# Analysis of non-English Movies

# Popular on TMDb

# What original content should be made?

Nowadays most people do not just watch American or English movies. Foreign films are quite popular and are worth investing in.

However, deciding what foreign content should be made might not be as clear. Today we explore how non-English movies have performed and see if we can narrow down the choices by looking at language and genre trends.

# Questions Addressed

Most popular & profitable genres for non-English movies?

Most popular & profitable languages?

Trends over the last thirty years?

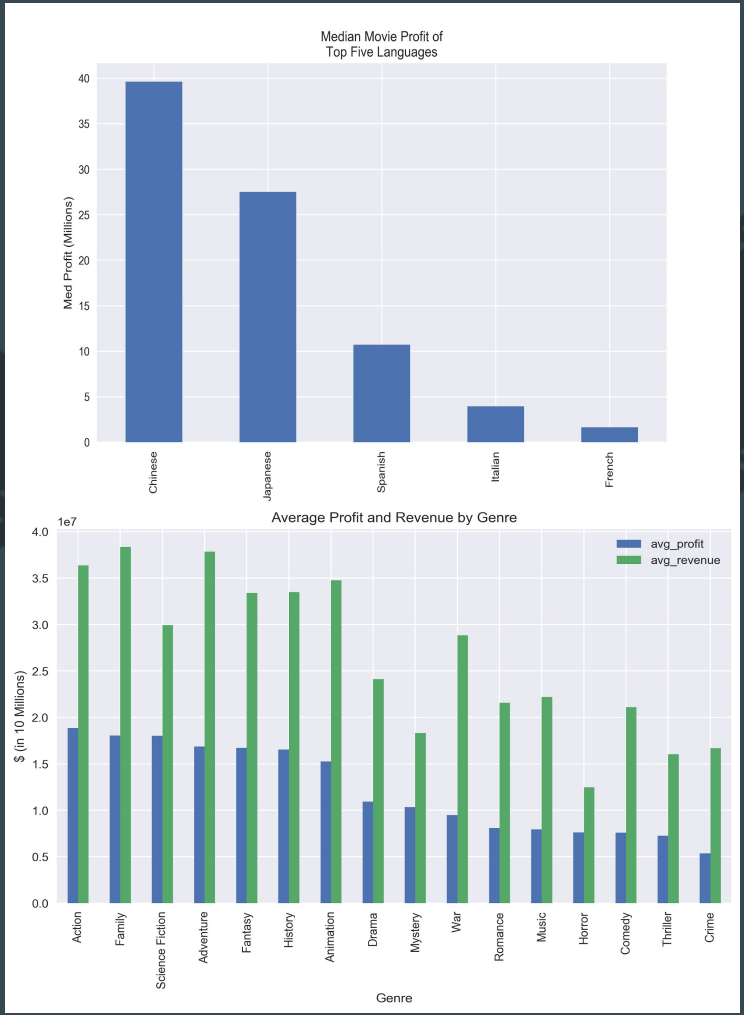
What languages and genres should you produce movies in?

# Hypothesis

China's economic boom should be reflected in Chinese movie profits.

Growth of the US Spanish-speaking population should be noticeable in Spanish movie popularity.

With the world experiencing a tech boom and so much interest and conspiracies around tech and AI, there may be an increased interest in the Sci-Fi Genre.



# The Process

## Data Collection:

TMDb (The Movie Database) API
Top Rated movies and Movie Details.

IMDb (Internet Movie Database)
additional details through webscraping.

## Data Analysis and Visualization:

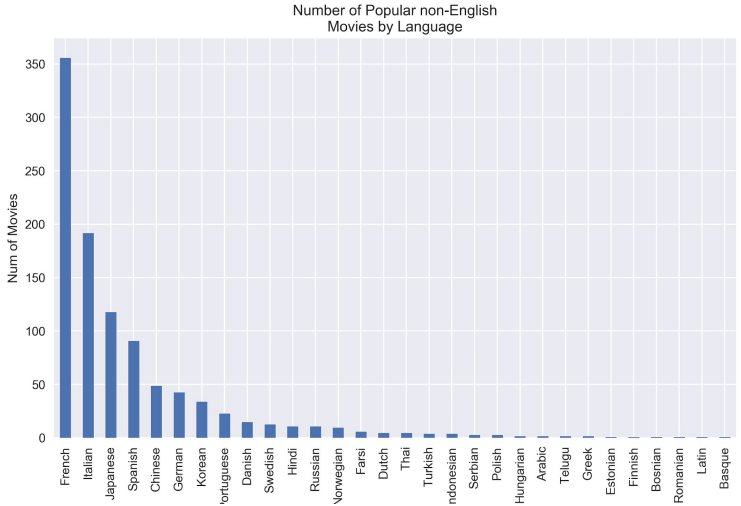
Analyzed films by language and genre, grouped by decade.

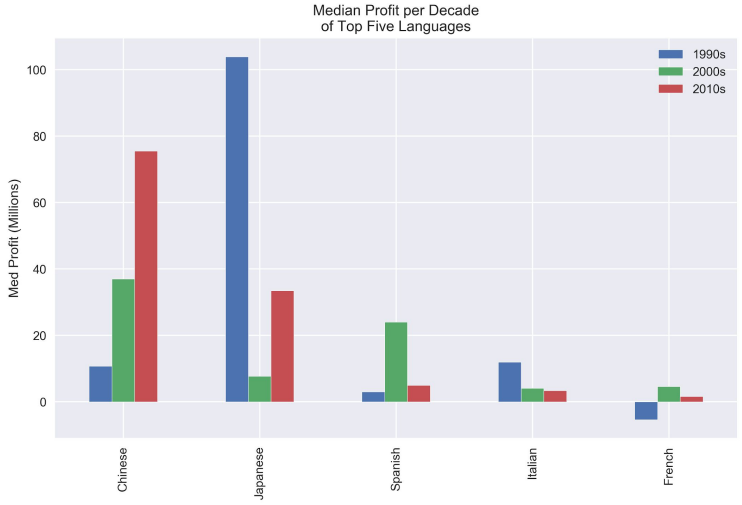
Visualizations with Matplotlib to study trends.

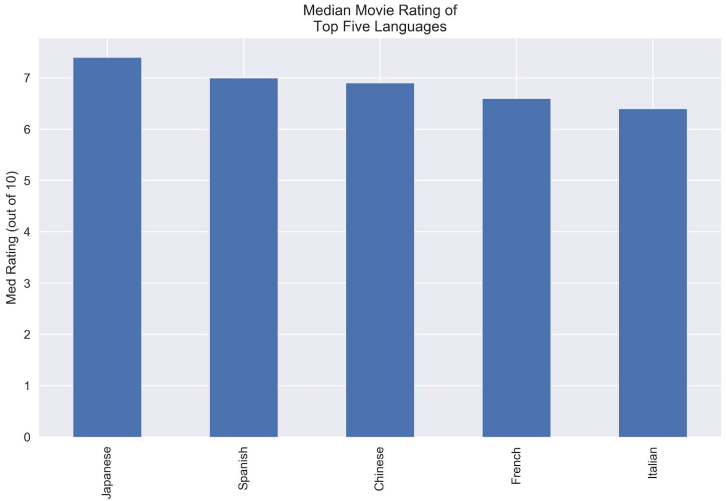
## Data Cleaning:

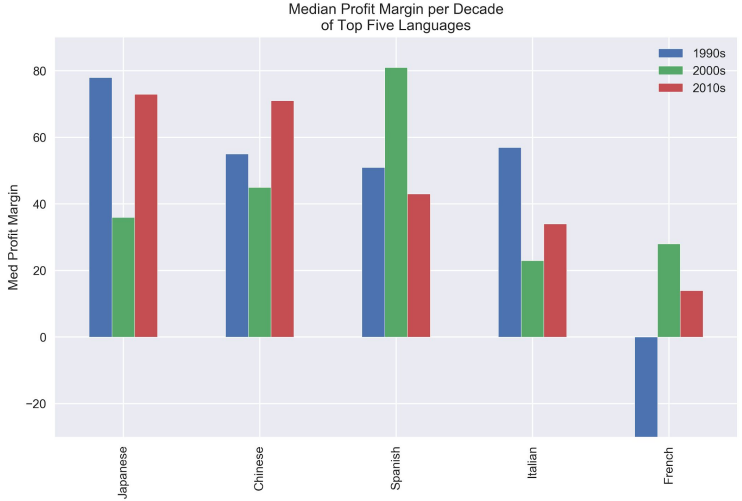
Merged all three datasets into Pandas dataframe (1000+ titles total).

Dropped all movies produced before 1990 and all English-language movies.


Number of Popular non-English
Movies by Language
Num of Movies
0
50
100
150
200
250
300
350
French
Italian
Japanese
Spanish
Chinese
German
Korean
'ortuguese
Danish
Swedish
Hindi
Russian
Norwegian
Farsi
Dutch
Thai
Turkish
ndonesian
Serbian
Polish
Hungarian
Arabic
Telugu
Greek
Estonian
Finnish
Bosnian
Romanian
Latin
Basque


Median Profit per Decade
of Top Five Languages
Med Profit (Millions)
0
20
40
60
80
100
1990s
2000s
2010s
Chinese
Japanese
Spanish
Italian
French


Median Movie Rating of
Top Five Languages
Med Rating (out of 10)
0
1
2
3
4
5
6
7
Japanese
Spanish
Chinese
French
Italian


Median Profit Margin per Decade
of Top Five Languages
Med Profit Margin
−20
0
20
40
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1990s
2000s
2010s
Japanese
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French

# Initial Takeaways

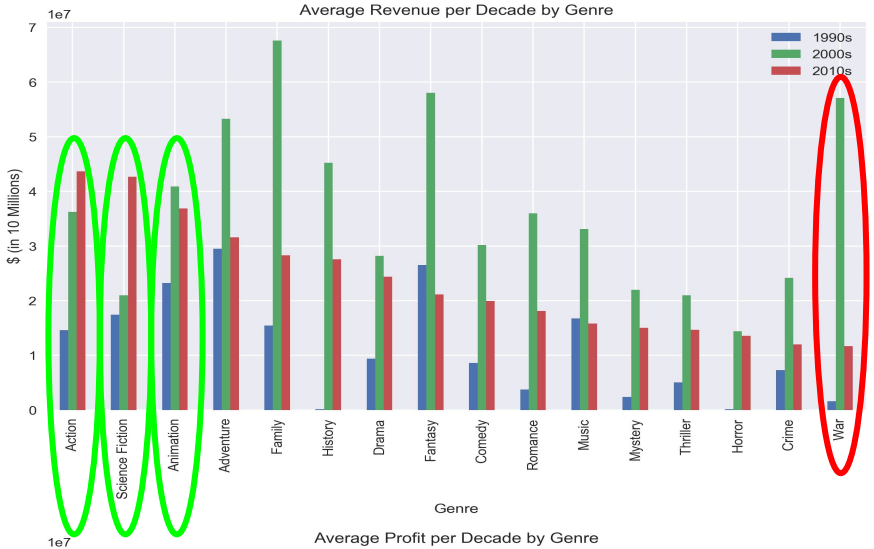
Chinese and Japanese movies were top earners over past 10 years.

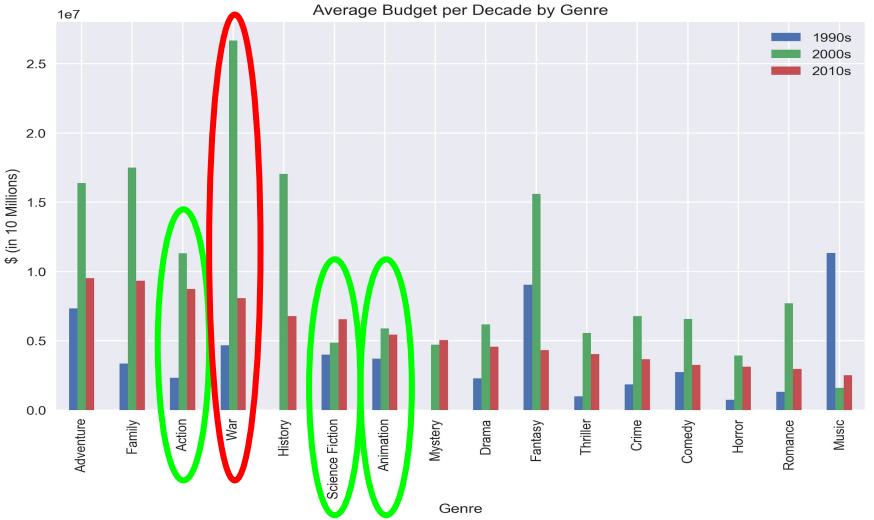
Chinese still seem to be trending upward.

Success of Spanish films grew greatly throughout 2000s.

French movies lost money on average during the 1990s.*

* Further investigation needed.


Average Revenue per Decade by Genre
1e7
$ (in 10 Millions)
1990s
2000s
2010s
Action
Science Fiction
Animation
Adventure
Family
History
Drama
Fantasy
Comedy
Romance
Music
Mystery
Thriller
Horror
Crime
War
Genre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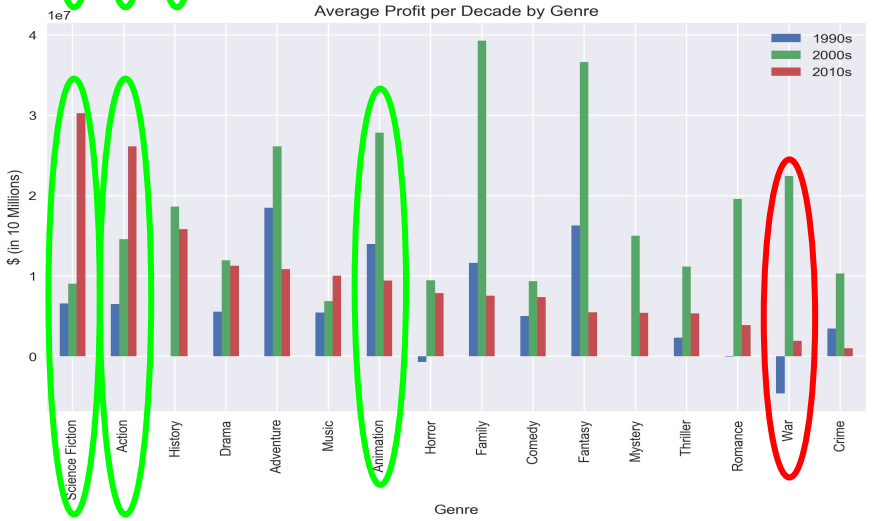
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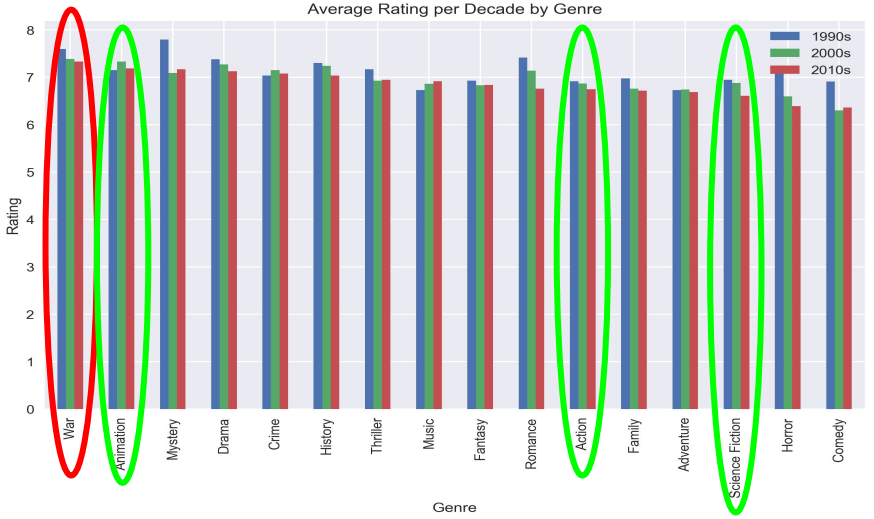
Average Rating per Decade by Genre
Rating
1990s
2000s
2010s
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Mystery
Drama
Crime
History
Thriller
Music
Fantasy
Romance
Action
Family
Adventure
Science Fiction
Horror
Comedy
Genre

# Genre Takeaways

War movies have high ratings but have high budgets with low revenue and profits.

Sci-Fi and Action movies are on an upward trend in profit and revenue over the last 30 years.*

Sci-Fi and Action movies have low ratings relative to other genres.*

Animated movies have high revenue and ratings along with high profits.

* This could mean there is high interest in Sci-Fi and Action movies but a lack of quality movies.

# Conclusion

Chinese and Japanese movies are among the highest rated and most profitable of non-English movies.

Sci-Fi and Action genres have the highest revenue and profits and have been trending upward over the last 30 years.

https://github.com/EricB10/movie_eda

# Further Analysis

Analyze genre trends for common genre combinations.

Comparative analysis with English-language movies.

Inclusion of geographic regions.

Inclusion of foreign websites & databases.

Inclusion of streaming services.

https://github.com/EricB10/movie_eda