



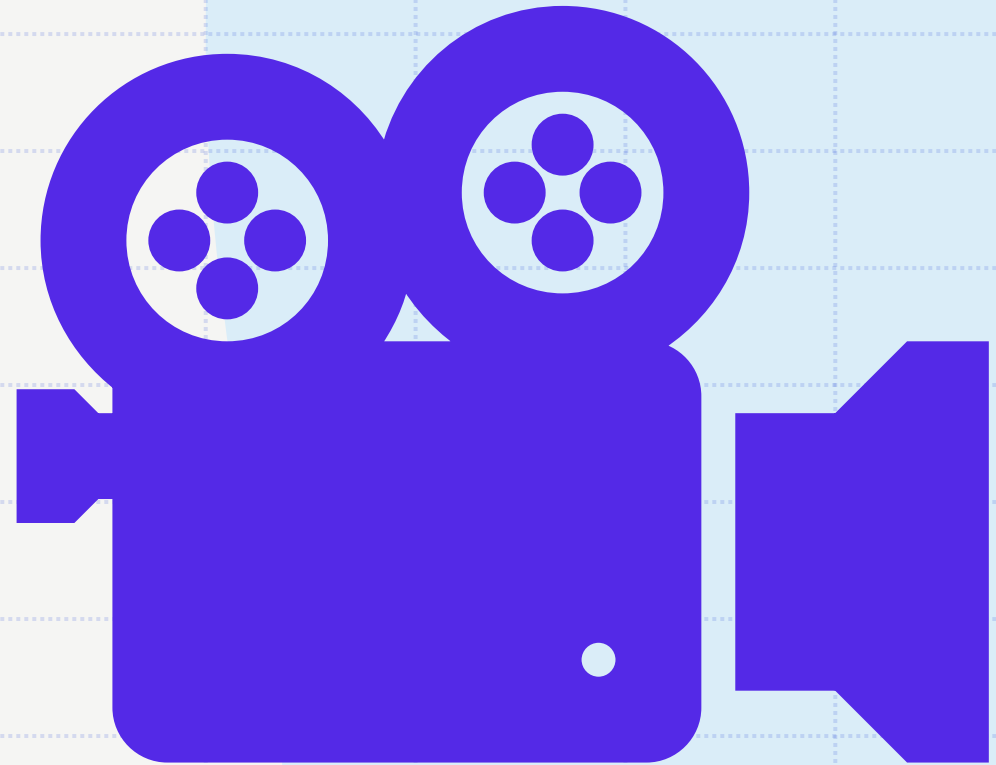
# IMDB Movie Analysis

Final Project-1

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# Project Description:

- The objective of this project is to conduct a comprehensive analysis of the IMDB movie dataset. The analysis focuses on several key aspects of the dataset, including movie genres, duration, language, directors, and budget. By exploring these factors, we aim to understand their impact on the IMDB scores and financial success of movies



# Approach:



I began by downloading the dataset provided for the project. The dataset contains information about movie titles, genres, durations, languages, directors, budgets, gross earnings, and IMDB scores. I conducted a data cleansing activity and started working on this.



Using Excel, we performed various analyses on the dataset to answer the questions outlined in the project details. This involved manipulating the data to extract relevant information, calculating descriptive statistics, and visualizing relationships between different variables.



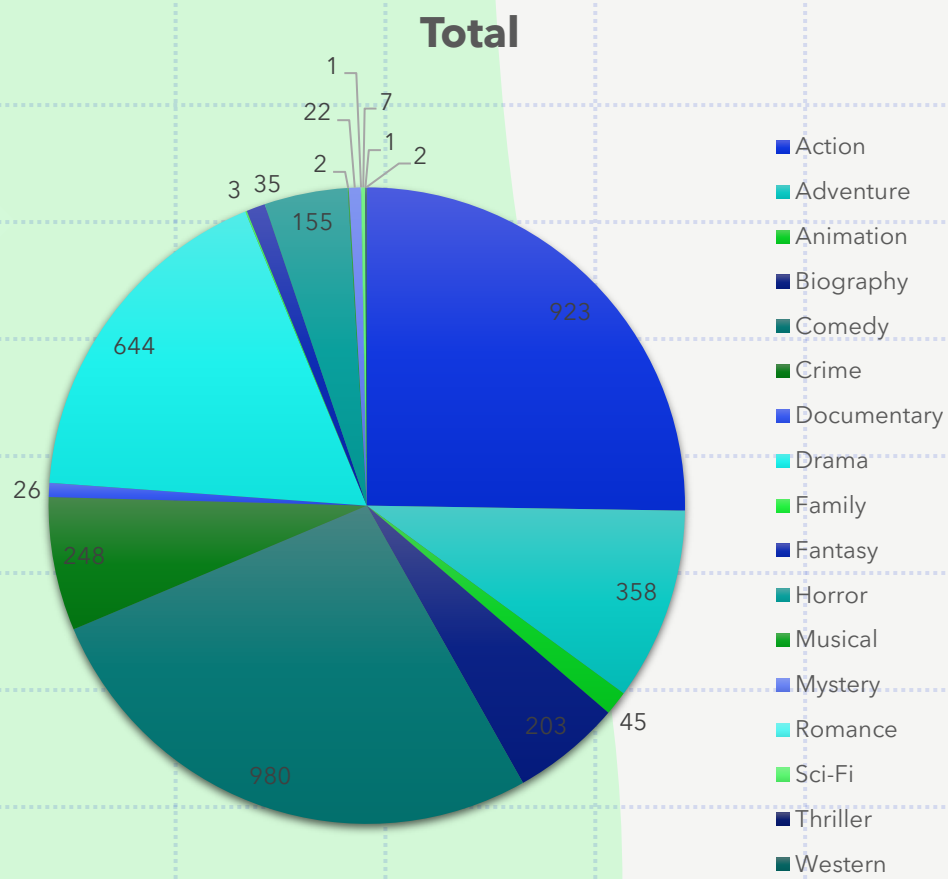
Based on the analysis results, we created a detailed report to present our findings. The report includes insights derived from each analysis task, supported by visualizations and statistical summaries.



## Tech-Stack Used:

- For this project, Microsoft Excel for data analysis and Excel's built-in functions and tools were instrumental in performing calculations, generating visualizations, and summarizing the results. Also use Google Drive to save and share the final report

# Insights:



Genres Maniplutaion	
Median	35
Max	980
Min	1
Mode	2
Var	100036.4706
Sd	316.2854258

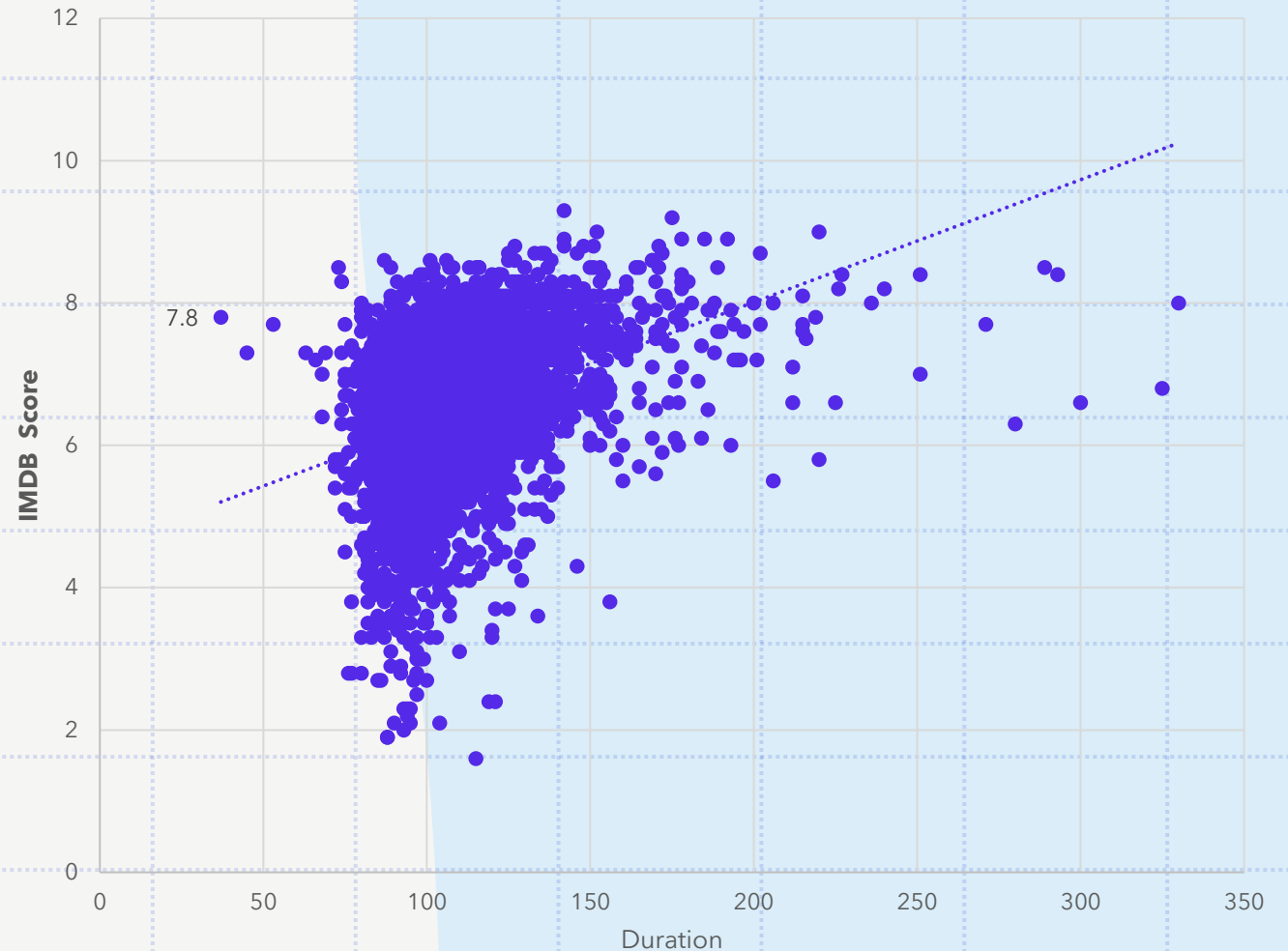
A) **Movie Genre Analysis:** I identified the most common genres in the dataset and analyzed their impact on IMDB scores. Action, Biography, Crime, Comedy and Drama emerged as the most prevalent genres.

# Insights:

B) **Movie Duration Analysis:** The distribution of movie durations varied widely, ranging from short films to lengthy epics. However, we observed a weak correlation between movie duration and IMDB score, suggesting that movie length alone does not significantly influence audience ratings.

Avr of Movie Duration	110.2
Median	106.0
SD	22.7

Duration Vs IMDB score



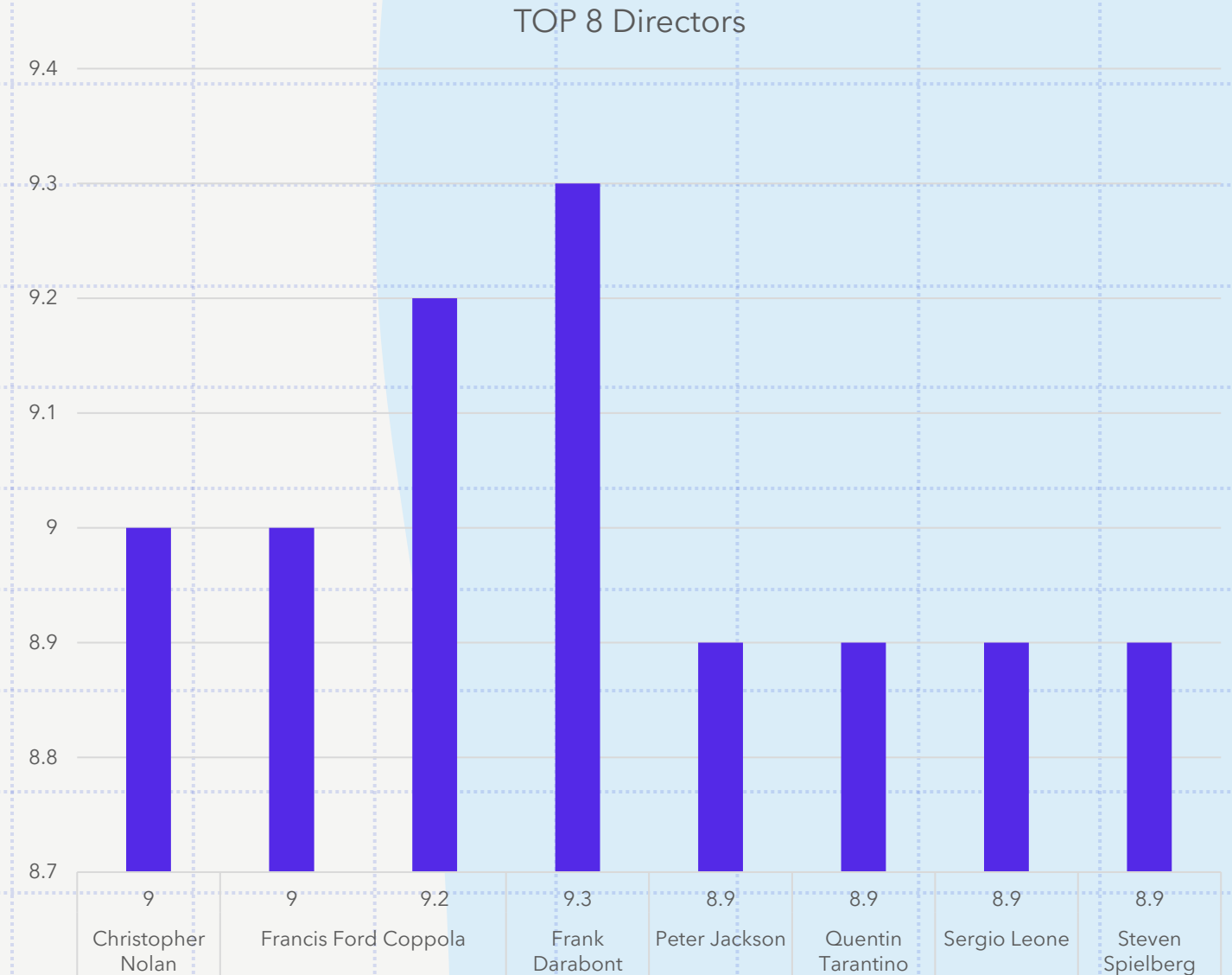
# Insights:

C) **Language Analysis:** English was the predominant language in the dataset, followed by French and Spanish. Interestingly, movies in languages other than English tended to have slightly lower IMDB scores on average, indicating potential biases in audience preferences.

language	Count of language
English	3498
French	34
Spanish	23
Mandarin	14
Japanese	10

# Insights:

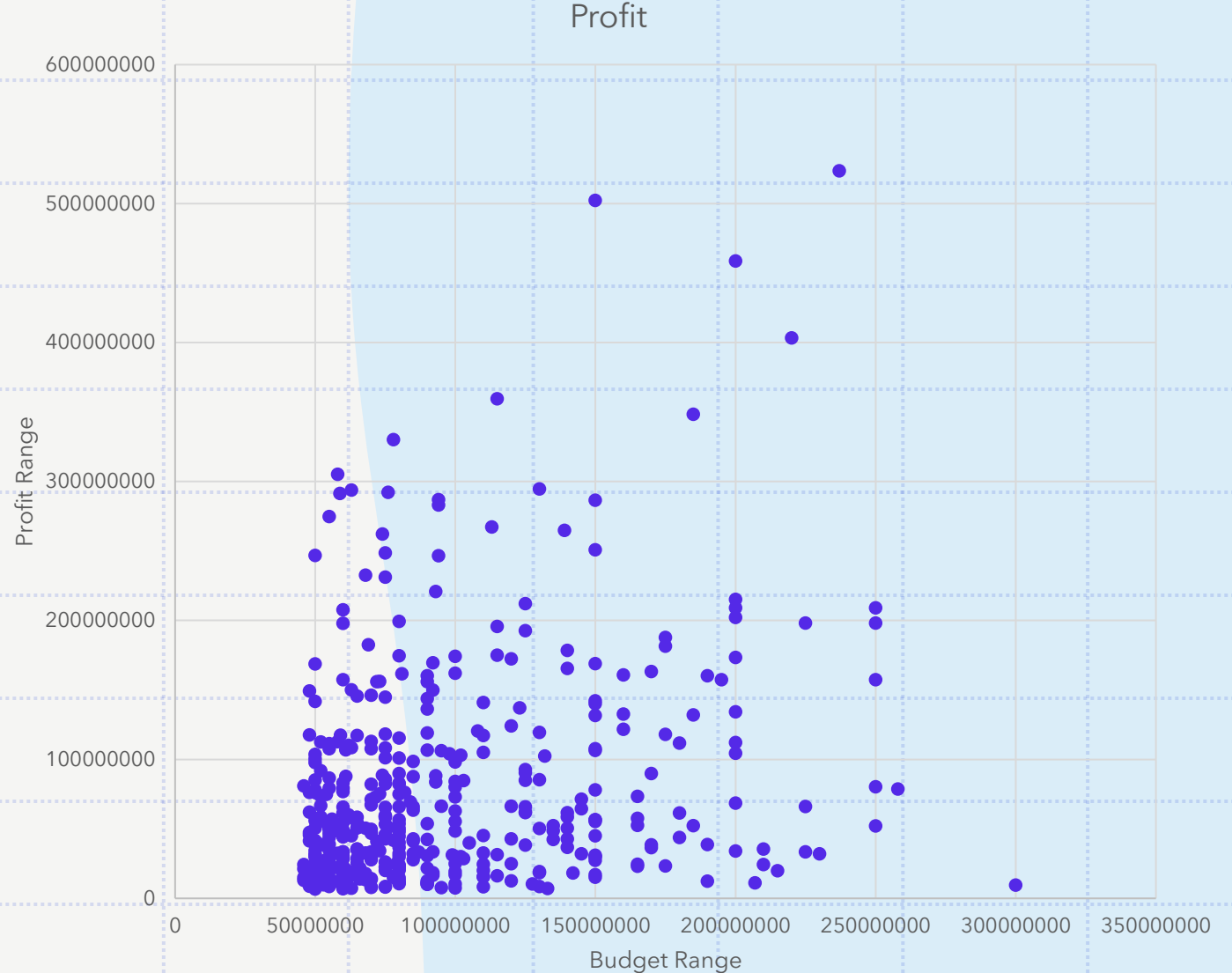
D) **Director Analysis:** I identified top directors based on their average IMDB scores and analyzed their contribution to movie success. Directors such as Francis Ford Coppola and Frank Darabont consistently produced movies with high IMDB ratings, reflecting their strong influence on audience perception.





# Insights:

E) **Budget Analysis:** I explored the relationship between movie budgets and financial success by analyzing the correlation between budgets and gross earnings. While there was a positive correlation between the two variables, the strength of the relationship varied depending on other factors such as genre and director.



# Excel Sheet Hyperlink:

[https://docs.google.com/spreadsheets/d/12EQ8zgMSGVG4FHvf9-u2hBvlp1x1kAuL/edit?usp=drive\\_link&ouid=103837896382458701564&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/12EQ8zgMSGVG4FHvf9-u2hBvlp1x1kAuL/edit?usp=drive_link&ouid=103837896382458701564&rtpof=true&sd=true)

# Thank You!

