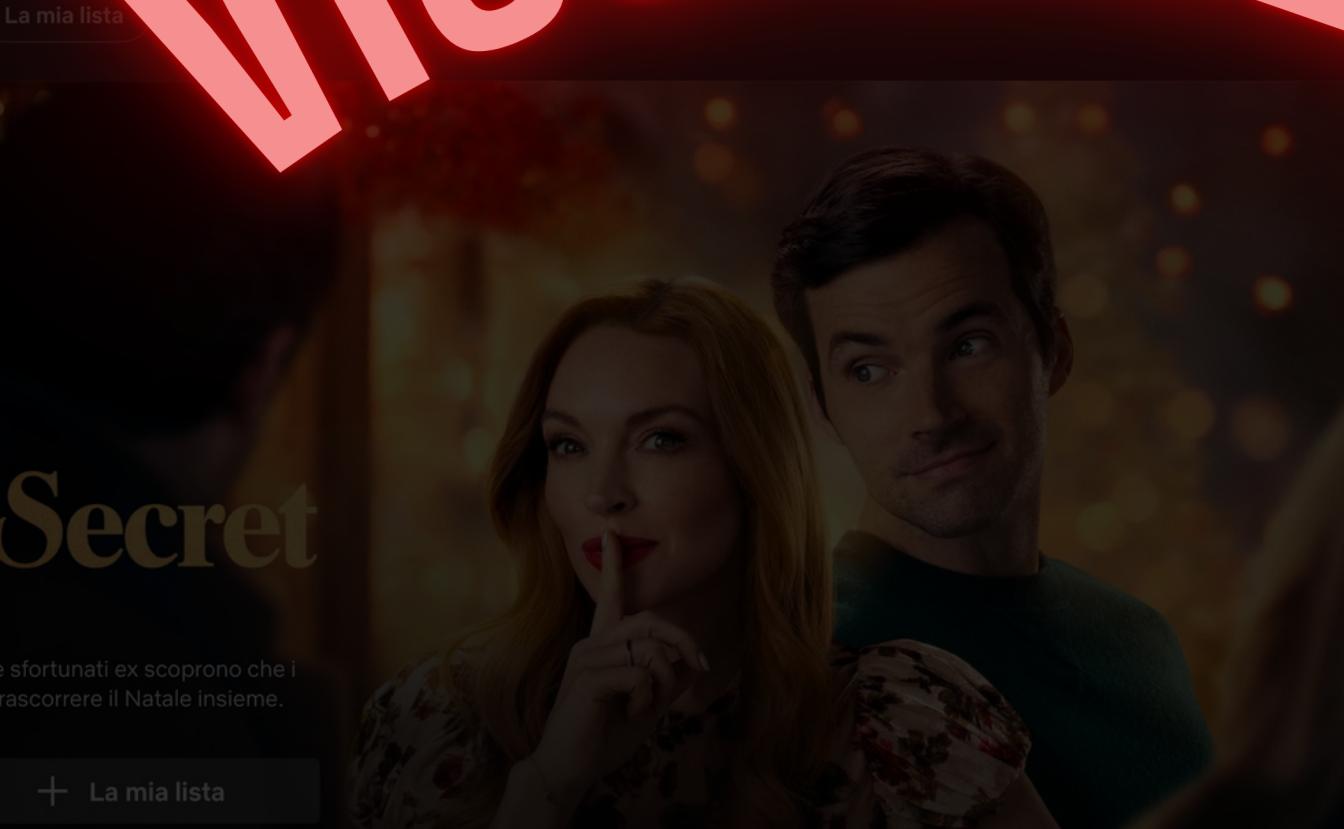


VISUALIZERS



Secret

e sfortunati ex scoprono che i
rascorrere il Natale insieme.

+ La mia lista

Top 10 delle serie TV in Italia oggi



Aggiunto di recente



Nuova stagione



Aurora
Castelnovo



Francesco
Martignetti



Nicole
Gemelli



Davide
Tortorella

Who's watching?

Table of Content

01. Our story
02. Dataset
03. Colors and layout
04. Graphs & Main insights
05. Our production

To better appreciate, **set:**
lookerstudio.google.com?hl=en

Link dashboard:

https://lookerstudio.google.com/reporting/fe4f844b-2e02-4b17-b804-143915fbfd4c

Our story

We are four newly graduate students of ‘Cinema and Filmmaking’ and we want to start our own successful career.

Budget is not a problem for us, our families are rich, but we have no idea about how to start our business.

Which are the most relevant features we must care about in order to create a successul show?



Our focus

We'll investigate:

- ***Customer preferences***: do people prefer watching a movie, once and done, or do they need the never-ending joy of a TV series? Which are the most appreciated genres?
- “**Popular actors**” means “**popular shows**”, isn’t it? how important is the cast?
- ***The power of the production country***: you can tell a spanish soap opera would be boring just by listening to the soundtrack... What are that countries which gave birth to masterpieces?
- ***The relationship between duration and popularity***: would people prefer to see film like Batman that lasts 3 hours, or TV series composed by 3 episodes of 30 minutes each?
- ***Timing is the key***: isn’t really Christmas without watching Trading Places, is it? Are there some periods of the year when shows could be more appreciated?



Dataset

The dataset consists of **5850** records of Netflix contents, including:

Release Year	Type	Runtime	Ranking score
1945 to 2022	Movies/ TvShows	(in minutes)	called Tmdb Score: a vote from 1 to 10

We then integrated the original Netflix dataset with two additional datasets:

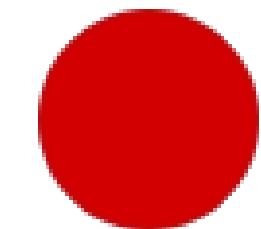
- **Actors' Dataset** – containing information about actors featured in the contents.
- **Genre and Country Dataset** – containing details about genre and country of production.



Colors and Layout

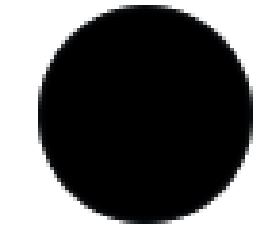
Aa

titles



Titles

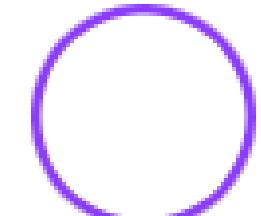
Open Sans



Main text
Background

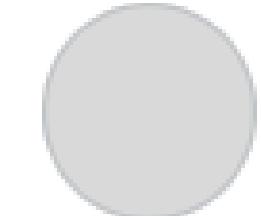
Aa

text



Main text
Background

Arial



Borders of the graphs

*Is the audience into
movies or series?*



Is the audience into movies or series?

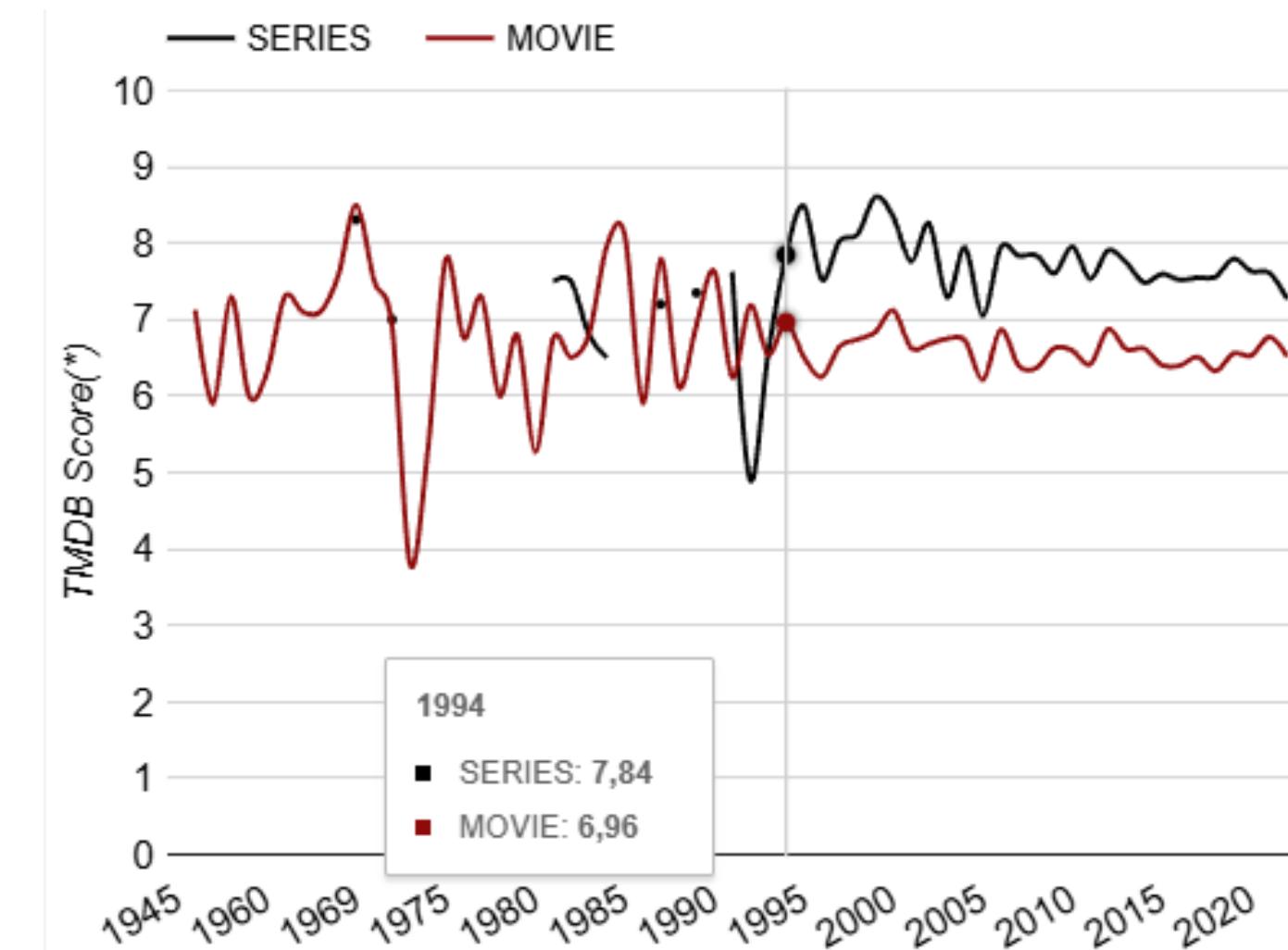
Considering the evolution of the average **ranking score (tmdb Score)** over the last 70 years, it has generally been remained higher and more stable for series.

Movies:

- fluctuations from 1950 to 1980
- significant drop around 1970
- after 1980 stable between 6.5 and 7

Series:

- after 1993, consistent range between 7.5 and 8.5
- notable drop around 1992
- after 1993 scores quickly rebounded and stabilized.



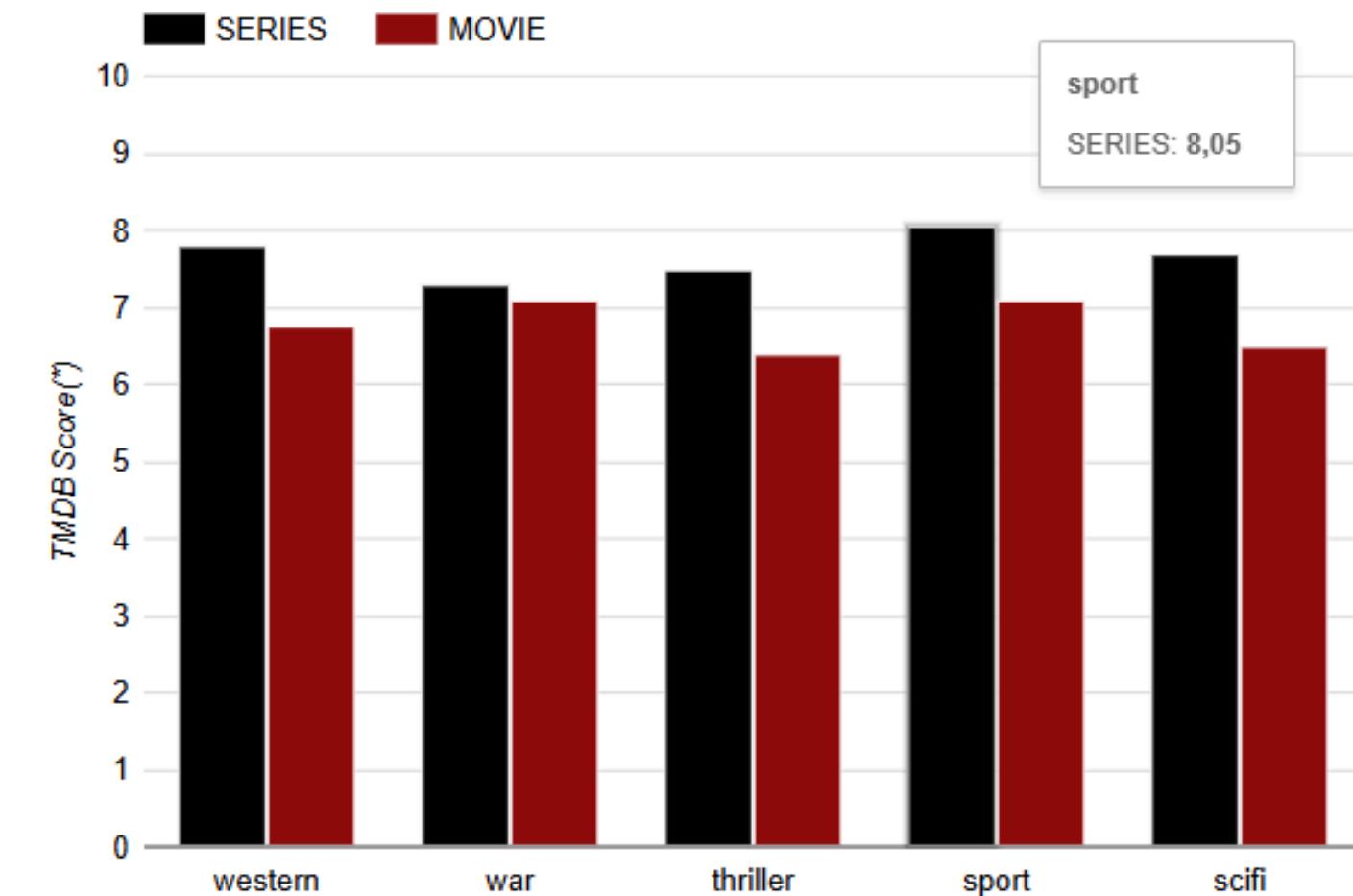
Which genre should we choose?



Which genre should we choose?

Across the 5 most appreciated **genres** according to Tmdb, series tend to receive higher median scores than movies.

- Series tend to outperform movies significantly in western and sci-fi. While history has the smallest difference, indicating that movies are more competitive in this genre than the other
- Sports TV series seem to be the most popular.



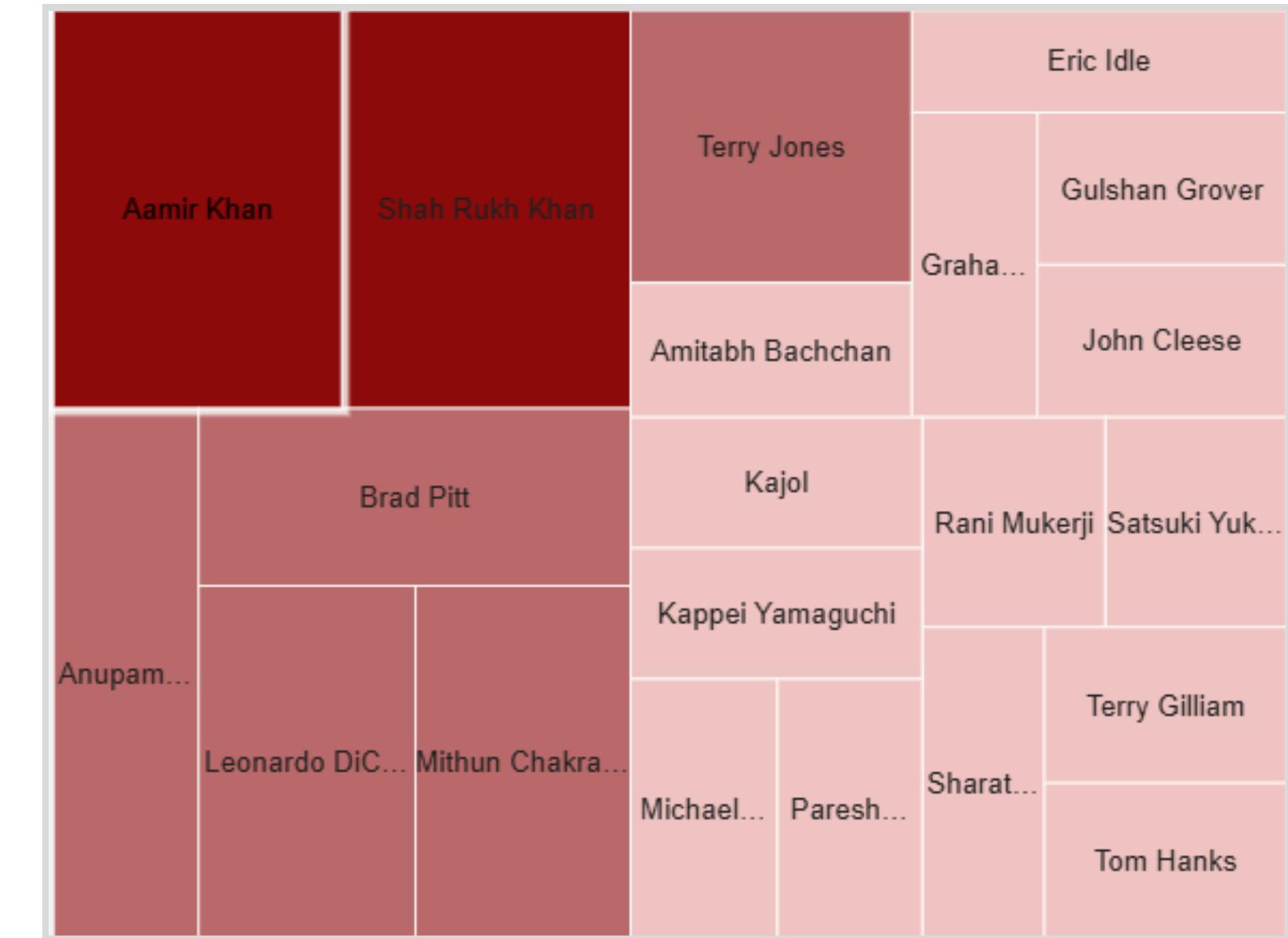
Which actors should we hire?



Which actors should we hire?

We grouped together **actors** coming from the top 40 movies or top 10 TvShows for each decade since 1940s.

As an example, filtering them according to the genre of the film they acted in or, according to the production country they worked in, could lead us to a list of eligible candidates.



*What about the country
of production?*

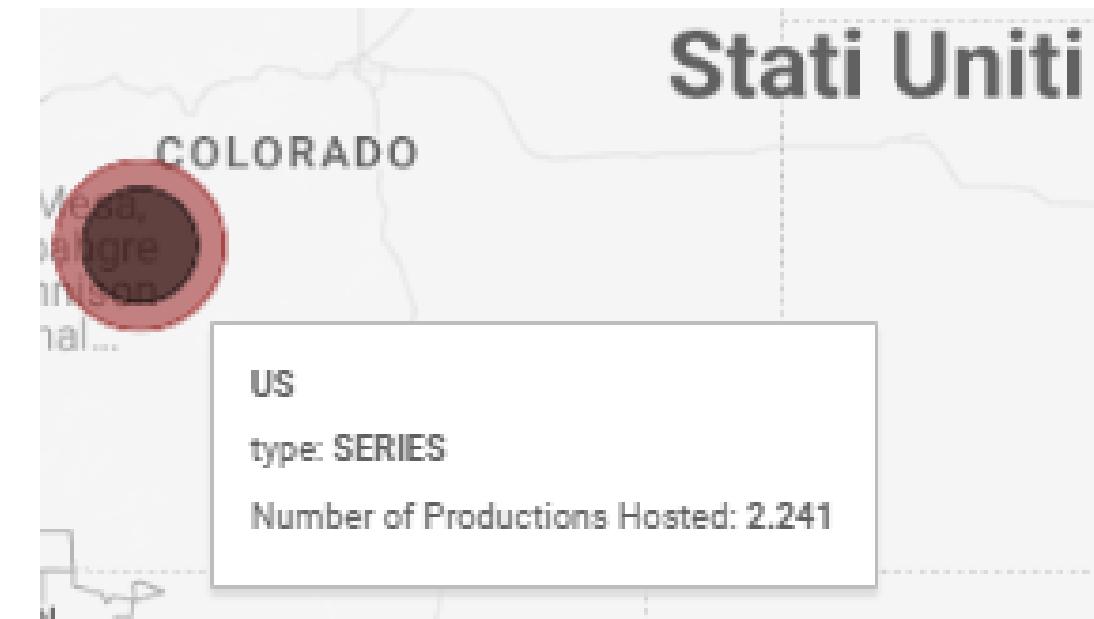


What about the country of production?

A suggestion is to look for the **countries** with the highest **number of productions**.

The map shows bubbles of varying sizes, each representing the number of past productions in a specific region, categorized into Movies and TV Shows.

This provides an initial look at regions that might be more suitable, infrastructure-wise, for hosting our production.



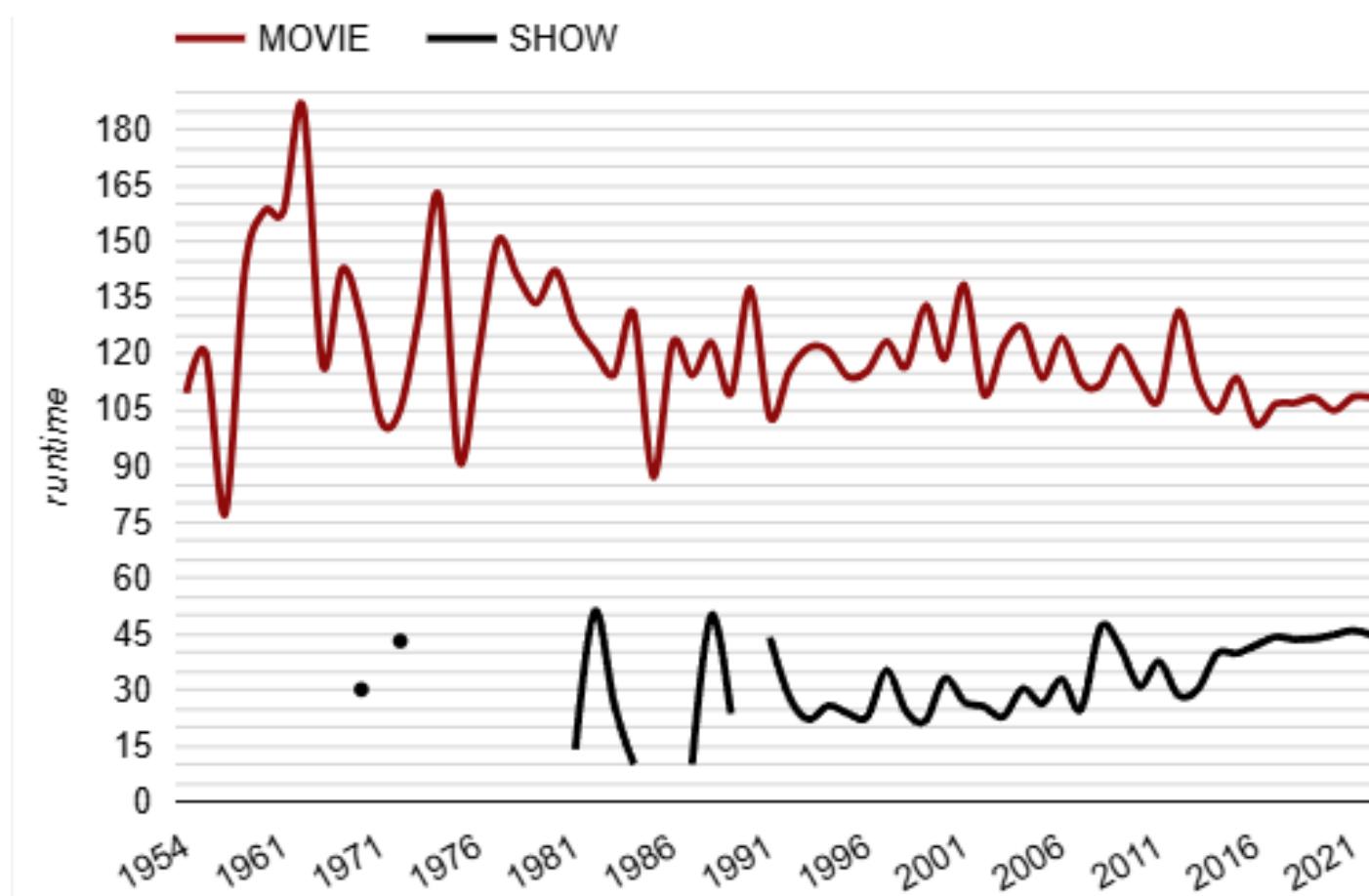
*What about duration
and release month?*



What about duration?

Taking a look into last 10 years trend in mean values of **runtime**, completely different paths are observed:

- **films** have a **negative trend**, the tendency of the last few years is to make them shorter;
- **tv series** have generally **increased** their mean runtime and this trend is particularly evident in the last years, without fluctuations.



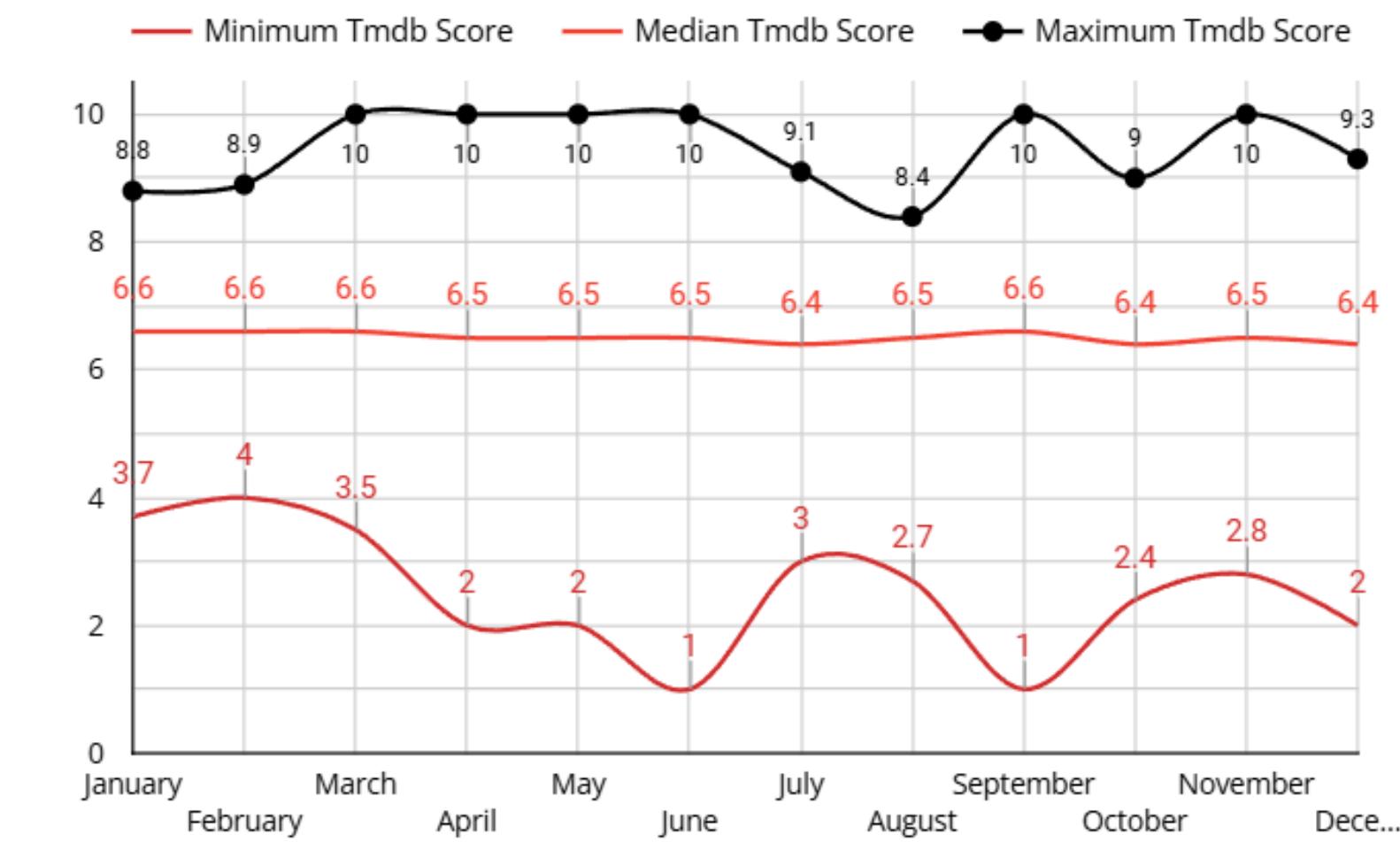
What about release month?

Last but not least, we considered the **release month** looking for some strong evidence.

We checked the **minimum**, the **maximum** and the **median** value of the TDBM ranking score, grouping our contents on the release month.

As the tendencies of the maximum and the median appear quite constant, the minimum has few fluctuations.

With the same maximum value and median with a high score, the highest minimum value is **March**



SO WE ARE GONNA PRODUCE...



“Hoops & Glory”

Our TV show delves into themes of teamwork, rivalry, and the sacrifices needed to achieve greatness.

Genre: Sports TV Show

Episode Length: 45 minutes per episode

Release Date: March

First Footage Location: US

Cast:

- **Ewan McGregor** as **Coach** Jack "Mac" McAllister: striving to rebuild a struggling high school team.
- **David Denman** as Caden Walker: Jack's loyal **assistant coach** and longtime friend
- **Helena Bonham Carter** as Eleanor "Ellie" Bennet: the **school principal** determined to save the basketball program.





Thank you for the attention!

