

# IMDB Movie Analysis

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## Project Description:

IMDb is the world's most popular and authoritative source for movie, TV and celebrity content. It is used to find ratings and reviews for the newest movie and TV shows. In this project we use the IMDB dataset to solve some business problems.

## Approach:

- Preparing the data by removing/treating null values and zeros
- Removing the irrelevant columns/data that do not make much difference
- Dropped color and content\_rating columns since they contained same data for all tuples
- Categorized the data and performed calculations to get the required results

## Tech-Stack Used:

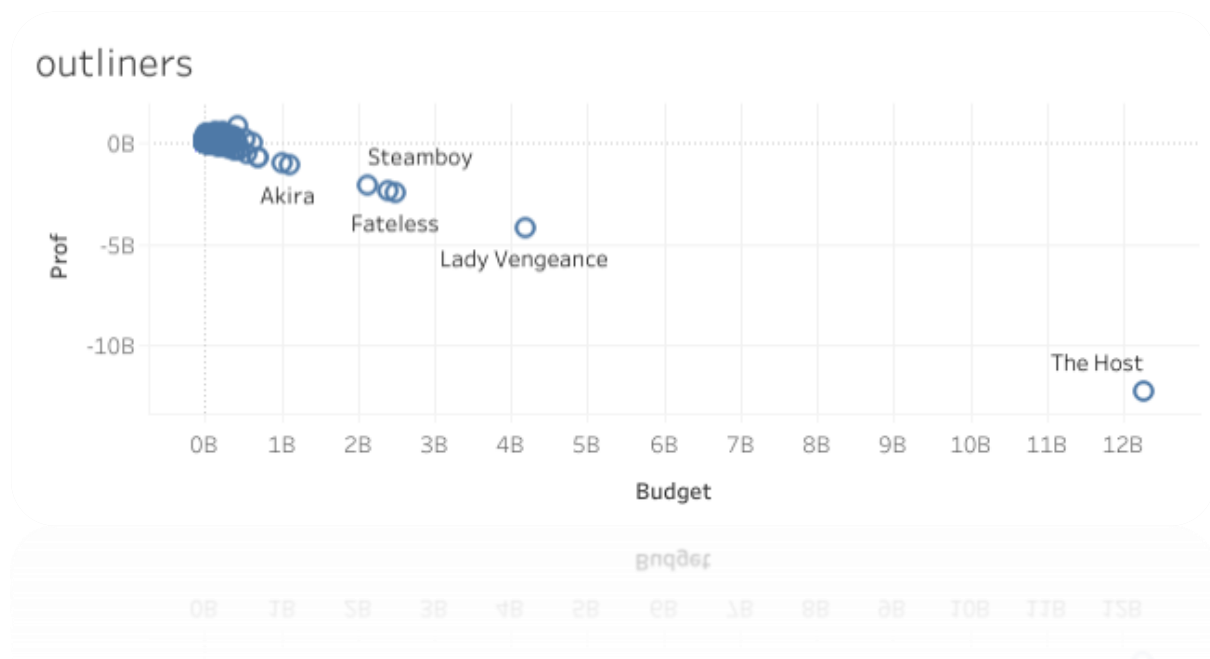
- MS Excel
- Tableau Desktop
- MS Word

## Insights:

- Find the movies with the highest profit?
- The Top 10 profitable movies are:

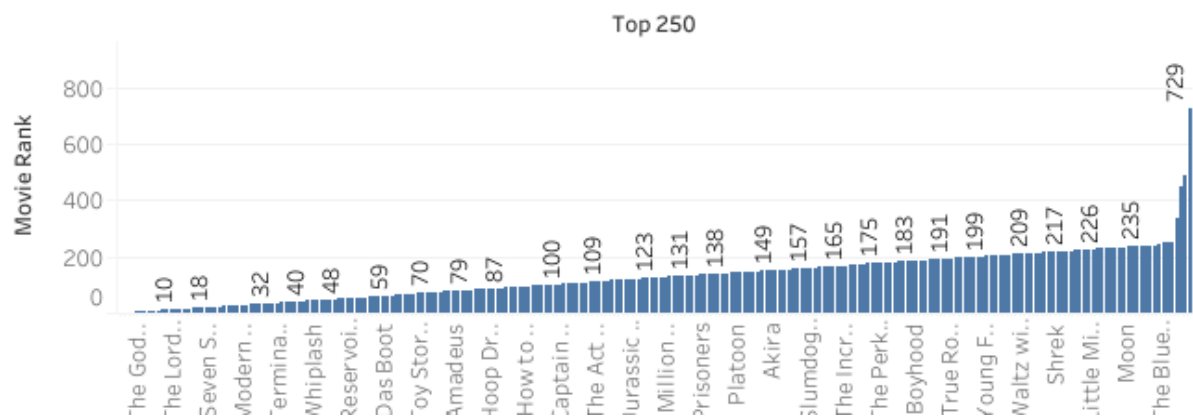
movie_title	profit
Avatar	523505847
Jurassic World	502177271
Titanic	458672302
Star Wars: Episode IV - A New Hope	449935665

E.T. the Extra-Terrestrial	424449459
The Avengers	403279547
The Avengers	403279547
The Lion King	377783777
Star Wars: Episode I - The Phantom Menace	359544677
The Dark Knight	348316061



- Find IMDB Top 250

## top 250 movies



- Find the best directors

Rank	Top 10 Dir
1	Charles Chaplin
2	Tony Kaye
3	Alfred Hitchcock
4	Damien Chazelle
5	Majid Majidi
6	Ron Fricke
7	Sergio Leone
	Christopher
8	Nolan
9	Asghar Farhadi
	Richard
10	Marquand

## top 10 directors

Top 10 Dir	
Charles Chaplin	1
Tony Kaye	2
Alfred Hitchcock	3
Damien Chazelle	4
Majid Majidi	5
Ron Fricke	6
Sergio Leone	7
Christopher Nolan	8
Asghar Farhadi	9
Richard Marquand	10

- Find popular genres

Rank	Top genres
1	drama
2	action
3	adventure

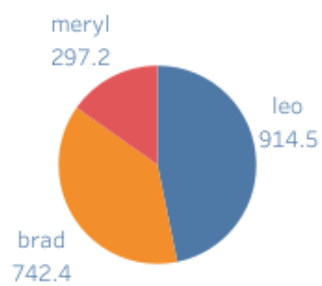
- 4 crime
- 5 biography

## popular genres

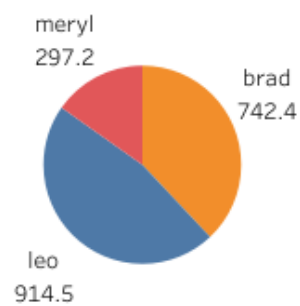
Top Geners	
Drama	1
action	2
adventure	3
crime	4
biography	5

- Find the critic-favorite and audience-favorite actors

critic fav



audience fav



**Result:**

- This was an amazing end to end project
- I literally learnt everything from data cleaning, preprocessing, analyzing and visualization
- I faced some difficulties with charts in MS Excel since it was giving much options due to category and amount of data
- Hence I used Tableau desktop and learnt new things in the process