



IMDb

MOVIE ANALYSIS

By Nikita Monga

The goal of this research is to do a comprehensive analysis of the IMDB movie data collection. This project is focused on conducting analysis to help deliver insights related to IMDB. The research will provide answers to critical problems such as:

- ☐ Cleaning Data
- ☐ Movies With the Highest Profit
- ☐ Top Movies With the Best IMDB Rating Score
- ☐ Best Directors
- ☐ Top 250 Movies
- ☐ Popular genres
- ☐ Critic and Audience favorite actors



APPROACH

1. Cleaning data (Removing Null Values, Dropping Columns, etc)
2. Created the Database and Tables using the structure and data provided.
3. Joined the data and structured the tables to derive business insights, used pivot tables, fetched the required results and created useful insights for the company to take calculated and planned decisions.

TECH-STACK USED

The purpose of this program is to clean data as well as perform analysis utilizing formulas and pivot tables. Only this tool is used to create charts and graphs.

Microsoft® Excel® 2019

This tool's purpose is to create a database and store records. It is also utilized to perform the necessary analysis by writing SQL queries.

SQL Server Management Studio



INSIGHTS



Cleaning The Data:

Steps for cleaning the data:

1. Removing columns that are not needed.
2. Deleted null values.
3. Duplicate values have been deleted.

Book1 - Excel

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R8

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	director	num_cr	gross	genres	actor_1	movie	num_v	num_u	language	country	budget	title_ye	imdb_s	Profit					
2	James Car	723	7.61E+08	Action Ad	CCH Poun	Avatar	886204	3054	English	USA	2.37E+08	2009	7.9	523505847					
3	Colin Trev	644	6.52E+08	Action Ad	Bryce Dall	Jurassic W	418214	1290	English	USA	1.5E+08	2015	7	502177271					
4	James Car	315	6.59E+08	Drama Rc	Leonardo	Titanic	793059	2528	English	USA	2E+08	1997	7.7	458672302					
5	George Lu	282	4.61E+08	Action Ad	Harrison F	Star Wars	911097	1470	English	USA	11000000	1977	8.7	449935665					
6	Steven Spi	215	4.35E+08	Family Sci	Henry Tho	E.T. the Ex	281842	515	English	USA	10500000	1982	7.9	424449459					
7	Joss Whec	703	6.23E+08	Action Ad	Chris Hem	The Aveng	995415	1722	English	USA	2.2E+08	2012	8.1	403279547					
8	Roger Alle	186	4.23E+08	Adventure	Matthew I	The Lion K	644348	656	English	USA	45000000	1994	8.5	377783777					
9	George Lu	320	4.75E+08	Action Ad	Natalie Po	Star Wars	534658	3597	English	USA	1.15E+08	1999	6.5	359544677					
10	Christoph	645	5.33E+08	Action Cri	Christian E	The Dark	1676169	4667	English	USA	1.85E+08	2008	9	348316061					
11	Gary Ross	673	4.08E+08	Adventure	Jennifer L	The Hung	701607	1959	English	USA	78000000	2012	7.3	329999255					
12	Tim Miller	579	3.63E+08	Action Ad	Ryan Reyn	Deadpool	479047	1058	English	USA	58000000	2016	8.1	305024263					
13	Francis Lav	502	4.25E+08	Adventure	Jennifer L	The Hung	498397	706	English	USA	1.3E+08	2013	7.6	294645577					
14	Steven Spi	308	3.57E+08	Adventure	Wayne Kn	Jurassic Pa	613473	895	English	USA	63000000	1993	8.1	293784000					
15	Pierre Cof	306	3.68E+08	Animation	Steve Care	Despicabl	286877	284	English	USA	76000000	2013	7.5	292049635					
16	Clint Eastv	490	3.5E+08	Action Bic	Bradley C	American	325264	916	English	USA	58800000	2014	7.3	291323553					
17	Andrew St	301	3.81E+08	Adventure	Alexander	Finding Ne	692482	866	English	USA	94000000	2003	8.2	286838870					
18	Andrew A	205	4.36E+08	Adventure	Rupert Ev	Shrek 2	314630	483	English	USA	1.5E+08	2004	7.2	286471036					
19	Peter Jack	328	3.77E+08	Action Ad	Orlando B	The Lord c	1215718	3189	English	USA	94000000	2003	8.9	283019252					
20	Richard M	107	3.00E+08	Action Ad	Harrison F	Star Wars	911097	1470	English	USA	11000000	1977	8.7	449935665					

IMDB_Movies Clean Data Genre sheet8 Combined Sheet7 Profit Top250 Top 250 F ...

Ready Accessibility: Investigate

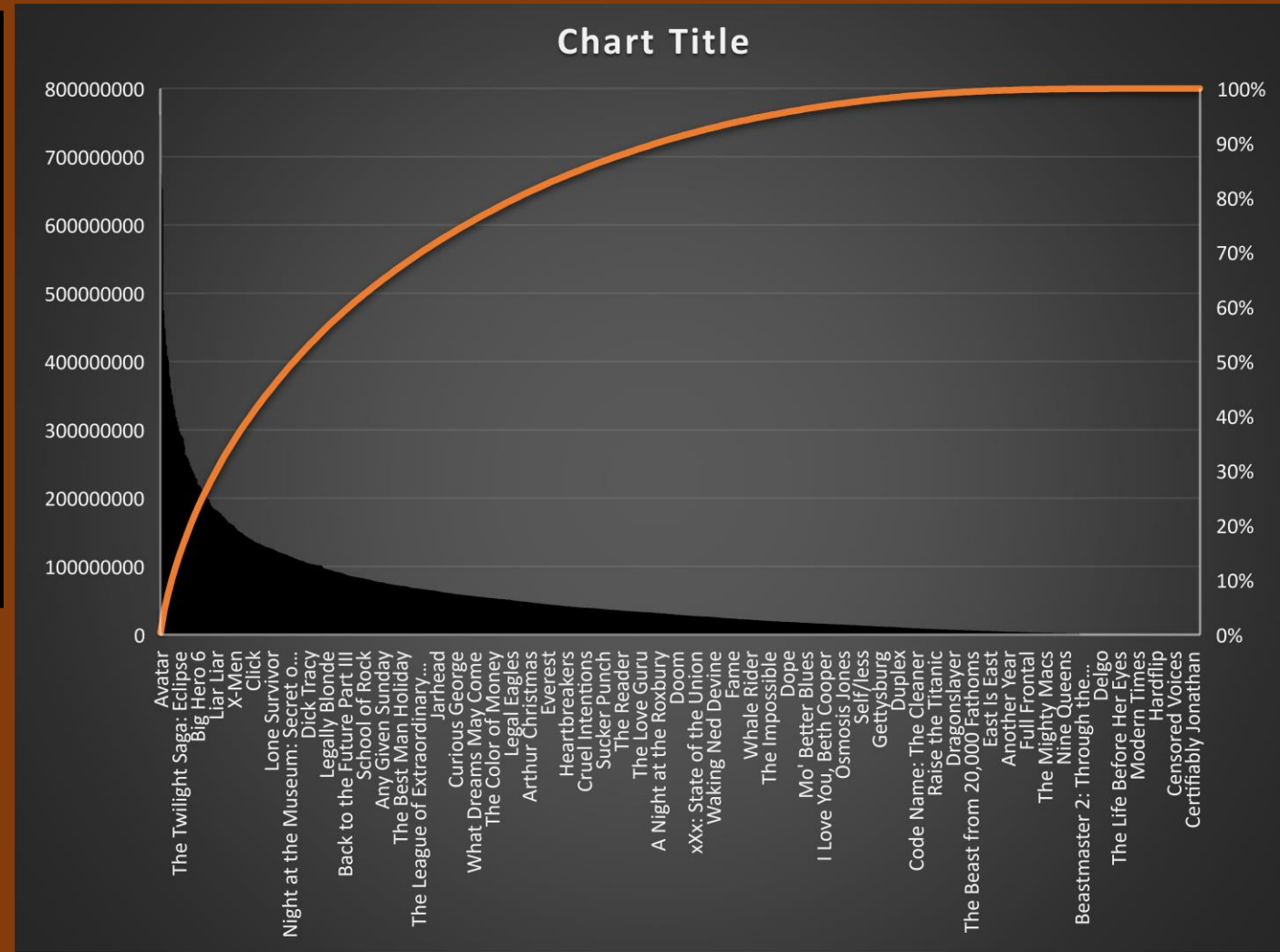
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Movies with the highest profit

As the chart says “Avatar” is the highest-profit movie.



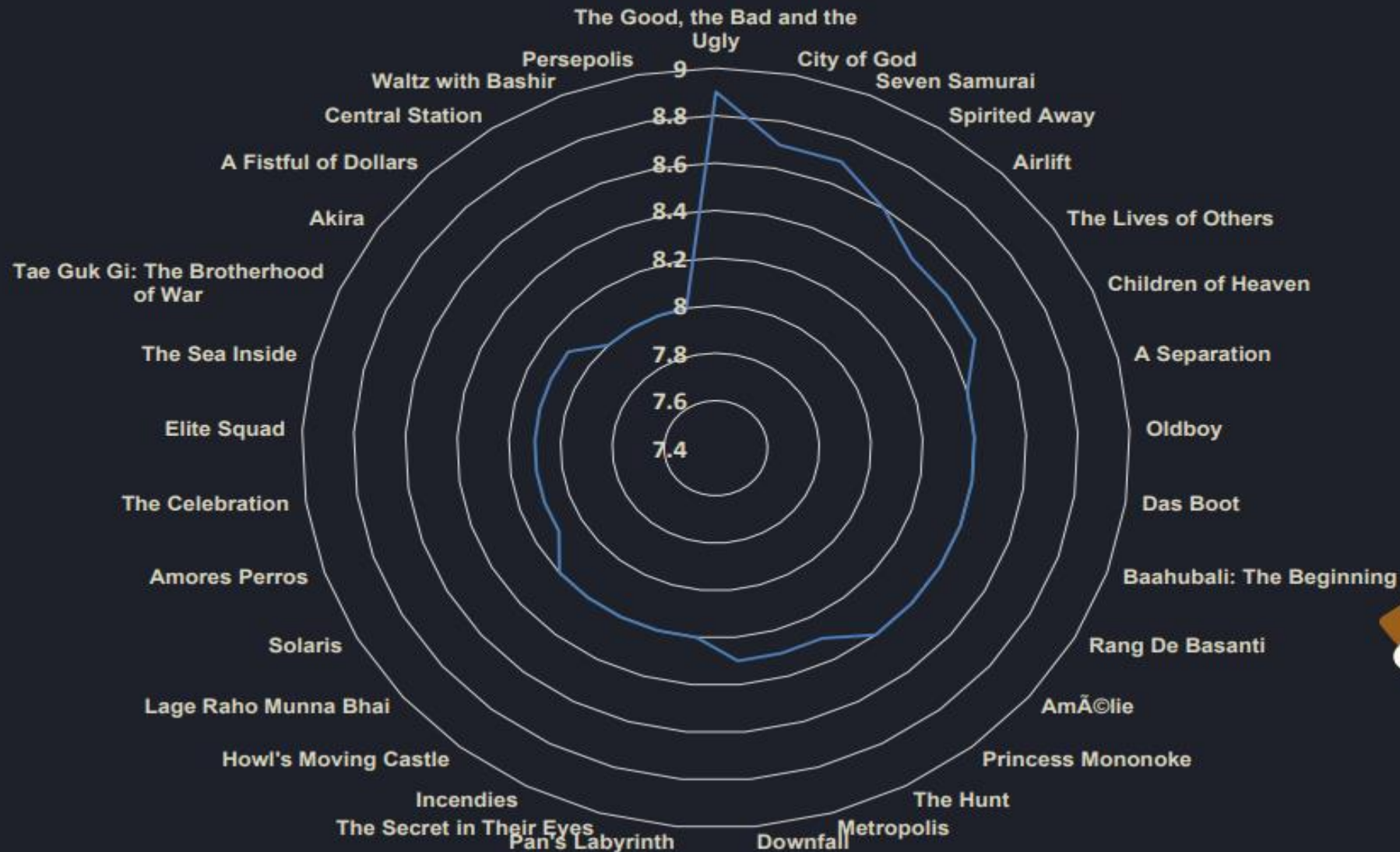
IMDB TOP 250 Movies

“The Shawshank Redemption”
is the top movie among
250 Highest
IMDB rating movies.

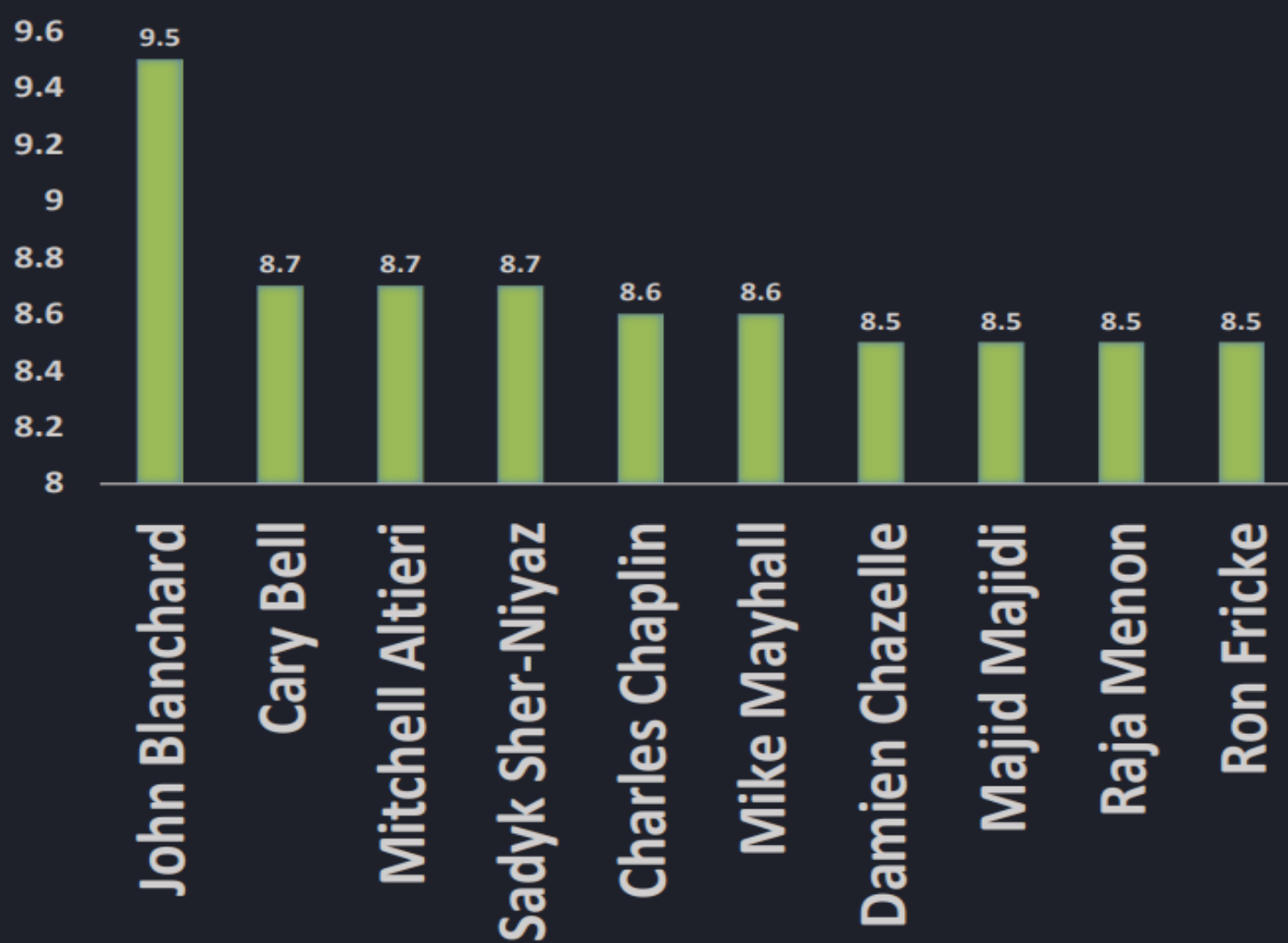
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1	The Shawshank Redemption	1689764	9.3	1
2	The Godfather	1155770	9.2	2
3	The Dark Knight	1676169	9	3
4	The Godfather: Part II	790926	9	4
5	The Lord of the Rings: The Return of the King	1215718	8.9	5
6	Pulp Fiction	1324680	8.9	6
7	Schindler's List	865020	8.9	7
8	The Good, the Bad and the Ugly	503509	8.9	8
9	Forrest Gump	1251222	8.8	9
10	Star Wars: Episode V - The Empire Strikes Back	837759	8.8	10
11	The Lord of the Rings: The Fellowship of the Ring	1238746	8.8	11
12	Inception	1468200	8.8	12
13	Fight Club	1347461	8.8	13
14	Star Wars: Episode IV - A New Hope	911097	8.7	14
15	The Lord of the Rings: The Two Towers	1100446	8.7	15
16	The Matrix	1217752	8.7	16
17	One Flew Over the Cuckoo's Nest	680041	8.7	17
18	Goodfellas	728685	8.7	18

Top Foreign Language Movies

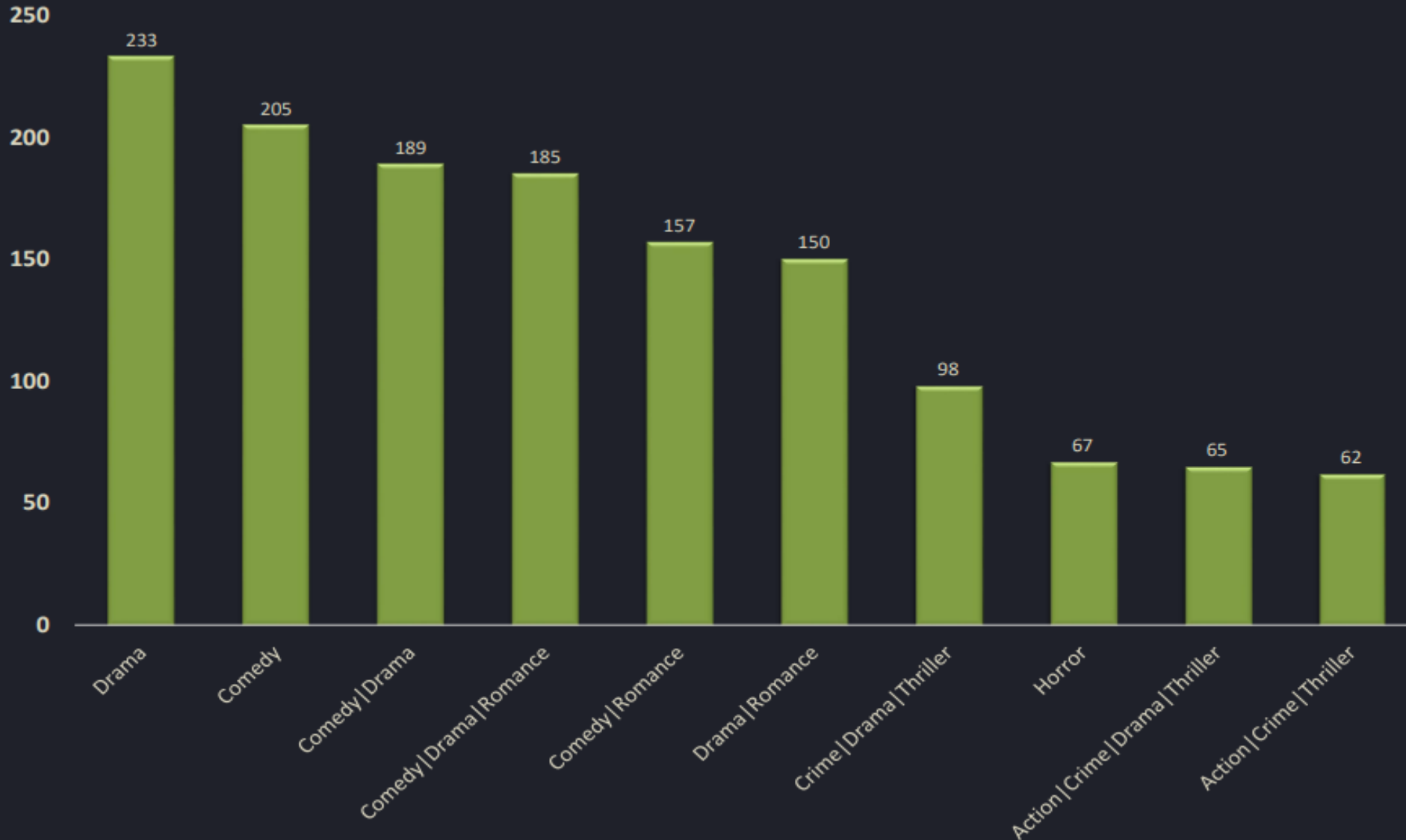
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TOP 10 DIRECTORS WITH THE HIGHEST MEAN IMDB SCORE

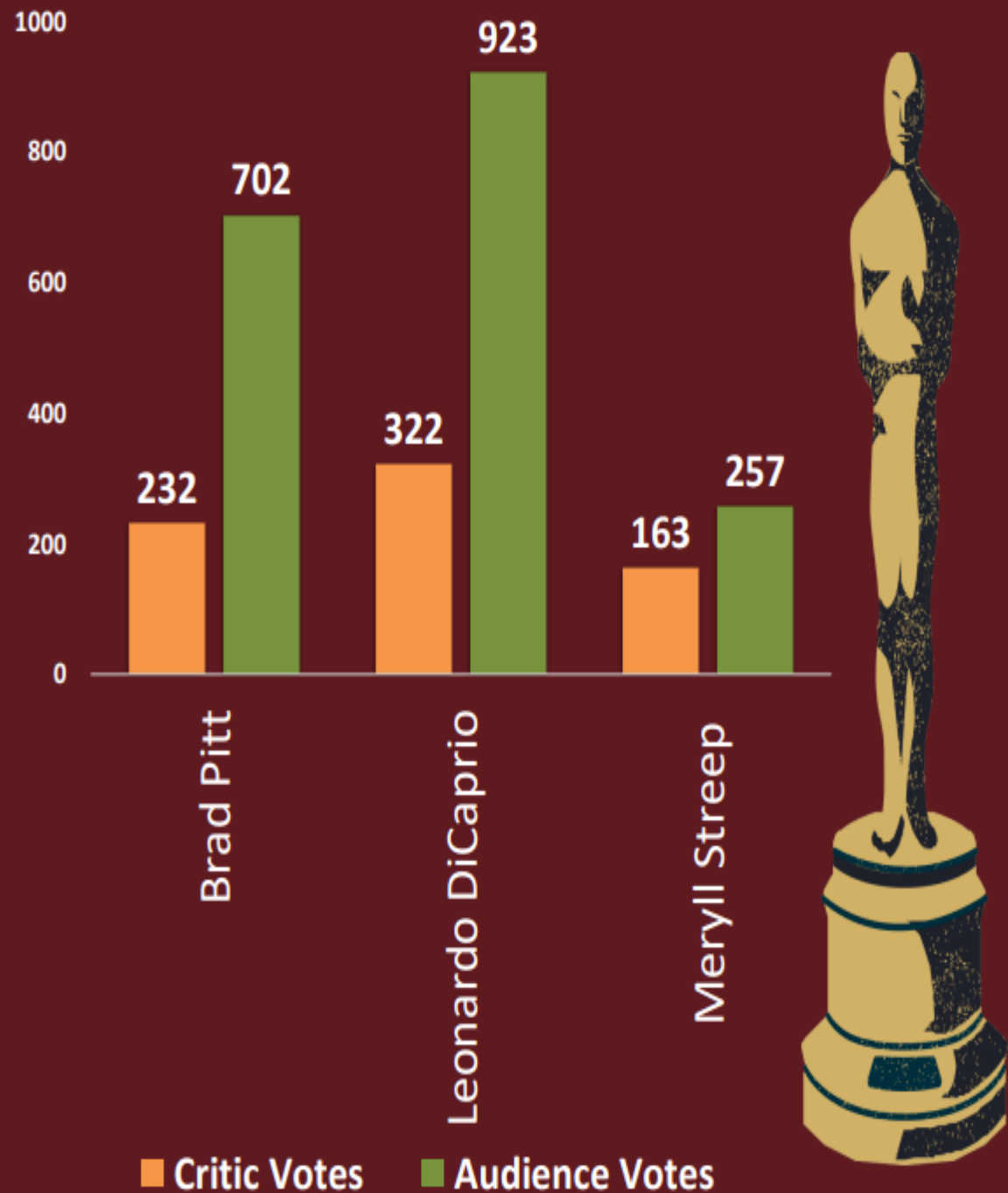


POPULAR GENRES



CRITIC AND AUDIENCE FAVORITE CHARACTER

Leonardo DiCaprio is both an audience and a critic favorite according to the score computed.



CONCLUSION

The project successfully generates the necessary insights. All of the questions were answered through analysis with SQL and Excel. The conclusions reached were significant and provided solutions to the pertinent questions.

