MOVIE THEATER ESTABLISHMENT WHICH SCREENS BASED ON POPULARITY

Introduction

- The business is centered around the concept of curating our movie screenings based on the current popularity and buzz surrounding each film. Unlike traditional theaters that follow rigid schedules or programming calendars, we will continuously adapt our movie lineup to reflect the ever-changing tastes and preferences of our audience.

Mission Statement

- The mission at the movie theater is to create a dynamic and immersive moviegoing experience that transcends traditional cinema. We are dedicated to curating a selection of films based on current popularity, ensuring that our audience enjoys the latest and most buzz-worthy movies in a vibrant and communal atmosphere. By fostering a sense of excitement, connection, and discovery, we aim to ignite passion for cinema and create lasting memories for our patrons. Through innovation, exceptional service, and a commitment to excellence, we strive to be the ultimate destination for unparalleled cinematic entertainment.

Vision

- Our vision is to redefine the movie theater industry by pioneering a new standard of popularity-driven screenings that cater to the dynamic tastes and preferences of our audience. We aspire to create a vibrant and inclusive space where movie enthusiasts can come together to discover, celebrate, and share their love for cinema. By staying at the forefront of industry trends and embracing innovation, we aim to set new benchmarks for excellence and inspire the future of cinematic entertainment.
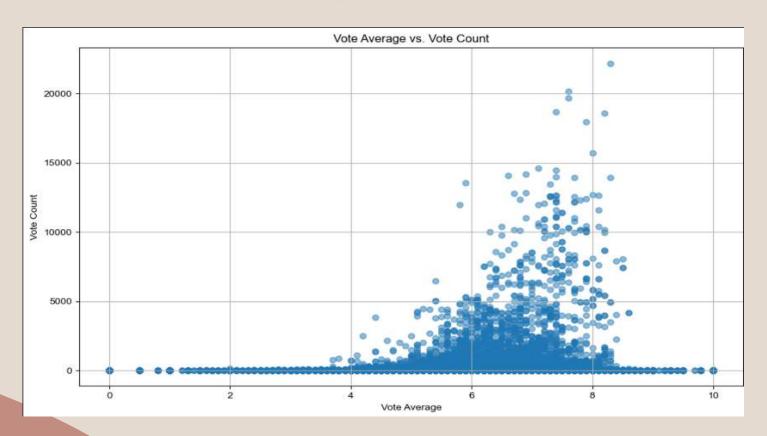
Key Objectives

- 1. Curate Popular Movie Selection: Continuously monitor and adapt our movie lineup to showcase the latest and most buzz-worthy films, ensuring that our offerings align with current trends and audience interests.

- 2. Enhance Customer Experience: Create a welcoming and immersive environment that enhances the moviegoing experience for our patrons through comfortable seating, state-of-the-art technology, and exceptional customer service.

- 3. Drive Audience Engagement: Implement marketing strategies to promote our popularity-driven screenings, build anticipation around upcoming releases, and encourage active participation and interaction with our brand both online and offline.

- 4. Optimize Revenue Streams: Maximize revenue opportunities by effectively managing ticket sales, concession stand offerings, and potential partnerships with movie studios and distributors. Explore additional revenue streams such as special events, private screenings, and premium experiences.

Data Analysis of the TMDB dataset

Original movie titles with the highest popularity

Title	Popularity
Avengers: Infinity War	80.77
John Wick	78.12
Spider-Man: Into the Spider-Verse	60.52
The Hobbit: The Battle of the Five Armies	53.78
The Avengers	50.23
Guardians of the Galaxy	49.60
Blade Runner 2049	48.58

Graph of vote average vs vote count

Summary

- The movie theater establishment, operating on a unique premise of screening films based on their current popularity, offers a dynamic cinematic experience for its audience. Utilizing real-time data and audience preferences, this innovative theater ensures that patrons have access to the latest and most sought-after films, enhancing their viewing experience. By prioritizing trending movies, the theater creates an environment where viewers can engage with culturally relevant content while staying informed about current cinematic trends. This approach not only caters to audience interests but also fosters a sense of anticipation and excitement, making each visit to the theater a captivating and memorable experience.