For my final project, I chose to work with the Horror Movies dataset from TidyTuesday. My first visual explores popularity score by runtime. I removed outliers as well as missing entries from the visualization. Popularity is usually based on viewership and awareness.1 The most popular movies from this dataset were centered around the 100-minute mark (1hr 40mins). However, movies ranged from much less time all the way to around 700 minutes (11hr 40mins) and from very popular to very unpopular. I personally would not watch a movie, let alone a horror movie, that was longer than 2 hours, but to each their own.

There were many types of horror movies in the dataset, some of which include Comedy, Horror, Drama, Horror, and my personal favorite Horror, Thriller. I chose to represent the count of the 8 most popular genres and lumped the rest into an “Other” category with a bar chart and removed missing entries. Horror movies had the highest count with Horror, Thriller and Comedy, Horror following behind.

I also investigated revenue by budget while noting the original language of the movie. I removed missing values as well as outliers to better visualize the data. The count of movies in English was far more than any other language so I lumped non-English movies into an “Other” category. English movies were across the plot but tended to be higher budget and higher revenue producing compared to other languages. The average movie budget is around $65 million and from the scatterplot it is apparent that most horror movies tend to be lower budget and lower revenue producing.2 There were some low budget movies that produced greater revenue than high budget movies, but there were also high budget movies that produced greater revenue than low budget movies. However, there appeared to be higher revenue producing movies among budgets less than the average movie budget.

1. <https://www.gracenote.com/video/advanced-discovery/video-popularity-score/#:~:text=Robust%20Program%20Popularity%20Scores,and%20taking%20recency%20into%20account>
2. <https://nofilmschool.com/roadmap-to-big-budget-films>