Movie Data Analysis Report

1. Project Overview

This project analyses movie data using Microsoft Excel and Power BI. The goal is to uncover trends in genres, ratings, revenues, and other metrics to support insights in the film industry and improve content or marketing strategies.

2. Tools Used

- Microsoft Excel
- Power Query
- Power BI

3. Dataset

- Source: (Movie Metadata)
- Data contains:
 - o Title Year
 - o Movie_title
 - o Genre
 - o Revenue
 - Director Name
 - o IMDb Score
 - Content rating
 - o Budget
 - o Language
 - o Country

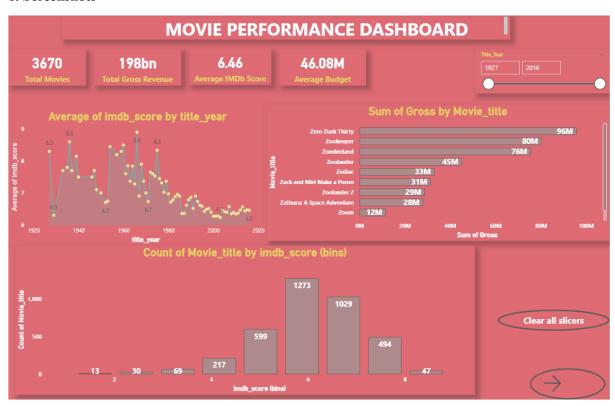
4. Steps Followed

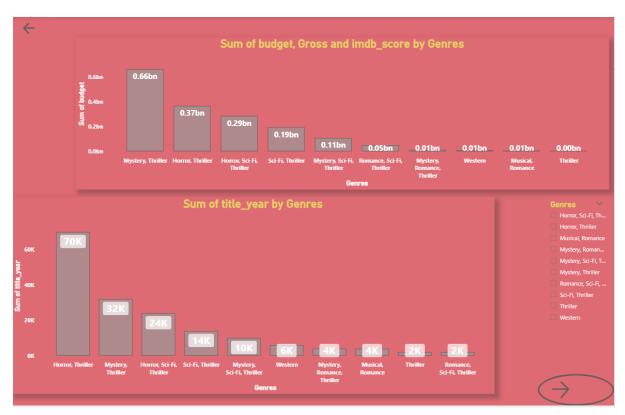
- 1. Cleaned the raw data in Excel (handled missing values, corrected data types, formatted columns & removed special characters)
- 2. Performed initial analysis using formulas, filters, and Pivot Tables in Excel
- 3. Imported cleaned data into Power BI
- 4. Created interactive dashboards with visuals such as line chart, clustered bar chart, clustered column chart, donut chart, area chart and cards.

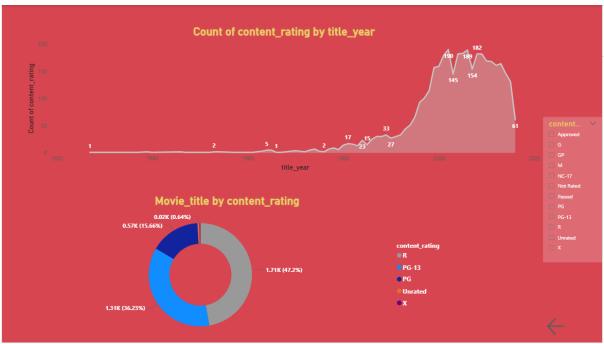
5. Key Insights

- Action and Drama are the most frequently produced genres
- Calculated average of IMDB score by title year
- The top 10 highest-grossing movies were identified by summing gross revenue and applying a Top N filter to the results.
- The count of movie titles was displayed by IMDb score, with the scores grouped into 9 bins
- The visualization shows the top 10 genres by total budget, analysed in relation to IMDb scores
- Top 5 movie titles filtered by content rating
- The number of colour movies (96.73%) are higher than number of black and white movies (3.27%).

6. Screenshots







7. Files Included

- Movie Metadata.xlsx Cleaned data and basic analysis.
- Movie Metadata.pbix _ Power BI dashboard
- 'README.md' Project description

8. How to Use

- 1. Open Movie Metadata.xlsx view or modify the data
- 2. Open Movie Metadata.pbix in Power BI Desktop to interact with the dashboard
- 3. Use slicer to explore specific years, genres, or countries