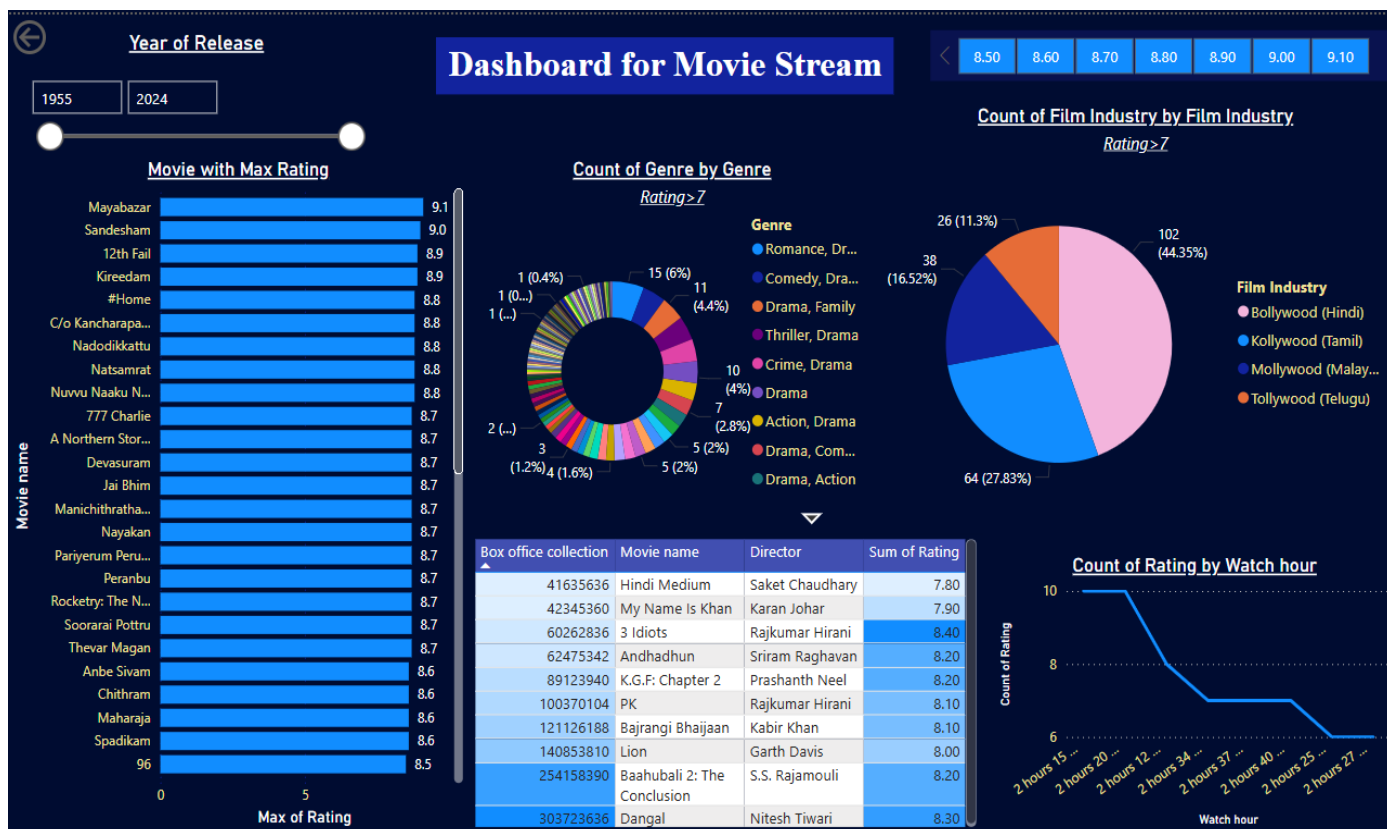


Introduction to Computational with CSS

Assignment : I

To help our business decide on the best movies to stream, I have developed a Movie Stream Dashboard based on IMDb ratings and most essential movie traits. The dashboard provides a data-driven way to discover highly rated movies, popular genres, and lucrative film industries to gain the most audience interest.

Dashboard



1. Year of Release Filter (Top Left) :

- The slider allows filtering movies from 1955 to 2024, helping in selecting both classic and contemporary films based on audience preferences.

2. IMDb Rating Filter (Top Right - Blue Buttons):

- This allows filtering movies based on specific IMDb rating ranges (8.50 to 9.10).
- It helps in selecting movies with consistently high ratings to ensure quality content.
- **Example:** If the firm wants only the best-rated movies (above 9.0), this filter will shortlist only those.

3. Top-Rated Movies (Left Panel - Bar Chart) :

- Displays movies with the highest IMDb ratings, helping the firm identify critically acclaimed films for streaming.
- These movies have high engagement potential and should be prioritized for licensing.
- **Example:** Mayabazar (9.1), Sandesham (9.0), 12th Fail (8.9), etc.

4. Count of Genre by Genre (Middle Panel - Donut Chart) :

- Shows the distribution of the genres with ratings above 7, ensuring we focus on popular and well-rated genres.
- Popular genres include :
 - Romance, Drama.
 - Comedy, Drama.
 - Thriller, Crime.
- This helps in genre-specific content curation to attract a diverse audience.

5. Count of Film Industry by Film Industry (Right Panel - Pie Chart) :

- Provides insights into the dominant film industries with high-rated movies.
- The data suggests :
 - Bollywood (44.35%)
 - Kollywood - Tamil (27.83%)
 - Mollywood - Malayalam (16.52%)
 - Tollywood - Telugu (11.3%)
- This enables the firm to strategically acquire content from industries with proven success.

6. Box Office Collection vs. Rating (Bottom Table) :

- Displays movies with high box office earnings and good IMDb ratings.

- **Example:** 3 Idiots (₹602 Cr, 8.4 rating), PK (₹1003 Cr, 8.1 rating), Dangal (₹3037 Cr, 8.3 rating)
- These movies indicate high market demand, making them ideal for OTT licensing.

7. Count of Rating by Watch Hour (Bottom Right - Line Chart) :

- Analyzes the watch duration trends to determine the optimum movie length.
- Observation: Most highly rated movies are watched within 2-3 hours.
- Helps the firm prioritize movies that fit audience preferences for watch time.

My decision Making strategic from the Dashboard based on the given Data is :

I recommend :

- ✓ Focusing on high-rated movies (IMDb > 8.5) using the rating filter for precise selection.
- ✓ Prioritizing Bollywood and Kollywood films, as they dominate high ratings.
- ✓ Acquiring blockbuster hits with high box office revenue for maximum engagement.

- ✓ Focusing on genres like Romance, Comedy, Drama, and Thriller for wider appeal.
- ✓ Selecting movies with an ideal watch time (~2-3 hours) to match user preferences.

Thank you

