

Movie Data Visualisation Using Power BI

Purpose

To understand the trends and patterns in the movie dataset

Analysis Process

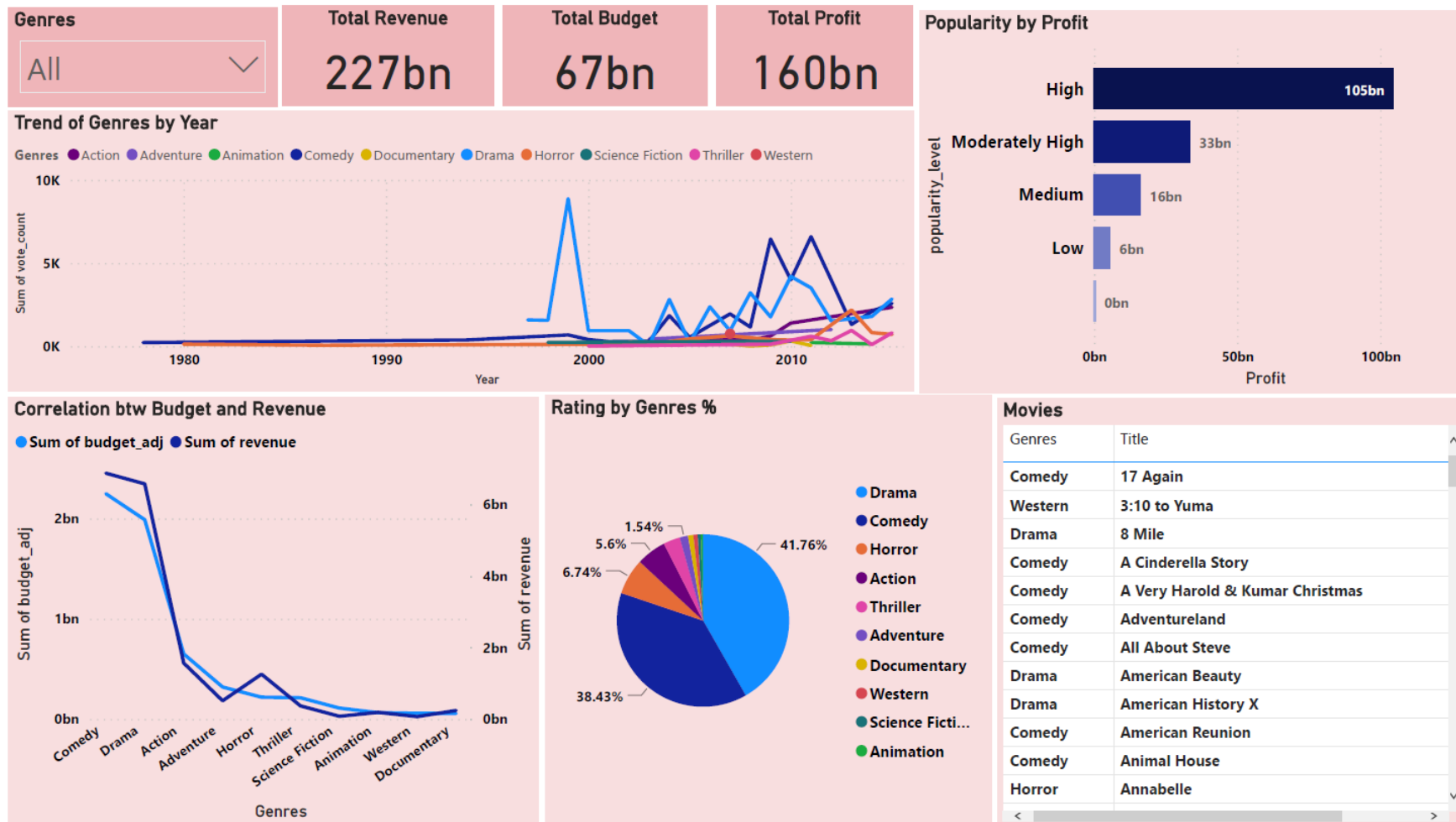
- Data Cleaning and Preparation:

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:

1. Comedy and Drama movies have the highest rating, budget and revenue followed by Horror and Action movie movies.
2. 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.
3. 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.