AJ Analytica

Capturing the sci-fi movie niche and the best subgenre

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Former stormtrooper - faked his way in as an analyst at AJA but knows all about science fiction.

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READ ALL ABOUT IT!

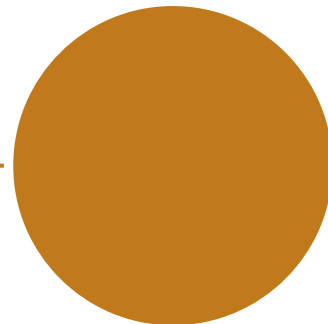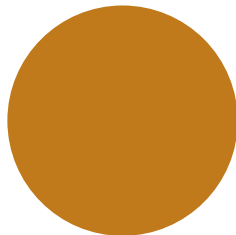Supernatural - PG-13 movies are on top!

Our Approach

Step 1

Request data from movie database websites via API and Web Scraping
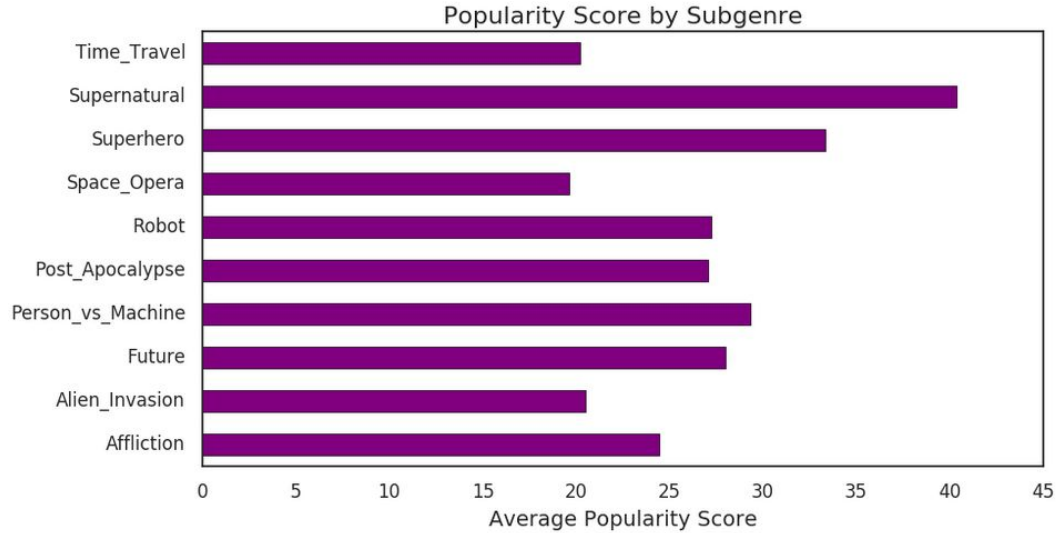
Step 2

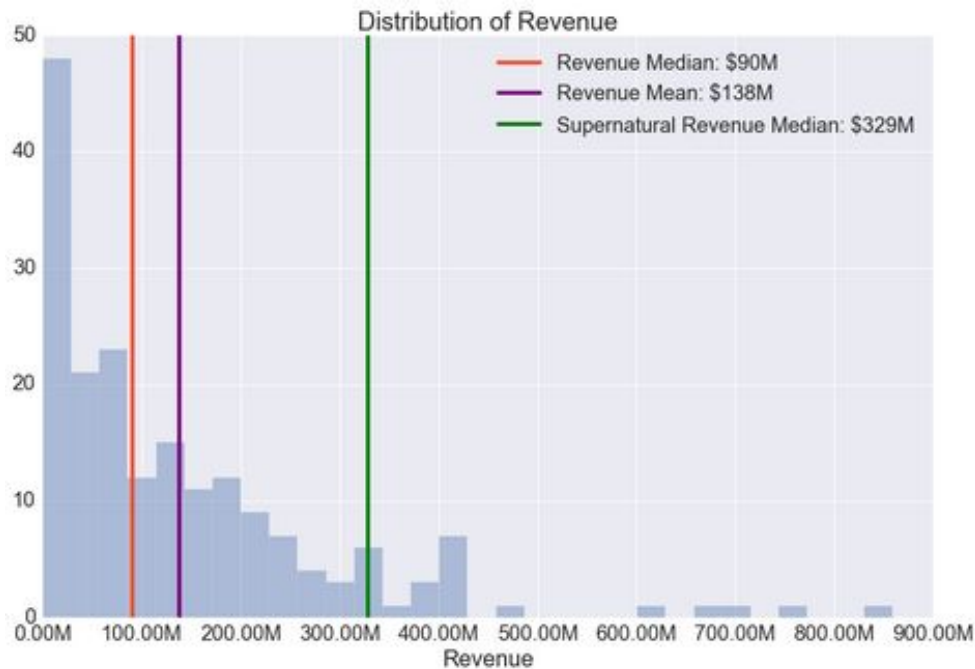Merge datasets on film titles with revenues, popularity and rating

Step 3

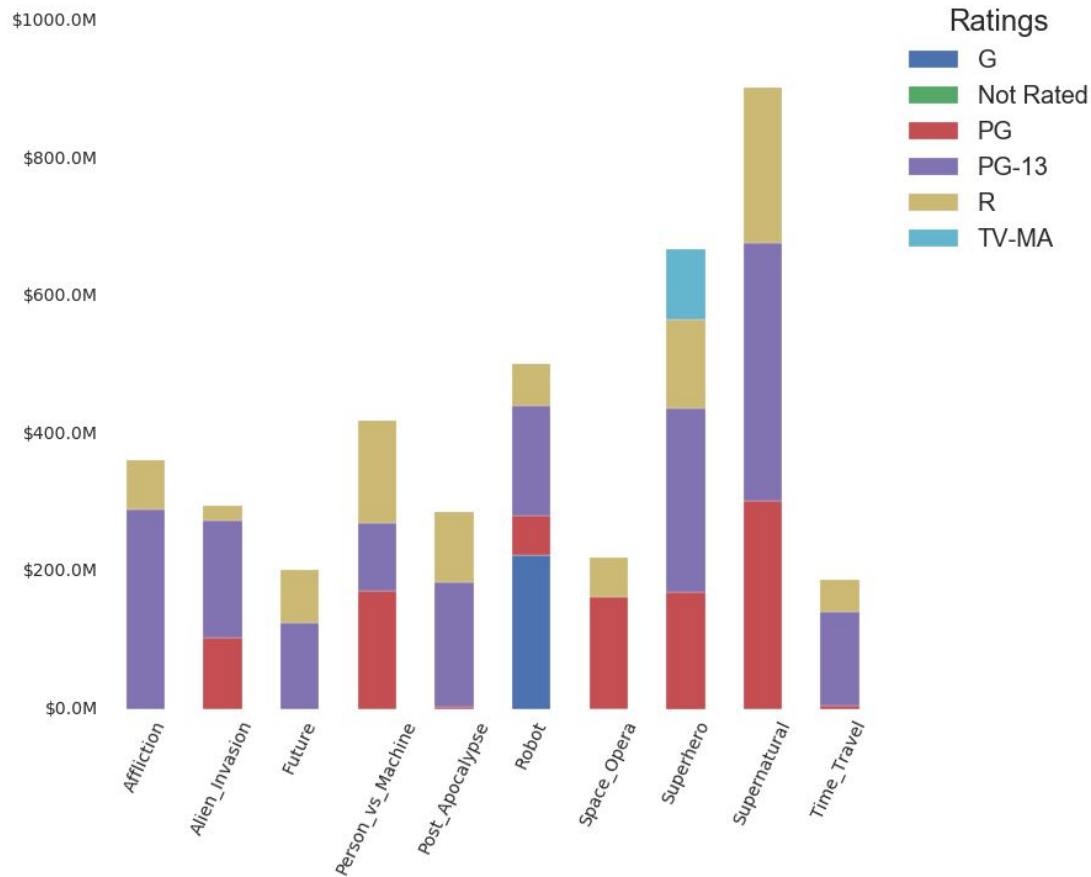Analyze data based on relationship of revenue, popularity and subgenre

Popularity Score by Subgenre

Supernatural ranks #1 in popularity!

Supernatural Takes The Lead

Average Revenue By Subgenre & Rating

Ratings
- G
- Not Rated
- PG
- PG-13
- R
- TV-MA

$1000.0M
$800.0M
$600.0M
$400.0M
$200.0M
$0.0M

Affliction, Alien_Invasion, Future, Person_vs_Machine, Post_Apocalypse, Robot, Space_Opera, Superhero, Supernatural, Time_Travel

Appendix

Further Analysis:

- *Marvel was about 60% of total average revenue for the supernatural subgenre*

- *EDA excluding Marvel films*

- *Regression analysis of a population that watches a Marvel film because it's Marvel vs watches a Marvel film because it is of the supernatural subgenre*