

## **Project Summary**

The DataViz Challenge Capstone Project serves as the final assessment of data visualization and storytelling skills. This project transformed complex insights derived from a prior Python EDA (on movie/show titles and personnel) into a professional, interactive dashboard using Power BI. The work focused on rigorous Power Query transformation (including Split by Rows for nested genres) and advanced data cleaning to ensure accurate measurement. The final deliverable is a video-documented dashboard adhering to a Cinematic Dark Theme.

## **Problem Statement**

The challenge is to **design an interactive and informative Power BI (or Tableau) Dashboard** using a dataset previously analyzed during an **Exploratory Data Analysis (EDA)** in Python. The dashboard must effectively convey **insights, trends, and key findings** from the data, striving for both **visual appeal** and **data-driven decision support**, while being accessible and understandable for a diverse audience.

# Total Titles

8.666K

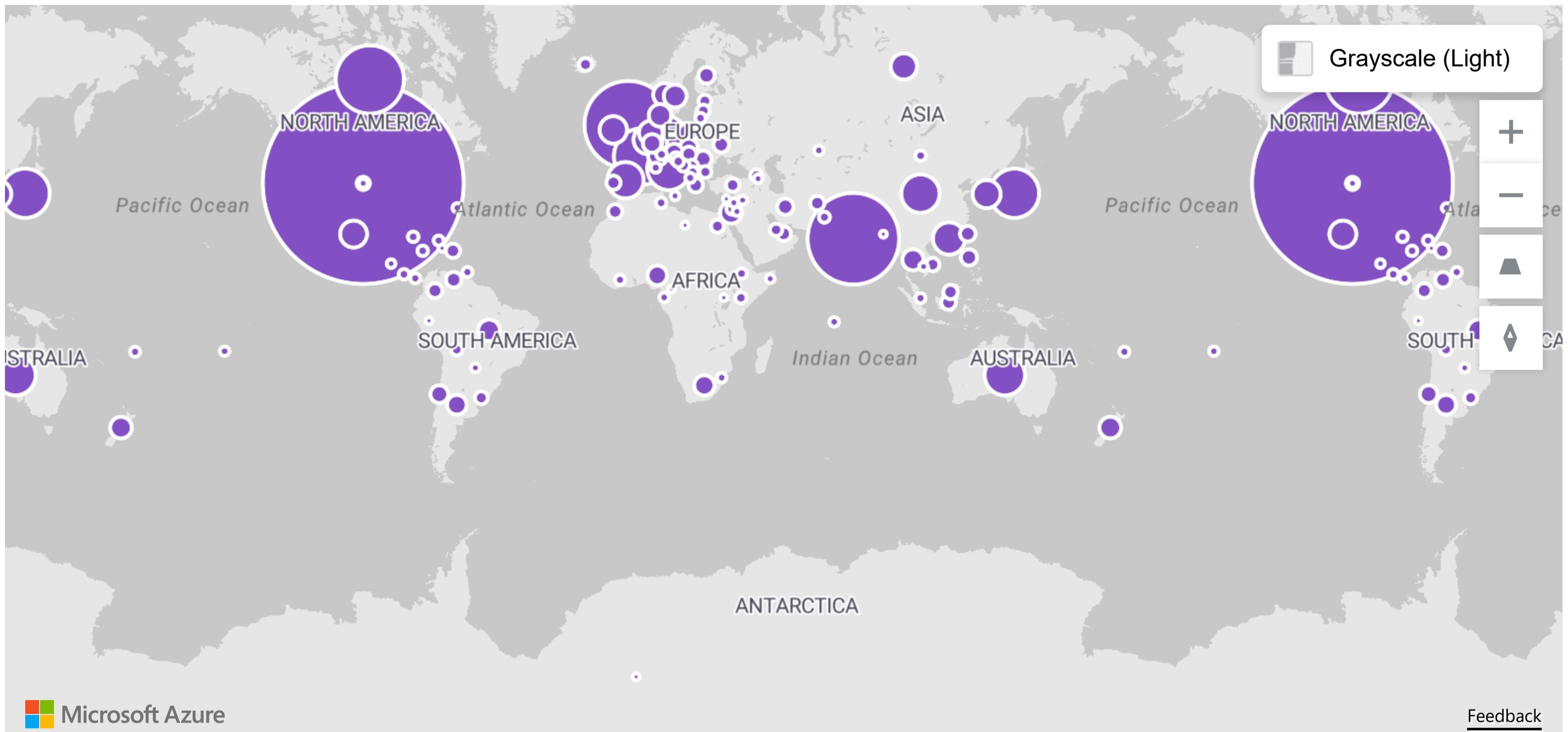
# Total Movies

7.771K

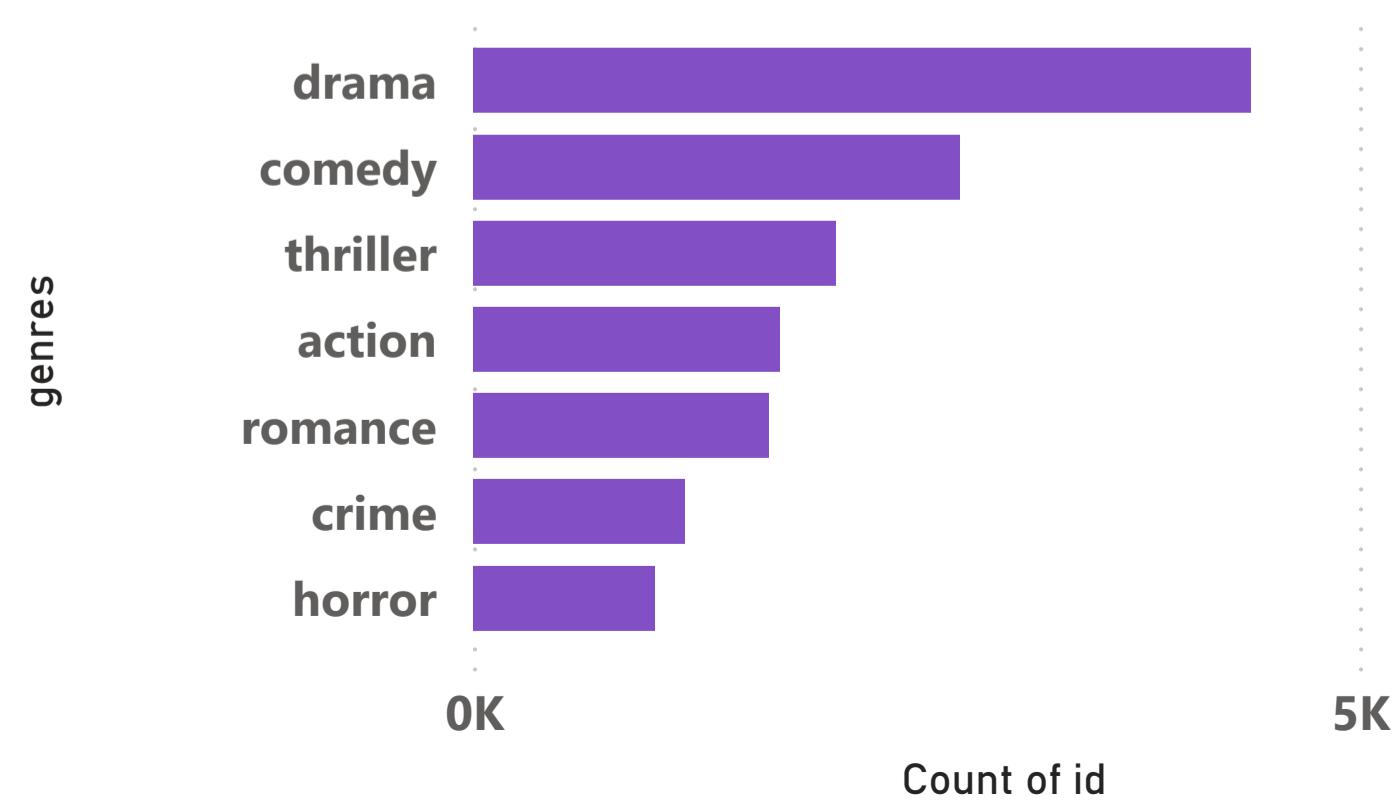
# Total Shows

895

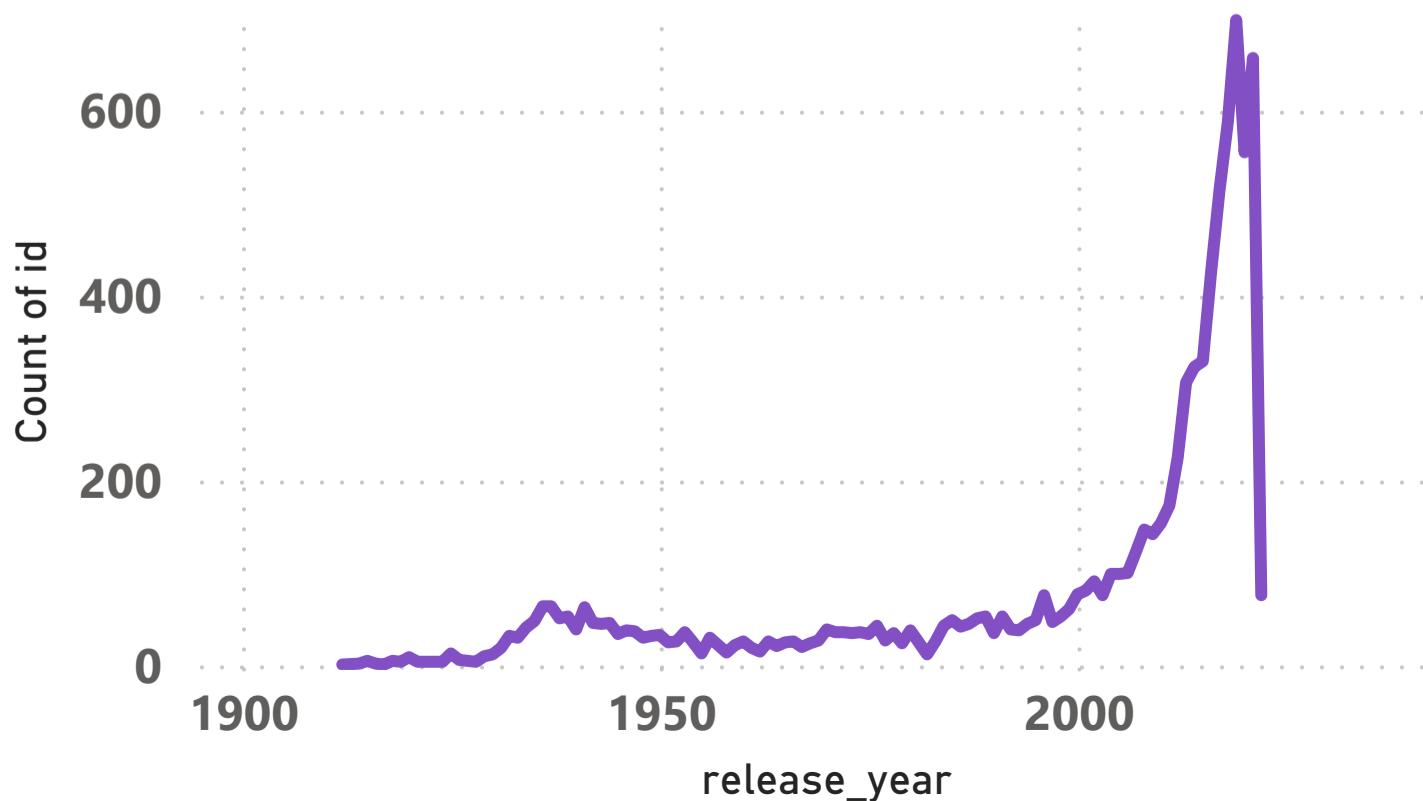
Count of id by production\_countries



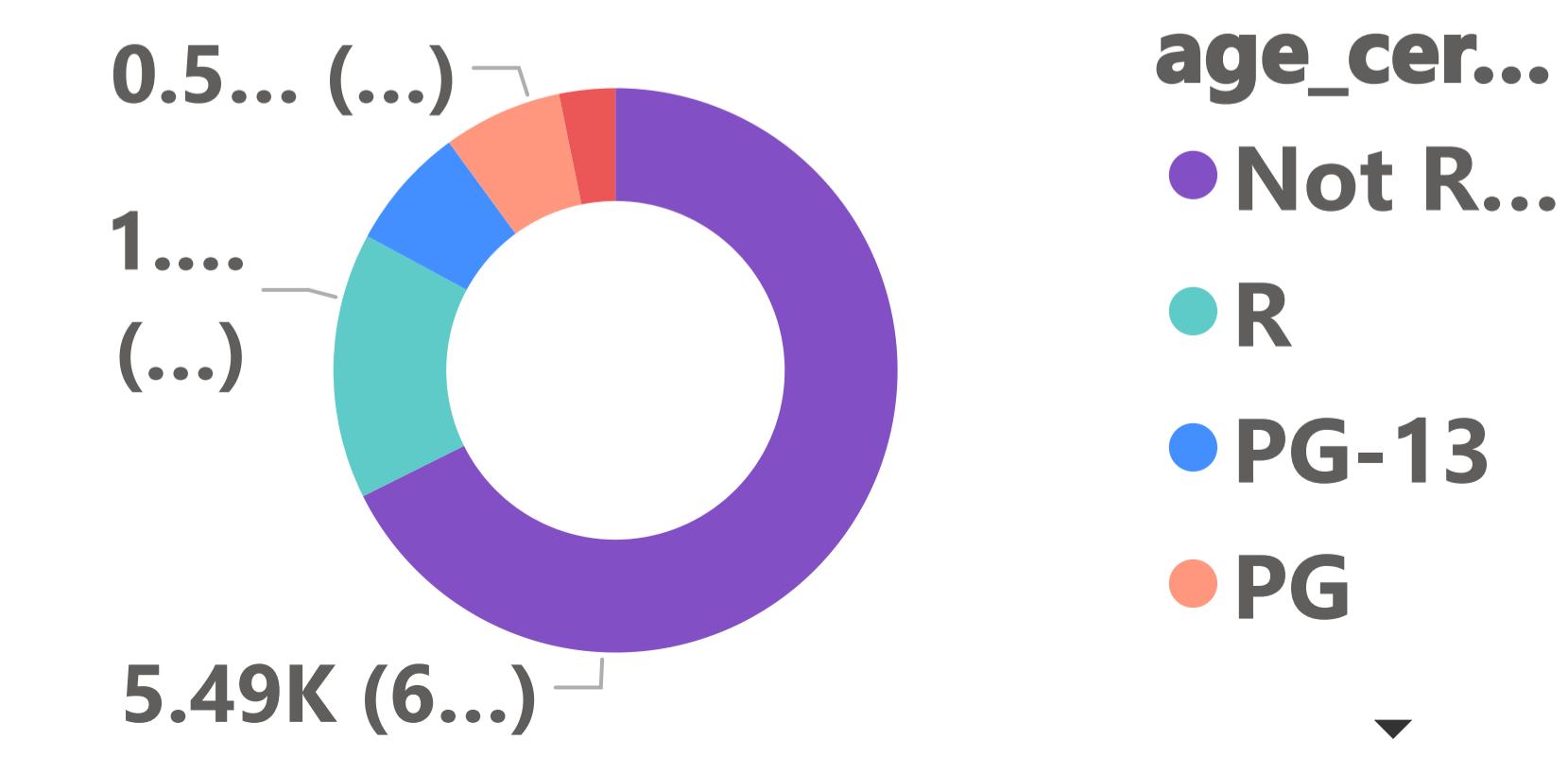
Count of id by genres



Count of id by release\_year



Count of id by age\_certification



age\_certification

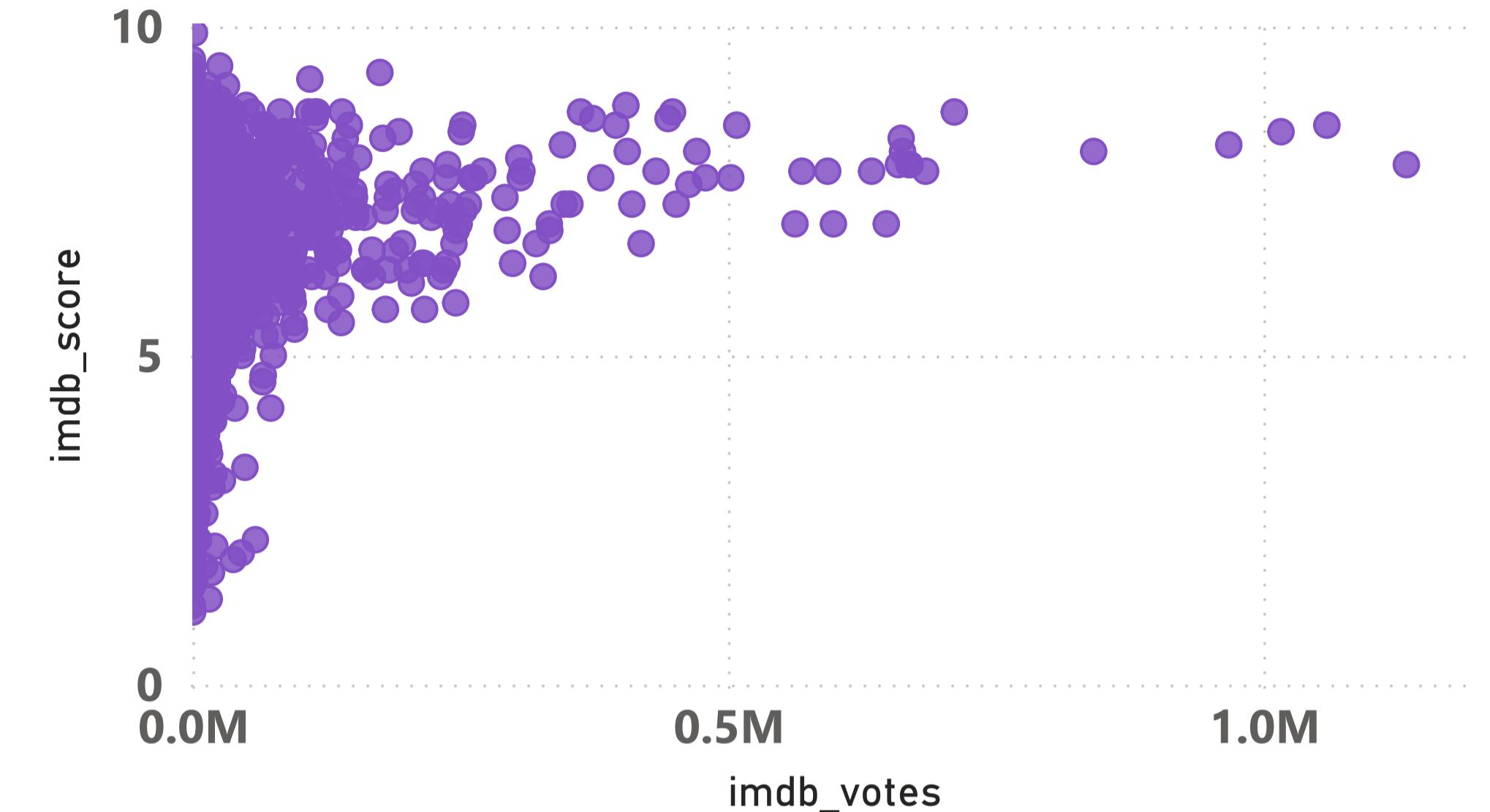
- Not Rated
- R
- PG-13
- PG
- 0.5...
- 1...

### Content type

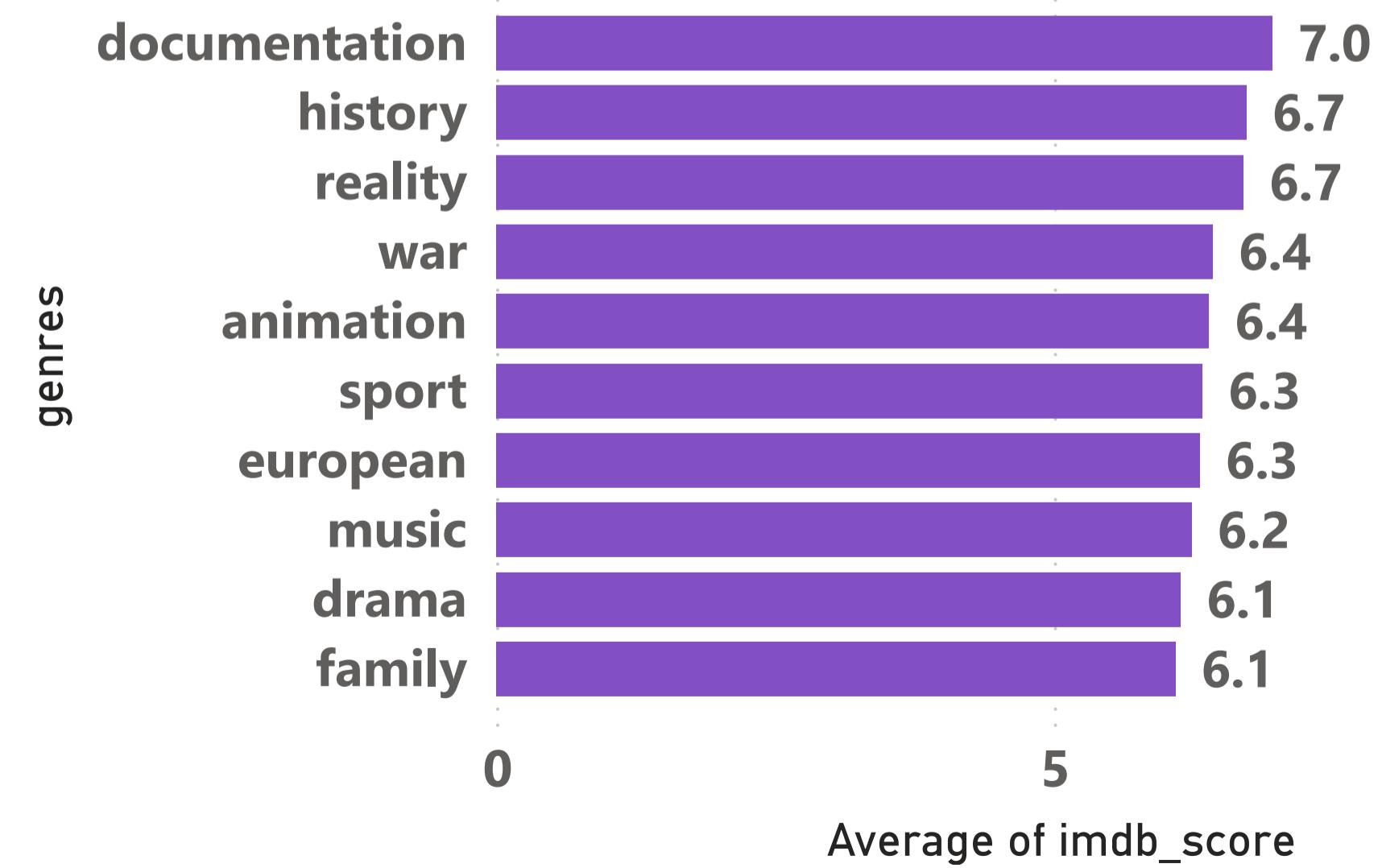
MOVIE

SHOW

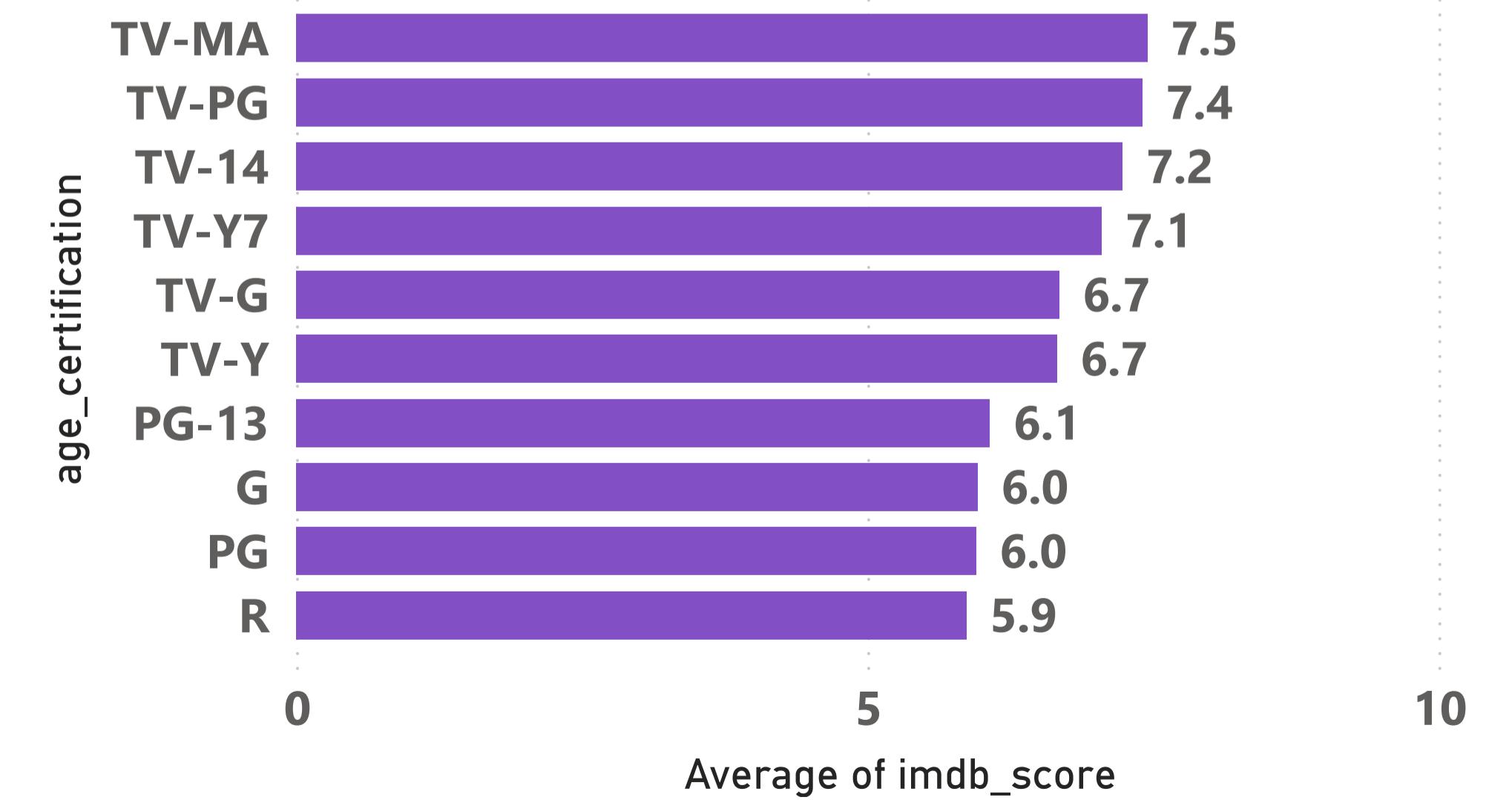
### Quality vs. Popularity (Score vs. Votes)



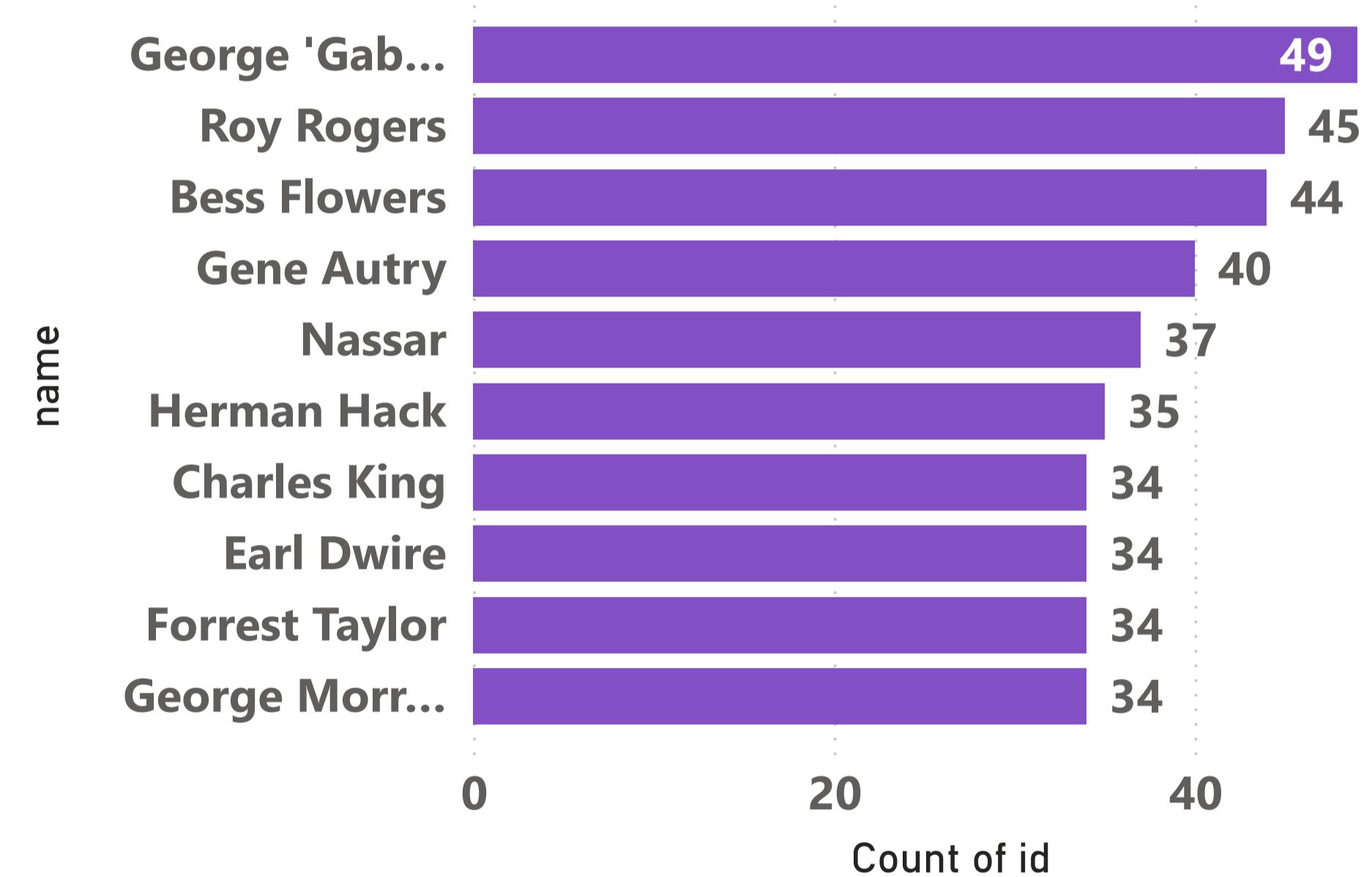
### Average IMDb Score of Top 10 Genres



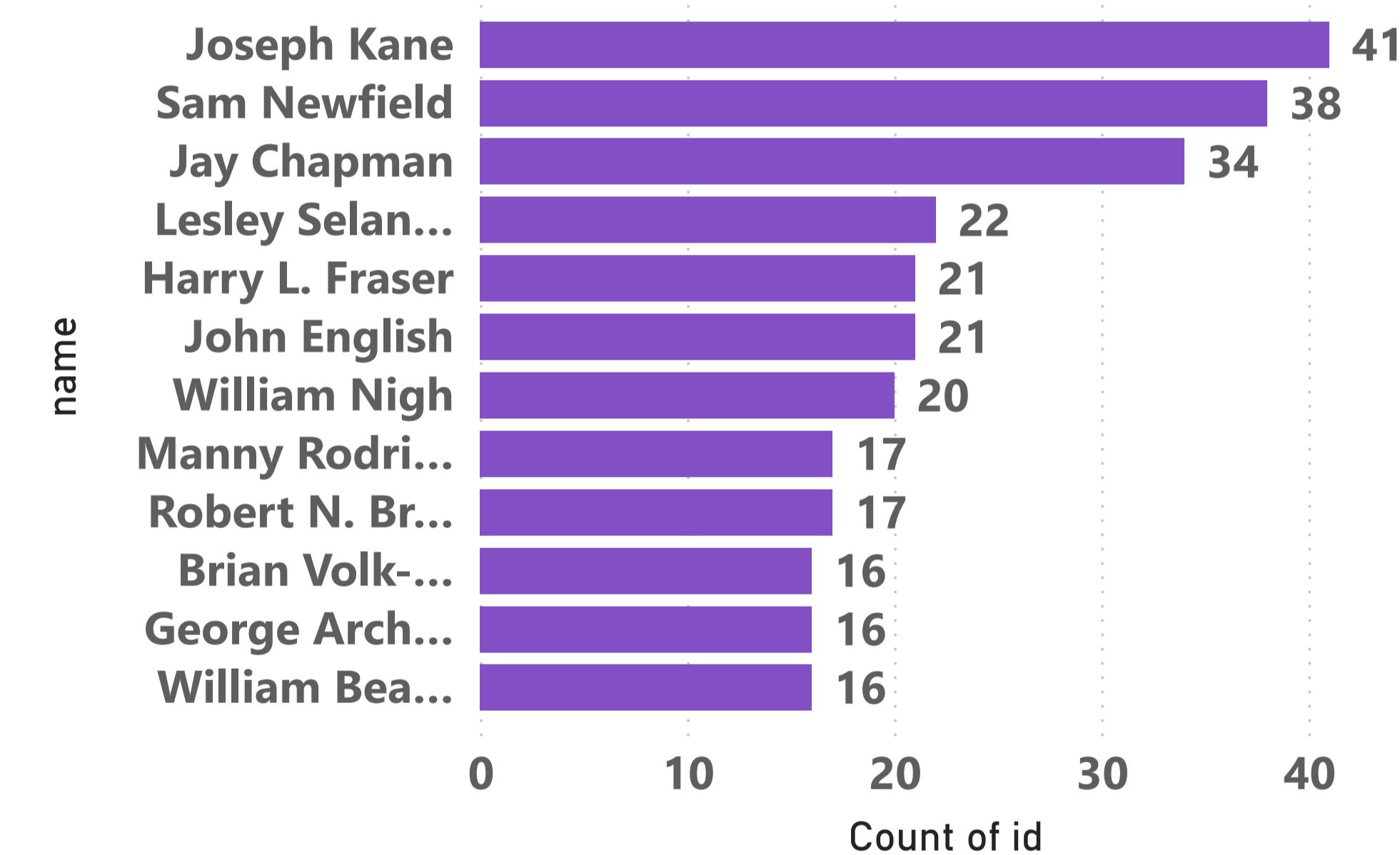
### Average IMDb Score by Age Rating (age\_certification)



Top 10 Most Frequent Actors

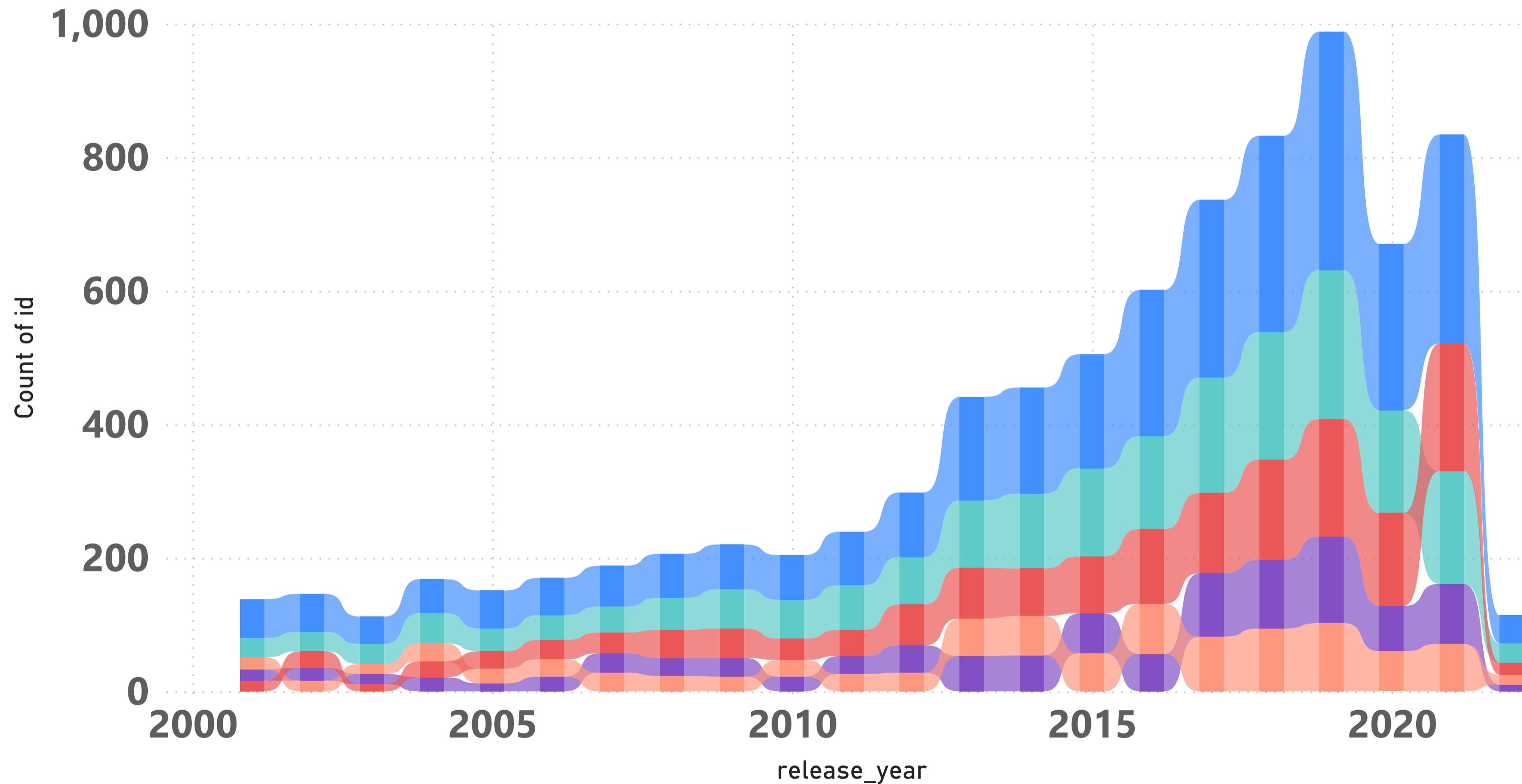


Top 10 Most Frequent Directors

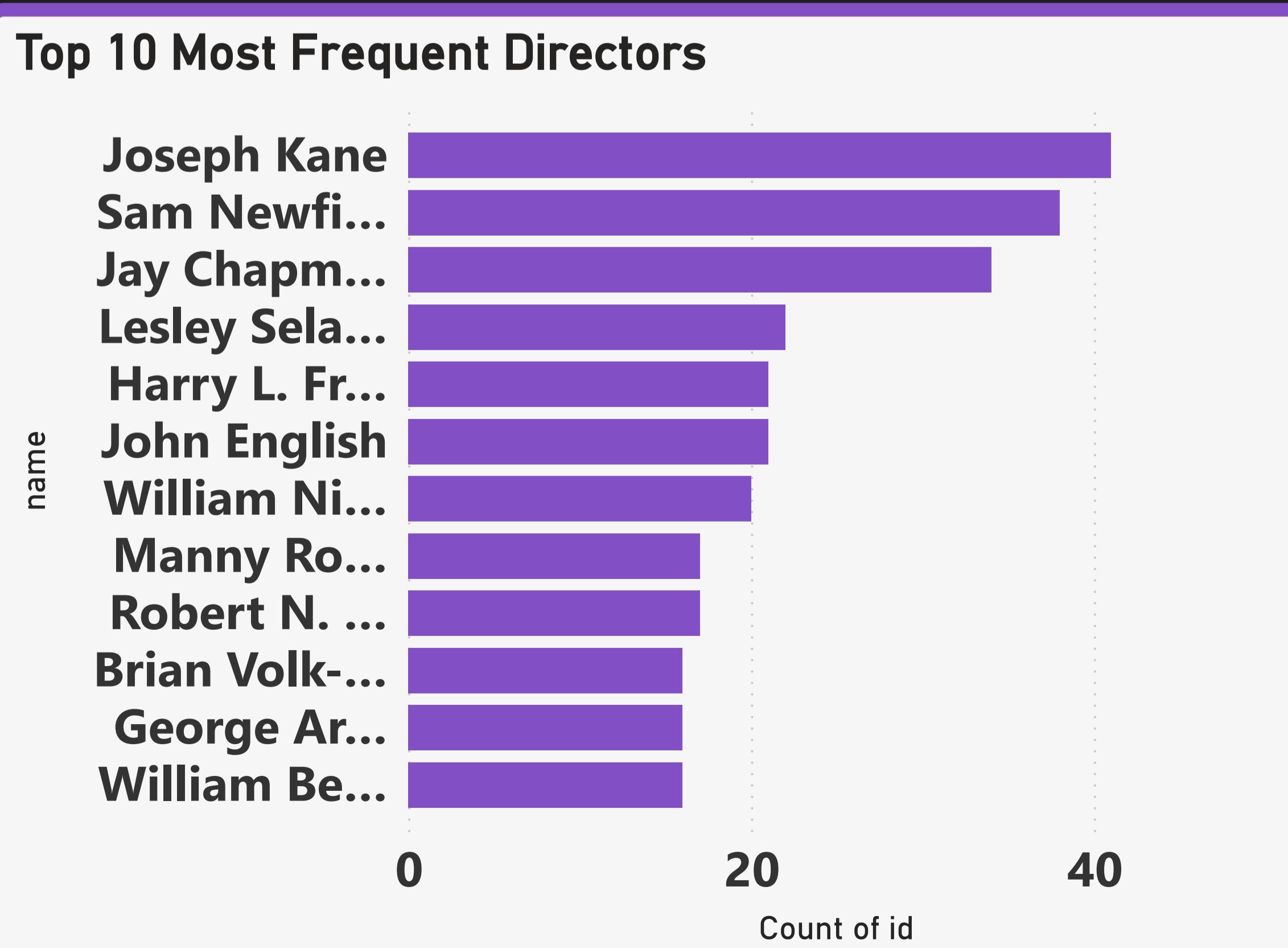
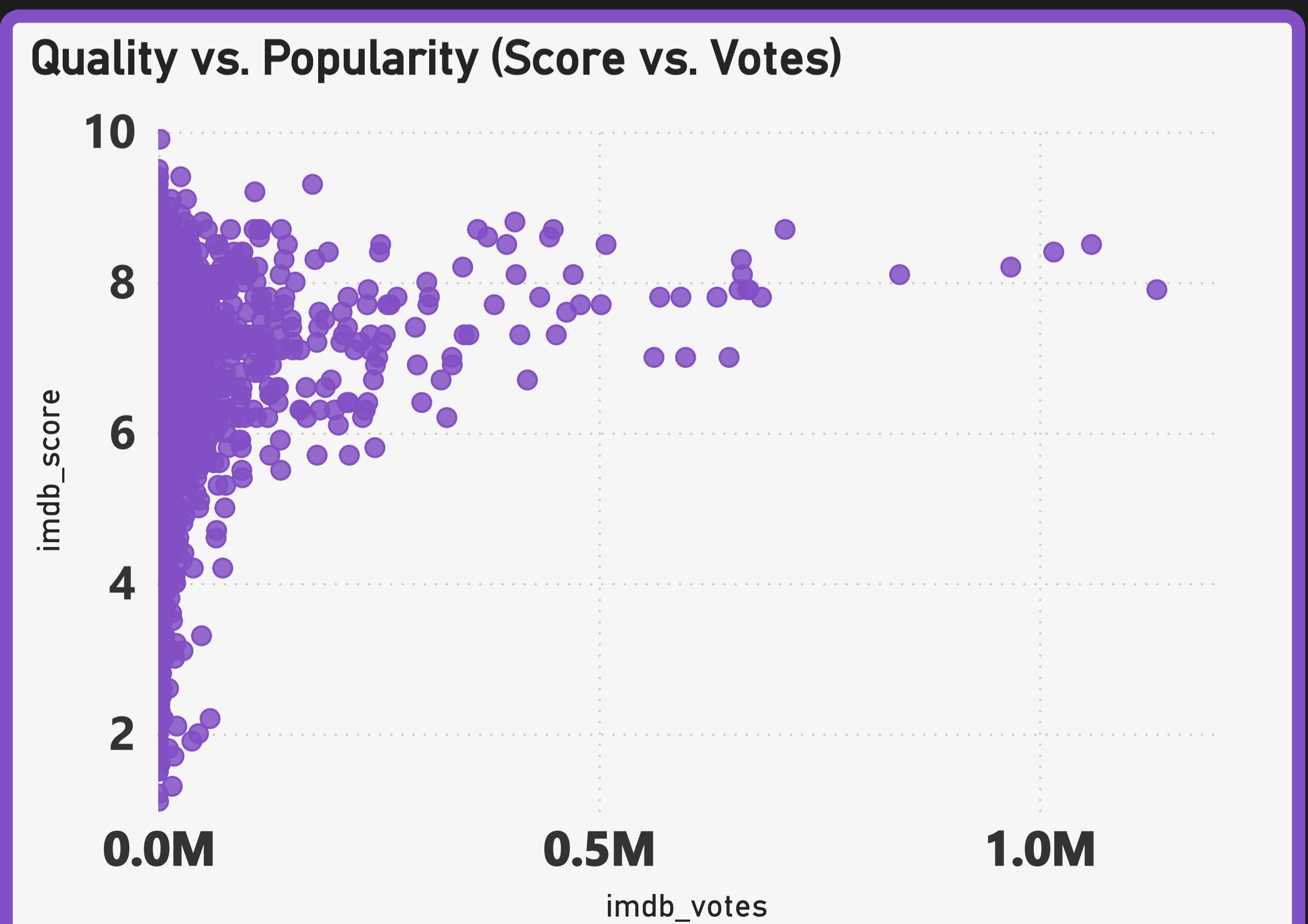
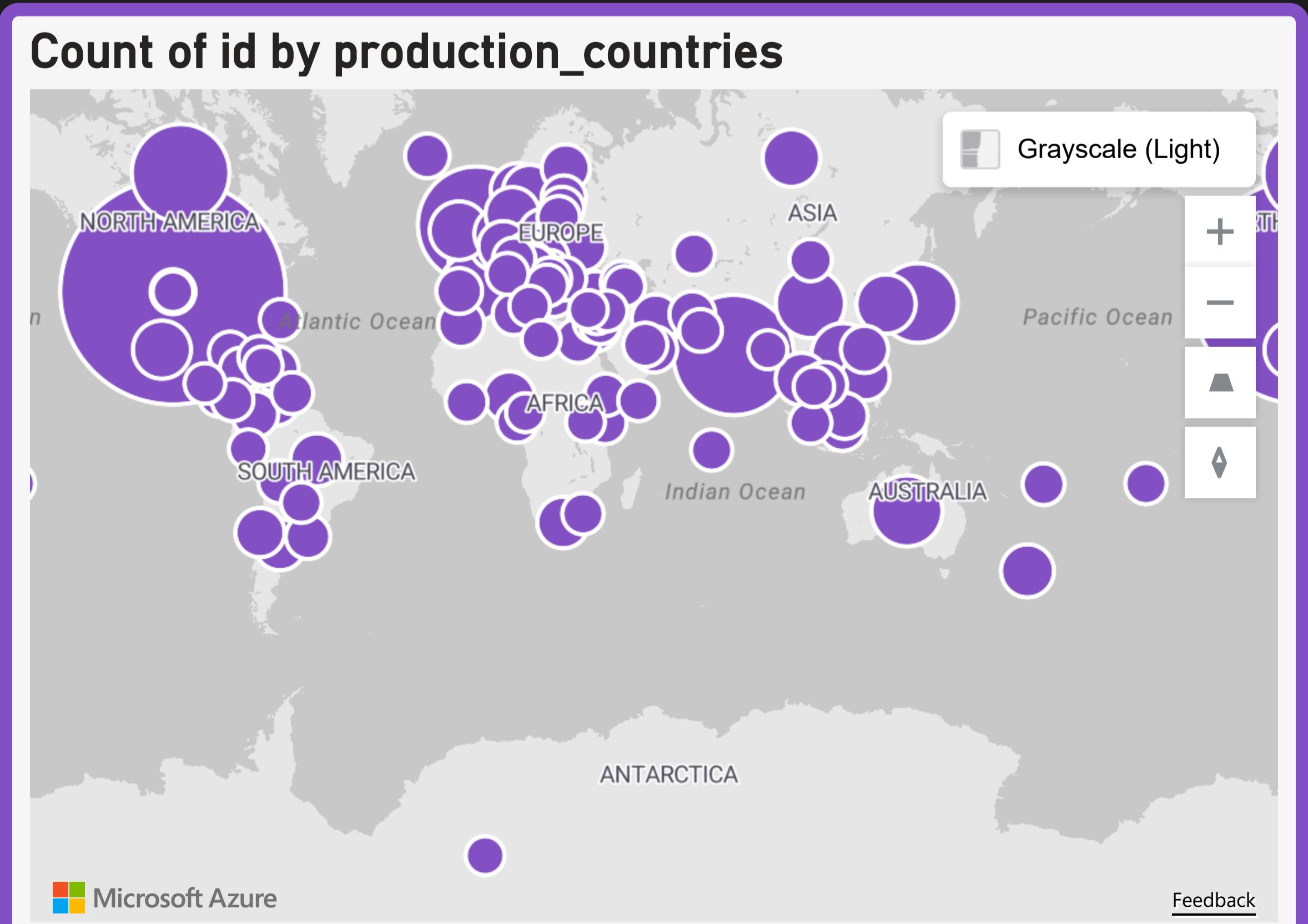
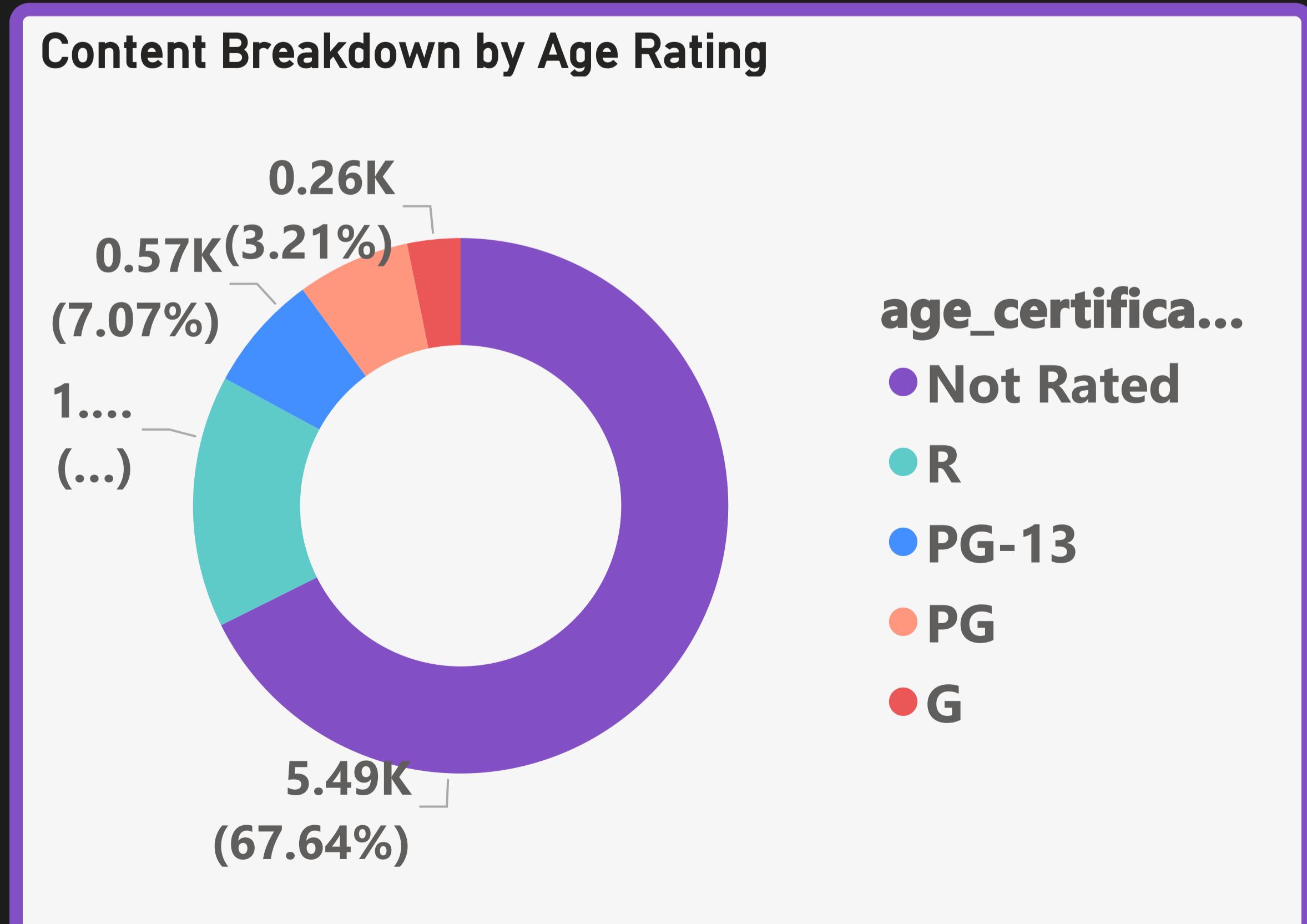
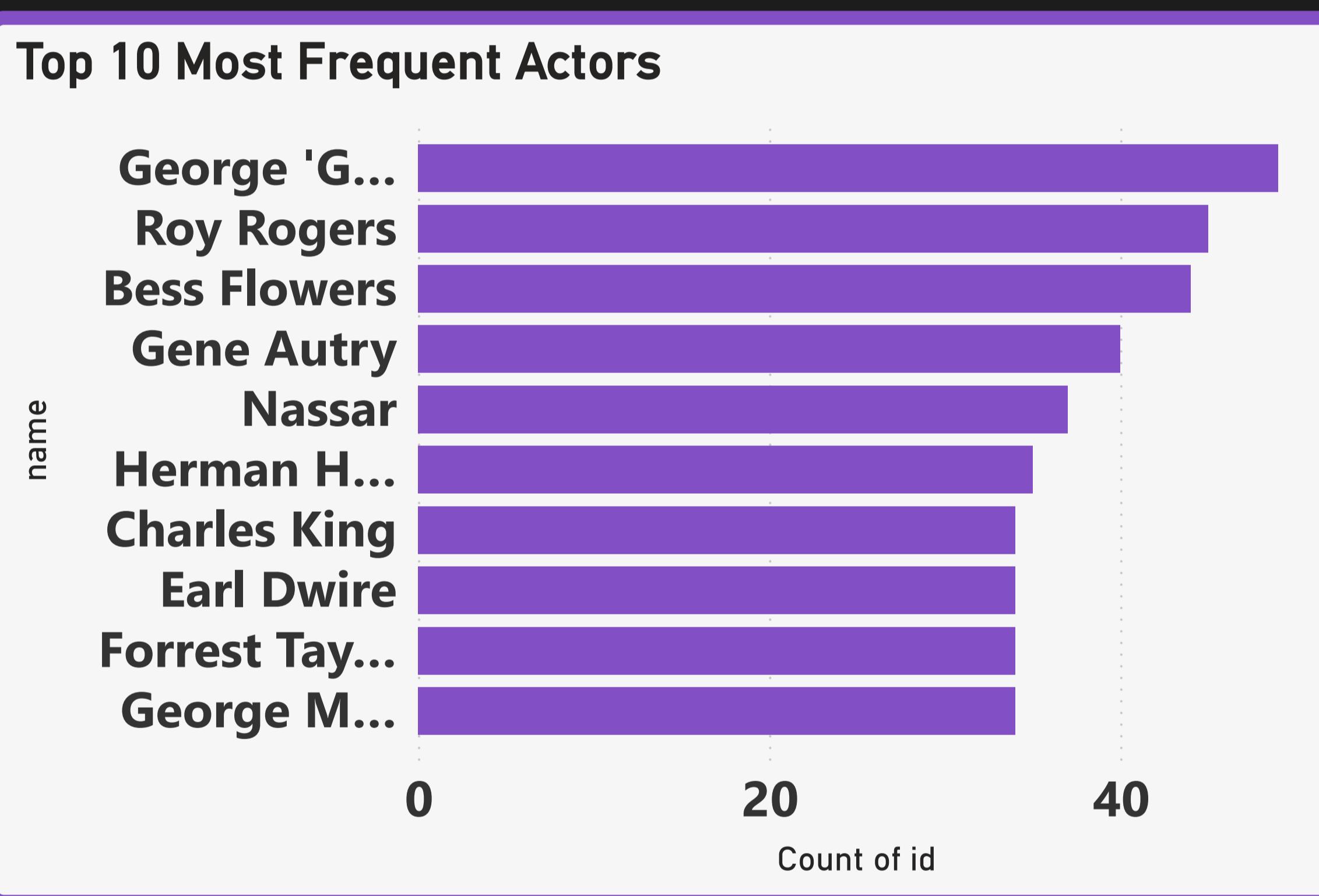
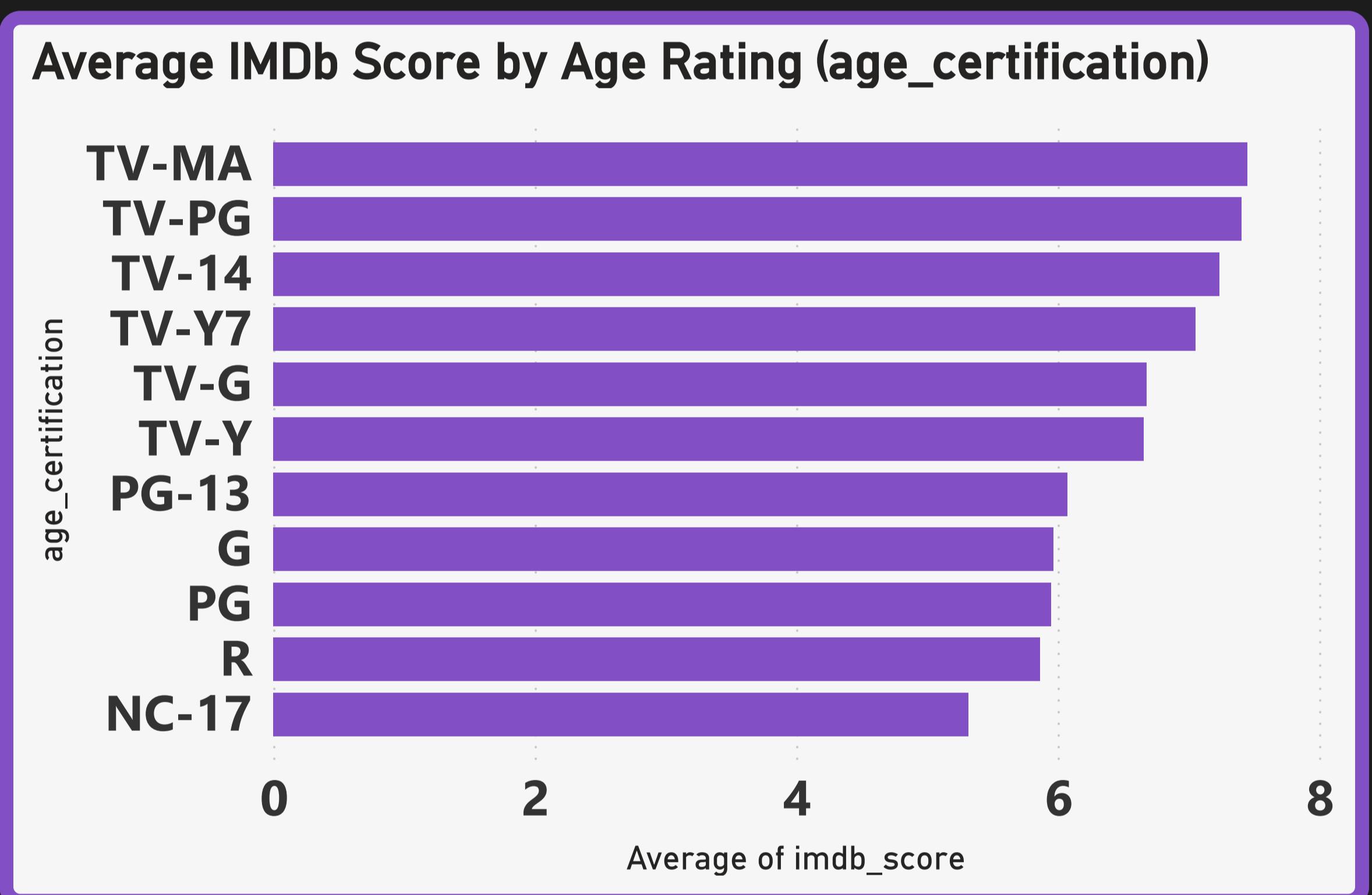
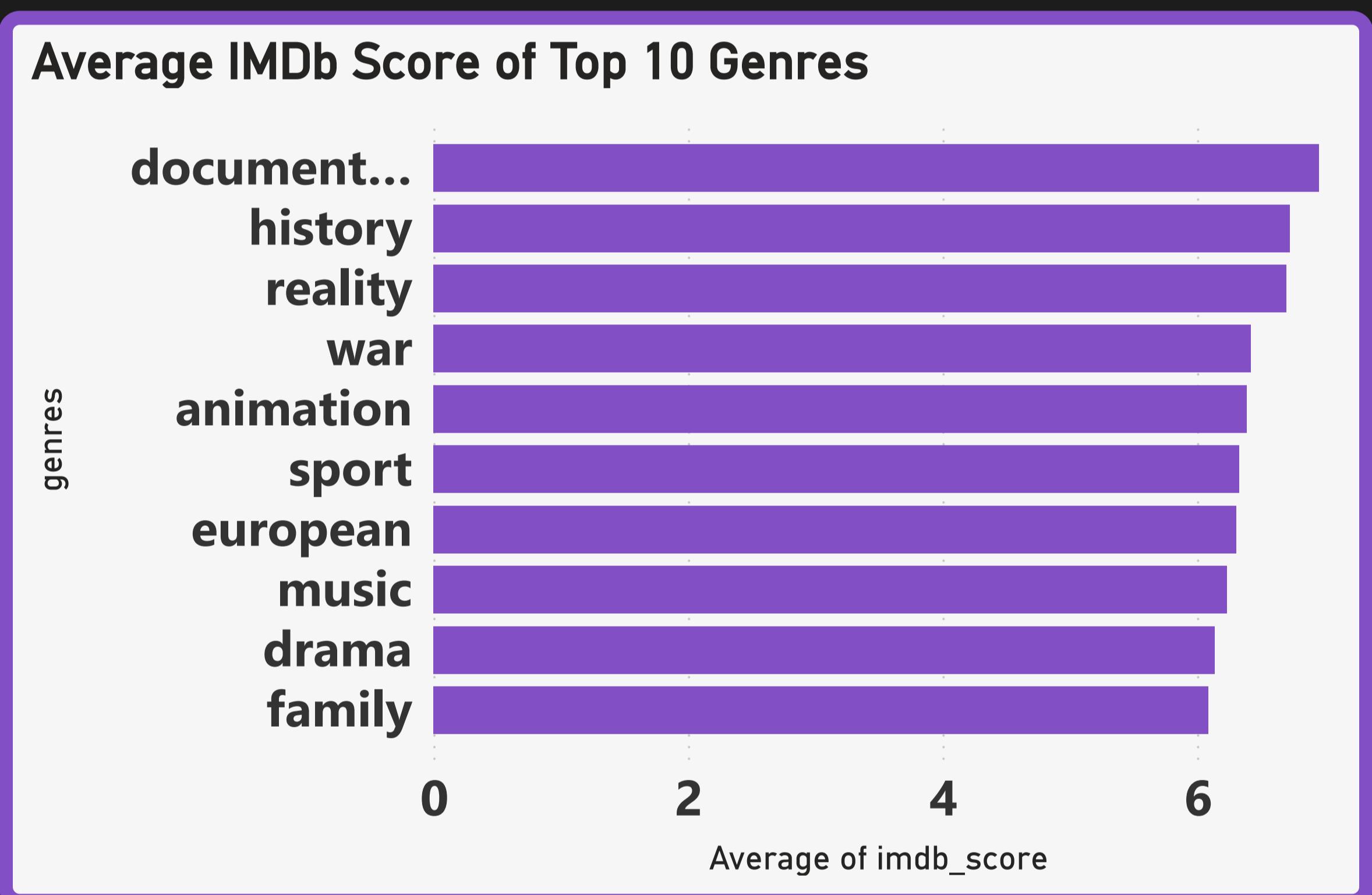
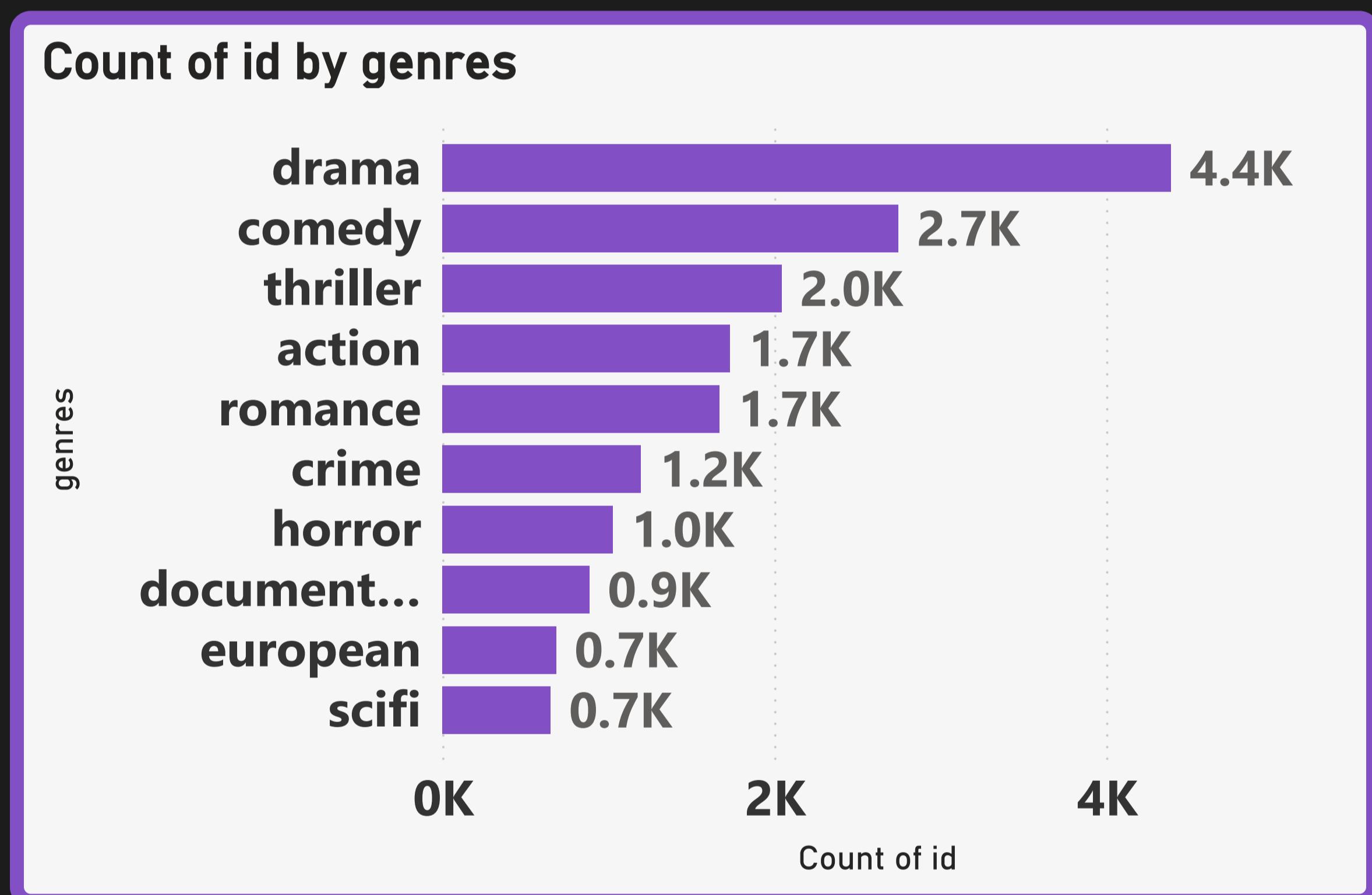
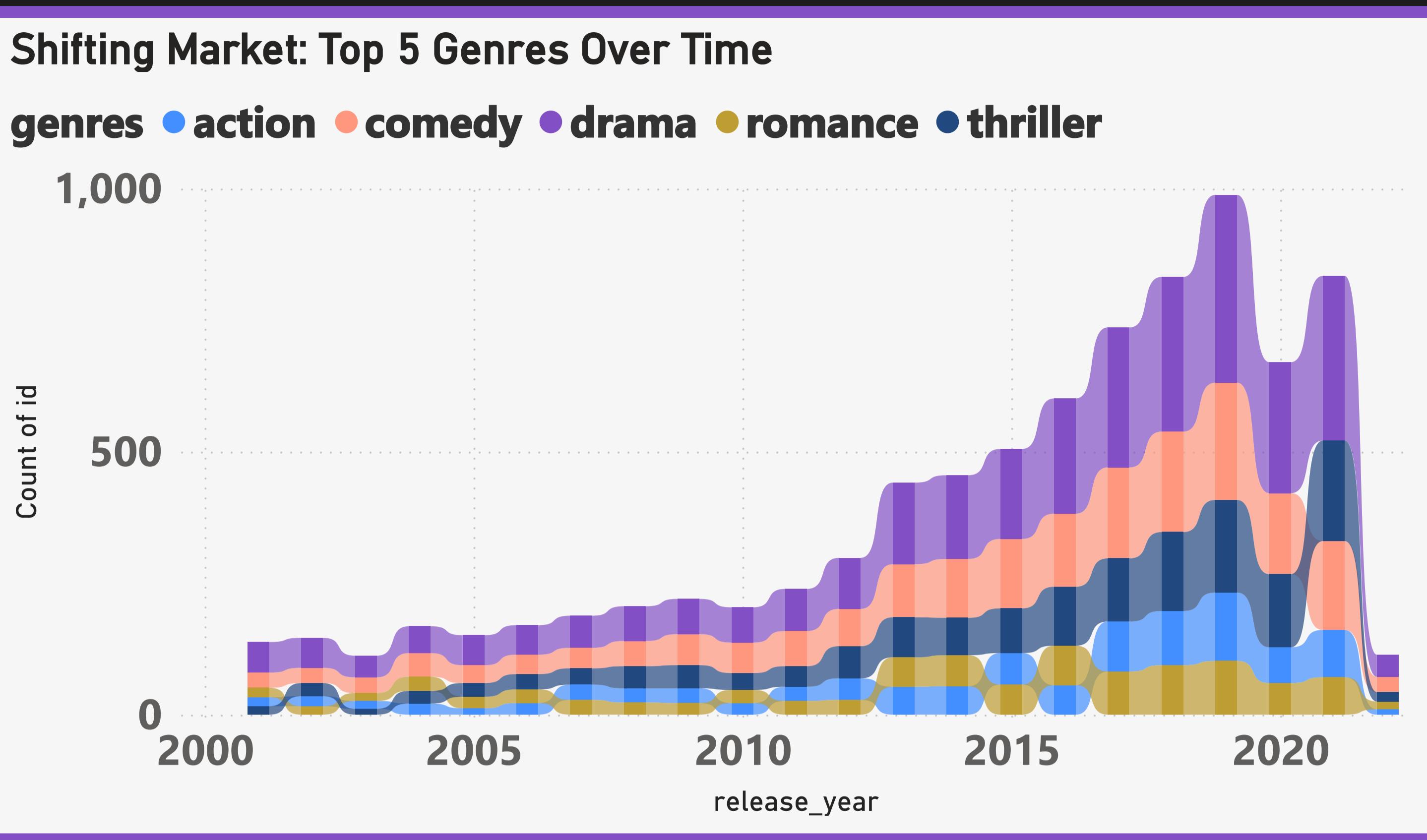
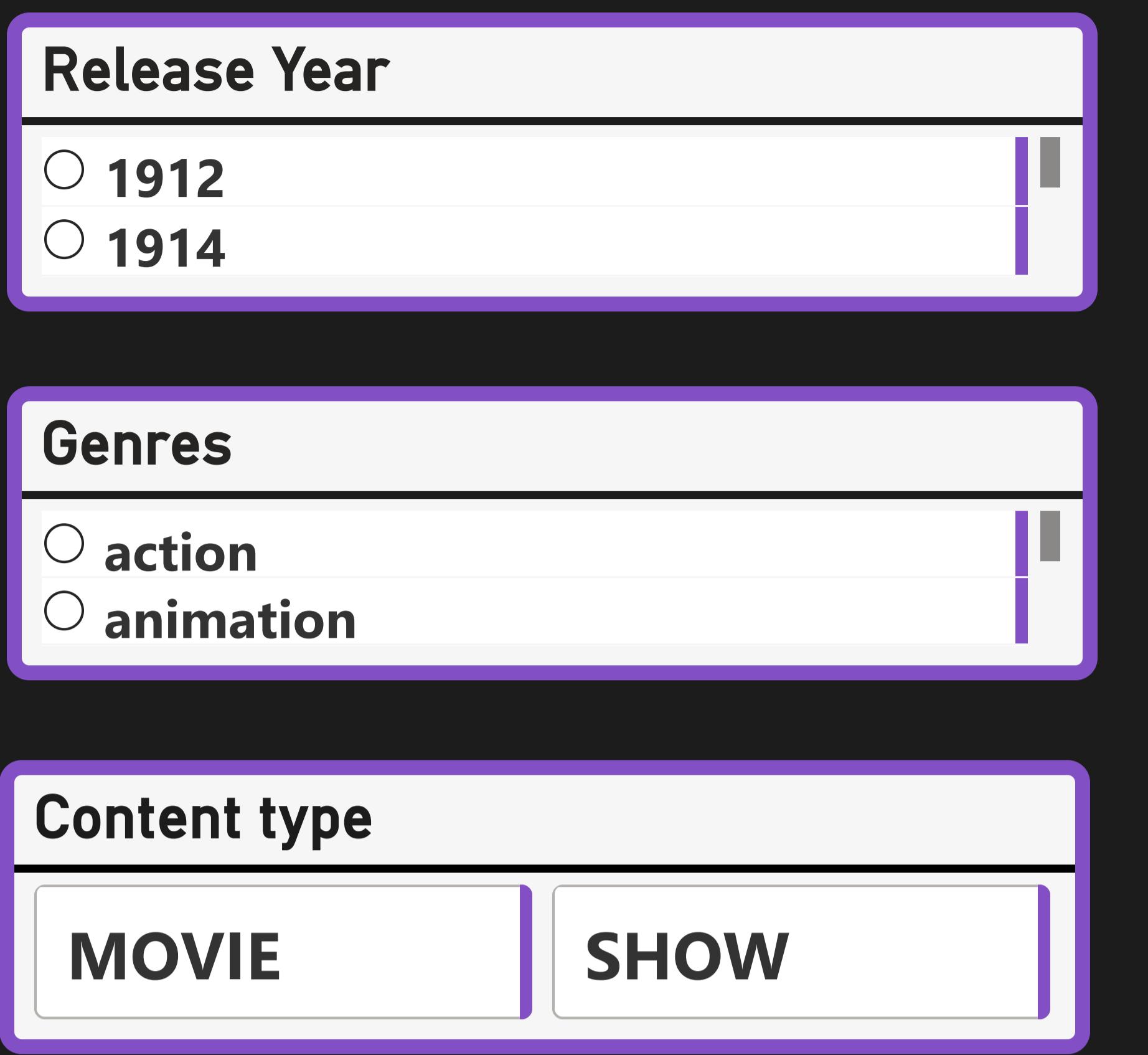
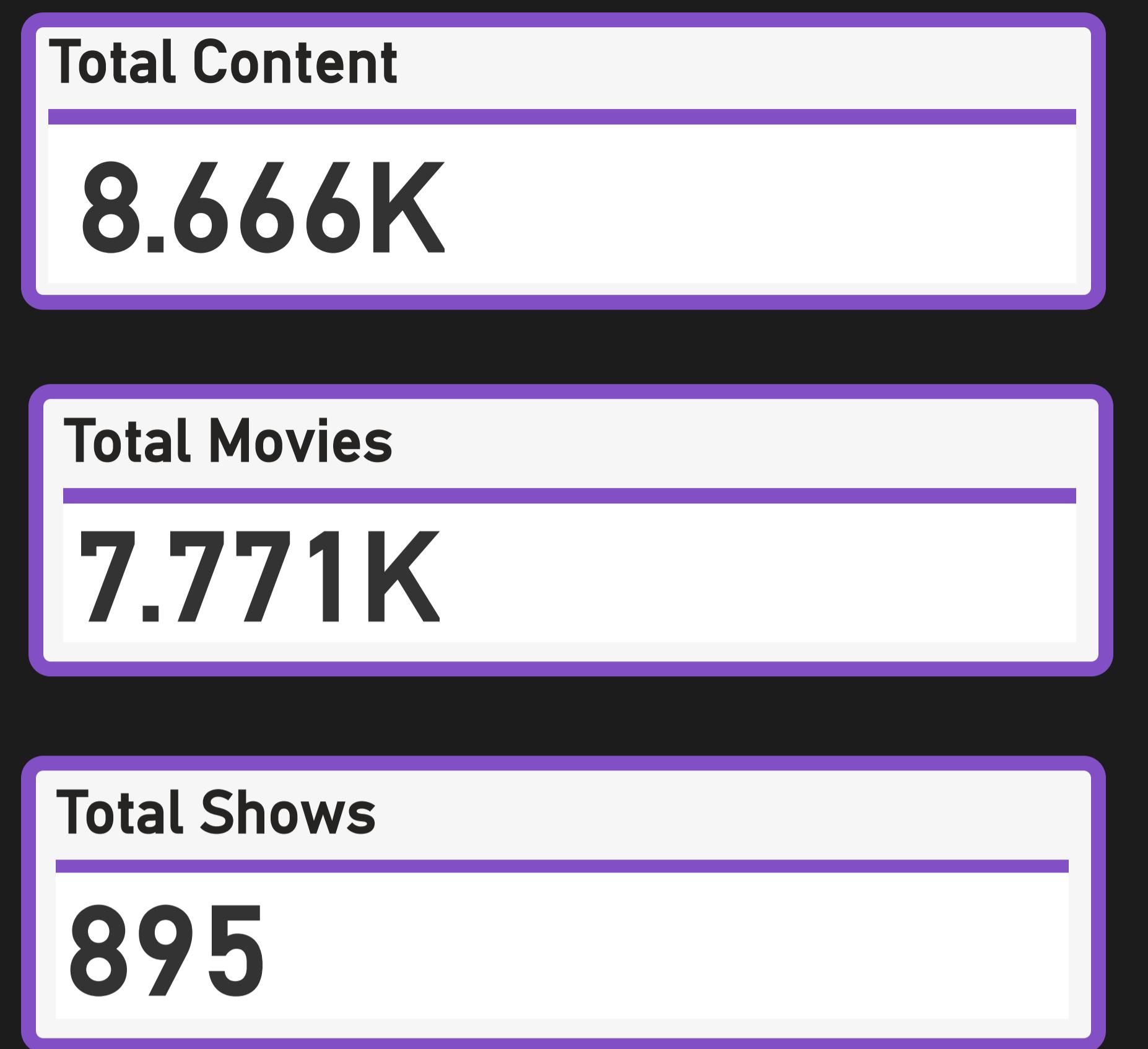
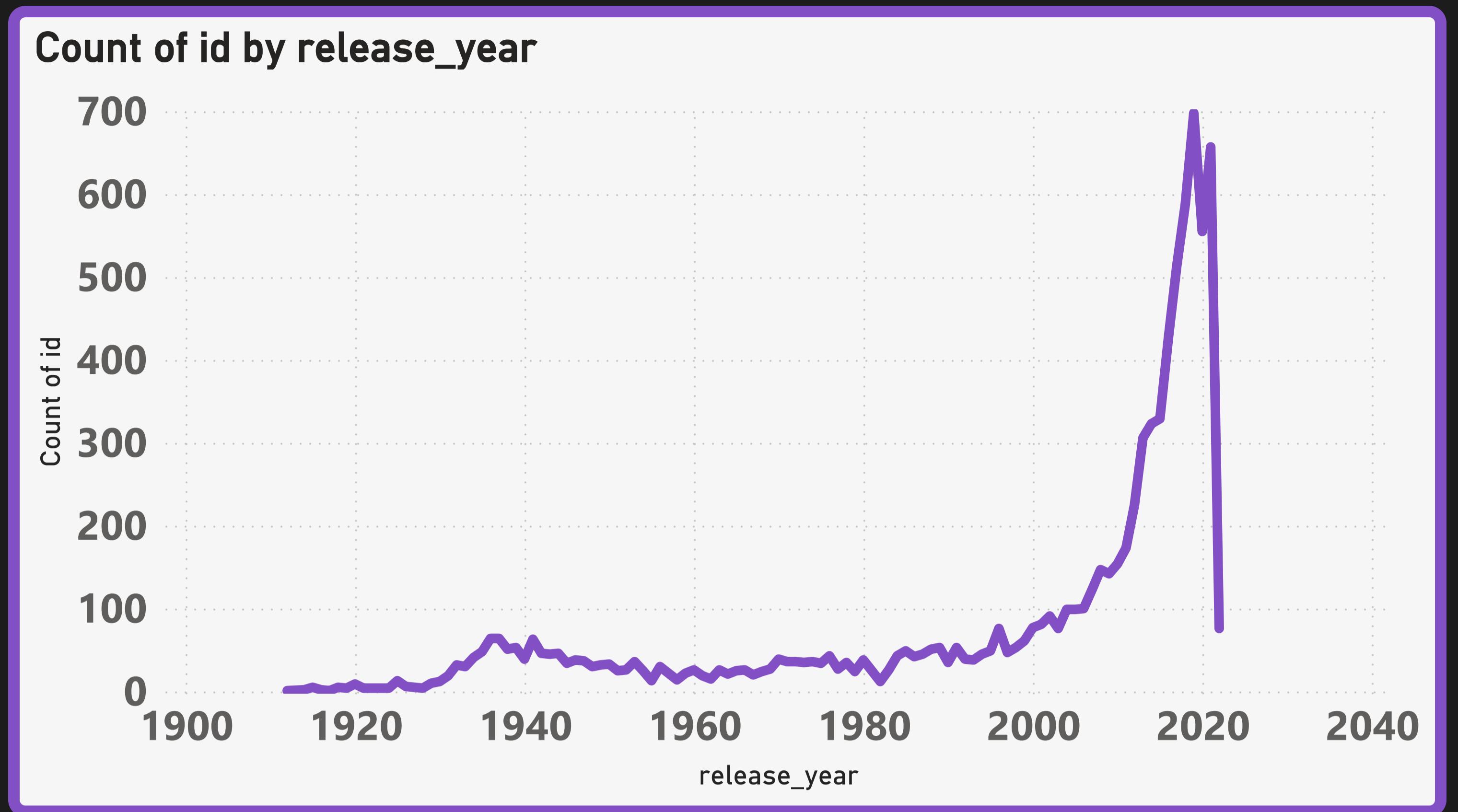


### Shifting Market: Top 5 Genres Over Time

genres ● action ● comedy ● drama ● romance ● thriller



# Streaming Content Intelligence Dashboard



## Conclusion

To conclude, this project successfully transformed a raw dataset into a professional, interactive dashboard.

We have uncovered three major insights about the movie industry:

**First:** The clear dominance of Movies, which make up the vast majority of the content compared to TV Shows.

**Second:** A massive production boom that started around 2015, driven by the global demand for digital content.

**Third:** We identified the Top Talent, Like the specific Directors and Actors who are driving the industry's output.

**By using Power BI's interactive features,** this dashboard allows stakeholders to not just see static numbers, but to filter, drill down, and understand the '*Why*' behind these market trends.