

# MOVIE ANALYSIS

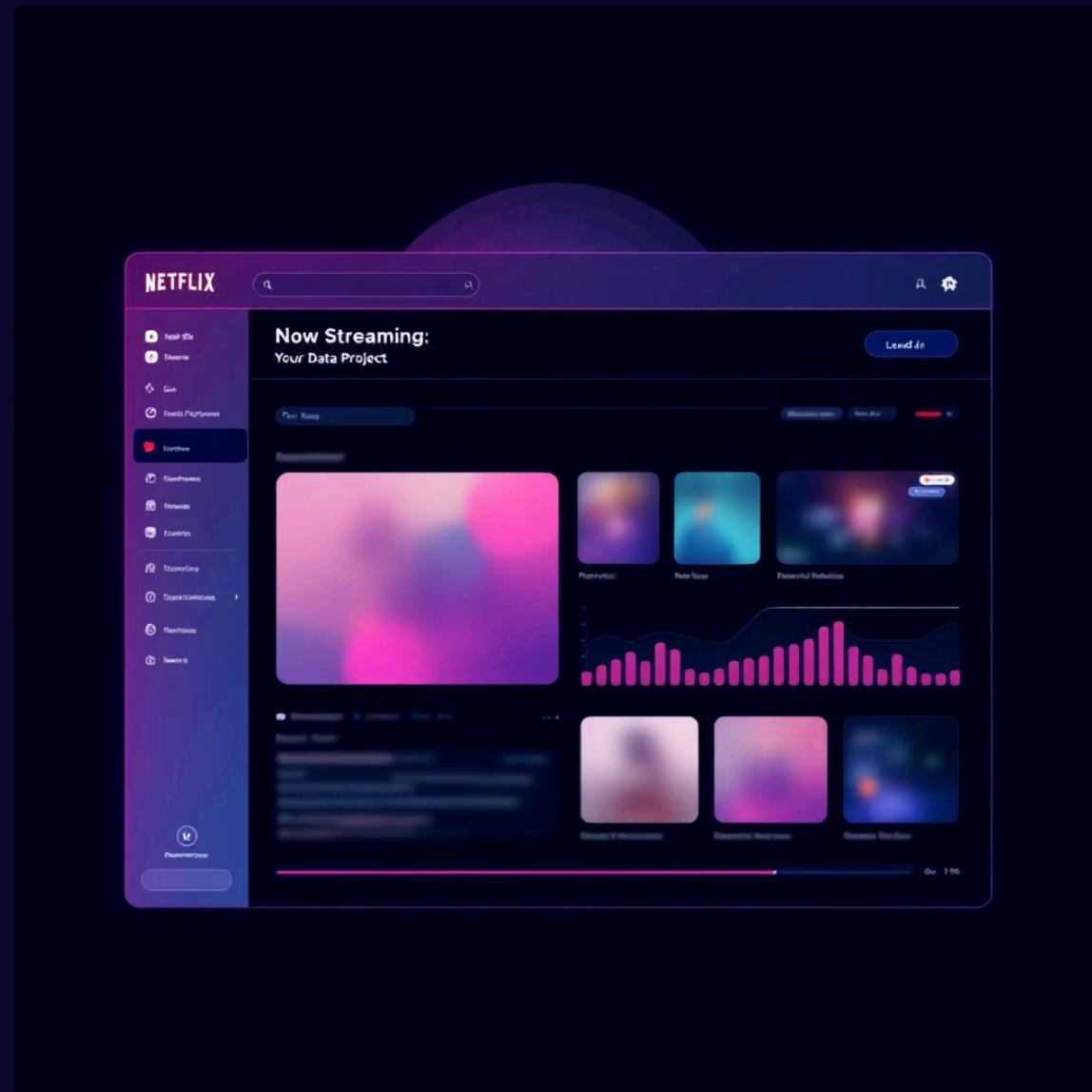
***Comprehensive Movie Analysis for Strategic  
Decision Making***

PRESENTED BY:

VULCAN VARIANCE.



# Now Streaming: Your Data Project



Everyone's streaming now, but very few are measuring what really matters.

**THIS** is our answer to that bringing together all the data that tells the real story behind a movie's success.

We went beyond just views and ratings. Our analysis captures audience mood, budget context, genre energy, and even cross-platform traction.

The goal? To help studios, creators, and analysts **make smarter, data-backed moves** from greenlighting scripts to predicting cult classics.



## Business Value

# Data is the New Content

In today's competitive media landscape, data isn't just a supporting element; it's the core content that drives strategic advantage.



### ROI Maximization

Identify high-performing genres and content types to optimize investment returns.



### Genre Insights

Deep dive into audience preferences across diverse genres, informing future content acquisition.



### Audience Segmentation

Segment viewers based on their watch history and engagement patterns for targeted marketing.



### Content Optimization

Fine-tune content recommendations and personalize user experiences.



Data Integration Process

# Programming the Dataset

Just like a decoder pulls signals from multiple satellites to build your viewing experience, our process pulls data from different platforms to create one unified, intelligent dataset.

1 IMDB

Pulled cast, crew, and core movie metadata

2 Box Office Mojo

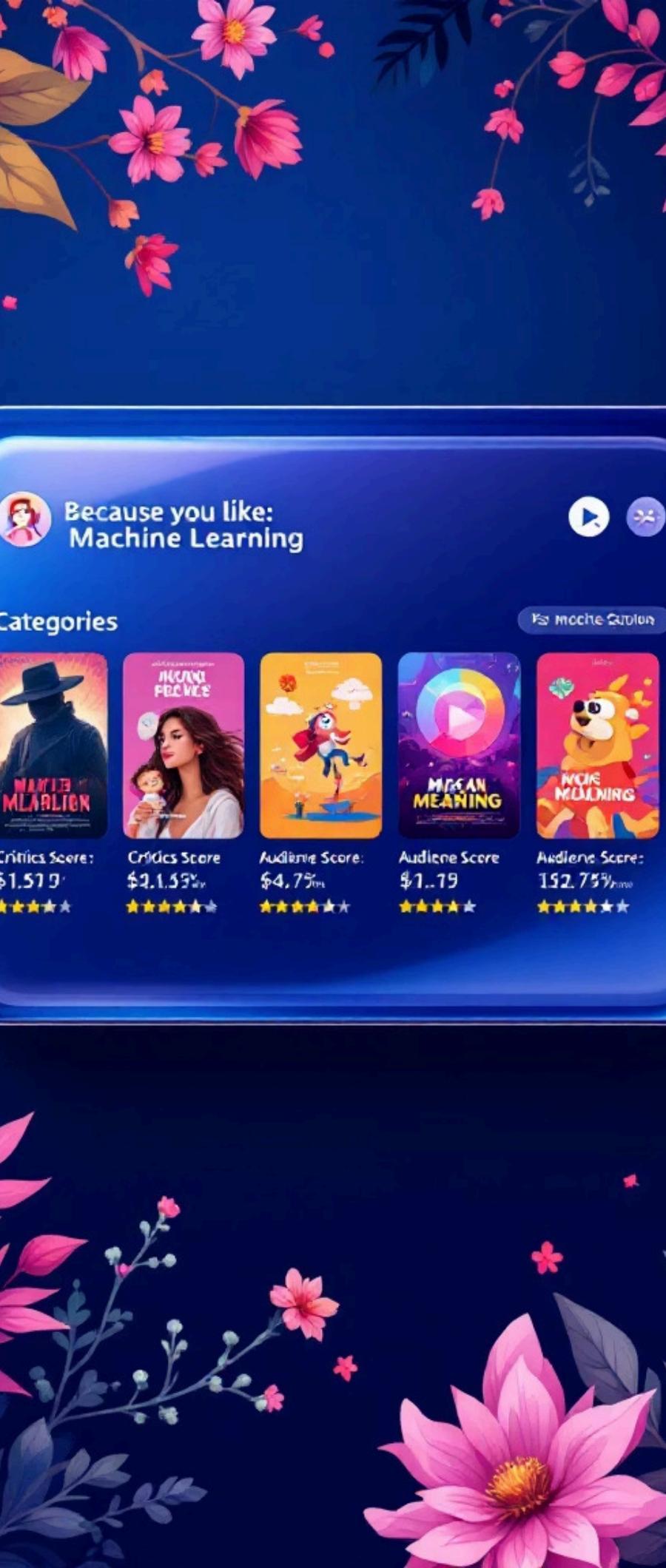
Collected domestic and international revenue

3 TMDB

Added audience ratings, popularity & vote counts

4 The Numbers

Extracted real and estimated production budgets



Because you like:  
Machine Learning

Categories

Movie Title	Critics Score	Audience Score
Mandalorian	81.51%	81.51%
Jurassic World: Fallen Kingdom	81.53%	81.53%
Meaning	84.75%	81.75%
Movie Machine	81.75%	81.75%

Each film is described using over **50 features**, including:

- Cast & crew
- Genres & keywords
- Production details
- Release year & type

We pulled in sentiment analysis from **reviews and platforms** to understand how people **felt**, not just how they rated.

Performance Metrics

- Revenue (domestic + international)
- Budget (real & estimated)
- Viewer ratings (IMDB + TMDB)
- Genre-level ROI

Movies spanning **multiple decades**, allowing for trend analysis, historical comparisons, and time-based forecasting.

## Dataset Coverage

# Inside the Dataset: How Much We Captured & Why It Matters

Our goal wasn't just to collect movie data it was to create something **robust, reliable, and analysis-ready**. This dataset is built for depth and accuracy, giving you **full-spectrum visibility** into what makes a film succeed (or flop).

## Metadata Richness

Each film is described using over **50 features**, including:

- Cast & crew
- Genres & keywords
- Production details
- Release year & type

## Audience Sentiment

We pulled in sentiment analysis from **reviews and platforms** to understand how people **felt**, not just how they rated.

## Performance Metrics

- Revenue (domestic + international)
- Budget (real & estimated)
- Viewer ratings (IMDB + TMDB)
- Genre-level ROI

## Temporal Coverage

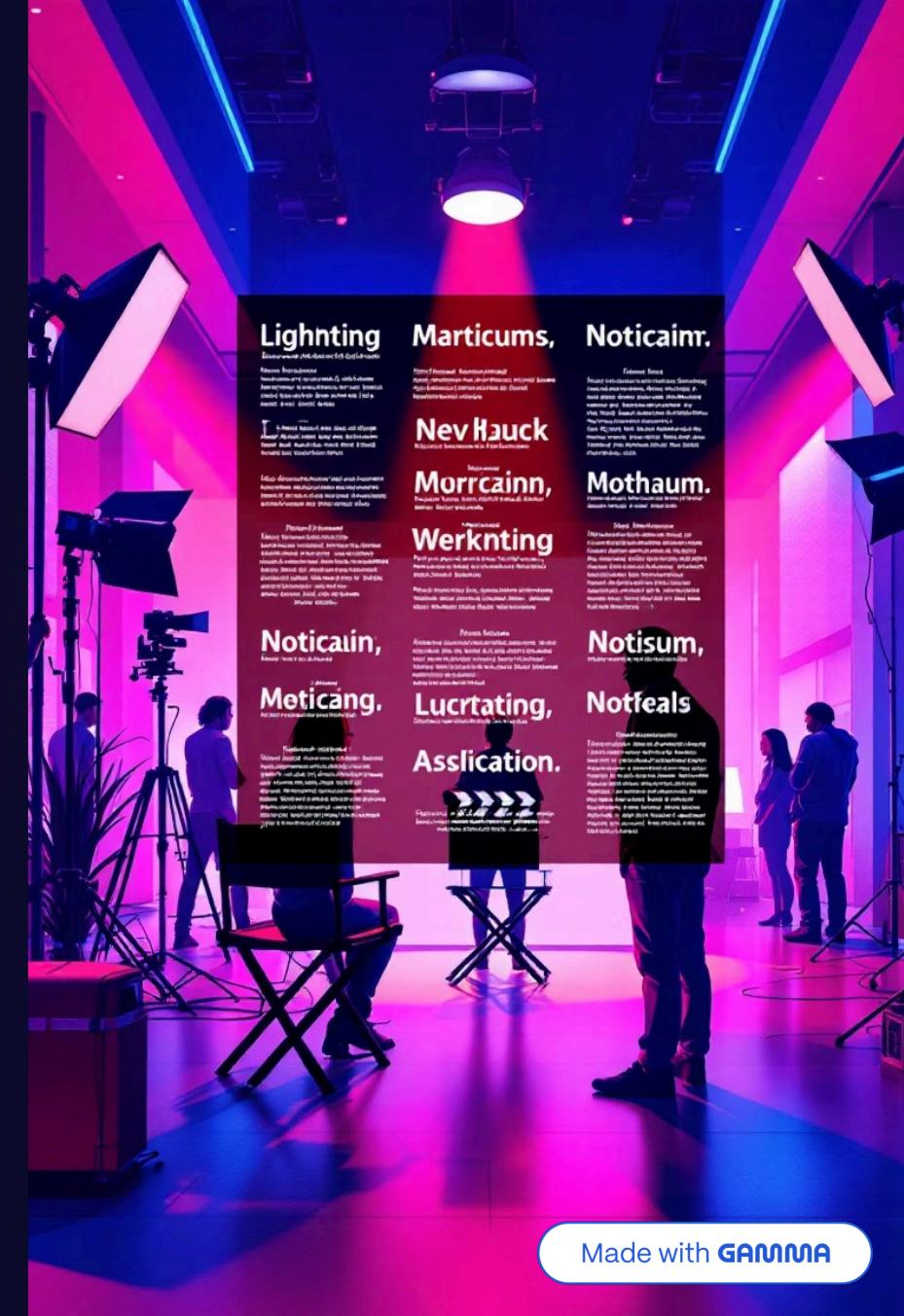
Movies spanning **multiple decades**, allowing for trend analysis, historical comparisons, and time-based forecasting.

## Key Insights & Discoveries

# The Unfiltered Truth

Our initial analysis reveals the **raw, unfiltered truth** about how audiences behave and how content performs. We're uncovering patterns that **challenge conventional wisdom** and open up new opportunities creatively and commercially.

- **Genre Shakeups Are Real** Forget the “safe bets.” Audiences are gravitating toward niche genres with strong identities dark comedies, neo-noirs, social thrillers. It’s not just Marvel vs. everyone anymore.
- **Impact of Social Buzz:** We found a strong connection between pre-release buzz (think tweets, TikToks, trend cycles) and early success metrics. If they’re talking, they’re watching.
- **Franchise Fatigue:** Sequels without spice? The returns are shrinking. If a franchise doesn’t evolve, audiences tune out even loyal ones. Reinvention is no longer optional.



## Technical Implementation

# Filming the Framework

The technical backbone of our analysis is meticulously designed to handle large-scale, multi-source data with precision and speed. We employ **cutting-edge algorithms** and a **robust infrastructure** to ensure both data integrity and analytical depth. Our framework runs on a **scalable cloud-based architecture**, leveraging **machine learning models** for predictive analytics and intelligent recommendation systems.

### Core Tools & Stack

- **Python + Pandas** → Data wrangling
- **Plotly + Seaborn** → Visuals & EDA
- **Scikit-learn** → Predictive models
- **Cloud-Ready Architecture** → Scalable workflows
- **Git + Jupyter** → Team collaboration & versioning

### Workflow Summary

Ingest → Clean → Merge → Enrich → Visualize → Model → Deploy



## Next Steps & Strategic Recommendations

# Plotting Your Next Binge (of Data)

Just like planning your next cozy movie night, we've outlined clear next steps and strategic recommendations to leverage the analysis for maximum impact:

- 1 Focus investments on **high-ROI genres** (e.g. horror, thrillers)
- 2 Track **social sentiment** early to anticipate audience reception
- 3 Use data to inform **casting, budgeting, and marketing** decisions .Create executive dashboards for **studio & stakeholder access**





## Q&A: Ask the Stars

Thank you for your attention. Now, we open the floor to your questions. Feel free to "ask the stars" our team of data analysts and cinematic experts are here to provide further insights.

### Contact Us:

#### **Vulcan Variance**

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# Appendix: Full Transmission Log

This appendix serves as a comprehensive transmission log, detailing the various data sources, methodologies, and technical specifications that underpin the CineMetrics dataset. Consider it the complete data feed, beamed directly from our satellite to your dashboard.

- **Data Sources:**

- IMDb, Rotten Tomatoes, Metacritic APIs
- Box Office Mojo & The Numbers
- Social Media Analytics Platforms
- Proprietary Audience Panels

- **Methodology:**

- Automated Data Collection & Parsing
- Natural Language Processing for Sentiment Analysis
- Machine Learning Models for Predictive Analytics

- **Technical Specifications:**

- Cloud Infrastructure: AWS (S3, Redshift, EC2)
- Database: PostgreSQL
- Programming Languages: Python, SQL

# Meet the Crew

Just like a streaming platform's user selection screen, our team brings diverse expertise to curate and analyze the CineMetrics dataset. Get to know the minds behind the magic:



Brian Kibor



Maureen Ngaire



Crispus Wanene



Felicity Muthoni



Henry Njoroge



Alvin Kipletting



John Mungai

# Roll Credits: Tools, Sources & Scripts

## Data Sources:

IMDb API: <https://developer.imdb.com/>

Rotten Tomatoes API: <https://www.rottentomatoes.com/api>

Metacritic Data: Via custom scrapers (private)

Box Office Mojo: Historical data (licensed)

Social Media Feeds: Real-time sentiment analysis (API integrations)

## Tools & Technologies:

Python 3.9: Core ETL & Analysis

Pandas & NumPy: Data Manipulation

Scikit-learn: Machine Learning Models

TensorFlow / PyTorch: Advanced Predictive Analytics

PostgreSQL: Primary Data Warehouse

AWS S3: Raw Data Storage

AWS Redshift: Analytical Data Store

Docker & Kubernetes: Deployment & Orchestration

Tableau / Power BI: Data Visualization Dashboards

## Repositories:

<https://github.com/Annfelicity/VulcanVariance>

## TABLEAU DASH BOARD:

[https://public.tableau.com/views/phase2\\_17543566839470/Dashboard1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/phase2_17543566839470/Dashboard1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

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CRISPUS WANENE, ALVIN KIPLETING' HENRY NJOROGE

Special Thanks: TM (for extending deadline)

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# THANK YOU

Data is our script. The world is our screen.