

A comparison of movie viewership during festive period (December) to the movie viewership throughout the year

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# Dataset(s)

Which dataset did you use of the following:

- Soccer Dataset
- IMDB Movie Dataset
- World Development Indicators Dataset



# Motivation/Background

- ❖ Study seeks to investigate preference for certain movie genres
  - ✓ during a major festive/holiday period
- ❖ Over the other movie genres shown throughout the year
- ❖ December was identified as a major festive period
  - ✓ Because it marks the end of the year
- ❖ The outcome of this study will guide movie producers
  - ✓ on the type of movie genres to produce in December

# Research Question(s)

How does the movie viewing pattern in December differ to the movie viewing pattern throughout the year?

# Methodology

- ❖ Movie and rating data frames were joined on movie ID
  - ✓ to obtain genres and counts of ratings
  - ✓ counts of ratings determine the number of movie viewers
- ❖ Counts of ratings were plotted against movie genres
  - ✓ For all datasets
- ❖ Converting UTC timestamps to local timestamps
  - ✓ dataframes for Dec were extracted
  - ✓ Genres and counts of rating for Dec only were obtained
- ❖ Genres and counts of rating were plotted
  - ✓ For movies watched in Dec only

# Findings

Movie Genres	Counts of ratings	Number of viewers
Drama	10 467 716	10 467 716
Comedy	8 604 153	8 604 153
Action	7 325 087	7 325 087
Thriller	6 602 183	6 602 183
Adventure	5 759 320	5 759 320
Romance	4 359 025	4 359 025
Sci-fi	4 263 079	4 263 079
Crime	4 086 644	4 086 644
Fantasy	2 782 949	2 782 949
Children	2 074 482	2 074 482
Mystery	1 958 482	1 958 482
Horror	1 778 287	1 778 287
Animation	1 574 477	1 574 477
War	1 227 207	1 227 207
IMAX	1 060 349	1 060 349
Musical	932 485	932 485
Western	462 347	462 347
Documentary	238 590	238 590
Film-Noir	236 830	236 830
No genres Listed	8 563	8 563

Table 1: Movie genres and counts of ratings throughout the year (12 months) for all the year categories (in IMD movie dataset)

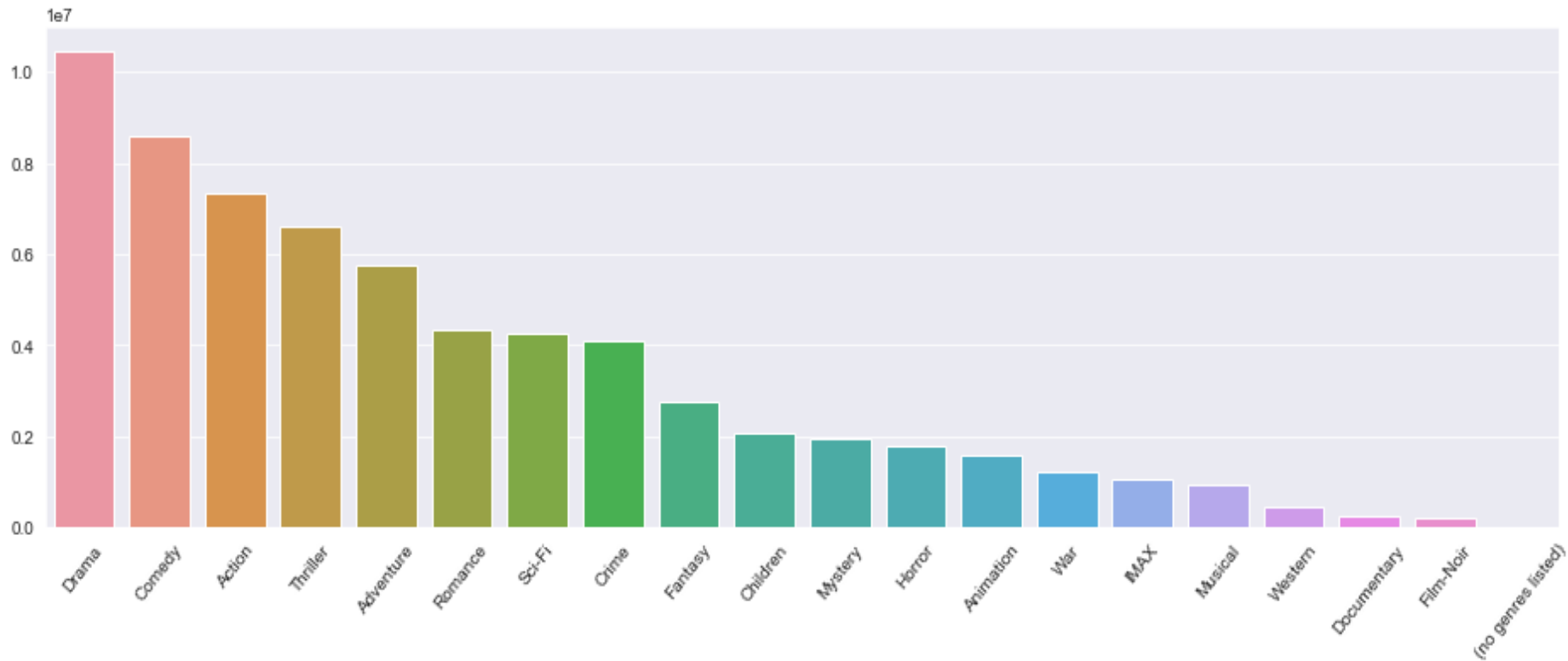


Fig 1: Plot of Movie genres and counts of ratings throughout the year (12 months) for all the year categories (in IMD movie dataset)

Movie Genres	Counts of ratings	Number of viewers
Drama	936 971	936 971
Comedy	780 140	780 140
Action	641 478	641 478
Thriller	574 746	574 746
Adventure	513 957	513 957
Romance	393 930	393 930
Sci-fi	382 180	382 180
Crime	356 566	356 566
Fantasy	253 292	253 292
Children	191 451	191 451
Mystery	173 628	173 628
Horror	161 184	161 184
Animation	138 906	138 906
War	112 708	112 708
IMAX	84 195	84 195
Musical	91 135	91 135
Western	41 256	41 256
Documentary	21 703	21 703
Film-Noir	23 752	23 752
No genres Listed	782	782

Table 2: Genres of movies and counts of rating for December only for all the year categories (in the IMD movie dataset)



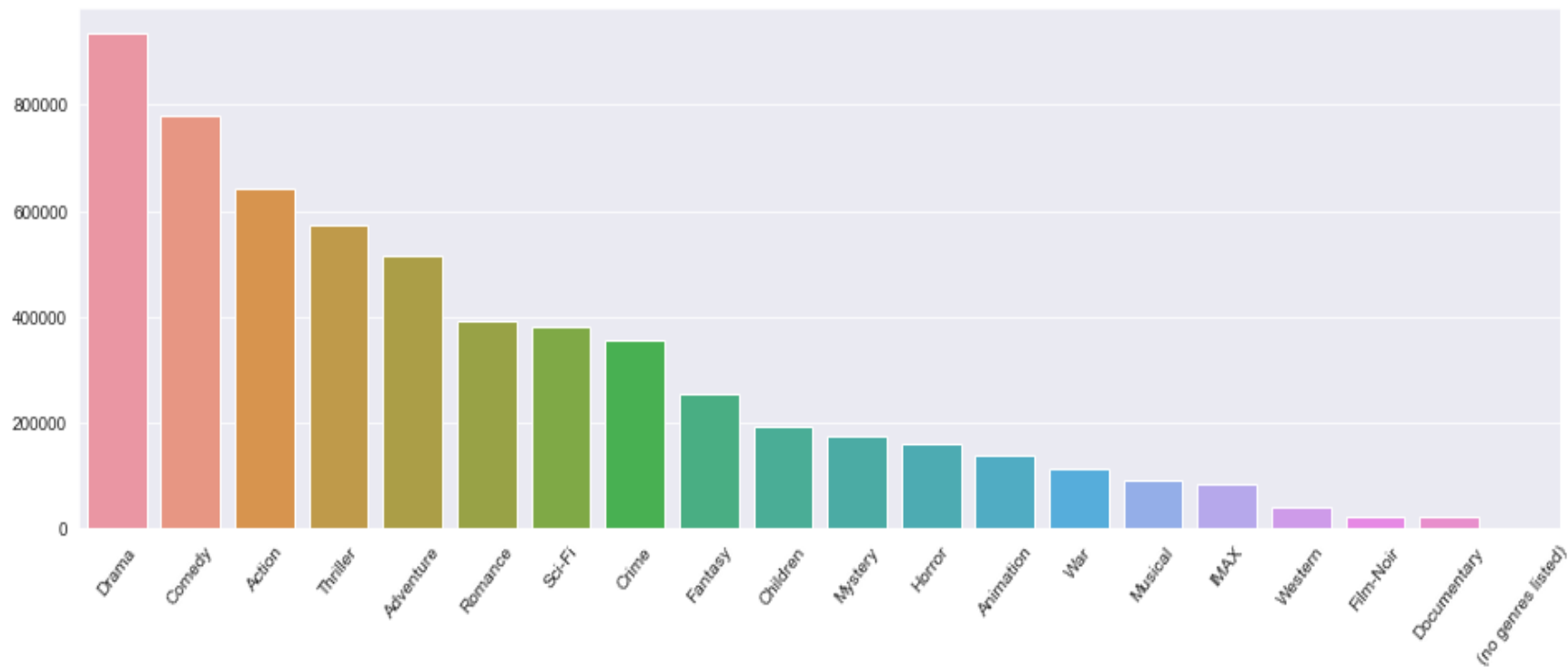


Fig 2: Genres of movies and counts of rating for December only for all the year categories (in the IMD movie dataset)

# Results & Conclusion

- ❖ With the exception seen (in Dec, Table 2 & Fig. 2)
- ❖ where preference was shown for:
  - ❖ musical over IMAX (Table 2 & Fig 2)
    - ✓ counts of ratings were higher for musical
  - ❖ film noir over documentary (Table 2 & Fig 2)
    - ✓ counts of rating were higher for film noir
- ❖ Similar viewing patterns were observed
- ❖ for movies watched in Dec only (Table 2 & Fig 2)
  - ✓ & the ones watched throughout the year (Table 1 and Fig. 1)

# Results & Conclusion Continued

- ❖ The counts of ratings decreased steadily & progressively (Table 1 & Fig 1)
- ❖ For all the movie genres considered
  - ❖ in the order shown above (Table 1 & Table 2)

# Acknowledgements/Reference(s)

- ❖ The feedback of Olayode Ogunniran (NIIT Lagos)
- ❖ on the data analyzed is gratefully acknowledged.
- ❖ No additional reference was used
- ❖ Only the IMD movie dataset was used
- ❖ The Jupyter notebook was not included
  - ✓ Because of serious technical issues.