THE PROJECT IN
DATA WAREHOUSE AND BUSINESS INTELLIGENCE
FOR HOLLYWOOD MOVIES ANALYSIS

Submitted To,   **Submitted By,**

Mrs. Anita Kane Mam.   Name : Vinod Sampange [15141]

Name : Somnath Bachal [15101]

MCA – III

2017- 2018

Introduction

This thesis is submitted to the "**Savitribaiphule Pune University,Department of Computer Science**" of the requirements for the degree of Master of Compurer Aplication (25 credits) in Computer Science. The thesis is equivalent to 10 weeks of full time studies.

Business Intellegence, the term itself defines the different types of methodologies and techniques used in order to extract strategic solutions for the organisational profit. In order to fetch such required solutions **Data Warehouse** is built through amalgamation of data takes from differnet sources.After learning the concept,we was curious to apply this techniques in different fields for this project we have decided to perform analysis on movies dataset.

As a response to the lack of movie rating data available on the internet, I constructed a movie data set with movie from 1916 to 2017, their ratings/votes at both 2016 and 2017, and their genres. The program I chose is Excel and my primary matching method is the Index-Match function with Multiple Criteria. My dataset consist of multiple worksheets.

DataSource   : IMDB,GroupLens,Kaggle etc.
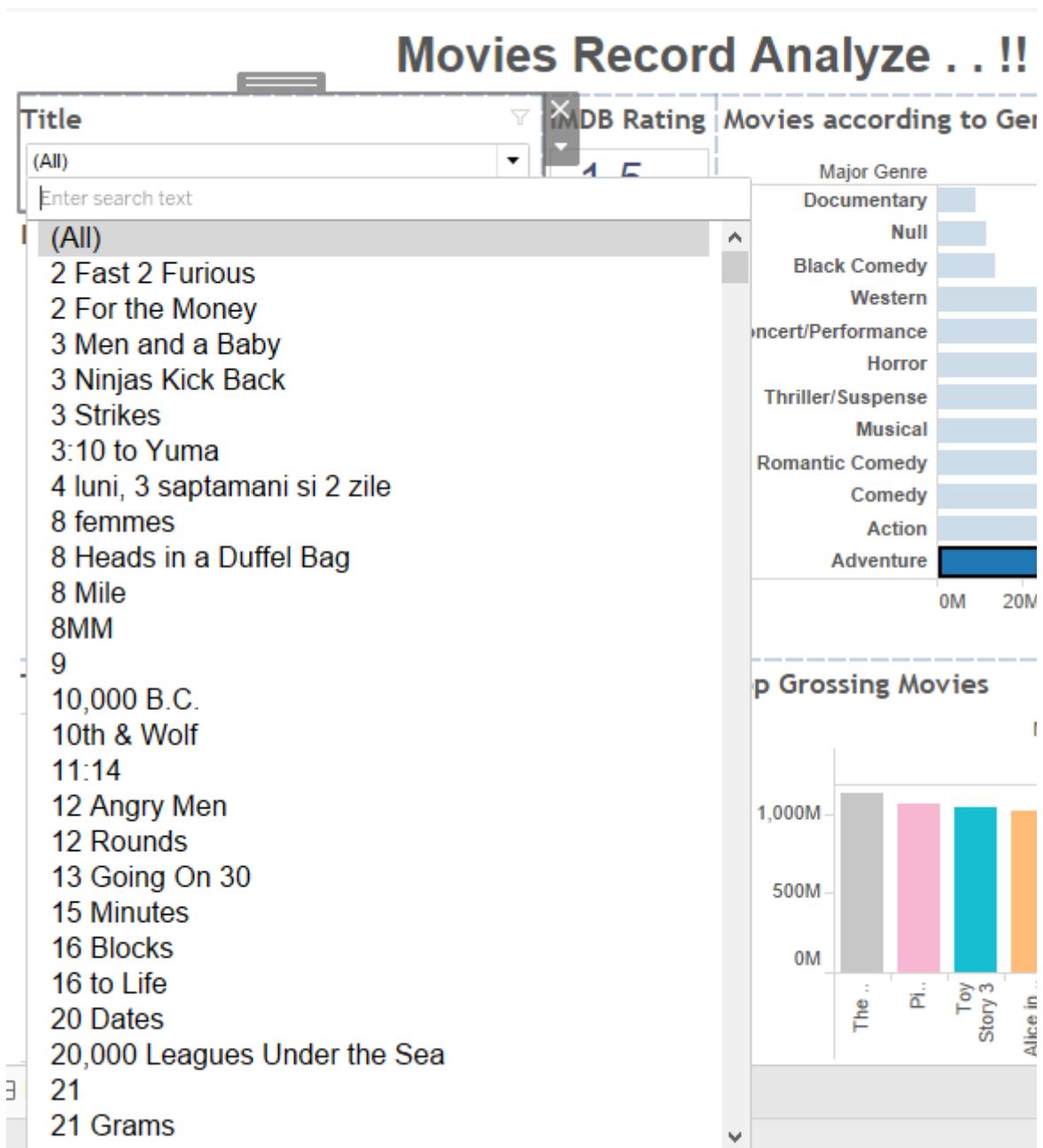Tool   : TableauDesktop-64bit-10-5-2,SQL-Serverr 2008.
OS-Platform : Windows-08.

- - - : Project Screenshots : - - -
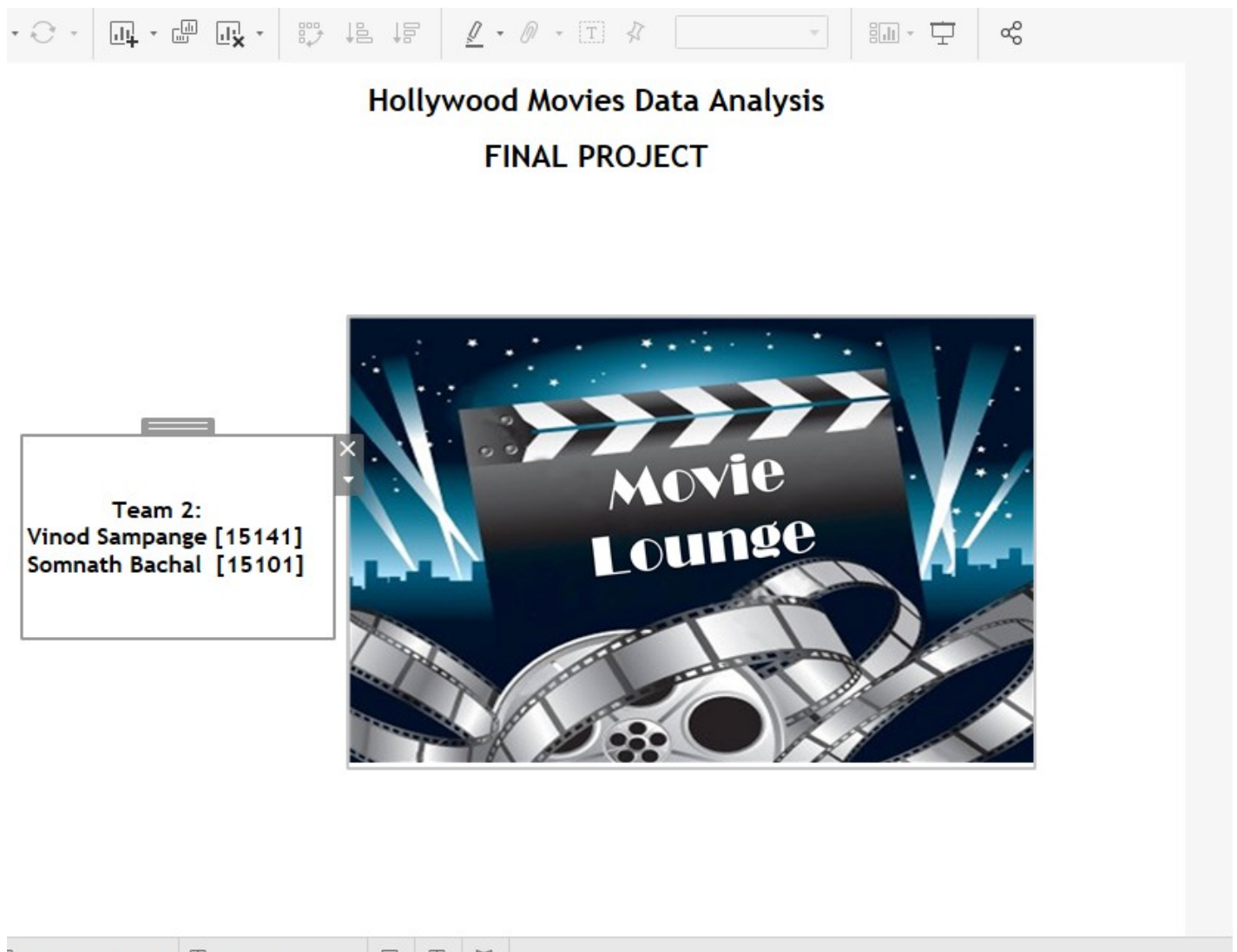
➢ **The List Of Movies Titles**

The Above Analysis Shows The List Of Movies Titles.

➢ Movies Rating By IMDB Using Search Option

Here,We Can Search The Movies Title And It Dynamically Shows IMDB Rating Of That Movies .The IMDB Is Movies Rating Site.

Title	IMDB Rating
10,000 B.C. ▼	5.8

Title	IMDB Rating
Avatar ▼	8.3

Title	IMDB Rating
First Knight ▼	5.6

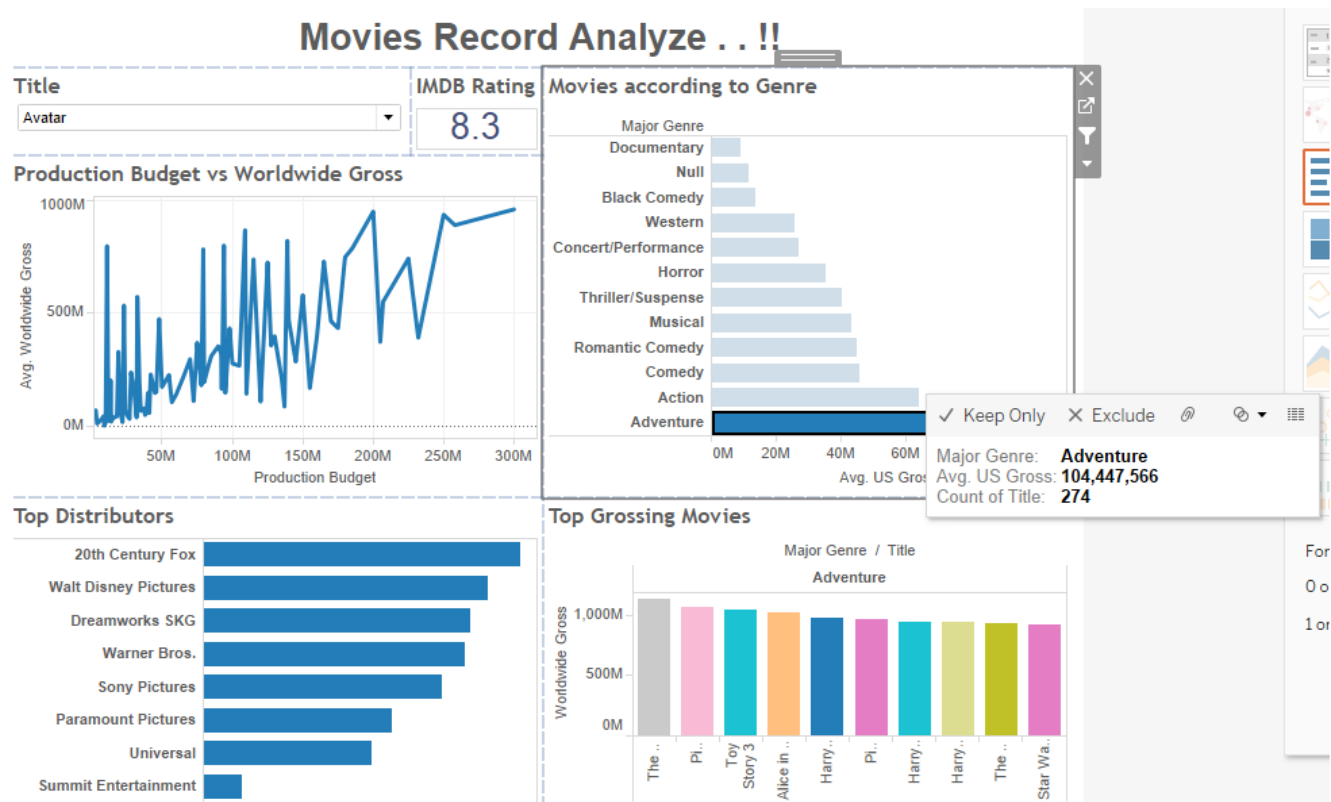| Title	IMDB Rating	Mov
The Alamo ▼	5.9	

spide   ×
Along Came a Spider
Kingdom of the Spiders
Spider
Spider-Man
Spider-Man 2
Spider-Man 3
The Spiderwick Chronicles

> Multidimenstional View – 1 [For Adventure Movies]

- The Above Analysis Shows:
  - Total Count Of Adventure Movies = 274
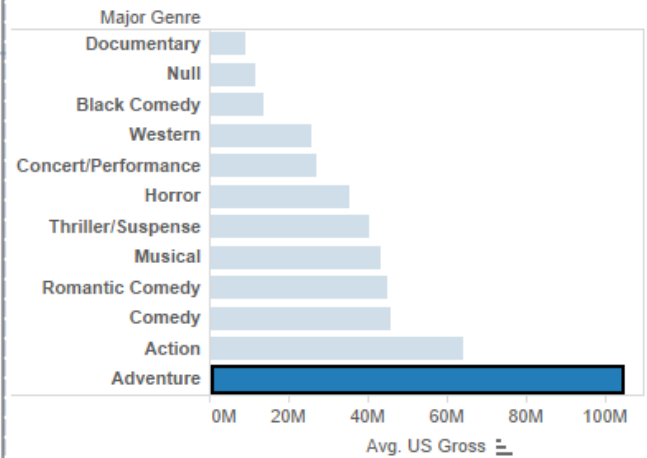 - Avg US Gross = $104,447,566.
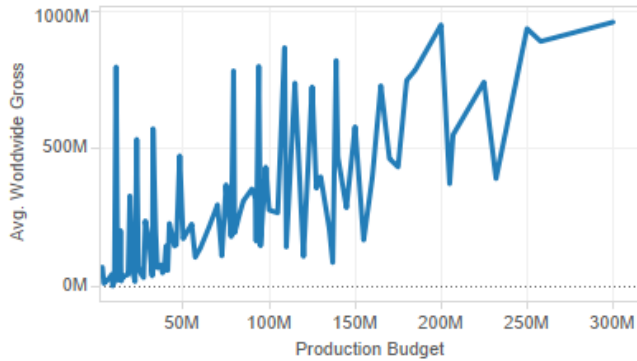
Movies Record Analyze . . !!

Title
Avatar

IMDB Rating
8.3

Movies according to Genre

Major Genre

- Documentary
- Null
- Black Comedy
- Western
- Concert/Performance
- Horror
- Thriller/Suspense
- Musical
- Romantic Comedy
- Comedy
- Action
- **Adventure**

Avg. US Gross (0M – 100M+)

Production Budget vs Worldwide Gross

Avg. Worldwide Gross (0M – 1000M) vs Production Budget (50M – 300M)

Top Distributors

- 20th Century Fox
- Walt Disney Pictures
- Dreamworks SKG
- Warner Bros.
- Sony Pictures
- Paramount Pictures
- Universal
- Summit Entertainment

Distributor: **20th Century Fox**
Avg. Worldwide Gross: **$340.2M**

Top Grossing Movies

Major Genre / Title

Adventure

Worldwide Gross (0M – 500M)

The .., Pi.., Toy Story 3, Alice in .., Harry.., Pi.., Harry.., Harry.., The .., Star Wa..

- The Above Analysis Shows The Top Distributors In Adventure Movies :
    - The Top Adveture Movie Distributor Company Is **"20'th Century Fox"**
    - The Lowest Distributor Company Is **"Summit Entertainment"**

Movies Record Analyze . . !!

Title

Avatar

IMDB Rating

8.3

Movies according to Genre

Major Genre

Production Budget vs Worldwide Gross

Top Distributors

Top Grossing Movies

Major Genre / Title

Adventure

Major Genre:	**Adventure**
Title:	**The Lord of the Rings: The Return of the King**
Worldwide Gross:	**1,133M**

- The Above Analysis Shows The Top Grossing Adventure Movies :
    - The Top Grossing Adventure Movie Is **"The Lord Of The Rings:The Return Of The Kings"**
    - The World Wide Gross For This Movie Is **"$1,133 Million".**

➤ Multidimenstional View – 2 [For Documentary Movies]

Movies Record Analyze . . !!

- The Above Analysis Shows:
    - The Total Count Of Documentary Movies = **43**
    - Avg US Gross = **$9,229,673.**

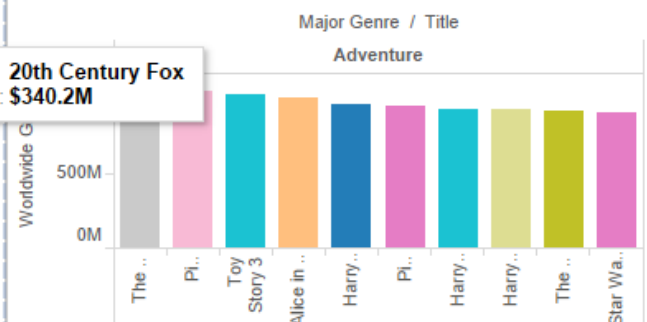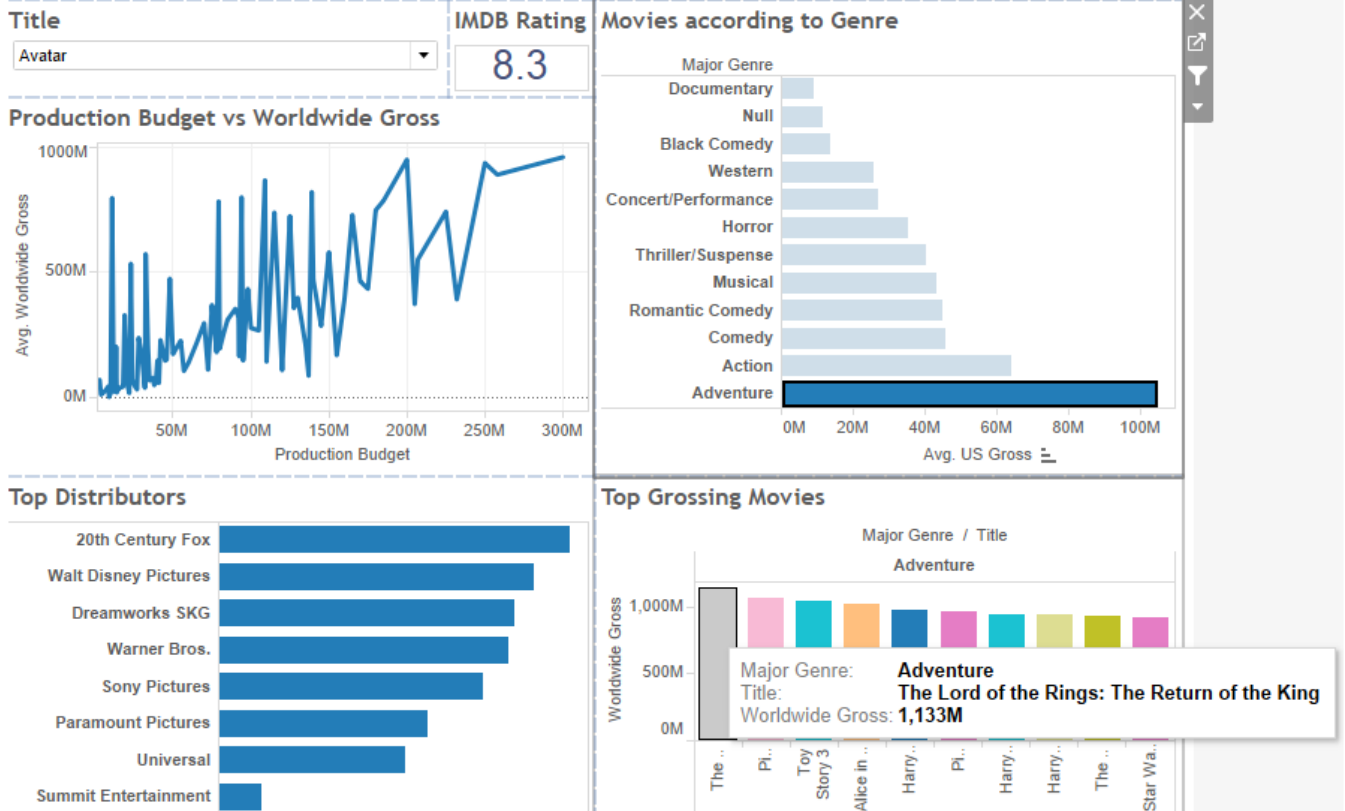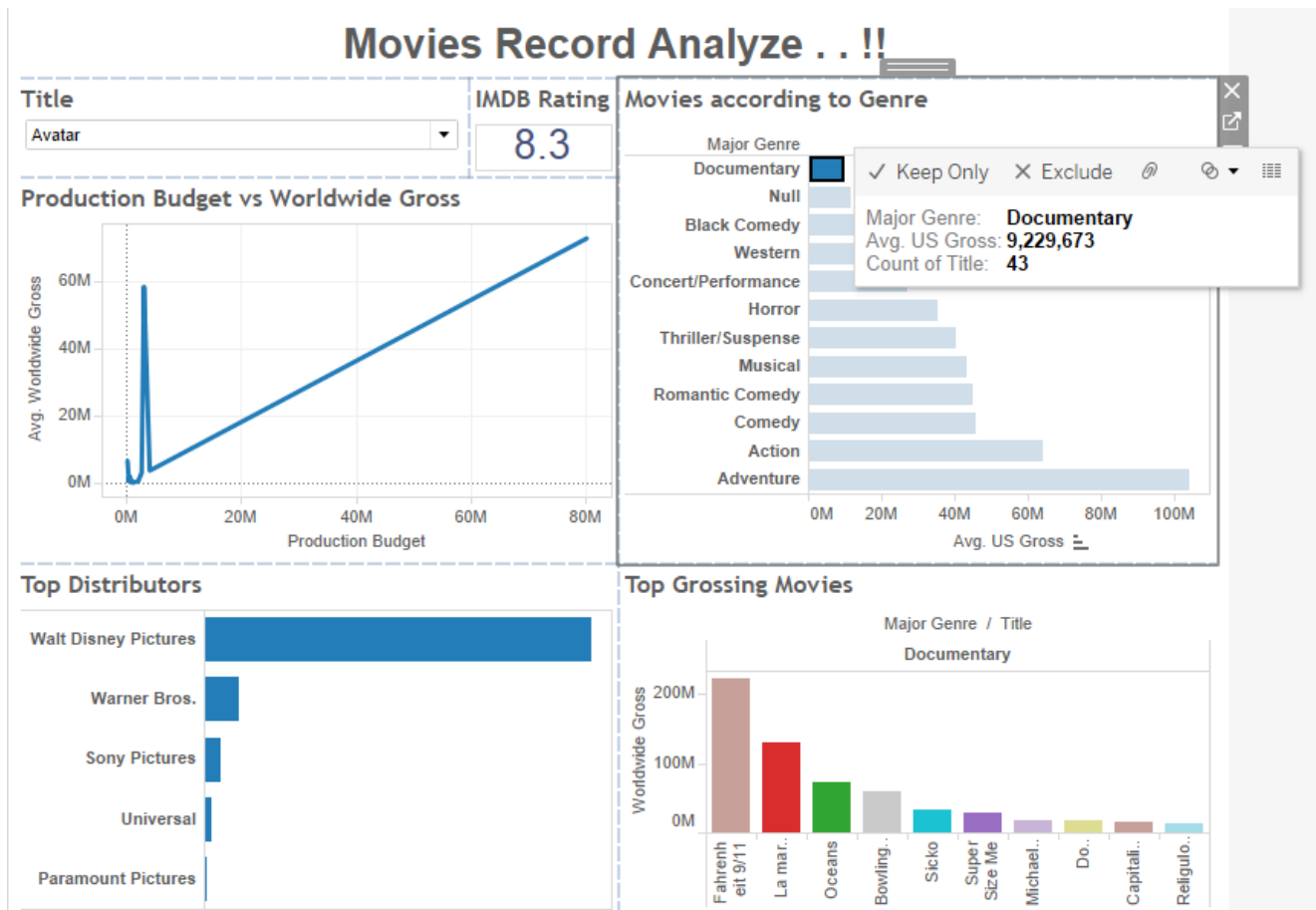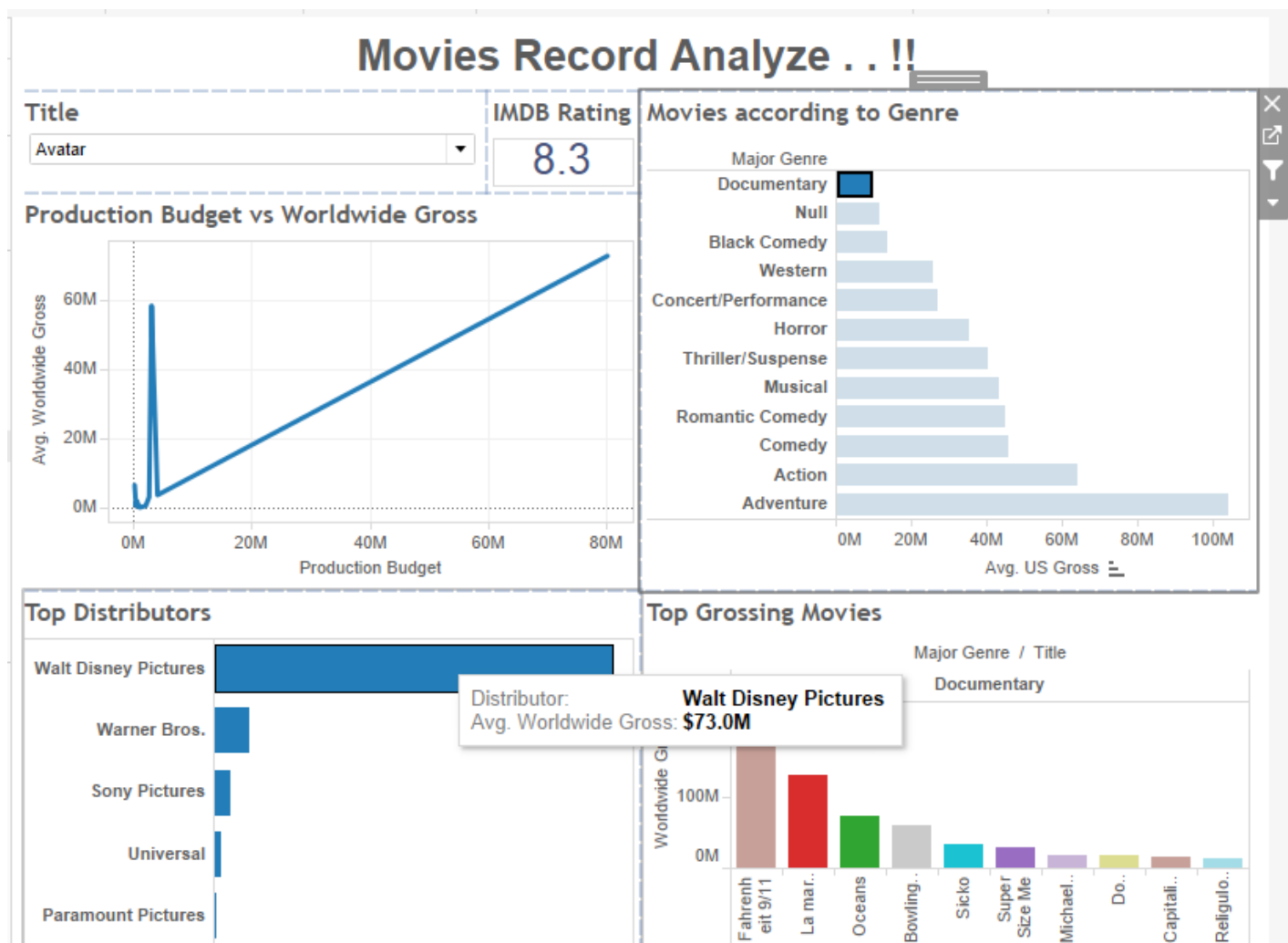# Movies Record Analyze . . !!

Title

Avatar

IMDB Rating

8.3

Movies according to Genre

Major Genre

Production Budget vs Worldwide Gross

Top Distributors

Distributor: **Walt Disney Pictures**
Avg. Worldwide Gross: **$73.0M**

Top Grossing Movies

Major Genre / Title

Documentary

- The Above Analysis Shows The Top Distributors In Documentary Movies :
    - The Top Documentary Movie Distributor Company Is **"Walt Disney Pictures"**
    - The Avg. Worldwide Gross For Documentary Movie Is **"$73.0Million"**
    - The Lowest Documentary Distributor Company Is **"Paramount Pictures".**

Movies Record Analyze . . !!
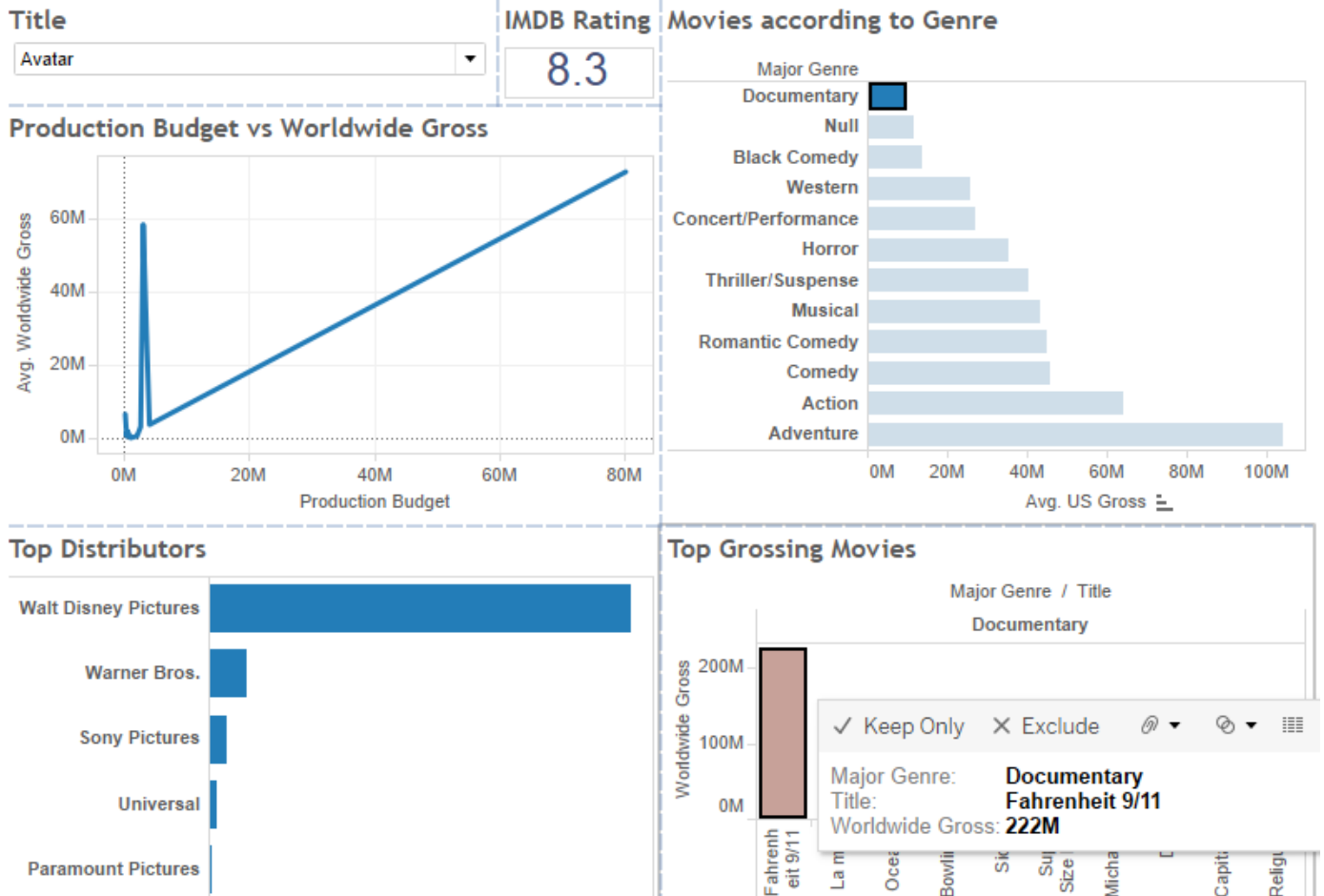
Title

Avatar

IMDB Rating

8.3

Movies according to Genre

Major Genre

- Documentary
- Null
- Black Comedy
- Western
- Concert/Performance
- Horror
- Thriller/Suspense
- Musical
- Romantic Comedy
- Comedy
- Action
- Adventure

Avg. US Gross

Production Budget vs Worldwide Gross

Avg. Worldwide Gross vs Production Budget

Top Distributors

- Walt Disney Pictures
- Warner Bros.
- Sony Pictures
- Universal
- Paramount Pictures

Top Grossing Movies

Major Genre / Title

Documentary

Worldwide Gross

✓ Keep Only   ✗ Exclude

Major Genre: **Documentary**
Title: **Fahrenheit 9/11**
Worldwide Gross: **222M**

Fahrenheit 9/11 · La m · Ocea · Bowli · Si · Su Size · Micha · Capit · Relig

- The Above Analysis Shows The Top Grossing Documentary Movies :
    - The Top Grossing Adventure Movie Is **"Fahreneit 9/11"**
    - The World Wide Gross For This Movie Is **"$222 Million".**
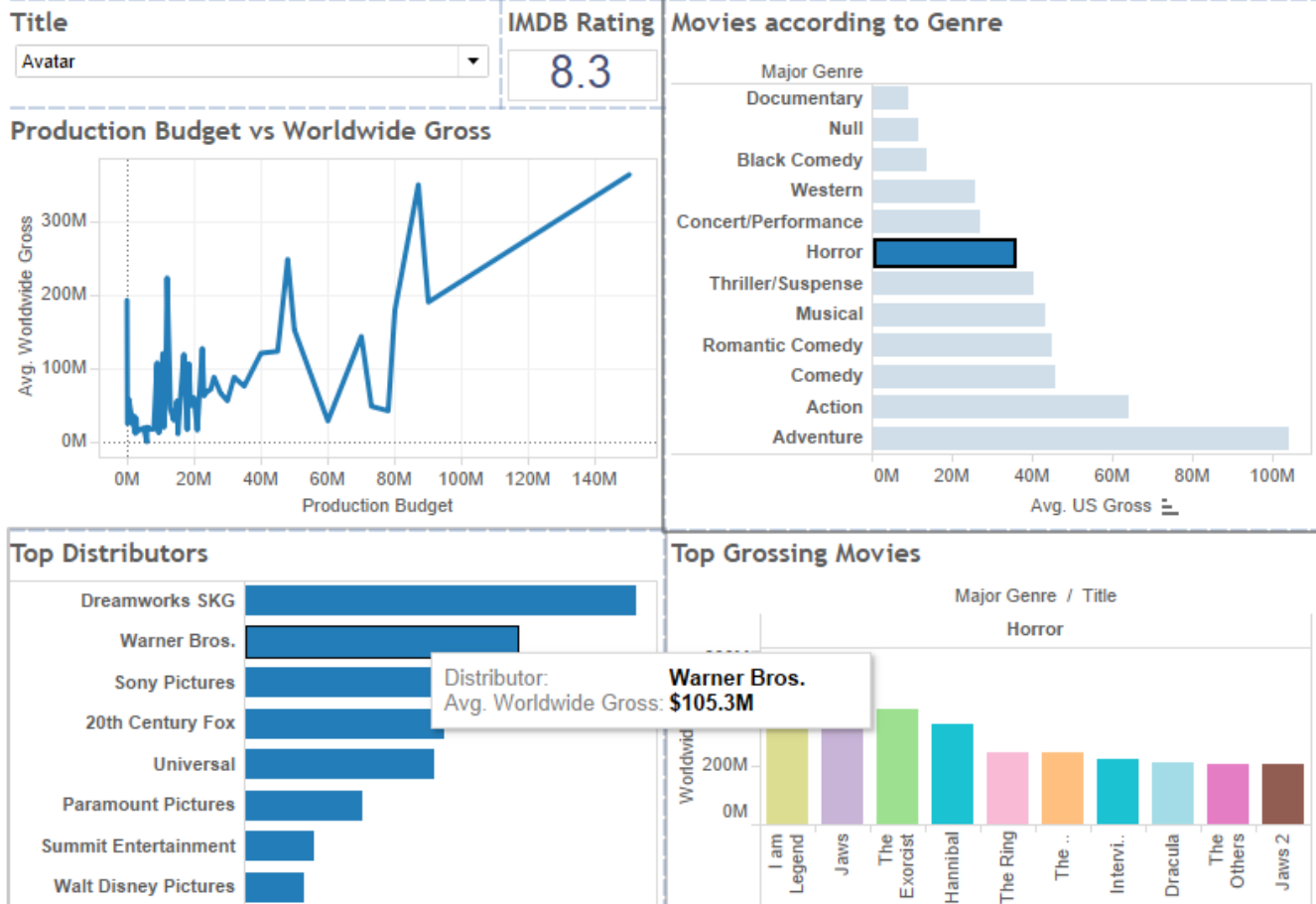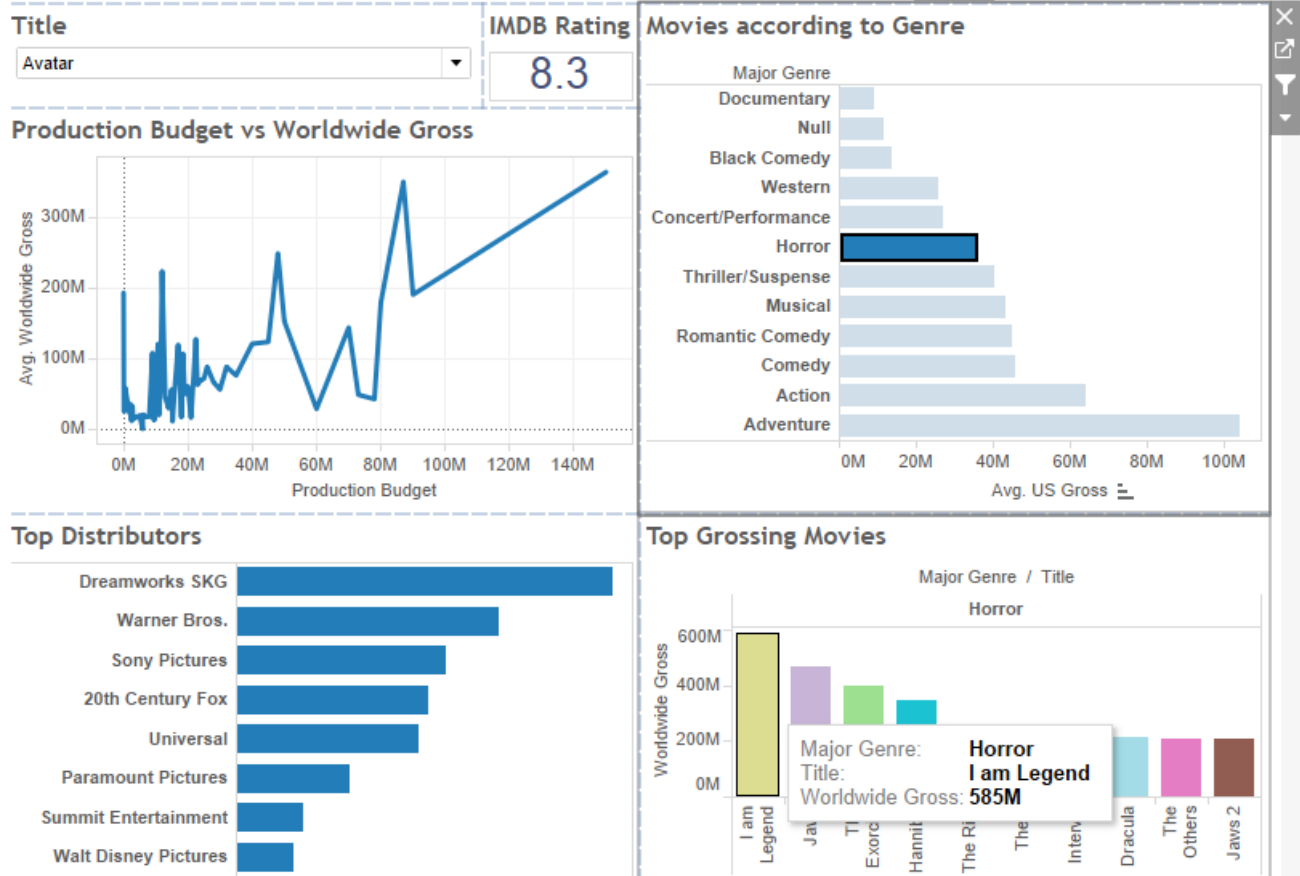
➢ Multidimenstional View – 3 [For Horror Movies]
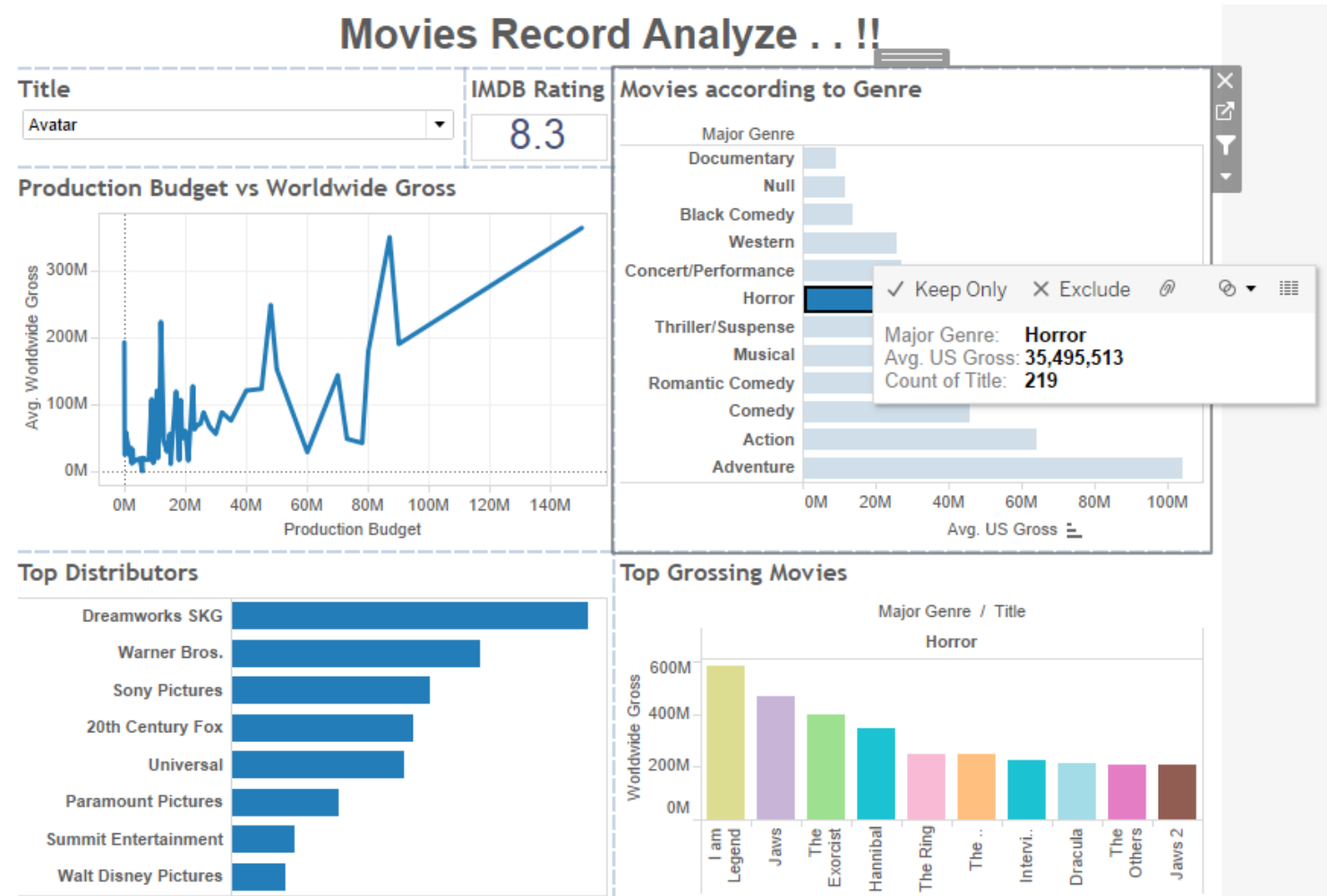
- The Above Analysis Shows:
  - The Total Count Of Horror Movies = **219**
 - Avg US Gross = **$35,495,513.**

Movies Record Analyze . . !!

Title

Avatar ▾

IMDB Rating

8.3

Production Budget vs Worldwide Gross

Movies according to Genre

Major Genre

- Documentary
- Null
- Black Comedy
- Western
- Concert/Performance
- Horror
- Thriller/Suspense
- Musical
- Romantic Comedy
- Comedy
- Action
- Adventure

Avg. US Gross

Top Distributors

- Dreamworks SKG
- Warner Bros.
- Sony Pictures
- 20th Century Fox
- Universal
- Paramount Pictures
- Summit Entertainment
- Walt Disney Pictures

Distributor: **Warner Bros.**
Avg. Worldwide Gross: **$105.3M**

Top Grossing Movies

Major Genre / Title

Horror

- I am Legend
- Jaws
- The Exorcist
- Hannibal
- The Ring
- The ..
- Intervi..
- Dracula
- The Others
- Jaws 2

- The Above Analysis Shows The Top Distributors In Horror Movies :
  - The Top Horror Movie Distributor Company Is **"Warner Brothers"**
  - The Avg. Worldwide Gross For Horror Movie Is **"$105.3 Million"**
  - The Lowest Horror Distributor Company Is **"Walt Disney Pictures".**

Movies Record Analyze . . !!

Title

Avatar

IMDB Rating

8.3

Movies according to Genre

Major Genre — Avg. US Gross

- Documentary
- Null
- Black Comedy
- Western
- Concert/Performance
- Horror
- Thriller/Suspense
- Musical
- Romantic Comedy
- Comedy
- Action
- Adventure

Production Budget vs Worldwide Gross

Avg. Worldwide Gross vs Production Budget

Top Distributors

- Dreamworks SKG
- Warner Bros.
- Sony Pictures
- 20th Century Fox
- Universal
- Paramount Pictures
- Summit Entertainment
- Walt Disney Pictures

Top Grossing Movies

Major Genre / Title

Horror

Major Genre: Horror
Title: I am Legend
Worldwide Gross: 585M

- The Above Analysis Shows The Top Grossing Horror Movies :
    - The Top Grossing Horror Movie Is **"I Am Legend".**
    - The World Wide Gross For This Movie Is **"$585 Million".**
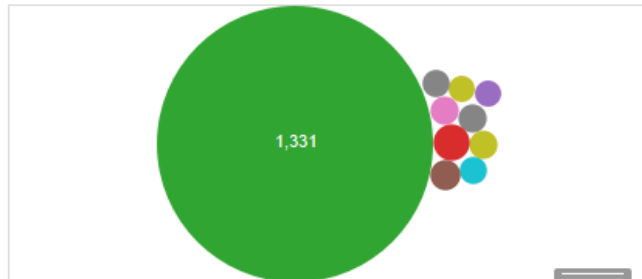
➢ **Multidimenstional View – 4 [Director's Corner]**
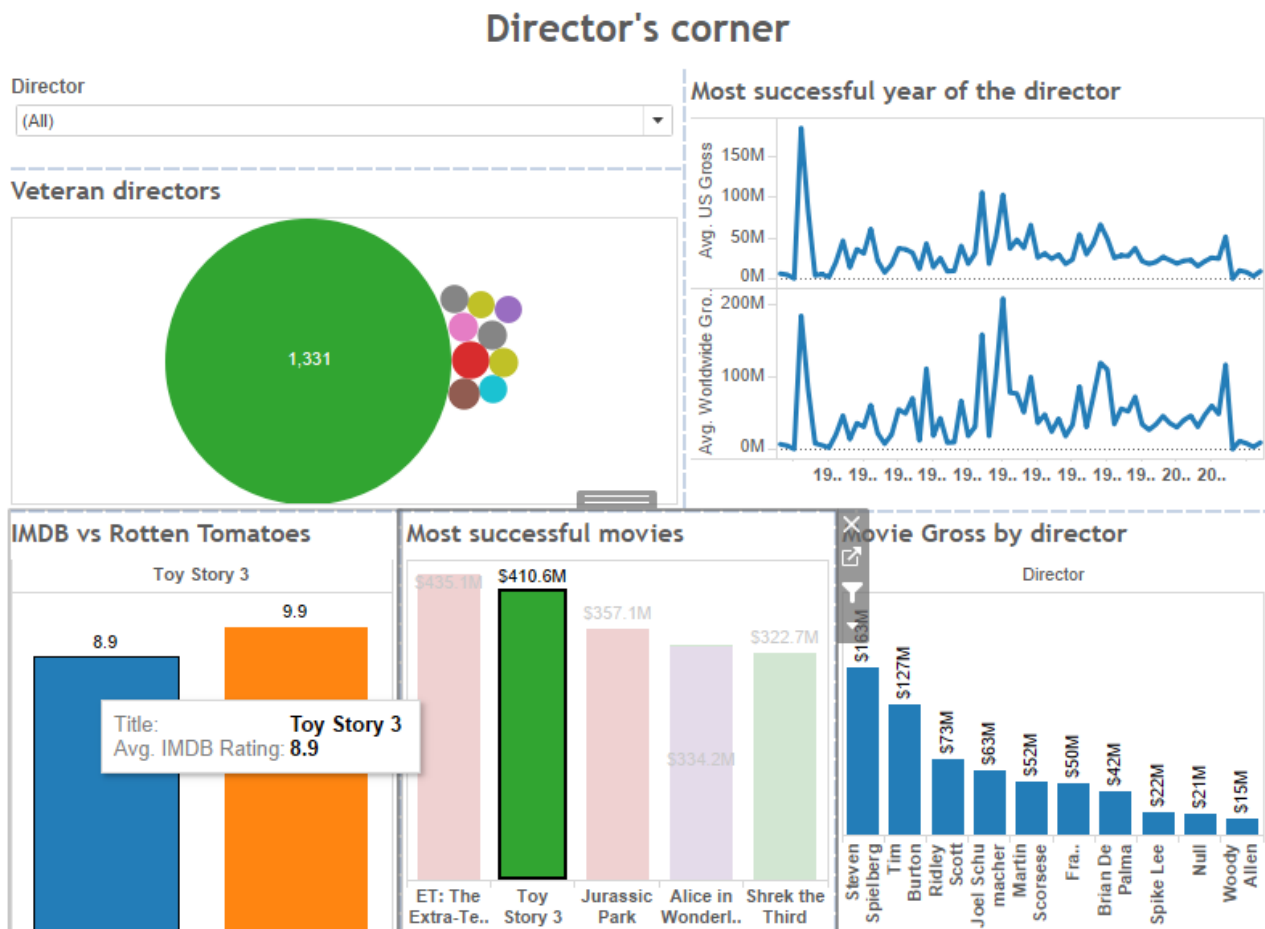
- The First Analysis Shows IMDB Rating & Rotten Tomatoes Rating For The Movie "**Toy Story 3**".
- The IMDB Rating For This Movie Is **"8.9/10 IMDb".**
- The Rotten Tomattoes Rating For This Movie Is **"9.9".**
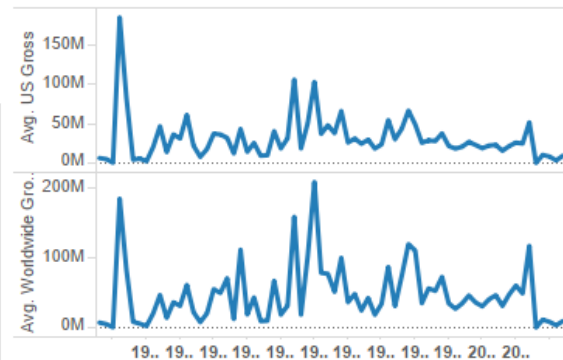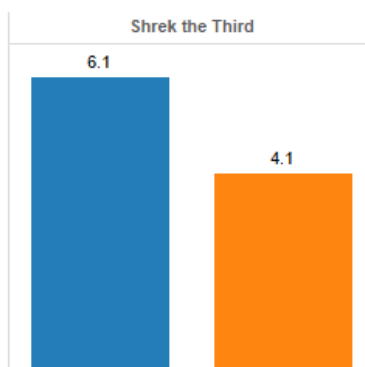
Director's corner
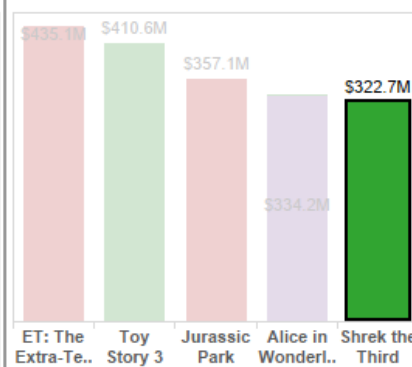
Director
(All)

Veteran directors
1,331

Most successful year of the director

IMDB vs Rotten Tomatoes
Shrek the Third
6.1
4.1

Most successful movies
$435.1M $410.6M $357.1M $322.7M $334.2M

| ET: The Extra-Te.. | Toy Story 3 | Jurassic Park | Alice in Wonderl.. | Shrek the Third |

Movie Gross by director
Director
$163M $127M $73M $63M $52M $50M $42M $22M $21M $15M

Steven Spielberg Tim Burton Ridley Scott Joel Schu macher Martin Scorsese Fra.. Brian De Palma Spike Lee Null Woody Allen
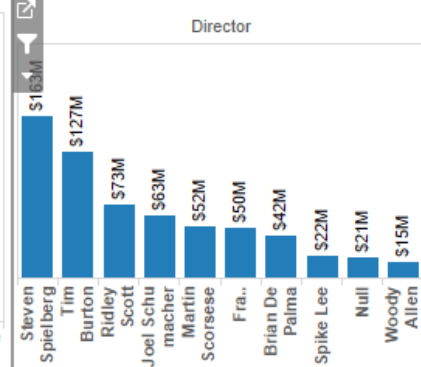
- The Second Analysis Shows IMDB Rating & Rotten Tomatoes Rating For The Movie **"Shrek The Third".**
- The IMDB Rating For This Movie Is **"6.1/10 IMDb".**
- The Rotten Tomattoes Rating For This Movie Is **"4.1".**

Conclusion,

- Data Analysis Using Tableau,Excel.
- Exporting of Analyzed Data To Excel,CSV and Data Representation using Tableau Graph
- Visualization Using Dashboard.

We have come to see that the key to data warehousing is data design. A good data design creates a workable data warehouse. The industry users know what data they need and how they want to use it. We focus on the users to determine what data is needed, locate sources for the data, and organize the data in a dimensional model that represents the business needs.

THANK YOU !!