

Project Problem Statement:

Title: *Movies Analytics Dashboard*

The goal of this project is to develop a comprehensive Movies Analytics Dashboard that provides detailed insights into various aspects of movies, including their financials, actor demographics, ratings, and industry trends. The dashboard will be powered by data from a movie database, which includes tables for movies, actors, financials, and languages. It aims to serve as a decision-making tool for stakeholders in the entertainment industry by visualizing key performance indicators (KPIs) and trends in an easily interpretable format.

Problem Statement:

The movie industry relies heavily on data-driven insights to make informed decisions, from identifying top-performing movies to analyzing the financial viability of future releases. The problem is the lack of an integrated, interactive dashboard that consolidates data from various sources (movies, financials, actors) and provides key insights into movie performance across different industries, languages, and actor involvement. With a vast amount of raw data spread across different tables, stakeholders find it challenging to visualize and compare key metrics, such as box office collections, production budgets, IMDb ratings, and actor performances.

This project seeks to build a dynamic Movies Analytics Dashboard that solves the following challenges:

- 1. Movie Performance Analysis:**

Provide insights into the financial performance of movies, including box office revenue and production budgets, segmented by industry and language. The dashboard should highlight high-performing movies and the factors that drive their success.

- 2. Actor Demographics & Performance:**

Display demographic information about actors, including the youngest actor, and provide performance metrics related to actor involvement in various movies. This will include the number of movies per actor and their contribution to box office revenue.

- 3. Industry Trends:**

Analyze the trends in the movie industry, including the distribution of movies by industry (e.g., Bollywood, Hollywood), release year, IMDb ratings, and financial success. This will help identify emerging trends and opportunities within the industry.

- 4. Currency and Financial Conversion:**

The dataset contains financial data in different currencies (INR, USD). The dashboard needs to accurately convert and standardize financial data for comparison, using a consistent currency (e.g., USD).

5. **User Interactivity:**

The dashboard will offer a user-friendly interface with interactive visuals, including charts, KPIs, and tables, that allow users to filter by industry, language, release year, and other factors for in-depth analysis.

Key Objectives:

- Develop DAX measures and calculated columns to derive insights, such as the youngest actor, standardized revenue, and performance by language and industry.
- Create a series of visuals, including bar charts, KPIs, and tables, to represent movie performance, actor involvement, and financial data.
- Implement user interactivity that allows users to explore the data and drill down into specific details, such as financial performance and actor contributions.
- Ensure proper handling of currency conversion and data consistency across different industries and languages.

Expected Outcomes:

- A fully integrated and interactive Movies Analytics Dashboard in Power BI that consolidates data from various sources and provides a clear, insightful view of movie performance and industry trends.
- Clear, actionable insights for stakeholders in the movie industry to make informed decisions about movie production, actor involvement, and market strategies.