# 🎬 Movie Analytics Dashboard Project

## 1. Project Overview

This project focuses on analyzing global movie data using Power BI. It aims to provide deep insights into IMDb ratings, box office performance, genre trends, language and country distributions, actor performance, and much more. This end-to-end BI project covers data cleaning, data modeling, DAX measures, and interactive dashboards to support data-driven decisions in the movie industry.

## 2. Tools Used

- Microsoft Excel (for initial view)  
- Power BI (Power Query, DAX, Visualization)  
- GitHub (for project sharing and version control)

## 3. Dataset

- Source: IMDB Movie Metadata Dataset (CSV)  
- Key Columns:  
 - Movie Title  
 - Genre  
 - IMDb Score  
 - Country  
 - Language  
 - Budget and Gross  
 - Director and Actors  
 - Content Rating  
 - Release Year

## 4. Steps Followed

- Cleaned and transformed data using Power Query Editor:  
 - Removed duplicates and nulls  
 - Created new calculated columns (e.g., Profit, Profit Margin)  
 - Categorized movies (Excellent, Good, Average, Bad)  
 - Replaced missing Gross values with Budget  
- Built data model:  
 - Managed relationships  
 - Used DAX to create dynamic measures  
- Created interactive visuals:  
 - KPI cards, Treemaps, Donut, Funnel, Line and Column Charts  
 - Tooltips and Drill-through pages  
- Enhanced user experience:  
 - Home screen with navigation  
 - Tooltips for content ratings and movie categories

## 5. Key Insights

- Most movies are produced in English-speaking countries like USA and UK.  
- Top genres include Drama, Comedy, and Action.  
- IMDb ratings of 8+ are rare but tied to high-grossing movies.  
- Profit margin varies significantly by director and genre.  
- Certain actors consistently contribute to high-revenue films.

## 6. Screenshots

Page 1📌 A screenshot of a computer

Description automatically generated  
Include visuals from:  
- IMDb Score vs Budget  
- Profit Margins  
- Movie Count by Genre, Country, Language  
- PG Ratings  
- Slicers and Tooltips  
- High IMDb Movies Table

Page2

- Movie – Genres  
- Movie County wise  
- Movie Facebook likes (top 15)  
- IMDB vs Gross  
- Profit Category  
- No of Critics

A screenshot of a computer screen

Description automatically generated

## 7. Files Included

- movie\_metadata.csv – Original raw dataset  
- Movie Dashboard.pbix – Final Power BI dashboard  
- README.md – Description of project for GitHub  
- Project Documentation.docx – This documentation

## 8. How to Use

- Open movie\_metadata.csv to view the dataset  
- Open Movie Dashboard.pbix in Power BI Desktop  
- Explore insights using slicers, tooltips, and charts  
- Use the navigation/home button to move across report pages