Context of the Dashboard:-  
This Dashboard is built for new production houses, the insights from this dashboard would help them decide on what kind of movies they should target, who they should cast, which director to choose, etc to produce a movie and be successful.  
  
Insights on General Analysis:-  
  
#Title Year was binned to get the decade that the movie belongs to  
  
-> From the Number of Movies Released in each decade visualization, More movies have started to be produced since 2000 which implies that the market got bigger for the entertainment sector since 2000 and competition is also increasing  
-> Avatar is the top most grosser of all time and Shawshank redemption is the best movie ever in terms of IMDB score  
-> There are more R-rated content films than any other content. Approved-rated movies tend to have better average IMDB scores than the rest.  
-> Cristopher Nolan is one of the best directors as he has the best average IMDB score for his movies but he had done only 8 movies. Steven Spielberg had made 25 movies in total which is quite huge for a director and he had maintained an IMDB average of 7.54 this implies that Steven is very consistent with his good content films and it also implies that he is very good in terms of the screenplay of the film.  
   
Insights on Sentiment Analysis:-  
  
#This view explains more about the interest of the audience which was analyzed by various Facebook likes  
  
#ROI (Return on Investment) = (Gross - Budget/Gross) %  
#Popularity and Good Content Directors = Facebook likes \* IMDB Score  
# Genres were binned to analyze only based on the primary genre of the film  
  
-> I have made a word cloud for the plot and removed the stop words from it and filtered for the top words in the plot. Audiences prefer plots involving space, the world, the apocalypse, superheroes, etc.  
-> The Funnel chart explains that ROI (Return on Investment) is best when the duration of the movie is 80 minutes but the Avg IMDB score for the movies is not so great. The content of the movie is received well with a decent AVERAGE IMDB score and has the second-best ROI when the duration of the movie is 220 minutes.  
-> The scatter chart implied that Movies with an IMDB score between 6 to 8 are more popular and received well among the audience. Movies with IMDB of less than 6 are bad content and not so popular among the audience. Movies greater than IMDB 8 are also less popular as these movies are preferred by critics over the common audience. (Popularity is calculated in terms of Facebook likes)  
-> Christopher Nolan is the best director in terms of popularity and good content movies (This score is calculated by the director's Facebook likes and IMDB score of each movie that the director made).  
-> Top 15 popular actors are calculated based on the Facebook likes of the actor. Jennifer Lawrence would be the most preferred lead actor as she is on the list of the top 15 famous actors and also that her movies have performed well in terms of ROI, This implies that the top 10 famous actors impose higher salaries which increases the budget of the film.  
-> Action, Drama, and Adventure are the top 3 favorite and popular genres among the audience.  
  
Insights on Business Analysis:-  
  
-> Paranormal Activity is the best movie in terms of ROI (It is an outlier in the case of ROI)  
-> Genres like Action, Adventure, Animation, and Drama involve more budget whereas horror, thriller, romance, documentary, and western are least in terms of budget.  
-> Horror performs the best in terms of ROI (Filtered out the paranormal activity as it would be an outlier in this case)  
-> Movies with IMDB Score 6 to 8 perform better in terms of ROI  
-> Average IMDB score of Horror movies is 5.78  
-> ROI is greater than 6000% for horror movies excluding paranormal activity  
-> Around 1M people have a huge interest in horror movies  
  
Based on the above insights:-  
  
I would suggest a new production house to produce a horror film by casting Jennifer Lawrence in the lead, opt Steven Spielberg as the director and aim for a good content movie that would be well accepted by the common audience as this would increase the chances of good ROI  
  
Note: The above insights would vary when the filters in the dashboard are changed  
  
Future Aspects of this Analysis:-  
  
-> Salary of actors can be integrated into the analysis  
-> Predictive modeling techniques can be used  
-> Decision tree on production  
-> Data of successful production houses can be integrated