

Data Analysis Report

Identify factors influencing user movie rentals.

These factors can be broadly categorized into **user-related, movie-related, and external factors**

User:

Preferences in genres, actors, and directors influence movie choice.

Past Viewing History and demographics (age, gender, location, etc) can influence preferences.

Social Influence: Recommendations from friends, family, community social media.

- Analysis genres and user ratings. It shows that four genres: crime, mystery, drama, war, and action have general higher ratings
- Case studies show user 288 likes Film-Nior, confirming user preference to genres
- The dataset does not have user related demographic information: locations, education, etc. It has user tags to movies. I investigate the analysis of tags with user ratings.
- User ratings varies from users to users, some users have large variability in ratings; whereas others users can rating movies always 5

Movie Factors:

- Ratings and reviews: over all ratings on movie databases, critic reviews, and user reviews.
- Marketing and Promotion: Trailers, posters, advertising campaigns, and media buzz.
- Price and Rental Terms: Cost of rental and terms like rental duration

I observe weak positive correlations between rating and popularity.

Context in other factors:

- Cultural and Social Trends: Current trends and pop culture phenomena.
- Economic Factors: General economic conditions that might affect disposable income for entertainment.
- Mood or Occasion: Examine the role of specific circumstances or moods in influencing movie selection.
- User device.