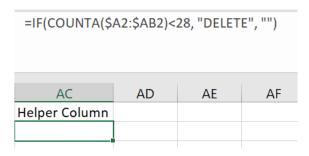
## **IMDB MOVIE ANALYSIS**

**Project Description:** The project aims to analyze the performance of various movies on the basis of the ratings received due to their budget, director's name, etc.

# Project Approach: To complete this project, I followed the following steps:

1) Cleaning the data

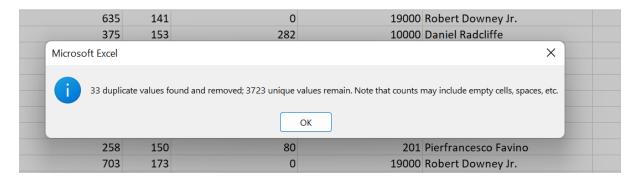
To clean the data, I created a "Helper" column to help me identify each row with any null value and name it as "DELETE".



Later, through VBA code, I deleted all the rows labelled "DELETE" in the helper column.



Later, I deleted all the duplicates by using "Remove Duplicates" from the "Data" tab



After data cleaning, we are left with 3724 rows from 5044 rows.

2161	COIOI	Jaiai Fallalli
3722	Color	Shane Carruth
3723	Color	Robert Rodriguez
3724	Color	Jon Gunn

2) Movie Genre Analysis: To determine the most common genre, I first extracted all the unique genres by creating a copy and then "Remove Duplicates" and then used the "COUNTIF" function to count the number of movies of each genre.

Then, I calculated its descriptive statistics.

#### Formula:

```
=COUNTIF('IMDB_Movies (2)'!$J$2:$J$3724, $A2)

=AVERAGEIF('IMDB_Movies (2)'!$J$2:$J$3724, $A2, 'IMDB_Movies (2)'!$Z$2:$Z$3724)

{=MEDIAN(IF('IMDB_Movies (2)'!$J$2:$J$3724=Movie_Genre_Analysis!$A2, 'IMDB_Movies (2)'!$Z$2:$Z$3724))}

{=IFNA(MODE.SNGL(IF('IMDB_Movies (2)'!$J$2:$J$3724=Movie_Genre_Analysis!$A2, 'IMDB_Movies (2)'!$Z$2:$Z$3724)),"No Single Mode")}

{=VAR.P(IF('IMDB_Movies (2)'!$J$2:$J$3724=$A2, 'IMDB_Movies (2)'!$Z$2:$Z$3724))}

{=STDEV.P(IF('IMDB_Movies (2)'!$J$2:$J$3724=$A2, 'IMDB_Movies (2)'!$Z$2:$Z$3724))}

{=MAXIFS('IMDB_Movies (2)'!$Z$2:$Z$3724, 'IMDB_Movies (2)'!$J$2:$J$3724, $A2)}
```

GENRES			MEDIAN			ANDARD DEVIATION MAX	
Action   Adventure   Fantasy   Sci-Fi	12	6.891666667	6.95	6.7	2.252430556	1.500809967	8.8
Action   Adventure   Fantasy	25	6.356	6.4	5.8	0.951264	0.975327637	8.3
action   Adventure   Thriller	45	6.748888889	6.8	6.8	0.582498765	0.763216067	8
Action Thriller	22	6.340909091	6.4	6.5	1.028780992	1.014288416	8.5
Documentary	11	6.690909091	7.4	7.6	2.102644628	1.450049871	7.7
Action   Adventure   Sci-Fi	46	6.67173913	6.8	6.6	1.408983932	1.18700629	8.4
Action   Adventure   Romance	5	5.96	6.2	6.2	0.5224	0.72277244	6.9
Adventure   Animation   Comedy   Family   Fantasy   Musical   Romance	2	7.9	7.9	No Single Mode	0.01	0.1	8
Adventure Family Fantasy Mystery	5	7.56	7.5	7.5	0.0184	0.1356466	7.8
Action   Adventure	8	6.9875	7.15	7.6	1.36859375	1.169869117	8.5
Action   Adventure   Western	4	6.025	6.2	No Single Mode	0.436875	0.660965203	6.7
Action   Adventure   Family   Fantasy	5	5.1		No Single Mode	1.324	1.150651989	6.6
Action   Adventure   Comedy   Family   Fantasy   Sci-Fi	4	5.875		No Single Mode	0.516875	0.718940192	6.8
Adventure   Fantasy	7		6.9		0.851020408	0.922507674	7.9
Action   Adventure   Drama   History	2	6.4		No Single Mode	0.09	0.3	6.7
Adventure   Family   Fantasy		6.311764706	6.4		0.232802768	0.482496392	7.5
Action Adventure Drama Romance		7.1166666667	7.2		0.094722222	0.307769755	7.6
	114		7.1		0.539736073		8.1
Orama   Romance Action   Adventure   Sci-Fi   Thriller		6.96754386 6.367647059	6.15		0.539736073	0.734667321 0.862868195	8.1
		7.066666667	7.3		0.744541522	0.862868195	7.3
Action   Adventure   Fantasy   Romance							
Action Adventure Fantasy Sci-Fi Thriller	12	5.7	6.4	6.8	2.785	1.668831927	8
Adventure   Animation   Comedy   Family   Fantasy	27	6.42962963	6.8		1.747270233	1.321843498	8.3
Adventure   Animation   Comedy   Family   Sport		6.66666667		No Single Mode		0.38586123	7.2
action Crime Thriller		6.409090909	6.5		0.392099174	0.626178228	7.6
ction Adventure Horror Sci-Fi Thriller		5.366666667		No Single Mode	1.41555556	1.18977122	7
Adventure   Animation   Family   Sci-Fi	2	7.75	7.75	No Single Mode	0.4225	0.65	8.4
ction Comedy Crime Thriller	21	6.161904762	6.2	6.6	0.352834467	0.59399871	7.6
nimation   Drama   Family   Fantasy	1	6.8	6.8	No Single Mode	0	0	6.8
action Crime Drama Thriller	50	6.498	6.5	6.1	0.503796	0.709785883	9
Adventure   Animation   Comedy   Family	21	6.576190476	6.6	6.7	0.674195011	0.82109379	8.3
Action   Adventure   Animation   Comedy   Family   Sci-Fi	3	5.966666667	6	No Single Mode	0.20222222	0.449691252	6.5
Adventure Drama Family Mystery	1	7.5		No Single Mode	0	0	7.5
Action   Comedy   Sci-Fi   Western	1	4.8	4.8	No Single Mode	0	0	4.8
			٠.				
35 Action Adventure Fantasy Horror Thriller	1			No Single Mode	0	0	5.2
Action   Adventure   Comedy   Sci-Fi	4	0.020	6.4	5.9	0.421875	0.649519053	7.4
37 Comedy Family Fantasy		5.370588235	5.4		1.040899654	1.020244899	6.7
38 Adventure   Animation   Comedy   Drama   Family   Fantasy	1			No Single Mode	0	0	8.3
39 Adventure   Drama   Family   Fantasy	4		7.5	7.8	0.18	0.424264069	7.8
40 Action   Adventure   Drama   Fantasy		7.483333333	7.5		1.741388889	1.319616948	8.9
41 Action   Adventure   Family   Fantasy   Romance	1			No Single Mode	0	0	7
42 Action   Adventure   Drama   Sci-Fi	2			No Single Mode	0.64	0.8	7.6
43 Action   Adventure   Romance   Sci-Fi	1	6.8		No Single Mode	0	0	6.8
44 Action   Adventure   Family   Mystery   Sci-Fi	1	6.5	6.5	No Single Mode	0	0	6.5
45 Action   Adventure   Animation   Comedy   Drama   Family   Sci-Fi	2		7.95	No Single Mode	0.0025	0.05	8
46 Adventure Animation Comedy Family Sci-Fi	7	6.185714286	6.1	No Single Mode	0.886938776	0.94177427	7.8
47 Adventure   Animation   Family   Fantasy	10	7.28	7.5	8.2	0.8416	0.917387595	8.6
48 Action   Sci-Fi	16	6.6125	6.9	6.7	1.92984375	1.389188162	8.7
49 Adventure Drama Sci-Fi	4			No Single Mode	0.791875	0.889873587	8.6
50 Action   Adventure   Drama   Horror   Sci-Fi	0	#DIV/0!	#NUM!	No Single Mode	#DIV/0!	#DIV/0!	0
Drama Fantasy Romance	12	6.591666667	6.75	7.8	0.732430556	0.855821568	7.8
52 Adventure Sci-Fi	1	6.6	6.6	No Single Mode	0	0	6.6
Action   Adventure   Drama   Thriller	12	6.233333333	6.2	6.4	0.53055556	0.728392446	7.8
54 Action Drama History Romance War	2	6.6	6.6	No Single Mode	0.25	0.5	7.1
55 Action   Adventure   Biography   Drama   History   Romance   War	1		5.5	No Single Mode	0	0	5.5
66 Action Drama	6	5.65	6	6.4	0.9225	0.960468636	6.7
7 Drama Horror Sci-Fi	4	6.625	6.75	No Single Mode	0.291875	0.54025457	7.2
Adventure   Comedy   Family   Fantasy	11	5.845454545	5.9	6.7	0.677024793	0.822815164	6.7
9 Animation   Comedy   Family   Fantasy	5	6.8	7.1	No Single Mode	0.988	0.993981891	8
Action Adventure Animation Comedy Family	9	7.16	7.2	No Single Mode	0.0904	0.300665928	7.6
61 Adventure   Animation   Comedy   Family   Fantasy   Musical	2	6.6		No Single Mode	1	1	7.6
52 Mystery Thriller	16		6.65	6.6	0.79234375	0.890136928	8.5
63 Adventure   Animation   Comedy   Drama   Family	2	6.95	6.95	No Single Mode	0.0025	0.05	7
64 Action   Adventure   Animation   Comedy   Family   Fantasy   Sci-Fi	2	5.7		No Single Mode	0.36	0.6	6.3
65 Comedy Fantasy Horror	8			6.2	0.525	0.724568837	7.6
66 Drama Fantasy Horror Thriller	4	5.875	6	No Single Mode	0.246875	0.496865173	6.4
67 Action Drama Thriller	18	6.4	6.45	6.2	0.528888889	0.727247474	8.2

26 Drama Fantasy Mystery Romance	1	6.2		No Single Mode	0	0	6.2
27 Fantasy Horror Mystery Romance	1	6	6	No Single Mode	0	0	6
28 Adventure   Comedy   Family   Romance   Sci-Fi	1	4.9	4.9	No Single Mode	0	0	4.9
29 Drama Horror Thriller	9	5.3	5.6	5.6	0.991111111	0.995545635	6.8
30 Action Comedy Mystery Romance	1	5.5	5.5	No Single Mode	0	0	5.5
31 Action Adventure Comedy Romance Sci-Fi	2	6.35	6.35	No Single Mode	3.0625	1.75	8.1
32 Action Biography Drama History Thriller War	1	7.3	7.3	No Single Mode	0	0	7.3
33 Adventure Comedy Family Fantasy Horror	2	6.4	6.4	6.4	0	0	6.4
34 Comedy Family Romance Sci-Fi	1	3.6	3.6	No Single Mode	0	0	3.6
35 Action   Adventure   Thriller   War	2	6.05	6.05	No Single Mode	0.1225	0.35	6.4
36 Comedy Drama Romance Sport	13	6.146153846	6.2	6	0.688639053	0.829842788	7.4
37 Comedy Western	3	6.46666667	6.1	No Single Mode	0.948888889	0.97410928	7.8
38 Action Comedy Crime Drama	1	6.3	6.3	No Single Mode	0	0	6.3
39 Drama Music Romance War	1	5.9	5.9	No Single Mode	0	0	5.9
O Action   Comedy   Drama   Family   Thriller	1	5.5	5.5	No Single Mode	0	0	5.5
1 Action   Crime	2	5.85	5.85	No Single Mode	0.1225	0.35	6.2
2 Adventure   Animation   Drama   Family   History   Musical   Romance	1	6.6	6.6	No Single Mode	0	0	6.6
Action   Adventure   Drama   Romance   Sci-Fi	1	7.3	7.3	No Single Mode	0	0	7.3
4 Action   Adventure   Comedy   Family   Romance	1	5.4	5.4	No Single Mode	0	0	5.4
Action   Adventure   Comedy   Western	2	6.95	6.95	No Single Mode	0.1225	0.35	7.3
46 Biography Drama History Musical	1	6.3	6.3	No Single Mode	0	0	6.3
47 Adventure Drama Horror Thriller	1	6.8	6.8	No Single Mode	0	0	6.8
8 Action Drama Sport Thriller	1	5.8	5.8	No Single Mode	0	0	5.8
9 Drama Musical Romance Thriller	1	7.4	7.4	No Single Mode	0	0	7.4
50 Comedy Drama Family Fantasy	3	6.2	6.4	No Single Mode	0.186666667	0.43204938	6.6
Adventure   Comedy   Crime   Family   Musical	1	6.4	6.4	No Single Mode	0	0	6.4
2 Drama Music Musical Romance	2	6.3	6.3	No Single Mode	0.01	0.1	6.4
3 Drama Mystery Romance War	2	7.75	7.75	No Single Mode	0.0025	0.05	7.8
64 Crime Drama Romance	5	7.08	7.2	7.2	0.4456	0.667532771	8.2
5 Crime Horror Mystery Thriller	2	5.85	5.85	No Single Mode	0.3025	0.55	6.4
6 Adventure   Animation   Drama   Family   Fantasy   Musical   Mystery   Romance	1	7.1	7.1	No Single Mode	0	0	7.1
7 Action   Horror   Thriller	6	6.733333333	6.75	7.4	0.552222222	0.74311656	7.6
8 Drama History Horror	1	5.9	5.9	No Single Mode	0	0	5.9
59 Drama Romance Sport	6	6.55	6.65	No Single Mode	0.395833333	0.62915287	7.3

3) Movie Duration Analysis: To analyze the movie duration and relate it with the IMDB score, I used descriptive statistics for duration analysis. For visualization purposes, I used a scatter plot and a trendline for better understanding.

### Formula:

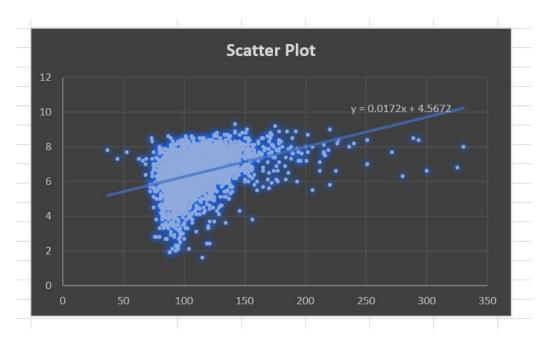
```
=AVERAGE(B2:B3657)

=MEDIAN(B2:B3657)

=STDEV(B2:B3657)

=STDEV(B2:B3657)
```

To insert a scatter plot, I selected the data and inserted the scatter plot from the charts section. To insert the trendline, right-click on one data point and click add trendline.



4) 5Language Analysis: To identify which language is most used in the movies, I used the "COUNTIF" function and to understand the effect of language on IMDB ratings, I used descriptive statistics.

## Formula:

```
=COUNTIF($A$2:$A$3724,$A2)

=AVERAGE(B2:B3)

{=MEDIAN(IF($A$2:$A$3724=$A2, $B2:$B3724))}

{=STDEV.P(IF($A$2:$A$3724=$A2, $B$2:$B$3724))}
```

Languages	IMDE	S_Scores	MEA	N	MED	IAN	STANI	DARD DE	VIATION	COUN	Т		
Aboriginal		7.9		7.5		7.5			0.4		2		
Aboriginal		7.1											
Arabic		6.8		6.8		6.6			0		1		
Aramaic		8.5		8.5		7.8			0		1		
Bosnian		6.6		6.6		7.5			0		1		
Cantonese		6.2	6.95	7143		6.7		0.61	8424595		7		
Cantonese		7.8											
Cantonese		7.5											
Cantonese		7.5											
Cantonese		6.9											
Cantonese		6.1										Ch	art Area
Cantonese		6.7											
Czech		7.3		7.3		7.2			0		1		
Danish		6.5	6.76	6667		7		0.30	9120617		3		
Danish		7.2											
Danish		6.6											
Dari		8.1		7.4		6.65			0.7		2		
Dari		6.7											
Dutch		6.8		7.1		6.4		0.29	4392029		3		
Dutch		7.5											
Dutch		7											
English		6.7	6.45	1318		6.5		1.05	9165166	3.	566		
English		7.9											
Fnølish		6 1											
3680 Maya			5.5		5.5		5.5			0		1	
3681 Mongo	lian		6.7		6.7		6.7			0		1	
3682 None			3.9		3.9		3.9			0		1	
3683 Norwe	gian		7.5		7.15		7.2		0.32015	6212		4	
3684 Norwe	gian		7										
3685 Norwe	gian		6.7										
3686 Norwe	gian		7.4										
3687 Persiar	1		8		7.6		7.7		0.37416	5739		3	
3688 Persiar	1		7.1										
3689 Persiar	1		7.7										
3690 Portug	uese		8.5		7.04		7		1.02293	6948		5	
3691 Portug	uese		7.7										
3692 Portug	uese		6.5										
3693 Portug	uese		7										
3694 Portug	uese		5.5										
3695 Roman	iian		6.3		6.3		6.3			0		1	
3696 Russiai	n		7.9		7.9		7.9			0		1	
3697 Spanis	h		7.4	6.69	5652		7		0.89222	6458		23	
3698 Spanis	h		7.5										

o o op ao						
3720 Thai	6.9 7.	133333	7	0.262466929	3	
3721 Thai	7.5					
3722 Thai	7				Chart Area	
3723 Vietnamese	6.9	6.6	6.9	0	1	
3724 Zulu	6.6	6.6	6.6	0	1	
3725						

5) Director Analysis: To identify the influence of directors on movie ratings, I used the "AVERAGE" method to group the directors by their average rating on every movie they were ever part of.

Then, I used the "PERCENTILE" method to calculate the top 10% performers and then sorted the data on the basis of "percentile" from highest to lowest.

## Formula:

=AVERAGEIF('IMDB\_Movies (2)'!\$B\$2:\$B\$3724, \$A2, 'IMDB\_Movies (2)'!\$Z\$2:\$Z\$3724)

=PERCENTILE(B2:B1660, 0.9)

1	DIRECTORS	AVERAGE	PERCENTILE		
2	Akira Kurosawa	8.7	7.5		
3	Tony Kaye	8.6	7.5		
4	Charles Chaplin	8.6	7.5		
5	Alfred Hitchcock	8.5	7.5		
6	Ron Fricke	8.5	7.5		
7	Damien Chazelle	8.5	7.5		
8	Majid Majidi	8.5	7.5		
9	Sergio Leone	8.433333333	7.5		
10	Christopher Nolan	8.425	7.5		
11	Richard Marquand	8.4	7.5		
12	Asghar Farhadi	8.4	7.5		
13	Lee Unkrich	8.3	7.5		
14	Fritz Lang	8.3	7.49		
15	Lenny Abrahamson	8.3	7.475		
16	Billy Wilder	8.3	7.46		
17	Pete Docter	8.233333333	7.45		
18	Hayao Miyazaki	8.225	7.45		
19	Quentin Tarantino	8.2	7.45		
20	George Roy Hill	8.2	7.45		
21	Juan José Campanella	8.2	7.45		
22	Joshua Oppenheimer	8.2	7.44		
23	Elia Kazan	8.2	7.43458333		
24	Victor Fleming	8.15	7.43333333		
25	Milos Forman	8.133333333	7.42666667		
26	Tim Miller	8.1	7.412		
27	Terry George	8.1	7.4		
28	Je-kyu Kang	8.1	7.4		
29	William Wyler	8.1	7.4		
30	David Sington	8.1	7.4		
31	Michael Wadleigh	8.1	7.4		
32	David Lean	8	7.4		
33	Michel Hazanavicius	8	7.4		
34	Stephen Chbosky	8	7.4		
4	Movie_Genre_Analysis	Movie_Duratio	n_Analysis	Language_Analysis	Director_

1627 Bob Clark	3.533333333	3.5	
1628 Damien Dante Wayans	3.5	3.5	
1629 Hal Needham	3.5	3.49	
1630 Arthur Hiller	3.5	3.4	
1631 Chris Stokes	3.5	3.4	
1632 Robert Marcarelli	3.5	3.32	
1633 Troy Miller	3.4	3.3	
1634 Harold Cronk	3.4	3.3	
1635 Pitof	3.3	3.3	
1636 Bob Spiers	3.3	3.3	
1637 Don Michael Paul	3.3	3.3	
1638 Perry Andelin Blake	3.3	3.3	
1639 Tom Brady	3.3	3.3	
1640 Alan Metter	3.3	3.3	
1641 Klaus Menzel	3.3	3.21	
1642 Gary Rogers	3.3	3.12	
1643 Christopher Leitch	3.2	3.1	
1644 Vic Armstrong	3.1	3.1	
1645 Trent Cooper	3.1	3.05	
1646 Charles Robert Carner	3.1	3	
1647 Uwe Boll	3	3	
1648 Jim Goddard	3	2.98	
1649 Nnegest Likké	3	2.89	
1650 Fred Savage	2.9	2.8	
1651 Joseph Sargent	2.8	2.8	
1652 Dave Borthwick	2.8	2.8	
1653 Kenneth Johnson	2.8	2.8	
1654 Steve Gomer	2.8	2.74	
1655 Aaron Seltzer	2.7	2.7	
1656 Rick de Oliveira	2.7	2.66	
1657 Jason Friedberg	2.6	2.54	
1658 Roger Christian	2.4	2.38	
1659 Alex Zamm	2.3	2.28	
1660 Vondie Curtis-Hall	2.1	2.1	
	Movie_Duration_	Analysis	Language_Analysis

6) Budget Analysis: To identify the relationship between a movie's production budget and its IMDB ratings, I found the "profit margin" for each movie and then sorted them on the basis of this margin from highest to lowest.

## Formula:

=C2-B2

	MOVIES	BUDGET		PROFIT MARGIN
	AvatarÂ	237000000	760505847	523505847
	Pirates of the Caribbean: At World's EndÂ	300000000	309404152	9404152
	SpectreÂ	245000000	200074175	-44925825
	The Dark Knight Rises Chart Area	250000000	448130642	198130642
	John CarterÂ	263700000	73058679	-190641321
	Spider-Man 3Â	258000000	336530303	78530303
	TangledÂ	260000000	200807262	-59192738
	Avengers: Age of UltronÂ	250000000	458991599	208991599
)	Harry Potter and the Half-Blood PrinceÂ	250000000	301956980	51956980
1	Batman v Superman: Dawn of JusticeÂ	250000000	330249062	80249062
2	Superman ReturnsÂ	209000000	200069408	-8930592
3	Quantum of SolaceÂ	20000000	168368427	-31631573
	Pirates of the Caribbean: Dead Man's ChestÂ	225000000	423032628	198032628
	The Lone RangerÂ	215000000	89289910	-125710090
	Man of SteelÂ	225000000	291021565	66021565
	The Chronicles of Narnia: Prince CaspianÂ	225000000	141614023	-83385977
	The AvengersÂ	220000000	623279547	403279547
	Pirates of the Caribbean: On Stranger TidesÂ	25000000	241063875	-8936125
	Men in Black 3Â			
		225000000	179020854	-45979146
	The Hobbit: The Battle of the Five ArmiesÂ	250000000	255108370	5108370
	The Amazing Spider-ManÂ	230000000	262030663	32030663
	Robin HoodÂ	200000000	105219735	-94780265
	The Hobbit: The Desolation of SmaugÂ	225000000	258355354	33355354
	The Golden CompassÂ	180000000	70083519	-109916481
	King KongÂ	207000000	218051260	11051260
	TitanicÂ	20000000	658672302	458672302
	Captain America: Civil WarÂ	250000000	407197282	157197282
9	BattleshipÂ	209000000	65173160	-143826840
0	Jurassic WorldÂ	150000000	652177271	502177271
1	SkyfallÂ	200000000	304360277	104360277
2	Spider-Man 2Â	200000000	373377893	173377893
3	Iron Man 3Â	200000000	408992272	208992272
4	Alice in WonderlandÂ	20000000	334185206	134185206
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**Tech-Stack Used:** To complete this project, I used MS Excel (2019) due to its friendly user- interface and familiarity.

## **Insights:**

- 1) The most common genre in movies is "Comedy | Drama | Romance" with the count being 147.
- 2) The most used language is "English" with the count being 3566.
- 3) The top 10 directors based on their average IMDB scores and percentiles are:

1	DIRECTORS	AVERAGE	PERCENTILE
2	Akira Kurosawa	8.7	7.5
3	Tony Kaye	8.6	7.5
4	Charles Chaplin	8.6	7.5
5	Alfred Hitchcock	8.5	7.5
6	Ron Fricke	8.5	7.5
7	Damien Chazelle	8.5	7.5
8	Majid Majidi	8.5	7.5
9	Sergio Leone	8.433333333	7.5
10	Christopher Nolan	8.425	7.5

4) The top 5 movies with the highest profit margin are:

1	MOVIES	BUDGET	GROSS INCOME	PROFIT MARGIN
2	AvatarÂ	237000000	760505847	523505847
3	Pirates of the Caribbean: At World's EndÂ	300000000	309404152	9404152
4	SpectreÂ	245000000	200074175	-44925825
5	The Dark Knight RisesÂ	250000000	448130642	198130642
6	John CarterÂ	263700000	73058679	-190641321

**Results:** From this project, I was able to learn various new concepts and use my knowledge of advanced Excel and statistics for practical purpose.

Link: ..\..\Downloads\IMDB Movies.xlsm