

A UVA Data Science Case Study by Tianwei Zhao

You've begun an internship at a film production company that's planning to start a new film project. They are interested in your help to make an informed decision about the genre of the film. The main focus is to understand how economic cycles affect movie preferences. The company wants to explore whether there is a trend in the popularity of certain movie genres during times of economic growth or recession. Do audiences lean towards more escapist, feel-good genres in hard times, or do they prefer films that mirror the gravity of their real-life experiences? Conversely, in times of economic prosperity, what types of movies tend to do well at the box office? Your task is to analyze this concept and provide insights that could help decide the direction for their next film, making sure it aligns with the economic climate and viewer interests.

Your key responsibility is to analyze the given dataset to identify any patterns in the popularity of movie genres in relation to economic trends. You should investigate whether certain genres do better in times of economic hardship or prosperity. Alongside the provided data, you are also encouraged to do some independent research to support your findings. The goal is to gain a well-rounded perspective on how economic factors might influence film genre popularity.

The final outcome of your internship will be a well-structured business presentation. This presentation should clearly outline your research process, your analysis, major discoveries, and your conclusions. It is important that it not only presents the data and trends you've uncovered but also offers practical recommendations for the film genres the company might consider in light of the current economic conditions.