USER REQUIREMENT DOCUMENT

Project Title: Movie Industry Performance Analysis Dashboard

Dataset: *TMDB Movies Dataset*

Tools: Excel | SQL | Power BI

Purpose:

The purpose of this project is to develop a **Movie Industry Analysis Dashboard** that evaluates movie financial performance, audience ratings, and genre trends.

The system will provide interactive visual insights into:

- Revenue and Budget performance
- Profit and ROI
- Top-rated movies
- Genre-based performance analysis
- Rating and popularity trends

Scope:

The system will:

- Analyze movie revenue, budget, and profit
- Calculate ROI (Return on Investment)
- Identify top-rated movies
- Compare performance by genre
- Analyze rating distribution
- Evaluate vote count impact on ratings
- Provide interactive filtering and visualization

The system will not:

- Predict future movie performance
- Store or update movie records
- Modify the original dataset

Stakeholders:

Stakeholder	Role
Film Producers	Evaluate profitability trends
Investors	Identify high-ROI genres
Analysts	Extract financial insights
Marketing Teams	Analyze audience rating patterns

Data Processing:

The system shall:

- Import dataset (CSV format)
- Clean and transform data in Power Query
- Unpivot genre columns to create a proper dimension table
- Create relationships between fact and genre tables
- Convert revenue and budget into numeric format

Key Calculations:

- Total Revenue (B)
- Total Budget (B)
- Total Profit (B)
- ROI (%)
- Average Rating
- Movies per Genre
- Revenue per Genre

Dashboard Requirements:

The dashboard shall display

A. KPI Metrics

- Total Revenue (B)
- Total Budget (B)
- Total Profit (B)
- ROI (%)
- Total Movies
- Average Rating

B. Genre Analysis

- Movies per Genre
- Revenue by Genre
- Profit by Genre
- ROI by Genre

C. Rating Analysis

- Top 10 Highest Rated Movies
- Rating Distribution (Rating Range)
- Vote Count Analysis
- Average Rating by Genre
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D. Financial Analysis

- Revenue vs Budget comparison
- Profitability trends

- Revenue over time

E. Filtering Capabilities

The system shall allow filtering by:

- Genre
- Release Year
- Rating Range
- Vote Count Range

System Architecture Overview:

Data Flow:

CSV Dataset → Power Query Transformation → Data Modeling (Fact & Genre Table) → DAX Calculations → Power BI Dashboard → Insights

Expected Outputs

The system should generate:

- Interactive Movie Industry Dashboard
- Visual genre performance comparison
- ROI and profit insights
- Top-rated movie identification
- Clear financial trends

Success Criteria

The project will be considered successful if:

- All KPIs calculate correctly
- Revenue, Budget, and Profit display in billions (B)
- Dashboard is fully interactive

- Genre filters work correctly
- Relationship between tables functions properly
- Visualizations are clear and professional
- Insights can be derived easily