



Project On

IMDb MOVIE SALES ANALYSIS



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COLOR PALETTE

- Yellow Color Represent the Graphs.
- The orange color represents the average rating based on movie runtime .
- White color represent the data label of my graphs.

BUSINESS OBJECTIVE

In today's movie industry, it is important to know what makes a movie successful. By studying IMDb movie data, we can find out which factors help movies get good ratings and earn more revenue.

- The goal is to find which **director earned the most revenue**.
- To identify which **genre** got the **highest audience rating**.
- To see how **runtime (movie length)** affects **ratings and revenue**.
- This helps us **understand audience choices** and what factors make a movie **popular**.

APPROACH TO PROVE THE BUSINESS INSIGHTS

- **Identify top directors** by analyzing total movie revenue to see who earned the most.
- **Analyze genres** to determine which ones received the highest audience ratings.
- **Examine runtime impact** on both ratings and revenue to find the ideal movie length.
- **Provide insights and recommendations** to understand audience preferences and what makes a movie successful.

DATA PREPARATION

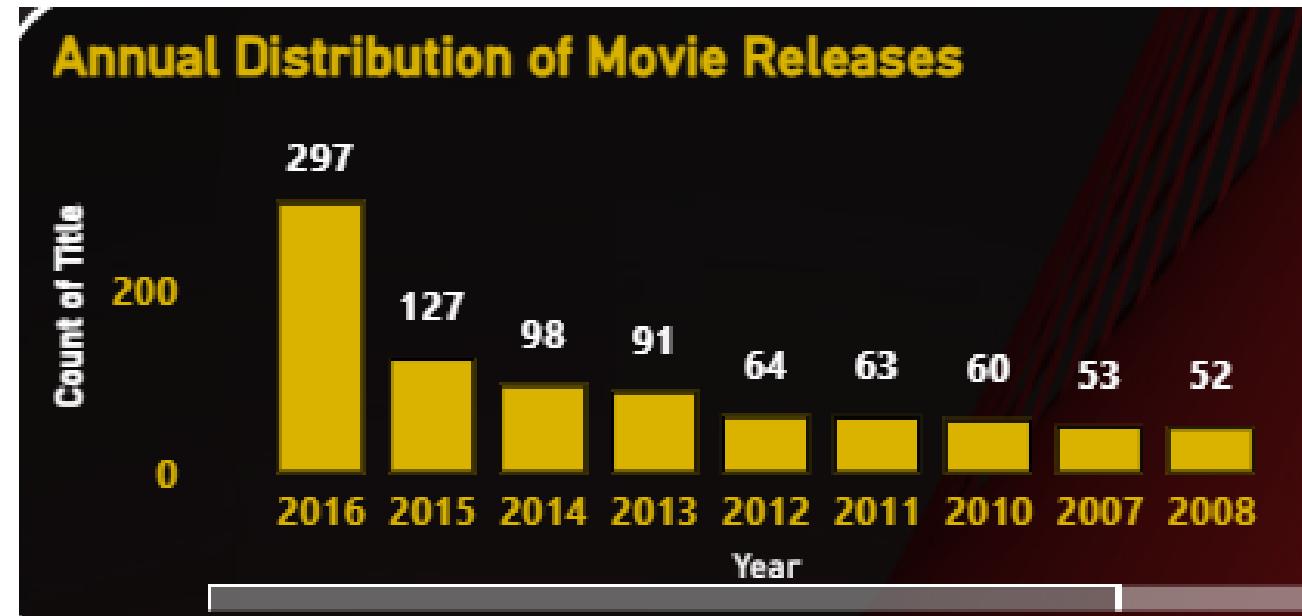
Dataset Used:

IMDb Movie Data (1,000 records, 12 columns)

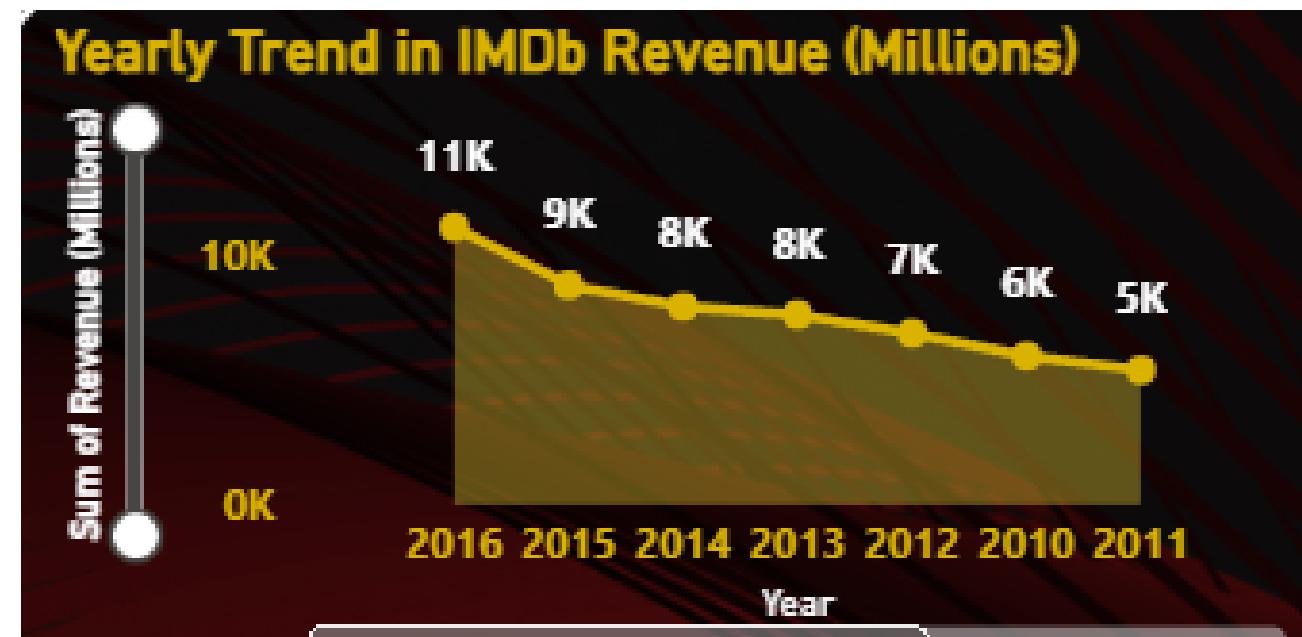
Steps Taken:

1. Imported the dataset into **Power BI** for analysis.
2. **Handled missing data** in columns such as Revenue (Millions) and Metascore.
3. **Changed data types** – for example:
 - Converted Revenue (Millions) and Metascore to decimal number.
 - Converted Year and Runtime (Minutes) to whole numbers.
4. **Cleaned the data** by separating multiple genres into individual ones
 - e.g., Action|Adventure|Sci-Fi → Action, Adventure, Sci-Fi.

KEY VISUALS

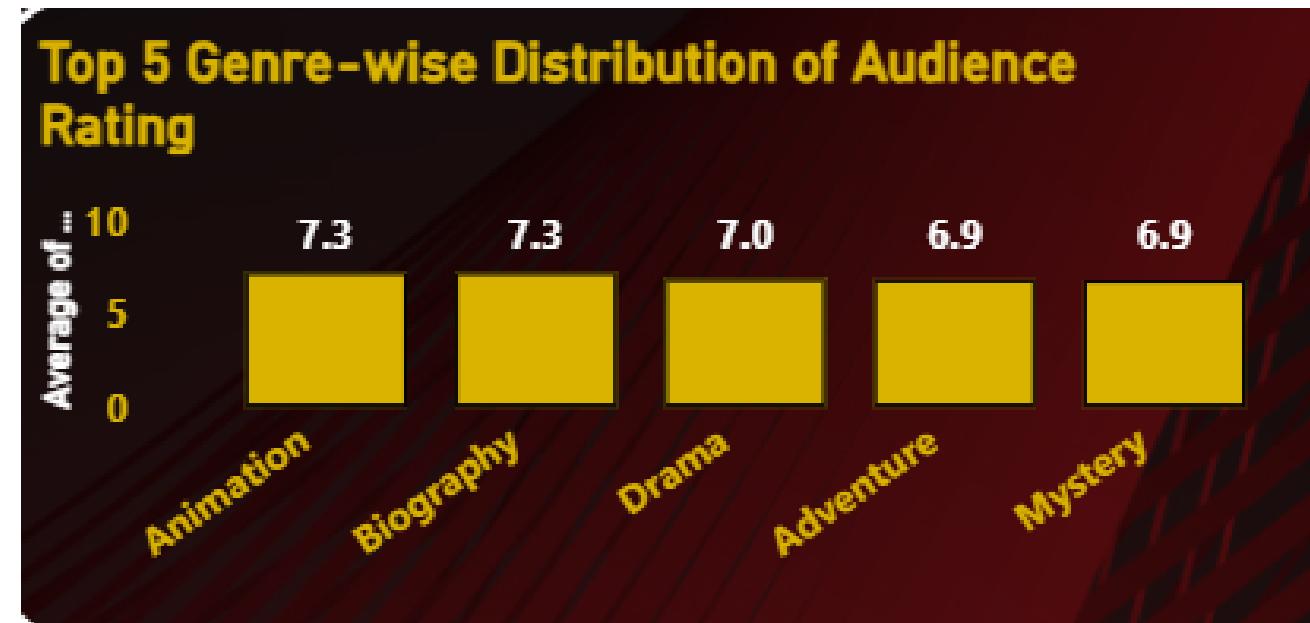


- **2016** had the **highest number of movie releases (297)**.
- Before **2016**, the **number of movies dropped every year**.
- From **2015** to **2008**, the number of releases kept **decreasing gradually**.
- This shows that **movie production was at its peak in 2016**, but **reduced in the following years**.

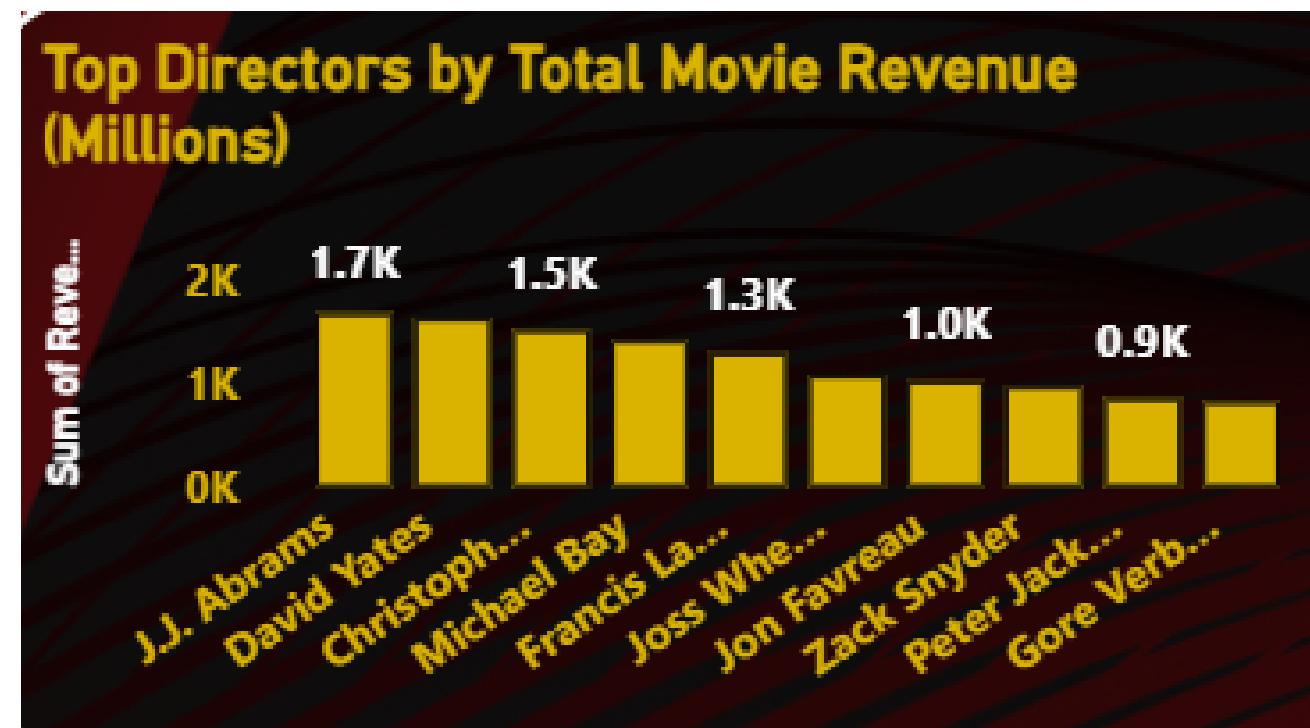


- From **2011 to 2016**, movie revenue kept **increasing every year**.
- In **2011**, the revenue was about **5K million**, and it reached **11K million in 2016**.
- So, **2016 had the highest revenue**, showing a **steady growth over the years**.

KEY VISUALS



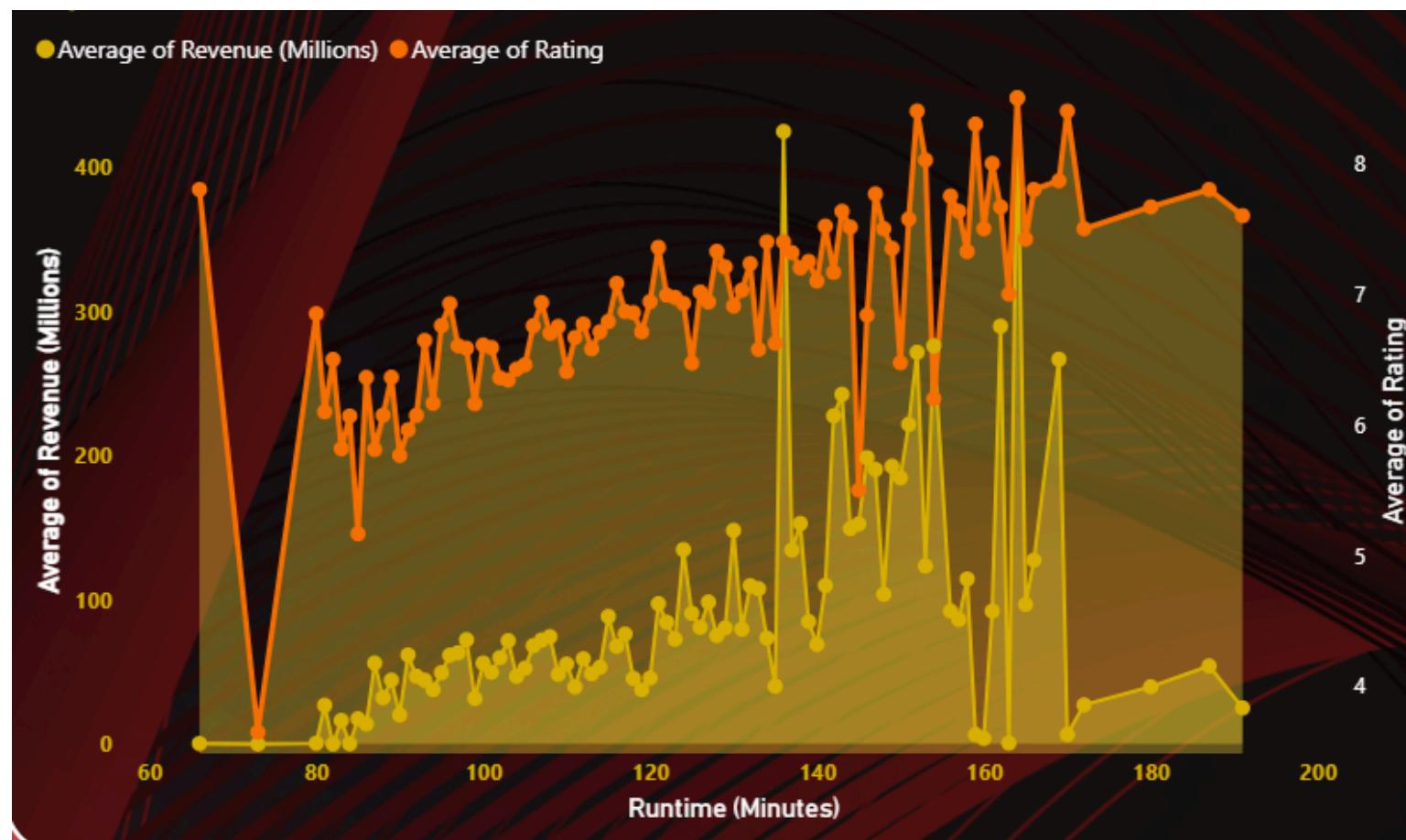
- **Animation** and **Biography** genres have the **highest average audience rating** of **7.3**, showing strong viewer appreciation.
- **Drama** follows closely with a **7.0** rating, indicating consistent audience interest.
- **Adventure** and **Mystery** have slightly lower ratings (**6.9**), suggesting moderate audience engagement compared to top genres.



- **J.J. Abrams** earned the **highest total movie revenue** (around 1.7B).
- **David Yates** and **Christopher Nolan** also made high revenues.
- Other directors like **Michael Bay** and **Francis Lawrence** earned slightly less but still performed well.

KEY VISUALS

Impact of Runtime on Movie Success



- Movies with a **longer runtime (around 120–180 minutes)** generally receive **higher audience ratings**.
- **Revenue also increases** with runtime, indicating that **longer movies often perform better** at the box office.
- After **180 minutes**, both ratings and revenue show **slight ups and downs**, suggesting that **very long movies may not always perform well**.
- The analysis shows that the **most successful movies** typically have a **runtime of around 2.5 to 3 hours**, as this duration achieves the **highest audience ratings and revenue performance**.

DASHBOARD



Link To The Dashboard

IMDb MOVIE SALES ANALYSIS



CONCLUSION

- This analysis shows that **top directors and genres** greatly influence a movie's success.
- **Animation and Biography** movies received the best audience ratings, while **J.J. Abrams** earned the highest revenue.
- Overall, factors like **genre, director, and runtime** play a key role in making a movie successful.

THANK YOU

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