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PROJECT DESCRIPTION

The "IMDB Movie Analysis" project utilizes data analytics to uncover valuable insights in the movie industry. As a Data Analyst, you utilize Excel to analyze factors such as budget, revenue, ratings, directors, and genres. By identifying top-performing movies, exploring language diversity, and understanding audience preferences, you deliver actionable recommendations for informed decision-making and improved performance. The project's goal is to extract meaningful information from the IMDB movie dataset, enabling stakeholders to make data-driven decisions and gain a competitive edge in the dynamic world of movies.

APPROACH

In the initial step of data cleaning, we use Excel to remove unnecessary columns and handle null values to ensure a clean dataset. This involves dropping irrelevant columns and addressing missing values appropriately. By performing these cleaning tasks, we prepare the data for further analysis.

To find movies with the highest profit, we calculate the difference between the "gross" and "budget" columns, creating a new column called "profit." Sorting the dataset based on the "profit" column reveals the movies that generated the highest profits. Visualizing profit against budget with a chart helps identify outliers and understand the budget-profit relationship.

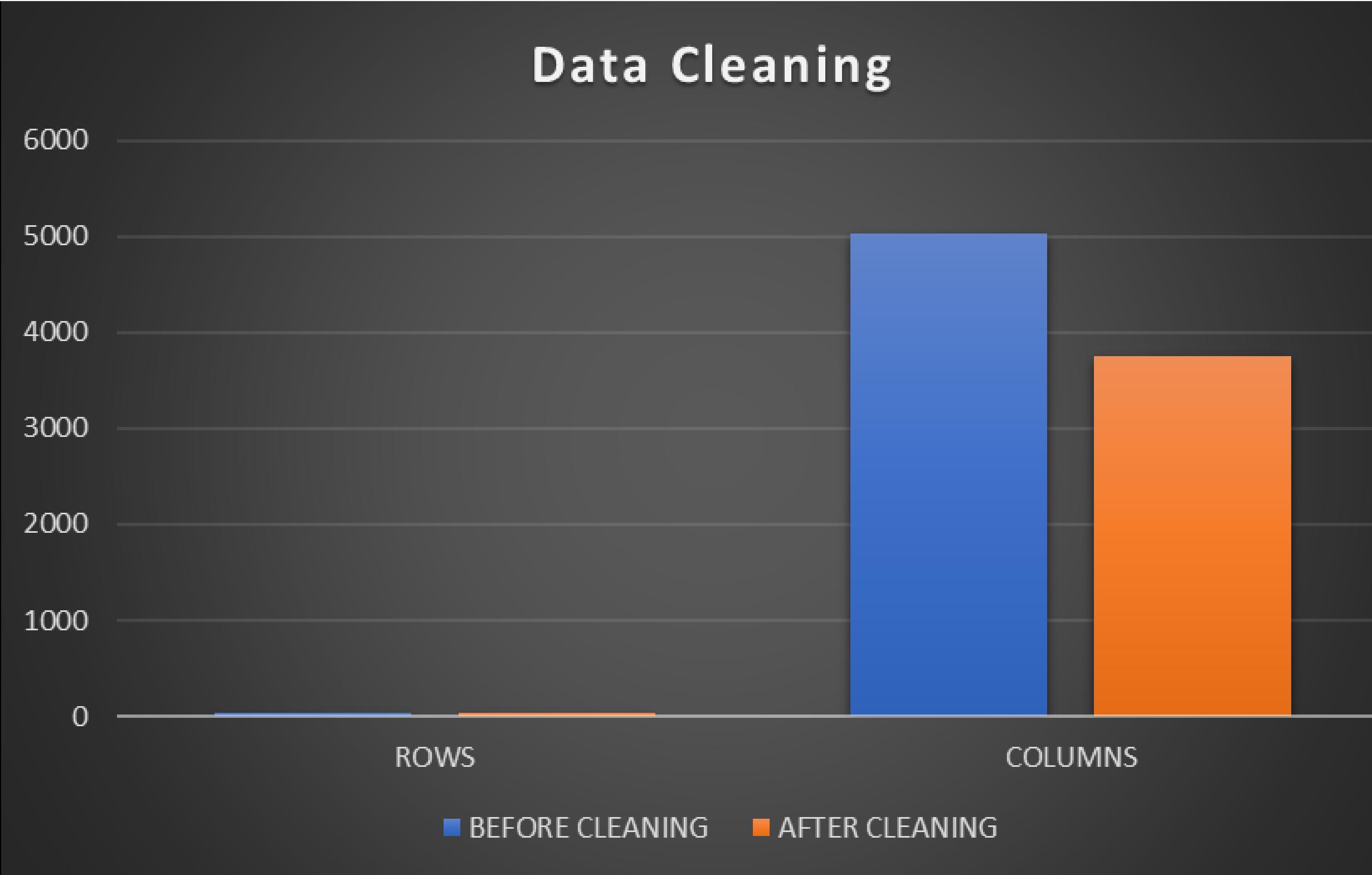
To determine the top 250 movies, we consider the highest IMDb ratings and select films with a significant number of votes (over 25,000). We create an "IMDb_Top_250" column to store these movies and add a corresponding "Rank" column to indicate their positions within the top 250 list.

By following this approach, employing data cleaning techniques, analyzing profit and ratings, and considering user votes, we can uncover valuable insights about the movie industry. Utilizing Excel for data manipulation, analysis, and visualization enables us to present these findings effectively, facilitating informed decision-making and supporting the overall goals of the "IMDB Movie Analysis" project.

TECH-STACK USED

In the "IMDB Movie Analysis" project, I utilized Excel as the primary tool for data extraction and analysis. Leveraging the powerful features and functions of Excel, I efficiently processed and analyzed the IMDB movie dataset. By applying various data analysis techniques, I gained valuable insights into the movie industry, identified trends and patterns, and provided actionable recommendations. This data-driven approach in Excel facilitated informed decision-making and optimization of the movie analysis process, contributing to a deeper understanding of the industry and improved decision-making for stakeholders. The use of Excel's functionalities proved crucial in conducting thorough analysis and extracting valuable insights for the project's objectives.

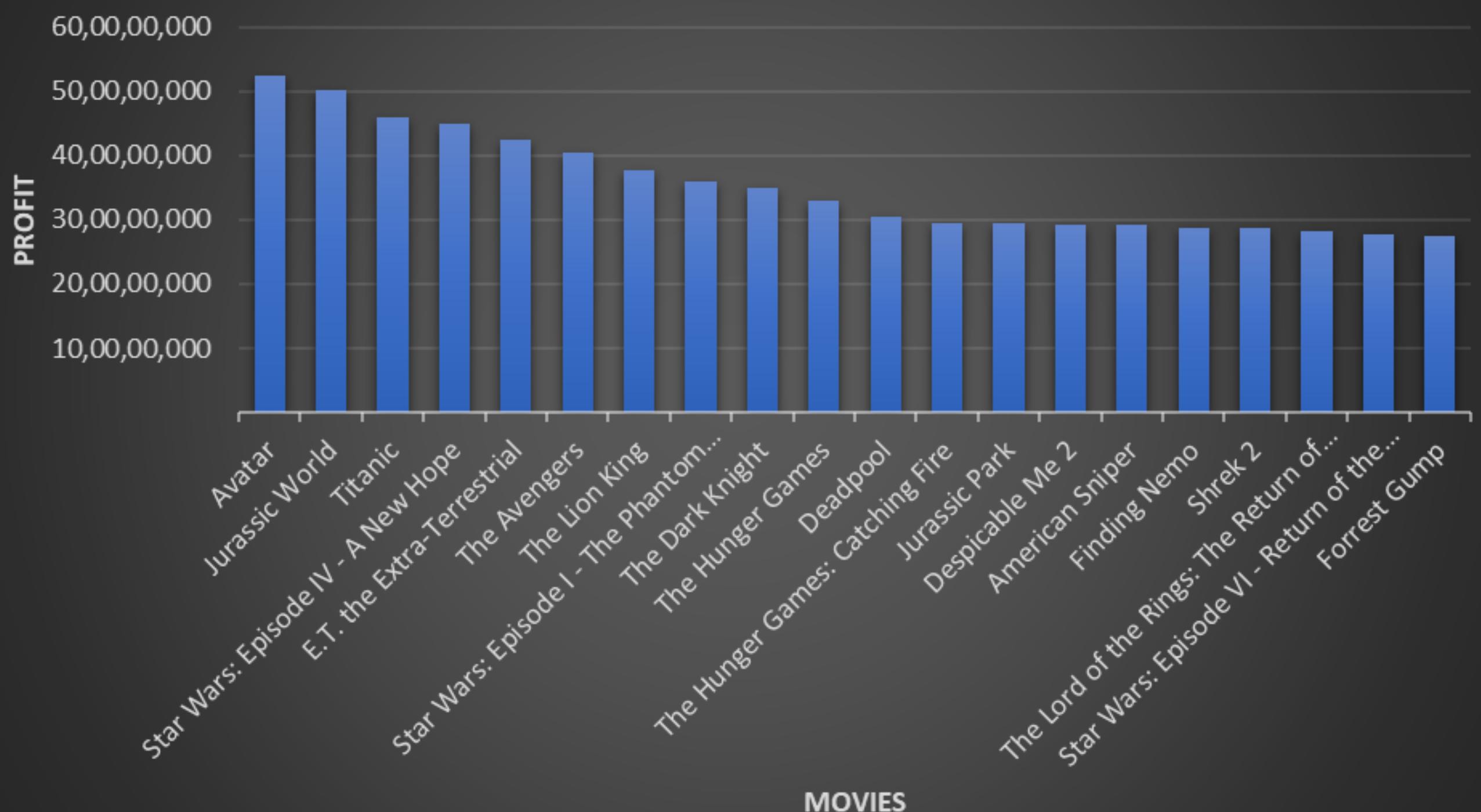
INSIGHTS



- Initial dataset: 28 rows, 5,035 columns.
- Cleaned dataset: 28 rows, 3,757 columns.
- By removing irrelevant columns and handling null values, the dataset was streamlined for analysis. This optimization improved efficiency and facilitated the extraction of meaningful insights.

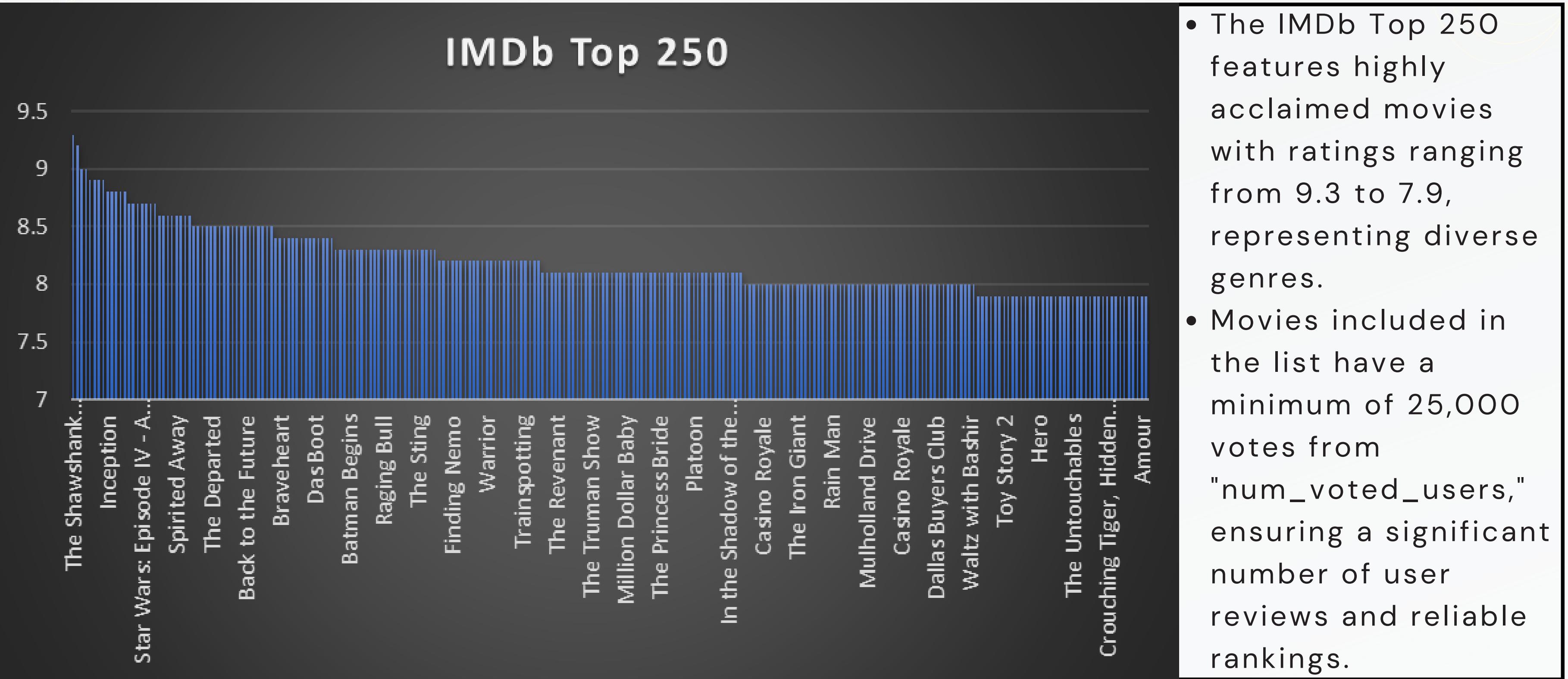
INSIGHTS

Movies with Highest Profit

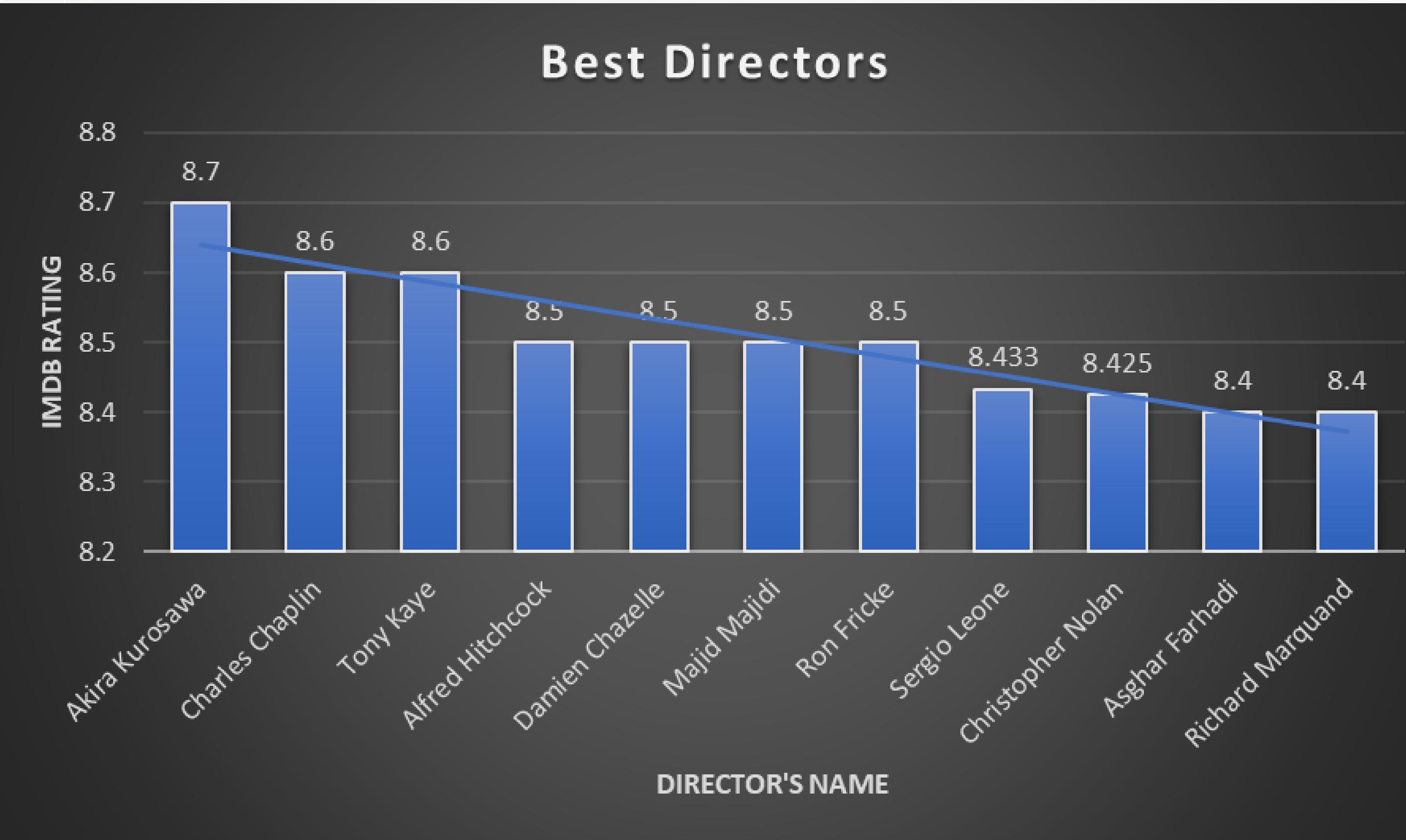


- "Avatar" and "Jurassic World" are the top movies with the highest profits, surpassing 50 crore rupees.
- This analysis aids in understanding the financial success of movies and provides insights into the impact of budgeting decisions on profitability.

INSIGHTS



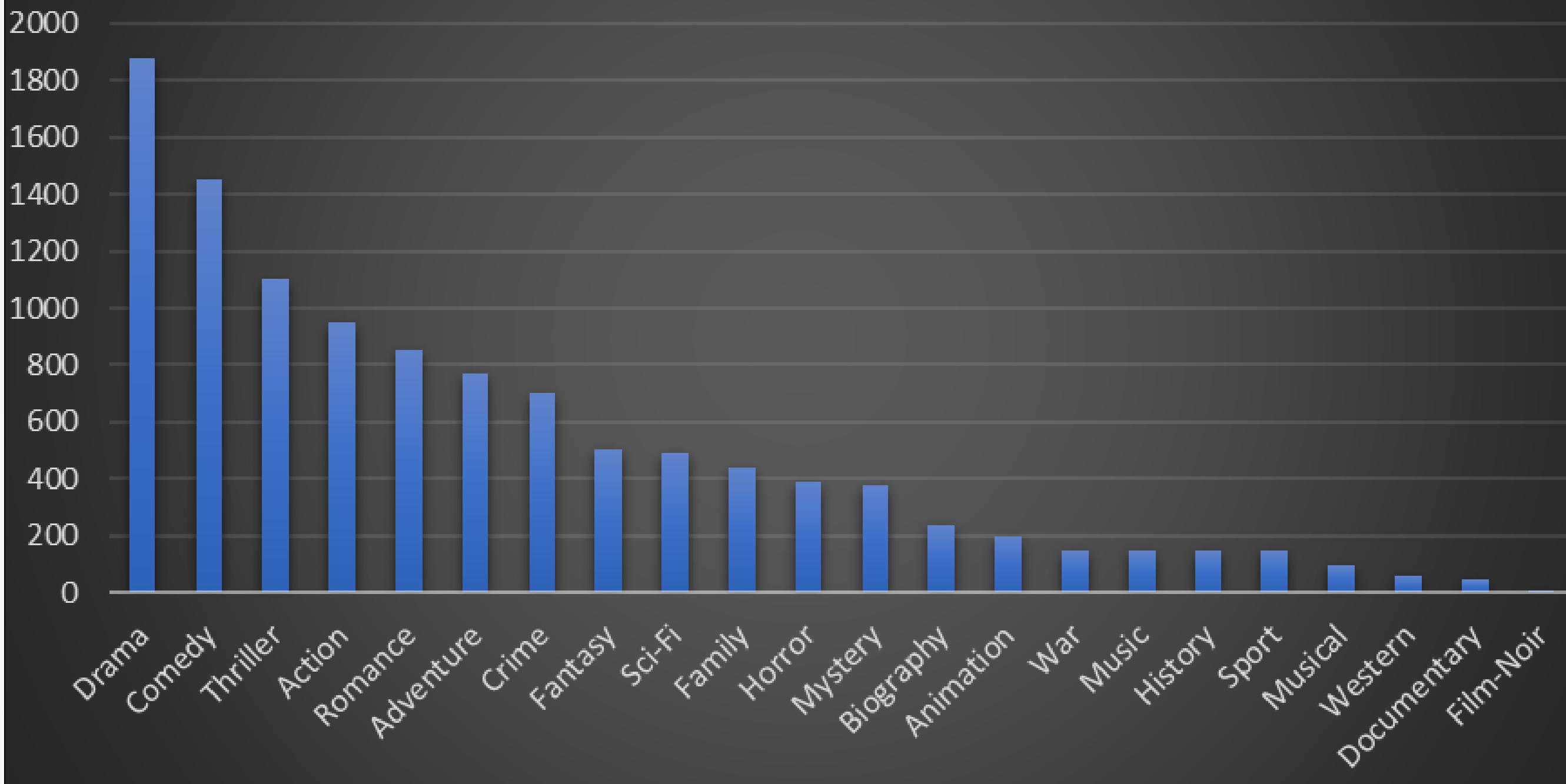
INSIGHTS



- Renowned directors like Akira Kurosawa, Alfred Hitchcock, and Christopher Nolan stand out with high mean IMDb ratings, showcasing their excellence in filmmaking.
- In case of tied IMDb scores, the directors' names are sorted alphabetically, ensuring a fair ranking among the top-rated directors.

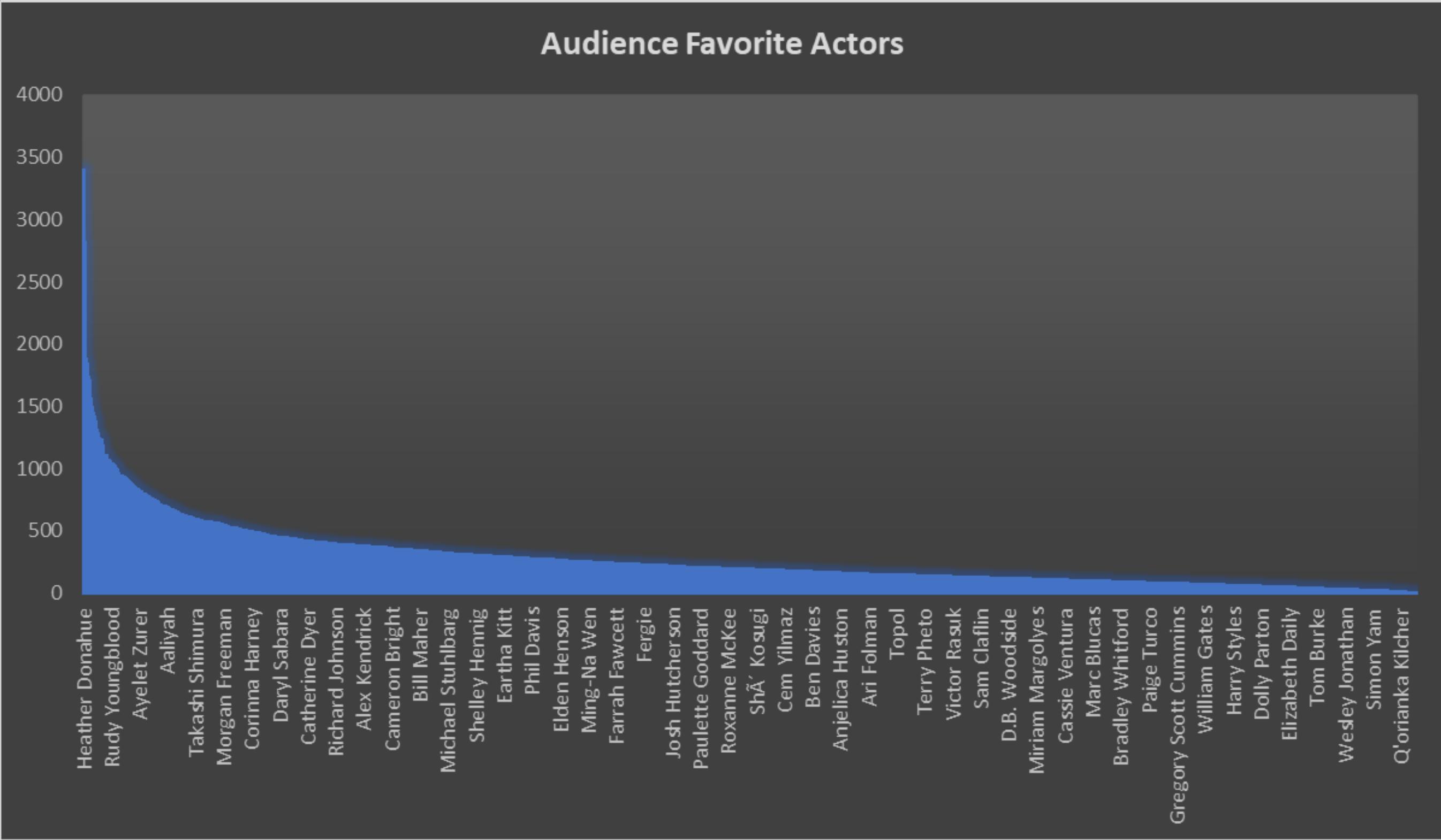
INSIGHTS

Popular Genres



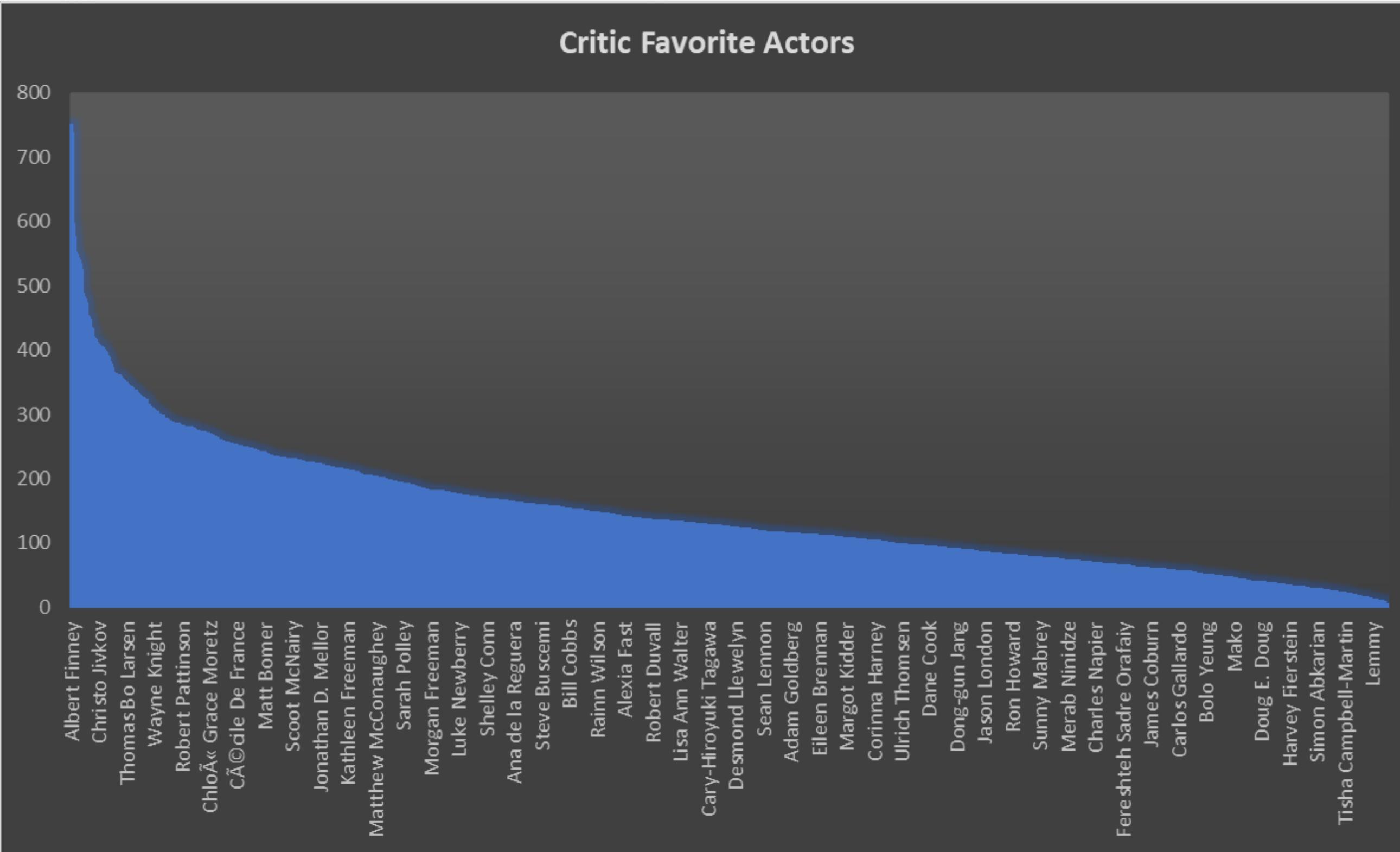
- Popular genres like drama, comedy, thriller, action, and romance demonstrate broad appeal to a wide audience.
- Genre popularity insights inform strategic decision-making for filmmakers, studios, and content creators, guiding genre selections based on audience preferences.

INSIGHTS



- Actors with high mean num_user_for_reviews include Heather Donahue, Christo Jivkov, and Steve Bastoni, indicating their popularity among the audience. Eva Green, Orlando Bloom, and Chen Chang also have relatively high mean num_user_for_reviews, suggesting a favorable reception from users.

INSIGHTS



- Albert Finney has a high mean num_critic_for_reviews, suggesting critical acclaim for his performances. Phaldut Sharma, Peter Capaldi, and Bérénice Bejo also receive favorable reviews from critics.
- Sharlto Copley and Matt Frewer have notable mean num_critic_for_reviews, indicating positive reception from critics.

RESULT

During the process of working on the "IMDB Movie Analysis" project, I accomplished significant milestones and acquired valuable expertise. Firstly, I efficiently analyzed the movie dataset using Excel, utilizing its functions and features to extract meaningful insights. Through this project, I enhanced my data analysis skills, particularly in handling movie-related variables such as ratings, genres, and box office performance. This analysis provided me with a deeper understanding of the movie industry and its key metrics. Moreover, I sharpened my analytical thinking, problem-solving, and data visualization abilities, equipping me with practical knowledge and skills for future movie analysis projects.

RESULT

In this project, I've included the Excel file containing both the dataset and data analysis, providing access for transparent and interactive exploration of movie data. Please download this file and use Microsoft Excel for the best experience.

[https://docs.google.com/spreadsheets/d/1LcXCRbBQEHz6KcCthGETzViAE8KYNNHI
/edit?usp=sharing&ouid=118332653323880560357&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1LcXCRbBQEHz6KcCthGETzViAE8KYNNHI/edit?usp=sharing&ouid=118332653323880560357&rtpof=true&sd=true)

THANK YOU!

PRESENTED BY: MIHIR PATEL

