Amazon Prime Viewer Analytics Dashboard Project

This project showcases an interactive data analytics dashboard built using SQL, Power BI, and Excel. The analysis focuses on viewer behavior on Amazon Prime, extracting key insights from data related to watch time, genre preferences, device usage, and more.

# Tools & Technologies Used

- SQL (Data Extraction and Cleaning)

- Microsoft Power BI (Data Visualization & Dashboard Creation)

- Microsoft Excel (Initial Data Structuring)

- ChatGPT (Learning and Guidance Support)

# Key Insights from the Dashboard

- Total and average watch time by gender

- Genre preferences and top viewers

- Device usage distribution

- Time to first watch per user

- Interactive filtering using slicers (Gender, Device, Subscription Type, Watch Date)

# Skills Strengthened

- SQL data querying and manipulation

- Power BI visualization and dashboard storytelling

- Dashboard design using KPIs, slicers, and charts

- Real-time analytical thinking and data-driven decision making

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