

## Project 2: Tell Your Story

**Slide 1 (Introduction):** As a college student I have lots of free time, and so do my friends. We often find ourselves bored in a dorm room, and as a result throw on a movie. However, we typically spend more time about arguing over what movie we want to watch rather than watching the movie. Whether if it is the. If we're in the mood for Adam Sandler or Leonardo Decaprio, or if we want to watch a quick hour and 20-minute movie or a 3-hour marathon. There must be a solution of these long movie arguments amongst friends everywhere... right? I have noticed that there is always one thing that we always look at. This thing is IMBds scores for the movie. Therefore, I took a dataset that included thousands of movies, and took the IMBd scores of these movies to compare it to many other variables to see how significant the IMBd scores are. As a result, I will be able to produce the best movie so that when you are sitting down with your friends or family arguing over what movie to choose... "The Forgotten Christmas" will be a no brainer.

**Slide 2:** The Histogram shows every score in the dataset and how many times that score is given to a specific movie. It's clear that not many movies have an extremely bad score according to IMBd; however, not many movies have an extremely high score. Meaning that IMBd is constant with their scores (most ranging in the 5.5-7 area), and that an extremely good moive and an extremely bad movie is tough to come upon.

**Slide 3:** This table of the spread tells us a lot about how IMBd likes to rank their movies. There aren't many outliers minus the handful of scores lower then about 3.5 and higher then 8.5, and the minimum of 1.9, and maximum of 9.3. The 1<sup>st</sup> quartile, median, mean and 3<sup>rd</sup> quartile are all numbers that are extremely close together proving that IMBd rates a lot of movies as average. This stood out to me because it made me realize how important an IMBd score is. If an IMBd score is over 7.5 then you can automatically assume it is a good movie because of the way the tendencies and spread of IMBd scores in a handful of movies are constructed.

Slide 4: The scatterplot of the relationship between Gross Revenue and Score shows the correlation that as IMBd score goes up the gross revenue goes up. This illustrates that IMBd score is very significant in an movies result because the higher the score the more money the movie produces. The direction of this scatter plot is positive because as one variable increases the other also increases. This scatter plot is strong because most of the points are cluttered together and follow somewhat of a line. There are some outliers in the scatter plot, yet they are cut off and you can clearly see some of them towards the top of the graph.

**Slide 5:** I thought that this data of the bar graph was a bit misleading since genres like Musicals, Music and Bipgraphies were not as prominent in the dataset meaning they have less margin for error. So, although they are still good movies within those genres their higher average of IMBd scores is eaiser to achieve as opposed to a genre like Drama and Action in which were

extremely prominent in the dataset and still maintain an average to above average IMBd score. Thus, proving that most consumers enjoy the wide variety of movies within this genre. On top of that, the director that I am choosing for “The Forogotten Christmas” movie excels in genres such as drama and action.

**Slide 6:** From this chart it is obvious that the holiday season produces the best IMBd scores proving that it is the best time to relase a movie. This is clear due to the shape of the line. From January to about October it does not move much. There are slight increases and decreases throughout those months but nothing too significant. Then right around November the line increases a lot, and the continues to increase to its maximum point when hitting December.

**Slide 7:** This horizontal bar chart shows the top 20 highest average IMBd scores, and the directors that produced those scores. Although Frank Darabont movies clearly have the highest average score at 9.3 he only came up in the dataset 4 times which makes his score slightly less impressive due to the less margin for error. Similarly, Quineten Tarrantino movies have an extremely high average of 8.9 he only came up 11 times making is average a bit more impressive, but still not anything significant. However, when analyzing this chart and data Stepehen Spieldberg really stuck out. Spieldberg was able to maintain an average IMBd score of 8.9 while appearing the dataset a whopping 26 times! Thus, proving that Spieldberg is the best director of movies when it comes to IMBd scores. If he is consistently getting these very high IMBd scores, then he is consisently producing the best movies.

**Slide 8 (conclusion):** I have proved that IMBd scores matters, and the best movies are able to result in the best IMBd scores. Producing the most consumer interest and revenue. On top of that, I have proven that simply looking at the IMBd score and then relating it to many other variables can tell you a lot about a particular movie or director, and now there will be a movie produced that takes in all these variables relating to IMBd score when making the movie, and it will output the best IMBd score and save many stupid arguments in friendgroups across America. “The Forogotten Christmas” will be a Christmas/ holiday themed action/drama and will convey one family’s holiday expirnece in an extermley unorthodox way keeping the viewer on the edge of their seat the entire film. This movie will be released on Christmas of 2022 and will be direcred by Stephen Spieldberg.

