



Title: Movies Storytelling

— Big Data Project

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Master ADEO 2

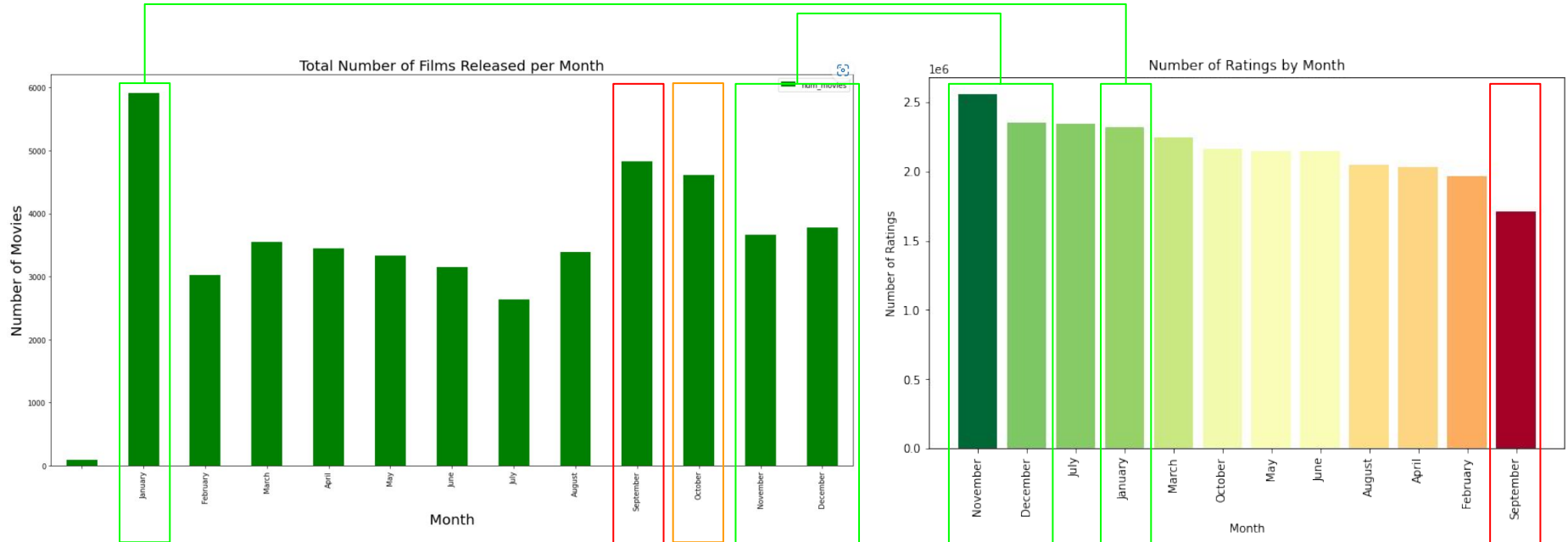
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1. Ratings Analysis

1.1 Released Films VS Number of Ratings per Month

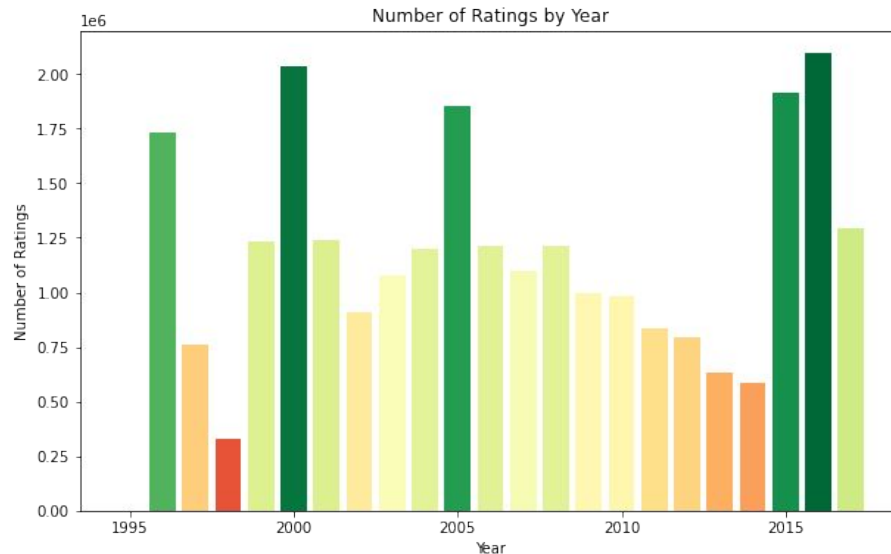
The number of ratings per month are the highest in November, December and January. Those are typically the coldest months of the year. One exception of the top 4 months in during which people give the most ratings is July . However, from those months, only January has a very high number of released films, November and December have an average number of released films. However, September has a relatively high (2nd highest) number of released films, compared to the lowest number of ratings. Another assumption is that films released in September are rated in the 2 / 3 months following that.



1.2 Ratings per year

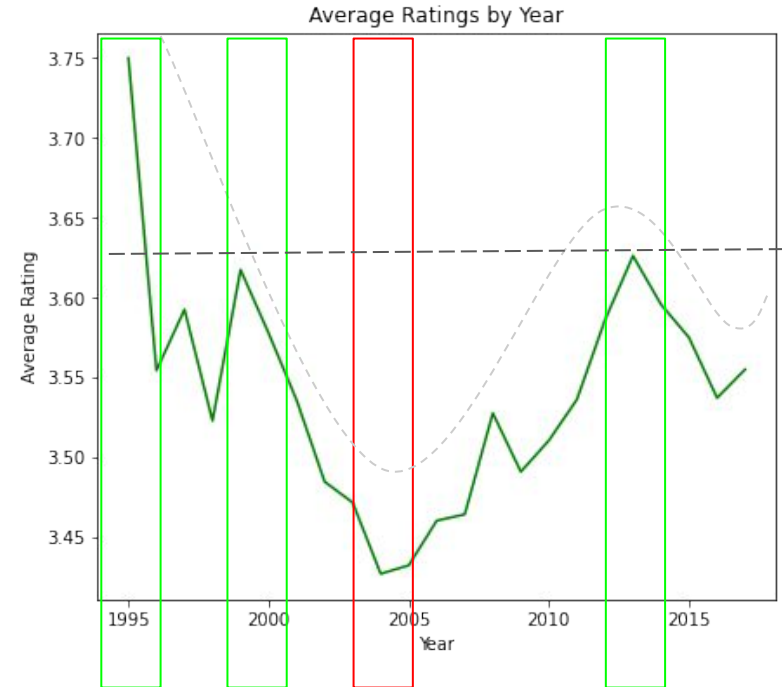
It seem like the years 2016 and 2000 have been the ones with the highest “interactions” with around 2 000 000 ratings compared to 1998 which had the lowest number of ratings of round 12.5% . It should also be noted that 2005 was pretty important in terms of number of ratings which started decreasing substantially before peaking again in 2014.

→ **The question is, are those ratings high or low?**

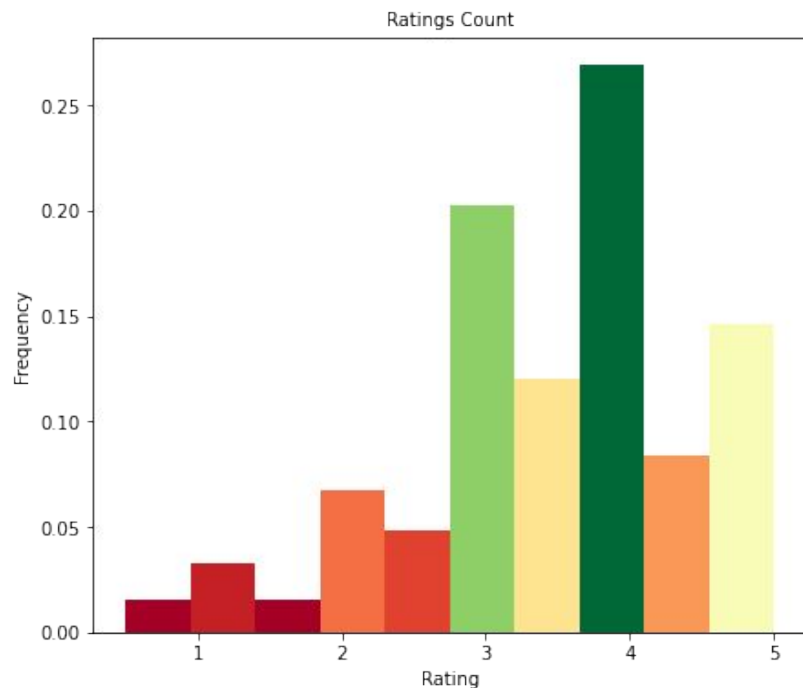


1.2 Ratings per year

The average rating per year has been the **highest** in 1995, (~3.75/5). The years 2000 and 2015, having, as mentioned before, had the highest number of ratings, are also around average 3.65 which is the **2nd highest record**. Meanwhile the **least performing** year is 2005 in which the average rating was about 3.45, despite the fact that it has some of the highest numbers of ratings.



1.3 Ratings Distribution



The ratings vary between 0.5 (lowest rating) to 5 (highest rating). 75% of the movies have a rating of around 3.5/5.

In general:

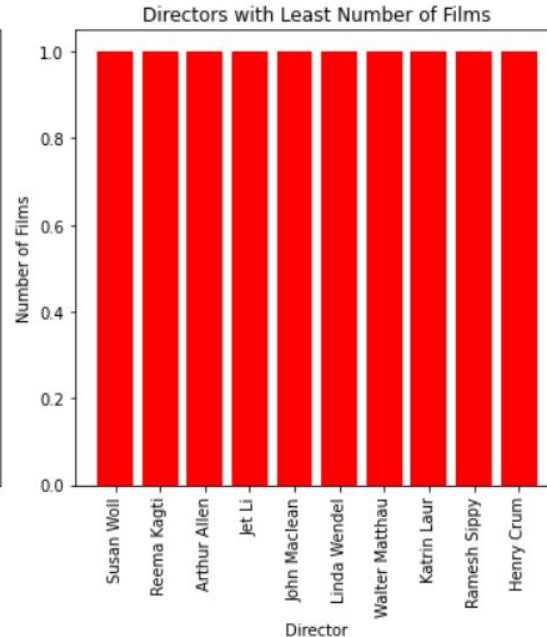
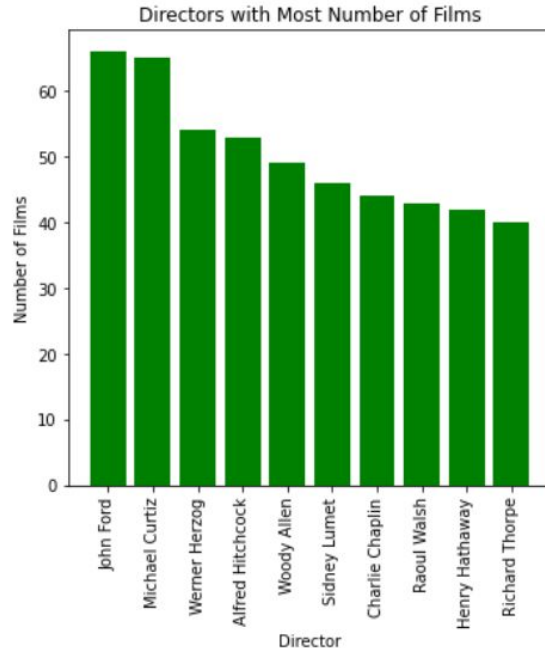
- There aren't a lot of very bad ratings (<10% have a rating that is below $\frac{2}{5}$).
- The number of films having very high rating (from 4.5 to 5) is not low , but is also not very high (around 25%) .
- The movies are generally rated $\frac{4}{5}$ (25% of them) , or $\frac{3}{5}$ (20% of them).

Minimum: 0.5
25th percentile: 2.69
50th percentile: 3.17
75th percentile: 3.5
Maximum: 5.0

2. Directors Analysis

2. Directors Analysis

John Ford and Micheal Curtiz are the directors who produced the highest number of films (around 65 films). The other top directors, have above 40 films produced. There are, on the other hand, a lot of directors with only 1 film, the chart at the right is a sample of 10 of those directors.



3.Successful VS Unsuccessful movies

3. Successful VS Unsuccessful movies (Average Ratings metric)

In general the number of successful films has always been more than unsuccessful ones around 4- 5 times more. In general the number of unsuccessful movies has slightly increased without exceeding 80 movies per year. However, the number of successful films has multiplied by 5 (from 50 to 250). The percentage of successful films has then been considerably dominating since the 20 st century.



4. Successful VS Unsuccessful movies (revenue)

- *Slides below*

CHART 12

In the 90s :

→ from 1995 to 1999, there was the **highest** number of films that have lost money, at the complete **opposite** of the 1982 , 1998 and 1990.

In the 2000s:

→ 2006 , 2011,2016 have the **highest** record of films having lost money
→ On the other hand, 2003 has recorded the **lowest** number of unsuccessful movies.

CHART 12

In the 90s :

→ from 1978 to 1985, there was the **lowest** number of films that have won money, at the complete **opposite** of the 1988, 1993 and 1997.

In the 2000s:

→ 2013 have the **highest** record of films having **won** money
→ On the other hand, 2000 has recorded the **lowest** number of successful movies.

CHART 12

Number of movies released per year that have lost money

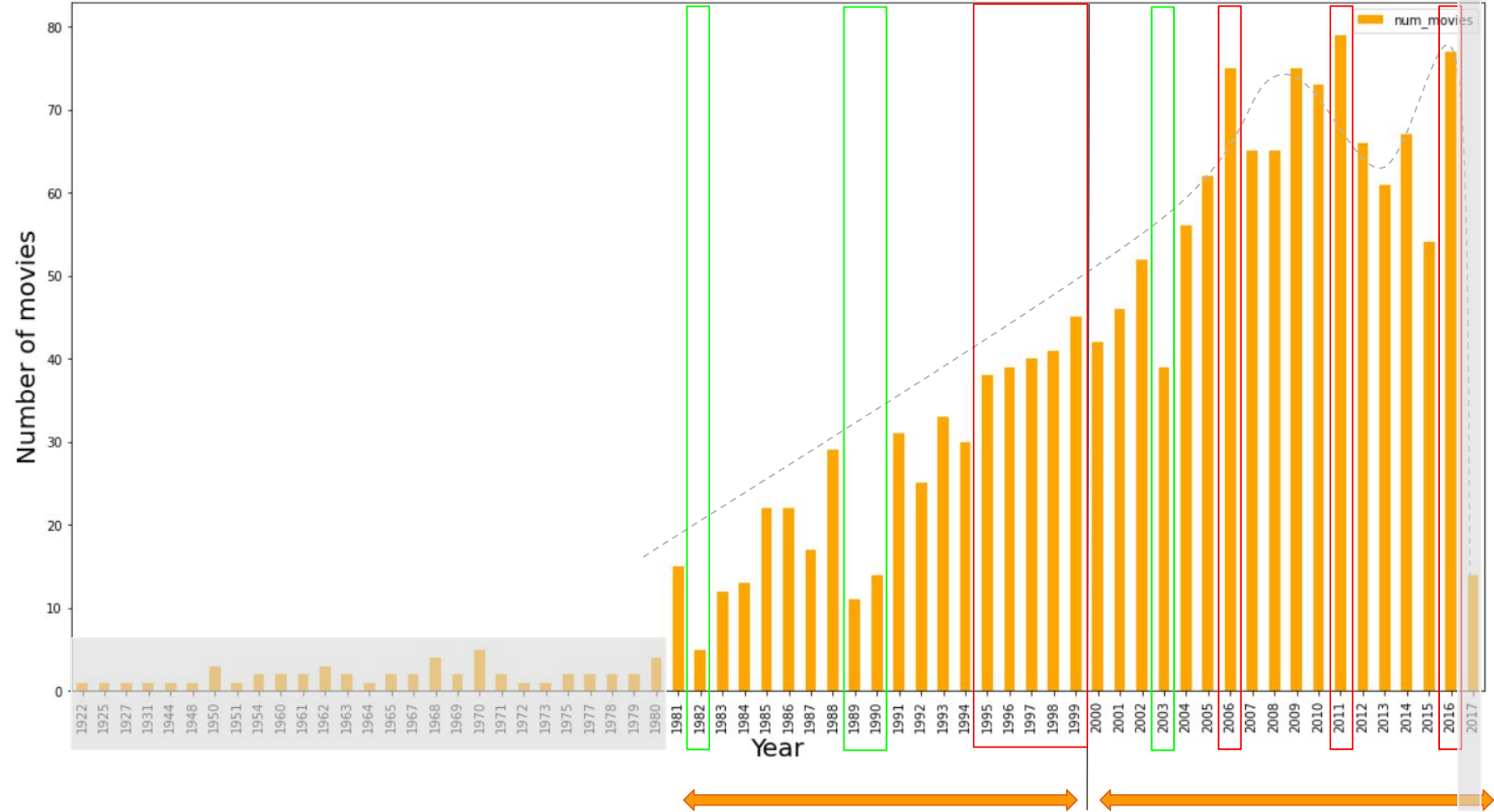
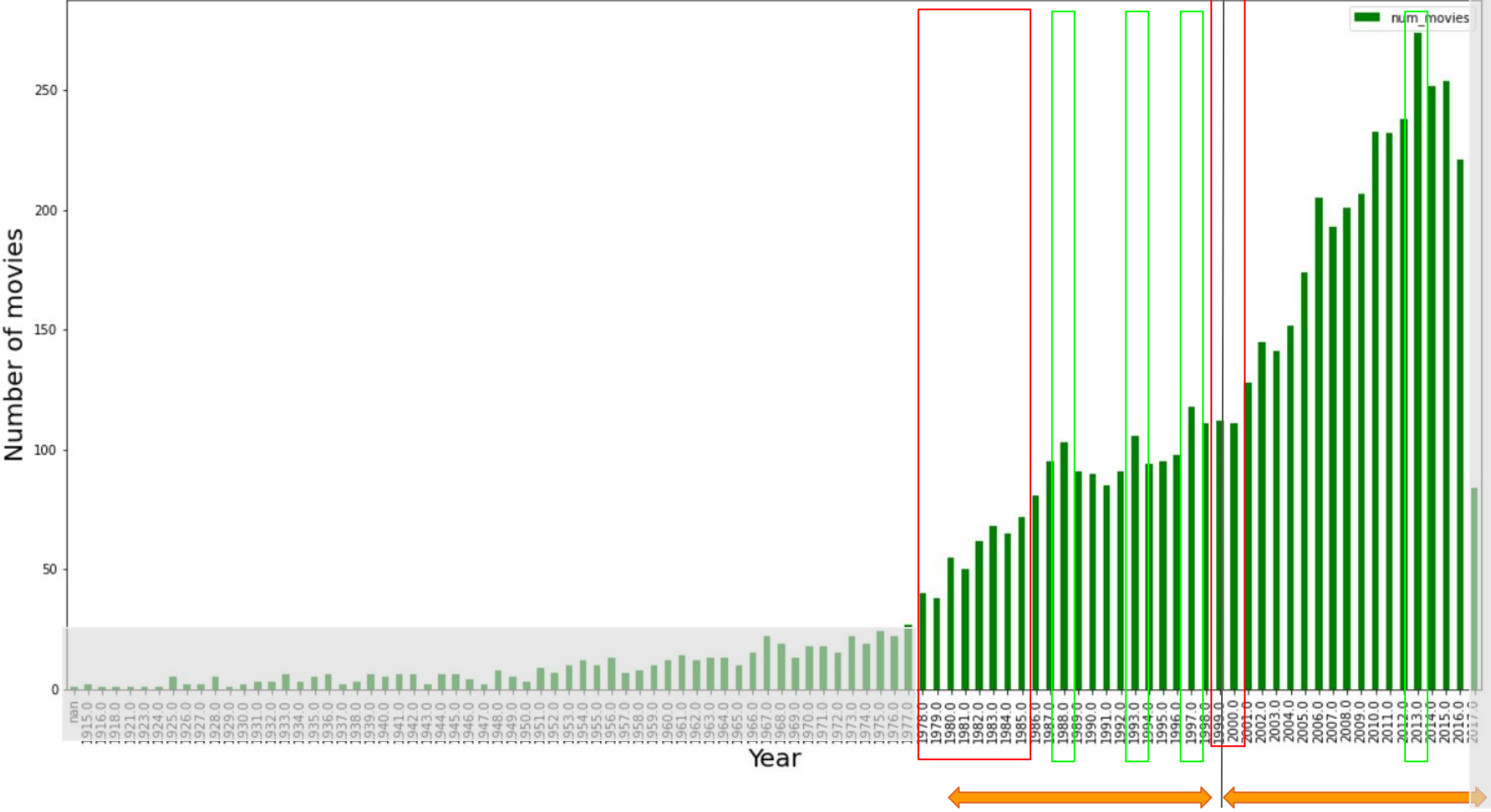
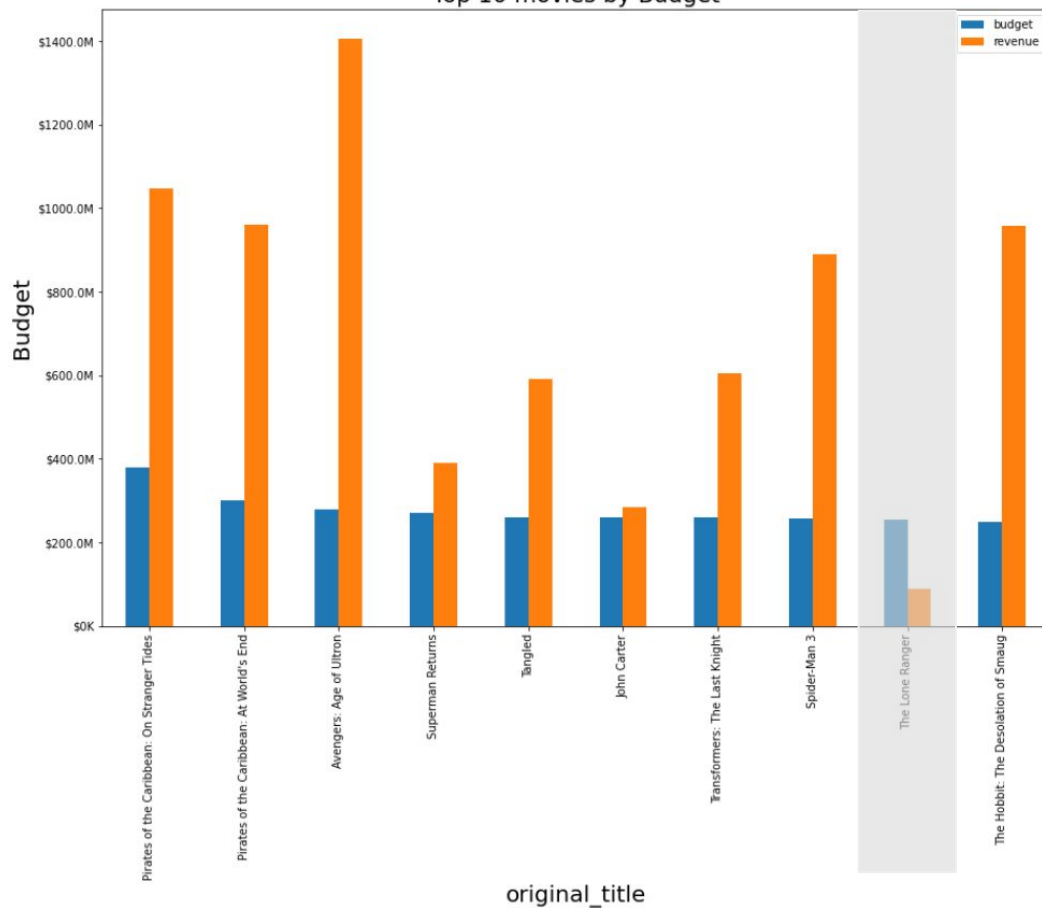


CHART 13

Number of movies successful released



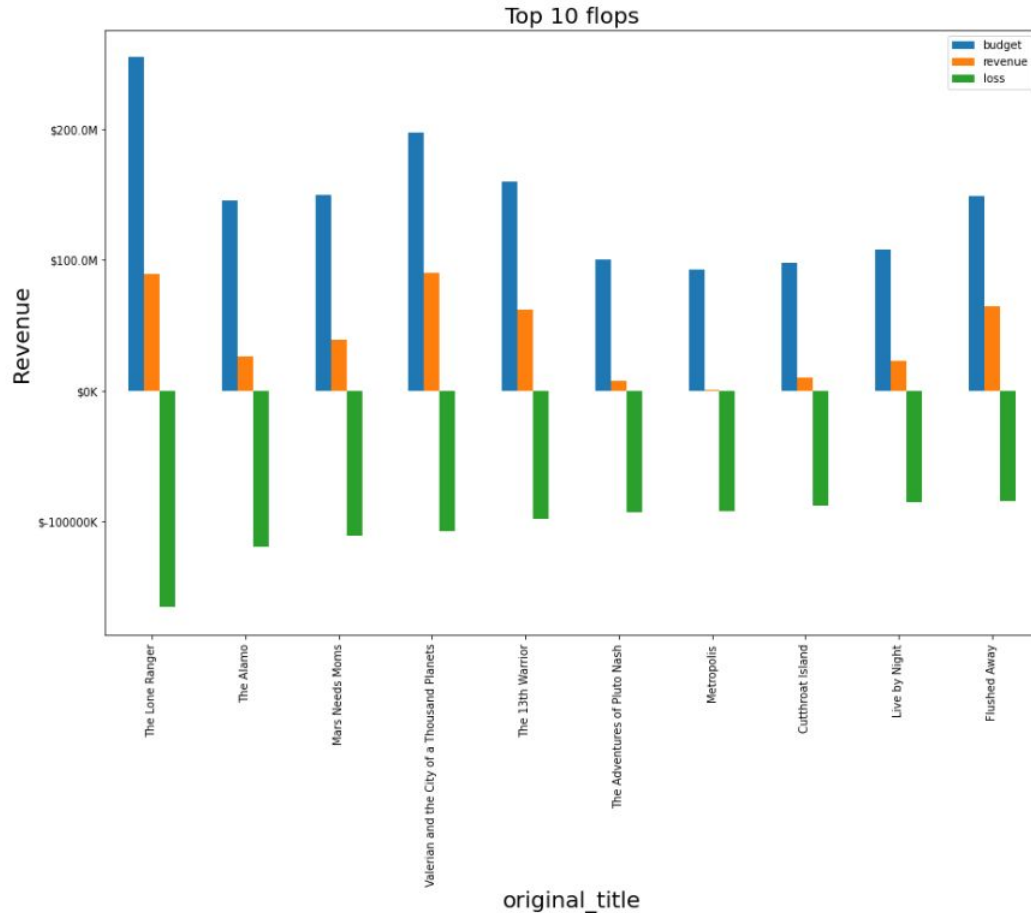
Top 10 movies by Budget



This chart is the list of the top movies, which have the revenue higher than the budget. "Avengers: Age of Ultron" is the film that has one of the lowest budgets and highest revenues, and can then be considered as one of the most successful movie (in terms of revenue).

It is important to know that there are two the pirates of caribbean films that are the second and third most successful films, having registered a considerably high revenue compared the expenditure.

Top 10 flops - Most Unsuccessful Films per Revenue

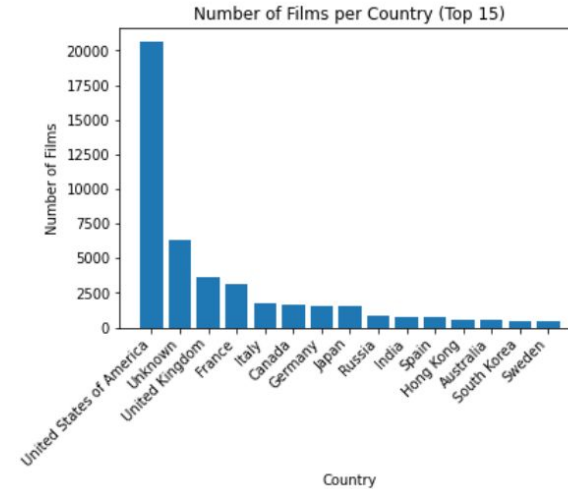


This chart is the list of the “movie flops”. The Lone Ranger has lost more than 150K\$. It is important to note that ‘Metropolis’ almost received NO revenue. Cutthroat Island and The Adventures of Pluto Nash have also received very little revenue.

5. Successful VS Unsuccessful movies per Country

The US, UK, France and Italy are the countries that have produced the most films. Most the countries with the highest number of films produced are european ones.

The US , UK and France have the highest number of both successful and unsuccessful films. This can be interpreted from the wordclouds



Countries with the most Unsuccessful Mo...



Countries with the most Successful Movies



5. Successful VS Unsuccessful movies per Genre

Most of the most successful films are Drama, Action and Comedy ones. Adventure and thrillers are also generally successful. Meanwhile, even though Action and Drama are the most successful ones, they are also the most unsuccessful genres. Thriller and adventure are also relatively some of the most unsuccessful genre as well.

Genres with the most number of success...



Genres with the most number of unsucc...

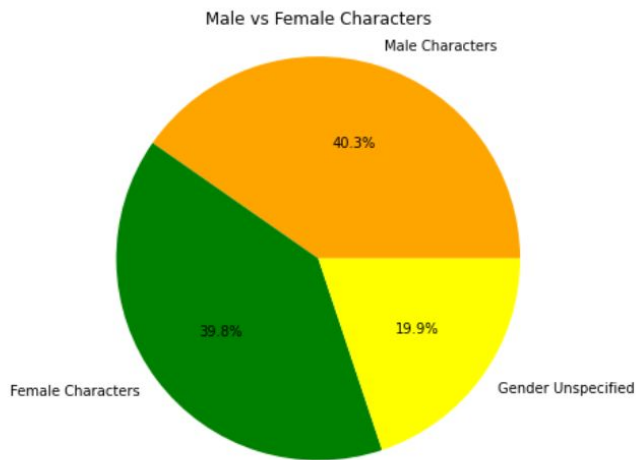


4. Characters/Actors Analysis

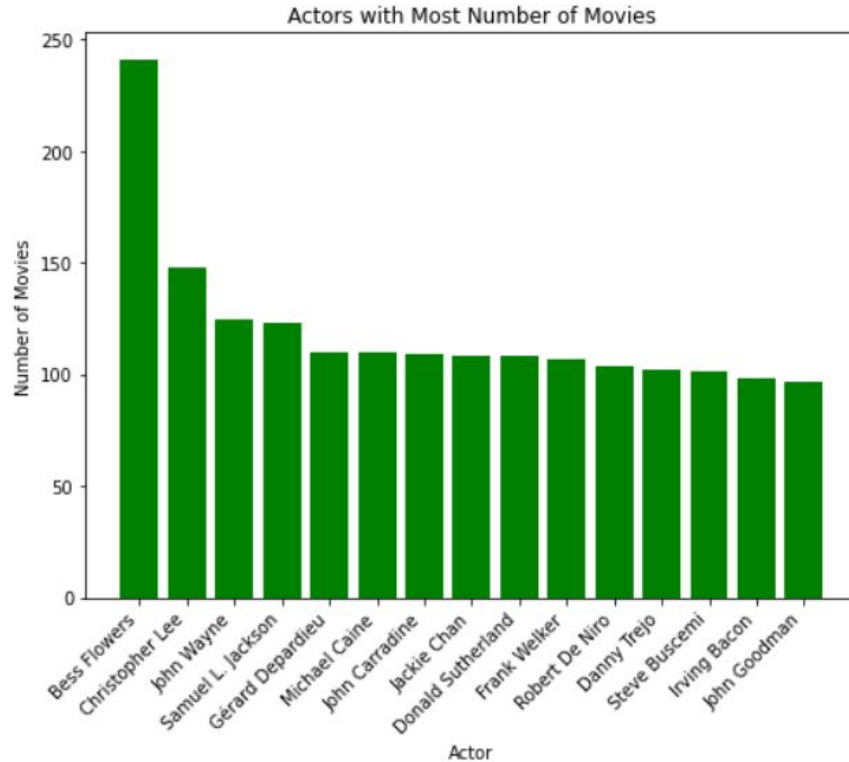
6. Characters Gender Analysis

20% of the characters' genders is unspecified, which makes the gender analysis pretty inconclusive. However, without the unspecified gender, the percentage of male vs female characters is almost equal.

	gender	count
0	1	111692
1	2	226490
2	0	223748



7. Actors VS Films



Bess Flowers has a record of 250 movies in which she acted. The following highest record is around 100 movies less, by Christopher Lee.

John Wayne and Samuel Jackson have the next highest number of films (around 120).

Thank you for your Attention

Feel free to ask any questions or give your feedback