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IMDb Movie Sales Analysis

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TABLE OF CONTENT

01 Color Palette

02 Business Objective

03 Approach to Prove Business Insights

04 Data Preparation

05 Key Visuals

06 Dashboard

07 Link to Dashboard

08 Conclusion

COLOR PALETTE

KEY METRICS OR TOP PERFORMERS
(E.G., HIGHEST REVENUE BARS OR AVERAGES

TRENDS AND TIME-SERIES DATA
(E.G., GENRE REVENUE OVER YEARS)

CATEGORICAL SEGMENTS IN PIES/DISTRIBUTIONS
(E.G., GENRE SHARES)

RELATIONSHIPS AND CORRELATIONS
(E.G., RUNTIME VS. REVENUE LINES)

BUSINESS OBJECTIVE

- **IMDb was chosen because it is the world's most trusted and comprehensive movie database, offering reliable information on revenue, ratings, genres, and audience feedback.**
- **Identify top-performing genres and directors based on revenue trends.**
- **Analyze audience engagement through IMDb ratings and votes.**
- **Understand year-wise shifts in popularity and market performance.**

APPROACH TO PROVE BUSINESS OBJECTIVE

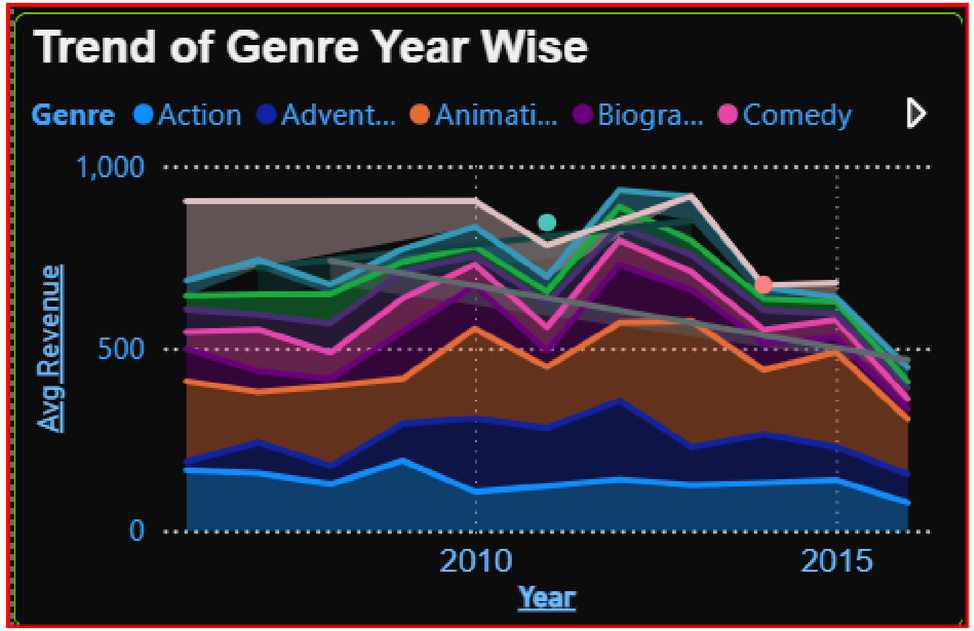
- To Identify top directors by analyzing total movie revenue to see who earned the most.
- Analyze genres to determine which ones received the highest audience ratings.
- Explore relationships between key factors like rating, revenue, and runtime.
- Provide insights and recommendations to understand audience preferences and what makes a movie successful.

DATA PREPARATION

- **Steps Taken:**
- **Imported the dataset into Power BI for analysis.**
- **Handled missing data in columns such as Revenue (Millions) and Metascore.**

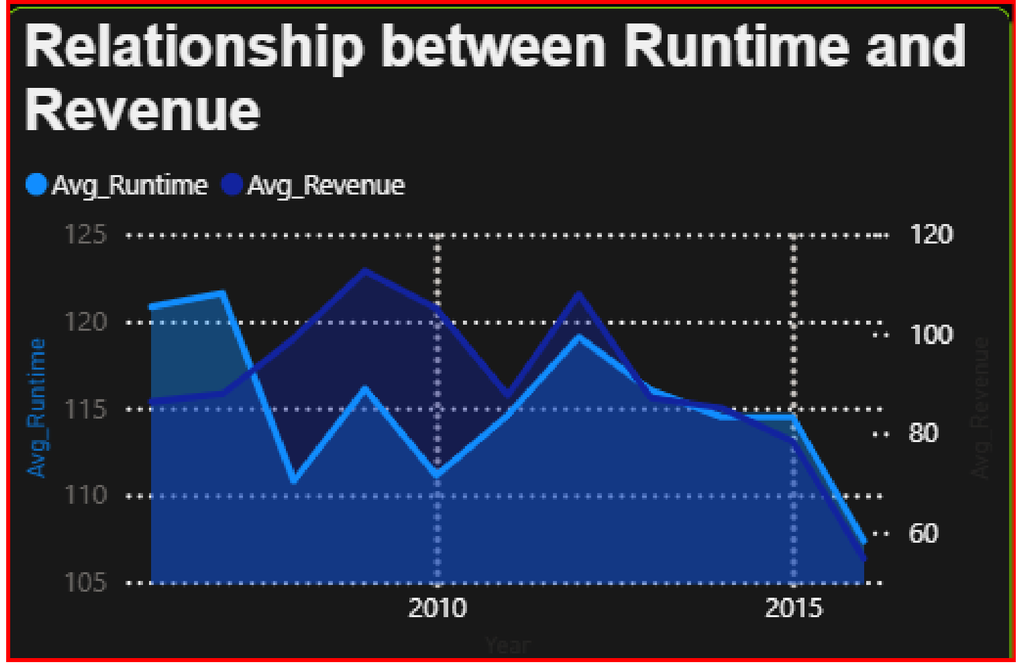
- **Changed data types —**
- **Converted Revenue (Millions) and Metascore to decimal number.**
- **Converted Year and Runtime (Minutes) to whole numbers.**
- **Cleaned the data by separating multiple genres into individual ones e.g., Action|Adventure|Sci-Fi → Action, Adventure, Sci-Fi.**

KEY VISUALS



- This graph shows how much money different movie types (genres) made each year from 2006 to 2016.
- Action and adventure films started off strong, hitting big peaks around 2012-2013 , but then dipped a lot by 2015—maybe because people got tired of the same old explosion
- Comedy & Horror had a consistent low trend, showed volatility with a mid-decade dip, starting strong but falling ~30% by 2015,
- Overall 30-40% revenue decline post-2013 across genres hints at external factors like piracy
- Movies aren't forever trendy. Don't bet everything on one genre; mix it up or go for rising ones like sci-fi to avoid a flop.

KEY VISUALS

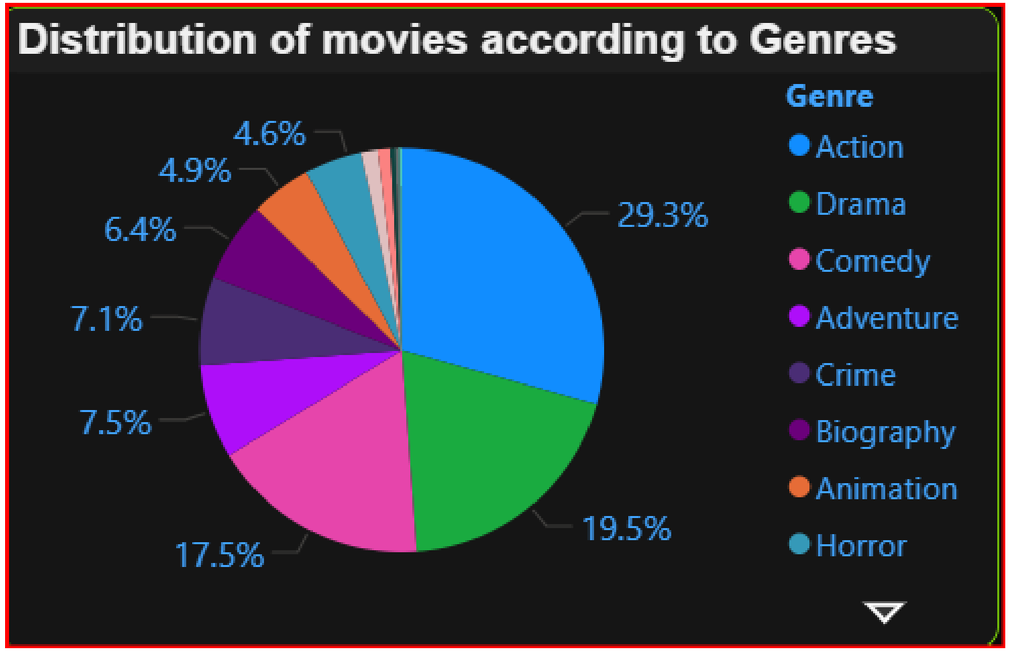


- This graph shows how movie runtime (length in minutes) and average revenue changed alongside each other over the years.

- Films around 115-120 minutes hit revenue highs in 2012-2013, but it's not a strict rule—longer isn't always better

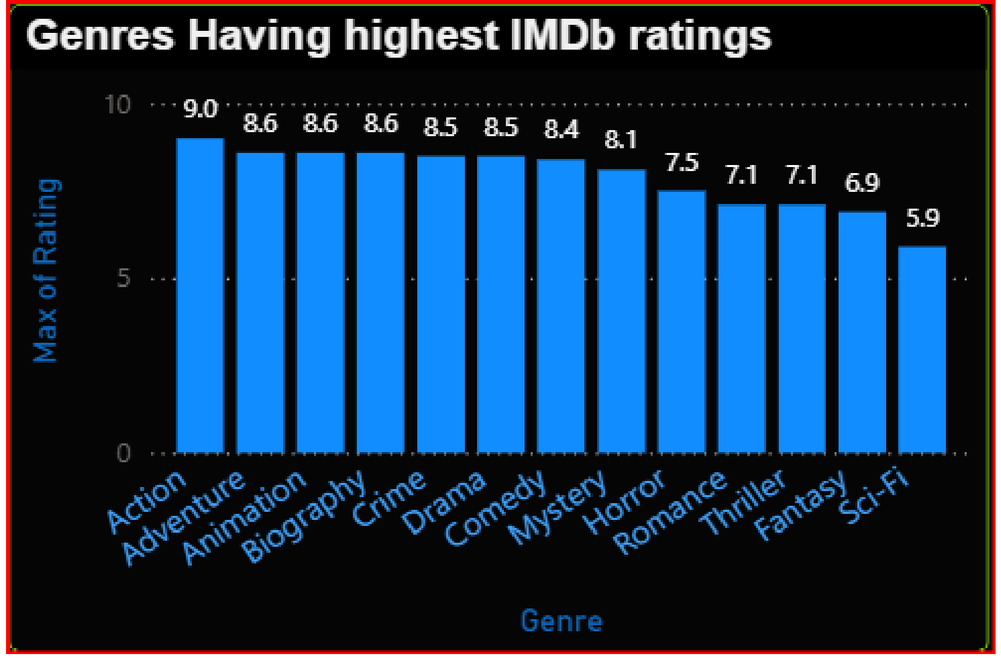
- Aim for 110-120 minutes to hold attention without dragging (perfect for theaters or streaming).

KEY VISUALS



- This graph shows the percentage of the total number of movies that fall into each genre out of a collection of 999 films.
- Drama is the biggest slice at 29% After action and comedy ,But they often underperform financially.
- Biography (7.5%) punches above weight with high ratings—explore niche genres to avoid crowded drama space.
- Don't follow the crowd; spot gaps (like fewer biographies, which score high elsewhere) and fill them.

KEY VISUALS

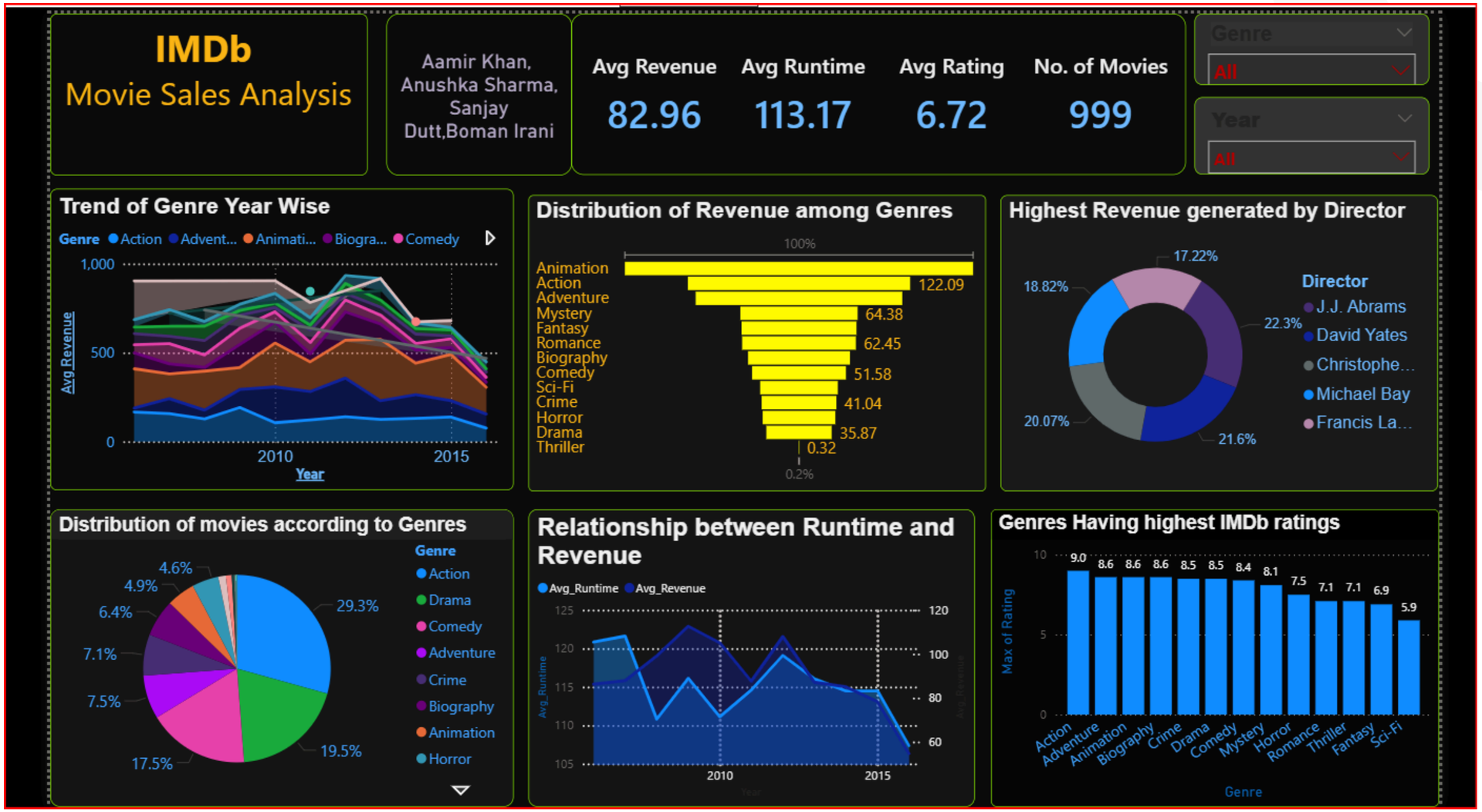


- This graph shows the highest IMDb rating achieved by movies within each genre, ranked from highest to lowest.

- Biographies and sci-fi score a perfect 9.0, while horror and thrillers hover low at 5.9-7.1—maybe because they're predictable.

- Go for biography or sci-fi if you want critics and fans raving (great for festivals or word-of-mouth publcity which avoids advertisement costs).

DASHBOARD


IMDb
Movie Sales Analysis
Aamir Khan, Anushka Sharma, Sanjay Dutt,Boman Irani
Avg Revenue
82.96
Avg Runtime
113.17
Avg Rating
6.72
No. of Movies
999
Genre
All
Year
All
Trend of Genre Year Wise
Genre Action Advent... Animati... Biogra... Comedy
1,000
500
0
Avg Revenue
2010
2015
Year
Distribution of Revenue among Genres
100%
Animation
Action
Adventure
Mystery
Fantasy
Romance
Biography
Comedy
Sci-Fi
Crime
Horror
Drama
Thriller
122.09
64.38
62.45
51.58
41.04
35.87
0.32
0.2%
Highest Revenue generated by Director
17.22%
18.82%
22.3%
20.07%
21.6%
Director
J.J. Abrams
David Yates
Christophe...
Michael Bay
Francis La...
Distribution of movies according to Genres
4.6%
4.9%
6.4%
7.1%
7.5%
29.3%
19.5%
17.5%
Genre
Action
Drama
Comedy
Adventure
Crime
Biography
Animation
Horror
Relationship between Runtime and Revenue
Avg_Runtime
Avg_Revenue
125
120
115
110
105
120
100
80
60
2010
2015
Year
Genres Having highest IMDb ratings
Max of Rating
10
5
0
9.0
8.6
8.6
8.6
8.5
8.5
8.4
8.1
7.5
7.1
7.1
6.9
5.9
Action
Adventure
Animation
Biography
Crime
Drama
Comedy
Mystery
Horror
Romance
Thriller
Fantasy
Sci-Fi
Genre

DASHBOARD LINK

LINK

CONCLUSION

- Big hits from 2010-2015 were animation and action flicks by directors like Paul W.S. and David Yates, around two hours long, while biographies and sci-fi got the best ratings.

- Earnings dropped after 2013 as streaming took over, shaking up the industry.

- Overall, factors like genre, director, and runtime play a key role in making a movie successful

THANK YOU

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