

# **MOVIE RATING AND RECOMMENDATION INSIGHTS**

## **PROJECT OVERVIEW:**

**The Movie Rating and Recommendation Insights project focuses on understanding audience preferences and evaluating how various factors—such as genre, actors, directors, and viewer feedback—affect movie ratings. By analyzing a collection of film data, the project aims to uncover patterns that influence audience satisfaction and engagement.**

## **DATA SUMMARY:**

- Rows: 4500 movies**
- Columns: 13 features (e.g., title, genre, rating, , etc.)**

## **Key Insights**

- **Rating Distribution: Average rating is around 2.5-23.9 (out of 5)**
  - **Top Genres: Action, Drama, Comedy, Thriller**
  - **Highly Rated Movies: Mostly classics and recent blockbusters(4.0+)out of 5**
- **User Preferences: Correlated with genre, director, and cast**

## **Exploratory Data Analysis using Python:**

**We began with data preparation and cleaning in Python**

**Data Loading: Imported the dataset using pandas.**

**Initial Exploration: Used df.info() to check structure and .describe() for summary statistics.**

MovieID	Title	Language	Genre	ReleaseYea	UserID	Rating
1	Ponniyin S	Tamil	Action	2016	6133	4.9
2	Drishyam 2	Malayalan	Mystery	1993	1780	2.7
3	Salaar	Telugu	Comedy	2023	1214	4.4
4	Bigil	Tamil	Drama	2010	3639	1.2
5	Pushpa	Telugu	Action	2003	4990	1.7
6	Agent Sai S	Telugu	Comedy	2015	2105	1.9
7	Aadujeevit	Malayalan	Mystery	2016	4284	2.3
8	Sita Ramai	Telugu	Mystery	2012	2948	2
9	Baahubali	Telugu	Mystery	2005	2828	3.4
10	Soorarai P	Tamil	Comedy	2024	5221	2.2

Timestamp	Director	DurationMin
2025-11-0	Vetrimaaran	150
2025-11-0	Sukumar	104
2025-11-0	Lokesh Ka	140
2025-11-0	Rajamouli	135
2025-11-0	Mani Ratn	134
2025-11-0	Sukumar	158
2025-11-0	Nelson	166
2025-11-0	Sukumar	152
2025-11-0	Lokesh Ka	162

**Missing Data Handling: Checked for null values and imputed missing values in the Review Rating column using the median rating of each product category.**

## **Data Analysis using SQL:**

**select \* from students where Rating >="4.5";**

Language	Genre	ReleaseYear	UserID	Rating
Tamil	Action	2016	6133	4.9
Tamil	Mystery	2005	4977	4.7
Tamil	Thriller	1998	3496	4.8
Malayalam	Romance	1999	4283	4.5
Kannada	Comedy	2021	9507	4.5
Telugu	Romance	1993	2567	4.6

**select \* from students where Language  
="Tamil"**

Title	Language	Genre
Ponniyin Selvan 1	Tamil	Action
Bigil	Tamil	Drama
Soorarai Pottru	Tamil	Comedy
Bigil	Tamil	Mystery
KGF 2	Tamil	Thriller
Master	Tamil	Mystery

**select s.Title,s.Genre,s.Rating,s.Actor,s.Director  
from students s**

Title	Genre	Rating
Ponniyin Selvan 1	Action	4.9
Drishyam 2	Mystery	2.7
Salaar	Comedy	4.4
Bigil	Drama	1.2
Pushpa	Action	1.7
Agent Sai Srinivasa Athreya	Comedy	1.9

# Dashboard in Power BI :

