Project Name

IMDB Top 1000 – Business Intelligence Dashboard

GitHub: https://github.com/Ashish-3007/IMDB-Top-1000-Business-Intelligence-Dashboard

Highlights

- Designed a Power BI dashboard analysing top 1000 IMDB movies for genre trends, director performance, and revenue impact.
- Built calculated DAX measures and KPI visuals to derive insights on ratings, certification, and production year patterns.
- Enabled data interactivity through filters and slicers to support decision-making for content strategy and acquisition.

Technology Used

- **Data Source:** CSV (Pre-processed in Excel)
- **Business Intelligence Tool:** Power BI
- **Modelling & Measures:** Power Query Editor, DAX
- **Visualizations:** Bar/Column Charts, KPI Cards, Slicers, Tree Map, Donut Charts

Conclusion

The IMDB BI Dashboard offers a visually rich and insight-driven platform for analysing movie performance across genres, directors, ratings, and revenue. It supports stakeholders in media production and acquisition with actionable data intelligence.

Future Scope

- Integrate external datasets (e.g., OTT performance, regional preferences) for deeper content valuation.
- Embed predictive models for genre-based gross income forecasting.
- Add storyboards to visualize narrative-driven trends over time.

Overall Summary

Built a business intelligence solution using Power BI to analyse and visualize IMDB Top 1000 movies. Enabled strategic decisions using dynamic filters, DAX-based KPIs, and insightful genre-director dashboards.

Articulation of Learning

Gained hands-on experience in data wrangling, relational modelling, and interactive dashboard design. Strengthened analytical thinking through KPI development and insights storytelling tailored for business stakeholders.