



The 2018-2019 Film Landscape

Module 1: Exploratory Data Analysis

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**FLATIRON
SCHOOL**



LIONSGATE

Exploratory Data Analysis

Agenda

Methodology

Findings

Recommendations

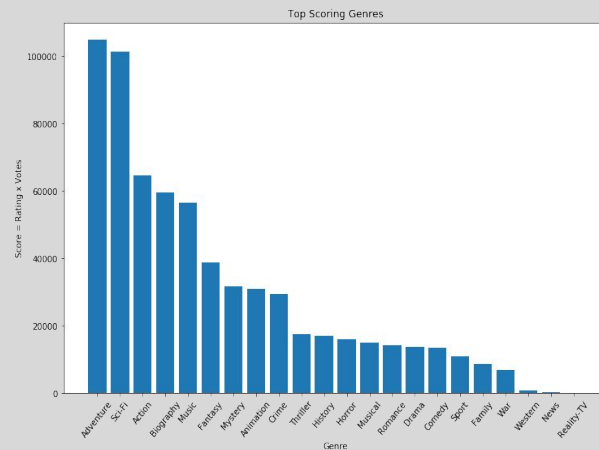
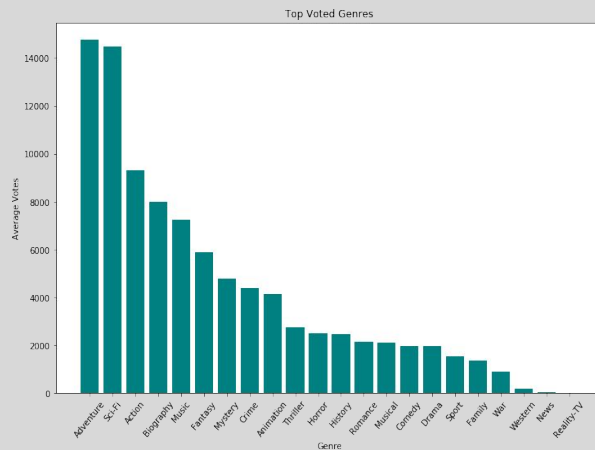
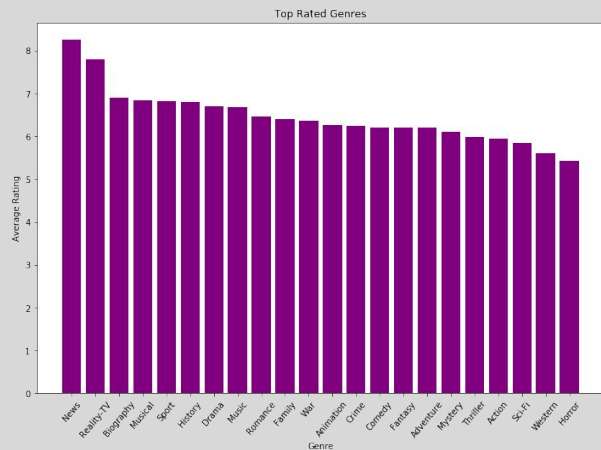
Next Steps



Methodology: Scraping, Pinging, Querying and Exploring Data

- **Scraping:** Gather and analyze data for all feature films released in 2018 or 2019
 - Recent data will give us the pulse of current audience/consumer demand
 - Movie data scraped from IMDB
- **Pinging:** Gather and analyze more detailed data for top rated movies, based on IMDB rating
 - Using IMDB rating allows us to include less popular and/or global movies with smaller number of votes on IMDB
 - Detailed data pulled from The Movie Database API
- **Querying and Exploring:** Chart relationships that can guide Lionsgate business decisions.
 - Cleaned and stored data tables in SQL database
 - Recommendations assume a successful movie is one that is liked (highly rated/scored) by consumers

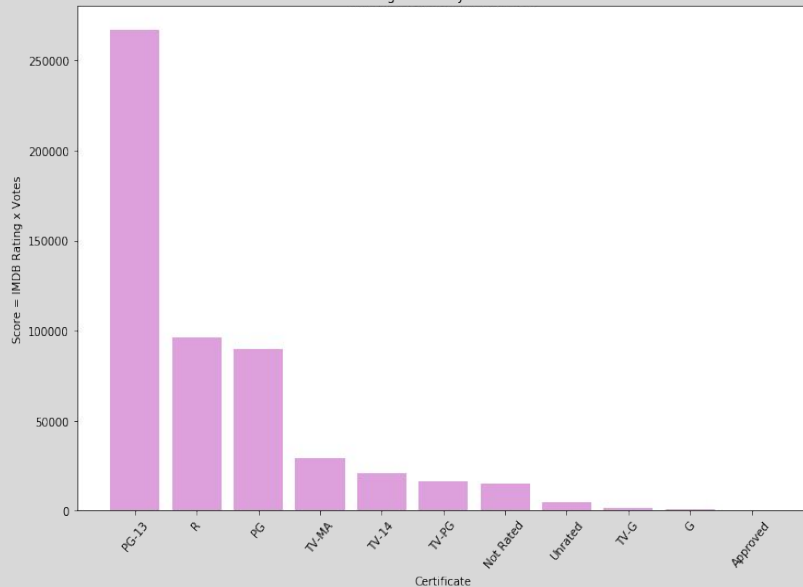
Broad Strokes: Grouping by Genre



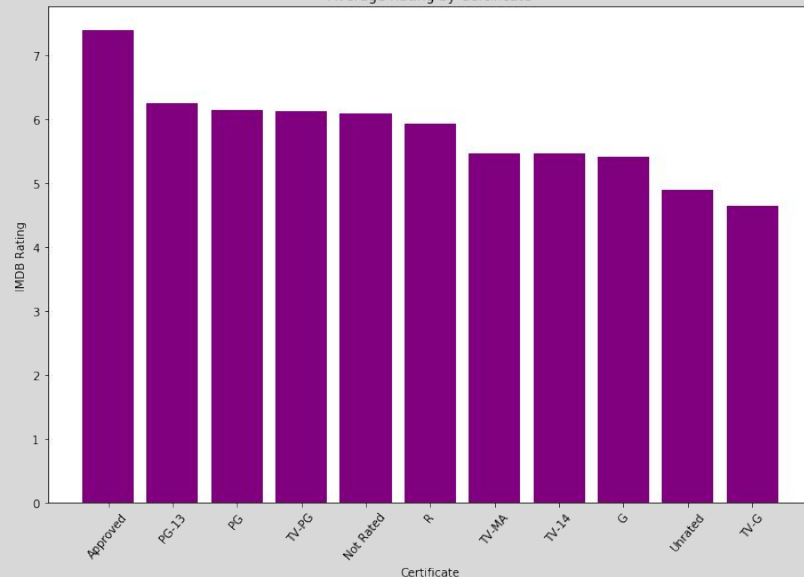
We measured popularity by scaling average IMDb ratings by total votes to create an aggregate score. Popularity is driven by total votes -- the highest rated genres tend to not have the highest viewership.

Broad Strokes: Grouping by Certificate

Average Score by Certificate



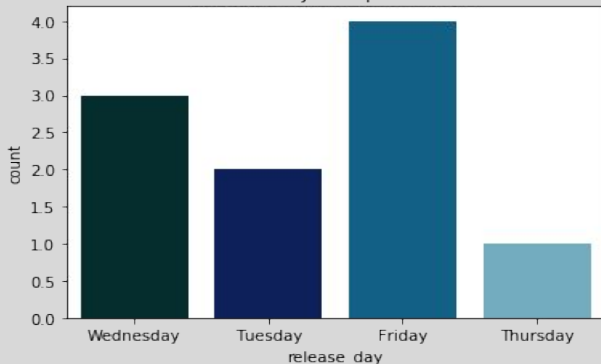
Average Rating by Certificate



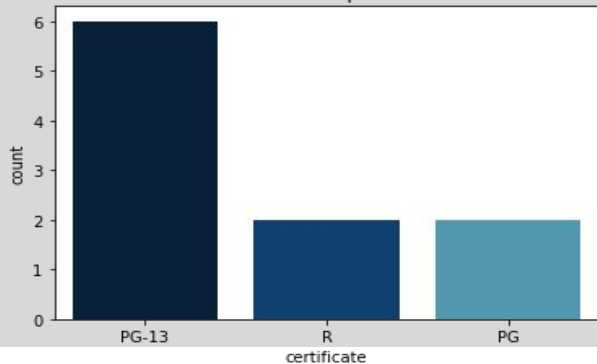
PG-13 movies earned the greatest average score (IMDB rating x # Votes) among viewers
PG-13 was also the most popular based on average IMDB rating

Top 10 Movies - Highest Score

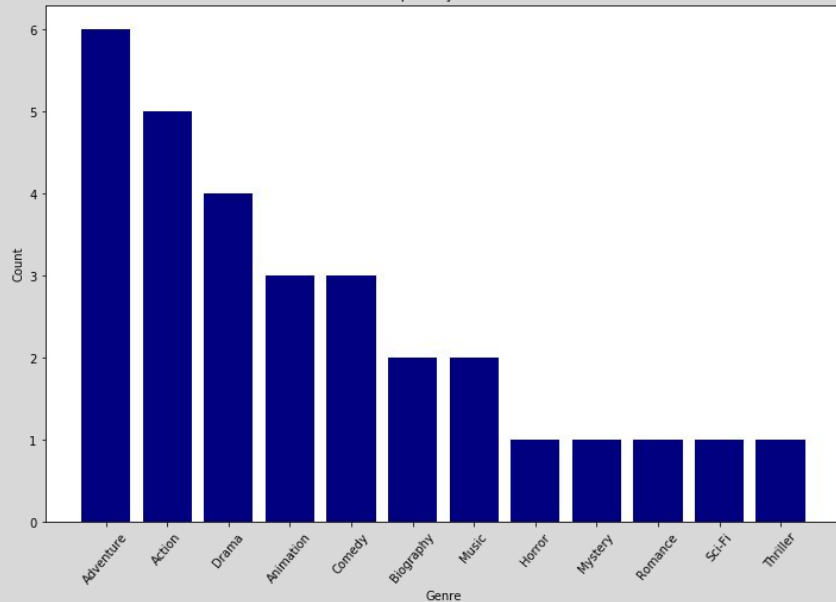
Release Day of Top 10 Movies



Certificate of Top 10 Movies

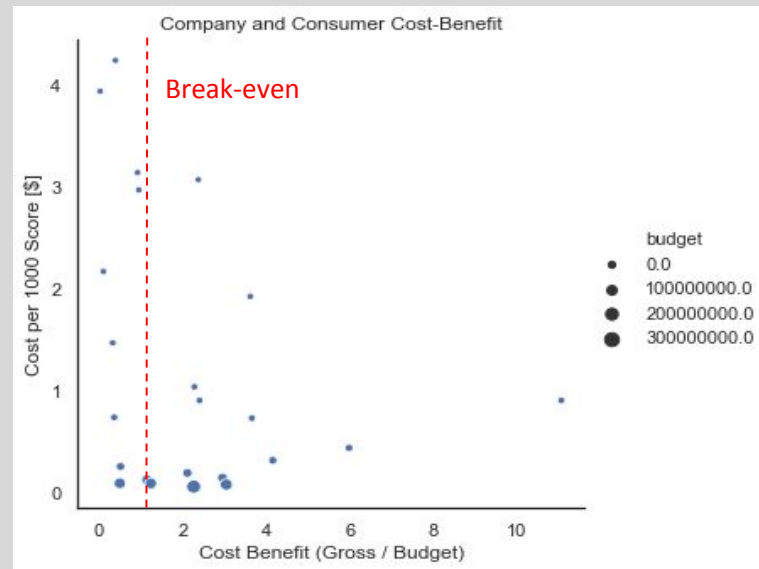
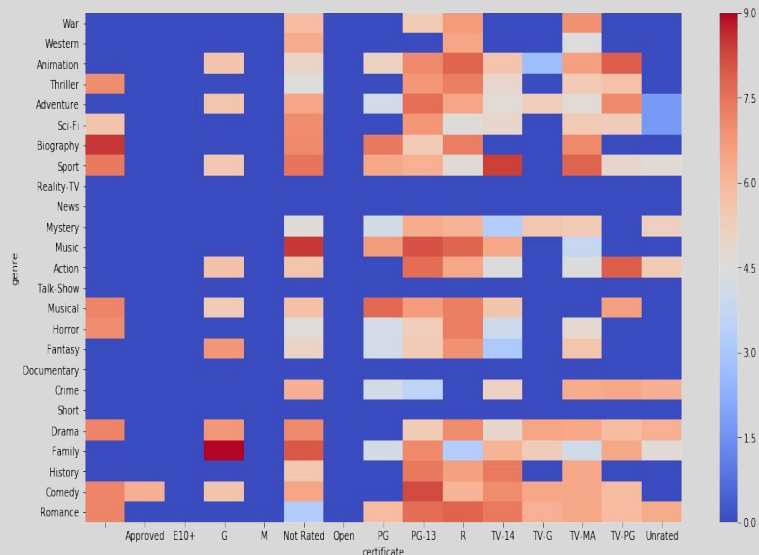


Top 10 by Genre



The top 10 blockbusters generally follow the wider trends we've found. Adventure & Action are popular genres and PG-13 the favorite certificate.

Recommendations: Grow Viewership through Low-Budget Films



The most popular films do not necessarily have the broadest viewer base nor require the largest budgets. Big budget blockbusters can be financially risky -- (1) validate stories at a small-scale, then (2) grow viewer base.

Next Steps: What Else We'd like to Analyze

- Trends by Country
- Ratings by Production Company
- Whether Cast members make a difference in ratings
- Whether Crew members (ie Directors, Writers) make a difference in ratings