**MOVIES RATING**

## **Introduction**

The purpose of this analysis is to understand trends in the Indian movie industry based on IMDb ratings, genres, and other key factors. The dataset contains information on over 15,500 movies, but only 6,548 entries have complete rating and voting data, making them suitable for analysis.

## **Data Cleaning & Preparation**

* **Removed missing values**: Focused on movies with valid IMDb ratings and vote counts.
* **Standardized year format**: Extracted four-digit years and converted them to numeric values.
* **Converted votes to numeric type**: Ensured accurate aggregation and visualization.

## **Exploratory Data Analysis (EDA)**

## **IMDb Rating Distribution**

* Most movies have IMDb ratings between **4 and 8**.
* Very few movies have extreme ratings (either too high or too low).

### **Most Common Movie Genres**

* The top five movie genres are **Drama, Comedy, Thriller, Action, and Romance**.
* Drama is the most frequent genre, suggesting audience preference for emotional storytelling.

### **3. Trends in Movie Production Over the Years**

* The number of movies produced per year has increased over time.
* A decline in recent years may indicate missing data or industry shifts.

### **4. IMDb Rating vs. Votes Analysis**

* Higher-rated movies tend to receive more votes, indicating greater audience engagement.
* Some low-rated movies also have high votes, which could be due to popularity or controversy.

## **Key Insights & Business Implications**

* **Movie Success Factors**: High ratings correlate with higher audience engagement (votes).
* **Genre Popularity**: Drama dominates, but thriller and action genres are also strong contenders.
* **Production Trends**: The industry has grown significantly, with notable fluctuations in certain years.
* **Audience Engagement**: Movies with extreme ratings (very high or very low) tend to receive more votes.

**Conclusion & Recommendations**

* **For Filmmakers**: Focus on creating compelling Drama and Thriller movies to attract more viewers.
* **For Production Companies**: Leverage audience engagement data to market highly-rated movies more effectively.
* **For Data Analysts**: Further analysis can explore how director reputation and actor popularity influence ratings and votes.

This analysis provides a strong foundation for understanding the Indian movie industry's trends and can guide strategic decisions for filmmakers, producers, and distributors.