IMDB MOVIE ANALYSIS

Tool: Microsoft Excel, PowerPoint

Objective:

To investigate the factors influencing the success of a movie on IMDB, with success defined by high IMDB ratings. This analysis holds significant implications for movie producers, directors, and investors, providing insights to inform informed decisions in future projects.

Data Cleaning:

To conduct the IMDB Movie Analysis project, I followed a structured approach. Firstly, I performed three crucial steps to ensure the dataset was accurate and free from inconsistencies. These steps included dropping columns that were not relevant to the analysis, removing any rows that were blank or null, and eliminating any duplicate row values. Secondly, I utilized Microsoft Excel as the primary tool for data analysis. Thirdly, I employed the Five 'Whys' Approach to dig deeper into the problem and uncover root causes. Finally, I presented the findings and insights gained from the analysis in a report that tells a compelling data story, utilizing visualizations to enhance understanding and provide actionable insights for stakeholders.

Tech stack used:

Data Analytics Tasks:

Task 1: Cleaning the data

- Dropped columns that have no use for the analysis

- Removed rows that were blank or null

- Eliminated duplicate row values

- Out of the 27 variables(columns) that were initially there, only 14 were required for processing the required answers from the data. So those columns were deleted.

- Next, the duplicate rows were deleted, followed by rows having null values for necessary variables like Gross, Budget, etc were also removed.

- Looked for any abnormal values using the filter option

Task 2: Movies with Highest Profit

- Identified the movies with the highest profit margin

- Analysed the correlation between movie budgets and gross earnings

- Used visualizations to help tell the story and make the findings more understandable

Task 3: Top Movies with the Best IMDB Rating Score

- Determined the movies with the highest ratings according to IMDB users

- Analysed the distribution of movie ratings and identified the factors that influence high ratings

- Used visualizations to help tell the story and make the findings more understandable

Task 4: Best Directors

- Identified the most accomplished directors based on various criteria

- Analysed the contribution of directors to movie success

- Used percentile calculations to determine the top directors

Task 5: Movie Releases Over Decades

- Examined the trends and patterns of movie releases across different decades

- Analysed the distribution of movie releases and identified the factors that influence the number of movie releases

- Used visualizations to help tell the story and make the findings more understandable

Task 6: Critic & Audience Choice

- Identified the actors who have received significant praise from critics

- Determined the actors who are most beloved by the audience

- Analysed the average critic and audience reviews for each actor

- Identified Leonardo DiCaprio as both the critic and audience's most voted and favourite actor

Conclusion:

The IMDB Movie Analysis project has been instrumental in providing valuable insights into the movie industry. By analysing the dataset, we were able to identify the movies with the highest profit margin, determine the movies with the highest ratings according to IMDB users, recognize the most accomplished directors, examine the trends and patterns of movie releases across different decades, and identify the actors who have received significant praise from critics and are most beloved by the audience.

The cleaned and analysed dataset provides a foundation for further exploration and decision-making in the field of movie analysis. These findings contribute to a deeper understanding of the movie industry and can be utilized for further research, decision-making, and exploration within the field.

Despite the challenges faced in dealing with the massive amount of data, the project was successful in providing actionable insights that can help stakeholders optimize their strategies and ultimately boost their return on investment.