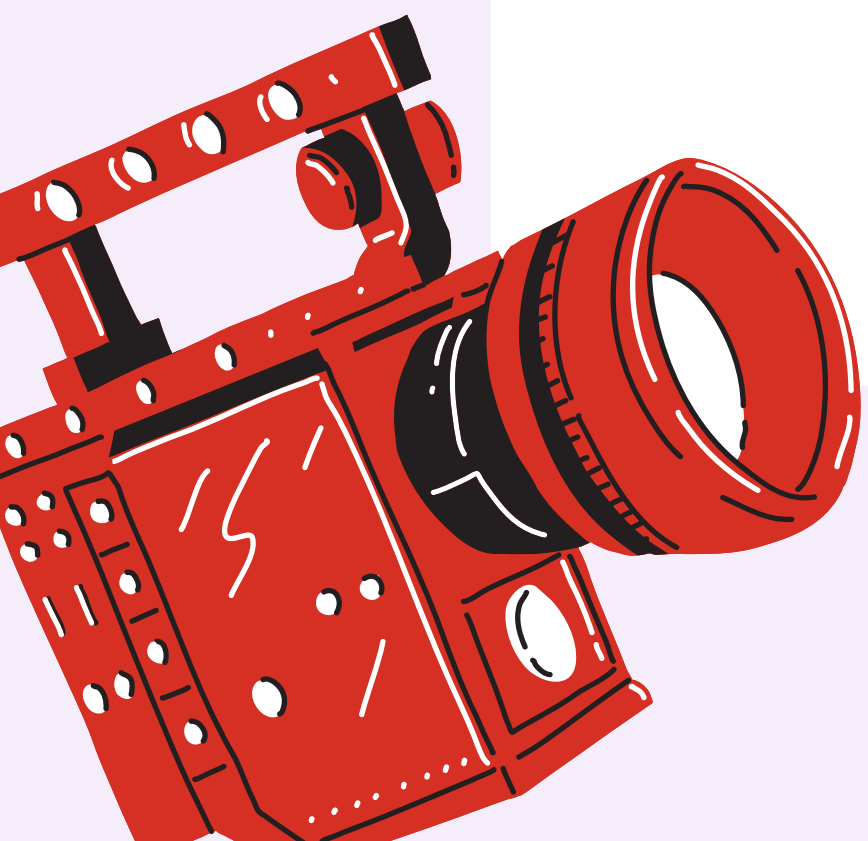


analysing

IMDB FILM DATASET



OVERVIEW & SUMMARY

This project analyzes a cleaned IMDb movie dataset to uncover trends in genres, runtimes, and production years. We explored how runtime varies across genres, identified genre popularity over time, and examined correlations between movie age and duration. The insights guide strategic decisions in film production, content recommendation, and platform optimization.



Learning Objectives



1 What type of movies to invest in

3 How long a typical movie should be

2 Which genres are rising or falling in popularity

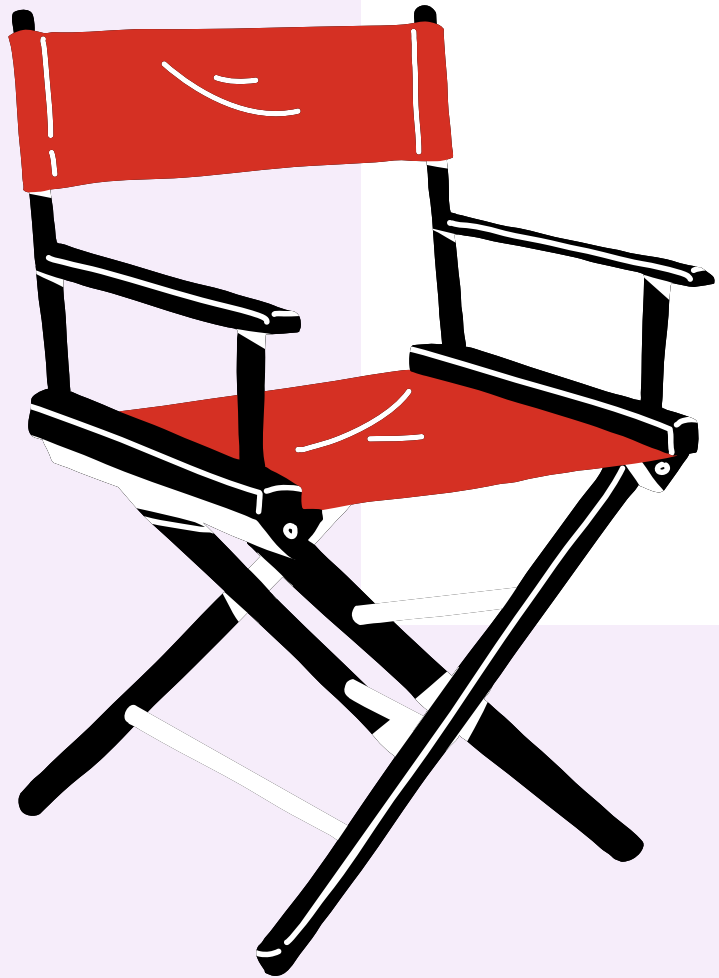
4 What genre combinations perform best by year

This project aims to answer:

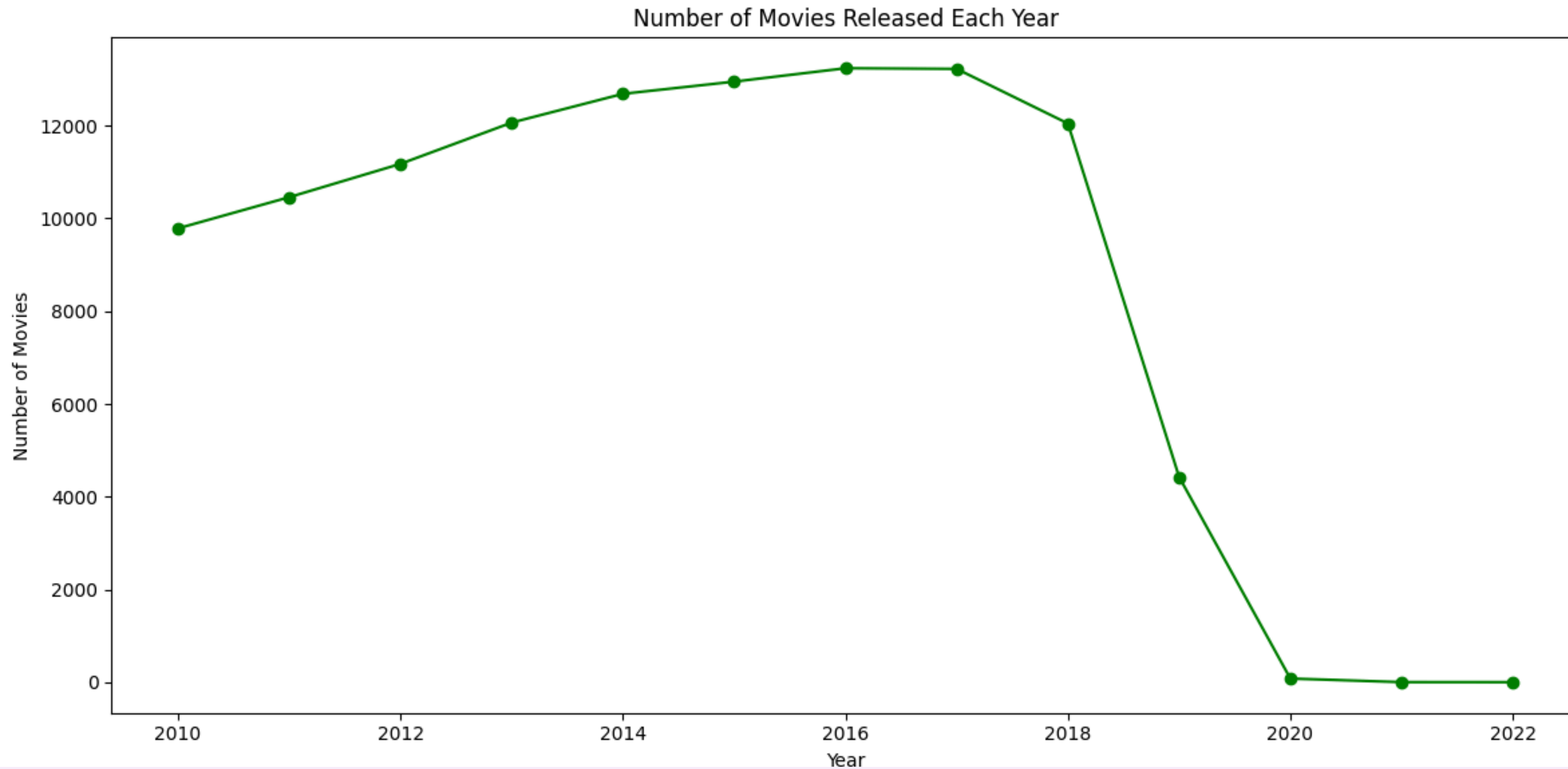
"What are the most popular movie genres over time, how do runtime patterns vary across genres, and how can this information help stakeholders align production with audience demand?"



DATA & METHOD



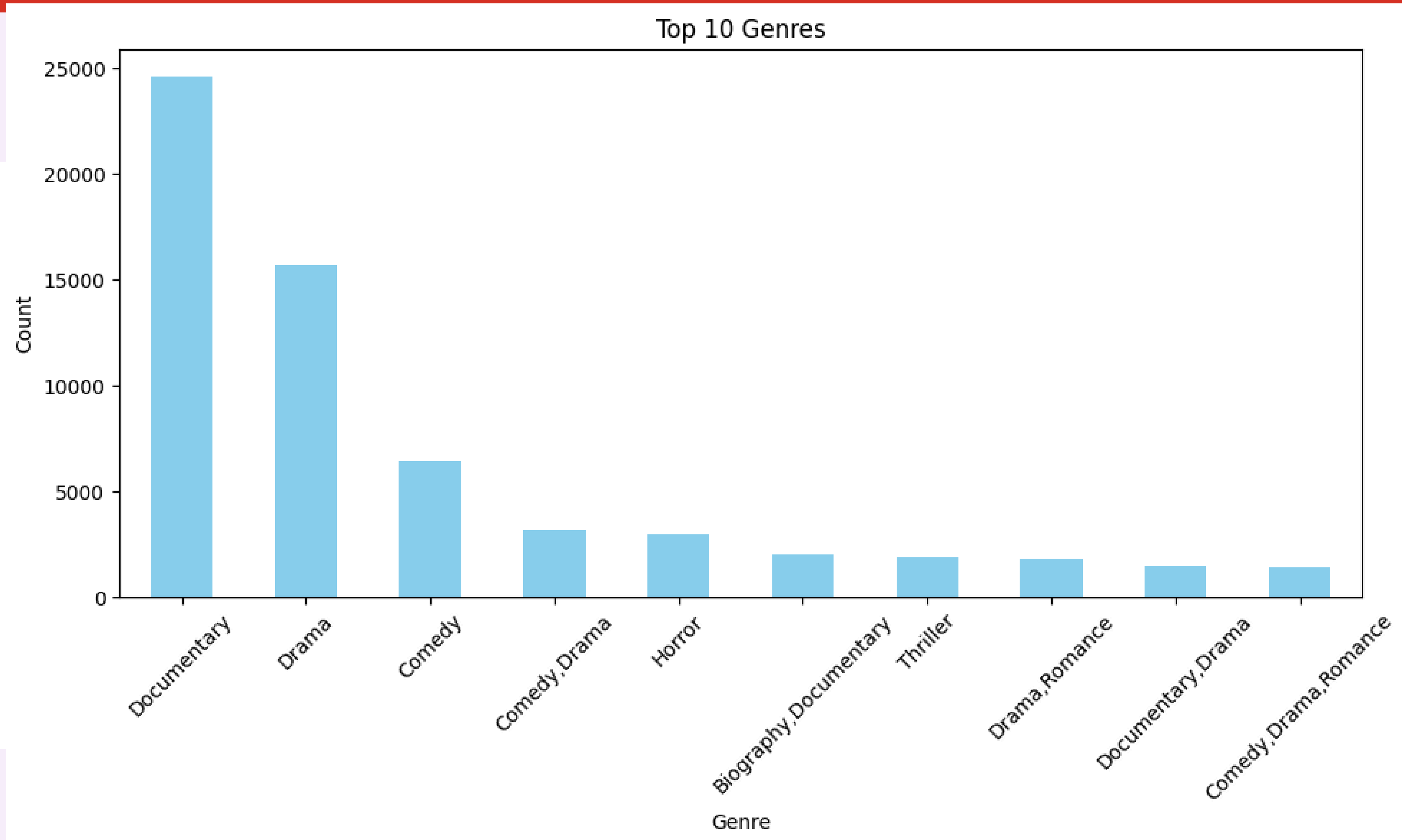
Data



- Film release numbers from the year 2010 through to the year 2022.

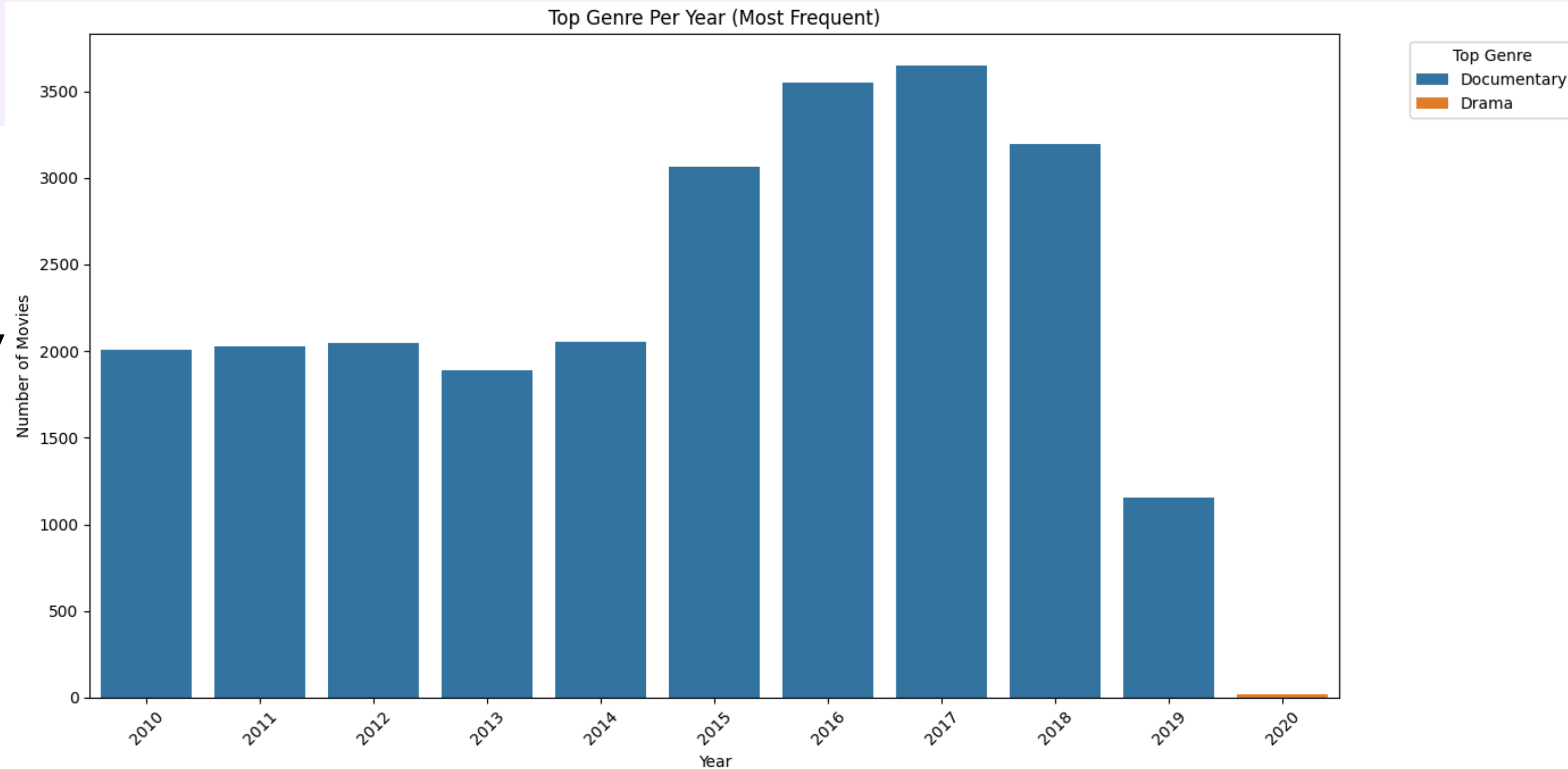
Output

- The most produced films are documentaries with close to 25,000 films followed by drama films which are slightly above 15,000 films in total.
- The least produced films are comedy, drama, romance films which have less than 5000 films.
- The margin between the most produced and least produced films is high with more than 75% of least produced films being below 5000 films.



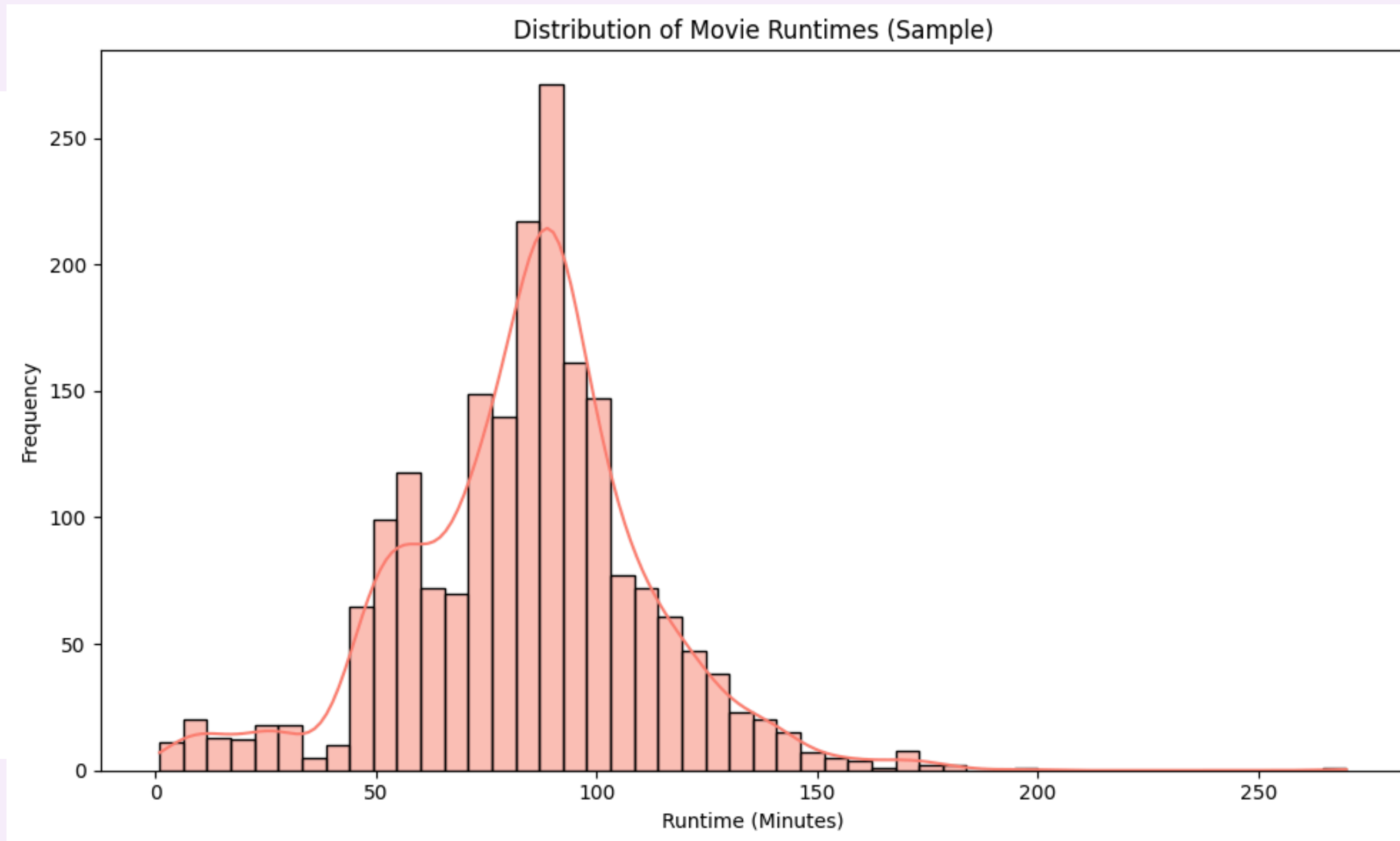
Output

- Documentaries have been the highest produced films from 2010 through to 2019.
- The best documentary production year was 2017 with more 3500 films produced.
- In 2020 drama was the most produced films but still had less than 500 produce.



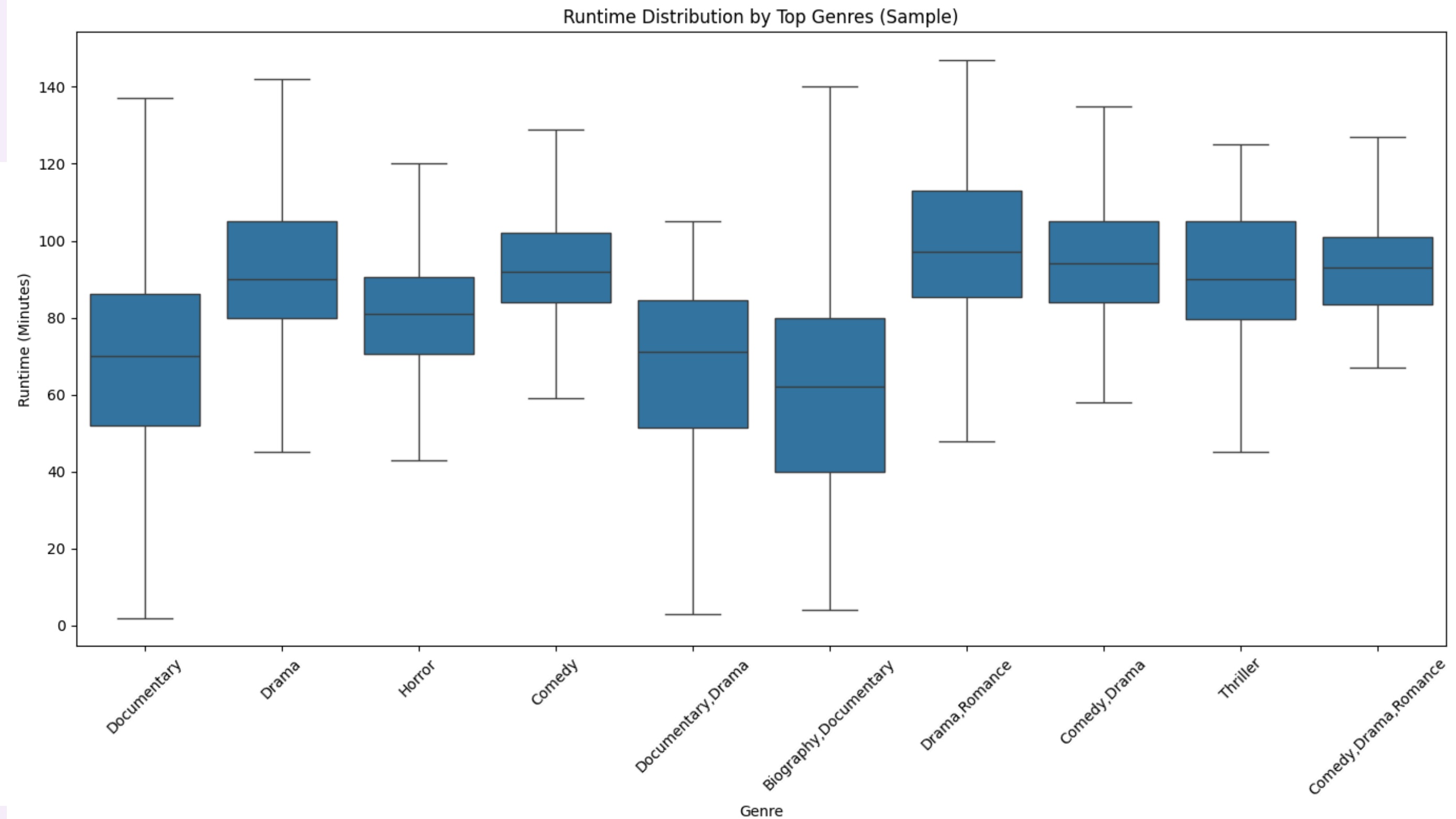
Output

- Most films have their runtime between 90 minutes and 100 minutes.
- The least runtime of films is above 150 minutes and slightly higher between 0 and 50 minutes.



Output

- The film with the most runtime is biographhy,docu mentary followed by documentary.
- The film with the least runtime is comedy,drama,ro mance



focus

CONCLUSION



From the analysis you see:

1.

The most produced films are documentaries because they are educative and are used to drive motions and awareness like wars, femines and environmental problems.

2.

The most produced entertainment film is drama because it draws in a very large audience and generated a lot of revenues for producers and investors.

3.

2016 was the highest film production year due to high demand of grossing films and emergent of festivals and rising in popularity of fil producers like marvel and hollywood.

4.

The least film production year was 2019 due to drastic drop in production that was caused by the covid-19 pandemic that cause crashing in market an actors not able to meet due to the restrictions.

5.

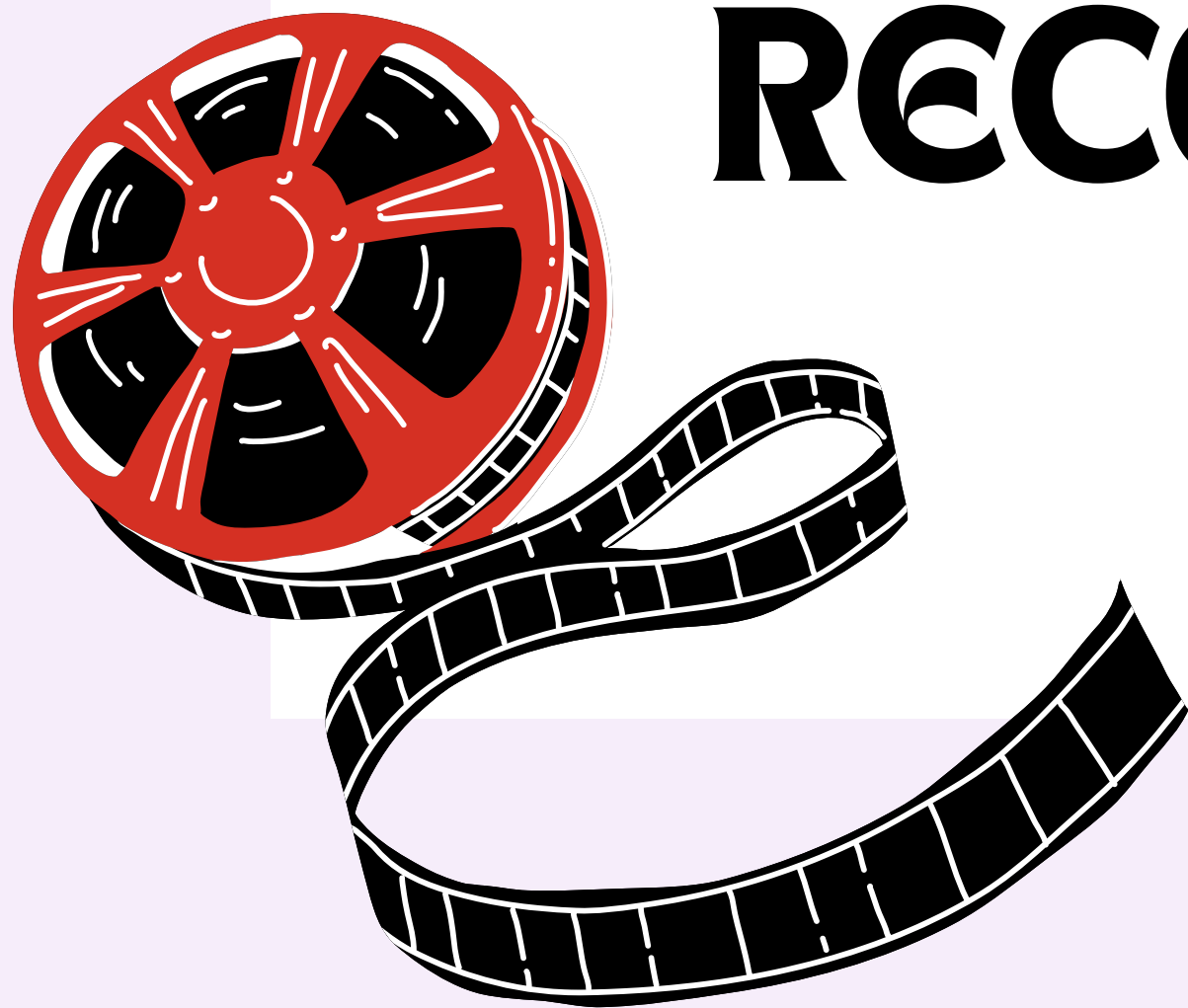
popularity of drama films rised in 2020 due to demand of entertainment from audience while in lockdown.

6.

Documentary and Biographies record the highest runningtime out of akk the films because of the load of information the carry and try to bring out to the audience.



RECOMMENDATIONS



1.

Historical trends show that Drama, Comedy, and Documentary dominate production volume. Studios and content platforms should prioritize these genres when planning new titles, especially in years with high audience engagement.

2.

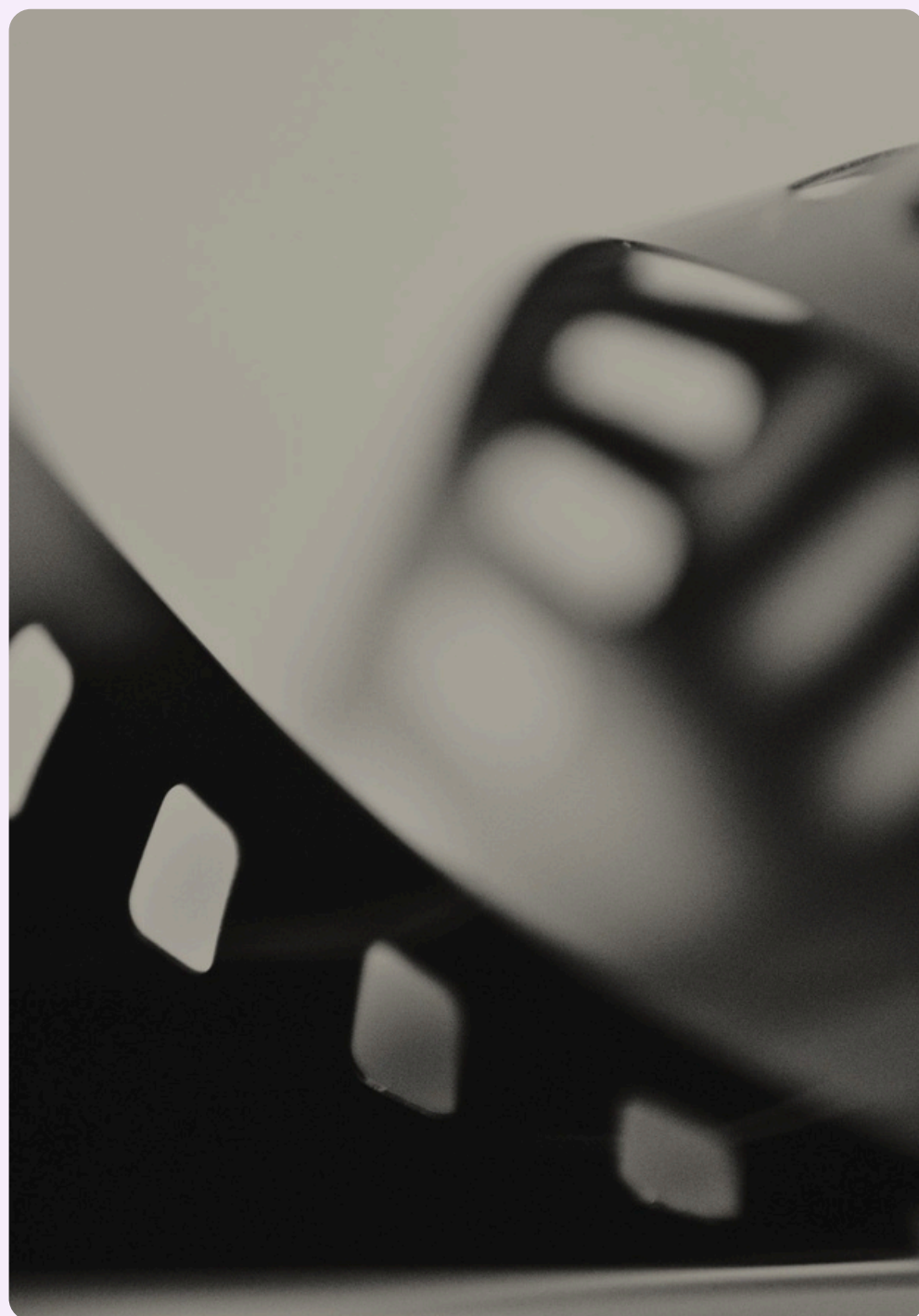
Dramas and Action films perform better with runtimes between 90–120 minutes. Tailoring runtimes to genre norms can improve viewer satisfaction and retention.

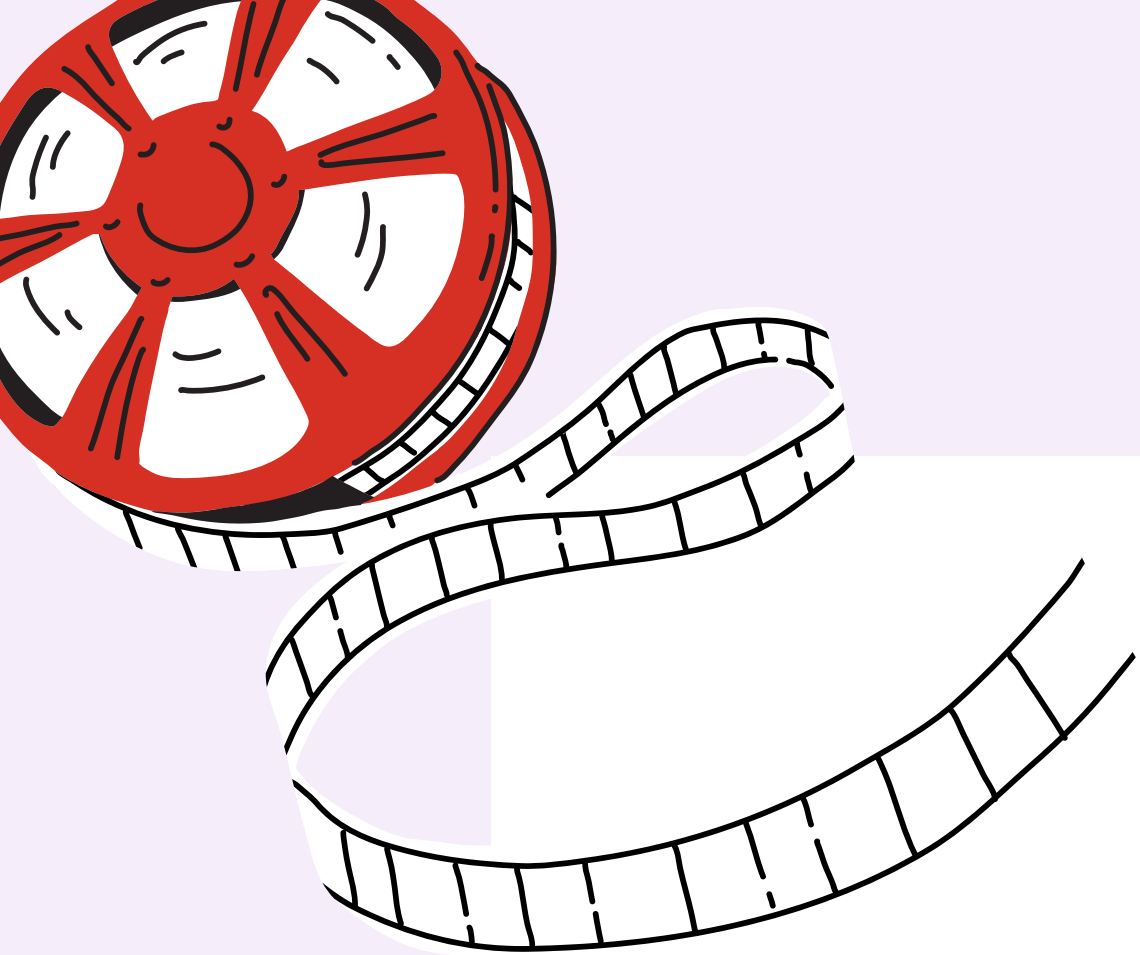
3.

Certain genres peak in specific time periods. For example, Comedy saw a spike post-2010. Producers can align releases with resurging genre popularity to ride the wave of audience interest.

4.

There's a negative correlation between movie age and runtime, indicating that older movies tend to be longer. This means modern audience prefer shorter film. Producers should prioritise creating shorter films.





the
end

