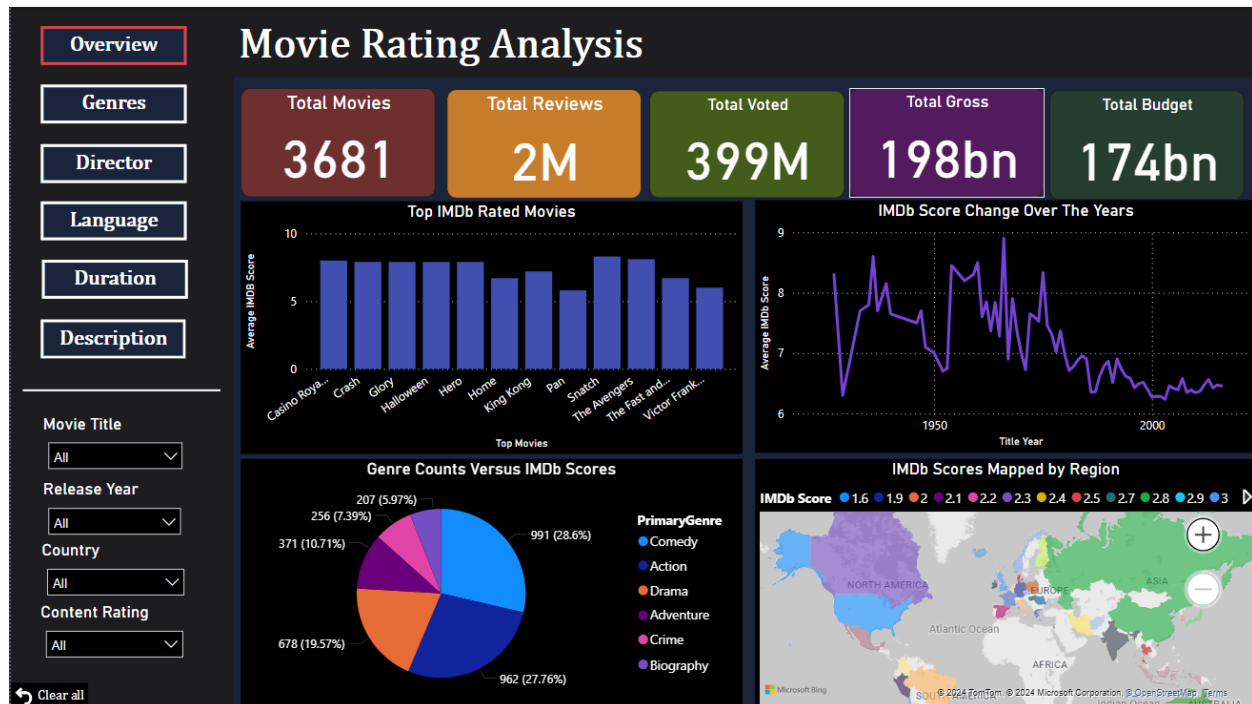


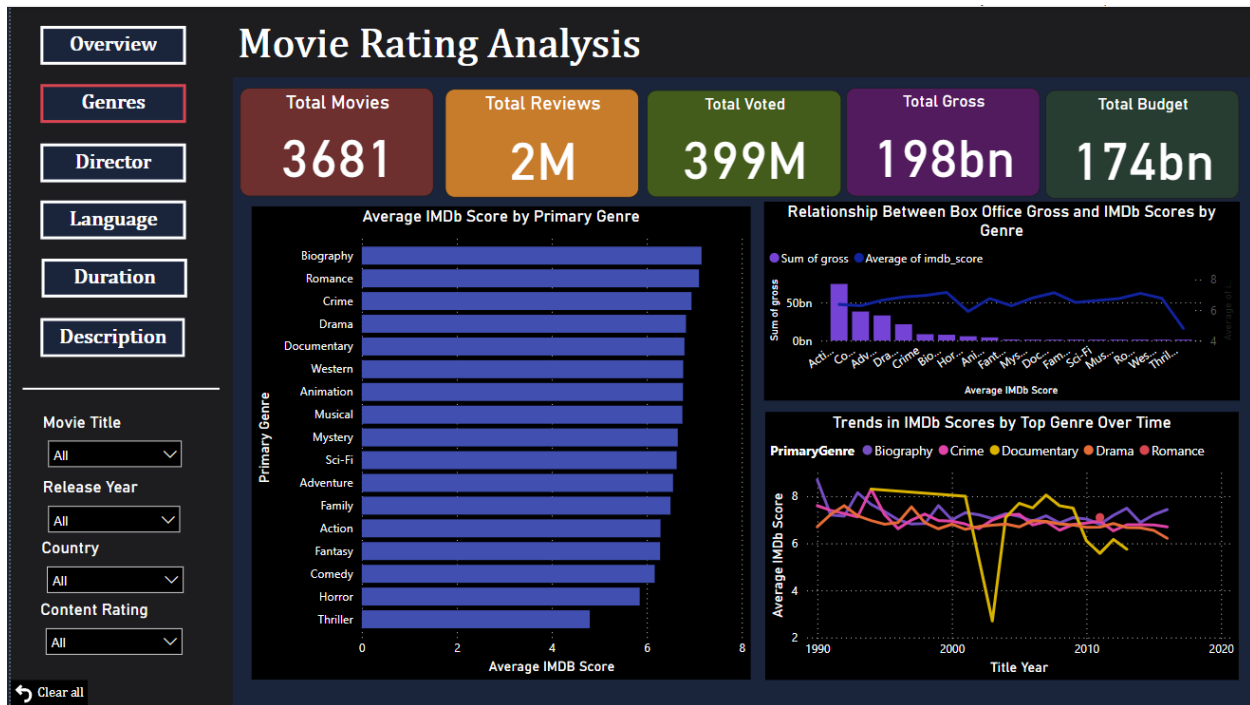
Data Mining and Business Intelligence

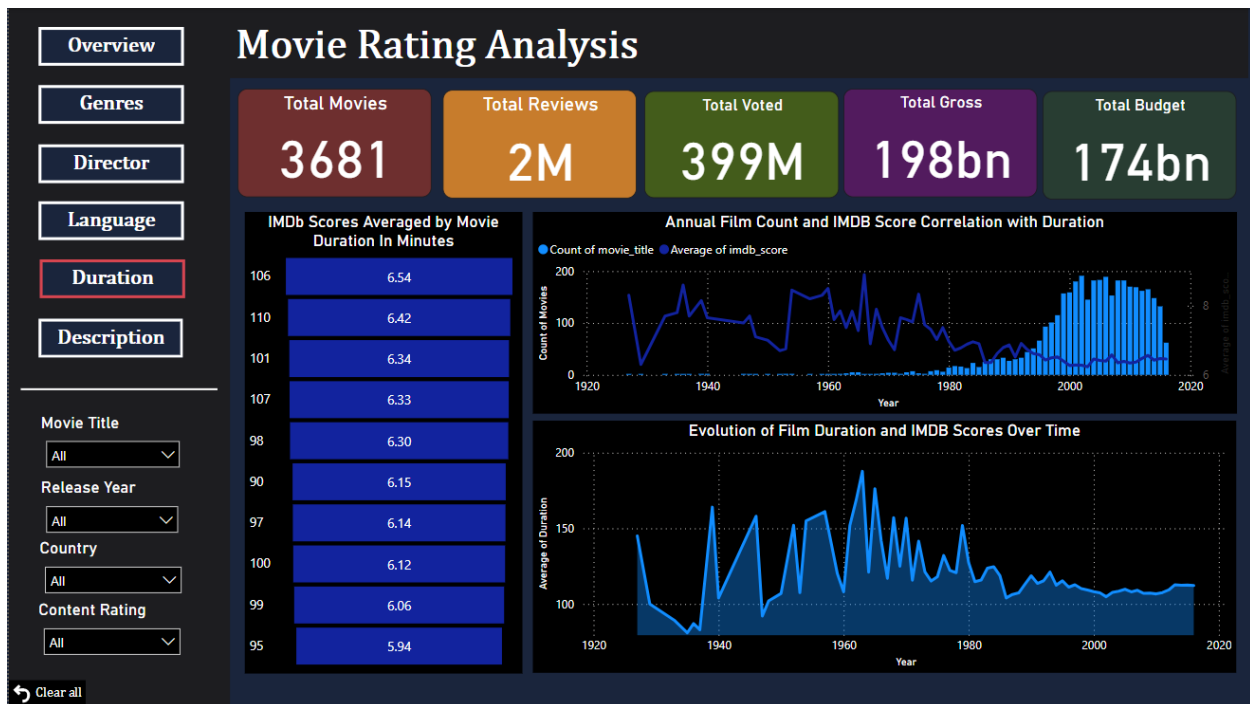
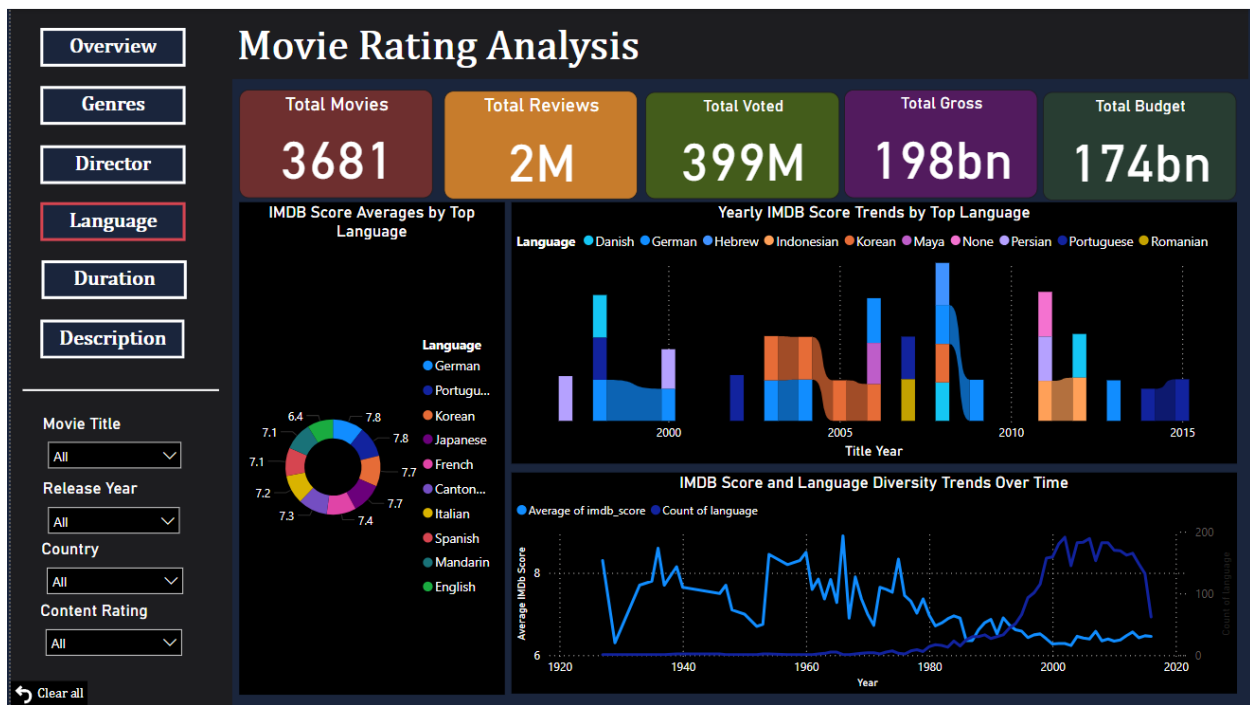
Final Project

Movie Rating Analysis – Based on IMDB Rating

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Result Interpretation

Main Insights:

Duration (0.37 correlation): Longer movies tend to have higher IMDb scores, suggesting that films with substantial content may be rated more favorably.

Gross (0.22 correlation) shows a modest positive correlation, indicating that movies which perform better financially tend to have higher scores, though the correlation is not very strong.

Title year has a slight negative correlation (-0.14) with IMDb scores, indicating that more recent movies might have slightly lower scores on average compared to older movies.

Thriller stands out as the lowest with an average IMDb score of 4.80, indicating that it might be more niche with a potentially smaller but dedicated audience base.

IMDb Rating by Genre Analysis: After our analyzation, we found the top genre that has the highest IMDb rating is Biography even though it is not the highest grossing genre. This suggests that the movie genre plays crucial role in getting IMDb rating even if the movies of that genre does not do well in box office. It shows potential growth of movie production of that specific genre.

Director Influence on Rating: Our analysis shows that Martin Scorsese and Peter Jackson both are the highest rated director in IMDb. Even though Steven Spielberg has produced more movies and is the highest grossing director. This shows how movie rating can be influenced just by director name and fame. This suggests movies with those directors can get higher rating in IMDb.

