Project Title:

Movie Theaters vs Streaming and Covid 19 Data Analysis

Theaters vs Streaming: Are we seeing an industry shift?

<https://www.androidauthority.com/movie-theaters-vs-streaming-services-3093835/>

Team Members:

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Project Description/Outline:

This project will evaluate the impact COVID-19 had with going to the movies and staying home to stream. Using data such as total ticket sales the group will analyze the reaction the pandemic had on the moviegoer experience.

Research Questions to Answer:

1. What was the revenue before (pre-2020), during (2020-2021), and after (2022 – current) Covid?
2. Did Covid lead to changes in audience preferences and viewing habits?
3. How did this affect the streaming industry?

Datasets to Be Used:

1. <https://www.the-numbers.com/market/>
2. <https://www.kaggle.com/datasets/ashukr/movie-rating-data>
3. <https://www.kaggle.com/datasets/ruchi798/movies-on-netflix-prime-video-hulu-and-disney>

Rough Breakdown of Task:

Alex and Jerrod: create csv files

Jamie and Stefan: visualizations

Group: Analysis and conclusion

Perla: Slide Deck

1. Target audience?
   1. Production companies and movie theater marketing
2. Explain the reason/motivation for choosing this topic?
   1. Major events (i.e. the next pandemic, war, recessions) cause a change in the entertainment industry.
3. Movie production companies will know where to focus for upcoming movie releases, streaming vs theaters.
4. Hypothesis: As Covid-19 progressed, streaming services increase while movie theaters decrease due to lockdown and theater sales will not go back to pre-Covid revenue.

Null Hypothesis: As Covid-19 progressed, streaming services increase while movie theaters decrease due to lockdown however, theater sales will go back to pre-Covid revenue.