

IMDB CASE STUDY EXCEL PROJECT

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This case study aims to think like an analyst, how to approach a business problem analytically, what is the business logic behind it.

1. Set up a view to show Budget by Title (as rows),with filters for country(set to Japan) and language(set to English). How many **Japanese** movies in the Database were produced in English?
2. Five movies were made in **English language** in **Japan**. Movies are as follows:

* One Missed Call
* Street Fighter
* The Quick and the Dead
* Tora! Tora! Tora!
* Trainwreck

1. How much gross revenue did" **The Celebration**" generate?
2. Gross revenue generated by the movie " **The Celebration**" is $1647780.
3. How much revenue was generated by the **Comedy** film in **Finland**?
4. Revenue generated by the **Comedy** film in **Finland** is **$611709.**
5. Which **Genre** produced the most **Gross Revenue**, show in color scale?
6. **Action** produced the most **Gross Revenue**, and this is shown below in a **Dark Green** Color in fig no.
7. Which Genre produced the 2nd highest **Gross Revenue** total in the sample, make text invisible?
8. Comedy produced the 2nd highest **Gross Revenue** total in the sample, and this Gross Revenue is represented in 2nd column with text invisible pattern.
9. How much revenue was generated by **PG- rated family films**?
10. **PG- rated family films** generated **$ 445361439**.
11. What was the budget for movie “**A Passage to India**”?
12. $ 16000000 was the budget for movie “**A Passage to India**”.
13. What's the top grossing film released during that 4-year sample (2005, 2006,2007 or 2008)?

* The Dark Knight (2008) | $533316061
* Pirates of the Caribbean( 2006) | $423032628
* Star Wars: Episode III - Revenge of the Sith (2005) | $380262555
* Spider- Man 3 (2007) | $336530303

1. How many sequels were released during these years? Which earned the most Gross Revenue having titles ending with "2" during that 4-year sample (2005, 2006,2007 or 2008)?

1. 7 sequels were released during these years. Movies are as follows:

* Cheaper by the Dozen 2
* Big Momma’s House 2
* Basic Instinct 2
* Hamlet 2
* Transporter 2
* The Grudge 2
* Ong-Bak 2

1. How many titles earned between $1,000,000 and $3,000,000 in Gross Revenue during that 4-year sample (2005, 2006,2007 or 2008)?
2. 51 movies earned between $1,000,000 and $3,000,000 in Gross Revenue.
3. Show only movies that start with the letter "M" during that 4-year sample (2005, 2006,2007 or 2008)?

* Man on Wire
* Married Life
* Me and Orson Welles
* Miss Potter
* Murderball

1. Show titles that start with the letter "M" and also contain the letter "S", separated by any number of characters. What titles are returned during that 4-year sample (2005,2006,2007 or 2008)?

* A.Me and Orson Welles
* Miss Potter

1. Show IMDb Score by Title. What happens when you replace Title with Genre? How can you fix this issue?
2. IMDb Score defaults to a sum, and adds the ratings up across all titles in each Genre. Change the Summarize

Values By mode from "Sum" to "Average“

1. Which year in the 4-year sample (2011,2012,2013,2014) saw the highest-rated

Biography films on average? The lowest?

* 2013 (7.49 rating).
* 2011 (6.81 rating)

1. Show the values as the % Difference From the previous year. By what

percentage did Action movie revenue grow in 2014?

1. % Difference From the previous year is 51.7%
2. Which Title generated the strongest Profit Margin in

the entire sample (across all years)?

1. Paranormal Activity (99.98%) is generated the strongest Profit Margin in

the entire sample (across all years).

1. Create a view to show Titles by Country, excluding the USA,

for the entire sample. Name the PivotTable "Titles by Country",

then use a PivotChart to visualize this view as

a Clustered Column Chart.

A.

1. Show the top 10 countries by Titles in Clustered Column format ?.Which country is 2nd ?
2. France
3. Show the chart type to a Clustered Bar, and change the

PivotTable sorting to ascending by of Titles.

2. Which of the 10 Countries generated the **lowest average IMDb scores**?

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1. Show the Budget by Genre, with a Top 5 filter applied. Name the table "Budget by Genre", then visualize this view with a Pie chart, with hidden field buttons?

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1. Insert a Slicer for **Genre**, enable multi-select, then connect it to

both PivotTables. Create a simple dashboard by hiding the

columns of your raw PivotTable views, disabling gridlines, and

aligning/formatting the PivotCharts and Slicer as you see fit.

Practice adjusting slicer selections to see how the dashboard

updates!

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