

# IMBD MOVIE ANALYSIS WITH POWERBI

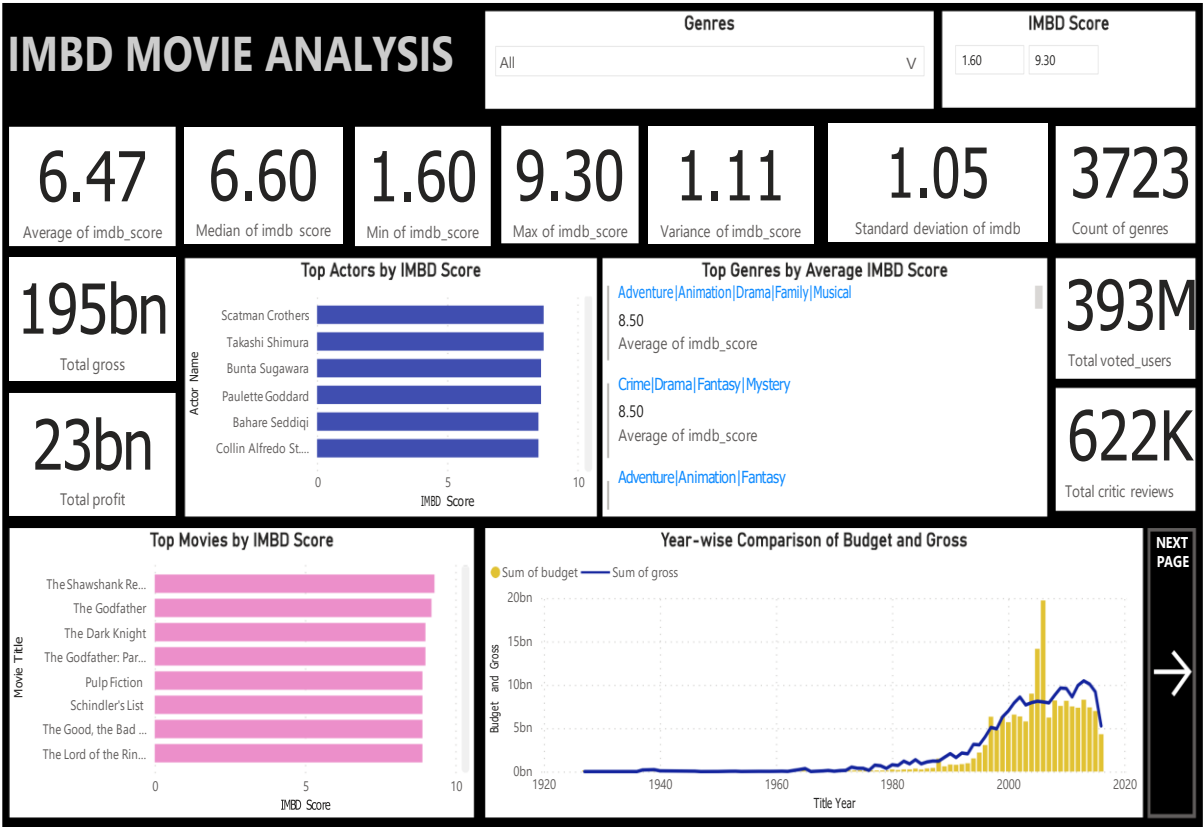
## Problem Statement:

The dataset provided is related to IMDB Movies. A potential problem to investigate could be: **"What factors influence the success of a movie on IMDB?"** Here, success can be defined by high IMDB ratings. The impact of this problem is significant for movie producers, directors, and investors who want to understand what makes a movie successful to make informed decisions in their future projects.

## Data Cleaning:

- The Shape of the Original Dataset has 5043 rows and 28 columns.
- The Features of a dataset are color, director name, number of critics for reviews, duration, director facebook likes, actor3 facebook likes, actor2 name, actor1 facebook likes, gross, genres, actor1 name, Movie title, number of voted users, cast total facebook likes, actor3 name, face number in poster, plot keywords, movie imdb link, number user for reviews, language, country, content rating, budget, title year, actor 2 facebook likes, imdb score, aspect ratio, movie facebook likes.
- **After removing Null Values:**  
Dataset Shape - 3756 rows and 28 columns
- **After removing Duplicates:**  
Dataset Shape - 3723 rows and 28 columns
- **Feature Engineering:**  
Created a feature profit by taking the difference between Gross and Budget feature.

DASHBOARD:



195bn

Total gross

23bn

Total profit

Top Actors by IMBD Score

Scatman Crothers

Takashi Shimura

Bunta Sugawara

Paulette Goddard

Bahare Seddiqi

Collin Alfredo St...

0

5

10

IMBD Score

Top Genres by Average IMBD Score

Adventure|Animation|Drama|Family|Musical

8.50

Average of imdb\_score

Crime|Drama|Fantasy|Mystery

8.50

Average of imdb\_score

Adventure|Animation|Fantasy

393M

Total voted\_users

622K

Total critic reviews

Top Movies by IMBD Score

The Shawshank Re...

The Godfather

The Dark Knight

The Godfather: Par...

Pulp Fiction

Schindler's List

The Good, the Bad ...

The Lord of the Rin...

0

5

10

IMBD Score

Year-wise Comparison of Budget and Gross

Sum of budget

Sum of gross

0bn

5bn

10bn

15bn

20bn

1920

1940

1960

1980

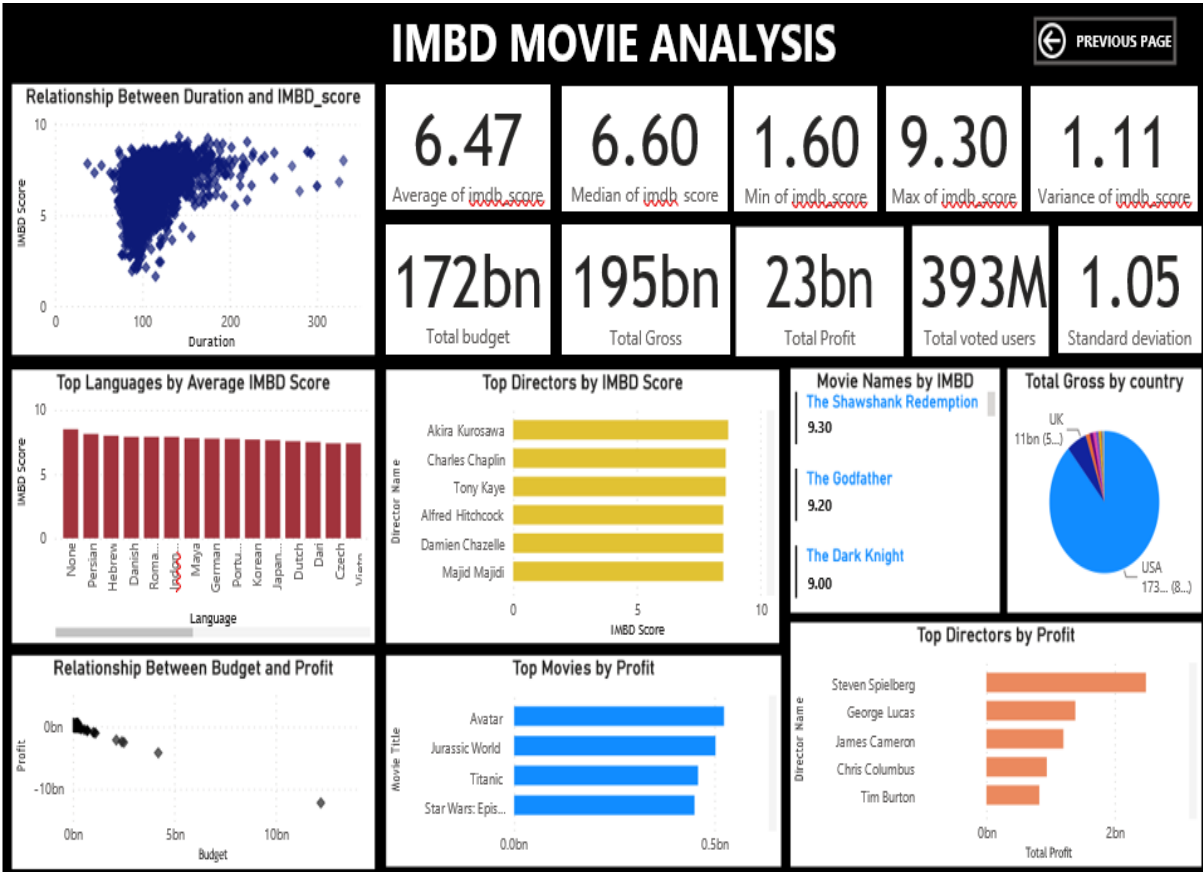
2000

2020

Title Year

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172bn

Total budget

195bn

Total Gross

23bn

Total Profit

393M

Total voted users

1.05

Standard deviation

Top Languages by Average IMBD Score

None

Persian

Hebrew

Danish

Roma...

Indo...

Maya

German

Portu...

Korean

Japan...

Dutch

Czech

Vietn...

0

5

10

IMBD Score

Top Directors by IMBD Score

Akira Kurosawa

Charles Chaplin

Tony Kaye

Alfred Hitchcock

Damien Chazelle

Majid Majidi

0

5

10

IMBD Score

Movie Names by IMBD

The Shawshank Redemption

9.30

The Godfather

9.20

The Dark Knight

9.00

Total Gross by country

UK

11bn (5...)

USA

173... (8...)

Relationship Between Budget and Profit

Profit

0bn

-10bn

0bn

5bn

10bn

Budget

Top Movies by Profit

Avatar

Jurassic World

Titanic

Star Wars: Epis...

0.0bn

0.5bn

Movie Title

Top Directors by Profit

Steven Spielberg

George Lucas

James Cameron

Chris Columbus

Tim Burton

0bn

2bn

Director Name

### **A. Movie Genre Analysis:**

- Analyze the distribution of movie genres and their impact on the IMDB score. Then, for each genre, calculate the descriptive statistics (mean, median, mode, range, variance, standard deviation) of the IMDB scores.
- The Top three genres by Average IMBD Score are
  1. Adventure | Animation | Drama | Family | Musical
  2. Crime | Drama | Fantasy | Mystery
  3. Adventure | Animation | Fantasy
- We can also see the Top movie names and Actors for each genre.

### **B. Movie Duration Analysis:**

- Analyze the distribution of movie durations and its impact on the IMDB score.
- The IMBD Scores are clustered around 80 – 200 duration and the IMBD Scores are high in the duration range of 150 – 200 minutes.

### **C. Language Analysis:**

- The most common languages used in movies which are having higher IMBD Score are Persian, Hebrew, Danish, Romanium etc...

### **D. Director Analysis:**

- The Top Directors who are having higher IMBD score are Akira Kurasawa, Charles Chaplin followed by Tony Kaye etc...
- For each Director, we can get the Top movie names by IMBD score.
- We can also get the directors who have got more profitable movies like Steven Speilberg, George Lucas followed by James Cameron etc..

### **E. Budget Analysis:**

- The Relationship between budget and profit is that with lower budgets, the movies tend to get more profit.
- The Top Movies which are having higher profit are Avatar, Jurassic World, Titanic etc...

Finally, we can select different options in charts to see the descriptive statistics, total gross, total profit, total voted users etc updates dynamically to get the insights.