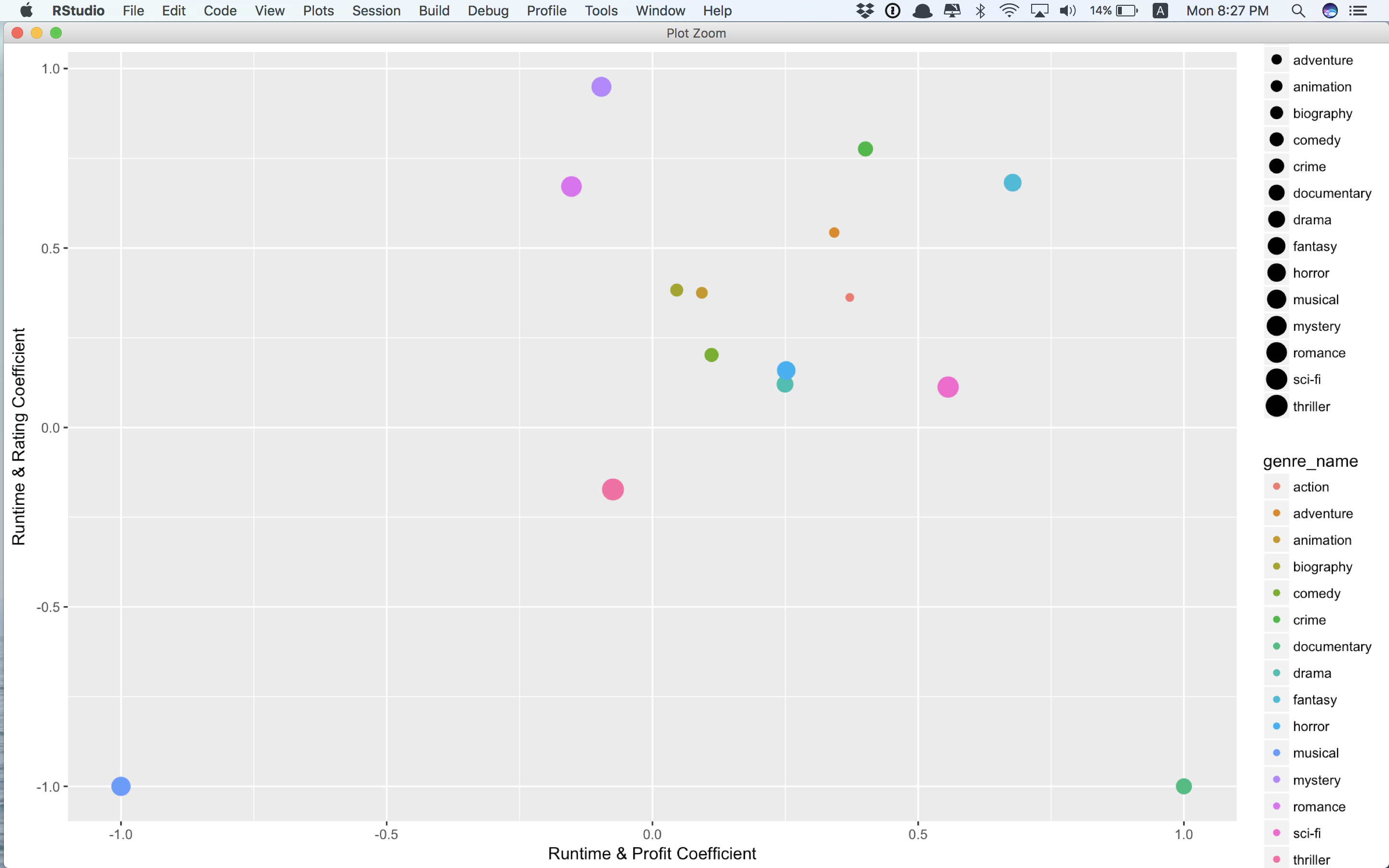
Q2 --Yixin



**1**

**2**

**3**

**4**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | ***genre name*** | ***time rating*** | ***time profit*** | ***type*** |
| **1** | action | 0.36 | 0.37 | 1 |
| **2** | adventure | 0.54 | 0.34 | 1 |
| **3** | animation | 0.38 | 0.09 | 1 |
| **4** | biography | 0.38 | 0.05 | 1 |
| **5** | comedy | 0.2 | 0.11 | 1 |
| **6** | crime | 0.78 | 0.4 | 1 |
| **8** | drama | 0.12 | 0.25 | 1 |
| **9** | fantasy | 0.68 | 0.68 | 1 |
| **10** | horror | 0.16 | 0.25 | 1 |
| **14** | sci-fi | 0.11 | 0.56 | 1 |
| **12** | mystery | 0.95 | -0.1 | 2 |
| **13** | romance | 0.67 | -0.15 | 2 |
| **7** | documentary | -1 | 1 | 3 |
| **11** | musical | -1 | -1 | 4 |
| **15** | thriller | -0.17 | -0.07 | 4 |

* + Zone 1: runtime has consistent and positive effects on both revenue and rating
    - E.g. for fantasy movie, long runtime benefits for both revenue and rating.
  + Zone 4: runtime has consistent and negative effects on both revenue and rating
    - E.g. For musical genre, long runtime hurts both rating and profit.
  + Zone 2: runtime has positive effects on profits but negative effects on rating
    - E.g for mystery movie, long runtime results in higher rating, but it kind of hurt profit.
  + Zone 3: runtime has negative effects on profits but positive effects on rating
    - E.g. for documentary movie, long runtime brings profits, but it hurts rating.