

# IMDB MOVIE ANALYSIS



Project By  
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# Project Description



IMDb is one of the most popular online databases for movies, television shows, and video games. In this project, we will analyze a dataset of IMDb movies to gain insights and answer some interesting questions about the movie industry. The dataset contains various features of movies such as their title\_movie , genres, rating, gross, and more.




# Approach

**Data Cleaning:** The first step is to clean the data, which involves handling missing values, removing duplicate records, and converting data types.

**Exploratory Data Analysis (EDA):** In this step, we will explore the data to understand the relationships and patterns between different features. We can use various data visualization techniques such as Bar chart, pivot table, and many more.

**Feature Engineering:** We can create new features from the existing ones to get more meaningful insights. For example, we can calculate the profit made by a movie by subtracting the budget from the gross revenue.



**Answering Questions:** After completing the EDA and feature engineering, we can answer some interesting questions such as:

1. Which genres are the most popular?
2. What is the correlation between the budget and the revenue?
3. Which actors and directors have the highest average rating?
4. Which movies have the highest profit?
5. How has the movie industry evolved over the years?

**Conclusion:** Finally, we will summarize the findings from the analysis and draw conclusions. We can also provide recommendations for movie makers to improve their chances of making a successful movie.

# Tech-Stack Used



Google Drive

# Insights

**A. Your task:** Clean the data

**Solution:** First I removed the duplicates value from the dataset from Data->Remove Duplicates using excel then removed the null values from the dataset using F5 then click on 'special' which direct you to 'Go to special' where we have to click blank and its shows all blank spots mark. To delete all the blanks spot's row click ctrl+ - (minus) then click 'entire row'.

After this I have done the remove unwanted columns which are not necessary for this project tasks.

After clean the data we've got this in output:



**B. Your task:** Find the movies with the highest profit?

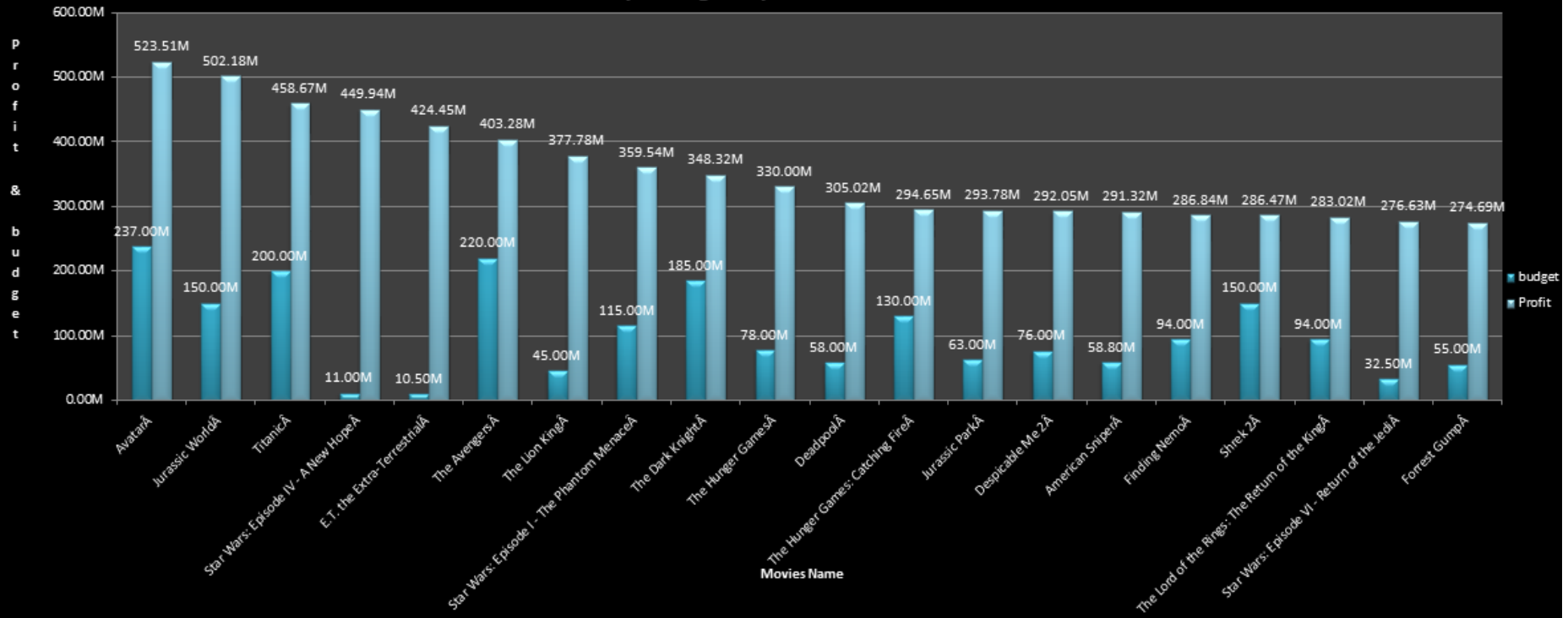
**Solution:**

I have created a new column called Profit and then used the formula “=gross cell-budget” . Then sort the column largest to smallest.

**Output:**

movie_title	budget	Profit
Avatar	237000000	523505847
Jurassic World	150000000	502177271
Titanic	200000000	458672302
Star Wars: Episode IV - A New Hope	11000000	449935665
E.T. the Extra-Terrestrial	10500000	424449459
The Avengers	220000000	403279547
The Lion King	45000000	377783777
Star Wars: Episode I - The Phantom Menace	115000000	359544677
The Dark Knight	185000000	348316061
The Hunger Games	78000000	329999255
Deadpool	58000000	305024263
The Hunger Games: Catching Fire	130000000	294645577
Jurassic Park	63000000	293784000
Despicable Me 2	76000000	292049635
American Sniper	58800000	291323553
Finding Nemo	94000000	286838870
Shrek 2	150000000	286471036
The Lord of the Rings: The Return of the King	94000000	283019252
Star Wars: Episode VI - Return of the Jedi	32500000	276625409
Forrest Gump	55000000	274691196

### Top 20 highest profitable movies





### C. Your task: Find IMDB Top 250

**Solution:** Created a new column called IMDB\_Top\_250 . Then sorted the Imdb\_score largest to smallest and put the condition on num\_voted\_users value greater than and equal to 25000.

Then filter the language column by not deselecting english language. Which gave us non english movies which are actually top foreign language films.

Extract on top\_foreign\_lang column.

### Output:

Rank	imdb_top_250	imdb_score	num_voted_users
1	The Shawshank Redemption	9.3	1689764
2	The Godfather	9.2	1155770
3	The Dark Knight	9	1676169
4	The Godfather: Part II	9	790926
5	The Lord of the Rings: The Return of the King	8.9	1215718
6	Pulp Fiction	8.9	1324680
7	The Good, the Bad and the Ugly	8.9	503509
8	Schindler's List	8.9	865020
9	Inception	8.8	1468700
10	Fight Club	8.8	1347461
11	Star Wars: Episode V - The Empire Strikes Back	8.8	837759
12	The Lord of the Rings: The Fellowship of the Ring	8.8	1238746
13	Forrest Gump	8.8	1251222
14	Seven Samurai	8.7	229012
15	City of God	8.7	533200
16	Star Wars: Episode IV - A New Hope	8.7	911097
17	The Matrix	8.7	1217752
18	Goodfellas	8.7	728685
19	One Flew Over the Cuckoo's Nest	8.7	680041
20	The Lord of the Rings: The Two Towers	8.7	1100446
21	The Usual Suspects	8.6	740918
22	Modern Times	8.6	143086
23	Interstellar	8.6	928227
24	Se7en	8.6	1023511
25	Spirited Away	8.6	417971
26	The Silence of the Lambs	8.6	887467
27	Saving Private Ryan	8.6	881236
28	American History X	8.6	782437
29	Psycho	8.5	422432
30	The Dark Knight Rises	8.5	1144337
31	Memento	8.5	845580

32	The Prestige	8.5	844052
33	Whiplash	8.5	399138
34	The Lives of Others	8.5	259379
35	Apocalypse Now	8.5	450676
36	The Green Mile	8.5	782610
37	Terminator 2: Judgment Day	8.5	744891
38	Children of Heaven	8.5	27882
39	The Departed	8.5	873649
40	Django Unchained	8.5	955174
41	Gladiator	8.5	982637
42	Alien	8.5	563827
43	Back to the Future	8.5	732212
44	The Lion King	8.5	644348
45	The Pianist	8.5	497946
46	Raiders of the Lost Ark	8.5	661017
47	WALL-E	8.4	718837
48	A Separation	8.4	151812
49	Oldboy	8.4	356181
50	Requiem for a Dream	8.4	573541
51	Lawrence of Arabia	8.4	192775
52	Princess Mononoke	8.4	221552
53	Aliens	8.4	488537
54	Amélie	8.4	534262
55	Braveheart	8.4	736638
56	Reservoir Dogs	8.4	664719
57	Star Wars: Episode VI - Return of the Jedi	8.4	681857
58	Baahubali: The Beginning	8.4	62756
59	American Beauty	8.4	822500
60	Once Upon a Time in America	8.4	221000
61	Das Boot	8.4	168203
62	Some Like It Hot	8.3	175196
63	Scarface	8.3	537442

64	Batman Begins	8.3	980946
65	Unforgiven	8.3	277505
66	L.A. Confidential	8.3	414219
67	Metropolis	8.3	111841
68	The Sting	8.3	175607
69	Good Will Hunting	8.3	604904
70	Snatch	8.3	600996
71	Toy Story	8.3	623757
72	Toy Story 3	8.3	544884
73	Room	8.3	161288
74	Raging Bull	8.3	235133
75	Eternal Sunshine of the Spotless Mind	8.3	666937
76	Amadeus	8.3	270790
77	Downfall	8.3	248354
78	Inside Out	8.3	345198
79	Up	8.3	665575
80	Inglourious Basterds	8.3	885175
81	2001: A Space Odyssey	8.3	427357
82	Indiana Jones and the Last Crusade	8.3	515306
83	Monty Python and the Holy Grail	8.3	382240
84	The Hunt	8.3	170155
85	Finding Nemo	8.2	692482
86	Captain America: Civil War	8.2	272670
87	Gran Torino	8.2	561773
88	Trainspotting	8.2	469561
89	The Bridge on the River Kwai	8.2	149444
90	How to Train Your Dragon	8.2	485430
91	Incendies	8.2	80429
92	On the Waterfront	8.2	100890
93	Warrior	8.2	332276
94	Pan's Labyrinth	8.2	467234
95	Lock, Stock and Two Smoking Barrels	8.2	414976

98	The Big LebowskiÂ	8.2	537419
99	The ThingÂ	8.2	258078
100	Die HardÂ	8.2	592582
101	The Secret in Their EyesÂ	8.2	131831
102	The Wolf of Wall StreetÂ	8.2	780588
103	CasinoÂ	8.2	333542
104	Blade RunnerÂ	8.2	461609
105	A Beautiful MindÂ	8.2	610568
106	Into the WildÂ	8.2	426359
107	Gone with the WindÂ	8.2	215340
108	The Sea InsideÂ	8.1	64556
109	The RevenantÂ	8.1	406020
110	Amores PerrosÂ	8.1	173551
111	Million Dollar BabyÂ	8.1	482064
112	Gone GirlÂ	8.1	569841
113	PrisonersÂ	8.1	383591
114	No Country for Old MenÂ	8.1	612060
115	Sin CityÂ	8.1	656640
116	Mad Max: Fury RoadÂ	8.1	552503
117	Butch Cassidy and the Sundance KidÂ	8.1	152089
118	Pirates of the Caribbean: The Curse of the Black PearlÂ	8.1	809474
119	Groundhog DayÂ	8.1	437418
120	The TerminatorÂ	8.1	600266
121	Guardians of the GalaxyÂ	8.1	682155
122	Tae Guk Gi: The Brotherhood of WarÂ	8.1	31943
123	RockyÂ	8.1	375240
124	Elite SquadÂ	8.1	81644
125	The AvengersÂ	8.1	995415
126	AkiraÂ	8.1	106160
127	The Sixth SenseÂ	8.1	704766
128	Shutter IslandÂ	8.1	786092
129	The Imitation GameÂ	8.1	467613

130	PlatoonÂ	8.1	291603
131	The Bourne UltimatumÂ	8.1	491077
132	There Will Be BloodÂ	8.1	372990
133	Monsters, Inc.Â	8.1	585659
134	The Truman ShowÂ	8.1	667983
135	Kill Bill: Vol. 1Â	8.1	735784
136	Donnie DarkoÂ	8.1	580999
137	Before SunriseÂ	8.1	183288
138	The MartianÂ	8.1	472488
139	Stand by MeÂ	8.1	271794
140	The Princess BrideÂ	8.1	294163
141	RushÂ	8.1	312629
142	12 Years a SlaveÂ	8.1	439176
143	Jurassic ParkÂ	8.1	613473
144	The HelpÂ	8.1	318955
145	Hotel RwandaÂ	8.1	264533
146	The CelebrationÂ	8.1	65951
147	DeadpoolÂ	8.1	479047
148	SpotlightÂ	8.1	195333
149	The Wizard of OzÂ	8.1	291875
150	The Grand Budapest HotelÂ	8.1	475518
151	The Best Years of Our LivesÂ	8.1	40359
152	Annie HallÂ	8.1	192940
153	Life of PiÂ	8	440084
154	Waltz with BashirÂ	8	46107
155	Rain ManÂ	8	383784
156	Sling BladeÂ	8	72443
157	The IncrediblesÂ	8	479166
158	RatatouilleÂ	8	473887
159	The Iron GiantÂ	8	128455
160	X-Men: Days of Future PastÂ	8	514125
161	Mystic RiverÂ	8	338415

162	Slumdog Millionaire	8	641997
163	Black Swan	8	551363
164	Doctor Zhivago	8	55816
165	The Straight Story	8	63733
166	Mulholland Drive	8	235992
167	Shaun of the Dead	8	395921
168	Blood Diamond	8	400292
169	The Pursuit of Happyness	8	338383
170	Star Trek	8	504419
171	Dallas Buyers Club	8	326494
172	Serenity	8	242599
173	My Name Is Khan	8	69759
174	Dances with Wolves	8	186485
175	Dancer in the Dark	8	79330
176	Casino Royale	8	470483
177	Casino Royale	8	470501
178	In Bruges	8	307639
179	Young Frankenstein	8	112671
180	Bowling for Columbine	8	123090
181	Sicko	8	66610
182	The Artist	8	190030
183	District 9	8	531737
184	Fiddler on the Roof	8	29839
185	JFK	8	113472
186	Magnolia	8	241030
187	Dead Poets Society	8	277451
188	Kill Bill: Vol. 2	8	512749
189	Boys n the Hood	8	266020
190	Before Sunset	8	168398
191	The Sound of Music	8	148172
192	Aladdin	8	260939
193	Cinderella Man	8	148238

194	A Fistful of Dollars	8	147566
195	Her	8	355126
196	The Perks of Being a Wallflower	8	351274
197	Jaws	8	412454
198	Catch Me If You Can	8	525801
199	Brazil	8	152306
200	Big Fish	8	350698
201	The King's Speech	8	503631
202	True Romance	8	163492
203	Persepolis	8	70194
204	Central Station	8	28951
205	The Exorcist	8	284252
206	Children of Men	7.9	361767
207	Shrek	7.9	467113
208	Crouching Tiger, Hidden Dragon	7.9	217740
209	The Untouchables	7.9	219008
210	Almost Famous	7.9	207287
211	The Chorus	7.9	44151
212	Letters from Iwo Jima	7.9	132149
213	4 Months, 3 Weeks and 2 Days	7.9	44763
214	Nightcrawler	7.9	293304
215	The Wrestler	7.9	251349
216	The Fighter	7.9	275869
217	How to Train Your Dragon 2	7.9	221128
218	Big Hero 6	7.9	279093
219	The Bourne Identity	7.9	407601
220	Edge of Tomorrow	7.9	431620
221	Moon	7.9	260607
222	Hot Fuzz	7.9	352695
223	Glory	7.9	101889
224	Straight Outta Compton	7.9	119928
225	Nine Queens	7.9	38215

226	My Fair Lady	7.9	66959
227	Avatar	7.9	886204
228	The Remains of the Day	7.9	45703
229	Walk the Line	7.9	188637
230	Once	7.9	90827
231	Halloween	7.9	157857
232	Halloween	7.9	157863
233	The Blues Brothers	7.9	142448
234	Toy Story 2	7.9	385871
235	Iron Man	7.9	696338
236	Little Miss Sunshine	7.9	355810
237	Amour	7.9	70382
238	The Insider	7.9	133526
239	The Notebook	7.9	396396
240	Captain Phillips	7.9	323353
241	Crash	7.9	361169
242	Boogie Nights	7.9	189032
243	The Hobbit: An Unexpected Journey	7.9	637246
244	The Hobbit: The Desolation of Smaug	7.9	483540
245	The Right Stuff	7.9	45271
246	Taken	7.9	483756
247	The Hateful Eight	7.9	272839
248	Before Midnight	7.9	95362
249	The World's Fastest Indian	7.9	44198
250	Do the Right Thing	7.9	59524

## Top Foreign Language Movies

imdb_top_250	imdb	num_voted_users	language
The Good, the Bad and the Ugly	8.9	503509	Italian
Seven Samurai	8.7	229012	Japanese
City of God	8.7	533200	Portuguese
Spirited Away	8.6	417971	Japanese
The Lives of Others	8.5	259379	German
Children of Heaven	8.5	27882	Persian
A Separation	8.4	151812	Persian
Oldboy	8.4	356181	Korean
Princess Mononoke	8.4	221552	Japanese
Amélie	8.4	534262	French
Baahubali: The Beginning	8.4	62756	Telugu
Das Boot	8.4	168203	German
Metropolis	8.3	111841	German
Downfall	8.3	248354	German
The Hunt	8.3	170155	Danish
Incendies	8.2	80429	French
Pan's Labyrinth	8.2	467234	Spanish
Howl's Moving Castle	8.2	214091	Japanese
The Secret in Their Eyes	8.2	131831	Spanish
The Sea Inside	8.1	64556	Spanish
Amores Perros	8.1	173551	Spanish
Tae Guk Gi: The Brotherhood of War	8.1	31943	Korean
Elite Squad	8.1	81644	Portuguese
Akira	8.1	106160	Japanese
The Celebration	8.1	65951	Danish
Waltz with Bashir	8	46107	Hebrew
My Name Is Khan	8	69759	Hindi
A Fistful of Dollars	8	147566	Italian
Persepolis	8	70194	French
Central Station	8	28951	Portuguese
Crouching Tiger, Hidden Dragon	7.9	217740	Mandarin

The Chorus	7.9	44151	French
Letters from Iwo Jima	7.9	132149	Japanese
4 Months, 3 Weeks and 2 Days	7.9	44763	Romanian
Nine Queens	7.9	38215	Spanish
Amour	7.9	70382	French

**D.Your task:** Find the best directors

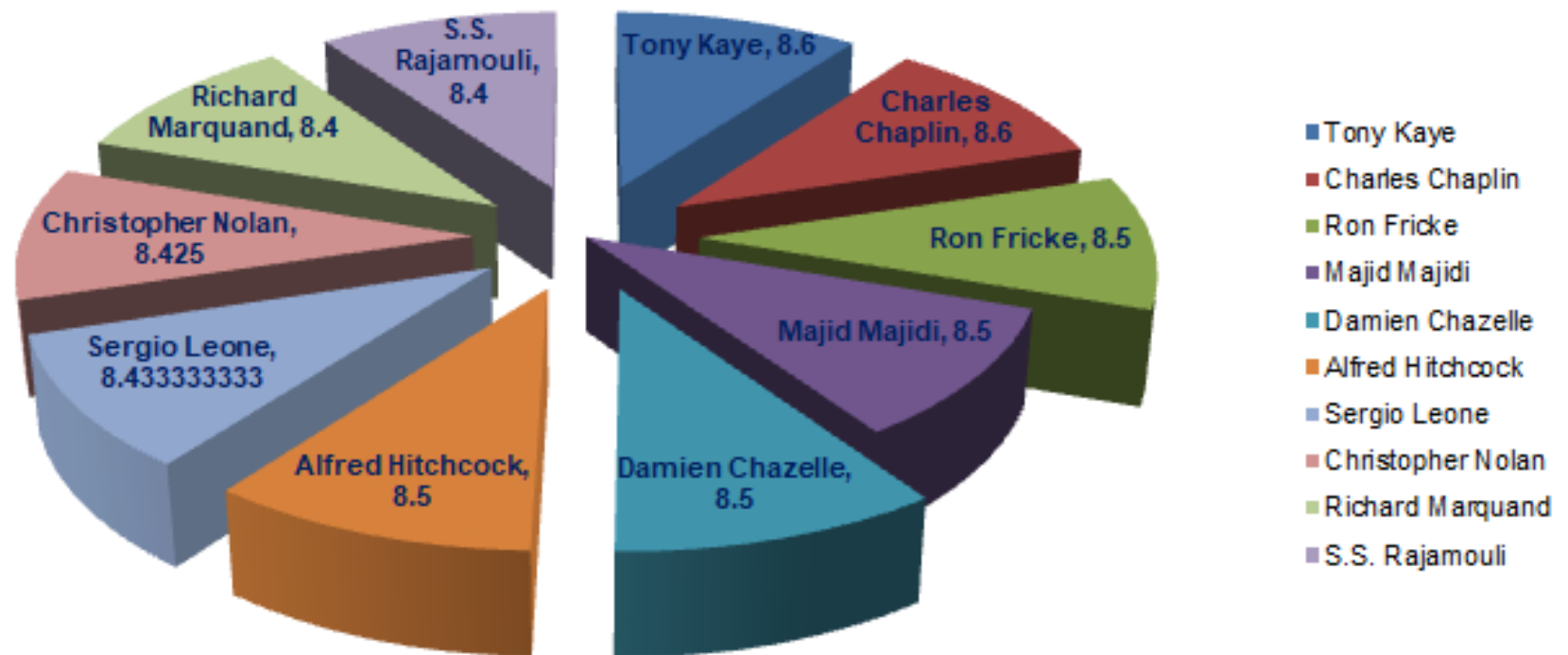
**Solution:** Clicked on Pivot table its automatically selected the range of table after clicking ok. I have drag the director column to the row Label and imdb\_score to the values. Rename the row label column to top10\_directors and got the mean of imdb\_score of every director and then sort the values column largest to smallest. Selected the top 10 director and transformed into chart.

**Output:**

top10_directors	mean of imdb_score
Tony Kaye	8.6
Charles Chaplin	8.6
Ron Fricke	8.5
Majid Majidi	8.5
Damien Chazelle	8.5
Alfred Hitchcock	8.5
Sergio Leone	8.433333333
Christopher Nolan	8.425
Richard Marquand	8.4
S.S. Rajamouli	8.4



## mean of imdb\_score





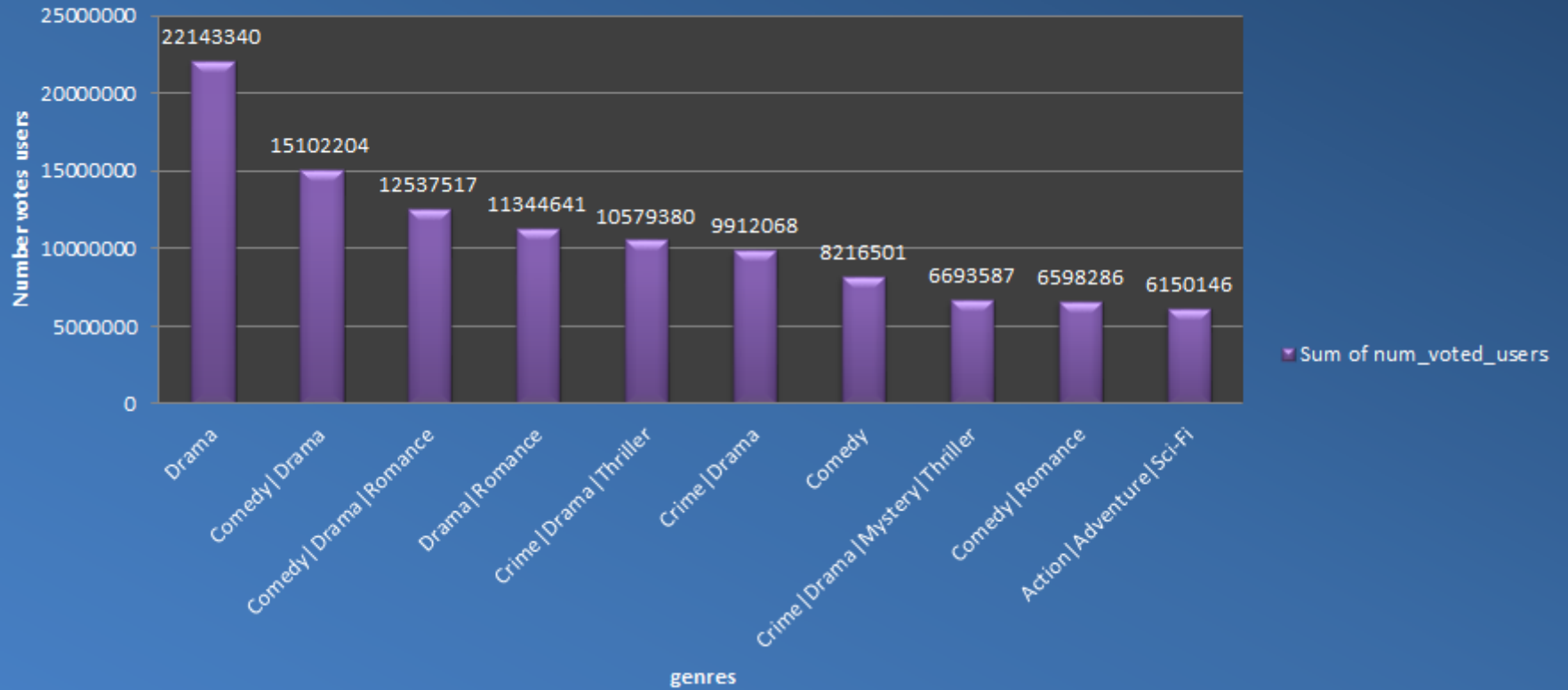
**E. Your task:** Find popular genres.

**Solution:** I have done the same thing just like task D. select the pivot table and drag genres column to row label and num\_voted\_user to the values field and then sort the sum of num\_voted\_user.

**Output:**

popular_genres	Sum of num_voted_users
Drama	22143340
Comedy   Drama	15102204
Comedy   Drama   Romance	12537517
Drama   Romance	11344641
Crime   Drama   Thriller	10579380
Crime   Drama	9912068
Comedy	8216501
Crime   Drama   Mystery   Thriller	6693587
Comedy   Romance	6598286
Action   Adventure   Sci-Fi	6150146

## Popular Genres



**F. Your task:** Find the critic-favorite and audience-favorite actors

**Solution:** Created three column named Meryl\_Streep, Leo\_Caprio, and Brad\_Pitt and then used formula “=IF([@[actor\_1\_name]]=  
"Meryl Streep",[@[movie\_title]],"") and for leo\_Caprio and  
Brad\_pitt same as well.

Created a “Combine” column and then use formula “  
=(first\_cell)&””&(second\_cell)&””&(third\_cell)

**Output:**

**actor\_1\_name= Meryl Streep**

actor_1_name	Meryl Streep
Meryl Streep	The Hours
Meryl Streep	Out of Africa
Meryl Streep	One True Thing
Meryl Streep	Julie & Julia
Meryl Streep	The Devil Wears Prada
Meryl Streep	A Prairie Home Companion
Meryl Streep	It's Complicated
Meryl Streep	The Iron Lady
Meryl Streep	The River Wild
Meryl Streep	Hope Springs
Meryl Streep	Lions for Lambs

actor\_1\_name= Leonardo DiCaprio

actor_1_name	Leo_Caprio
Leonardo DiCaprio	Inception
Leonardo DiCaprio	The Departed
Leonardo DiCaprio	Django Unchained
Leonardo DiCaprio	The Wolf of Wall Street
Leonardo DiCaprio	The Revenant
Leonardo DiCaprio	Shutter Island
Leonardo DiCaprio	Blood Diamond
Leonardo DiCaprio	Catch Me If You Can
Leonardo DiCaprio	Titanic
Leonardo DiCaprio	The Aviator
Leonardo DiCaprio	Gangs of New York
Leonardo DiCaprio	The Great Gatsby
Leonardo DiCaprio	The Great Gatsby
Leonardo DiCaprio	Revolutionary Road
Leonardo DiCaprio	Body of Lies
Leonardo DiCaprio	Romeo + Juliet
Leonardo DiCaprio	Marvin's Room
Leonardo DiCaprio	J. Edgar
Leonardo DiCaprio	The Beach
Leonardo DiCaprio	The Man in the Iron Mask
Leonardo DiCaprio	The Quick and the Dead

actor\_1\_name= Brad Pitt

actor_1_name			Brad Pitt
Brad Pitt			Fight Club
Brad Pitt			True Romance
Brad Pitt			The Curious Case of Benjamin Button
Brad Pitt			Ocean's Eleven
Brad Pitt			Fury
Brad Pitt			Interview with the Vampire: The Vampire Chronicles
Brad Pitt			Babel
Brad Pitt			The Assassination of Jesse James by the Coward Robert Ford
Brad Pitt			Troy
Brad Pitt			Seven Years in Tibet
Brad Pitt			Spy Game
Brad Pitt			Sinbad: Legend of the Seven Seas
Brad Pitt			The Tree of Life
Brad Pitt			Mr. & Mrs. Smith
Brad Pitt			Ocean's Twelve
Brad Pitt			Killing Them Softly
Brad Pitt			By the Sea

Mean of num\_critic\_for\_review and num\_users\_for\_review

And the actor which have highest mean.

Highest Mean num\_critic\_for\_reviews= Brad Pitt (218.82)

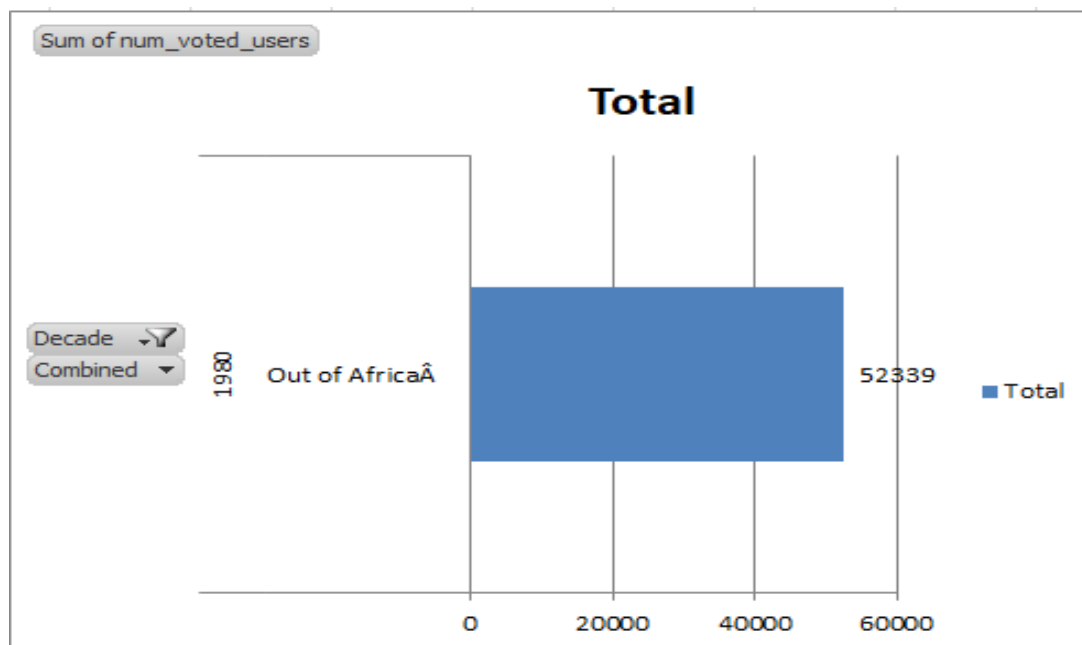
Highest Mean num\_users\_for\_review= Leonardo DiCaprio(914.47)

Meryl Streep	
num_critic_for_reviews	num_user_for_reviews
120	660
161	200
575	112
129	277
219	631
28	280
77	214
423	350
283	69
130	178
93	298
Mean	Mean
203.4545455	297.1818182

Leonardo DiCaprio	
num_critic_for_reviews	num_user_for_reviews
297	2803
46	2054
535	1193
157	1138
579	1188
130	964
210	657
252	667
419	2528
125	799
140	1166
275	753
313	753
175	414
61	263
118	506
113	71
177	279
34	548
91	244
129	216
Mean	Mean
208.3809524	914.4761905

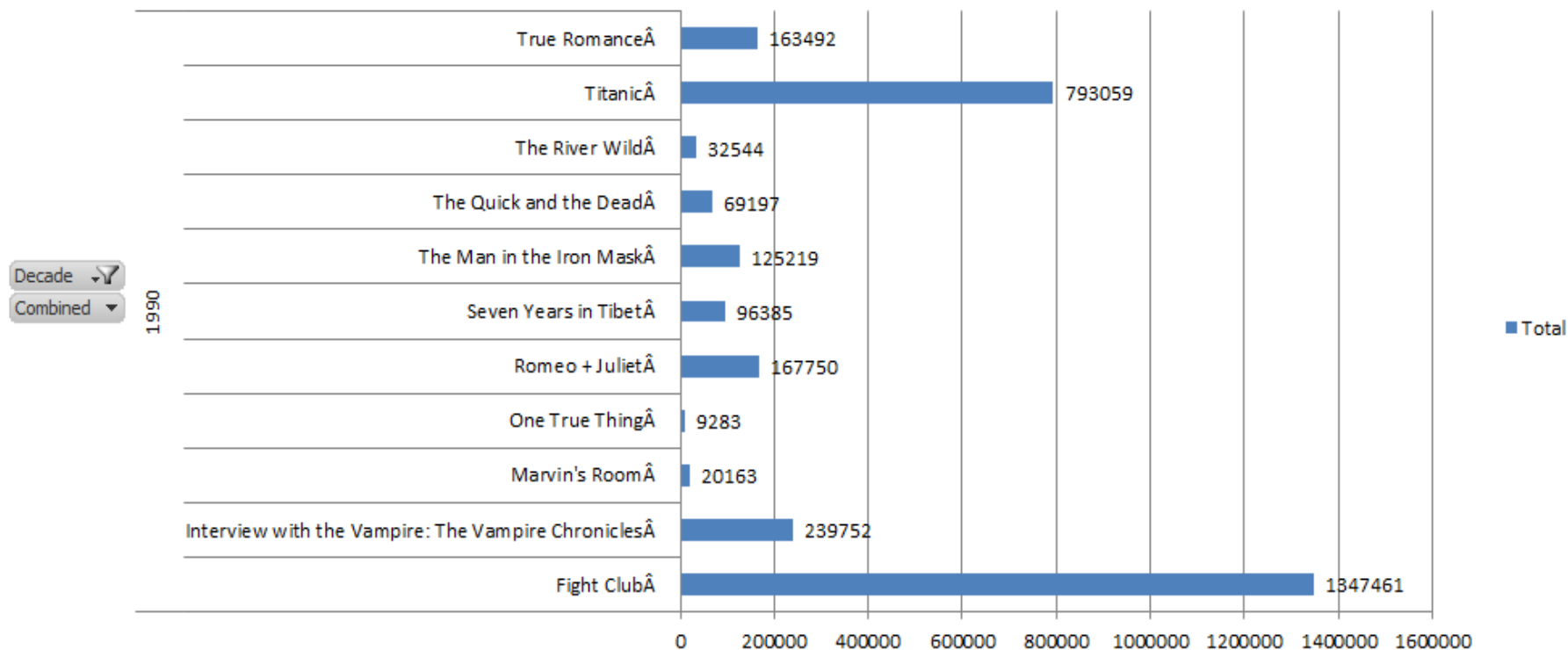
Brad Pitt	
num_critic_for_reviews	num_user_for_reviews
223	2968
89	460
239	822
29	845
478	701
120	406
322	908
393	415
330	1694
184	119
358	361
280	91
192	975
21	798
25	627
392	369
45	61
Mean	Mean
218.8235294	742.3529412

Created a decade column where we extract the value of movie year on which decade movies were released.



Sum of num\_voted\_users

## Total

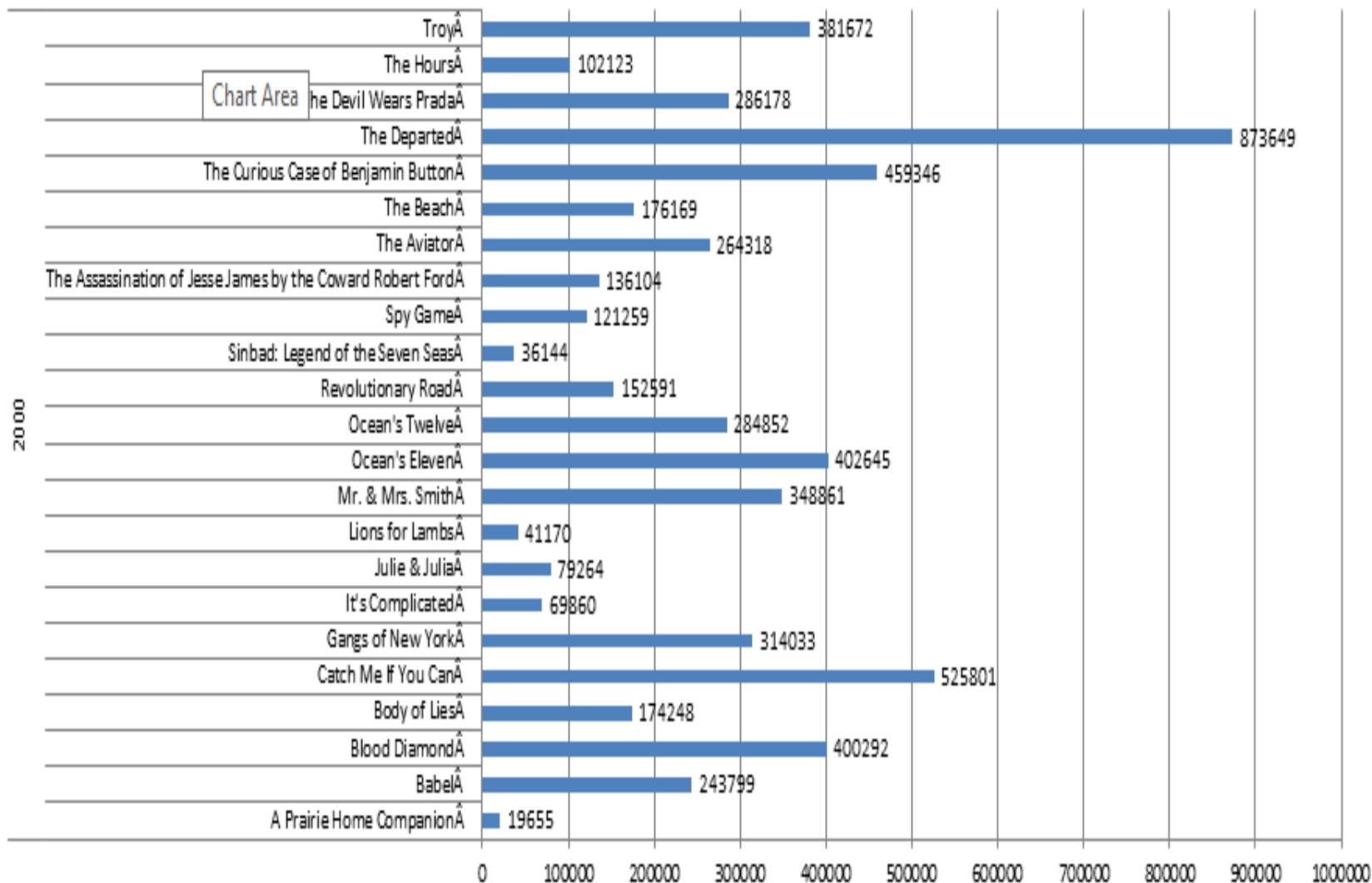




Sum of num\_voted\_users

## Total

Chart Area



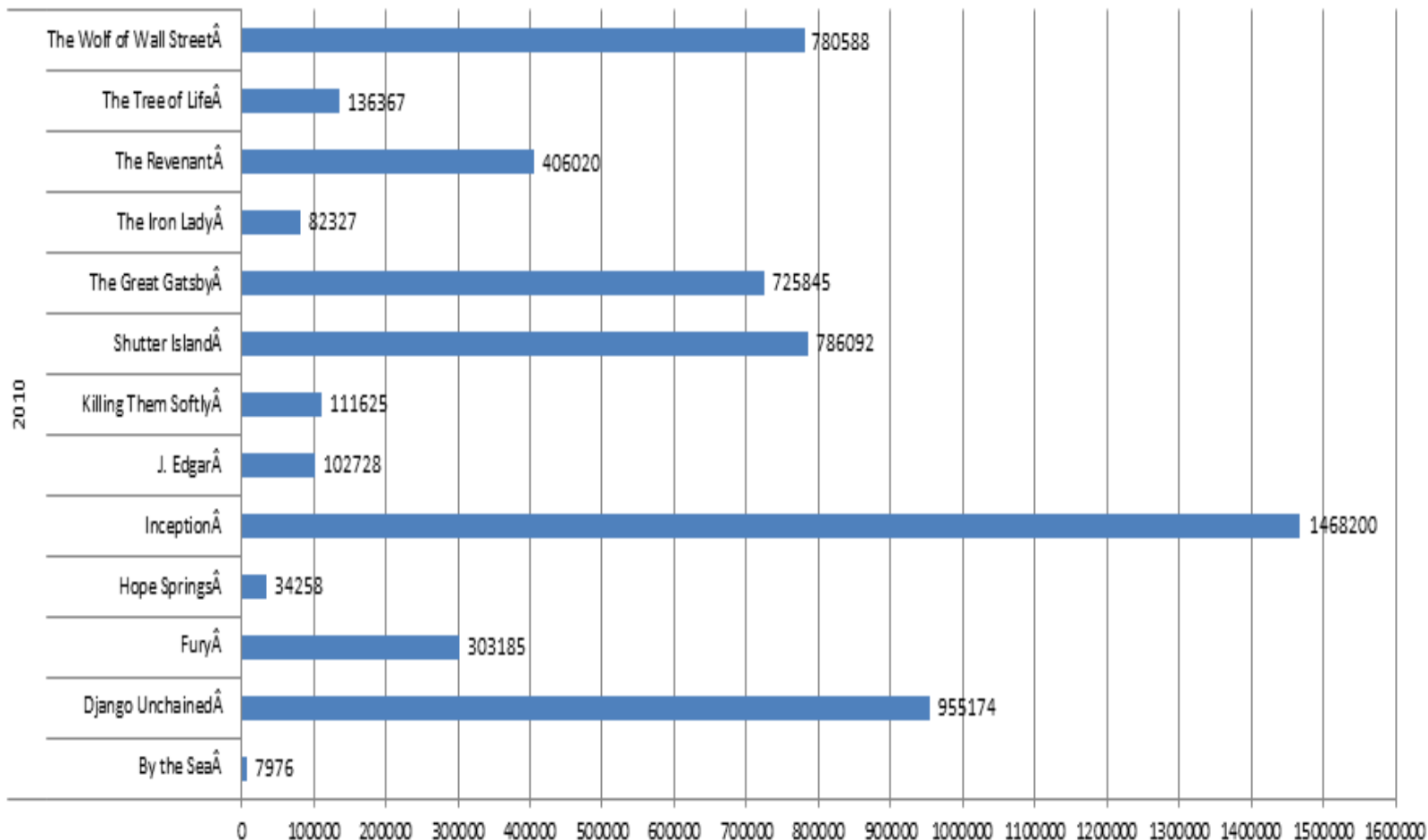
Total

Sum of num\_voted\_users

## Total

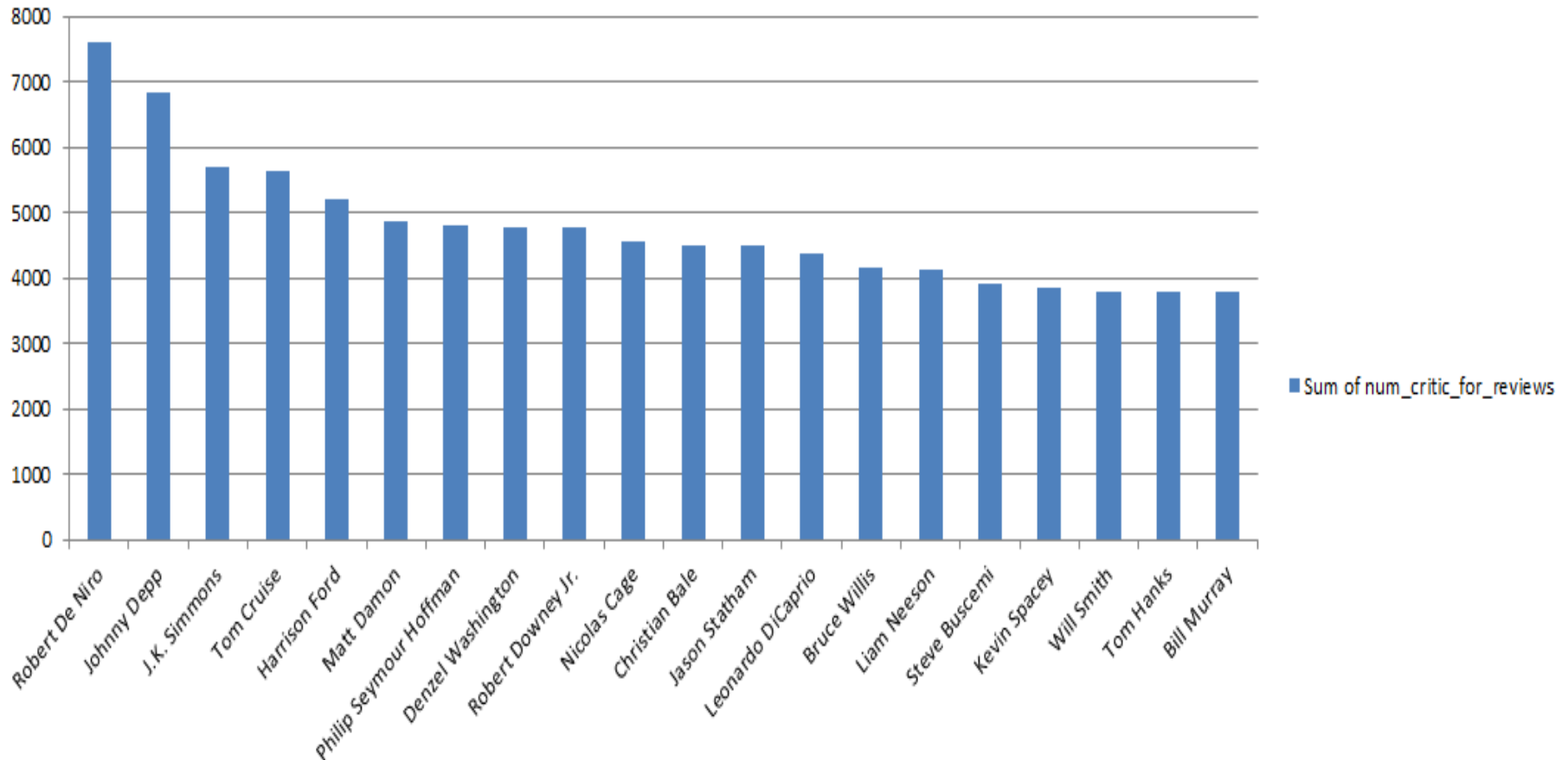
Decade  
Combined

2010

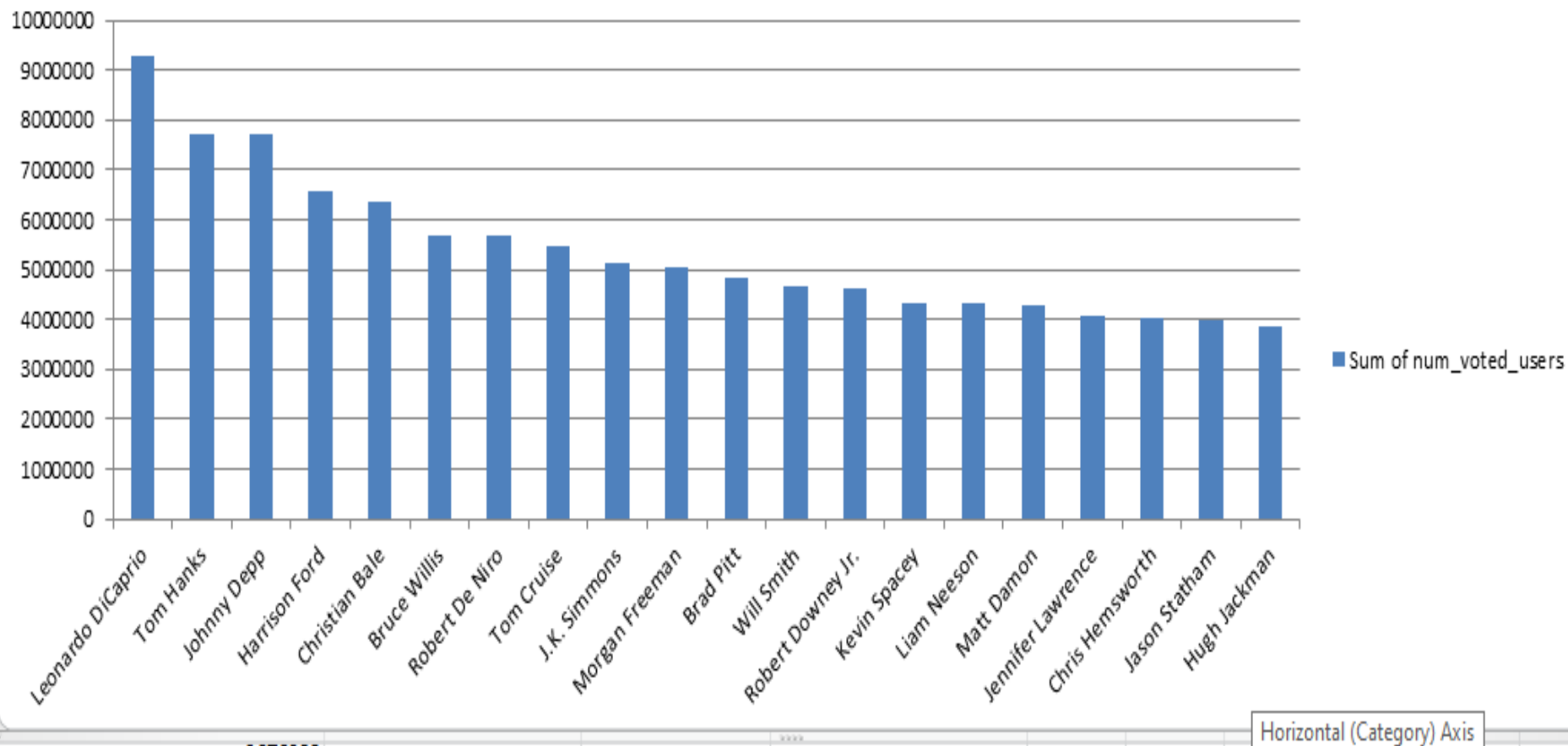


## Find the critic-favorite and audience-favorite actors

Sum of num\_critic\_for\_reviews




Sum of num\_voted\_users



Horizontal (Category) Axis

# **Result**

Through this project, we were able to gain insights into various aspects of the movie industry such as popular genres, best directors, and favorite actors. By analyzing the data, we were able to identify patterns and trends that can help movie studios make informed decisions. We also learned how to use Excel to perform data analysis and visualization. Overall, this project helped us develop our skills in data analysis and provided us with a deeper understanding of the movie industry.



*The End*