Introduction:

The movie data analysis pipeline represents a comprehensive and systematic approach to extracting valuable insights from the vast and diverse landscape of the film industry. In an era where digital technologies have revolutionized the way movies are produced, distributed, and consumed, understanding the intricacies of this dynamic ecosystem has become paramount. The movie data analysis pipeline serves as a strategic framework that harnesses the power of data engineering and analytics to unveil patterns, trends, and correlations within the multifaceted realm of cinematic information.

Objectives:

- To create a data pipeline for imdb movie data and gather insights from the data.
- Use AWS platform services to implement the project
- Implementing Data Quality Checks
- Perform analysis via Amazon Redshift service.

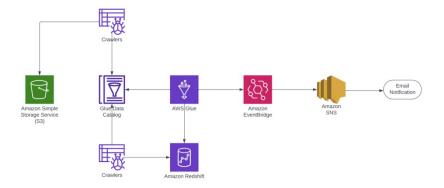
Technology and Services used:

- 1. Amazon S3 as Datalake Amazon Simple Storage Service (S3) is a scalable and durable object storage service, often utilized as a data lake in AWS. Acting as a central repository, S3 allows organizations to store and retrieve any amount of data, making it a robust solution for storing diverse datasets associated with a data lake architecture. With features like versioning and access controls, S3 provides a secure and scalable foundation for managing large volumes of structured and unstructured data, serving as a crucial component for data storage and retrieval in various analytical and machine learning workflows.
- 2. AWS Glue Catalog AWS Glue Catalog is a metadata repository that stores structural and operational metadata about data assets. It acts as a centralized location for managing metadata related to databases, tables, and connections. By using Glue Catalog, organizations can discover and understand the structure of their data, facilitating seamless data integration and governance across different AWS services.
- 3. Glue Crawlers AWS Glue Crawlers are automated tools that analyze data stored in various repositories, infer the schema, and populate the AWS Glue Data Catalog with metadata. These crawlers enable dynamic and efficient discovery of data, automating the process of cataloging diverse datasets. By automating metadata extraction, Glue Crawlers simplify the integration of new data sources into the Glue Data Catalog, ensuring that the metadata remains up-to-date and accurate.
- 4. **Glue Catalog Data Quality** AWS Glue Catalog Data Quality is a feature that allows users to define and run data quality checks on their datasets stored in the Glue Data Catalog. It helps ensure the accuracy, completeness, and consistency of the data by defining custom rules and

metrics. By incorporating data quality checks into the data pipeline, organizations can enhance the reliability of their analytics and decision-making processes.

- 5. Glue Low Code ETL AWS Glue provides a low-code environment for Extract, Transform, and Load (ETL) processes. This service automates the traditionally complex ETL tasks, making it accessible to users with varying levels of technical expertise. With a visual interface, Glue allows users to create ETL jobs, enabling seamless data preparation and transformation without the need for extensive coding, thereby accelerating the data processing workflow.
- 6. **Amazon Redshift** Amazon Redshift is a fully managed, petabyte-scale data warehouse service. It is designed to efficiently analyze large datasets using a high-performance and cost-effective architecture. Redshift supports complex queries across structured data, making it a powerful solution for data warehousing and analytics. With features like automatic backups, scalability, and integration with other AWS services, Redshift is a key component for organizations looking to derive insights from their data.
- 7. **Amazon EventBridge** Amazon EventBridge is a serverless event bus service that makes it easy to connect various AWS services and applications in a decoupled manner. It allows organizations to build event-driven architectures, enabling seamless communication and coordination between different components. By simplifying event-driven workflows and providing a scalable event bus, EventBridge facilitates the creation of resilient and loosely coupled applications.
- 8. **Amazon SNS (Simple Notification Service)** Amazon SNS is a fully managed messaging service that enables the distribution of messages and notifications to a distributed set of recipients or systems. It supports various communication protocols, including SMS, email, and HTTP. SNS simplifies the process of sending messages and notifications, making it a versatile tool for building scalable and decoupled applications that require real-time communication and updates.

Architecture:

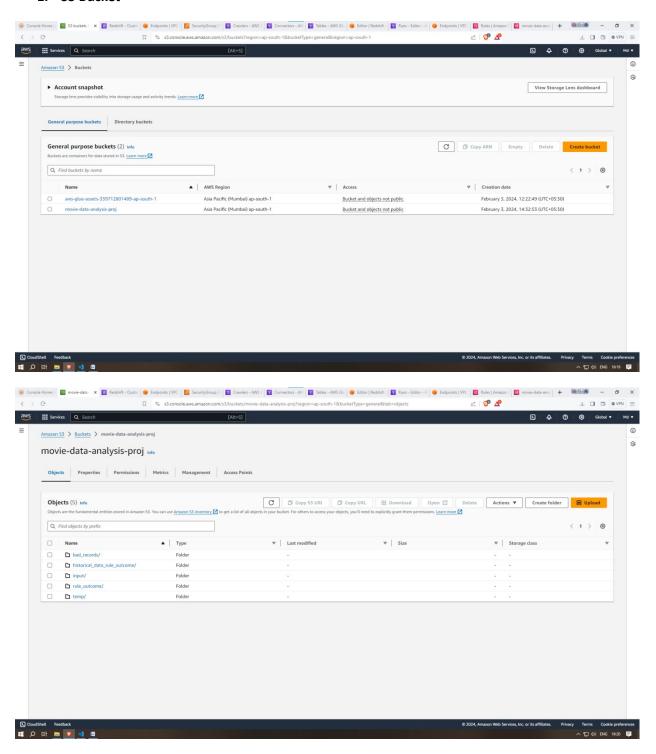


Process:

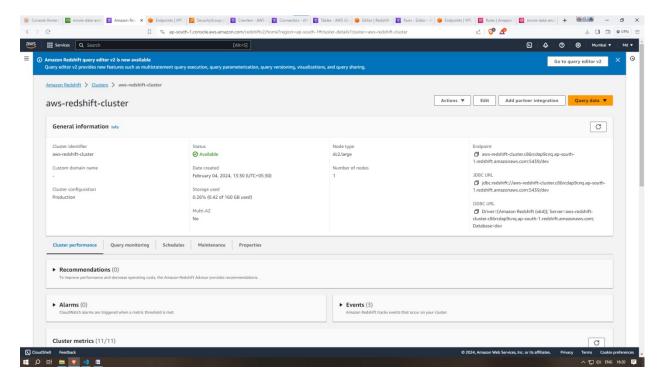
- Amazon S3 serves as the foundational data lake, accommodating our diverse datasets. With a robust structure within S3 buckets, raw and processed data find a secure and scalable abode.
- As the pipeline progresses, AWS Glue Catalog steps into the spotlight, acting as a central repository for metadata management. Glue Catalog captures essential structural and operational metadata about the data assets stored in S3, facilitating seamless data discovery and integration across various AWS services.
- Glue Crawlers take the stage, automating the analysis of data within S3, dynamically inferring schemas, and updating the Glue Data Catalog. This automation ensures that the metadata remains accurate and up-to-date if dataset evolves.
- The journey continues with Glue Catalog Data Quality checks, enhancing the reliability of the data by defining and executing custom rules and metrics.
- Glue's Low Code ETL capabilities come into play, allowing the creation of ETL jobs with a visual interface. These jobs efficiently read data from S3, apply necessary transformations, and then either store the processed data back in S3 or seamlessly transfer it to the analytical powerhouse, Amazon Redshift.
- Redshift, as the central data warehouse, becomes the epicenter for analytical queries, hosting the processed data for deeper insights into industry trends and audience behavior.

Outcome:

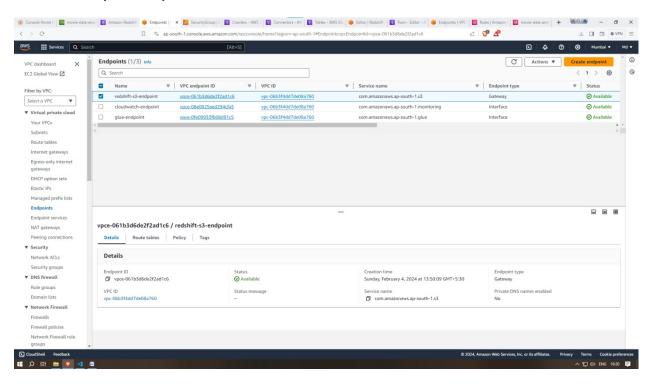
1. S3 Bucket

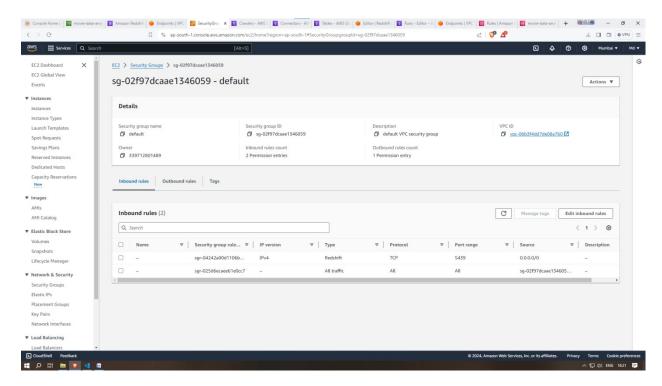


2. RedShift Cluster

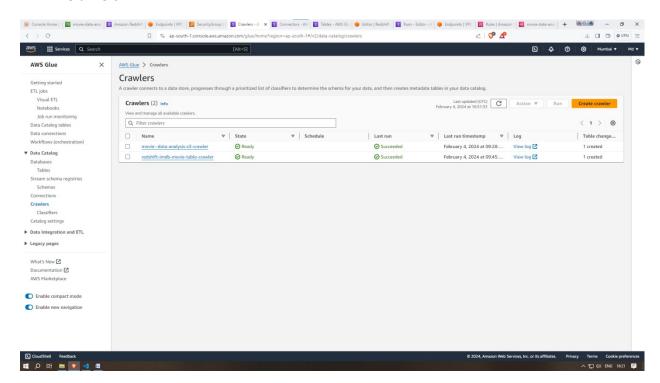


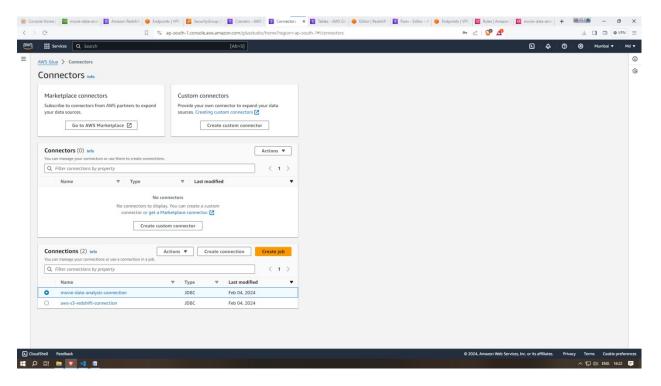
3. Security and Endpoints



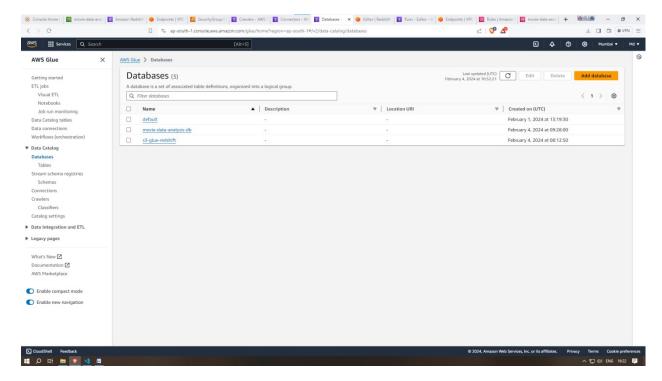


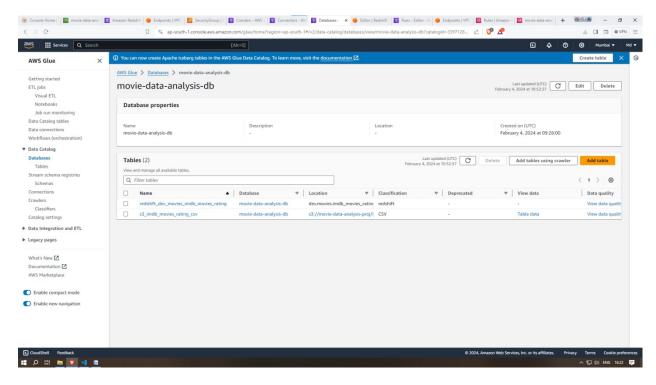
4. Crawlers



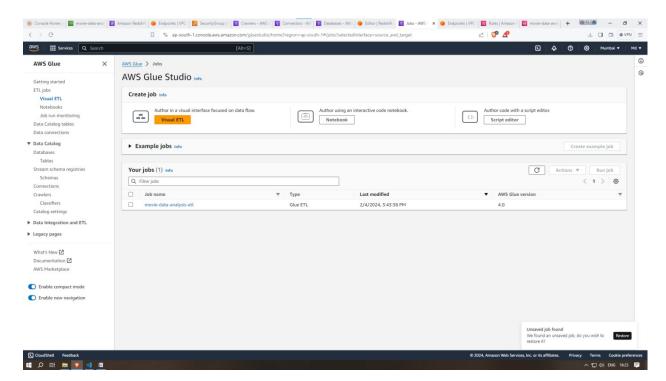


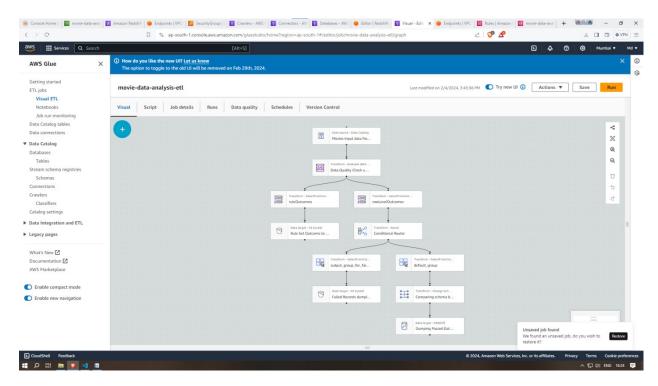
5. Catalog



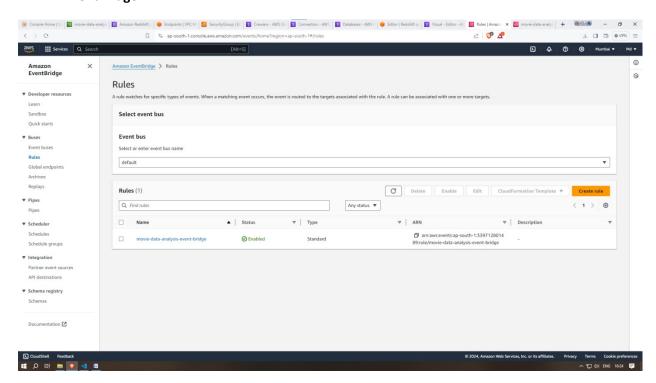


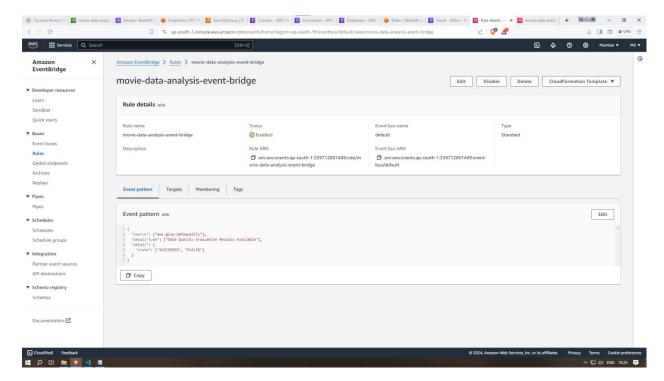
6. Glue



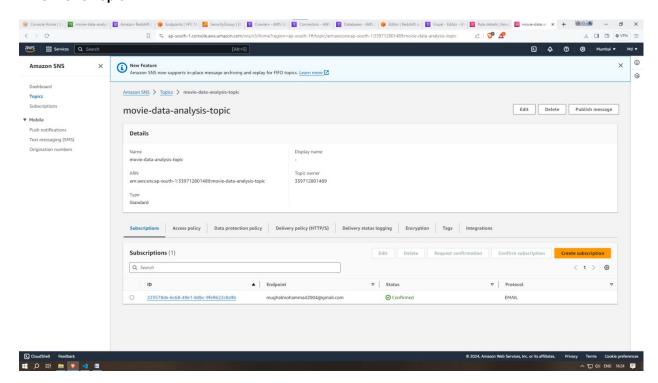


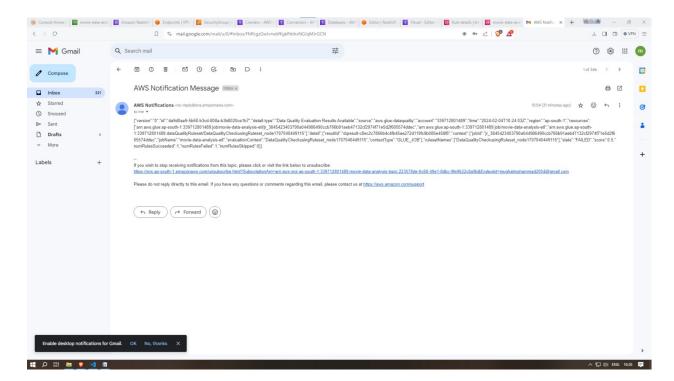
7. EventBridge



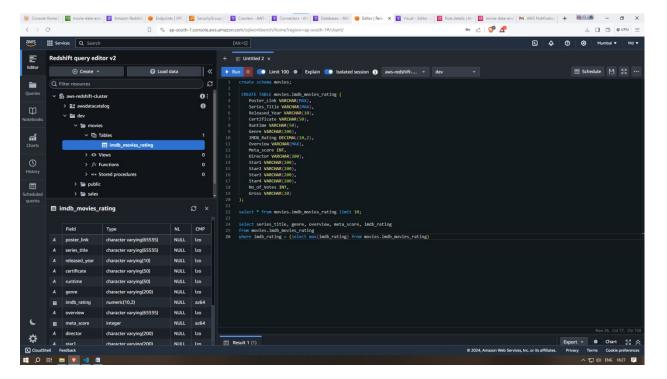


8. SNS Topic



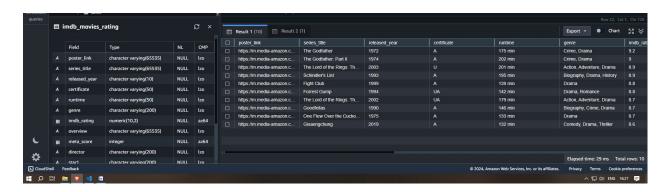


9. Target Redshift table

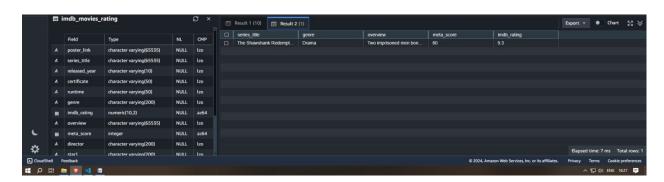


10. Sample Queries:

select * from movies.imdb_movies_rating limit 10;



 select series_title, genre, overview, meta_score, imdb_rating from movies.imdb_movies_rating where imdb_rating = (select max(imdb_rating) from movies.imdb_movies_rating);



 select genre, count(genre) as count_of_genre from movies.imdb_movies_rating group by genre order by count(genre) desc;



 select genre, avg(imdb_rating) as average_imdb_rating_for_genre from movies.imdb_movies_rating group by genre order by average_imdb_rating_for_genre desc;



 select director, count(series_title) as count_of_movies_by_director from movies.imdb_movies_rating group by director order by count_of_movies_by_director desc;

