**Idea 1: Gender Stereotype in Cinema**

Movies influence a lot our perception of society, our beliefs, and mentalities. Thus, gender stereotypes can reinforce bad prejudices and banalization of gender inequality in the audience. Therefore, the aim of this data analysis would be to study gender bias in Cinema.

What is the actor/actress proportion in movies? Does it depend on the movie genre? How are portrayed women/men through characters? We can easily find movies where male characters are presented as businessman, strong heroes, whereas female characters are related to family, or as the “wife”. We can study the movie plots to extract how are described characters depending on whether it is a man or a woman, which role they have in movies. Are the main characters mostly men or women? How is this evolving over the years, and are there disparities on this evolution depending on the countries? Are the disparities between genders going to disappear in the futures?

**Idea 2: What is success? High box-office? Good comments?**

What does the audience expect from a film? By completing the dataset with IMDb dataset which provide audience binary sentiments classification on movies, we can obtain people reviews about movies and the sentiment they have (positive or negative). Then, by exploring the reviews, we would extract the reason why the audience found the movie good or bad. We can also extract information from the synopsis to see the pattern of the movie. From this information, it is possible to evaluate what people expect from a type of movie and what they don’t want to see. Then, a pattern of movie for each genre emerges, those patterns are exactly what people like. But is it what makes higher revenue? Is the perfect film in people's eyes the one that makes the most money? Some movies can be “perfect” but do not attract public… For example, the movie *Transformers: age of extinction,* has a high box-office ($1.104 billion) but had a lot of negative critics (approval rating of 17%). We can try to understand why there is this gap.

*Source : Wikipedia*

**Idea 3: How to become a good actor?**

We can study what are the characteristics of a “good” actor, looking at the age at which they do more movies, their height, where they come from. We can analyze if they have a role corresponding to their age, if they always play in movies that have the same genre. It will be interesting to study if they always play characters with the same persona. How can we explain that? Some actors have made a name for themselves in a successful film and are now stuck in that movie. We can draw a mapping of actors, to see if they play with a restraint group of other actors, or if the casting differs from one movie to another. In short, with this project you will have all the tips to become the best actor.