

DATA ANALYST PROJECT PRESENTATION:

MOVIE RATINGS & AUDIENCE INSIGHTS

Introduction (Problem Statement)

The film industry relies heavily on understanding both audience and critic reception. However, ratings data is often scattered across platforms, making it difficult to analyze trends, compare performance across genres, and evaluate the success of directors. This project combines multiple data points into an interactive Power BI dashboard to uncover insights about ratings, popularity, and performance drivers.

Project Objectives

- Compare **audience ratings vs. critic ratings** across movies
- Study **genre popularity** based on ratings and number of films released
- Rank **top-performing directors** by average ratings and box-office success
- Provide interactive visual storytelling for audience insights

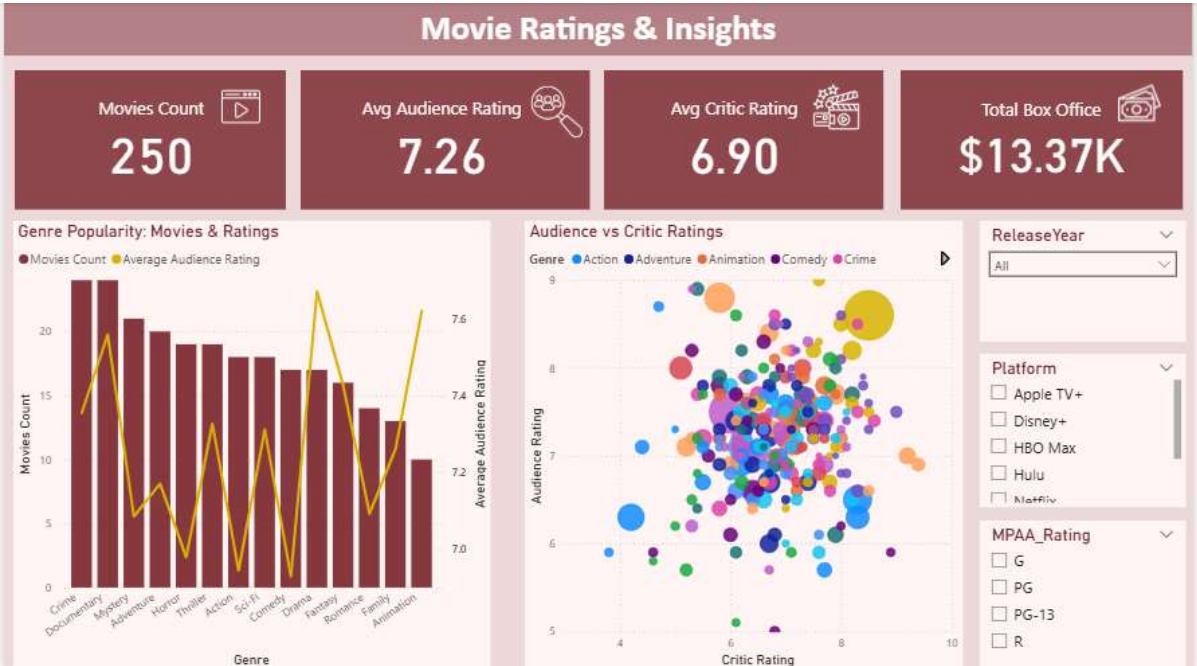
Tools & Techniques

- **Excel**: Data cleaning and preparation (standardizing genres, ratings, director names)
- **Power BI**: Data modelling, visualizations, and interactive dashboards
- **DAX**: *Created measures such as* Average Audience Rating, Average Critic Rating, Genre Popularity Index, Director Ranking

Key Features of the Dashboard

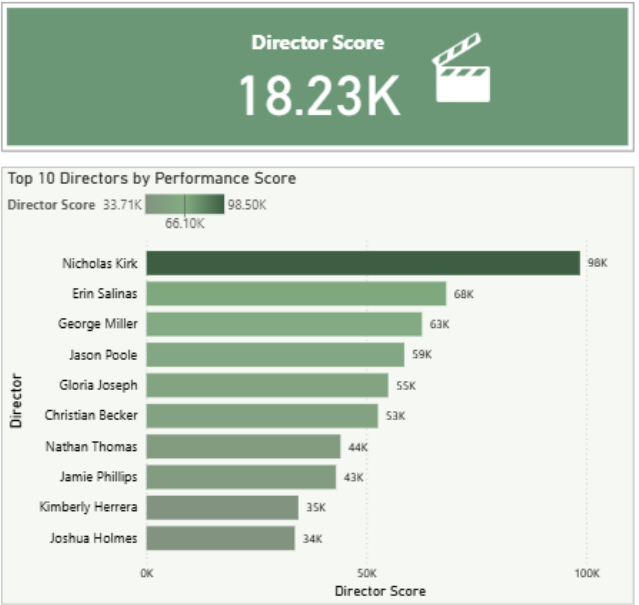
- **KPI Cards**: Show Average Audience Rating, Average Critic Rating, and Top Genre with icons and color cues
- **Clustered Bar Chart**: Compare audience vs. critic ratings by genre
- **Scatter Plot**: Visualize correlation between critic reviews and audience ratings
- **Ranking Table**: List top directors by average ratings with sorting and filtering options
- **Filters**: Enable segmentation by genre, release year, and rating type.





TOP DIRECTORS

Top 10 Directors			
Director	Movies Count	Average Critic	Total Box Office
Christian Becker	2	7.35	62.87
Erin Salinas	1	7.30	18.21
George Miller	2	7.10	62.04
Gloria Joseph	4	7.08	79.14
Jamie Phillips	3	7.43	245.52
Jason Poole	3	7.33	97.20
Joshua Holmes	4	7.43	862.45
Kimberly Herrera	3	7.17	105.65
Nathan Thomas	2	6.55	313.57
Nicholas Kirk	1	6.70	23.76
Total	25	7.19	1,870.41



Data Insights

- **Audience vs. Critics:** Certain genres (e.g., Action, Comedy) had higher audience appreciation than critics, while Drama and Documentary rated higher with critics.
- **Genre Popularity:** Action and Comedy dominated audience volume, but Drama consistently held higher critic ratings.
- **Director Performance:** A few directors consistently maintained high ratings across both critics and audiences, establishing reliability.

Impact / Real-World Value

This dashboard allows:

- **Studios:** To align film strategies with genres that perform well with both audiences and critics
- **Directors/Producers:** To benchmark their work against industry averages
- **Streaming Platforms:** To identify which genres or directors could attract higher viewer engagement

Learnings (as a Data Analyst)

- Data preparation in **Power Query**
- Data wrangling for categorical variables (genres, directors, ratings)
- Using **DAX measures** for comparative metrics (audience vs. critic differences)
- Designing dashboards for storytelling and decision-making
- Translating raw movie data into actionable business and entertainment insights

Conclusion

This project demonstrates how data analysis and visualization can provide actionable insights into the film industry. By comparing ratings, studying popularity trends, and ranking performance, the dashboard offers a comprehensive view of how audiences and critics perceive movies.