

Movie Feedback System

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Abstract:

In the era of digital entertainment, personalized recommendations play a vital role in enhancing user experience. Our team has developed a comprehensive movie recommendation system dashboard using Microsoft Power BI, aimed at delivering actionable insights based on user preferences. Data was collected through a structured Google Form, capturing a diverse range of viewer demographics, movie genres, and individual ratings. This raw data was then cleaned, transformed, and analyzed to uncover key patterns and trends in movie-watching behavior.

The Power BI dashboard presents visually appealing and interactive visualizations, including bar charts, pie charts, heat maps, and slicers, allowing users to explore preferences across different age groups, genres, and viewing frequencies. These insights help in understanding user behavior, identifying popular genres, and predicting future viewing trends. Moreover, the system supports decision-making for content curators and marketing strategists by highlighting user engagement and satisfaction levels.

This project demonstrates the effective integration of data collection, analysis, and visualization tools to create a user-centric recommendation system. It showcases the power of business intelligence in transforming raw survey data into meaningful insights, ultimately contributing to more informed, personalized content recommendations in the entertainment industry.