1.Introduction

Project Objective :

- The objective of this project is to analyze the IMDB movie dataset to understand movie trends based on rating, genre, revenue, duration, and release year using data analysis and visualization techniques.

Dataset Description :

- The IMDB dataset contains movie-related information such as movie title, release year, IMDB rating, genre, duration, gross revenue, and director details. This dataset is used to perform exploratory analysis and create dashboards.

2. Dataset Overview

Total number of records:5000movies

Key columns used:

- Genre
- Title Year
- IMDB Score
- Gross Revenue
- Duration

3. Methodology

The project was completed using the following tools and methods:

- **Python:** Used for data cleaning and basic exploratory data analysis (handling missing values, formatting columns).
- **Excel:** Used pivot tables and charts for initial analysis.
- **SQL:** Used SELECT, WHERE, GROUP BY queries for extracting insights.
- **Power BI:** Used to create interactive dashboards with charts and slicers.

4. Project Phase Overview

DEFINE Phase :

- ✓ Identified the problem statement
- ✓ Defined KPIs such as movie count, revenue by genre, and ratings

DESIGN Phase :

- ✓ Designed dashboard layout
- ✓ Planned visuals and slicers

DEVELOP Phase :

- ✓ Cleaned data
- ✓ Created SQL queries and Power BI visuals

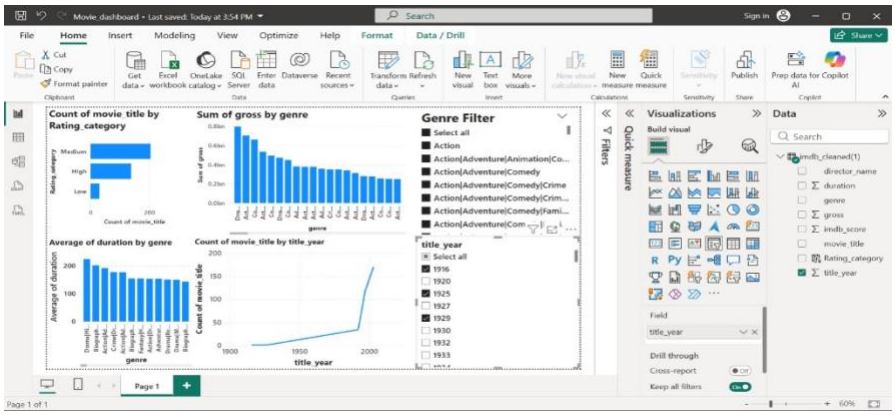
DEPLOY Phase :

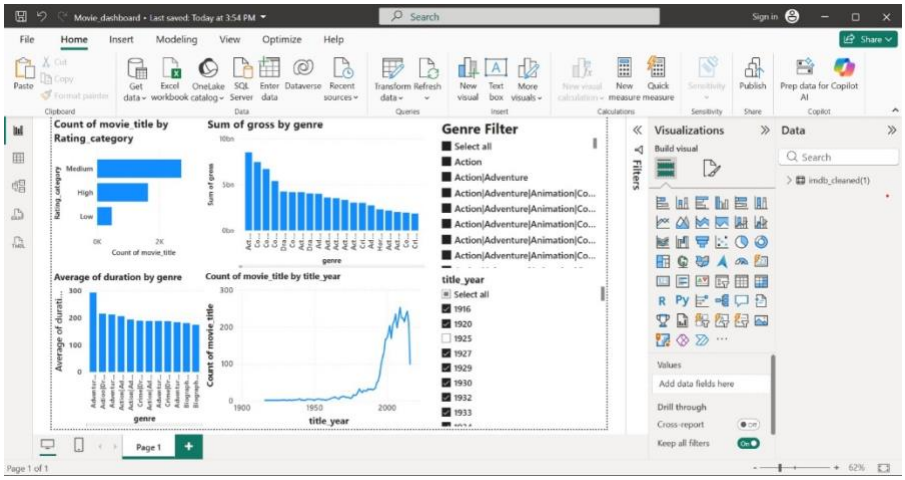
- ✓ Final report creation
- ✓ GitHub submission

5. Key Insights

- Movies with High IMDB ratings are fewer compared to Medium-rated movies.
- Certain genres like Action and Adventure generate higher gross revenue.
- Average movie duration varies significantly across genres.
- Movie releases increased rapidly after the year 2000.
- Genre and year filters help identify trends easily.

6. Dashboard Screenshots





7. GitHub Repository Link

https://github.com/nithyaravi08/IMDB_MOVIE_ANALYSIS.git