

# MOVIE GENRE PREFERENCE

A Microsoft Problem production



400TM

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400TM

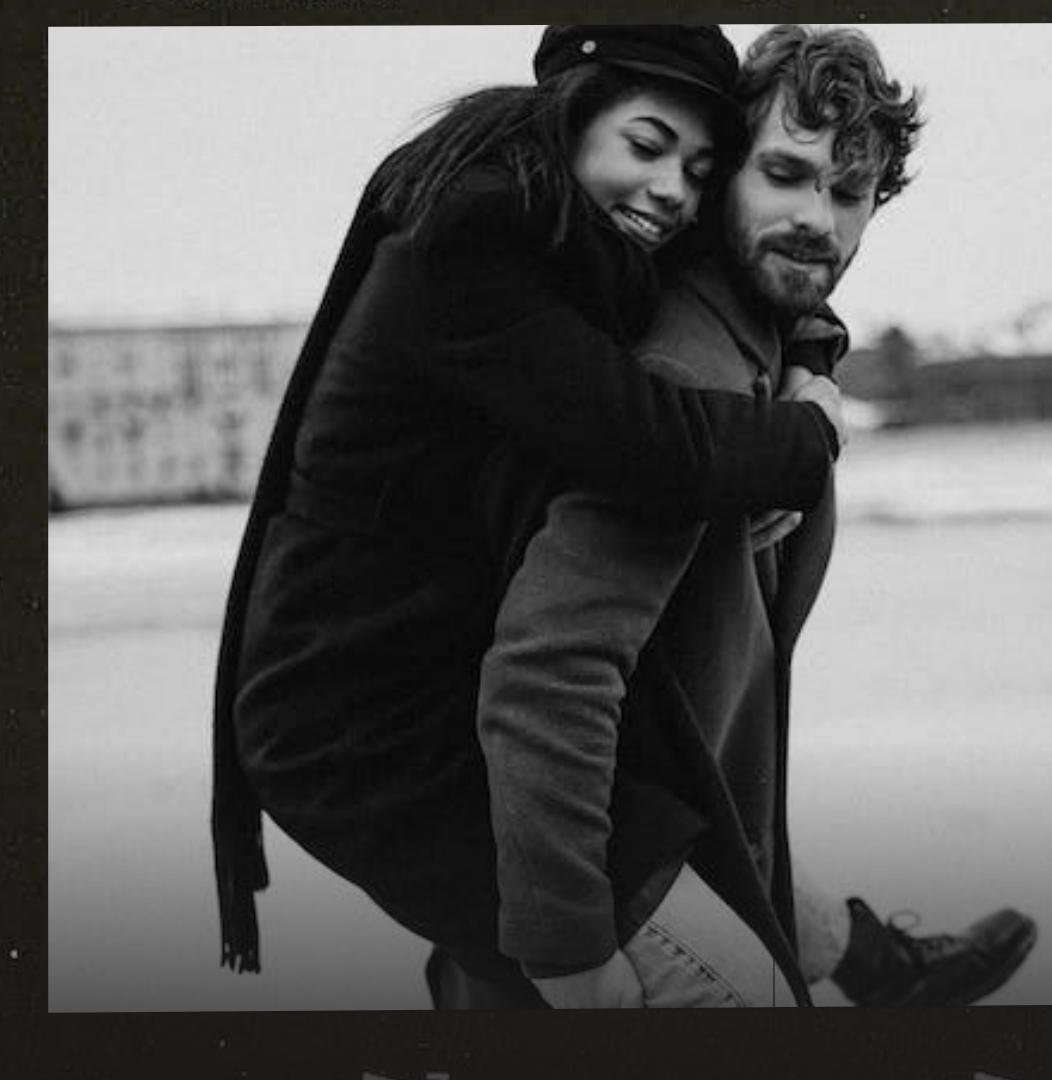
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# ABOUT THE STUDY

In this presentation, we will examine which movie genres are most prevalent in today's cinematic scene. Is it the adrenaline-pumping action flicks, the heartbreaking dramas, the hilarious comedies, the mind-blowing science fiction films, adventure, and romance for the hopeless romantics?



**SCENE**

**TAKE**

**ROLL**

**DATE**

**SOUND**

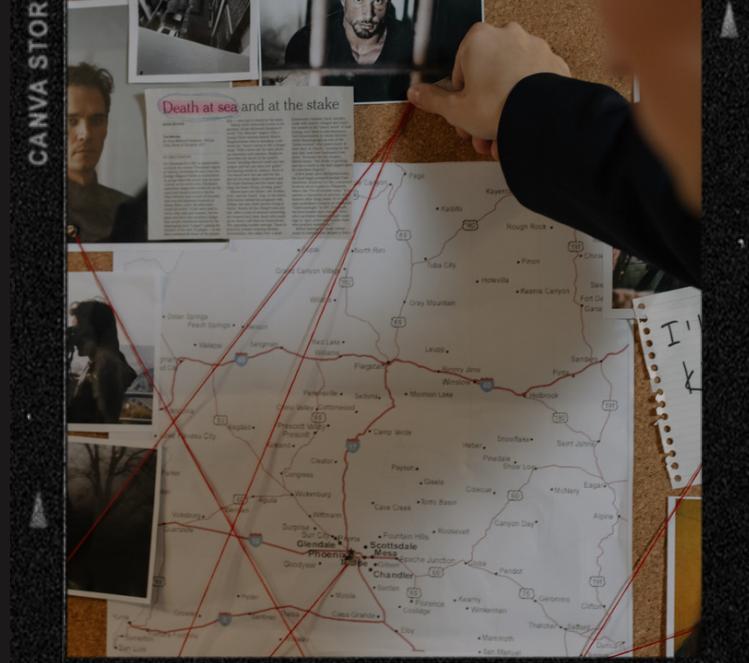
**DIRECTOR**



# OVERVIEW

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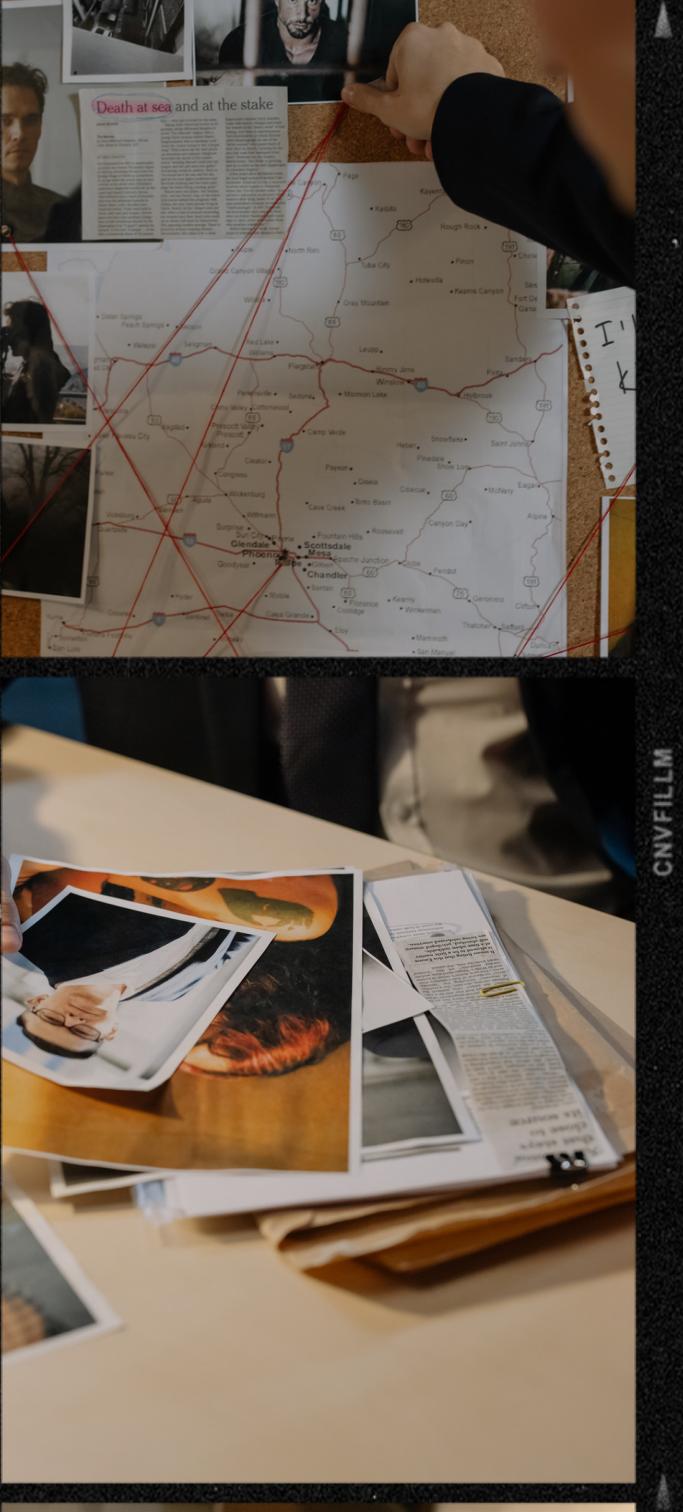
We'll look at data from The Movie Database (TMDB), talk about trends, and try to figure out which genres are the most preferred. This presentation will give you a better knowledge of the film industry's dynamics and may impact your next movie production. So sit back, relax, and join me on this cinematic adventure. Thank you very much.



CANVAS STORIES Z850

CNVFILE

CANVAS



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The movie dataset contained the  
(Row=26517, Columns=9)  
variable genre\_ids, id, original\_language,  
original\_title, popularity, release\_date,  
title, vote\_average and vote\_count

# THE VARIABLES OF INTEREST

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- In this analysis, the focus was the movie genre that accounted for the most viewership cumulatively, irrespective of the ratings.
- Some of the movies belonged to more than one genre.
- For instance, ***Harry Potter and the Deathly Hallows: Part 1*** is (*Adventure, Science Fiction, and Family*)
- *The variables of interest are: ‘genre\_ids’ and ‘vote\_count’*



# RESEARCH QUESTIONS

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What types of films are currently attracting more viewership as far as genre is concerned?



## DATA ANALYSIS

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- The logic behind counts of votes is that consumers are inclined to have a certain taste in a genre(s)
- The majority of them are attracted to this genre to rate it and later give their opinion in votes.
- The number of counts represents the number of viewers that are attracted to the genre hence the potential market.s

## DATA OVERVIEW

	genre_ids	id	original_language	original_title	popularity	release_date	title	vote_average	vote_count
0	[12, 14, 10751]	12444	en	Harry Potter and the Deathly Hallows: Part 1	33.533	2010-11-19	Harry Potter and the Deathly Hallows: Part 1	7.7	10788
1	[14, 12, 16, 10751]	10191	en	How to Train Your Dragon	28.734	2010-03-26	How to Train Your Dragon	7.7	7610
2	[12, 28, 878]	10138	en	Iron Man 2	28.515	2010-05-07	Iron Man 2	6.8	12368
3	[16, 35, 10751]	862	en	Toy Story	28.005	1995-11-22	Toy Story	7.9	10174
4	[28, 878, 12]	27205	en	Inception	27.920	2010-07-16	Inception	8.3	22186
5	[12, 14, 10751]	32657	en	Percy Jackson & the Olympians: The Lightning T...	26.691	2010-02-11	Percy Jackson & the Olympians: The Lightning T...	6.1	4229
6	[28, 12, 14, 878]	19995	en	Avatar	26.526	2009-12-18	Avatar	7.4	18676
7	[16, 10751, 35]	10193	en	Toy Story 3	24.445	2010-06-17	Toy Story 3	7.7	8340
8	[16, 10751, 35]	20352	en	Despicable Me	23.673	2010-07-09	Despicable Me	7.2	10057
9	[16, 28, 35, 10751, 878]	38055	en	Megamind	22.855	2010-11-04	Megamind	6.8	3635

# DESCRIPTIVE STATISTICS

- The table represents a summary of the descriptive statistics



	<b><code>id</code></b>	<b><code>popularity</code></b>	<b><code>vote_average</code></b>	<b><code>vote_count</code></b>
<b><code>count</code></b>	26517.000000	26517.000000	26517.000000	26517.000000
<b><code>mean</code></b>	295050.153260	3.130912	5.991281	194.224837
<b><code>std</code></b>	153661.615648	4.355229	1.852946	960.961095
<b><code>min</code></b>	27.000000	0.600000	0.000000	1.000000
<b><code>25%</code></b>	157851.000000	0.600000	5.000000	2.000000
<b><code>50%</code></b>	309581.000000	1.374000	6.000000	5.000000
<b><code>75%</code></b>	419542.000000	3.694000	7.000000	28.000000
<b><code>max</code></b>	608444.000000	80.773000	10.000000	22186.000000

- The table illustrates the different genres of movies and their **Genre\_id**
- The dataset contains the genre's unique id for the Genre name.
- Source: The Movie Database

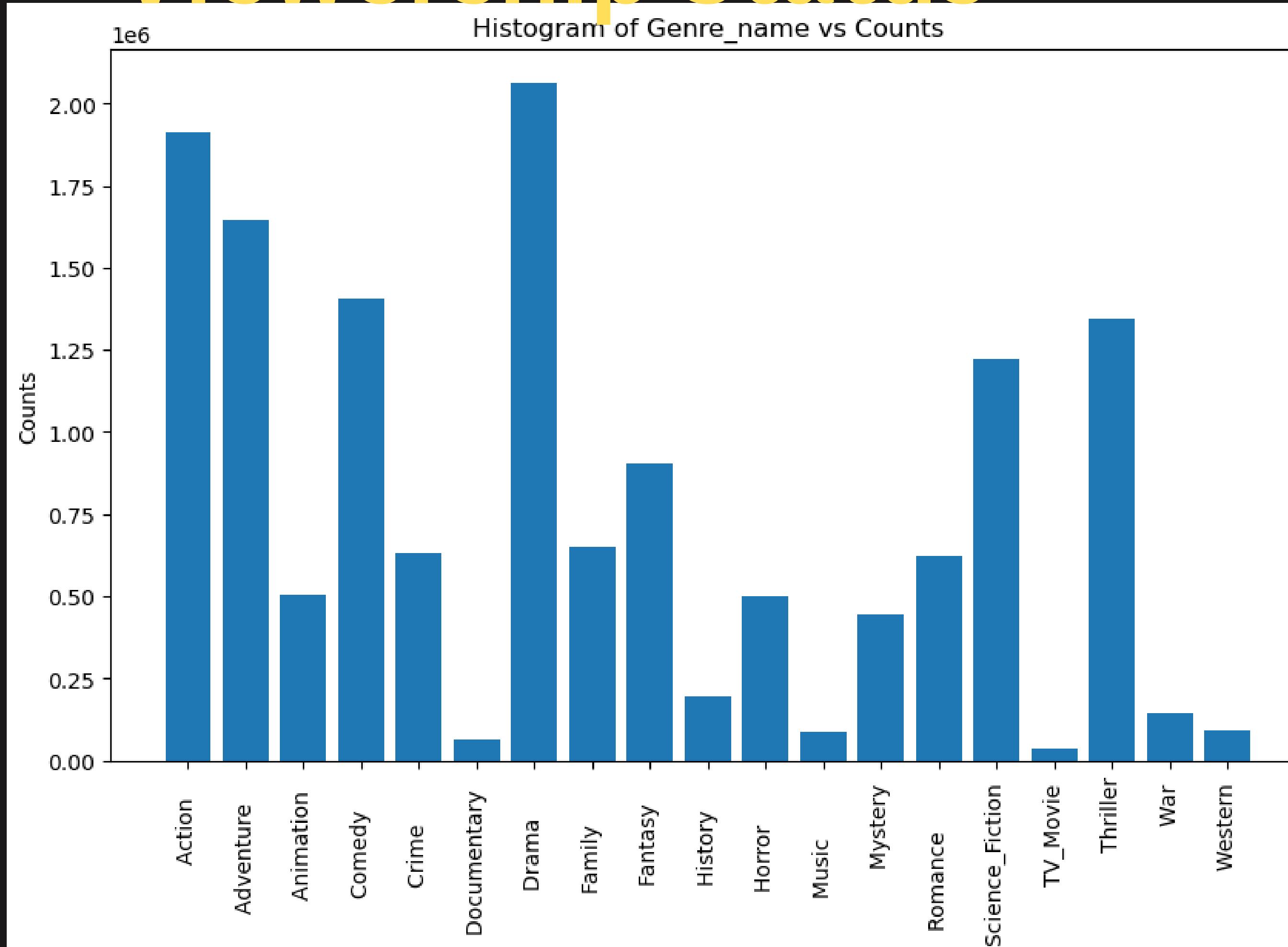
Genre_id	Genre_name
0	Action
1	Adventure
2	Animation
3	Comedy
4	Crime
5	Documentary
6	Drama
7	Family
8	Fantasy
9	History
10	Horror
11	Music
12	Mystery
13	Romance
14	Science_Fiction
15	TV_Movie
16	Thriller
17	War
18	Western

# Viewership Status

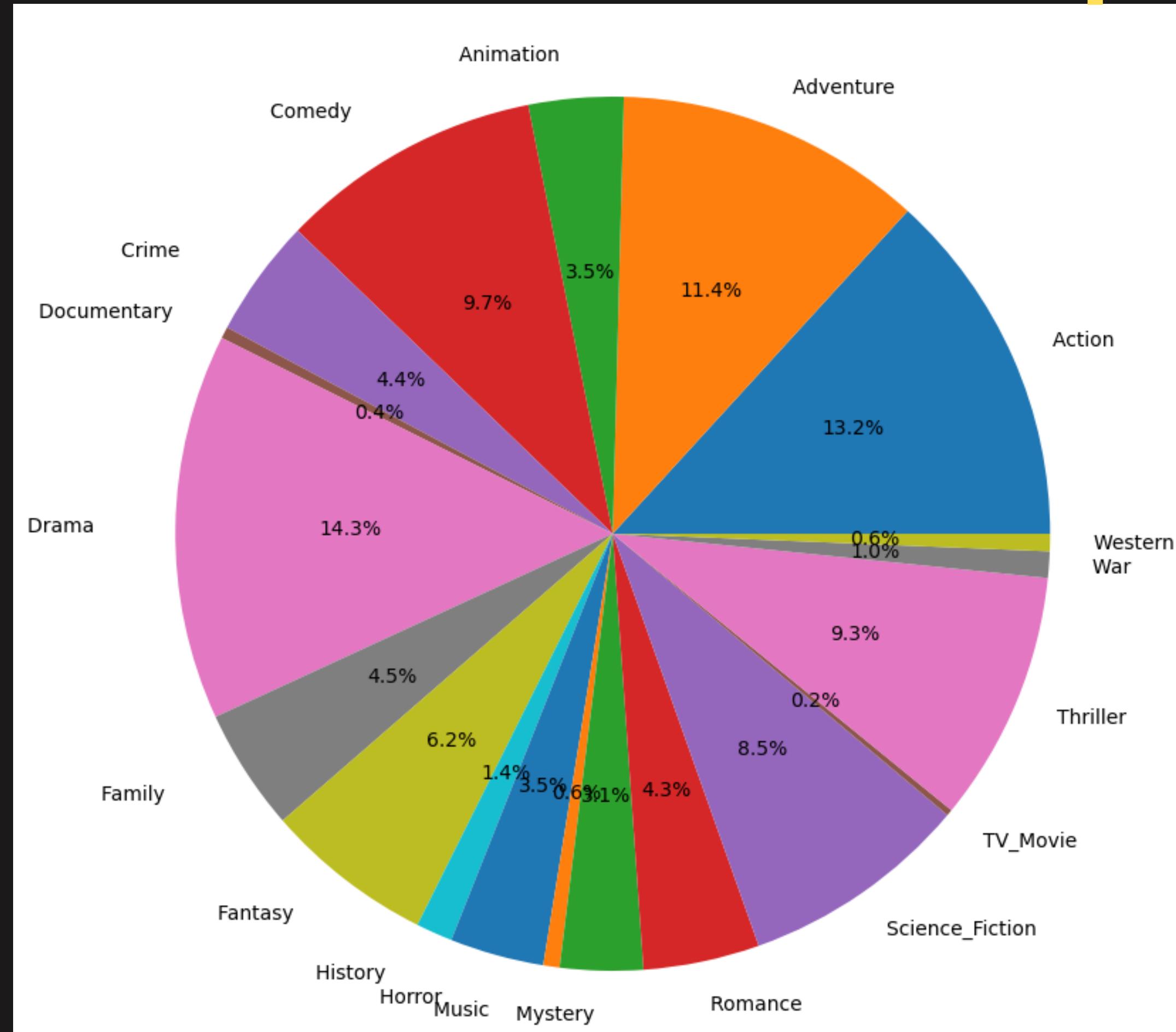
- The table illustrates the different genres of movies, their genre\_id, and the counts of votes
- The dataset is in assendeing order illustrating that Drama is the most viewed genre.
- Drama, Action, adventure, comedy, Thriler and sci\_fi make the top five viewed genre
- TV\_Movies rank the least

Genre_id	Genre_name	Counts
18	Drama	2064637
28	Action	1912290
12	Adventure	1645828
35	Comedy	1403883
53	Thriller	1342877
878	Science_Fiction	1222644
14	Fantasy	902816
10751	Family	652585
80	Crime	632691
10749	Romance	621223
16	Animation	506612
27	Horror	502490
9648	Mystery	442671
36	History	195600
10752	War	141336
37	Western	92667
10402	Music	87434
99	Documentary	62283
10770	TV_Movie	33383

# Viewership Status



# Genre vs Viewership



# Recommendations

Based on the analysis, it appears that Drama, Action, Adventure, Comedy, Thriller, and Sci-Fi are the top five viewed genres. Here's a recommendation on the types of videos to produce:

1. **Drama:** Given its popularity, producing drama videos could attract a large audience.
2. **Action:** Action videos are a hit for their high-energy, physical feats, and exciting plots.
3. **Adventure:** Adventure videos often captivate viewers with their exciting stories and exotic locations.
4. **Comedy:** Comedy videos can bring joy and entertainment to viewers.
5. **Thriller:** Thriller videos are known for their suspense and excitement.
6. **Sci-Fi:** Sci-Fi videos appeal to viewers with their imaginative and futuristic elements.
7. Remember, the key to successful video production is understanding your audience.



# THANK YOU