🎬

BEHIND THE SCREENS: MOVIE DATA ANALYSIS

1. PROJECT OVERVIEW

This project analyses and visualize movie meta data using Microsoft Excel and Power BI to uncover insights about film performance, trends, and key metrics such as genre popularity, ratings, revenue, and cast/director impact.

---

2. TOOLS USED

- Microsoft Excel
- Powerquery
- Power BI

---

3. DATASET

- Source : Movie metadata
- Data contains :
  - Movie Title
  - Director Name
  - Colour
  - Duration
  - Language
  - Country
  - Title year
  - Genres
  - Actors names
  - Content rating
  - Budget
  - Gross
  - Plot key words
  - Number of critics for reviews
  - Number of users for reviews
  - Movie IMDb link
  - IMDb Score
  - Number of voted users
  - Face number in poster
  - Director facebook like
  - Actors facebook likes
  - Cast total facebook likes
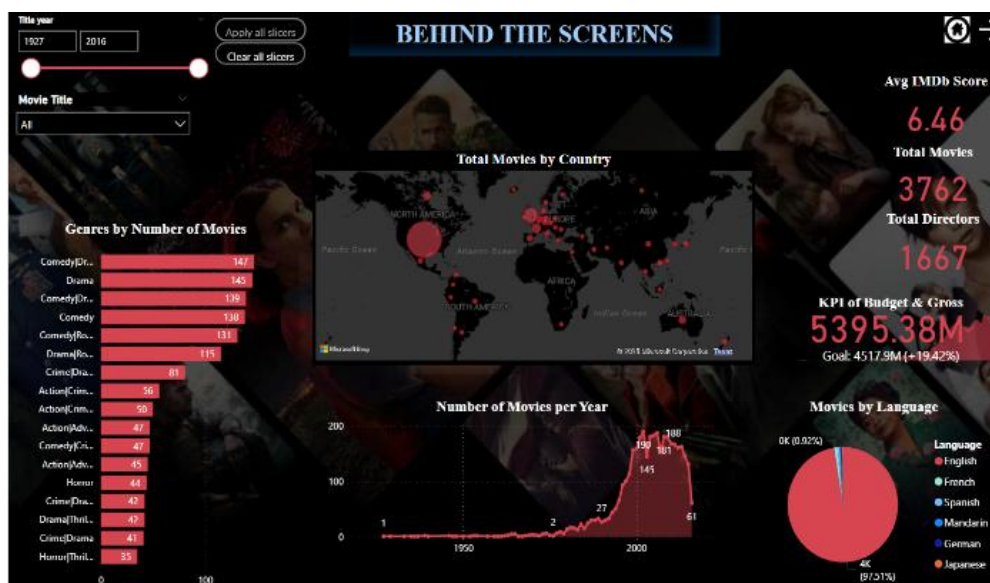 - Movie facebook likes
  - Aspect ratio
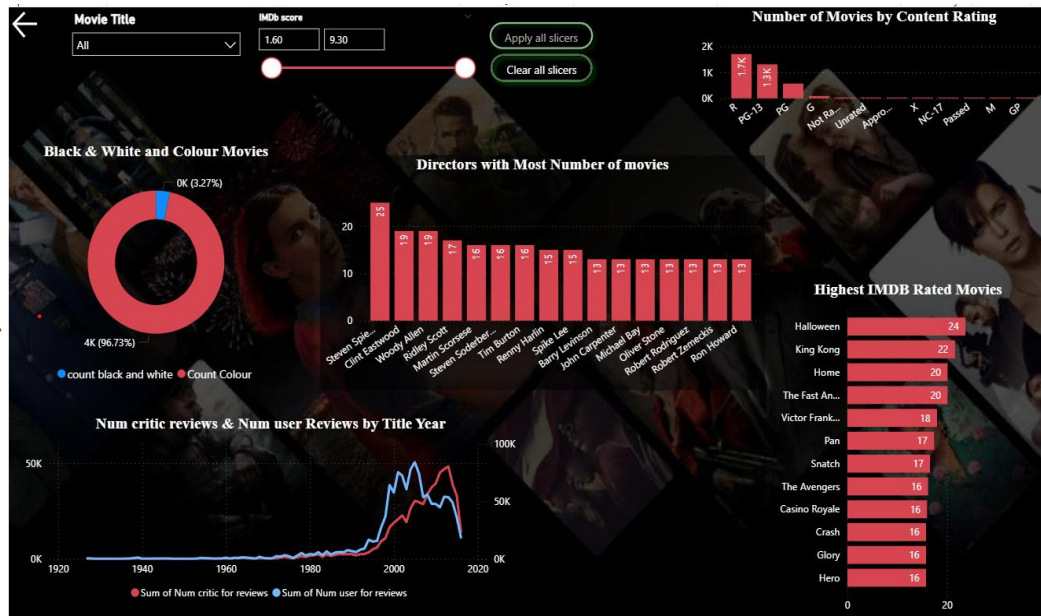
4.STEPS FOLLOWED

- Cleaned movie data in Excel and using Powerquery. (handled missing values, corrected data types, formatted columns and removed special characters)
- Used Excel formulas for basic analysis.
- Imported cleaned data into Power BI.
- Developed interactive dashboards with visuals including charts (clustered bar chart, area chart, pie chart, donut chart, stacked column chart, stacked bar chart and line chart), Cards, KPI and slicers.

5. KEY INSIGHTS

- The number of movies were highest in 2002.
- The positive KPI provide objective evidence of progress towards achieving the goal.
- Halloween is the highest IMDb rated movie.
- Comedy | Drama become the most popular genres over the years.
- Highest number of movies and highest IMDb rated movies were produced by USA
- Over the total movies English language dominate the movie production (97.51%).
- The number of colour movies (96.73%) are higher than number of black and white movies (3.27%).
- Steven Spielberg has become the best director with the greatest number of movies.

6. SCREENSHOTS

---

7. FILES INCLUDE

- [Movie Metadata.xlsx](#) – Cleaned data and basic analysis.
- [Movie Metadata.pbix](#) _ Power BI dashboard
- [README.md](#)– Project description

---

8. HOW TO USE

- Open [Movie Metadata.xlsx](#) to view the cleaned data.
- Open [Movie Metadata.pbix](#) in Power BI Desktop to explore the visuals
- Use slicers to explore specific movie, year and IMDb score.