**Prime Video Content Analysis**

**📌 Project Overview**

This project analyses **9,651 titles** (Movies & TV Shows) available on Prime Video. Using **Power BI, Power Query, and Excel**, we extracted insights on content distribution by **genre, rating, release year, and country**. The project involves **ETL, data modelling, and visualization** to provide meaningful business insights.

**🛠 Tools & Technologies Used**

* **Power BI** – Data visualization, dashboard creation, and insights extraction
* **Power Query** – Data transformation and cleaning
* **Excel** – Data preprocessing and structuring

**🔍 Key Features**

* **ETL & Data Modelling**: Processed raw data and created an optimized data model in Power BI.
* **Interactive Dashboard**: Visualized trends in **genre, ratings, country-wise distribution, and release year growth**.
* **Filtering Capabilities**: Users can filter content by **movies/TV shows, genres, and ratings**.

**📊 Insights Gained**

* **Genre Distribution**: Identified the most popular genres.
* **Rating Trends**: Analysed content distribution across different parental guidance ratings.
* **Geographical Trends**: Mapped content availability by country.
* **Content Growth**: Observed the increasing trend in Prime Video content over the years.

**📷 Dashboard Preview**

(Screenshot or link to the dashboard)

**🚀 How to Use**

1. Open the **Power BI (.pbix) file**.
2. Explore the **interactive dashboard** using filters and visualizations.
3. Gain insights from the charts and graphs for better content analysis.

**📂 Dataset**

* The dataset consists of **movies and TV shows with details** such as **title, genre, release year, rating, and country of origin**.
* Data was cleaned and structured using **Power Query and Excel**.

**📢 Conclusion**

This project demonstrates the power of **Power BI & Power Query** in analyzing streaming content. The dashboard provides **valuable insights** that can help stakeholders in decision-making regarding content strategy.

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