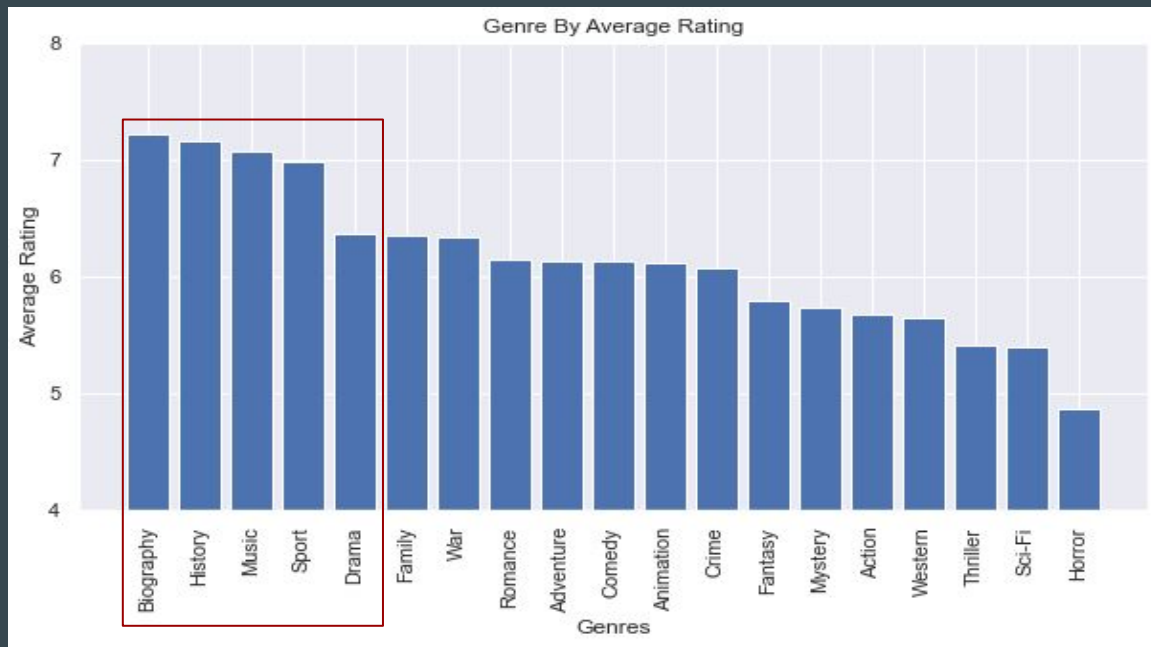# Ratings Exploration

● ● ●

For Crew Profession, Run Time and Review Recommendations

Overview

- Ratings matter

  - Do people use budgets or ratings when deciding to watch a film?

- Hire the right people for the job

- Avoid tiring your audience
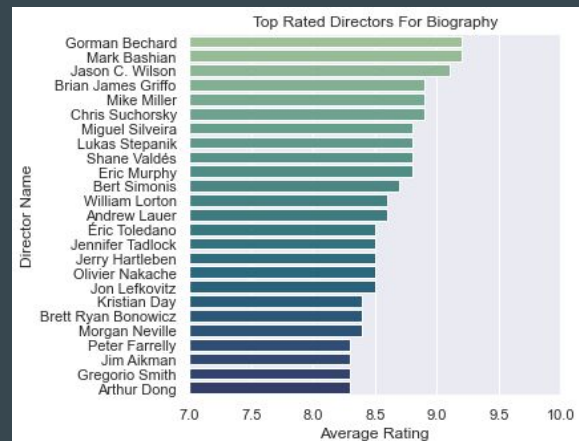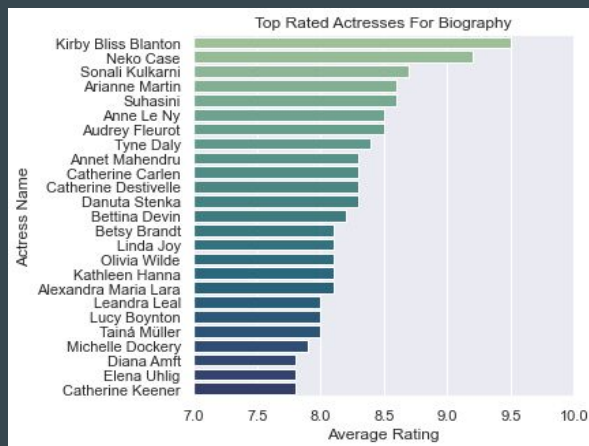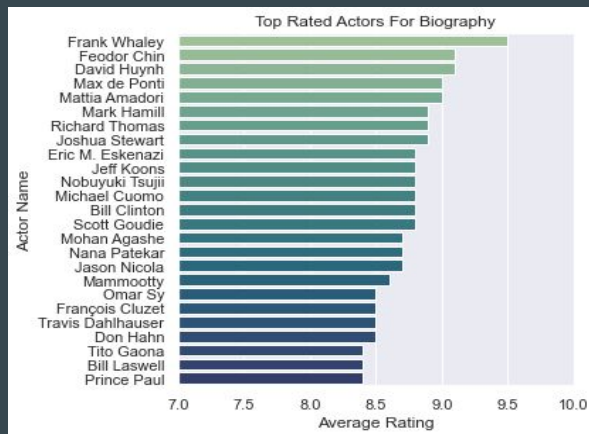
- Threaten critics with a good time

Sources

- Used the provided IMDB and Rotten Tomatoes data sets
- Focused on U.S. film ratings using the top 5 highest rated genres across 8,500 films
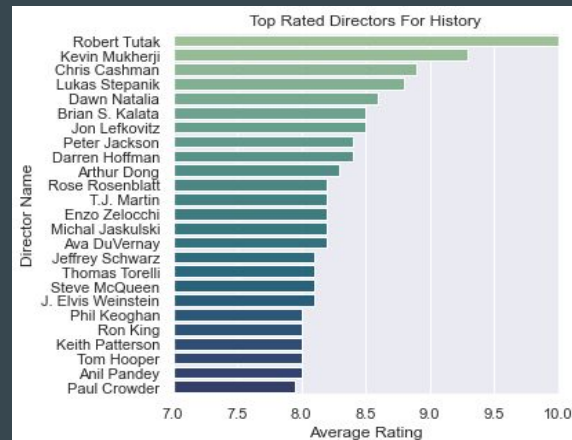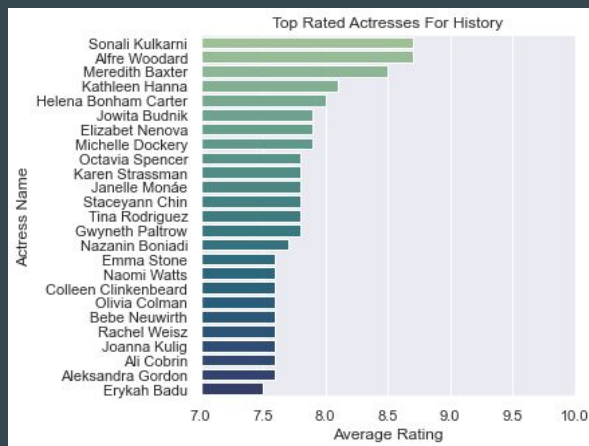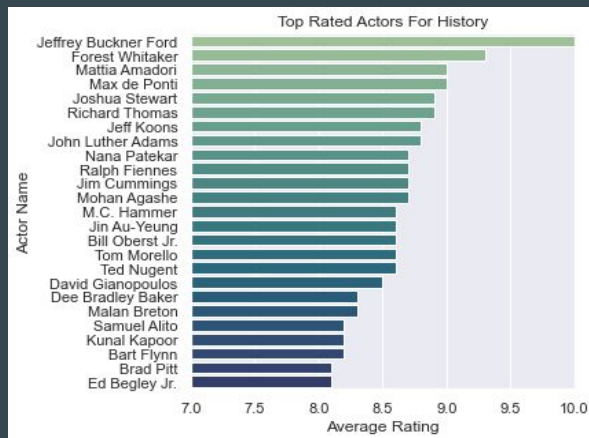
#1 - Biographies

- Notable persons include Bill Clinton, Mammootty, and Kirby Blanton
- Actors and Directors appear to have many highly rated members
- Actresses appear to have a few highly rated members, but fall off quicker

Top Rated Actors For Biography

Top Rated Actresses For Biography
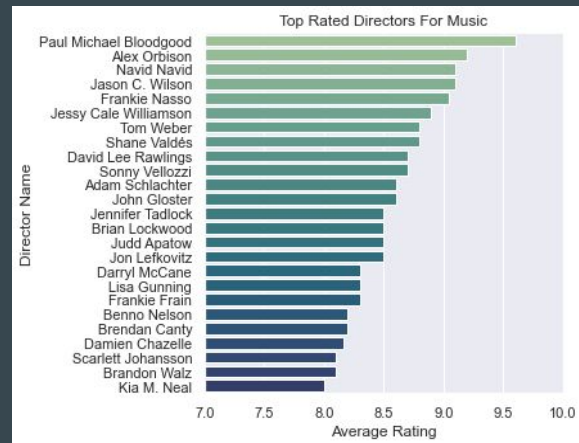

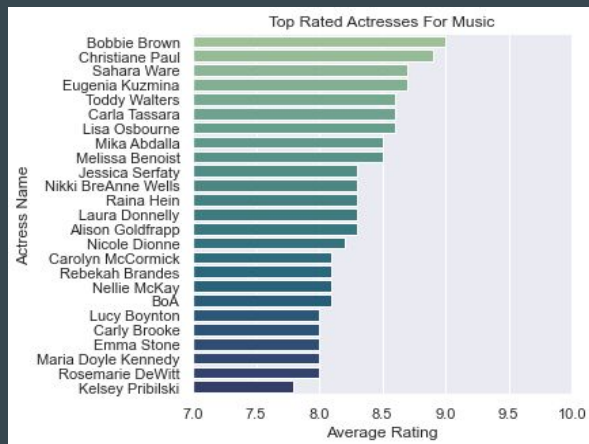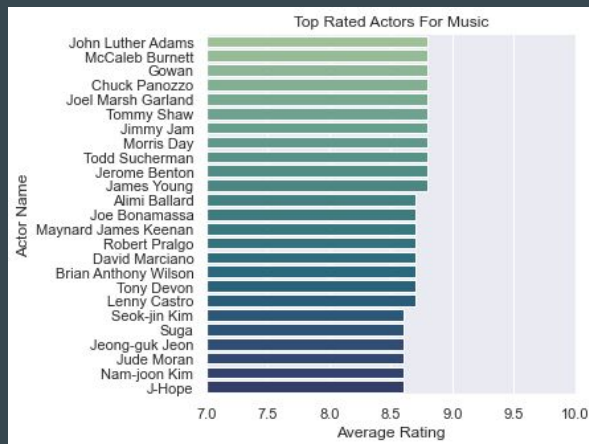Top Rated Directors For Biography

2 - History

- Notable persons include Gwyneth Paltrow, Emma Stone, Jeffrey Ford, Forest Whitaker
- All data sets appear to have a few highly rated members, but fall off quickly
- Actresses appear to have lower ratings overall

Top Rated Actors For History

Top Rated Actresses For History
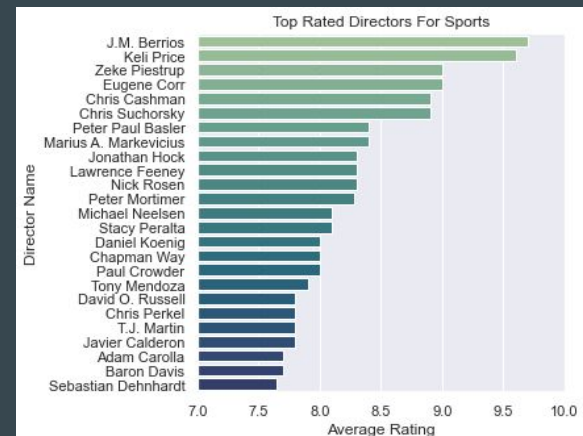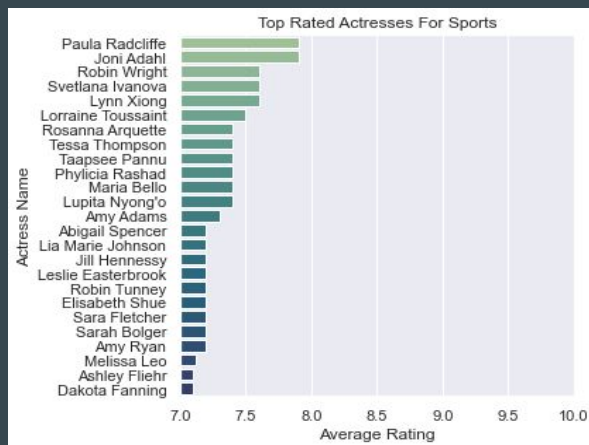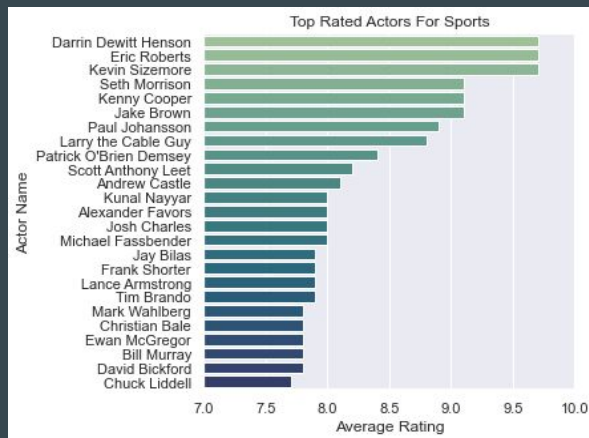

Top Rated Directors For History

3 - Music

- Notable persons Emma Stone, Scarlett Johansson, and South Koreans such as Suga, and BoA
- Very little variance in Actor ratings
- All appear generally highly rated with declines for Actresses and Directors

Top Rated Actors For Music

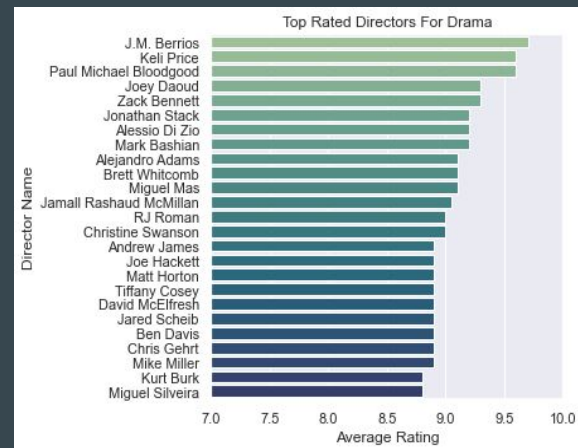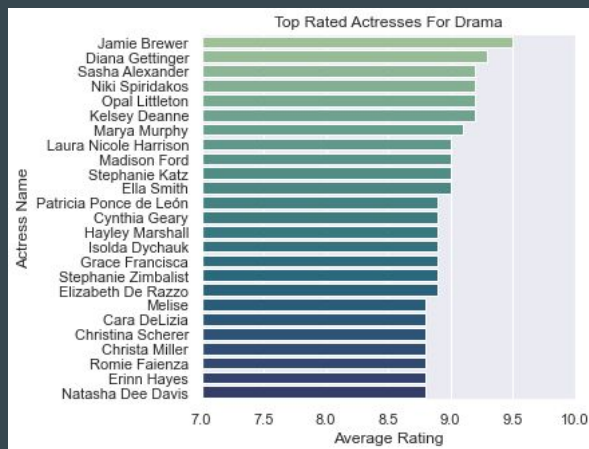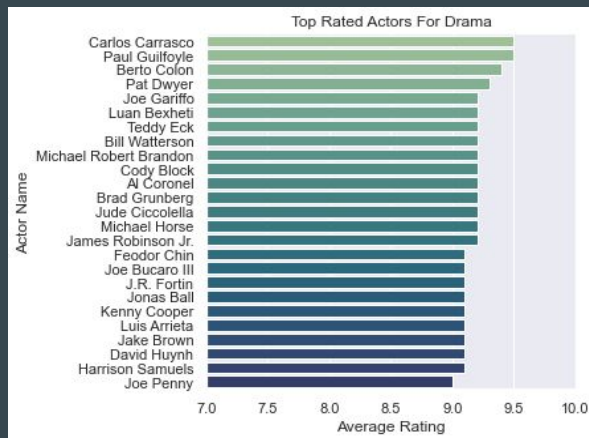Top Rated Actresses For Music

Top Rated Directors For Music

4 - Sports

- Notable persons include Eric Roberts, Paul Johansson, Paula Radcliffe
- There are a few highly rated Actors and Directors
- Top Actress ratings appear significantly lower

Top Rated Actors For Sports

Top Rated Actresses For Sports
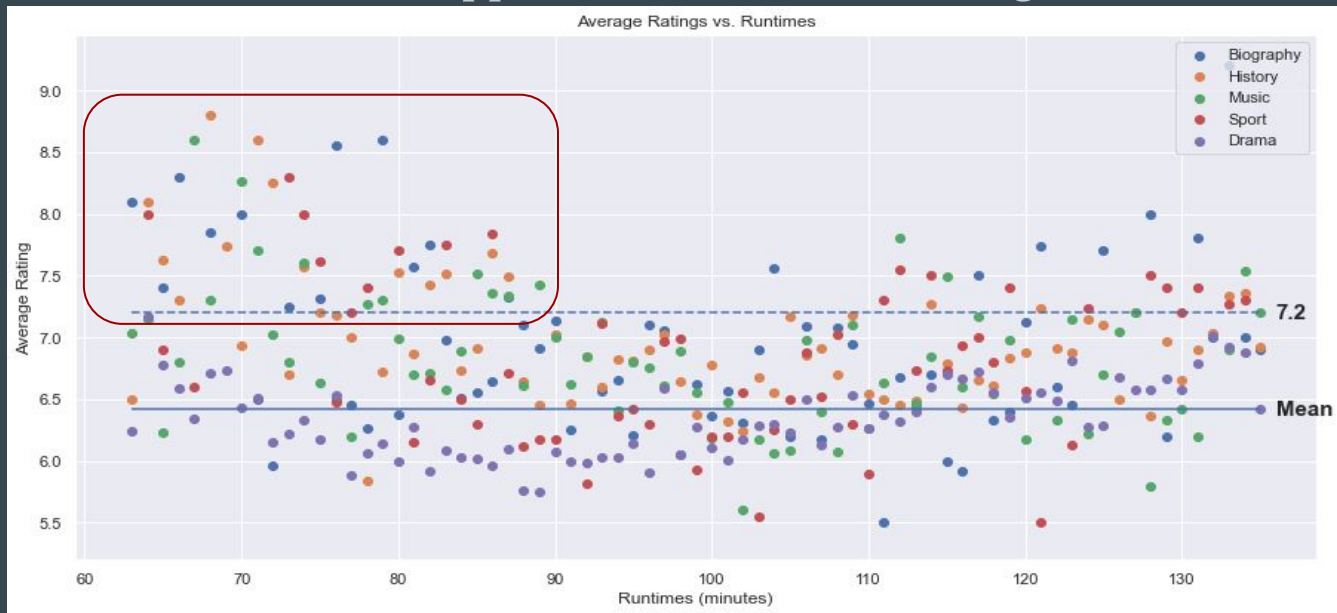

Top Rated Directors For Sports

5 - Drama

- Notable persons include J.M. Berrios and Keli Price also found as top Sports Directors
- Out of all 5 genres, these appear to be the most similar across all 3 professions
- They are also highly rated above 8.7

Top Rated Actors For Drama

Top Rated Directors For Drama
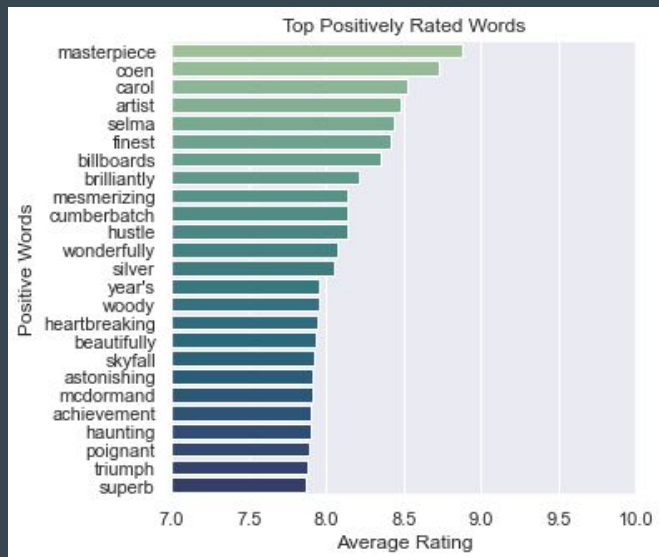

Top Rated Actresses For Drama

Effects of Runtime on Ratings

- All genres have a parabolic scattering of data, with highest ratings clustered around less than 90 minutes and greater than 110 minutes
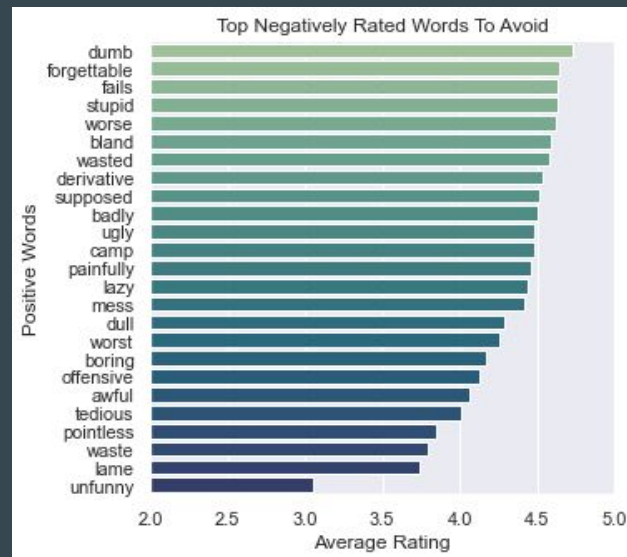- Films less than 90 minutes appear to have the best ratings

Common Words in Critic Reviews

- Notable words found in positive reviews include masterpiece, brilliantly, mesmerizing, superb, achievement, heartbreaking, haunting and poignant

- Notable words found in negative reviews include dumb, forgettable, fails, offensive, bland, lazy, dull, boring, tedious, pointless, and unfunny

Top Positively Rated Words

Top Negatively Rated Words To Avoid

Conclusions

- Many good and safe choices to hire if focusing on Dramas

- Castings for the other genres should be more critical

- Overall, try to keep your film under 90 minutes

- Avoid making your audience feel bored, offended, nor waste their time

- However, play with your audience's emotions. Combining sadness and poignancy with achievement may lead to masterpieces

Next Steps?

- Expand to global markets

- Investigate additional professions across more genres

- Analyze the effects of budgets/spending on ratings and profits

Thank You

https://github.com/NelGen/NG-Msoft-Movie-Project