Movie Dataset Analysis – Project Documentation

1. Project Overview

This project analyzes a movie dataset using Excel and Power BI to identify key trends between factors like budget, genre, and revenue, aiming to uncover insights that can inform production, marketing, and investment decisions.

2. Tools Used

- Microsoft Excel
- Power Query
- Power BI

3. Dataset

- **Source**: Movies_Metadata
- **Data contains**:

    - ❖ Movie Title
    - ❖ Director Name
    - ❖ Duration
    - ❖ Genre
    - ❖ Actors Name
    - ❖ IMDb Score
    - ❖ Budget
    - ❖ Normalized Budget
    - ❖ Categorized Budget
    - ❖ Gross Revenue
    - ❖ Normalized Gross Revenue
    - ❖ Max Gross Value
    - ❖ Number of Voted Users
    - ❖ Movie Facebook Likes
    - ❖ Language
    - ❖ Country
    - ❖ Content Rating
    - ❖ Release Year

4. Steps Followed

1. **Data Cleaning**:

   - Cleaned the data in Excel by removing blanks, handling missing values, and formatting columns.

2. **Basic Analysis**:

   - Used Excel formulas and Pivot Tables to perform initial analysis, identifying key trends in the dataset.

3. **Power BI Integration**:

   - Imported the cleaned data into Power BI for more detailed analysis and visualization.

4. **Dashboard Creation**:

   - Built interactive dashboards using charts, slicers, and KPIs to represent key trends and insights

5. Key Insights

- A few blockbuster movies generated the majority of total gross revenue.
- Top directors/actors by revenue are not always the ones with the most movies.
- Action and Drama genres have the highest average IMDb scores.
- Higher budgets generally lead to higher gross revenue.
- Most IMDb scores fall between 6 and 8.
- USA leads all countries in total gross movie revenue.

6. Screenshots
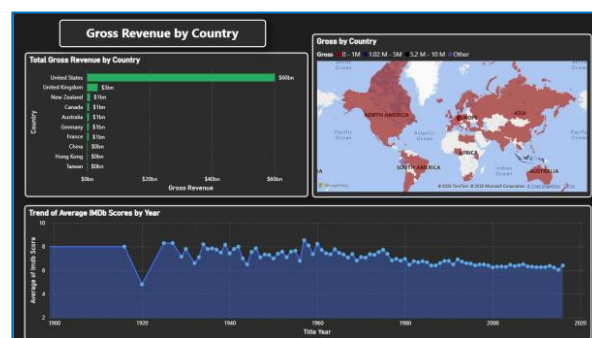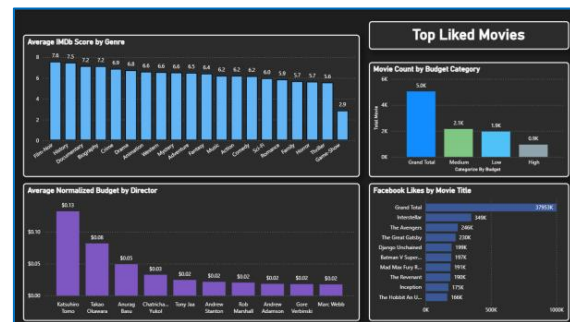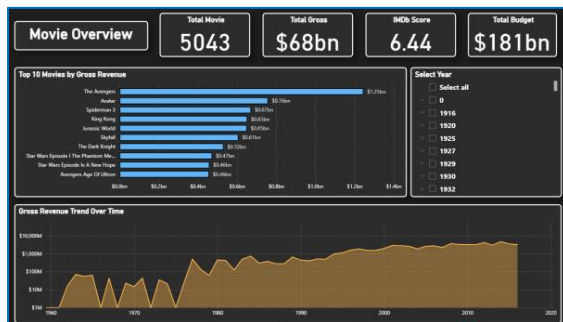
7. Files Included

- [Movies_Metadata.xlsx](#) – Cleaned data and basic analysis
- [Movies_Metadata.pbix](#) – Power BI dashboard
- [README.md](#) – Project description

8. How to Use

- Open [Movies_metadata.xlsx](#) – to view the cleaned data.
- Open [Movies_Metadata.pbix](#)– in Power BI Desktop to explore the visuals.
- Use slicers / filters to explore specific year, genres and IMDb score