



"IMDb: The world's most popular and authoritative source for movie, TV, and celebrity content."

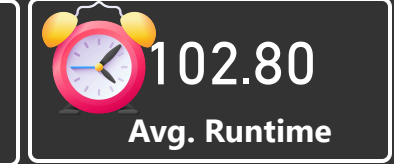
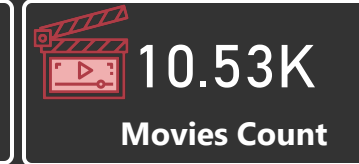


Overview

As a data analyst, I have leveraged a **movie dataset** containing **26,000+ rows** of detailed movie information to create this Power BI dashboard. The dataset provides a deep dive into various aspects of the film industry, offering valuable insights into financial performance, popularity, ratings, and genre distribution. By analyzing key metrics such as **revenue, budget, runtime, vote count, vote average, and popularity**, along with **release dates, genres, and other critical movie attributes**, I've built a comprehensive visualization to help identify trends and patterns within the movie landscape.



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RECOMMENDATION

Focus on High-Revenue Genres:

With **Drama (31.05%)**, **Action (35.31%)**, and **Adventure (33.64%)** generating the most revenue, prioritize these genres for future productions to maximize financial returns.

Optimize Runtime for Success:

Movies with a **90-120 minute** runtime generate the most revenue. This runtime range should be a key focus for upcoming films, as it aligns with audience preferences.

Improve Movie Ratings:

The average rating of **6/10** indicates room for improvement in storytelling. Enhancing film quality can boost both ratings and revenue potential.

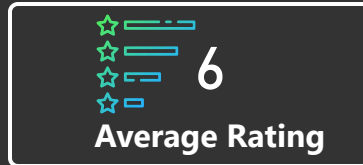
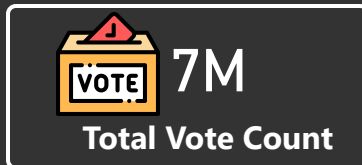
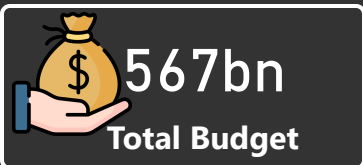
Invest in High-Budget Films:

Films like **Avatar** (with **\$11.3 billion** in revenue) show the value of large budgets. Focusing on high-budget productions with strong appeal can drive substantial profits.

"Explore the world's most popular and top-performing movies in revenue and ratings."

Page 1: Financial Overview & Popularity Insights

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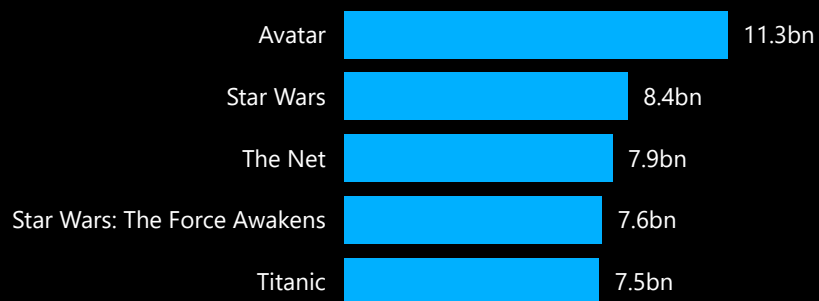


FILTER PANEL

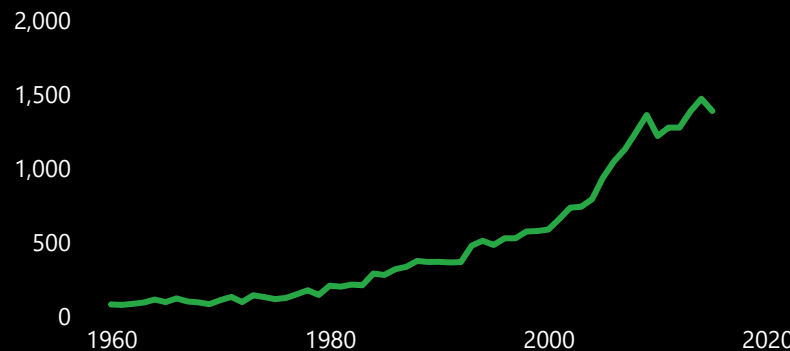
Genres
All



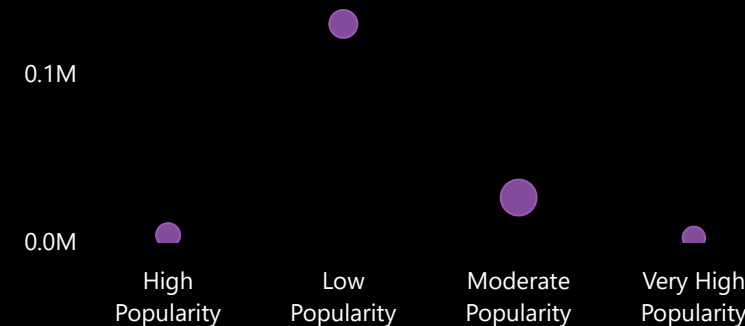
Top 5 Movies by Revenue



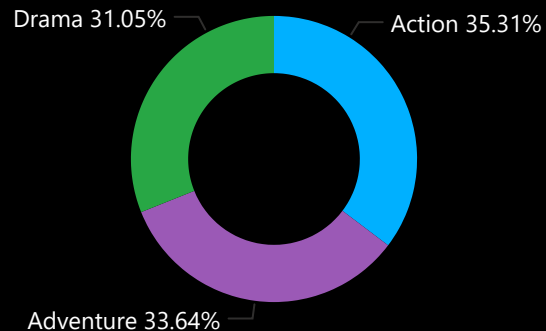
Revenue by Year



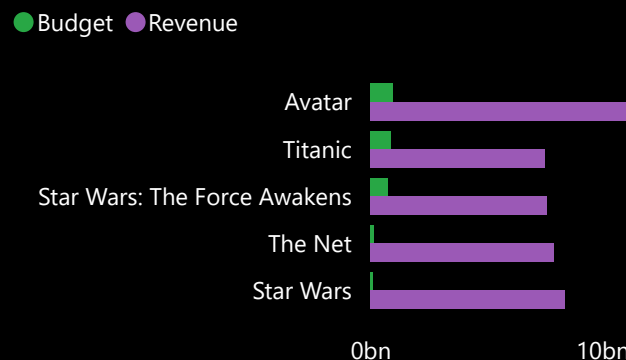
Ratings & Vote Count by Popularity



Revenue by Genre



Budget vs. Revenue Comparison



Vote Average by Year



"Analyze movie details by genre and runtime, from popular classics to hidden gems."

Page 2: Genre, Runtime & Movie Details Analysis



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10.53K

Movies Count



102.80

Avg. Runtime



FILTER PANEL

Revenue Cat.

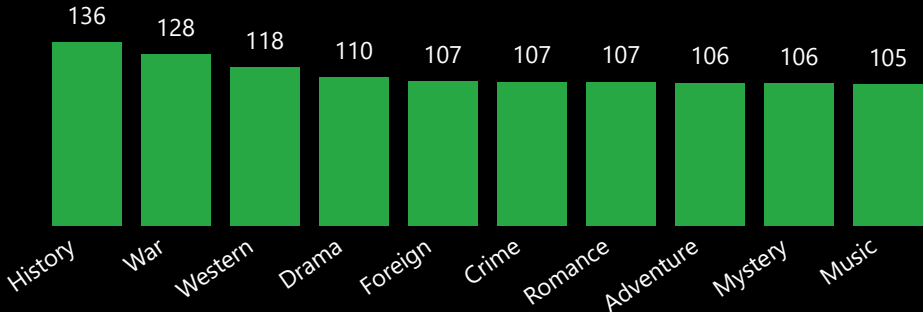
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Runtime Category

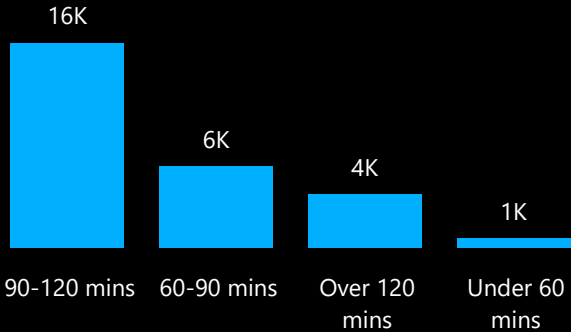
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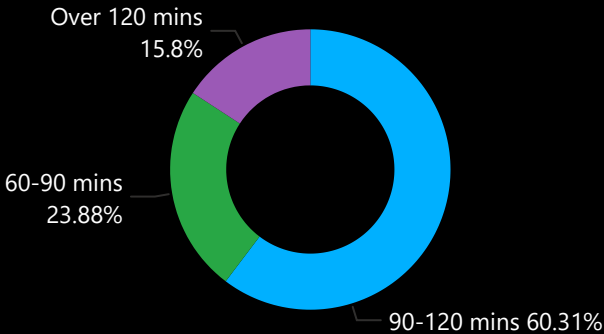
Runtime Distribution by Genre



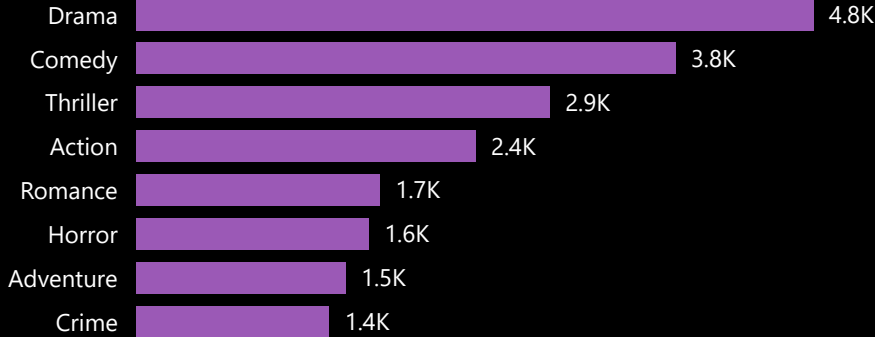
Count of revenue by Runtime Category



Movies by Runtime Category



Number of Movies per Genre



Avg. Rating by Title

