

Movie Data Visualisation Using Power BI

Purpose

To understand the trends and patterns in the movie dataset

Analysis Process

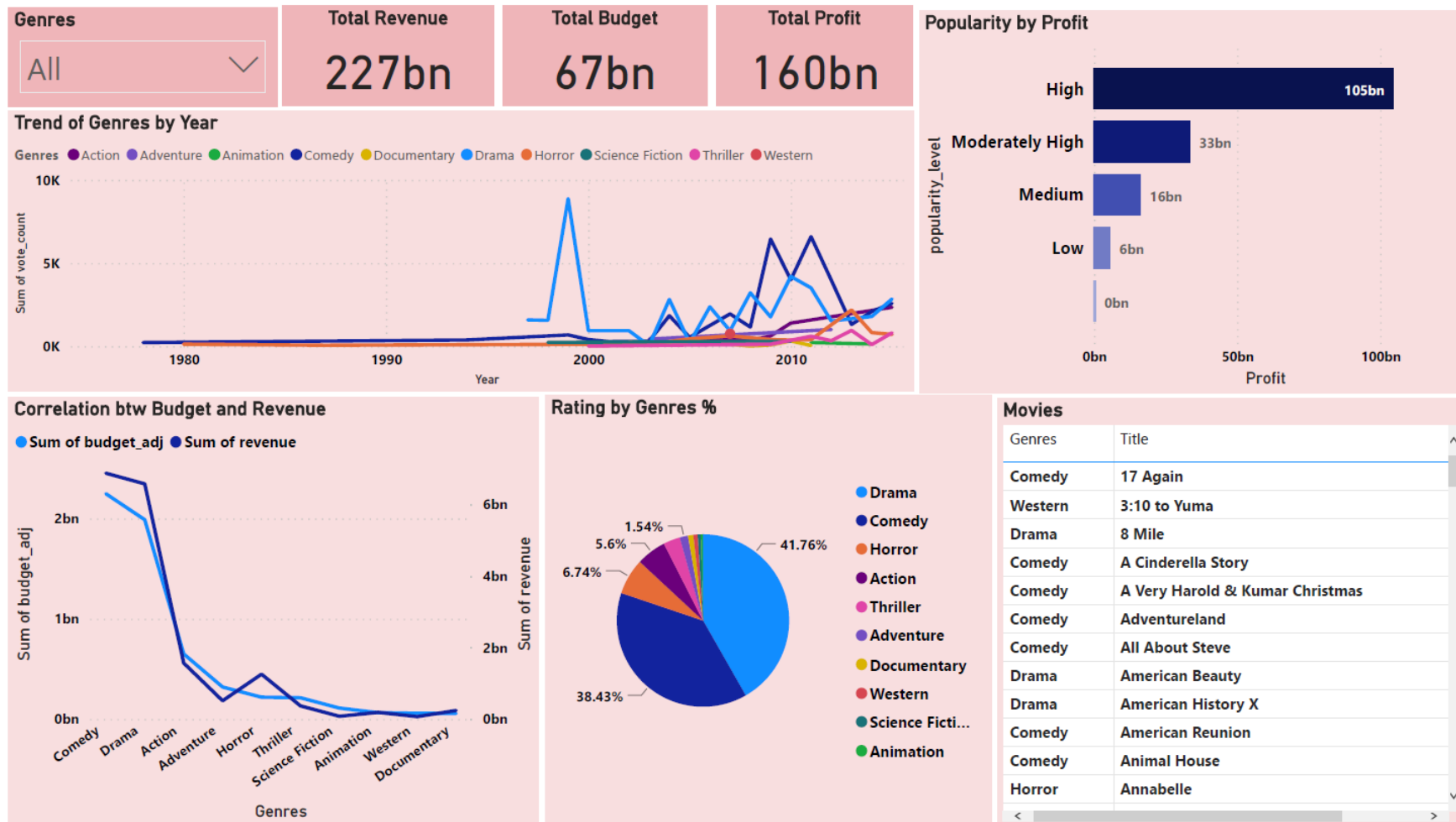
- Data Cleaning and Preparation:

The data was checked for missing values and inconsistencies. Missing values were imputed with the mean value for the relevant variable in the Power Query.

- Exploratory data analysis:

Analysis of the data revealed the following trends:

- I. Comedy and Drama movies have the highest rating, budget and revenue followed by Horror and Action movies.
- II. There was a positive correlation between budget and revenue with 0.67 value using Pearson correlation, with the higher budget movies trending to have higher revenues.
- III. There was correlation between rating and revenue, with movies with higher ratings to have higher revenue



Conclusion:

The analysis suggests that Comedy and Drama movies, as well as movies with high budgets and ratings, are likely to be the most profitable investments.