

## Power BI Project : Movie Sales Analysis

**Dear Innominion,**

Congratulations on completing your Power BI journey! It's time to take the next step and turn insights into real-world impact. Let's dive into project-based learning and showcase your skills with data storytelling!

### **Data Source**

👉 Kindly click on the [Dataset](#) to check and download

### **Data Description**

**Rank** – The position of the movie in the ranking list.

**Title** – The name of the movie.

**Genre** – The primary genre(s) of the movie (e.g., Action, Drama).

**Description** – A brief summary or synopsis of the movie plot.

**Director** – The name of the movie's director.

**Actors** – Names of the main actors featured in the movie.

**Year** – The year the movie was released.

**Runtime (Minutes)** – Duration of the movie in minutes.

**Rating** – The average viewer rating (e.g., IMDb rating).

**Votes** – Total number of user votes received for the movie.

**Revenue (Millions)** – Total revenue generated by the movie in millions of USD.

**Metascore** – The Metacritic score representing critic reviews (0–100 scale).



## Reporting Instruction:

Try to create reports that include a variety of visual elements such as **cards**, **bar charts**, **column charts**, **scatter plots**, **waterfall charts**, **funnel charts**, **slicers**, **tables**, **matrix visuals**, **pie/donut charts**, **boxplots etc** wherever applicable to make the analysis more interactive and insightful.



### Additional Note:

*If you have space in your dashboard, feel free to add extra cards, slicers, or any other relevant visuals. You are encouraged to create your own questions and insights beyond the ones provided. There is no rule that you must stick only to the given questions, explore and expand creatively.*

## Analysis Questions

### 1. Movie Overview & Time Trends

1. How many movies were released each year?
2. What is the trend in total box office revenue over the years?
3. How has the average IMDb rating changed year over year?
4. What is the average runtime of movies released each year?
5. Which year recorded the highest total box office revenue?
6. Which are the top five years with the highest number of movie releases?
7. What is the average number of votes received by movies each year?
8. Average IMDB Rating, Average Runtime, Total Movies released, and Total Revenue over time.

### 2. Genre & Rating Analysis

1. How are movies distributed across different genres?
2. Which genres have the highest average IMDb ratings?
3. How is total revenue distributed among various genres?
4. What is the average Metascore for each genre?

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5. Which genres receive the highest number of votes?
  6. Total Genres, Highest Genres, Common Genres, and Avg. Metascore.

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### **3. Top Performers & Box Office Insights**

1. Which directors have generated the highest total revenue across all movies?
  2. Which movies have received the highest number of votes?
  3. How does revenue progress from all movies to the top 10 highest-grossing ones?
  4. What are the top revenue, along with their IMDb ratings?
  5. Highest movie Revenue, Avg Revenue, Unique actors, Total votes casted, Total Number of Movies Released.
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### **4. Correlation & Advanced Metrics**

1. What is the yearly revenue effected by rating, votes and runtime in different genres?
2. What is the trend of average revenue and average rating by each movie runtime ?
3. What is the pattern of revenue of each movie by average rating per year?
4. What did you observe the relationship between revenue released each year categorized by genre?
5. What is the average revenue overall, average metascore , and average runtime ?