(가칭) Movie Market Analysis Visualization Project <What Makes a Movie Great?>
"성공하는 영화의 조건은?"

Team M : Hyunil Shin, Vladimir Egay, Jiyun Kim and Hyeokjoon Kwon

Project Idea

Make a visualization tool that will help users to analyze what is more important to make a great movie. This includes the average budget to be used or have been used in a given time period by other companies, actors that appeared in most successful movies etc.

This tool will mostly be used by analytics but also can be used by regular people interested in their favourite actor or movie production company.

Brief description of the domain situation

How big is the movie industry?
- The Motion Picture Association released a new report on the international box office and home entertainment market showing that the industry reached $101 billion USD in 2019. It is a huge global market which creates a variety of jobs and earns enormous amounts of money.
- As an entertainment industry, the field of movie is very

Why is the movie analysis important?
- Some actors are more suited for a specific genre than others, so we want to find a way how good an actor performs in each genre.
- Want to know the average amount of money to be spent to make a successful movie.

Target users
- Movie investors, analysts and reviewers who want to get insight from movie information to deeply understand the movie.
- Case user 1. Mir, a 34 years old man is a businessman working for an investment company and he seeks some prospective films to put money on.
- Case user 2. Jiyun, a 27 years old journal editor needs to have comprehensive knowledge of the film market to write an article regarding trendy movies.
- Case user 3. Hyukjoon, a 17 years old boy is a big fan of Robert Downey Jr. and he is very interested in all his movies.

Goals
- Users can have not only static reports provided by researchers, but also be able to change the results by applying different filterings such as filtering by time or actor.
- Make interesting findings from a given dataset.

Tasks
- Users who want to get information for the movie scene enter into the website.
- Users add tags regarding their specific interest on the search bar.

Current Practice

- "Movies and Entertainment Market Size, Share & Trend Analysis Report by Product (Movies, Music & Video)" is a report which provides an analysis for movie industry. However, it does not give an interactive experience to the users since the report is not a visualization tool. (reference : https://www.grandviewresearch.com/industry-analysis/movies-entertainment-market)
- Netflix and Watcha are OTT services which offer films, dramas and personalized recommendations on each user's preference and view history. However, they do not disclose their insights on the overall movie market to the users since they are focused on watching movies than analyzing them. Also, their recommendation algorithms are hidden so that users never know the exact reason why the recommended movies are come to them.

Key conceptual sketches
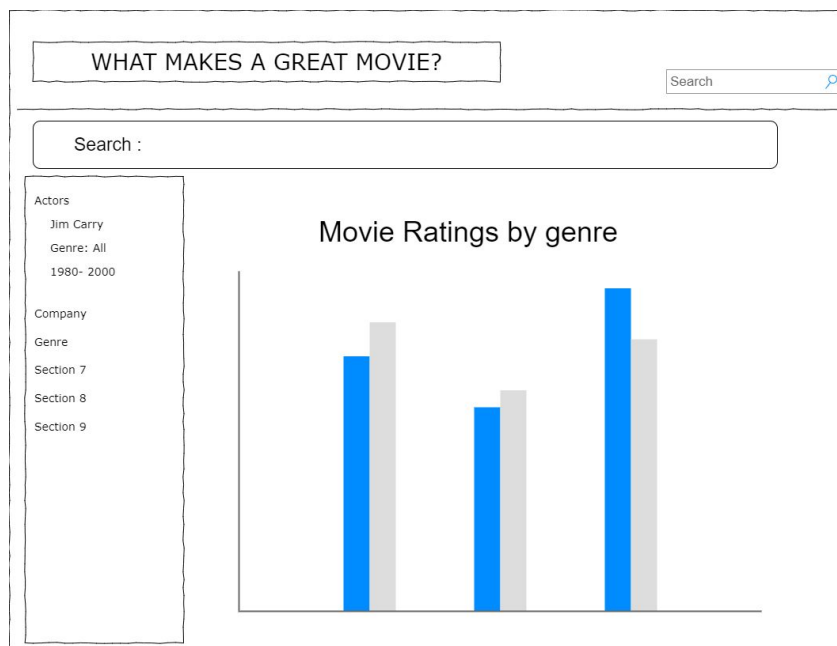
Expected Contributions

- Hyunil Shin
  - Data preprocessing / Frontend implementation
- Vladimir Egay
  - API server design / Database structure
- Jiyun Kim
  - Frontend implementation / User analysis
- Hyukjoon Kwon
  - API server design / Frontend implementation

Timelines

Task	~11/9	~11/16	~11/23	~11/30	~12/07	~12/14
데이터셋 수집/정리	■	■				
시각화 구현(d3)		■	■	■		
시각화 평가				■	■	
수정 및 발표정리					■	■