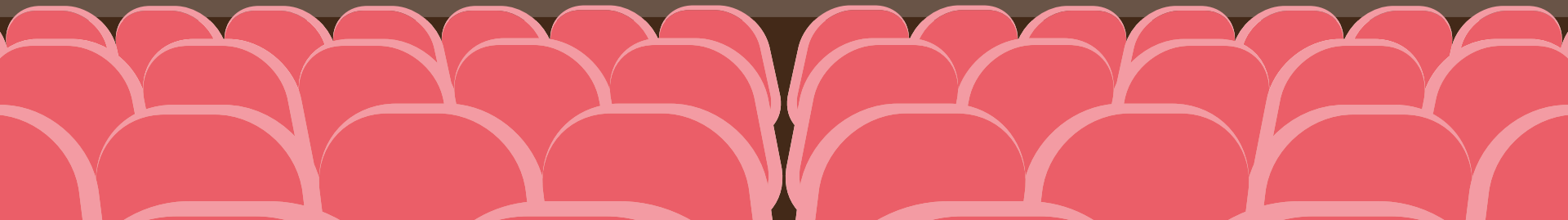


***MOVIE RATINGS:  
DO THEY MATTER?***



# ***OUR TEAM***

**Aruna Bisht**

**Greg Rosen**

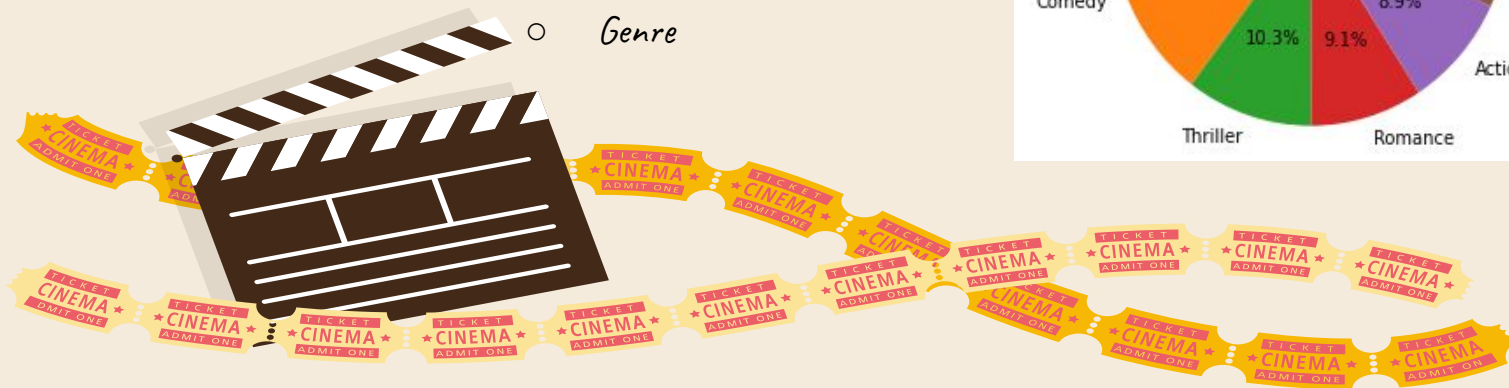
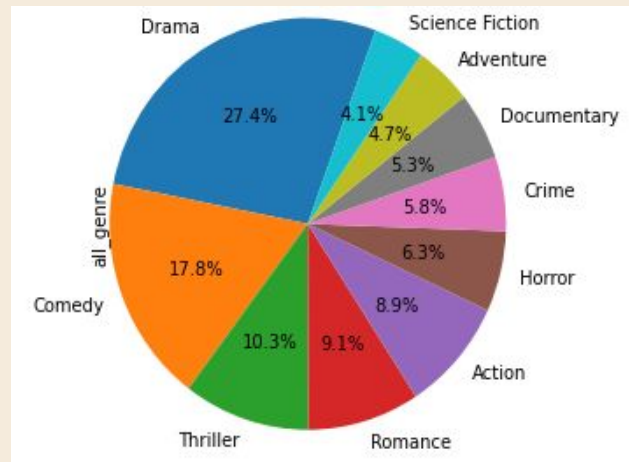




***CONTEXT***

# CONTEXT

- Global movie box office sales totaled \$101B in 2019 (Forbes)
- Movie recipe
  - Budget
  - IMDB ratings
  - Popularity
  - Production company
  - Actors
  - Genre



The background features a series of overlapping, semi-transparent yellow triangles and trapezoids that create a sense of depth and movement. The shapes are primarily oriented towards the left side of the frame, with some extending towards the right. The colors range from a bright, saturated yellow to a lighter, almost white yellow, creating a clean and modern aesthetic.

# ***RESEARCH QUESTION***

# *Research Question*

***DOES THE HYPE OF A HIGHLY ANTICIPATED BLOCKBUSTER  
REALLY STACK UP AGAINST THE CRITICS' VOTES?***

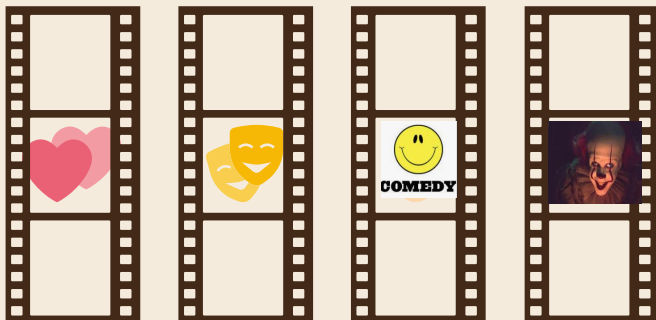
*Blockbuster*: Movies with highly experienced actors and highly experienced production companies

# ***VARIABLES***

## Ratings



## Genre Preferences

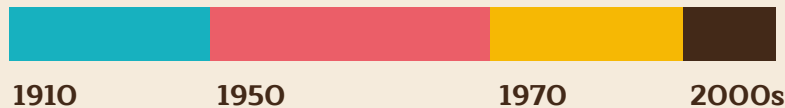


# VARIABLES

## Actors



## Year made



## Popularity



## Budget



## Production companies



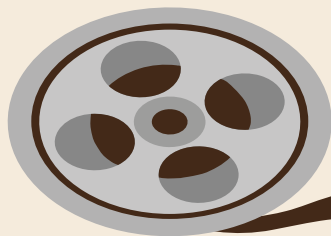
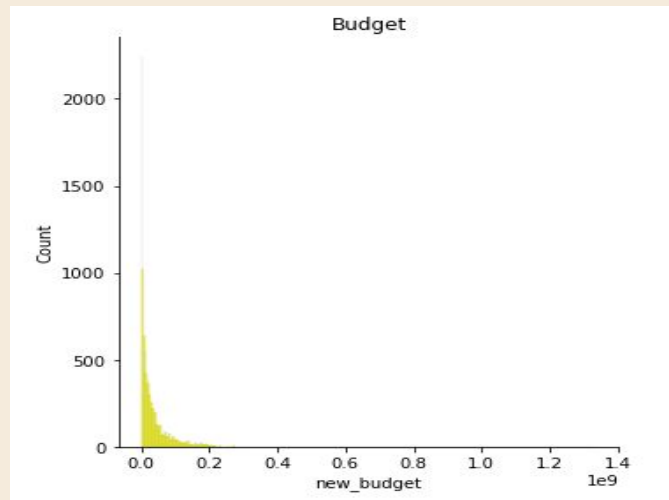
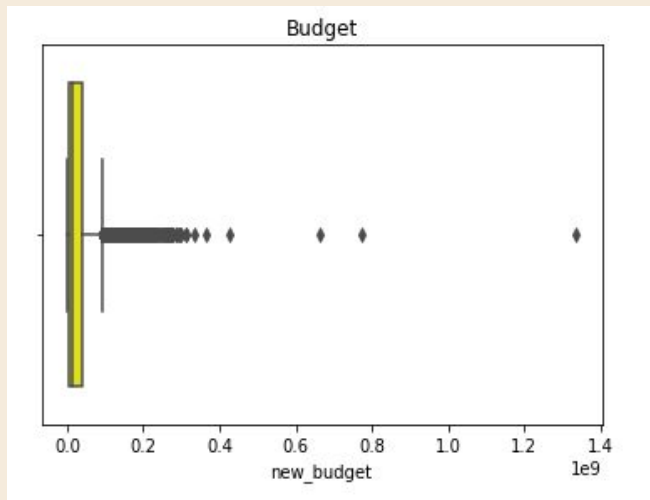


The background features a large, abstract shape in a vibrant yellow color that originates from the bottom-left corner and extends towards the top-right. This shape is composed of several overlapping layers, creating a sense of depth and movement. The remaining areas of the image are filled with a clean, white color.

***EXPLORATION***

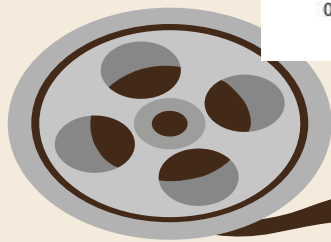
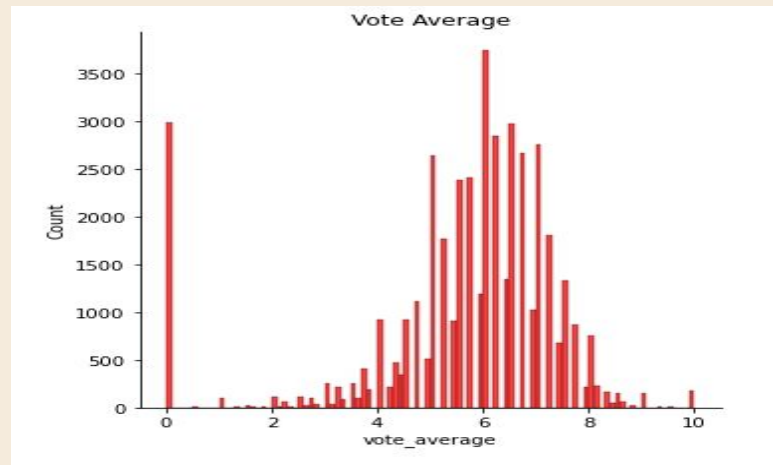
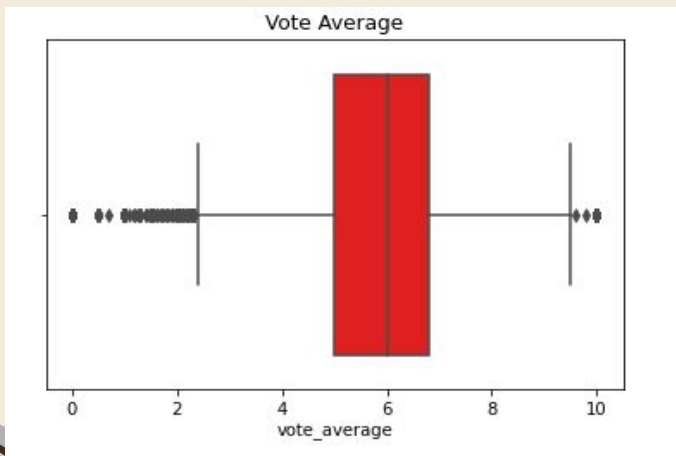
# EXPLORING BUDGET

- *A select few minority of movies command significantly higher budgets than the majority. The data is highly right-skewed.*



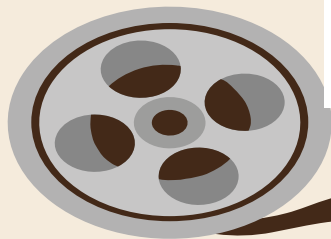
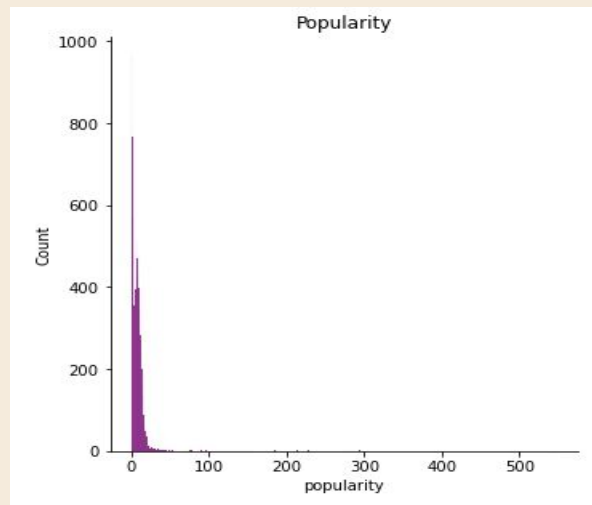
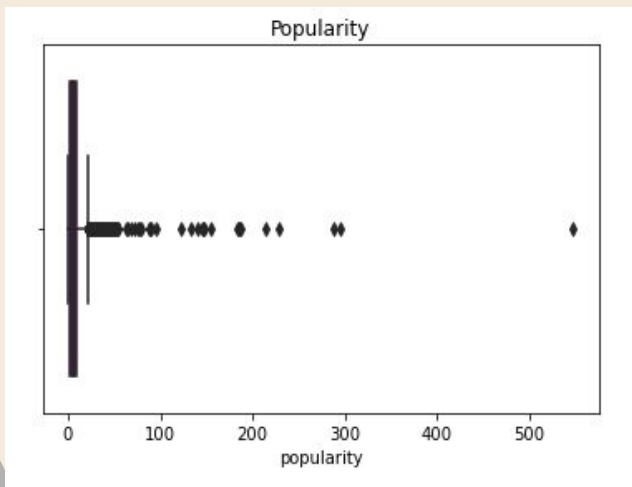
# EXPLORING RATINGS

- *Despite movie budgets heavily skewing right, movie ratings are rather uniform surrounding an average of 5.63/10.*



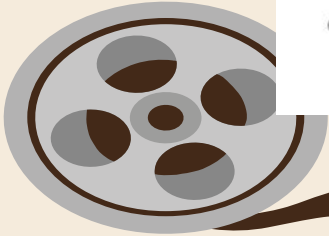
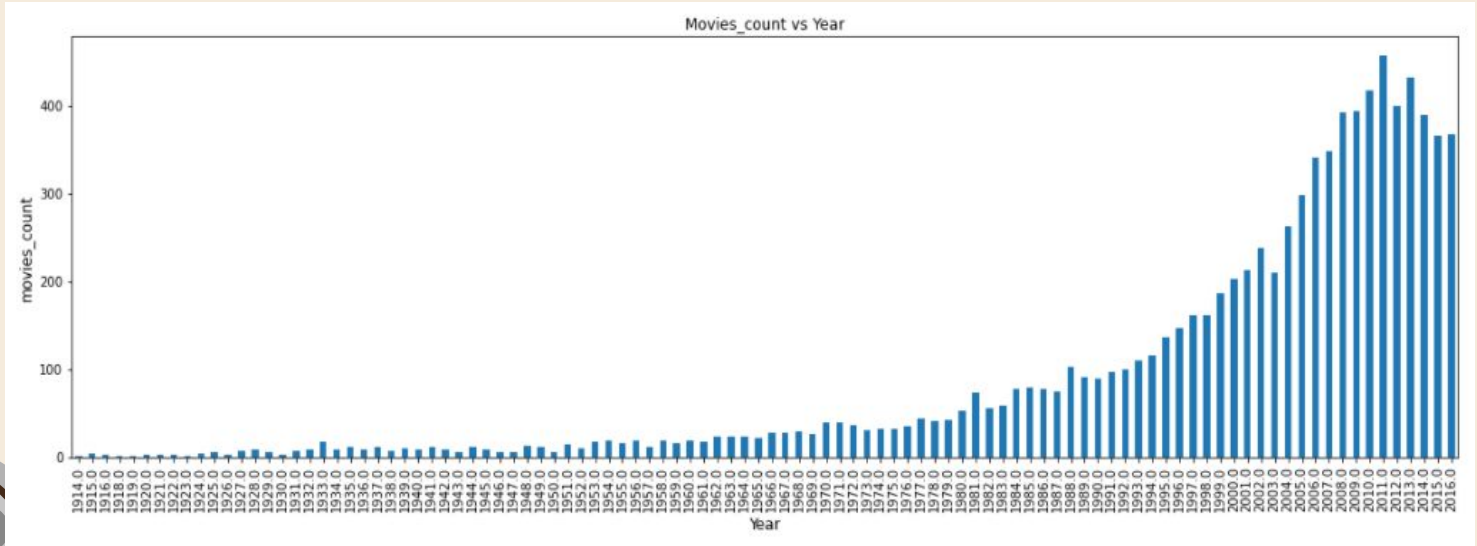
# EXPLORING POPULARITY

- *Popularity's distribution, on the other hand, more closely resembles the distribution of budgets -- highly right-skewed.*
- *Most movies are unpopular in comparison to a select few highly popular hits.*



# EXPLORING TIME

- *Movie production has increased significantly since the early 1900s to present-day*

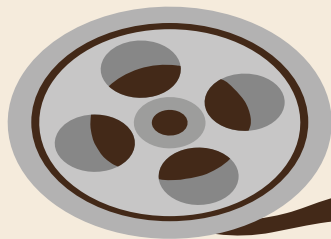
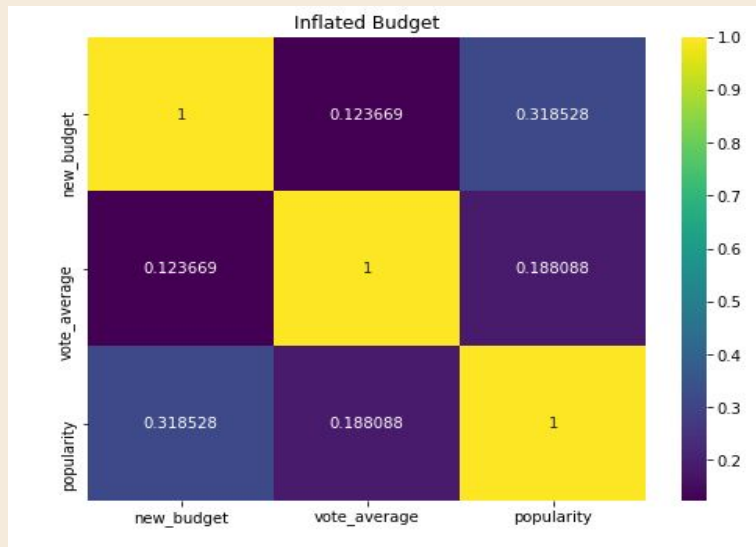


The background features a series of overlapping, semi-transparent yellow triangles and trapezoids that create a sense of depth and movement. The shapes are primarily oriented towards the left side of the frame, with some extending towards the right. The colors range from a bright, saturated yellow to a lighter, almost white yellow, creating a clean and modern aesthetic.

***ANALYSIS***

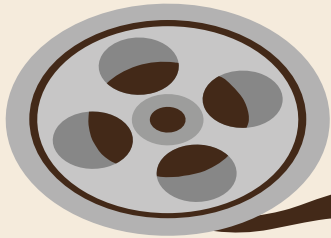
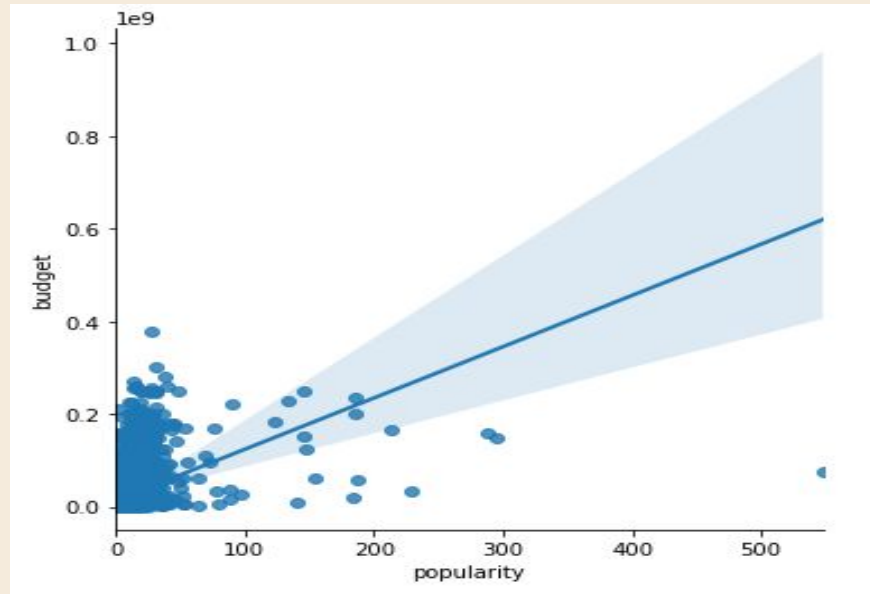
# BUDGETS VS. RATINGS VS. POPULARITY

- *We see a stronger correlation between budgets and popularity than budgets and ratings*



# ***BUDGETS VS. POPULARITY***

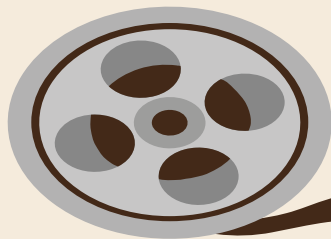
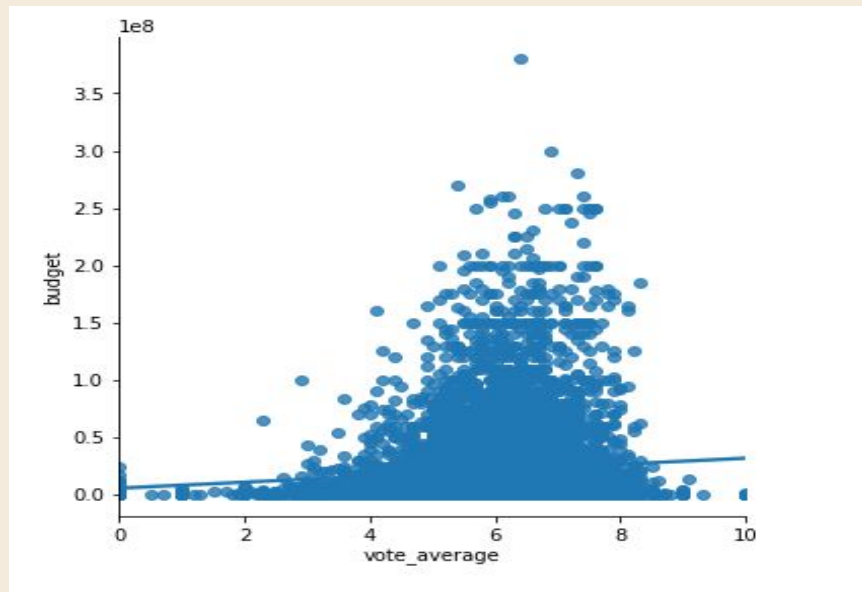
- *Budget and popularity strongly correlate, with most values*





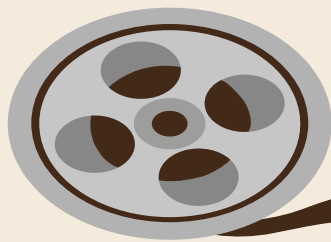
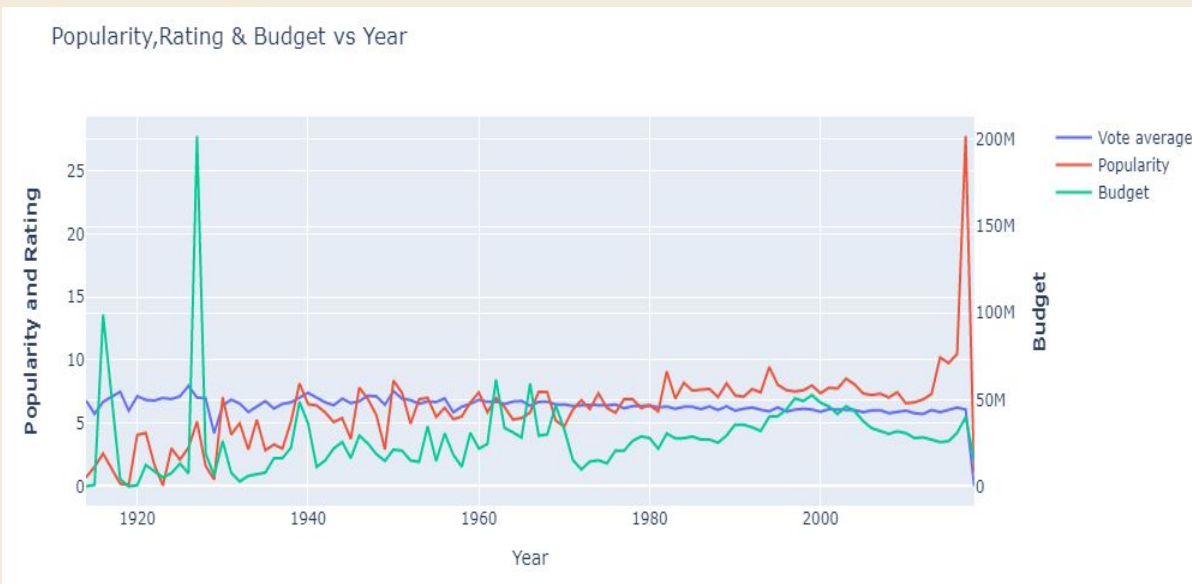
# ***BUDGETS VS. RATINGS***

- *Budget and ratings, however, do not show a strong trend in any one direction*



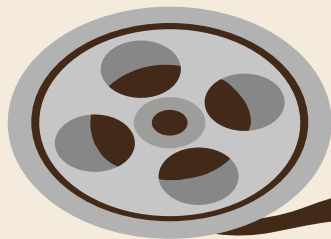
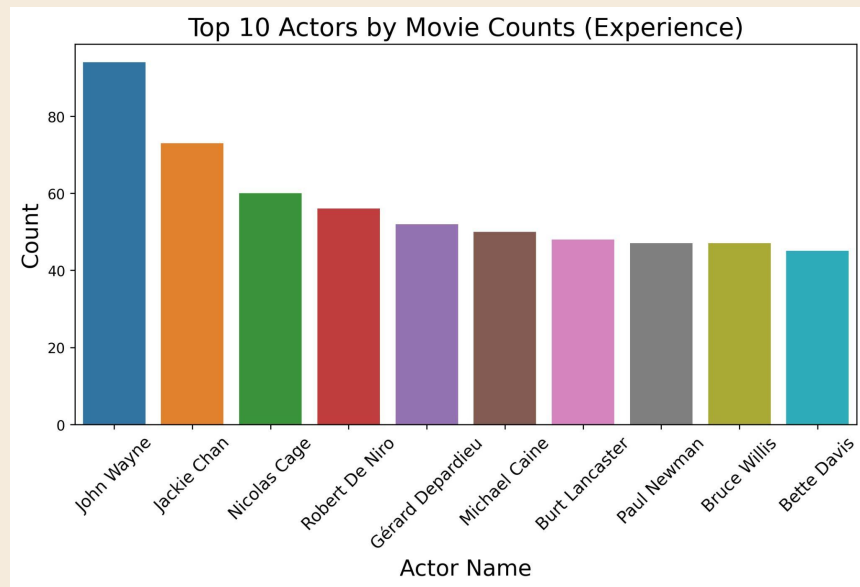
# BUDGETS, RATINGS, & POPULARITY OVER TIME

- *We see a trending increase in both budget and popularity over time, but ratings remain relatively stable*



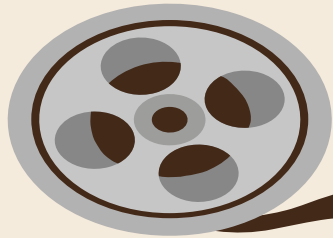
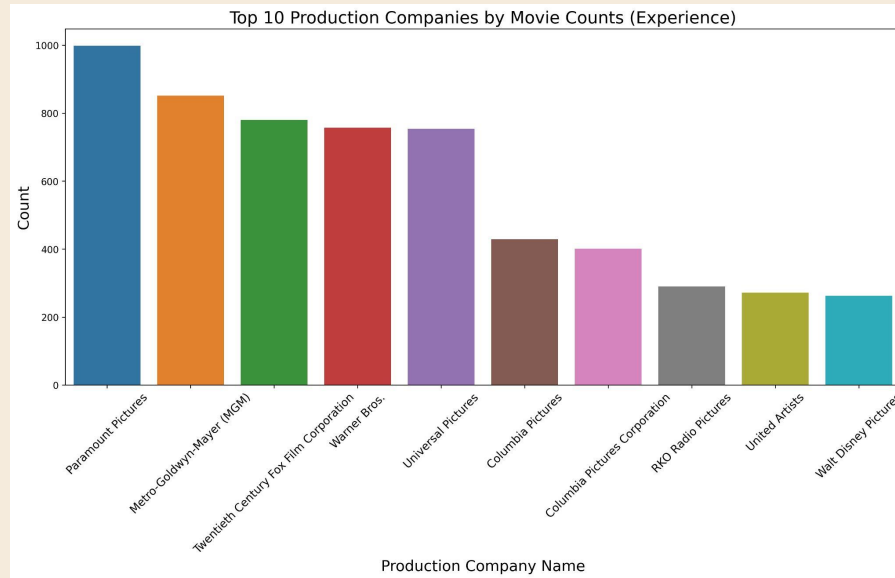
# EXPLORING FAMOUS ACTORS

- *The top 10 most experienced actors by movie count are household names*



# EXPLORING PRODUCTION COMPANIES

- *The top 10 most experienced production companies by movie count are also household names*



# ***HYPOTHESES***

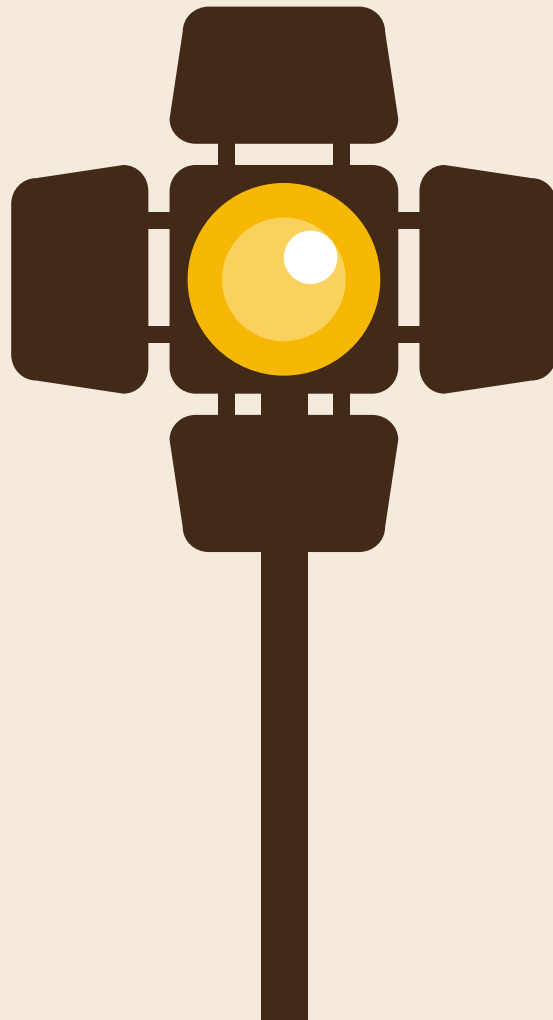
# HYPOTHESES

How do blockbuster movies relate to ratings and popularity?

1. *Experienced actors generate higher movie ratings on average*
2. *Experienced actors generate higher movie popularity on average*
3. *Experienced production companies generate higher ratings on average*
4. *Experienced production companies generate higher popularity on average*

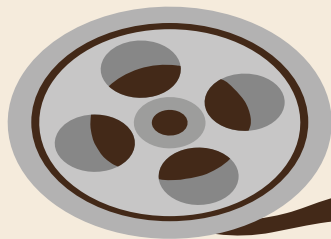
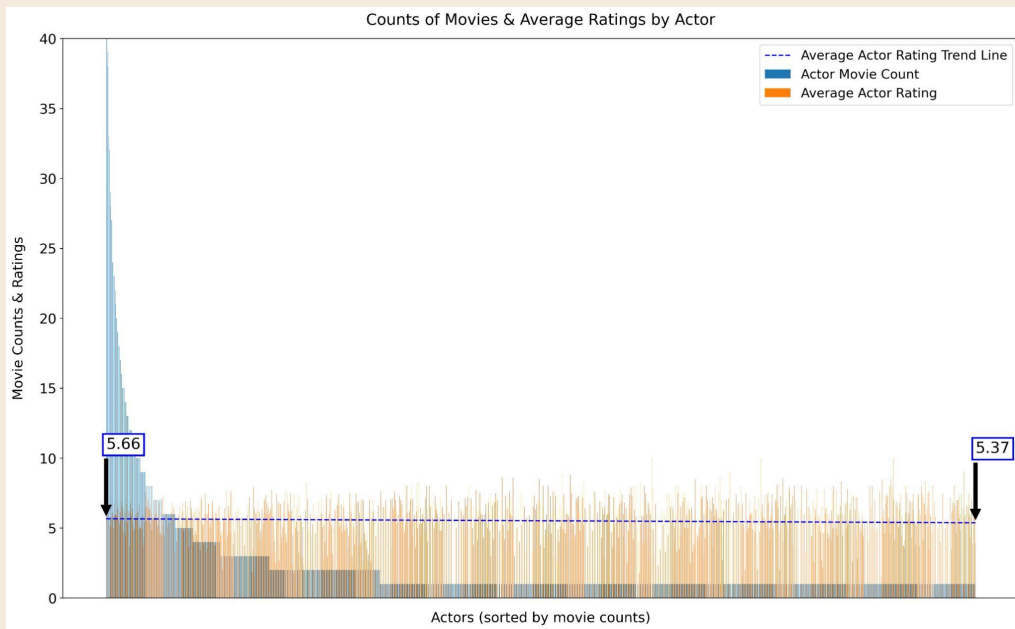
*Reminder:*

**Blockbuster:** *Movies with highly experienced actors and highly experienced production companies*



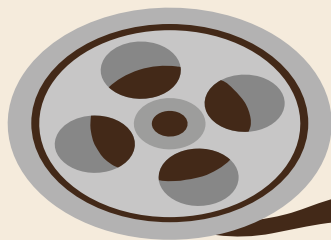
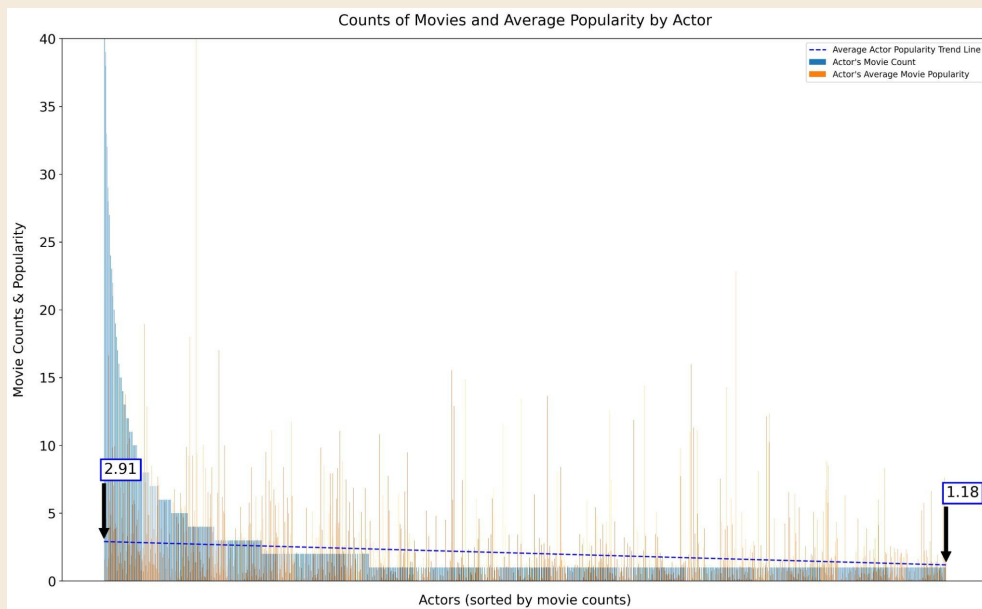
# ACTORS VS. RATINGS

- *More experienced actors only generate slightly higher movie ratings on average*



# ACTORS VS. POPULARITY

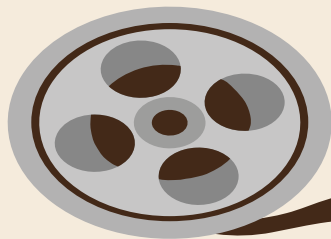
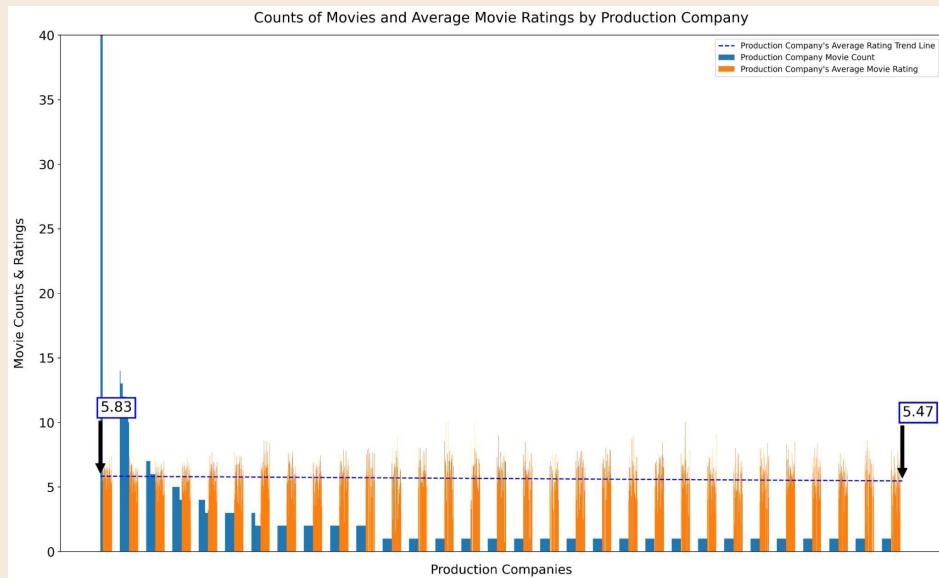
- *More experienced actors generate higher popularity on average*





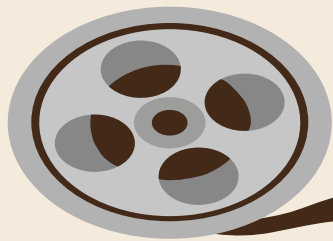
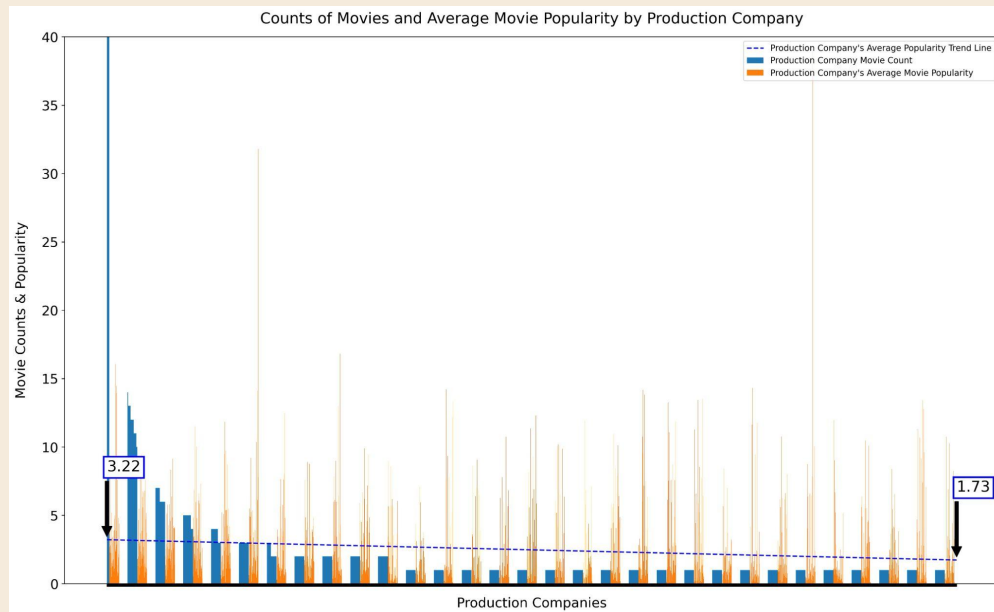
# PRODUCTION COMPANIES VS. RATINGS

- *More experienced production companies only generate slightly higher movie ratings on average*



# PRODUCTION COMPANIES VS. POPULARITY

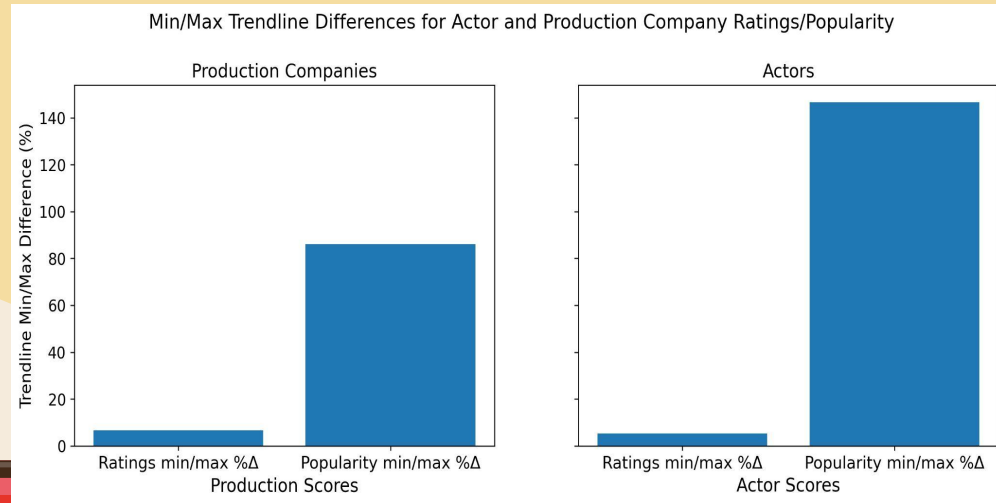
- *More experienced production companies generate higher popularity on average*



The background features a series of overlapping geometric shapes in shades of yellow and white. A large, light yellow triangle points towards the top right. Overlapping its left side is a darker yellow triangle pointing towards the top left. At the bottom, a horizontal band of medium yellow is overlaid by a darker yellow shape that tapers to a point on the left side.

***RESULTS***

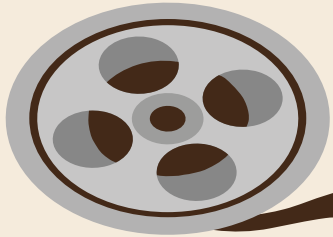
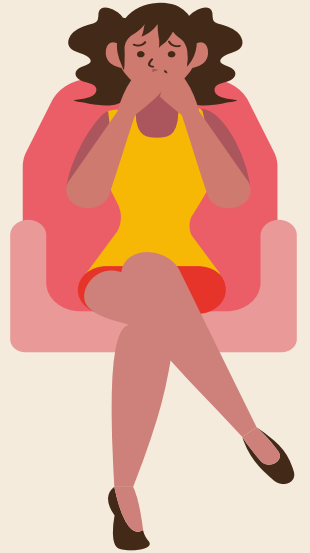
# RESULTS



- *Ratings only change slightly with respect to the experience level of the actor or production company*
- *Popularity, on the other hand, changes significantly w.r.t. experience levels*

# ***LIMITATIONS***

- *No box office earnings of movies (only had budgets)*
- *Segment by sub-categories (e.g. genre, country of origin)*
- *Movie crew data (e.g. director, producers, writers, etc.)*
- *Full statistical analysis with statistically significant results*



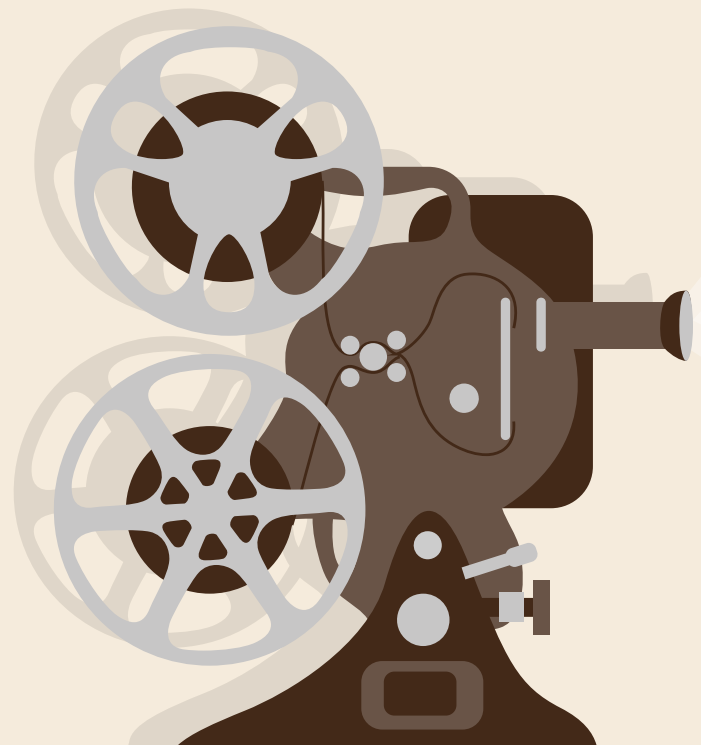


***CONCLUSION***

# CONCLUSION



- *The popularity of blockbuster movies (experienced actors, experienced production companies) is much higher than most movies*
- *The ratings of blockbuster movies, however, does not change much as compared to most movies*
- *Why? (Possibilities)*
  - *Better marketing → more people exposed → more people go see it*
  - *Higher critic ratings don't directly result in higher revenue*



***THANKS!***

