

Insights

Movies Dataset

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Insight 1: Duration is the most important factor that contributes to the IMDB score. The longer the movie is, the higher the rating will be.

Insight 2: The number of voted users is highly correlated (positive) to the rating. So, higher a number of people vote higher the rating would be. This also might be one of the reasons older movies have higher scores since more people had time to watch and rate the movie.

Insight 3: The number of critics for reviews has high positive correlation meaning higher number of critics review the movie, higher the rating would be.

The facebook likes for movie do contribute to the higher rating but not by a huge margin.