Movie Recommendation Analytics Dashboard

Power BI Project Summary (Resume-Oriented)

Project Overview

This project focuses on analyzing movie recommendation data using Power BI. Two structured CSV datasets containing movie metadata and user ratings were modeled to extract insights related to popularity, engagement, and user preferences.

Data Modeling

1   Used Movies and Ratings datasets linked via MovieID

2   Implemented one-to-many relationship (Movies → Ratings)

3   Ensured proper data types and cleaned irrelevant columns

Key DAX Measures

1   Total Movies – Distinct count of movies

2   Total Ratings – Count of user ratings

3   Average Rating – Mean user rating per movie

4   Popularity Score – Rating frequency per movie

Dashboard Visuals

1   KPI Cards: Total Movies, Total Ratings, Average Rating, Ratings per Movie

2   Bar Chart: Top 10 Most Rated Movies

3   Column Chart: Rating Distribution

4   Bar Chart: Average Rating by Genre

5   Interactive Slicers: Genre and Release Year

Key Insights

The dashboard highlights user engagement trends, identifies popular movies, and compares genre-wise performance. It enables quick exploration of rating behavior to support recommendation-oriented analysis.

Tools & Skills

Power BI, DAX, Data Modeling, Data Visualization, Analytical Thinking