

IMDB Movie & Director Insights Dashboard

A Power BI Data Analytics Case Study

Leveraging data-driven insights to evaluate global box office revenue, profitability, and director performance metrics.



THE MISSION

Project Objectives



- **Identify Trends:** Pinpoint top-tier revenue drivers and high-margin productions.
- **Director Analysis:** Evaluate individual impact on commercial success.
- **Audience Sentiment:** Correlate ratings with financial performance.
- **Interactive UI:** Design a seamless stakeholder reporting experience.

THE STACK

Tools & Technologies



SQL

Data extraction, cleaning, and complex querying of raw IMDB tables.



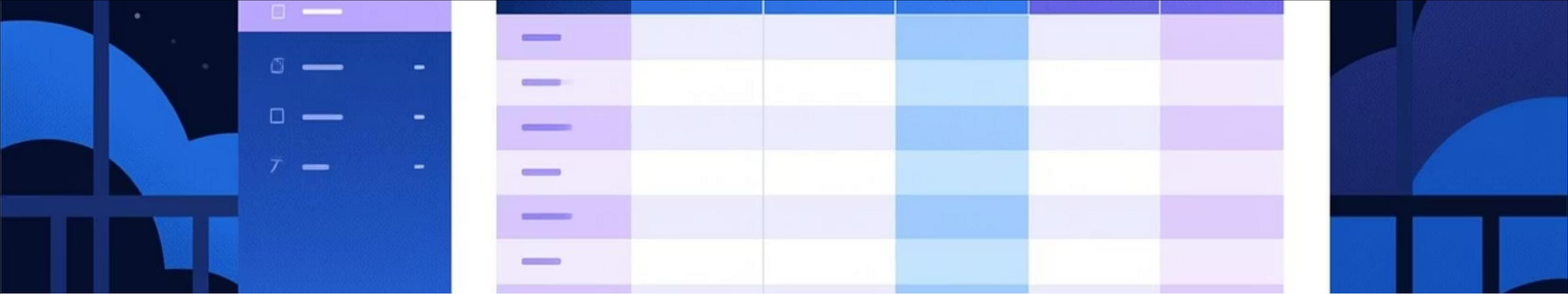
Power BI

End-to-end data modeling and sophisticated visualization design.



DAX

Custom KPI measures for weighted ratings and profit margins.



Dataset Scope

A curated analysis focusing on high-impact global cinema releases.

47 Key Movies

High-budget international releases with complete financial data.

Core Metrics

Revenue, Profit, Genre, Audience Ratings, and Popularity Scores.

Demographics

Comprehensive director profiles including gender and career history.

EXECUTIVE SUMMARY

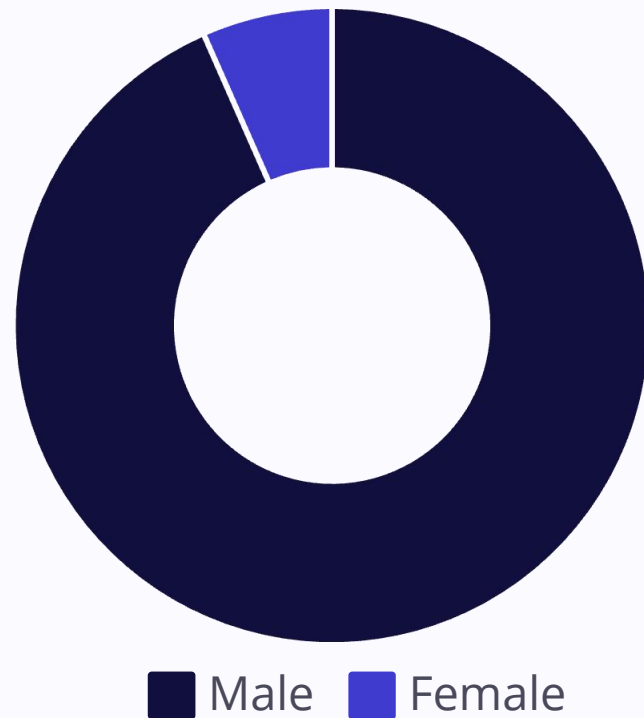
Key Performance Indicators

\$38.5B	\$28.3B	6.57	90.5
Total Revenue	Total Profit	Avg Rating	Popularity
Cumulative global box office	Net earnings after budget	IMDB user score average	Metadata interest index

📌 Data indicates a strong positive correlation between high production budget and global profitability.

Industry Representation

Directors by Gender



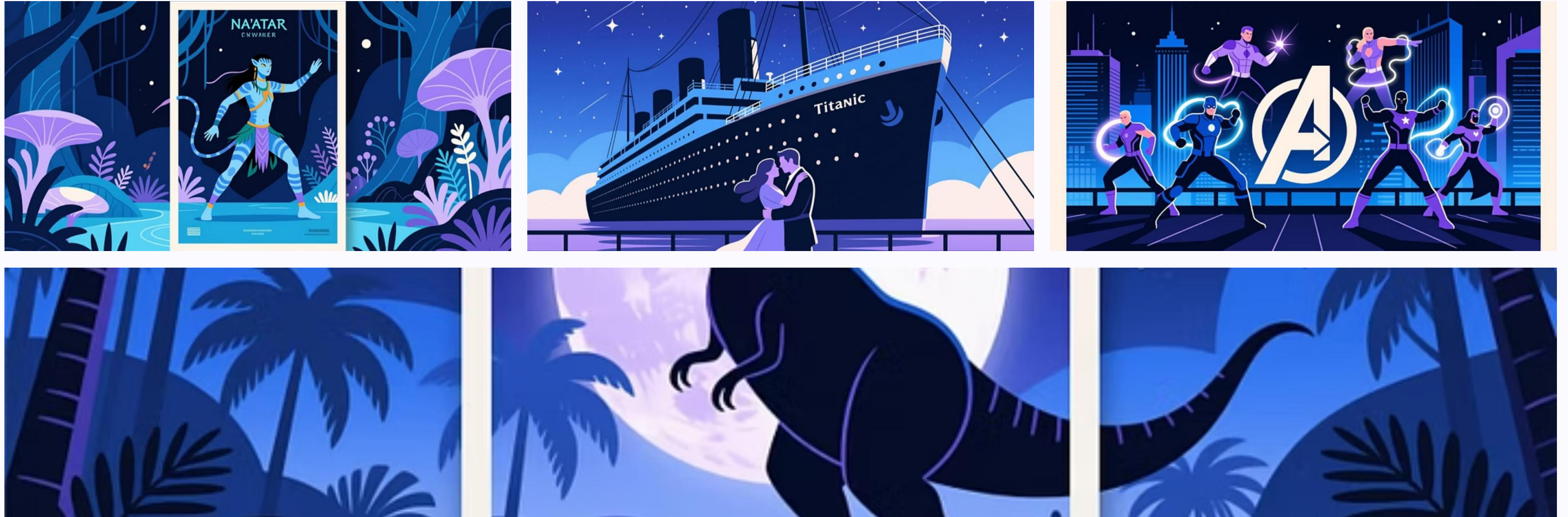
The Diversity Gap

The analysis reveals a significant disparity in director representation within high-revenue film production.

- **93.6% Male** dominance in major studio projects.
- **6.4% Female** representation highlights a critical industry gap.

Top 10 Movies by Revenue

Commercial giants dominating the global box office.



→ Franchise Dominance

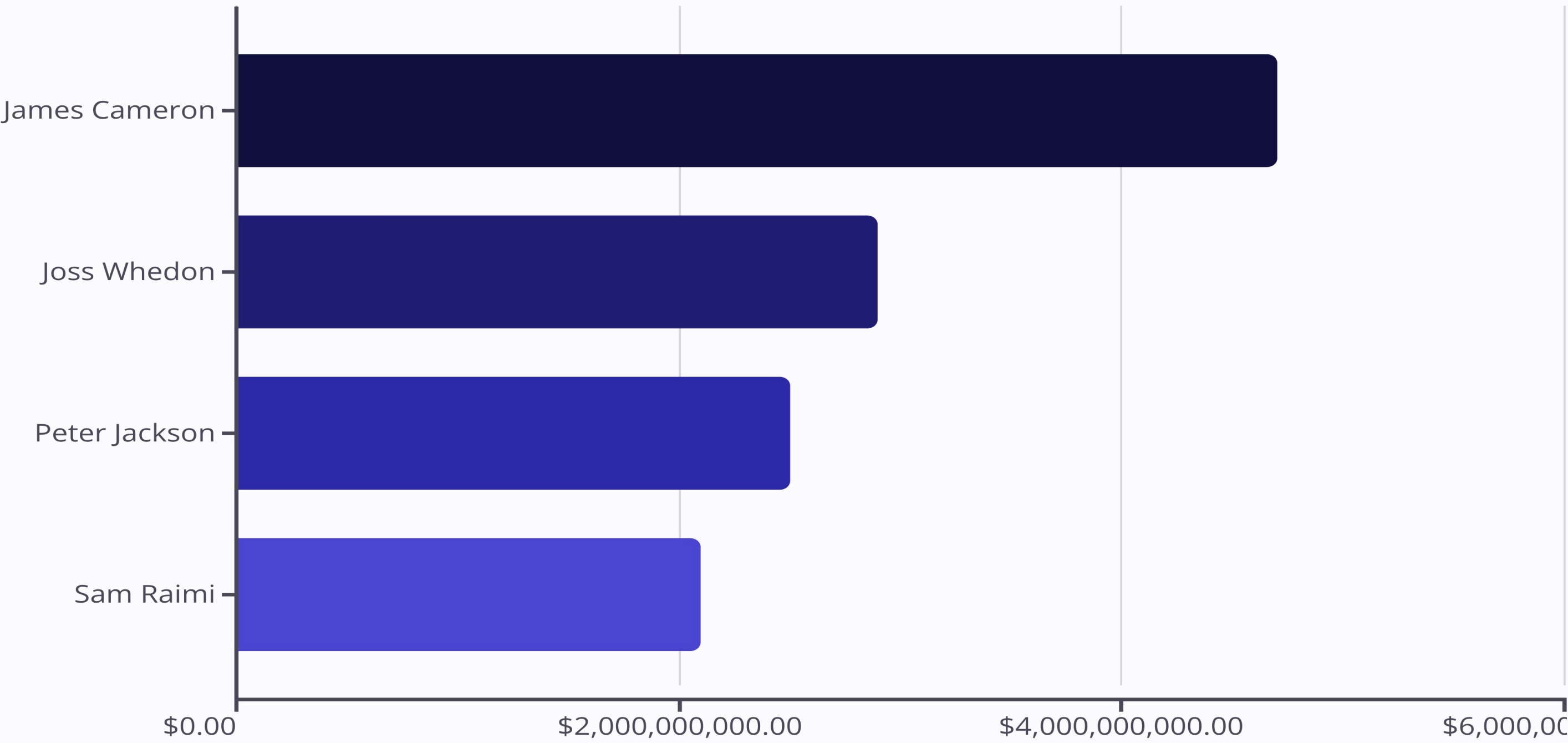
Avatar and Titanic lead as standalone hits, while Avengers and Jurassic World showcase franchise power.

→ Market Patterns

Action, Sci-Fi, and Adventure genres yield the highest ROI for major studios.

Elite Director Performance

The creative minds behind the billions.



Dashboard Functionality

Dynamic Filtering

Integrated slicers allow users to drill down by director, year, or genre instantly.

Real-time Updates

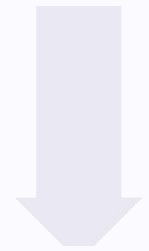
All charts are cross-filtered, ensuring visual consistency across the entire report.

Deep Comparison

Easy side-by-side benchmarking of movie performance vs. director track records.



Conclusion & Key Learnings



Technical Proficiency

Mastered the SQL to Power BI workflow for clean data pipelines.



Strategic Insight

Identified clear revenue patterns and critical representation gaps.



Business Readiness

Demonstrated ability to translate raw data into actionable stakeholder stories.

Ready for BI Roles

