

OTT Platforms Dashboard Insights



Netflix and Amazon Prime Dashboard
Analysis

Agenda

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- 4. Key Insights from Amazon Prime Dashboard
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Introduction

- This report provides insights from two OTT platform dashboards — Netflix and Amazon Prime. The dashboards analyze total content distribution, genre diversity, view ratings, and regional contributions. The aim is to understand platform content trends and user preferences.

Key Insights: Netflix Dashboard

- Total Shows: 6.23K (68% Movies, 32% Series)
- Average IMDb Score: 7.0
- Duration Breakdown: Nearly half (49.5%) are under 1–2 hours.
- Major Genres: Action & Adventure, Anime, British TV Shows.
- Top Directors: Jan S., Raid C., Jay K. contributed the most.
- Regional Insights: Strong content presence across North America, Europe, and Asia.
- View Ratings: Majority of shows are rated TV-MA and TV-14.

Key Insights: Amazon Prime Dashboard

- Total Shows: 9.67K (81% Movies, 19% Series)
- Broader Content Library compared to Netflix.
- Genre Variety: Extensive list including Action, Comedy, Animation.
- Directors: Includes both production houses and individual creators.
- View Ratings: Dominated by PG-13 and 16+ content.
- Rich mix of short and long-duration content.
- Global Reach with wider movie coverage.

Comparative Analysis: Netflix vs Amazon Prime

- Amazon Prime hosts more content (9.67K vs 6.23K).
- Netflix focuses more on balanced movies and series ratio.
- Amazon Prime leads in movie quantity, while Netflix emphasizes quality storytelling.
- Netflix has higher IMDb-rated shows (avg 7.0).
- Prime offers broader global and genre coverage.

Conclusion

- Both platforms showcase distinct strategies:
- Netflix prioritizes high-quality, well-rated content across varied regions.
- Amazon Prime focuses on large-scale content availability.
- Overall, Netflix provides better viewer-rated shows, while Prime delivers extensive movie variety.