README

TERM PROJECT:COMMUNICATING THE RESULTS OF DATA ANALYTICS

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HYPERLINK TO THE DASHBOARD

https://public.tableau.com/profile/publish/IMDBMovie/Story1#!/publish-confirm

Box Office Visualization

DATA SET : IMDB 5000 Movie Dataset from kaggle.com

VISUALIZATION and PREDICTION: TABLEAU

The story presented shows the various aspects of around 5000 movies with respect to director, cast, title, year , country ,genre, budget and many more.

- **PAGE 1** : Depicts the Movie title arranged with respect to its Facebook likes. Also filtering on the duration of the movie and its origin. One can click on the Movie title and its duration as well as country can be seen.

- **PAGE 2**: The IMDB scores of various movies can be seen along with their IMDB movie links, on clicking those links one can access the original website corresponding to that link. Filtering can be done on the basis of IMDB scores as well as movie title.

- **PAGE 3**: Average total Actor Likes (trio as given in the data) with respect to a movie and then on hovering over any movie , individual facebook likes for each Actor is displayed. Various filters are present which can be played with.

- **PAGE 4**: This dashboard page depicts the records of how many movies a director has made till 2016 with respect to each Genre. Further filtering helps to distinguish the content rating of the movies as well. The number of face posters involved for that particular movie is an additional information.

- **PAGE 5**: Gross Prediction with respect to IMDB rating and Budget. Inference shows better predictions are obtained when prediction is done with Budget than with IMDB ratings. Linear regression was used for predictions and trend lines were plotted for the same.

- **PAGE 6** : Again a prediction using the same technique as above showing how the number of users voting for a movie depends on critic and user review ratings.

- **PAGE 7** : How movie is taken up by the audience with respect to the cast likes, this can be seen by a graphical representation depicting the relationship between movie facebook like (by audience) and the total facebook likes of the cast.

INSIGHTS
- Budget is important, although there is no strong correlation between budget and movie rating. The Budget and Gross are closely related.
- Usually Directors try to make movies in multiple Genres but one genre becomes their forte.
- The facebook popularity of director and the facebook popularity of the top 3 actors/actresses is an important factor to affect a movie rating.
- The number of faces in movie poster has a non-neglectable effect to the movie rating.