IMDB Movie Analysis

Project Description:

We are provided with dataset having various columns of different IMDb movies. Our goal is to clean and analyse the data to provide meaningful insights by answering set of questions such as finding the movies with highest profit, movies with highest IMDb ratings, finding best directors, popular actors and genres.

Approach:

- We explore the dataset, to get a better understanding of the dataset.
- Once we are familiar with the dataset, we clean it in a way that is suitable for further analysis.
- Then we continue with our analysis by answering a set of questions which helps us identify trends in the film industry.

Tech-Stack Used:

- Data Cleaning MS Excel
- Analysis MySQL workbench
- Charts and Visualization Power BI

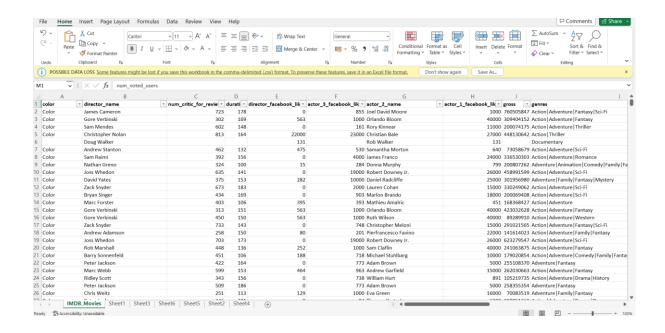
Insights:

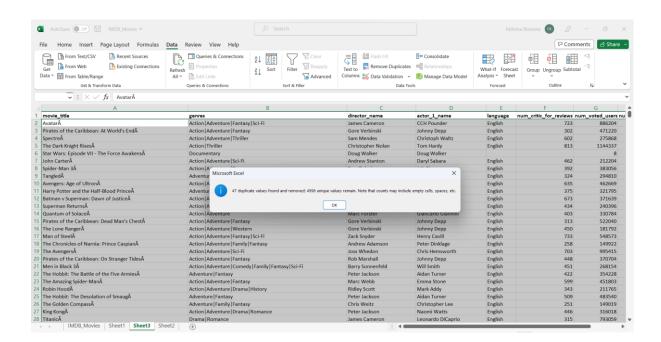
A. Cleaning the data: This is one of the most important steps to perform before moving forward with the analysis. Use your knowledge learned till now to do this. (Dropping columns, removing null values, etc.)

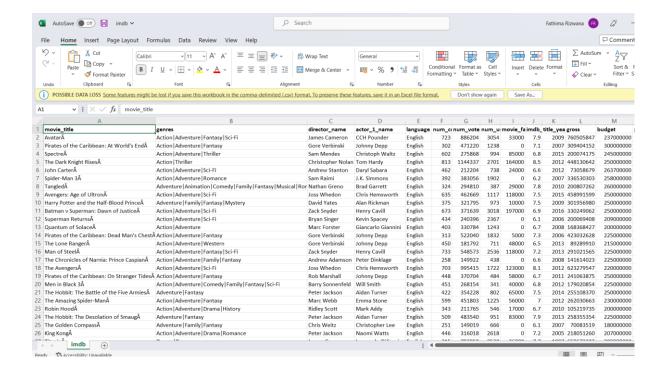
Your task: Clean the data

Steps taken to clean data:

- Remove duplicate values.
- Check for null values and remove the rows with null values.
- Identify the columns required for analysis and remove the unnecessary columns.
- Arrange the columns in a way which will be easy for us to continue with the analysis.
- **Before Cleaning:** 5043 rows and 28 columns
- After Cleaning: 3722 rows and 13 columns





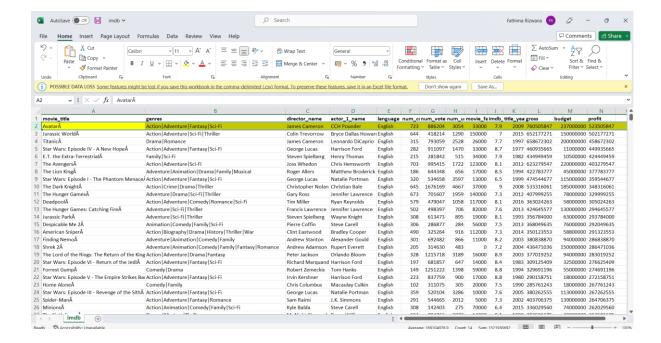


B. **Movies with highest profit:** Create a new column called profit which contains the difference of the two columns: gross and budget. Sort the column using the profit column as reference. Plot profit (y-axis) vs budget (x-axis) and observe the outliers using the appropriate chart type.

Your task: Find the movies with the highest profit?

We find the profit by calculating the difference between gross and budget, and find the movie with the highest profit by sorting the data with respect to the profit column in descending order.

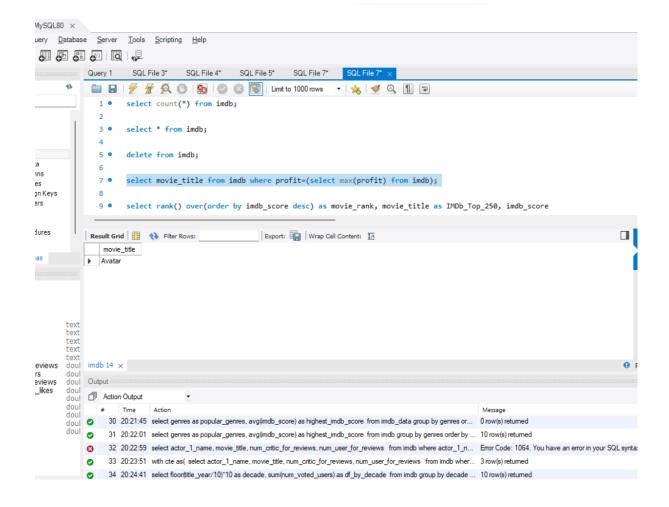
The movie with the highest profit is Avatar.



Query:

select movie_title from imdb where profit=(select max(profit) from imdb);





We find the outliers by using a scatter plot.



C. **Top 250:** Create a new column IMDb_Top_250 and store the top 250 movies with the highest IMDb Rating (corresponding to the column: imdb_score). Also make sure that for all of these movies, the num_voted_users is greater than 25,000. Also add a Rank column containing the values 1 to 250 indicating the ranks of the corresponding films.

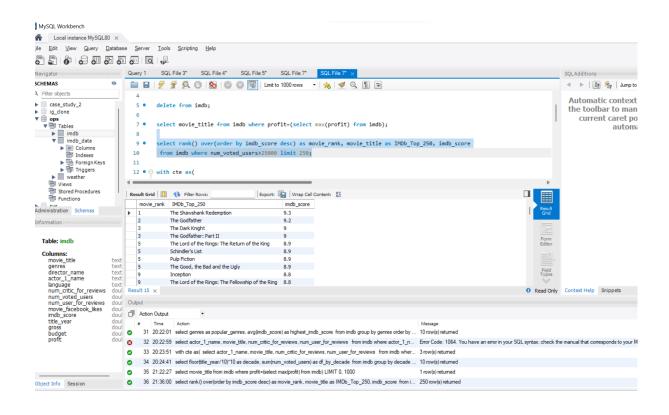
Extract all the movies in the IMDb_Top_250 column which are not in the English language and store them in a new column named Top_Foreign_Lang_Film. You can use your own imagination also!

Your task: Find IMDB Top 250

Query:

select rank() over(order by imdb_score desc) as movie_rank, movie_title as IMDb_Top_250, imdb_score

from imdb where num_voted_users>25000 limit 250;



movie_rank	IMDB_Top_250	imdb_score
1	The Shawshank Redemption	9.3
2	The Godfather	9.2
3	The Dark Knight	9
3	The Godfather: Part II	9
5	The Lord of the Rings: The Return of the King	8.9
5	Schindler's List	8.9
5	Pulp Fiction	8.9
5	The Good, the Bad and the Ugly	8.9
9	Inception	8.8
9	The Lord of the Rings: The Fellowship of the Ring	8.8
9	Fight Club	8.8
9	Forrest Gump	8.8
9	Star Wars: Episode V - The Empire Strikes Back	8.8
14	The Lord of the Rings: The Two Towers	8.7
14	The Matrix	8.7
14	Goodfellas	8.7
14	Star Wars: Episode IV - A New Hope	8.7
14	One Flew Over the Cuckoo's Nest	8.7
14	City of God	8.7
14	Seven Samurai	8.7
21	Interstellar	8.6
21	Saving Private Ryan	8.6
21	Se7en	8.6
21	The Silence of the Lambs	8.6
21	Spirited Away	8.6

21	American History X	8.6
21	The Usual Suspects	8.6
21	Modern Times	8.6
29	The Dark Knight Rises	8.5
29	Gladiator	8.5
29	Terminator 2: Judgment Day	8.5
29	Django Unchained	8.5
29	The Departed	8.5
29	The Lion King	8.5
29	The Green Mile	8.5
29	The Prestige	8.5
29	The Pianist	8.5
29	Apocalypse Now	8.5
29	Raiders of the Lost Ark	8.5
29	Psycho	8.5
29	Back to the Future	8.5
29	Alien	8.5
29	Memento	8.5
29	Whiplash	8.5
29	The Lives of Others	8.5
29	Children of Heaven	8.5
47	WALL·E	8.4
47	Braveheart	8.4
47	Amélie	8.4
47	Star Wars: Episode VI - Return of the Jedi	8.4
47	Once Upon a Time in America	8.4
47	Princess Mononoke	8.4
47	Aliens	8.4
47	American Beauty	8.4
47	Lawrence of Arabia	8.4
47	Das Boot	8.4
47	Requiem for a Dream	8.4
47	Oldboy	8.4
47	Reservoir Dogs	8.4
47	A Separation	8.4
61	Toy Story 3	8.3
61	Up	8.3
61	Inside Out	8.3
61	Batman Begins	8.3
61	Inglourious Basterds	8.3
61	Indiana Jones and the Last Crusade	8.3
61	L.A. Confidential	8.3
61	Toy Story	8.3
61	Scarface	8.3
61	Eternal Sunshine of the Spotless Mind	8.3
61	Amadeus	8.3
61	Raging Bull	8.3
61	Metropolis	8.3

61	Unforgiven	8.3
61	Downfall	8.3
61	Room	8.3
61	Snatch	8.3
61	2001: A Space Odyssey	8.3
61	Good Will Hunting	8.3
61	The Sting	8.3
61	The Hunt	8.3
61	Some Like It Hot	8.3
61	Monty Python and the Holy Grail	8.3
84	Captain America: Civil War	8.2
84	How to Train Your Dragon	8.2
84	The Wolf of Wall Street	8.2
84	Finding Nemo	8.2
84	A Beautiful Mind	8.2
84	Casino	8.2
84	V for Vendetta	8.2
84	The Thing	8.2
84	Die Hard	8.2
84	Blade Runner	8.2
84	Gran Torino	8.2
84	Warrior	8.2
84	Howl's Moving Castle	8.2
84	Into the Wild	8.2
84	Pan's Labyrinth	8.2
84	The Big Lebowski	8.2
84	Incendies	8.2
84	Gone with the Wind	8.2
84	The Secret in Their Eyes	8.2
84	Trainspotting	8.2
84	The Bridge on the River Kwai	8.2
84	Lock, Stock and Two Smoking Barrels	8.2
84	On the Waterfront	8.2
107	The Avengers	8.1
107	Guardians of the Galaxy	8.1
107	Mad Max: Fury Road	8.1
107	The Revenant	8.1
107	The Bourne Ultimatum	8.1
107	Pirates of the Caribbean: The Curse of the Black Pearl	8.1
107	Monsters, Inc.	8.1
107	The Martian	8.1
107	Shutter Island	8.1
107	Jurassic Park	8.1
107	Gone Girl	8.1
107	The Truman Show	8.1
107	Deadpool	8.1
107	Kill Bill: Vol. 1	8.1

107	Prisoners	8.1
107	The Sixth Sense	8.1
107	Sin City	8.1
107	Rush	8.1
107	The Grand Budapest Hotel	8.1
107	Million Dollar Baby	8.1
107	The Help	8.1
107	No Country for Old Men	8.1
107	There Will Be Blood	8.1
107	12 Years a Slave	8.1
107	Spotlight	8.1
107	Hotel Rwanda	8.1
107	The Imitation Game	8.1
107	The Princess Bride	8.1
107	Groundhog Day	8.1
107	The Sea Inside	8.1
107	Tae Guk Gi: The Brotherhood of War	8.1
107	Stand by Me	8.1
107	Akira	8.1
107	Elite Squad	8.1
107	The Terminator	8.1
107	Platoon	8.1
107	Butch Cassidy and the Sundance Kid	8.1
107	Donnie Darko	8.1
107	Annie Hall	8.1
107	The Wizard of Oz	8.1
107	Before Sunrise	8.1
107	The Best Years of Our Lives	8.1
107	Amores Perros	8.1
107	The Celebration	8.1
107	Rocky	8.1
152	X-Men: Days of Future Past	8
152	Ratatouille	8
152	Star Trek	8
152	Life of Pi	8
152	Casino Royale	8
152	Blood Diamond	8
152	The Incredibles	8
152	Cinderella Man	8
152	Big Fish	8
152	The Pursuit of Happyness	8
152	Kill Bill: Vol. 2	8
152	Catch Me If You Can	8
152	The Iron Giant	8
152	JFK	8
152	Serenity	8
152	Magnolia	8
152	District 9	8
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152	Mystic River	8
152	Aladdin	8
152	Rain Man	8
152	Her	8
152		8
152	•	8
152	The Artist	8
152	The King's Speech	8
152	Brazil	8
152		8
152		8
152	Slumdog Millionaire	8
152	Black Swan	8
152	The Perks of Being a Wallflower	8
152	True Romance	8
152	Dancer in the Dark	8
152	The Exorcist	8
152	Jaws	8
152	Casino Royale	8
152	Doctor Zhivago	8
152	The Straight Story	8
152	Fiddler on the Roof	8
152	Sicko	8
152	My Name Is Khan	8
152	The Sound of Music	8
152	Persepolis	8
152	Dallas Buyers Club	8
152	Shaun of the Dead	8
152	Sling Blade	8
152	Boyhood	8
152	Bowling for Columbine	8
152	Central Station	8
152	Young Frankenstein	8
152	Before Sunset	8
152	Waltz with Bashir	8
152	A Fistful of Dollars	8
205	Avatar	7.9
205	The Hobbit: The Desolation of Smaug	7.9
205	Iron Man	7.9
205	Edge of Tomorrow	7.9
205	Big Hero 6	7.9
205	How to Train Your Dragon 2	7.9
205	Toy Story 2	7.9
205	Children of Men	7.9
205	The Insider	7.9
205	The Hateful Eight	7.9
205	The Bourne Identity	7.9
205	Almost Famous	7.9
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205	Captain Phillips	7.9
205	Shrek	7.9
205	Hero	7.9
205	The Notebook	7.9
205	Glory	7.9
205	Walk the Line	7.9
205	Straight Outta Compton	7.9
205	The Blues Brothers	7.9
205	The Right Stuff	7.9
205	Taken	7.9
205	The Untouchables	7.9
205	The World's Fastest Indian	7.9
205	Edward Scissorhands	7.9
205	Glory	7.9
205	Ed Wood	7.9
205	My Fair Lady	7.9
205	Halloween	7.9
205	Hot Fuzz	7.9
205	Crouching Tiger, Hidden Dragon	7.9
205	The Remains of the Day	7.9
205	Boogie Nights	7.9
205	Letters from Iwo Jima	7.9
205	The Fighter	7.9
205	E.T. the Extra-Terrestrial	7.9
205	Crash	7.9
205	Amour	7.9
205	Nightcrawler	7.9
205	Little Miss Sunshine	7.9
205	The Wrestler	7.9
205	The Chorus	7.9
205	Do the Right Thing	7.9
205	Moon	7.9
205	Before Midnight	7.9
205	Nine Queens	7.9

Top Foreign Language Film

Query:

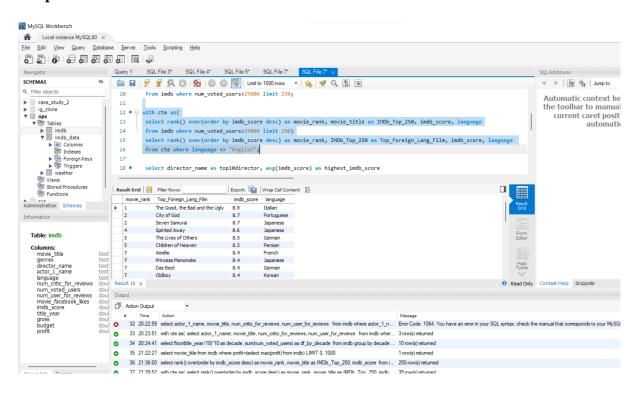
with cte as(

select rank() over(order by imdb_score desc) as movie_rank, movie_title as IMDb_Top_250, imdb_score, language

from imdb where num_voted_users>25000 limit 250)

select rank() over(order by imdb_score desc) as movie_rank, IMDb_Top_250 as Top_Foreign_Lang_Film, imdb_score, language

from cte where language <> "English";



movie_rank	Top_Foreign_Lang_Film	imdb_score	language
1	The Good, the Bad and the Ugly	8.9	Italian
2	City of God	8.7	Portuguese
2	Seven Samurai	8.7	Japanese
4	Spirited Away	8.6	Japanese
5	The Lives of Others	8.5	German
5	Children of Heaven	8.5	Persian
7	Amélie	8.4	French
7	Princess Mononoke	8.4	Japanese
7	Das Boot	8.4	German
7	Oldboy	8.4	Korean
7	A Separation	8.4	Persian
12	Metropolis	8.3	German
12	Downfall	8.3	German
12	The Hunt	8.3	Danish

15	Howl's Moving Castle	8.2	Japanese
15	Pan's Labyrinth	8.2	Spanish
15	Incendies	8.2	French
15	The Secret in Their Eyes	8.2	Spanish
19	The Sea Inside	8.1	Spanish
19	Tae Guk Gi: The Brotherhood of War	8.1	Korean
19	Akira	8.1	Japanese
19	Elite Squad	8.1	Portuguese
19	Amores Perros	8.1	Spanish
19	The Celebration	8.1	Danish
25	My Name Is Khan	8	Hindi
25	Persepolis	8	French
25	Central Station	8	Portuguese
25	Waltz with Bashir	8	Hebrew
25	A Fistful of Dollars	8	Italian
30	Hero	7.9	Mandarin
30	Crouching Tiger, Hidden Dragon	7.9	Mandarin
30	Letters from Iwo Jima	7.9	Japanese
30	Amour	7.9	French
30	The Chorus	7.9	French
30	Nine Queens	7.9	Spanish

D. **Best Directors:** Group the column using the director_name column.

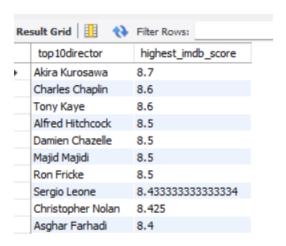
Find out the top 10 directors for whom the mean of imdb_score is the highest and store them in a new column top10director. In case of a tie in IMDb score between two directors, sort them alphabetically.

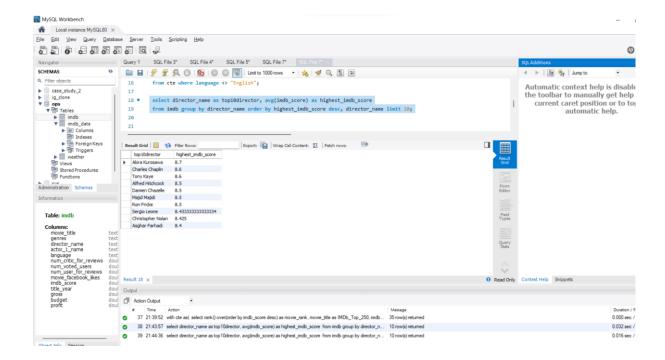
Your task: Find the best directors

Query:

select director_name as top10director, avg(imdb_score) as highest_imdb_score

from imdb group by director_name order by highest_imdb_score desc, director_name limit 10;





E. **Popular Genres:** Perform this step using the knowledge gained while performing previous steps.

Your task: Find popular genres

Query:

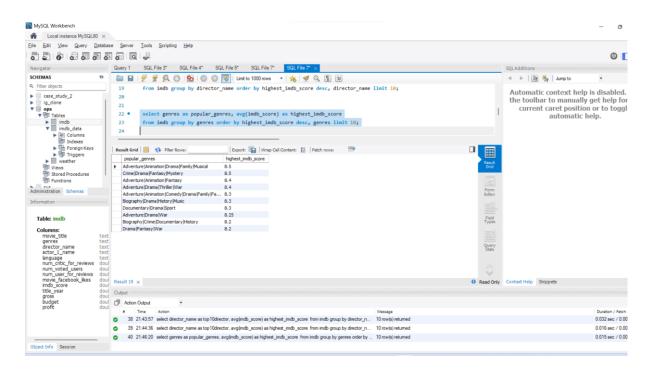
select genres as popular_genres, avg(imdb_score) as highest_imdb_score

from imdb group by genres order by highest_imdb_score desc, genres limit 10;

Output:

The most popular genres are Adventure|Animation|Drama|Family|Musical and Crime|Drama|Fantasy|Mystery, with the highest IMDb score of 8.5

	popular_genres	highest_imdb_score
•	Adventure Animation Drama Family Musical	8.5
	Crime Drama Fantasy Mystery	8.5
	Adventure Animation Fantasy	8.4
	Adventure Drama Thriller War	8.4
	Adventure Animation Comedy Drama Family Fa	8.3
	Biography Drama History Music	8.3
	Documentary Drama Sport	8.3
	Adventure Drama War	8.25
	Biography Crime Documentary History	8.2
	Drama Fantasy War	8.2



F. Charts: Create three new columns namely, Meryl_Streep, Leo_Caprio, and Brad_Pitt which contain the movies in which the actors: 'Meryl Streep', 'Leonardo DiCaprio', and 'Brad Pitt' are the lead actors. Use only the actor_1_name column for extraction. Also, make sure that you use the names 'Meryl Streep', 'Leonardo

DiCaprio', and 'Brad Pitt' for the said extraction.

Append the rows of all these columns and store them in a new column named Combined.

Group the combined column using the actor_1_name column.

Find the mean of the num_critic_for_reviews and num_users_for_review and identify the actors which have the highest mean.

Observe the change in number of voted users over decades using a bar chart. Create a column called decade which represents the decade to which every movie belongs to. For example, the title_year year 1923, 1925 should be stored as 1920s. Sort the column based on the column decade, group it by decade and find the sum of users voted in each decade. Store this in a new data frame called df_by_decade.

Your task: Find the critic-favorite and audience-favorite actors

Query:

with cte as(

select actor_1_name, movie_title, num_critic_for_reviews, num_user_for_reviews

from imdb where actor_1_name in ("Meryl Streep","Leonardo DiCaprio","Brad Pitt")

order by actor_1_name)

select actor_1_name, round(avg(num_critic_for_reviews),3) as mean_num_critic_for_reviews,

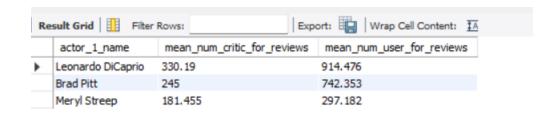
round(avg(num_user_for_reviews),3) as mean_num_user_for_reviews

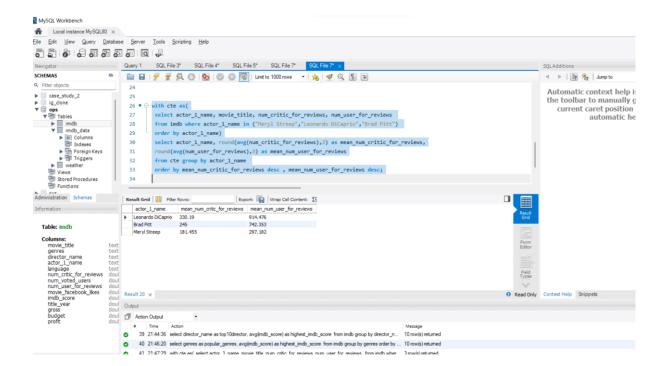
from cte group by actor_1_name

order by mean num critic for reviews desc, mean num user for reviews desc;

Output:

Leonardo DiCaprio is the most popular actor among both critics and users



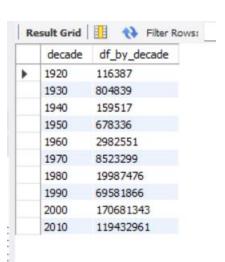


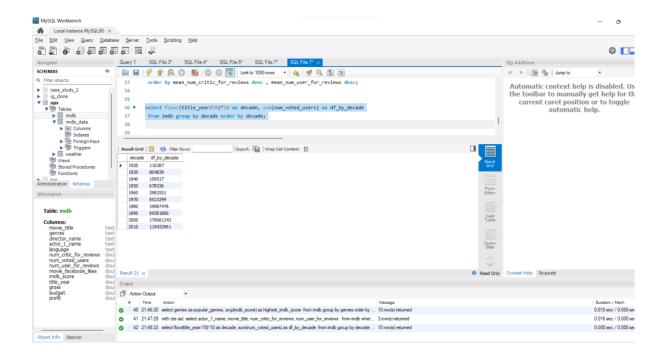
Change in number of voted users over decades:

Query:

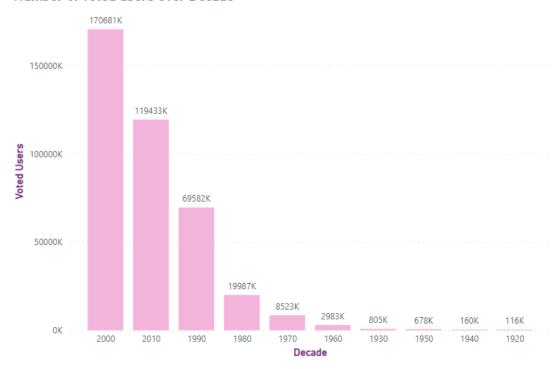
select floor(title year/10)*10 as decade, sum(num voted users) as df by decade

from imdb group by decade order by decade;





Number of voted users over Decade



Result:

By working on this project, I gained hands-on experience in cleaning the data in MS Excel, improve my skills in SQL, learnt how to create charts using Power BI and experienced how to analyse data as a data analyst.