



Spectacular Studios

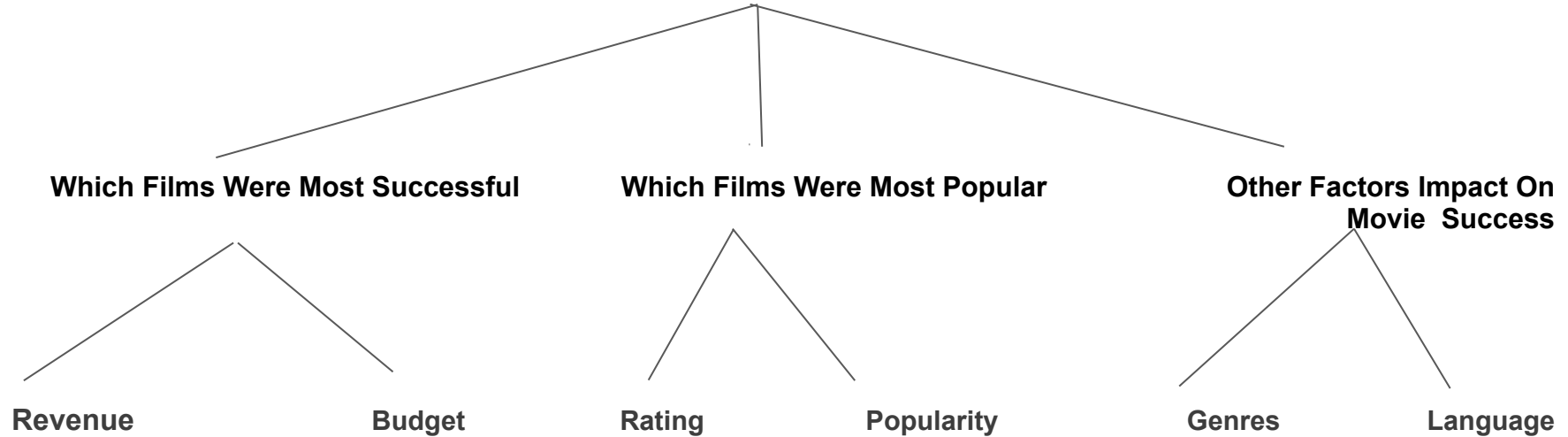
MARKET RESEARCH ON MOVIE DATA

Problem Statement

What are the factors that influenced the top 10 movies to be more profitable and successful than the average movies considering the overall ratings and Profit?

Building Out an Issue Tree

What are the factors that influenced the top 10 movies to be more profitable and successful than the average movies considering the overall ratings and Profit?



Movie Data Ghost Duck

Synthesis

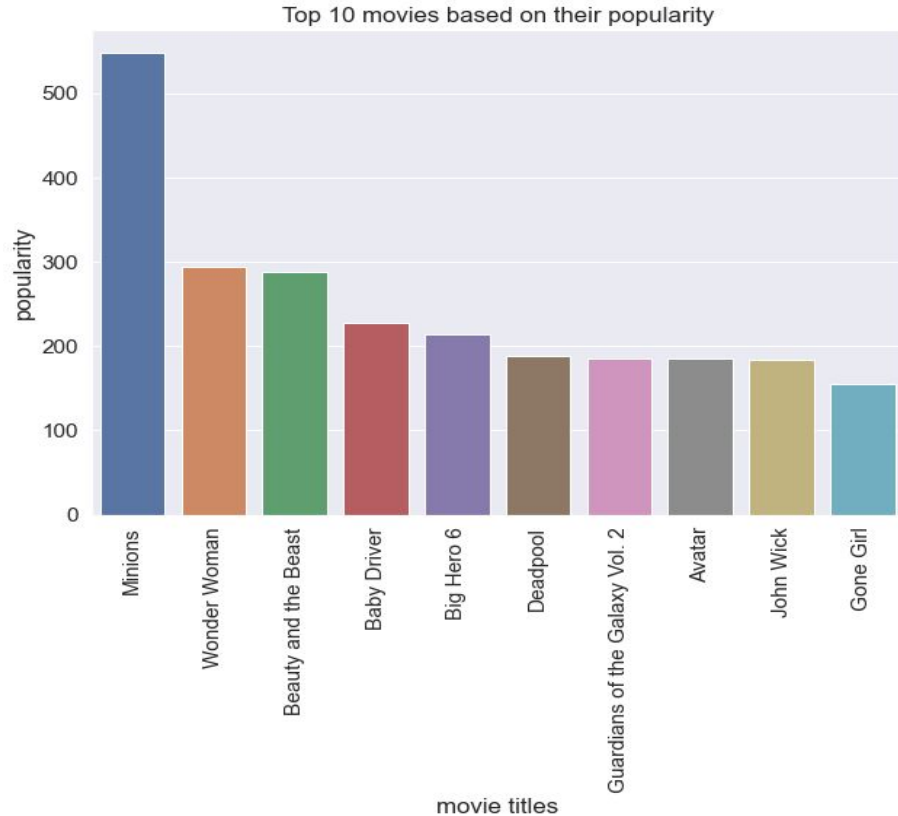
- Rating, language, Runtime, Popularity and Genres drive the market value of a film.
- I recommend to produce movies based on ratings and profitability
- Producing movies in English is profitable

Overview of Analysis

What are the factors that influenced the top 10 movies to be more profitable and successful than the average movies considering the overall ratings and Profit?

- What are the main factors influencing people to watch a movie?
- Factors affect the success and popularity of the film.
- Factors drives the market value of a film in terms of
- Popularity and ratings
- Language
- Genres
- Run Time

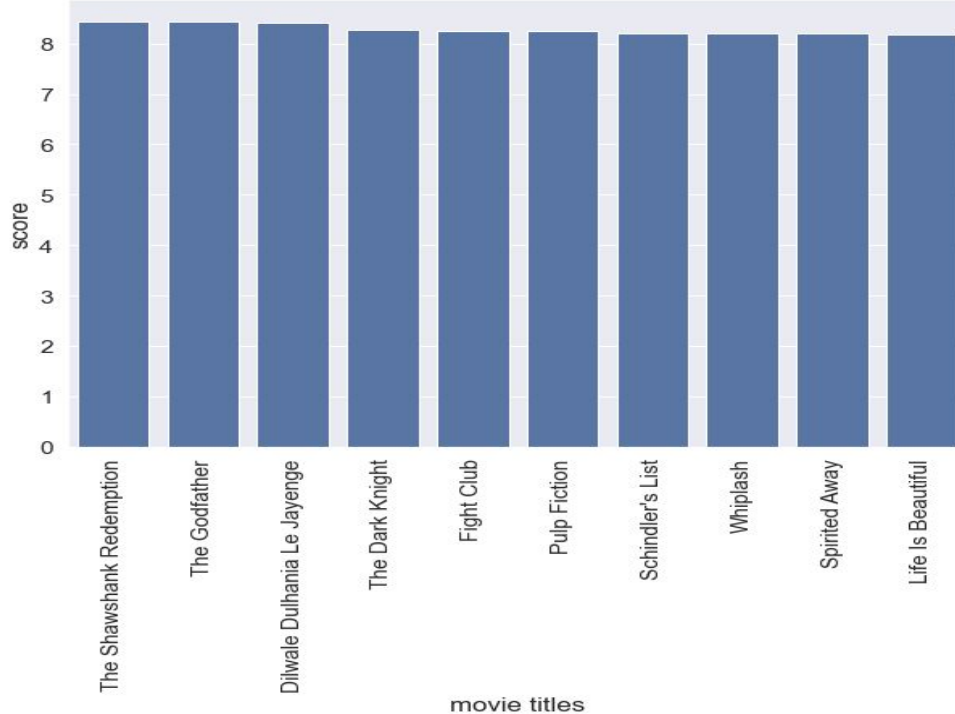
Top 10 Popular Movies



Mean	246.789
Median	246.789
Standard Deviation	219.453

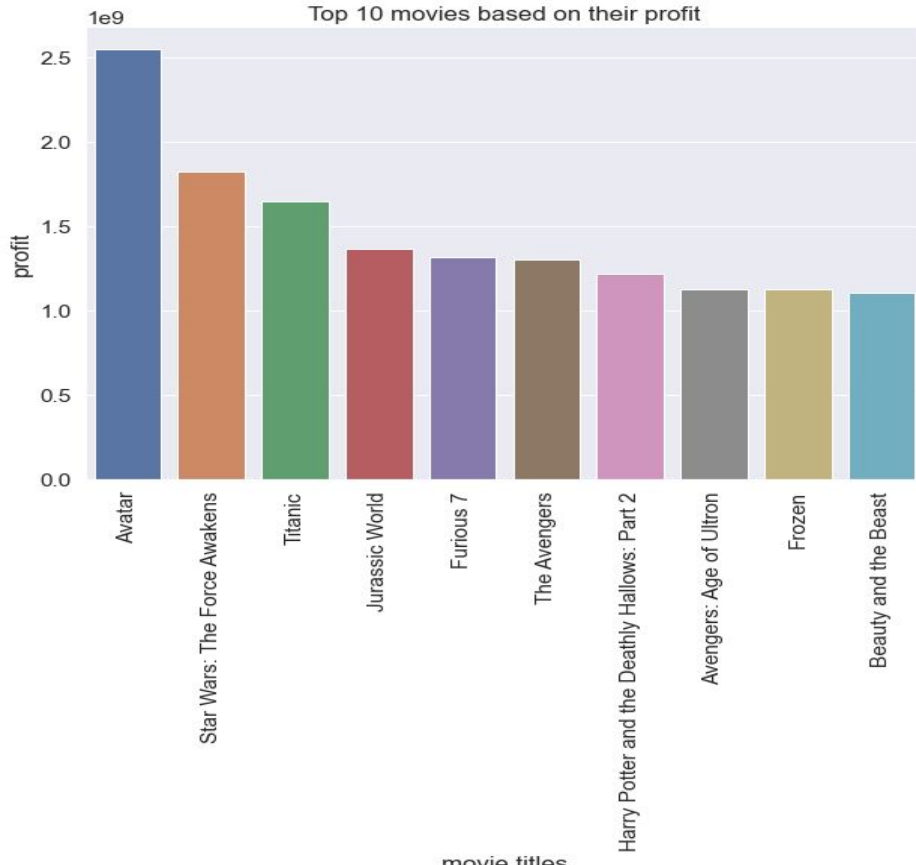
Top 10 movies based on IMDb score

Top 10 movies based on their IMDb score



The Shawshank Redemption	8.44
The Godfather	8.42
Dilwale Dulhania Le Jayenge	8.42

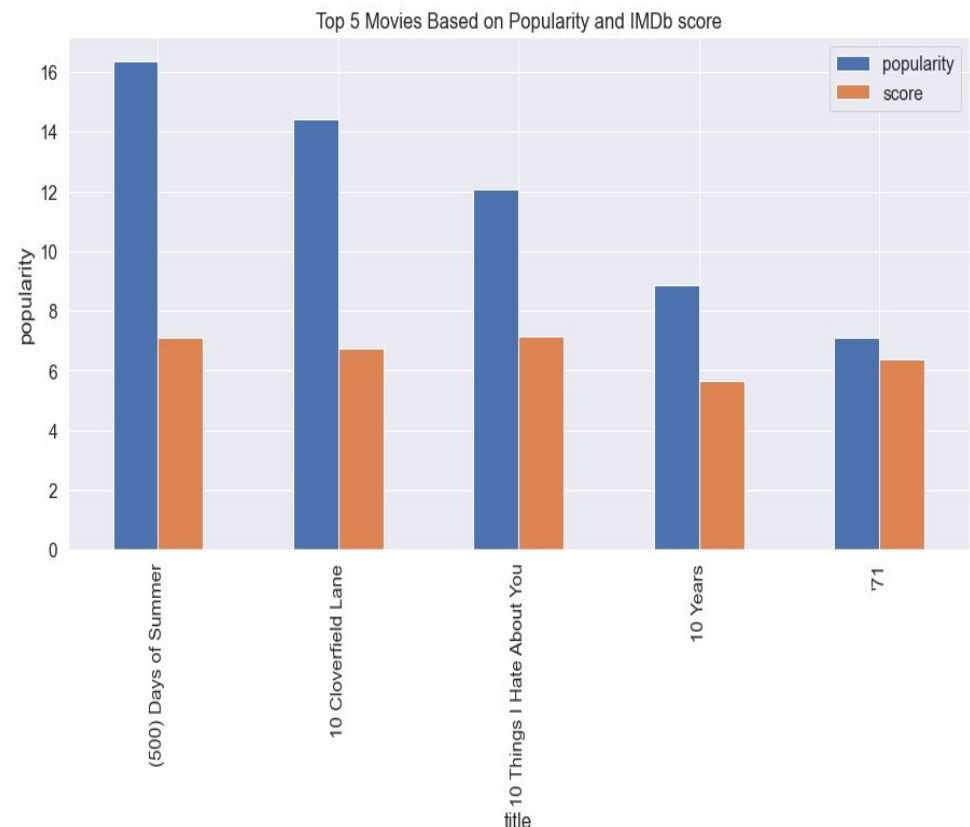
Top 10 Most Profitable Movies



- The Most Profitable Movie is 'Avatar'
- Based On Popularity 'Avatar 'Got the 8th position
- And 'Beauty And the Beast ' is the 3rd Popular Movie

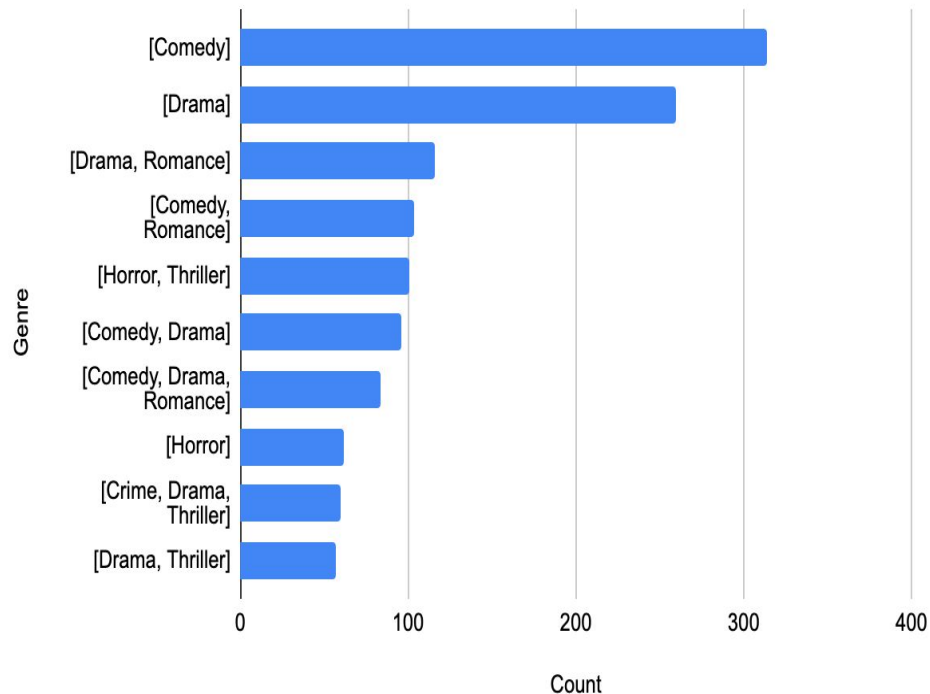
Mean	1456806802
Median	1307903635
Standard Deviation	450094710.9

Top 5 Movies Based on Popularity And IMDb Score



Title	Popularity	Score
(500) Days of Summer	16.376657	7.119731
10 Cloverfield Lane	14.421528	6.729890
10 Things I Hate About You	12.069966	7.160432
10 Years	8.881954	5.659231
'71	7.080550	6.398

Top 10 Movie Genres



- **Take Away**

Most of the movies fall under Genres like
Comedy, Drama and Romance

Top 5 Movie languages

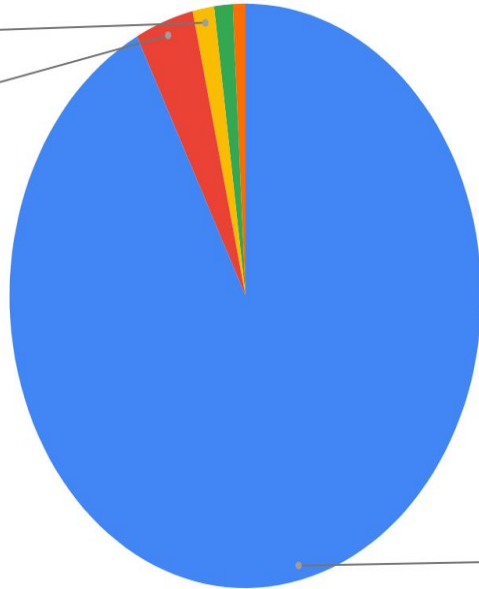
Count

japanese

1.5%

French

4.0%



English

92.4%

- **Takeaway**

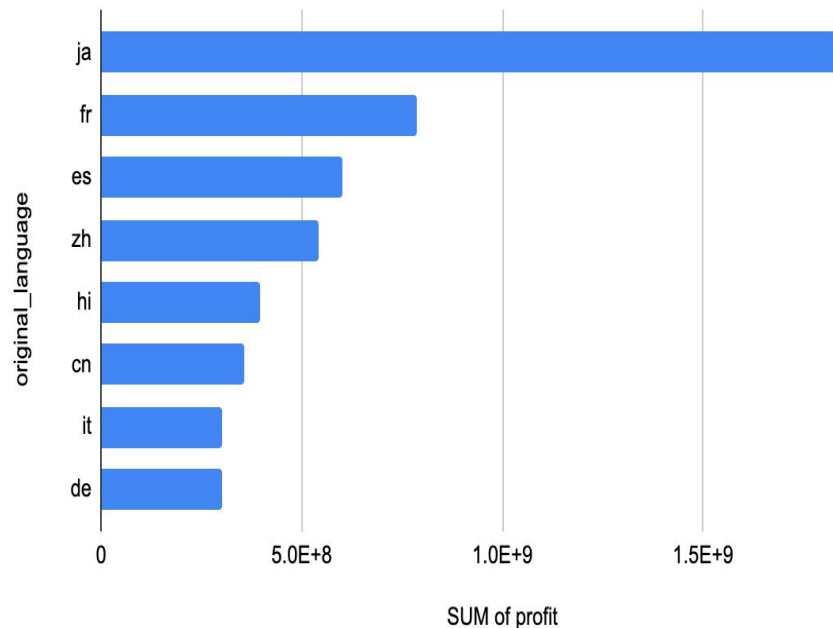
English Language Movies are the most watched and most liked movies.

French and Japanese came at a very distant second and third respectively.

Italian and Spanish is very less.

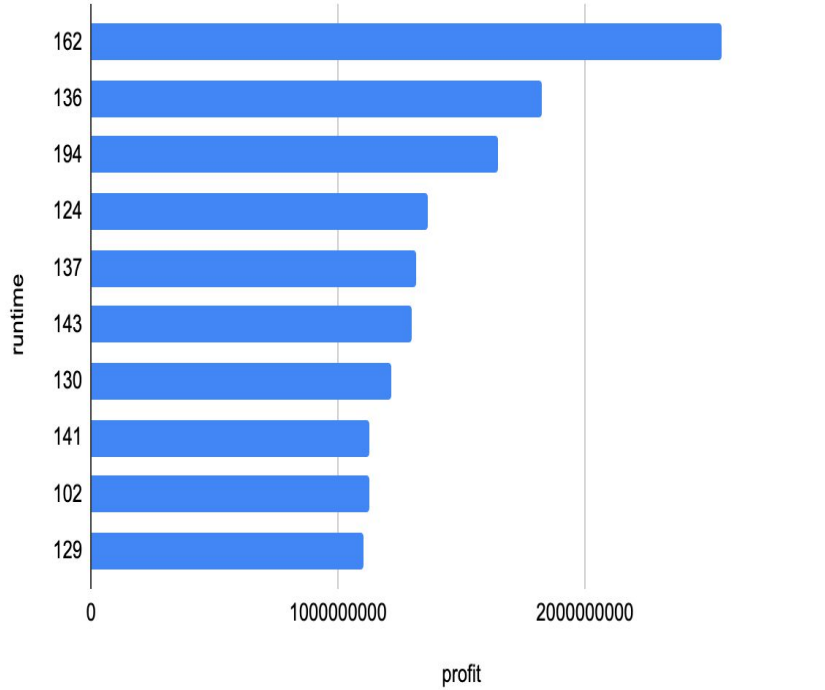
Top 10 Languages Based on Estimated Profit

SUM of profit vs. original_language



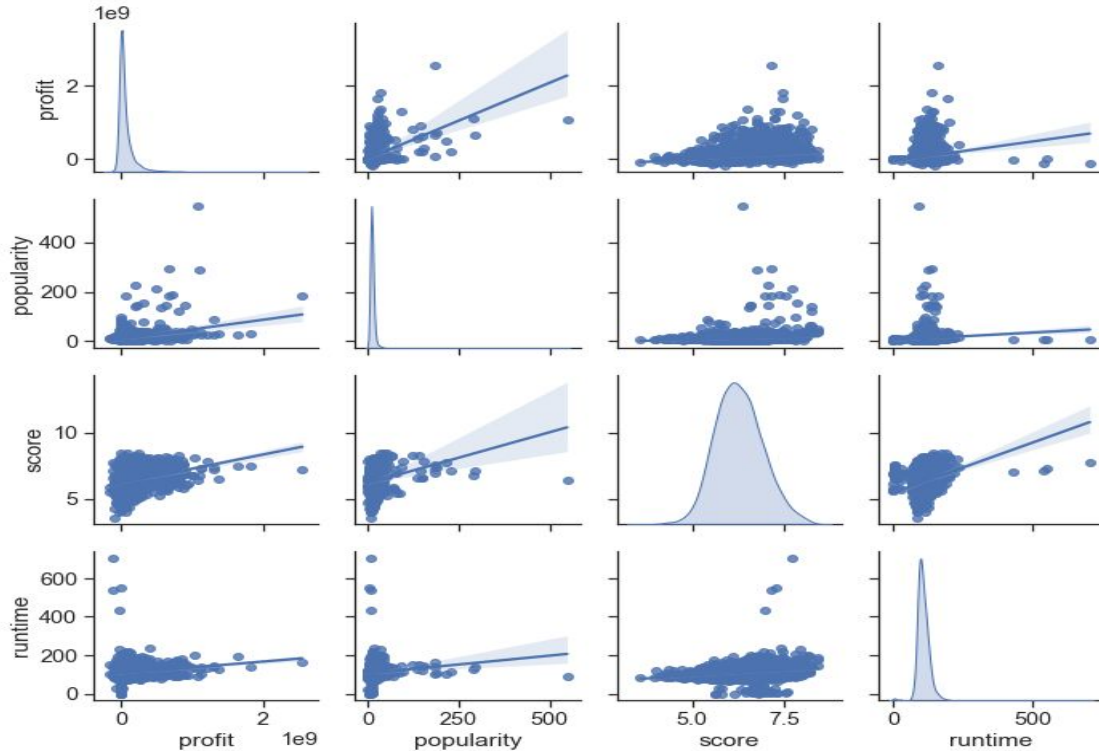
Language	%
en	98.06%
ja	0.58%
fr	0.25%
es	0.19%
zh	0.17%
hi	0.13%
cn	0.11%
it	0.10%
de	0.10%

Profit Vs Runtime



Runtime	profit
162	2550965087
136	1823223624
194	1645034188
124	1363528810
137	1316249360
143	1299557910
130	1217000000
141	1125403694
102	1124219009
129	1102886337

Relation Between Popularity, Profit, Score, Runtime



- **Takeaway**

We can see that Popularity, Profit, IMDb score and Runtime are Positively Correlated.

Executive Summary

Factors influencing people's decision to watch a movie include genres, ratings, popularity, languages, and run time.

I recommend Spectacular Studios to make movies based on IMDb score and estimated profit.

Produce movies in English and consider the Run time also

Limitations and Biases

Data Collection Bias

- The dataset is not considering the critic ratings.
- There is not include the detailed demographics characteristics of the viewers.
- Only considered the IMDb score.
- Rating is voluntarily biased

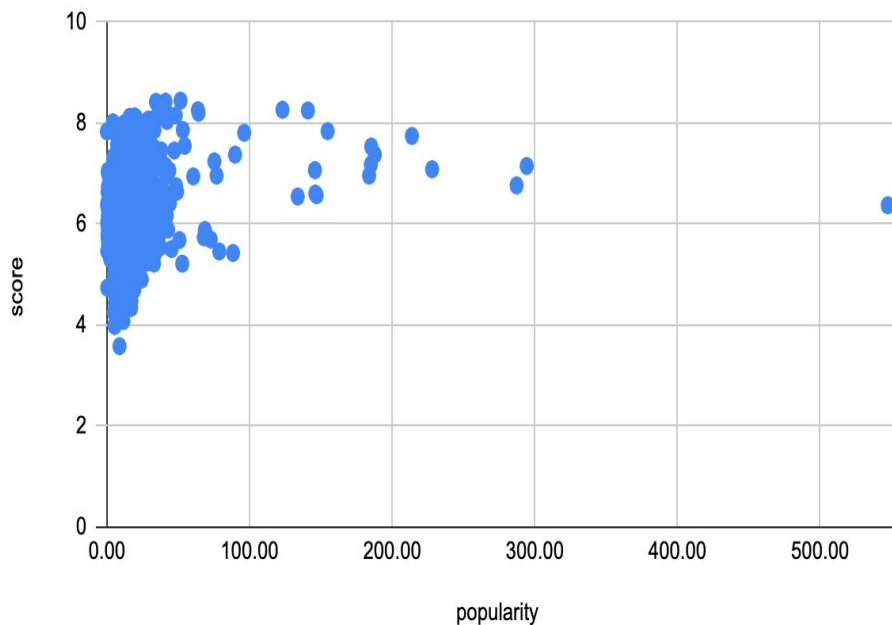
Limitations and Biases

Data Preprocessing Bias

- The Genres , language and production countries are list of a dictionaries. In data preprocessing stage those are converted into maximum 3 in a list.
- The Dataset contains only very less missing data so its ignored in the analysis.
- Outliers

Limitations and Biases

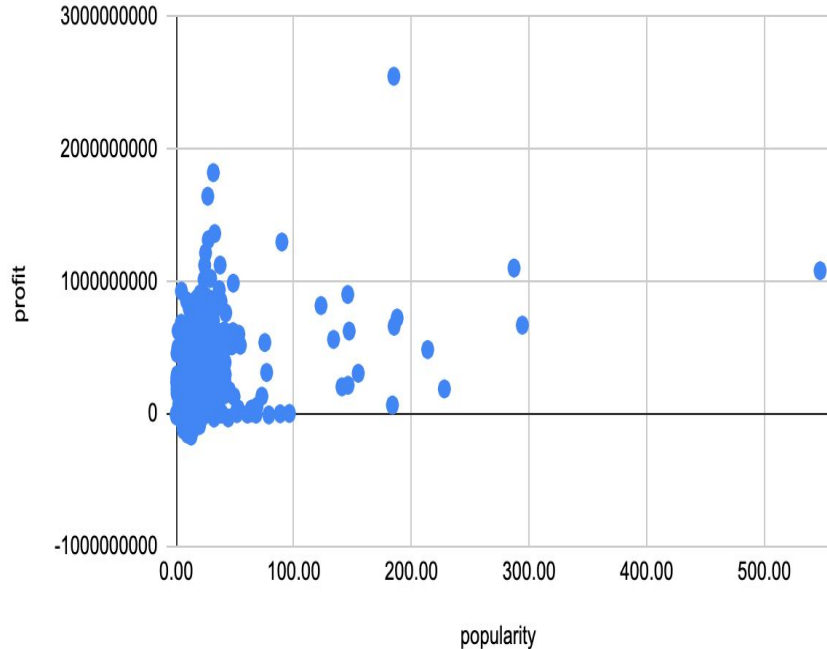
score vs. popularity



Mean	8.97
Median	6.86
Std	10.61
Q1	6.07
Q2	6.86
Q3	9.67
MIN	0.01
MAX	547.49
IQR	3.60
1.5*IQR	5.40
High Outliers	15.07

Limitations and Biases

Profit Vs Popularity



Insights:

Popularity Distribution of movies based on IMDb Score and Profitability has high outliers.

However these outliers need to be included as removing observations can have a significant impact on the analysis

Review of Next Steps

- Identifying the impact of more features like Critic rating, actors, directors and other factors in movie success.
- Produce Movie projects in English
- Consider Movie projects that are in the genres of Drama, Comedy, Crime, Science Fiction, And Adventures.
- Also consider other ratings like Rotten Tomatoes