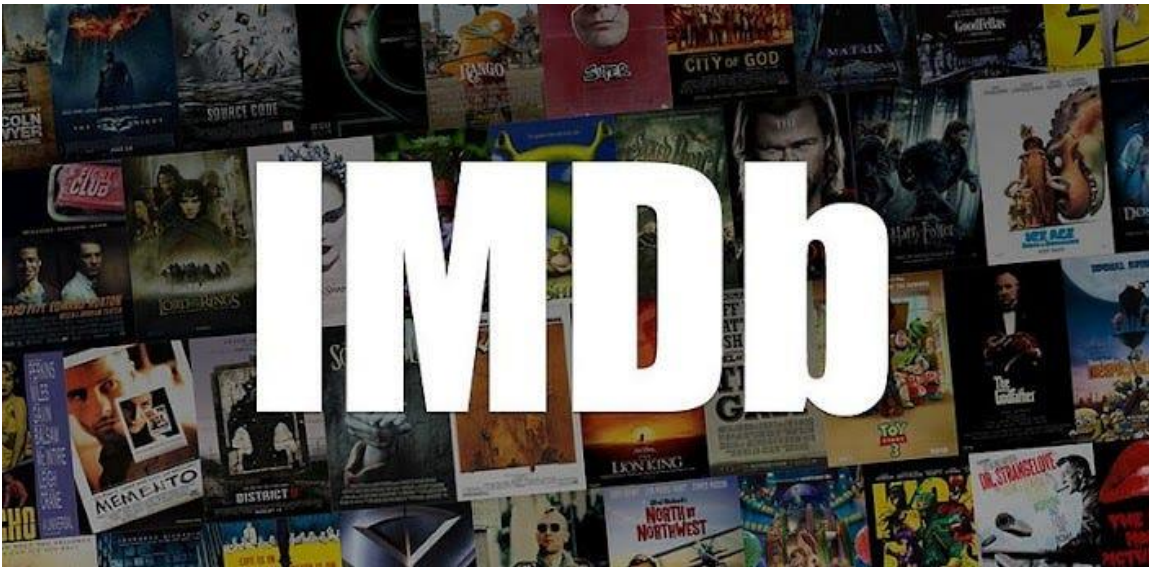


IMDB Movie Analysis



Project Description:

The objective of this project is to analyze the factors influencing the success of movies on IMDB, with success defined by high IMDB ratings. I aim to provide insights into the impact of various factors such as movie genre, duration, language, director, and budget on IMDB ratings. By conducting a thorough analysis, I aim to help movie producers, directors, and investors make informed decisions for their future projects.

Approach:

Link to the excel file: [Excel File](#)

Data Cleaning:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
color	director_name	num_critics	duration	director_facebook_likes	actor_3_facebook_likes	actor_2_name	actor_1_facebook_likes	gross	genres	facenumber_in_poster	movie_keywords	movie_imdb_rating	user_likes	language	country	content_rating	budget
Color	James Cameron	723	178	0	855	Joel David	1000	760505847	Action Adventure Fantasy	0	avatar [fut http://www	3054	English	USA	PG-13	237000000X	
Color	Gore Verbinski	302	169	563	1000	Orlando Bl	40000	309404152	Action Adventure Fantasy	0	goddessa [n http://www	1238	English	USA	PG-13	300000000X	
Color	Sam Mendes	602	148	0	161	Rory Kinne	11000	200074175	Action Adventure Thriller	1	bomb [esp http://www	994	English	UK	PG-13	245000000X	
Color	Christopher N	813	164	22000	23000	Christian B	27000	448130642	Action Thriller	0	deception http://www	2701	English	USA	PG-13	250000000X	
Color	Andrew Stant	462	132	475	530	Samantha	640	73058679	Action Adventure Sci-Fi	1	alien [ame http://www	738	English	USA	PG-13	263700000X	
Color	Nathan Gren	324	100	15	284	Donna Mu	799	200807262	Adventure Animation Comedy	1	17th centu http://www	387	English	USA	PG	260000000X	
Color	Joss Whedon	635	141	0	19000	Robert Do	26000	458991599	Action Adventure Sci-Fi	4	artificial in http://www	1117	English	USA	PG-13	250000000X	
Color	David Yates	375	153	282	10000	Daniel Rad	25000	301956980	Adventure Family Fantasy	3	blood [oc http://www	973	English	UK	PG	250000000X	
Color	Zack Snyder	673	183	0	2000	Lauren Co	15000	330249062	Action Adventure Sci-Fi	0	based on c http://www	3018	English	USA	PG-13	250000000X	
Color	Bryan Singer	434	169	0	903	Marlon Br	18000	200069408	Action Adventure Sci-Fi	0	crystal [ep http://www	2367	English	USA	PG-13	209000000X	
Color	Marc Forster	403	106	395	393	Mathieu A	451	168368427	Action Adventure	1	action her http://www	1243	English	UK	PG-13	200000000X	
Color	Gore Verbinski	313	151	563	1000	Orlando Bl	40000	423032628	Action Adventure Fantasy	2	box office http://www	1832	English	USA	PG-13	225000000X	
Color	Gore Verbinski	450	150	563	1000	Ruth Wilc	40000	89289910	Action Adventure Western	1	horse [out http://www	711	English	USA	PG-13	215000000X	
Color	Zack Snyder	733	143	0	748	Christophe	15000	291021565	Action Adventure Fantasy	0	based on c http://www	2536	English	USA	PG-13	225000000X	
Color	Andrew Adam	258	150	80	201		22000	141614023	Action Adventure Fantasy	4	brother [n http://www	438	English	USA	PG	225000000X	
Color	Rob Marshall	448	136	252	1000	Sam Clafl	40000	241063875	Action Adventure Fantasy	4	blackbear http://www	484	English	USA	PG-13	250000000X	
Color	Barry Sonnenf	451	106	188	718	Michael St	10000	179020854	Action Adventure Comedy	1	alien [rim http://www	341	English	USA	PG-13	225000000X	
Color	Peter Jackson	422	164	0	773	Adam Bron	5000	255108370	Adventure Fantasy	0	army [elf http://www	802	English	New Zeala	PG-13	250000000X	
Color	Marc Webb	599	153	464	963	Andrew Gi	15000	262030663	Action Adventure Fantasy	0	fixa [d out http://www	1225	English	USA	PG-13	230000000X	
Color	Ridley Scott	343	156	0	738	William H	891	105219735	Action Adventure Drama	0	1190s [arc http://www	546	English	USA	PG-13	200000000X	
Color	Peter Jackson	509	186	0	773	Adam Bron	5000	258355354	Adventure Fantasy	6	dwarf [elf http://www	951	English	USA	PG-13	225000000X	
Color	Chris Weitz	251	113	129	1000	Eva Green	16000	70083519	Adventure Fantasy	2	childre [e http://www	666	English	USA	PG-13	180000000X	
Color	James Cameron	315	194	0	794	Kate Winsl	29000	658672302	Drama Romance	0	artist [ove http://www	2526	English	USA	PG-13	200000000X	
Color	Anthony Russc	516	147	94	11000	Scarlett Jo	21000	407197282	Action Adventure Sci-Fi	0	based on c http://www	1022	English	USA	PG-13	250000000X	
Color	Peter Berg	377	131	532	627	Alexander	14000	65173160	Action Adventure Sci-Fi	0	box office http://www	751	English	USA	PG-13	209000000X	
Color	Colin Trevorro	644	124	365	1000	Judy Greer	3000	652177271	Action Adventure Sci-Fi	0	dinosaur [c http://www	1290	English	USA	PG-13	150000000X	
Color	Sam Raimi	300	135	0	4000	James Fra	24000	373377893	Action Adventure Fantasy	1	death [oc http://www	1303	English	USA	PG-13	200000000X	
Color	Chris Weitz	251	113	129	1000	Eva Green	16000	70083519	Adventure Fantasy	2	childre [e http://www	666	English	USA	PG-13	180000000X	
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Color	Sam Raimi	300	135	0	4000	James Fra	24000	373377893	Action Adventure Fantasy	1	death [oc http://www	1303	English	USA	PG-13	200000000X	
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Color	Colin Trevorro	644	124	365	1000	Judy Greer	3000	652177271	Action Adventure Sci-Fi	0	dinosaur [c http://www	1290	English	USA	PG-13	150000000X	
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Color	Peter Berg	377	131	532	627	Alexander	14000	65173160	Action Adventure Sci-Fi	0	box office http://www	751	English	USA	PG-13	209000000X	
Color	Colin Trevorro	644	124	365	1000	Judy Greer	3000	65217727									



Insights:

Movie Genre Analysis:

Analyze the distribution of movie genres and their impact on the IMDB score.

- **Task:** Determine the most common genres of movies in the dataset. Then, for each genre, calculate descriptive statistics (mean, median, mode, range, variance, standard deviation) of the IMDB scores.

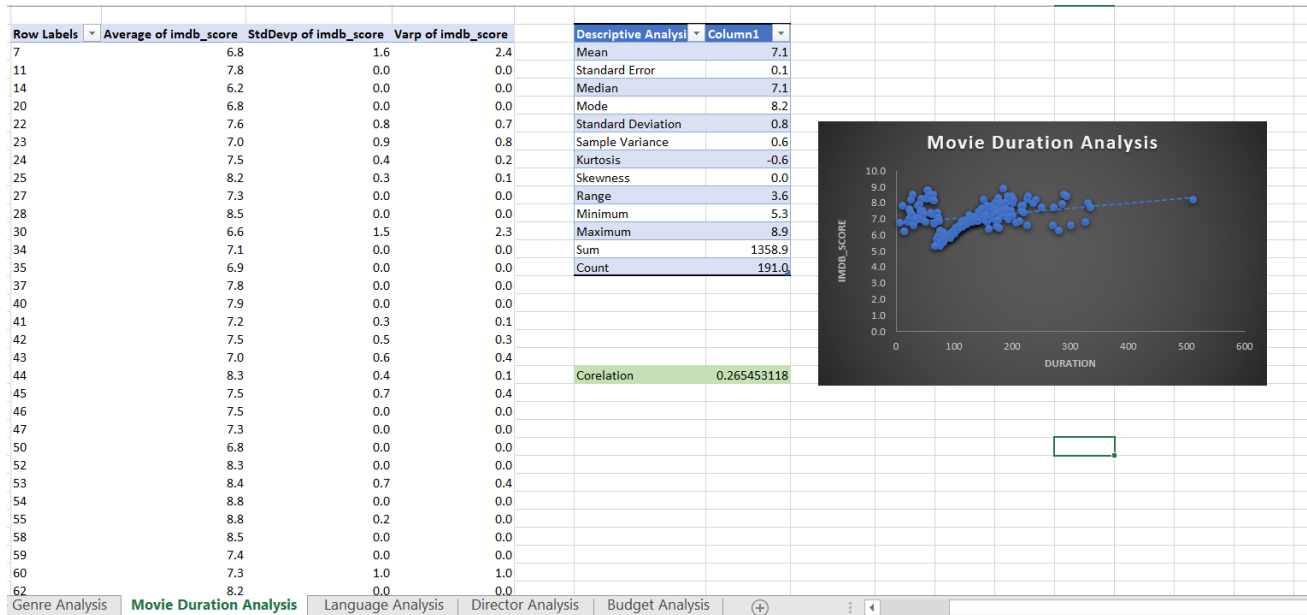
Genre	Count of m	Mean	Mode	Median	Std dev	Variance				
Action	1114	6.2	6.2	6.3	1.1	1.3				
Adventure	889	6.4	6.7	6.6	1.1	1.3				
Drama	2531	6.8	6.7	6.9	1.0	0.9	The highest number of movies is of the genre			
Animation	240	6.6	6.7	6.7	1.1	1.3	Drama			
Comedy	1840	6.2	6.7	6.3	1.1	1.2	Descriptive analysis			
Mystery	485	6.5	6.6	6.6	1.1	1.2	Mean	6.44161		
Fantasy	581	6.3	6.7	6.4	1.2	1.4	Standard	0.01585		
Crime	868	6.6	6.6	6.6	1.0	1.1	Median	6.6		
Biography	290	7.1	7.0	7.2	0.7	0.5	Mode	6.7		
Documentary	120	7.2	7.5	7.4	1.1	1.1	Standard	1.12522		
Sci-Fi	596	6.3	6.7	6.4	1.2	1.5	Sample Va	1.26613		
Horror	539	5.8	6.2	5.9	1.1	1.3	Kurtosis	0.93477		
Romance	1082	6.4	6.5	6.5	1.0	1.0	Skewness	-0.7407		
Thriller	1362	6.3	6.4	6.4	1.1	1.1	Range	7.9		
Game-Show	1	2.9	no mode	2.9	0.0	0.0	Minimum	1.6		
Family	534	6.2	6.7	6.4	1.2	1.5	Maximum	9.5		
Music	322	6.4	7.1	6.7	1.2	1.4	Sum	32465.7		
Western	95	6.7	6.5	6.8	1.0	1.1	Count	5040		
Musical	130	6.5	7.0	6.7	1.2	1.5				
Film-Noir	6	7.6	no mode	7.7	0.4	0.2				
History	202	7.1	7.5	7.2	0.9	0.8				
War	210	7.1	7.1	7.1	0.9	0.8				
Sport	176	6.6	7.2	6.8	1.1	1.2				
Reality-TV	2	4.8	no mode	4.8	1.9	3.4				
Short	5	6.4	no mode	6.5	0.7	0.4				

It is revealed that Drama is the genre with the most films-2531 movies in total

Movie Duration Analysis:

Analyze the distribution of movie durations and its impact on the IMDB score.

- **Task:** Analyze the distribution of movie durations and identify the relationship between movie duration and IMDB score.



Movie Duration Analysis showed a weak positive correlation between movie duration and IMDB ratings. While longer movies may have slightly higher ratings on average, the relationship is not significant.

Language Analysis :

Examine the distribution of movies based on their language.

- **Task:** Determine the most common languages used in movies and analyze their impact on the IMDB score using descriptive statistics.

Row Labels	Average of imdb_score	languages	mean	median	std dev	variance	
Aboriginal	7.0	English	6.4	6.5	1.1	1.3	highest average imdb_score for a language
Arabic	7.4	Japanese	7.3	7.5	1.0	0.9	Telugu
Aramaic	7.1	French	7.0	7.2	0.7	0.5	
Bosnian	4.3	Mandarin	6.8	7.1	1.0	1.0	lowest average imdb_score for a language
Cantonese	7.0	Aboriginal	7.0	7.0	0.6	0.3	Bosnian
Chinese	5.7	Spanish	6.9	7.2	0.8	0.7	
Czech	7.4	Fillipino	6.7	6.7	0.0	0.0	
Danish	7.5	Hindi	6.6	7.0	1.4	1.9	
Dari	7.5	Russian	6.4	6.5	1.3	1.7	
Dutch	7.4	Maya	7.8	7.8	0.0	0.0	
Dzongkha	7.5	Kazakh	6.0	6.0	0.0	0.0	
English	6.4	Telugu	8.4	8.4	0.0	0.0	
Fillipino	6.7	Cantonese	7.0	7.2	0.7	0.5	
French	7.0	Icelandic	7.6	7.6	0.6	0.4	
German	7.3	German	7.3	7.6	0.9	0.9	
Greek	7.3	Aramaic	7.1	7.1	0.0	0.0	
Hebrew	7.6	Italian	7.2	7.3	1.2	1.4	
Hindi	6.6	Dutch	7.4	7.5	0.4	0.1	
Hungarian	7.1	Dari	7.5	7.1	1.0	1.0	
Icelandic	7.6	Hebrew	7.6	7.6	0.3	0.1	
Indonesian	7.9	Chinese	5.7	5.7	0.4	0.2	
Italian	7.2	Mongolian	7.3	7.3	0.0	0.0	
Japanese	7.3	Swedish	7.4	7.6	0.7	0.5	
Kannada	7.1	Korean	7.4	7.5	0.8	0.6	
Kazakh	6.0	Thai	6.6	6.6	0.4	0.1	
Korean	7.4	Polish	8.0	7.4	0.8	0.6	
Mandarin	6.8	Bosnian	4.3	4.3	0.0	0.0	
Maya	7.8	None	8.0	8.0	0.6	0.3	
Mongolian	7.3	Hungarian	7.1	7.1	0.0	0.0	

It is indicated that movies in 'Telugu' tend to have higher average IMDB ratings compared to other languages. It also shows that the lowest average IMDB_score for a language is 4.3 for 'Bosnian'.

Director Analysis:

Influence of directors on movie ratings.

- Task: Identify the top directors based on their average IMDB score and analyze their contribution to the success of movies using percentile calculations.

Row Labels	Average of imdb_score	Top 50 Directors with highest avg imdb_score
A. Raven Cruz	1.9	Director Names
Å%smile Gaudreault	6.7	John Blanchard
Å%ric Tessier	6.6	Cary Bell
Å%tienne Faure	4.3	Mitchell Altieri
Ålex de la Iglesia	6.1	Sadyk Sher-Niyaz
Aaron Hann	6	Charles Chaplin
Aaron Schneider	7.1	Mike Mayhall
Aaron Seltzer	2.7	Damien Chazelle
Abel Ferrara	6.6	Majid Majidi
Adam Brooks	7.2	Raja Menon
Adam Carolla	6.1	Ron Fricke
Adam Goldberg	5.4	Sergio Leone
Adam Green	5.7	Christopher Nolan
Adam Jay Epstein	3.8	Asghar Farhadi
Adam Marcus	4.3	Bill Melendez
Adam McKay	6.91666667	Catherine Owens
Adam Rapp	6.4	Jay Oliva
Adam Rifkin	6.5	Marius A. Markevicius
Adam Shankman	5.9625	Moustapha Akkad
Adrian Lyne	6.4	Rakeysh Omprakash Mehra
Adrienne Shelly	7.1	Richard Marquand
Agnieszka Holland	6.8	Robert Mulligan
Agnieszka Wojtowicz-Vosloo	5.9	S.S. Rajamouli
AgustÃ-n DÃ-az Yanes	6.1	Fritz Lang
Aki KaurismÃ-ki	7.2	John Sturges
Akira Kurosawa	8.1	Justin Paul Miller
Akira Goldsman	6.2	Lee Unkrich

Identified top directors based on their average IMDB scores. Certain directors have a tendency to make films with higher reviews, which suggests that they have an impact on the box office success of films.

Budget Analysis:

Explore the relationship between movie budgets and their financial success.

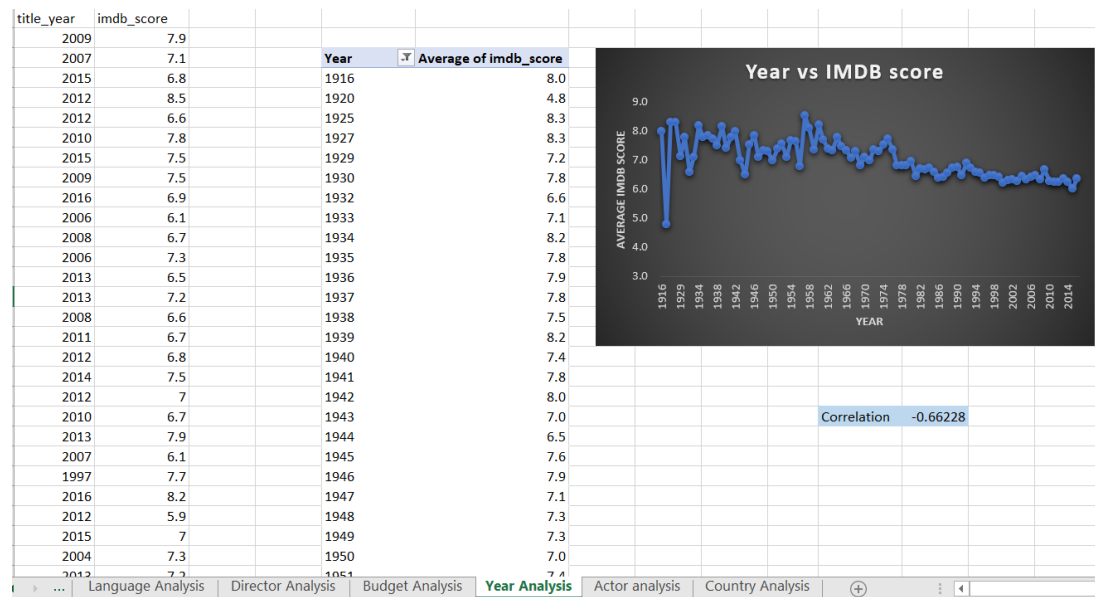
- Task: Analyze the correlation between movie budgets and gross earnings, and identify the movies with the highest profit margin.

gross	budget	Profit				
760505847	237000000	523505847				
309404152	300000000	9404152				
200074175	245000000	-44925825				
448130642	250000000	198130642	Min	-12213298588		
73058679	263700000	-190641321	Max	523505847		
200807262	260000000	-59192738				
458991599	250000000	208991599				
301956980	250000000	51956980				
330249062	250000000	80249062				
200069408	209000000	-8930592				
168368427	200000000	-31631573	Negative correlation			
423032628	225000000	198032628	Correlation	-0.953		
89289910	215000000	-125710090				
291021565	225000000	66021565				
141614023	225000000	-83385977				
241063875	250000000	-8936125				
179020854	225000000	-45979146				
255108370	250000000	5108370				
262030663	230000000	32030663				
105219735	200000000	-94780265				
258355354	225000000	33355354				
70083519	180000000	-109916481				
658672302	200000000	458672302				
407197282	250000000	157197282				
65173160	209000000	-143826840				
652177271	150000000	502177271				
373377893	200000000	173377893				
408002272	200000000	208002272				

It is revealed that there is a negative correlation between movie budgets and gross earnings. This implies that as movie budgets increase, gross earnings tend to decrease.

Year Analysis:

Exploring trends in movie ratings over the years based on the provided release year data.



A negative correlation of -0.66 between the year of release and IMDB scores suggests that as the release year increases, the average IMDB scores tend to decrease. This could imply several factors influencing movie ratings over time, such as changing audience preferences, evolving film industry standards, or increased competition.

Actor Analysis:

Analyzing if there is any impact of actors or actresses on movie ratings based on Facebook likes.

Here, we got the Top 10 actors most liked posts by actors which also tells who are the general public favorite, and we also the Top 10 actors that are most liked by the critics.

Examining whether the country of origin affects movie ratings.

imdb_score							
7.9							
7.1		Country	Average of imdb_score				
6.8		Afghanistan	7.4		Country with highest ratings		
8.5		Argentina	7.5		Kyrgyzstan		
6.6		Aruba	4.8				
7.8		Australia	6.5				
7.5		Bahamas	4.4		Country with lowest ratings		
7.5		Belgium	6.0		Bahamas		
6.9		Brazil	7.3		New Line		
6.1		Bulgaria	6.1				
6.7		Cambodia	5.6				
7.3		Cameroon	7.5				
6.5		Canada	6.1				
7.2		Chile	6.9				
6.6		China	6.6				
6.7		Colombia	7.5				
6.8		Czech Republic	7.0				
7.5		Denmark	7.2				
7		Dominican Republic	6.9				
6.7		Egypt	8.1				
7.9		Finland	7.2				
6.1		France	6.7				
7.7		Georgia	5.6				
8.2		Germany	6.3				
5.9		Greece	7.0				
7		Hong Kong	6.7				
7.3		Hungary	6.5				
7.2		Iceland	7.3				
6.5		India	6.5				
Language Analysis	Director Analysis	Budget Analysis	Year Analysis	Actor analysis	Country Analysis		

We have found out that the country with highest ratings is Kyrgyzstan and the country with lowest ratings is Bahamas, New Line.

Results:

To sum up, our analysis reveals the complex relationship between movie success on IMDB. A variety of characteristics influences ratings; some are more obvious than others, such as director, genre, language, and budget; some associations are more subtle. Stakeholders in the film business can use this data to help them make well-informed decisions about upcoming projects.

Conclusion:

Through this project, I've gained valuable insights into the factors influencing movie ratings on IMDB. By analyzing various aspects such as genre, duration, language, director, and budget, I provided actionable insights that can inform decision-making for future projects. Our analysis contributes to a better understanding of the factors driving the success of movies on IMDB.