



IMDB MOVIE ANALYSIS

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TOPIC OUTLINE



Project Description



Approach



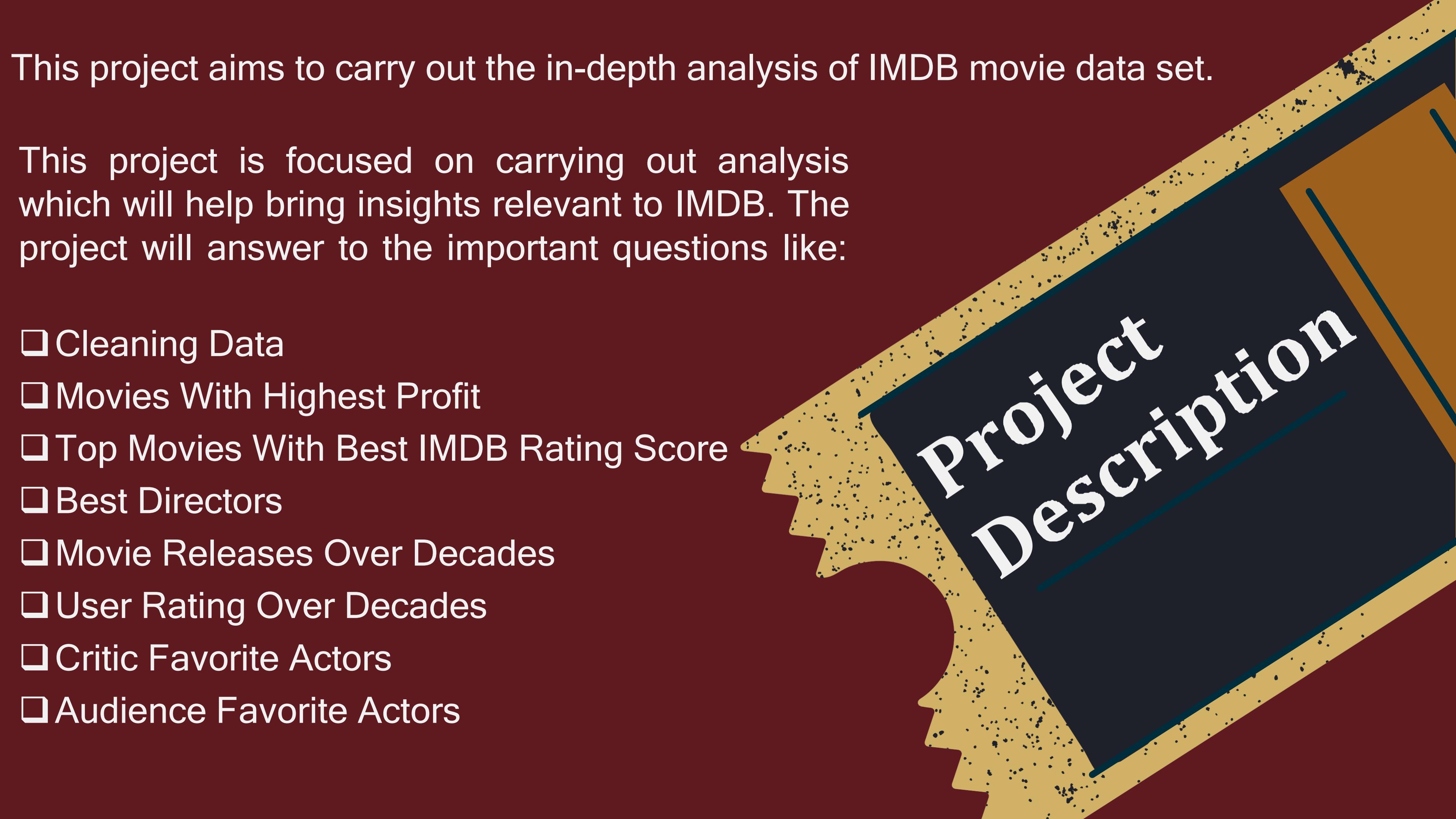
Tech - Stack Used



Insights



Conclusion



This project aims to carry out the in-depth analysis of IMDB movie data set.

This project is focused on carrying out analysis which will help bring insights relevant to IMDB. The project will answer to the important questions like:

- Cleaning Data
- Movies With Highest Profit
- Top Movies With Best IMDB Rating Score
- Best Directors
- Movie Releases Over Decades
- User Rating Over Decades
- Critic Favorite Actors
- Audience Favorite Actors

TECH-STACK USED

Microsoft® Excel® 2016 MSO (Version 2212 Build 16.0.15928.20002)

Purpose - This tool is used to clean data as well as to carry out the analysis using formulas and pivot tables. The charts and graphs are built with the help of this tool only.

SQL Server Management Studio version 15.0.18142.0



APPROACH

First I calculated the number of null values present in each column using COUNTA function. As the percentage were less than 30% ,instead of removing those null values I performed missing value treatment using mean ,median and mode. After that I removed the duplicate values. After cleaning the data, analysis was carried out to in order to generate insights.

INSIGHTS



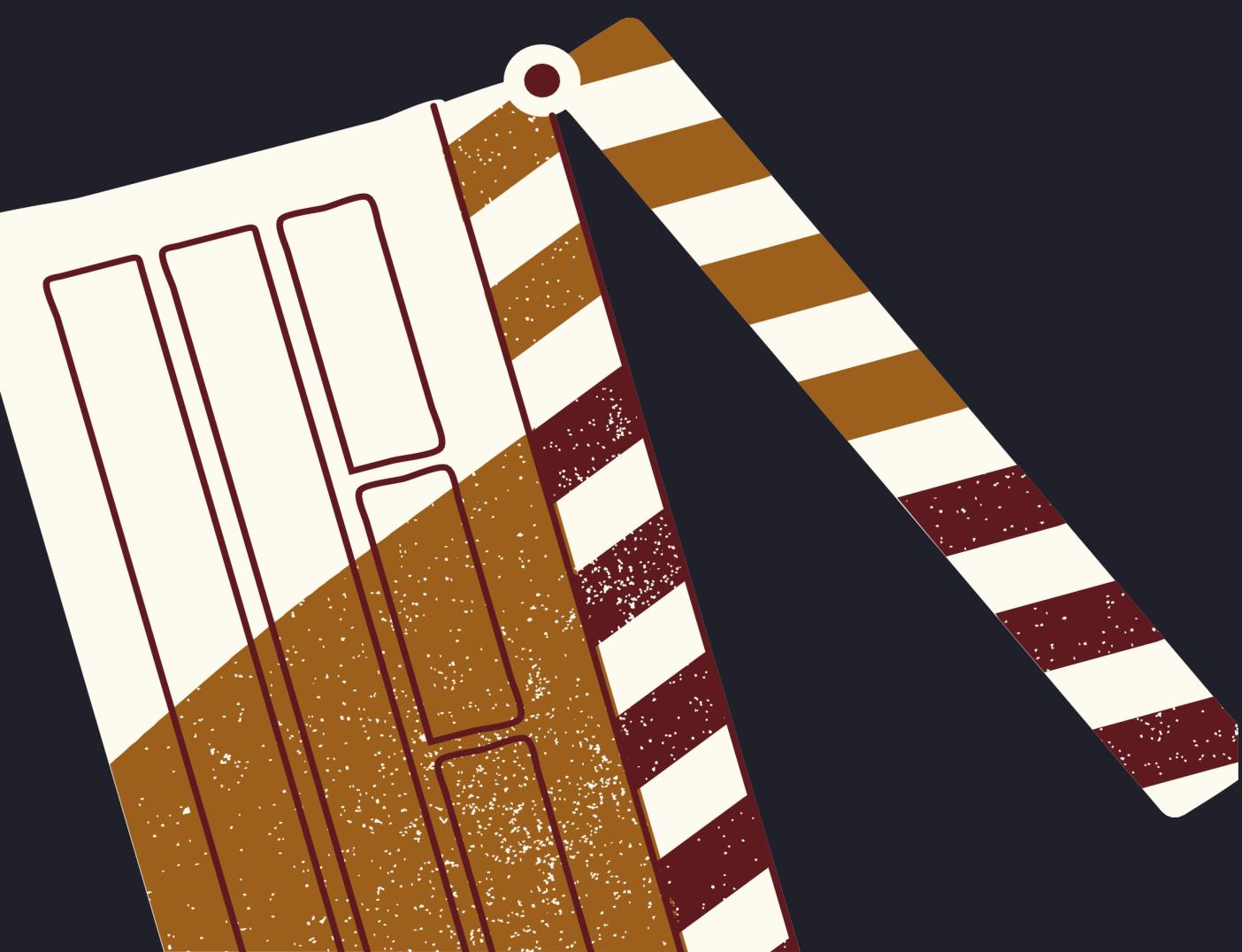
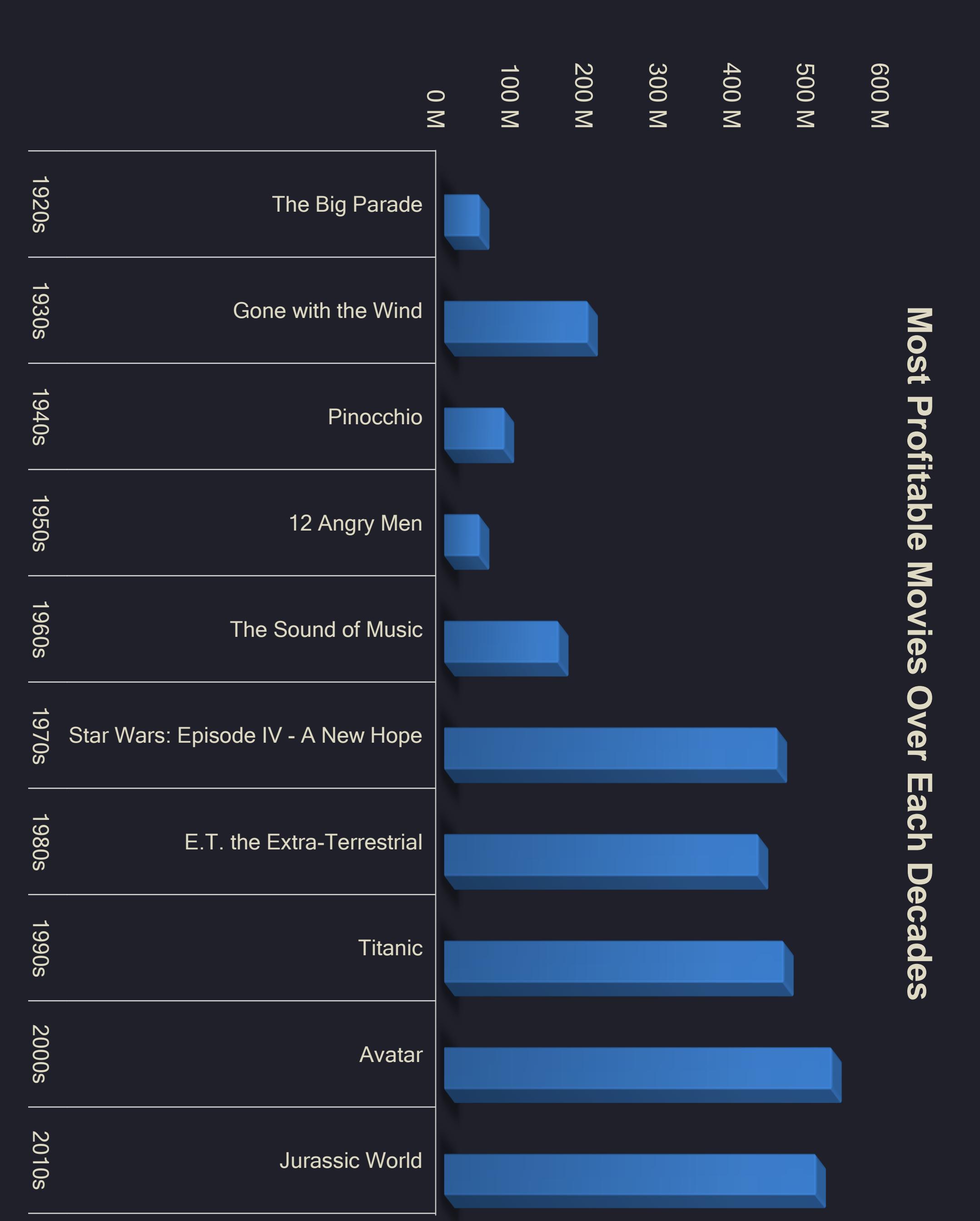
Avatar has the highest profit of 523 Million.

Titanic being the most profitable movie of the 1990s.

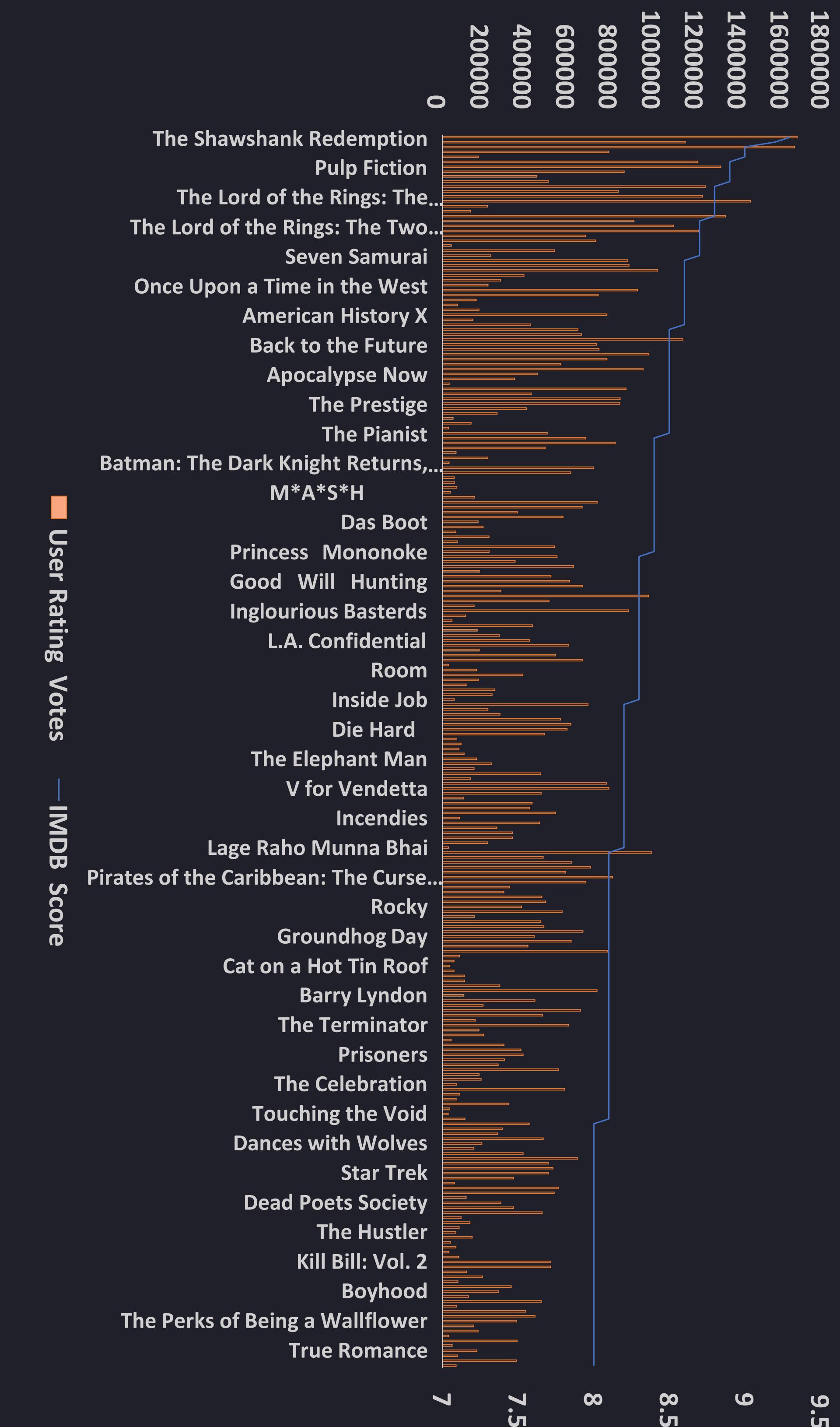
Jurassic World made a profit of 502 Million with the budget of 150 Million.

Star Wars: Episode IV - A New Hope made a profit of 450 Million despite having the least budget amongst the top three profitable movies.

Most Profitable Movies Over Each Decades

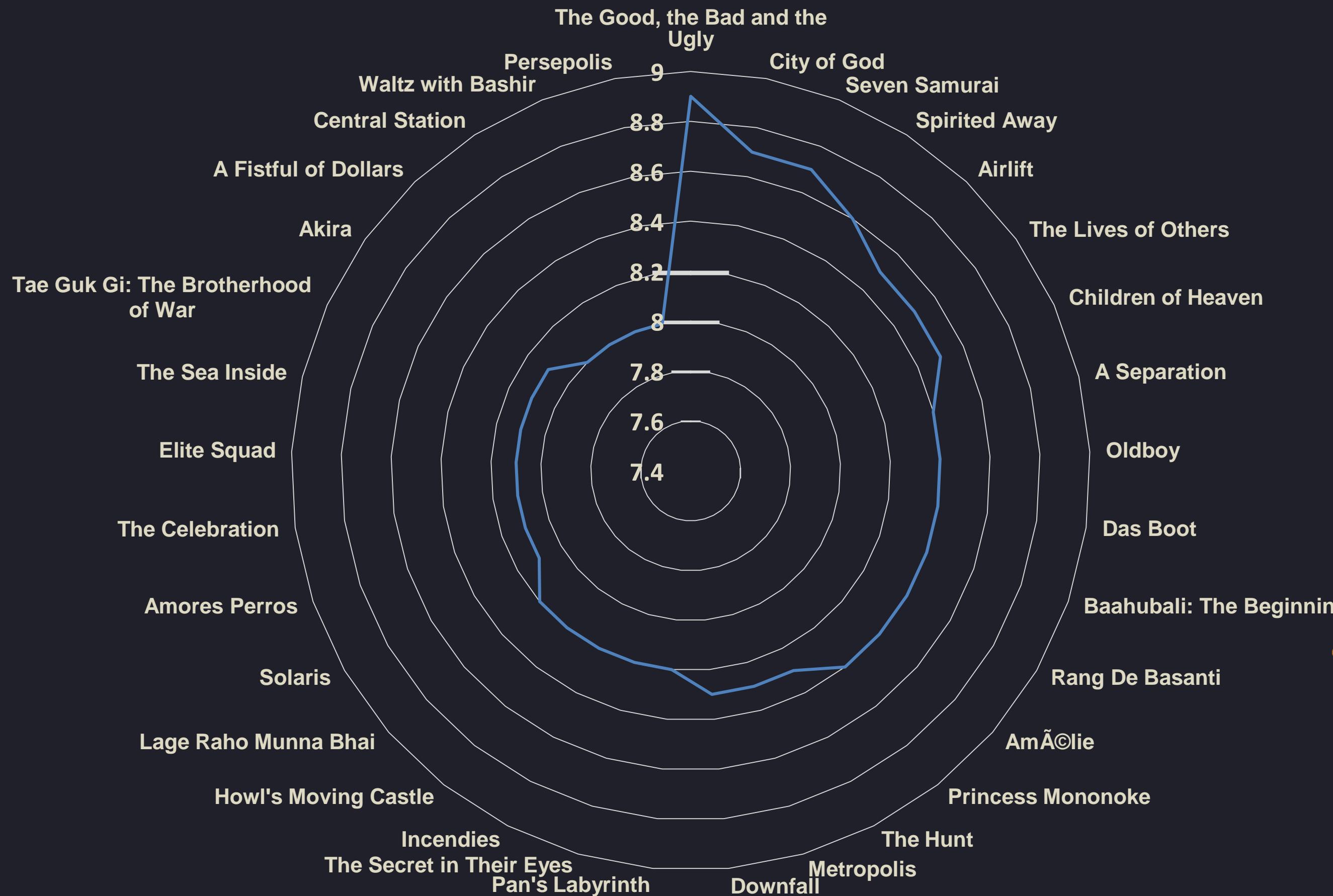


Top 250 IMDB Movie Based On IMDB Score



Top Foreign Language Movies

—IMDB...



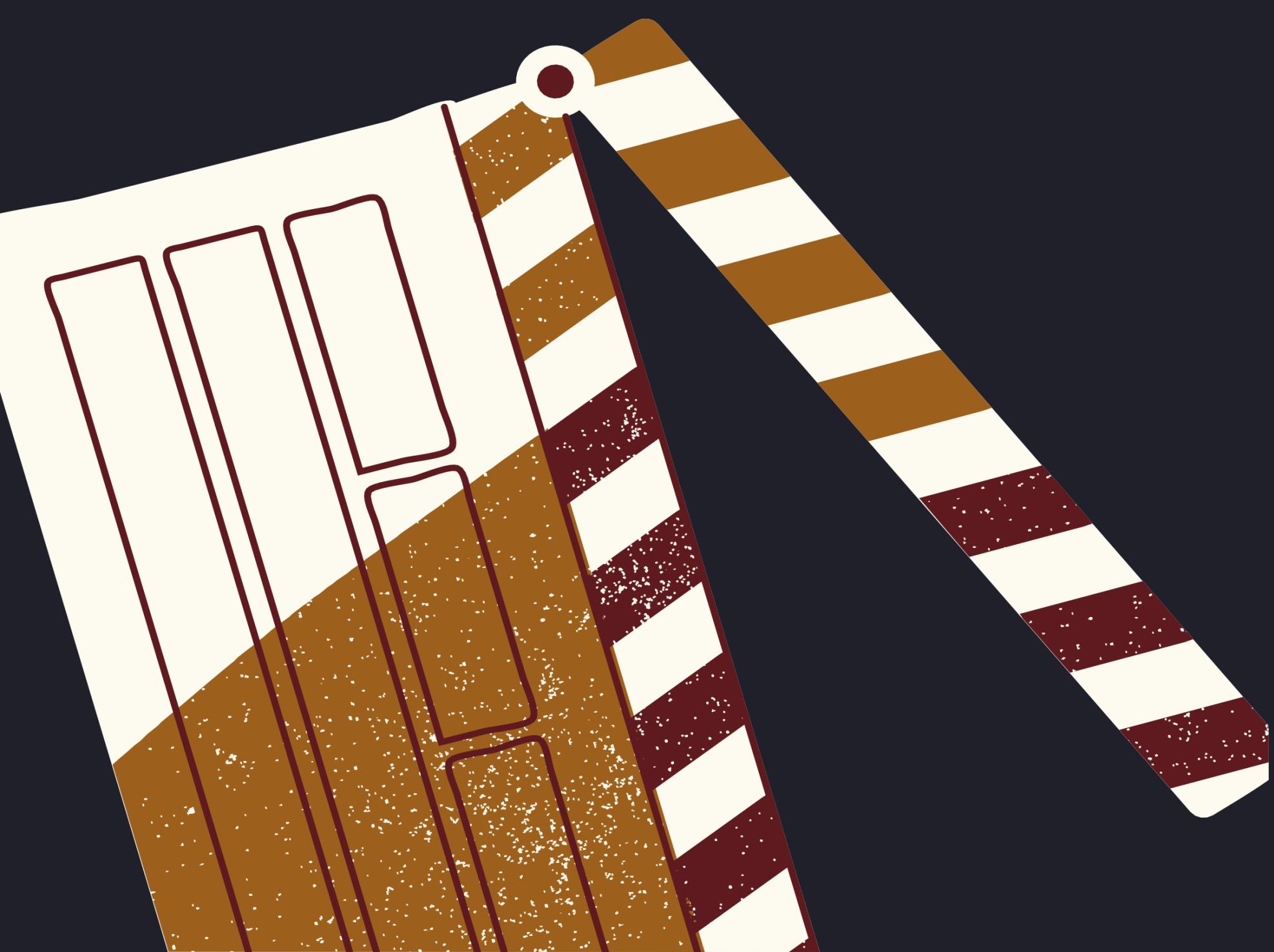
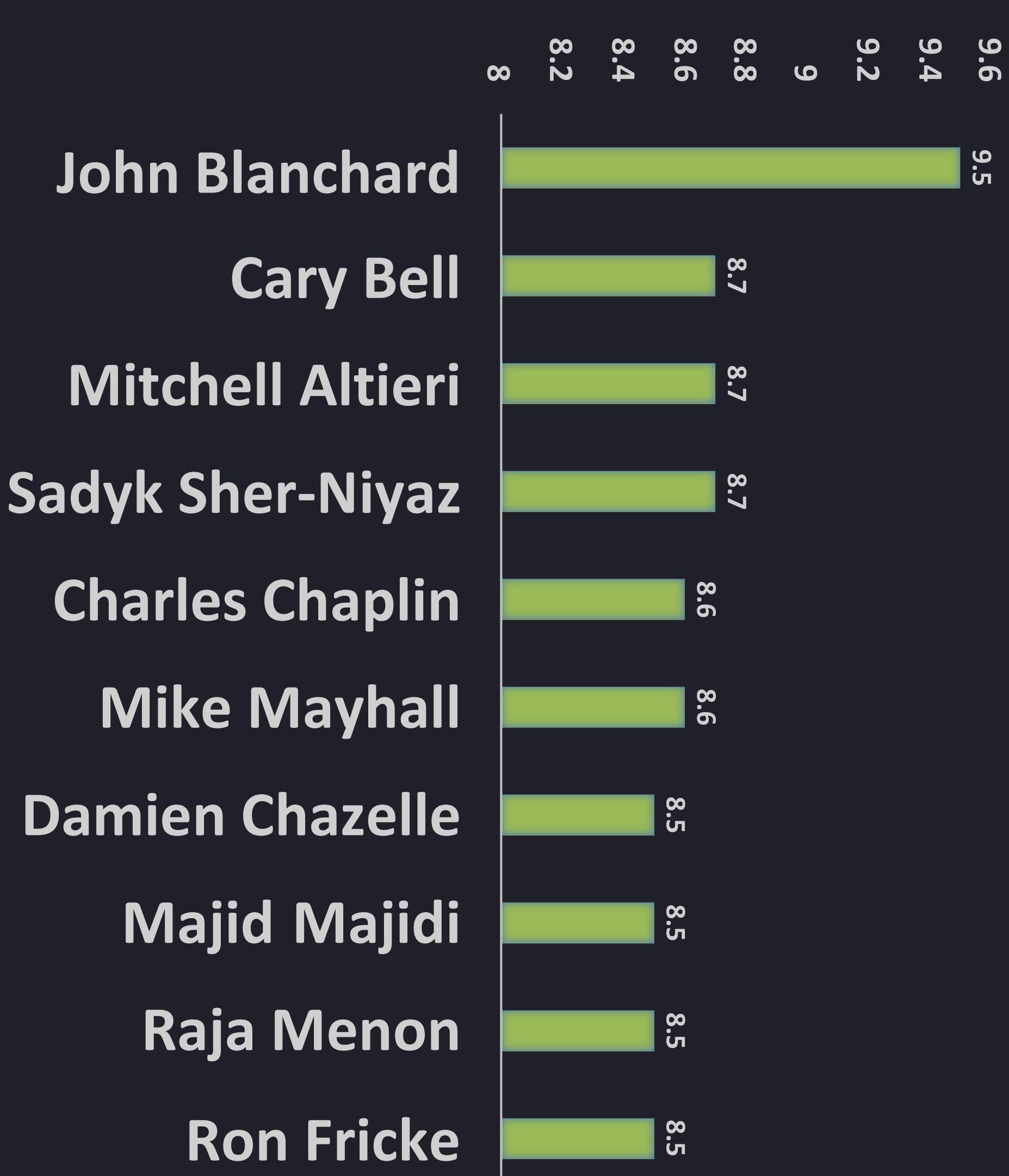
A linear relation can be seen between the IMDB Score and the User Rating Votes.

Movies with higher IMDB Score has received the maximum User Rating Votes.

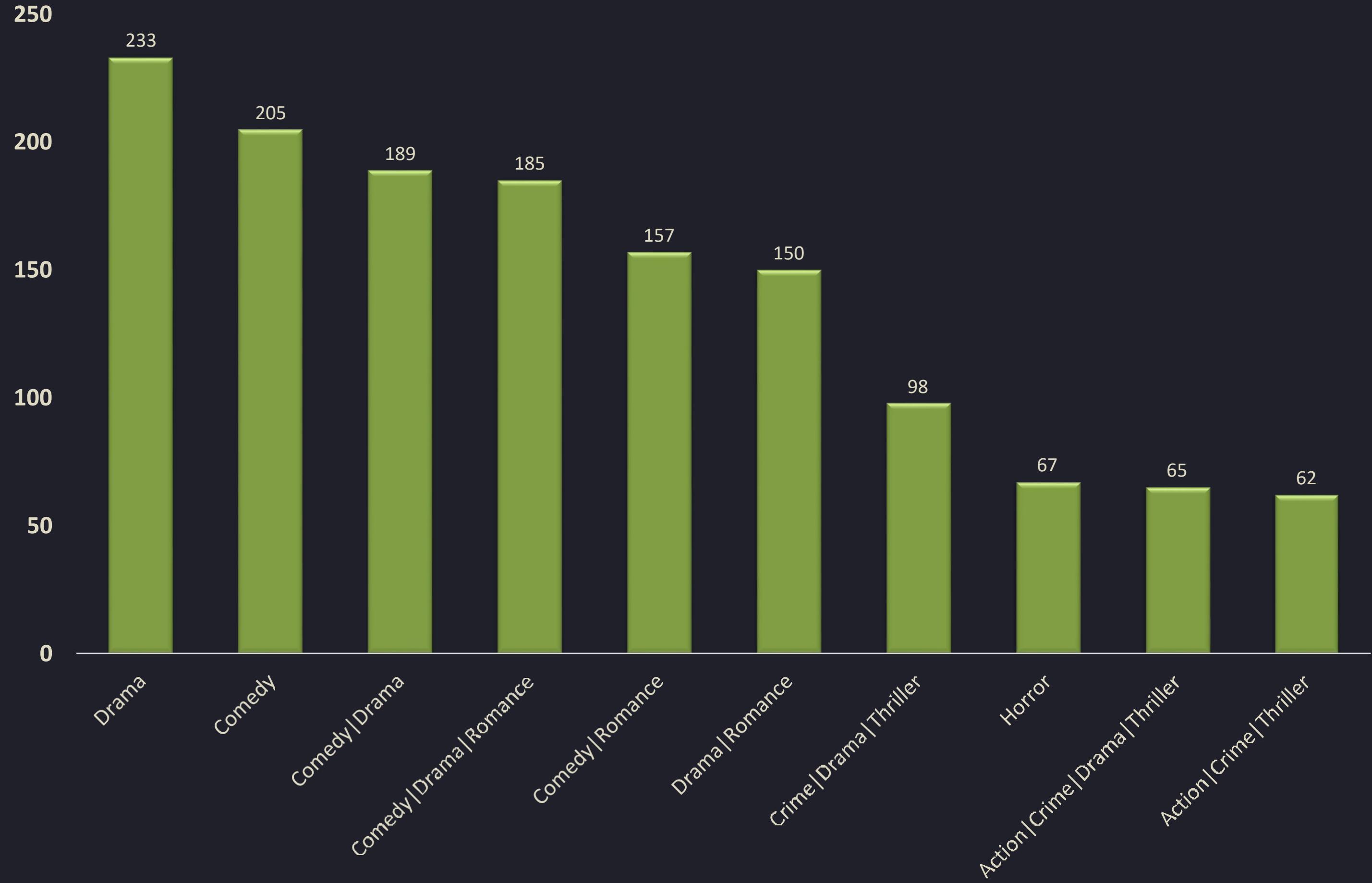
33 Foreign language movies were further selected from the top 250 Movies which has the best IMDB score.

Out of the 33 Foreign language movies majority of movies were in Japanese and German beside English.

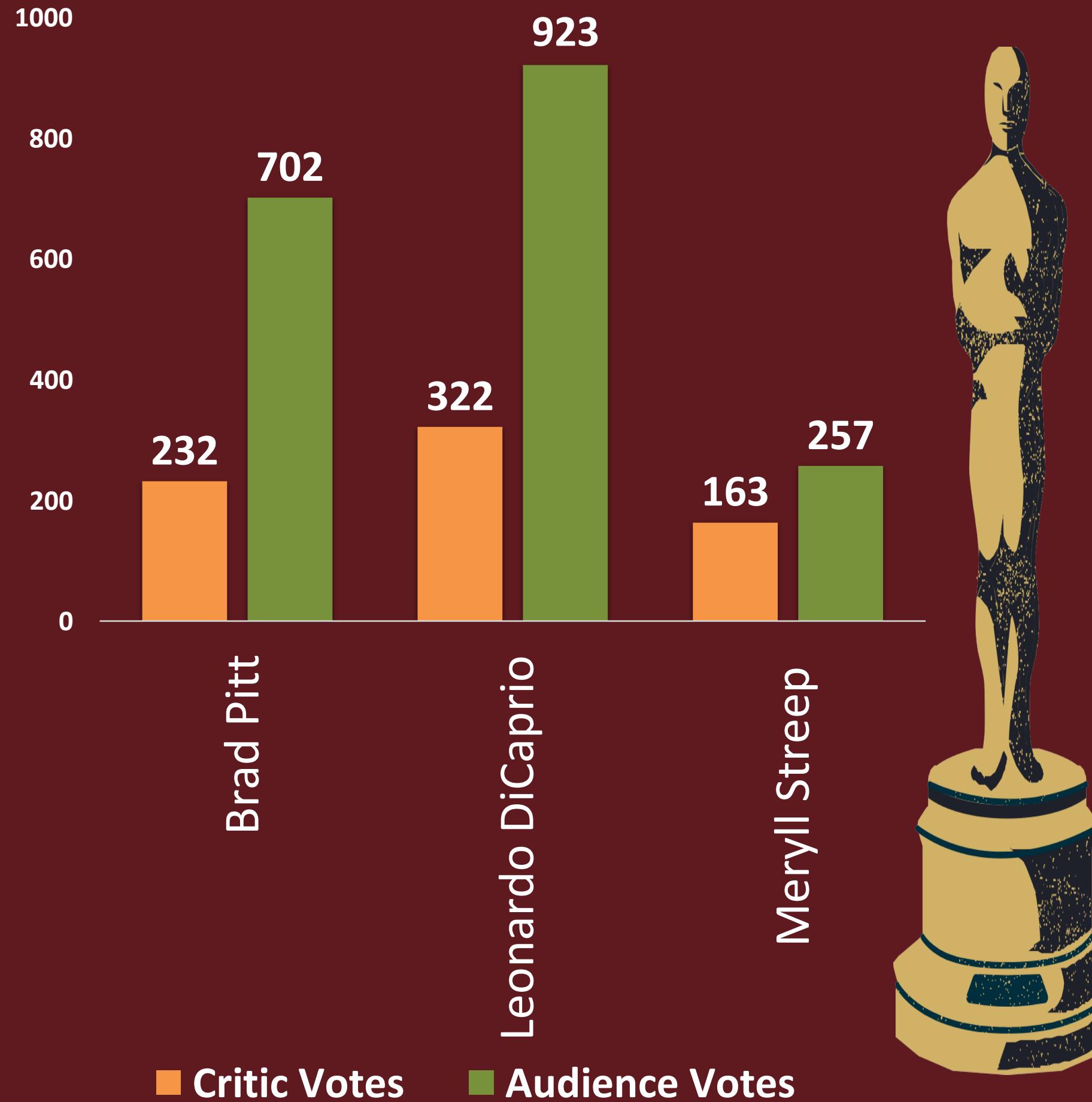
TOP 10 DIRECTORS WITH HIGHEST MEAN IMDB SCORE



POPULAR GENRES

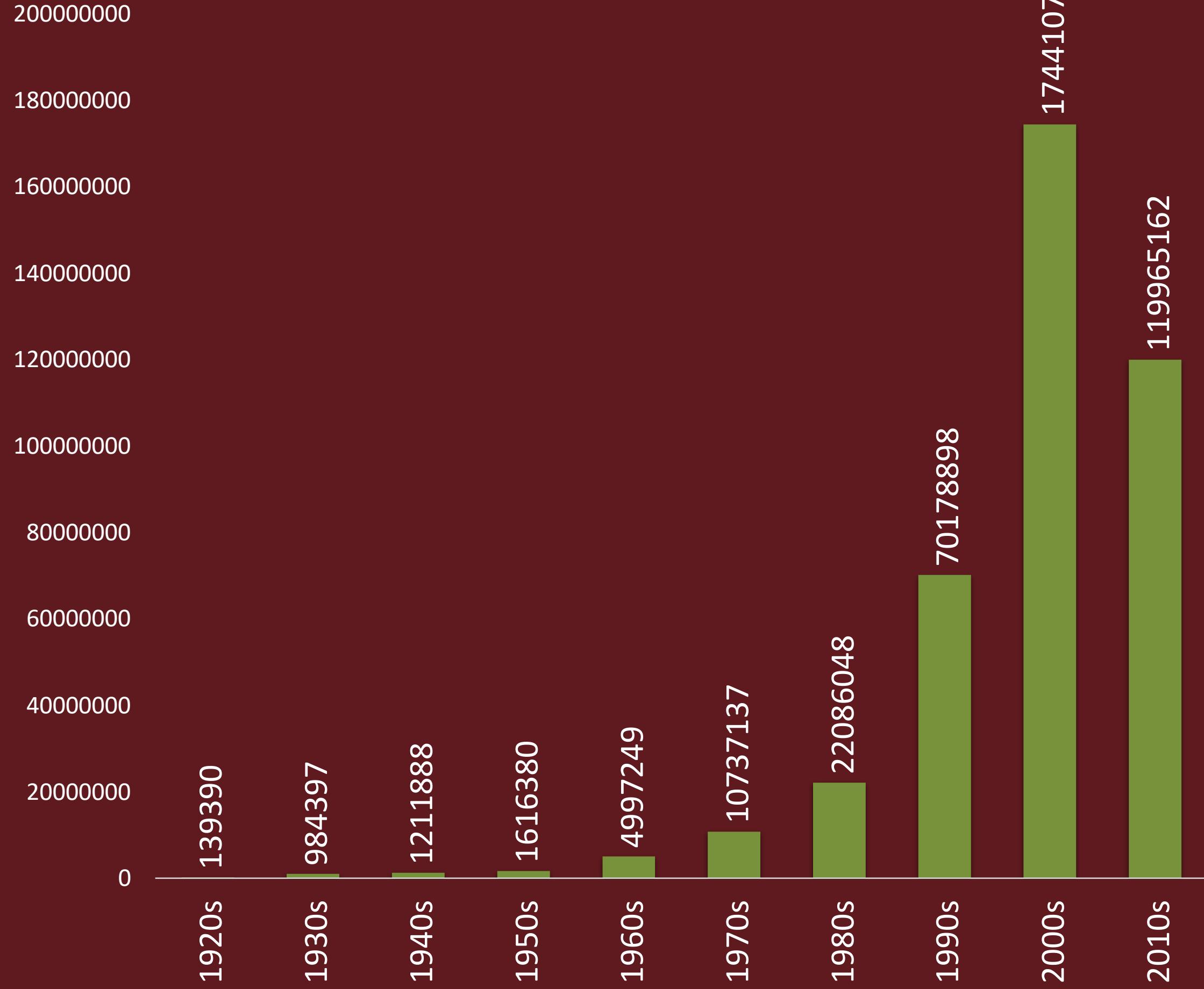


CRITIC VS AUDIENCE FAVOURITE ACTOR



Leonardo DiCaprio
being the both
audience and critic
favorite as per the
score calculated.

AUDIENCE VOTES OVER DECADES



Audience votes are seen to be exponentially increasing over decades indicating their keen interest towards movies.

CONCLUSION

The project successfully brings out the required insights. All the questions were answered by carrying out analysis using SQL and Excel. The insights drawn were important and answers the required questions.

