

Movie Sales Reports

Genre

All

Releas...

All

Director

All

Report 1

Report 2

Report 3

Report 4

Report 5

Dashboard 1

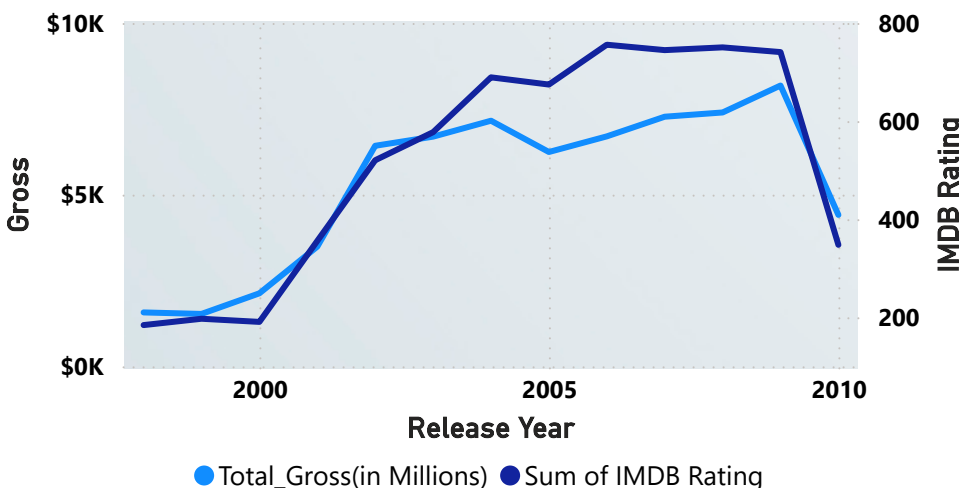
Dashboard 2

Dashboard 3

Insights &
Recommendations

Annual Trends in Movie Success: Analyze the yearly trend in gross value and ratings to spot any peak years or declines.

Yearly trend in gross value and Ratings



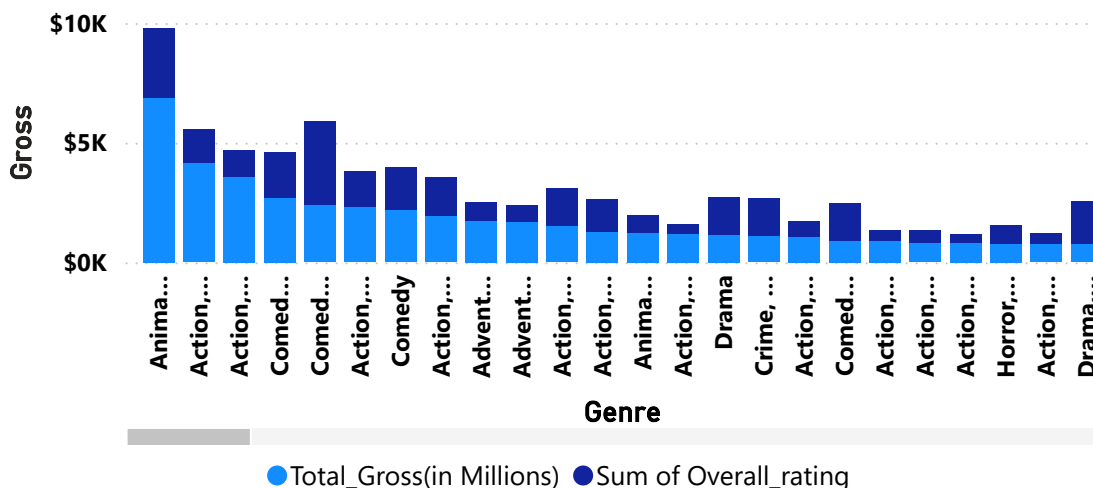
• **Used Columns:** Total_Gross (Measure)
IMDB Rating
Release Year

• **Insights** : 1. From the year 2000 to 2002 the gross value got increased by double and highest gross value we got in the year 2009 . Then there is a sudden decline in the gross value in the year of 2010 compared to 2009.

2. There is a directly proportional relation between Gross value and IMDB Ratings.

Genre Performance Comparision: Compare genres based on IMDB rating, metascore and gross value.

Genre Performance Comparision based on Rating, Metascore , Gross



• **Used Columns :**
Total_Gross (Measure)
Overall_rating (Used Calculated Column which combines IMDB rating and Metascore which gives us overall rating score of Movie)

Here I compared Genre Performance based on Gross and segmented using overall rating of movie.

• **Insights** : The Movies which has **Animation, Adventure, Comedy** combined Genres are having **High Gross value** and has good ratings also .But the movies which has **Comedy, Drama, Romance** combined Genres are having **high ratings** but less Gross values.

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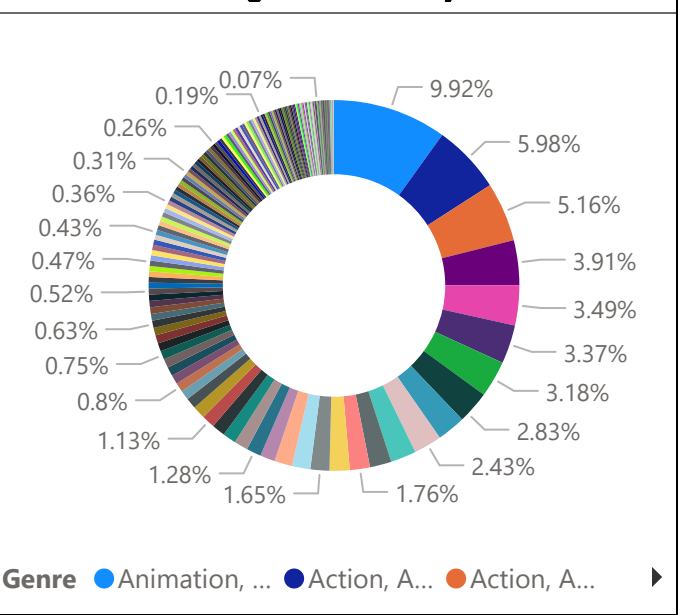
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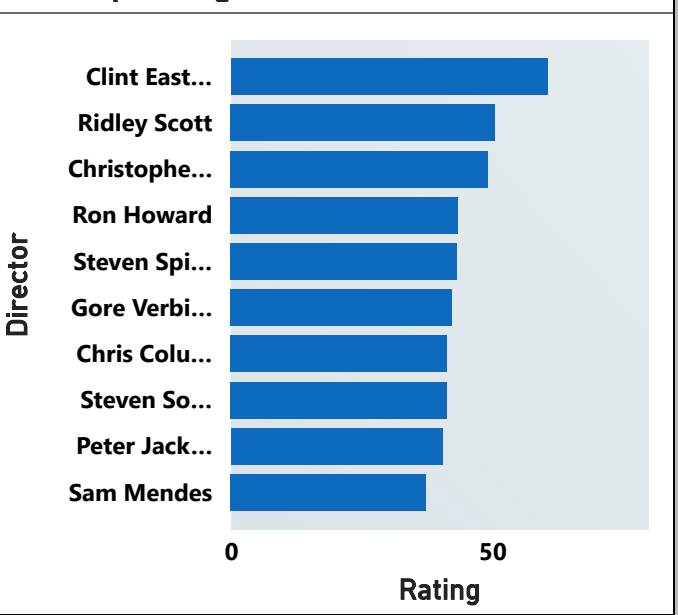
Director Impact: Identify directors with high-grossing and top-rated movies.

Percentage of Gross by Genre



- **Used Columns :** Total_Gross (Measure) and Genre
- **Insights :** The Movies which has **Animation, Adventure, Comedy** combined Genres are having **High Percentage share of Gross Value**

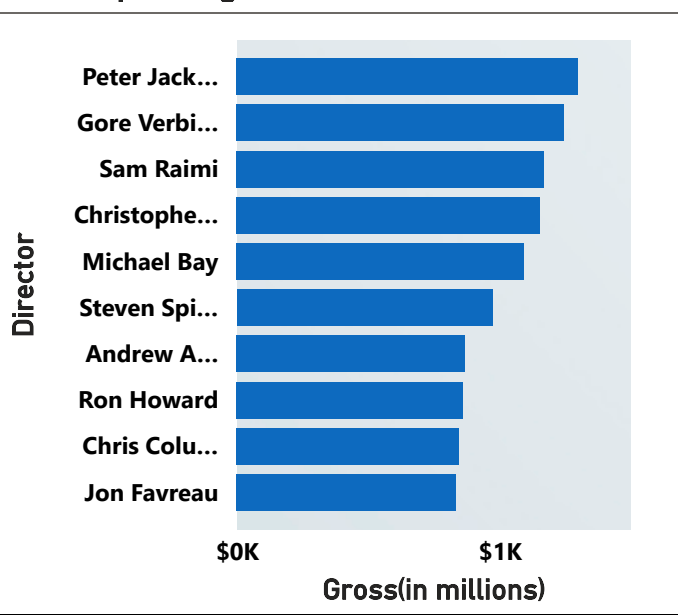
Top 10 High Rated Movie Directors



Used Columns: IMDB Rating and Directors

Insights : The Top Director with High Rating is **Clint Eastwood** and he directed **Action, Drama** related movies more.

Top 10 High Gross Movie Directors



Used Columns: Gross and Directors

Insights : The Top Director with High Gross value is **Peter Jackson** and he directed **Action, Adventure, Drama** related movies more.

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Cast and Gross Correlation: Explore if certain actors consistently perform in high-grossing films.

Exploring actors who consistently performing in high grossing films

Movie Name	Total_Gross(in Millions)	Lead Actor
The Dark Knight	\$534.86	Christian Bale
Harry Potter and the Sorcerer's Stone	\$317.58	Daniel Radcliffe
The Lord of the Rings: The Fellowship of the Ring	\$315.54	Elijah Wood
The Lord of the Rings: The Return of the King	\$377.85	Elijah Wood
The Lord of the Rings: The Two Towers	\$342.55	Elijah Wood
Indiana Jones and the Kingdom of the Crystal Skull	\$317.10	Harrison Ford
Star Wars: Episode III - Revenge of the Sith	\$380.26	Hayden Christensen
The Passion of the Christ	\$370.78	Jim Caviezel
Pirates of the Caribbean: Dead Man's Chest	\$423.32	Johnny Depp
Shrek 2	\$436.47	Kelly Asbury
Finding Nemo	\$380.84	Lee Unkrich
Shrek the Third	\$320.71	Raman Hui
Iron Man	\$318.41	Robert Downey Jr.
Avatar	\$760.51	Sam Worthington
Total	\$7,846.97	

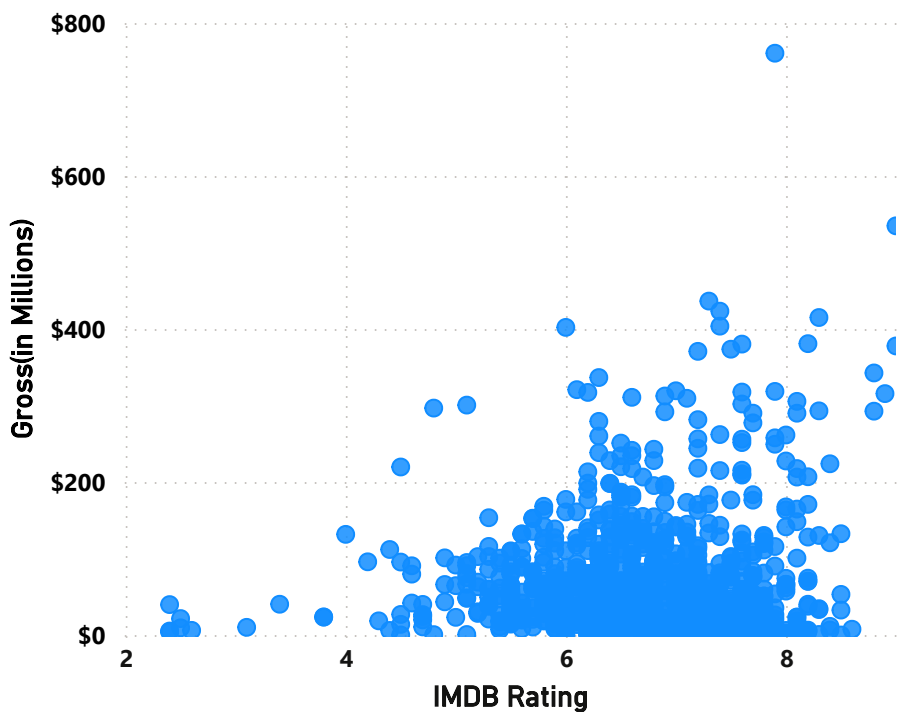
• **Used Columns:** Movie Name , Total_Gross (Measure), Lead actor

• **Insights :** Here I took Top 20 High Grossing movies and observed whether any actor performing / acting in the high rated movies consistently or not .

I observed that the actors who are acting consistently in High Grossing Movies are **Elijah Wood,, Shia LaBeouf, Tobey Maguire** in the list of Top 20 movies.

IMDb rating vs. gross value to see if high ratings correlate with higher revenue.

Correlation of IMDB Rating vs Gross Value



• **Used Columns :** Movie Name, IMDb Rating, Total_Gross(Measure)

• **Insights :** Here in most of the movies the relation between IMDb rating and Gross Value is inversely Proportional i.e even if the Gross value is low the rating is High.

In some movies the Rating and Gross value both are high. But mostly they are not related to each other.

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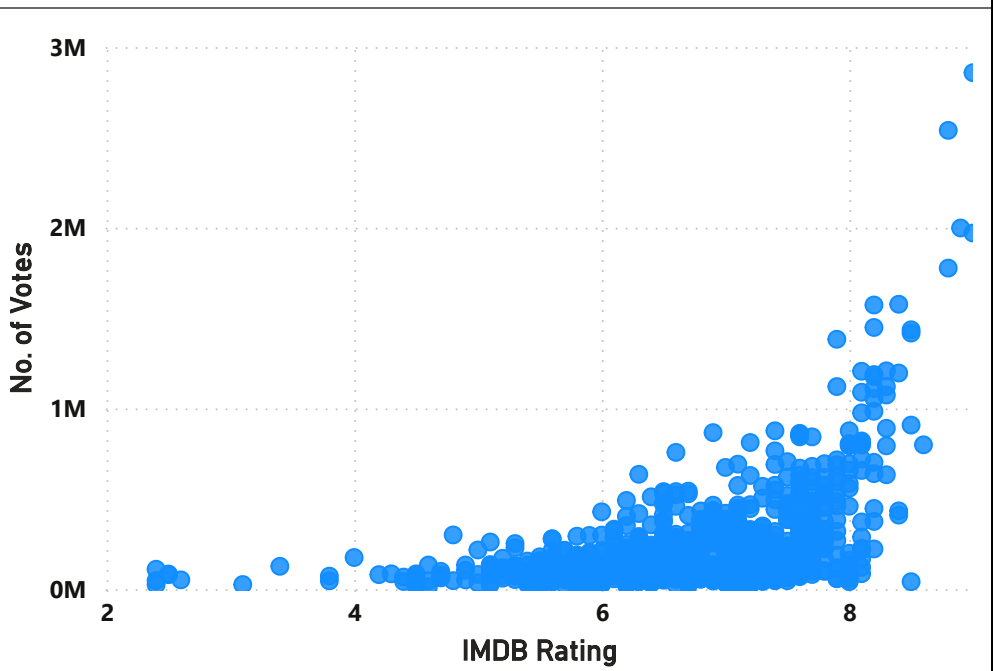
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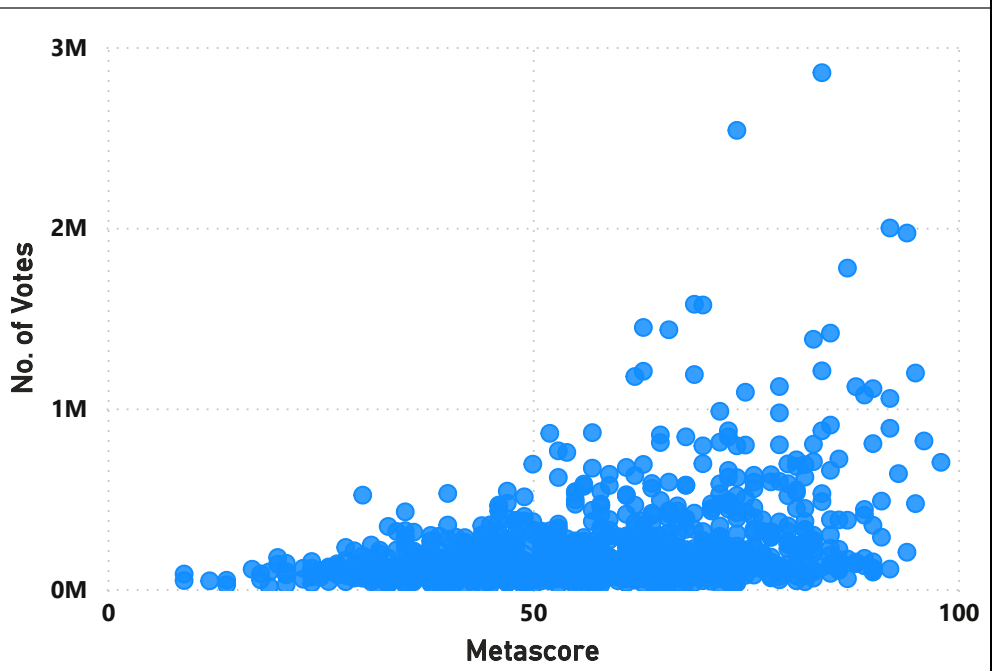
Rating and Popularity Relationship: Examine correlations between IMDb rating, metascore, and the number of votes a movie received.

Correlation between Rating and Votes by Movie Name



- **used columns :** IMDB rating , Votes
 - **Insights:** The relation between IMDB Rating and No. of Votes by movie is directly Proportional for most of the movies.
- Even if the IMDB rating is high the number of votes are low for some movies. But mostly they are related with each other.

Correlation between Metascore and Votes by Movie Name



- **used columns :** Metascore , Votes
 - **Insights:** The relation between Metascore and No. of Votes by movie is directly Proportional for most of the movies.
- Even if the Metascore is high the number of votes are low for some movies. But mostly they are related with each other.

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KPI Cards: Highest grossing movie, average IMDb rating, and highest metascore.

Highest Gross Movie Value

\$760.51

Highest Metascore

98

Average IMDB Rating

6.69

Table with Conditional Formatting: Top 10 movies sorted by gross value, with conditional formatting based on IMDb rating and metascore.

Top 10 Movies sorted by Gross Value, with conditional formatting based on rating and metascore			
Movie Name	Sum of Gross(in Millions)	Sum of IMDB Rating	Sum of Metascore
Avatar	\$760.51	7.90	83
The Dark Knight	\$534.86	9.00	84
Shrek 2	\$436.47	7.30	75
Pirates of the Caribbean: Dead Man's Chest	\$423.32	7.40	53
Toy Story 3	\$415.00	8.30	92
Spider-Man	\$403.71	7.40	73
Transformers: Revenge of the Fallen	\$402.11	6.00	35
Finding Nemo	\$380.84	8.20	90
Star Wars: Episode III - Revenge of the Sith	\$380.26	7.60	68
The Lord of the Rings: The Return of the King	\$377.85	9.00	94
Total	\$4,514.93	78.10	747

- **Used Columns :** Movie Name, Gross, IMDB rating, Metascore
- **Insights :** Here it shows the list of Top 10 Movies based on Gross values. The Highest Gross Movie is Avatar with gross value of \$760.51 millions.