**INTERVIEW QUESTIONS FOR MOVIES TRENDS AND INSIGHTS FOR INTERACTIVE DASHBOARDS**

1. **Introduction**

To develop a user-centric Movies Trends and Insight Dashboard, a series of user interviews were conducted. The objective was to gain insights into user expectations, preferences, and challenges when analyzing movie-related data. The feedback from these interviews helped shape the dashboard’s design and functionality, ensuring it provides meaningful and actionable insights.

1. **Interview Process**

To gather diverse perspectives on movie analytics dashboards, three participants were interviewed:

Participant A – A casual moviegoer who enjoys exploring movie ratings and audience reviews.

Participant B – A data analyst who works with datasets and uses analytical tools.

1. **Interview Methodology**

Format: One-on-one interviews conducted in person and via video calls.

Duration: Each interview lasted approximately 30–45 minutes.

Questionnaire Structure: The interview was divided into three sections: User Interaction & Experience, Data Presentation & Interpretation, and Customization & Integration.

1. **Interview Questions**
2. **User Interaction & Experience**

* How do you typically explore and analyze movie-related data?
* What key features or functionalities would you like to see in a movie analytics dashboard?
* Have you used any movie analytics dashboards before? If so, what did you like/dislike about them?

1. **Data Presentation & Interpretation**

* What type of visualizations (e.g., bar charts, pie charts, heatmaps) do you find useful for exploring data?
* Do you prefer dashboards that provide high-level summaries or detailed drill-down capabilities?
* How important is real-time data in your movie analysis?

1. **Customization & Integration**

* What filters or search criteria would be most useful for you?
* Do you prefer a dashboard with default templates, or would you like the ability to customize reports?

**RESPONSES**

Participant A – A casual moviegoer who enjoys exploring movie ratings and audience reviews.

Personal Information:

Full Name:

Occupation:

Participant B – A data analyst who works with datasets and uses analytical tools.

Personal Information:

Full Name:

Occupation: