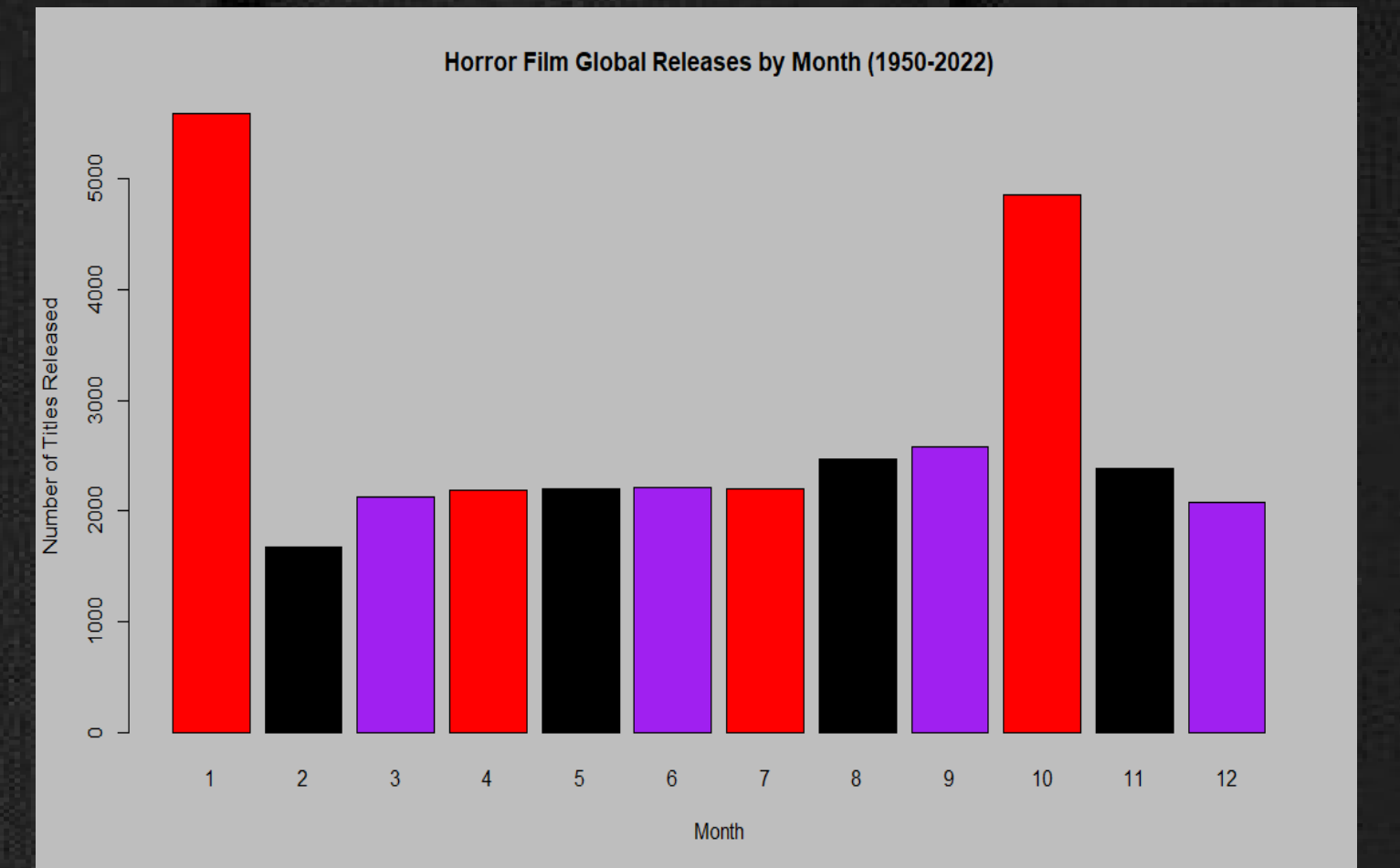


Analyzing Horror Film Metrics

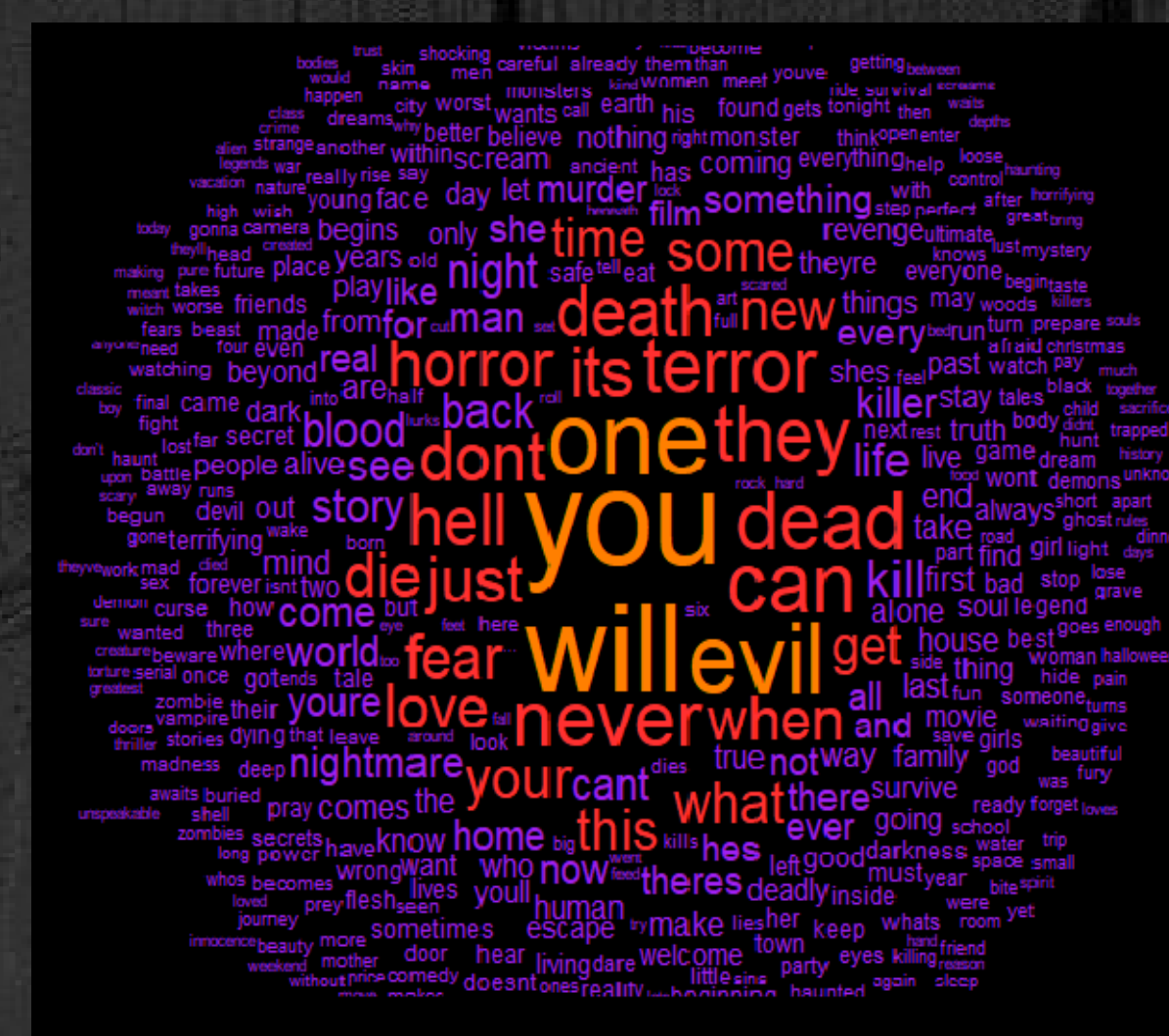
IST 719

The horror film genre is unique in its ability to evoke intense emotional reactions from audiences. This data story aims to uncover the metrics that contribute to the success of horror films by analyzing, various demographics, film performance, and distributor elements.

Horror film enthusiasts may find this project particularly interesting; the ghastly people among us who love horror films' scares, frights, and emotional roller coasters. Additionally, anyone with a love for films in general may also enjoy this information.



What does the data tell us about horror film releases?



Film Runtime Histogram

Runtime (Minutes)	Frequency
0 - 50	11,200
50 - 100	17,500
100 - 150	3,200
150 - 200	100

The scatter plot displays the relationship between a candidate's vote count and their revenue. The x-axis, labeled 'Vote Count', ranges from 0 to 15,000. The y-axis, labeled 'Revenue (US Dollars)', ranges from 0e+00 to 6e+08. A yellow regression line indicates a positive correlation, showing that as the vote count increases, the revenue also tends to increase. The data points are represented by purple circles.

[illegible]

Distribution of MPAA Ratings by Distributor for Horror Films

This Sankey diagram illustrates the distribution of MPAA ratings for horror films across various distributors. The y-axis represents the 'Number of Films' (0 to 150+), and the x-axis shows the 'Distributor' and 'MPAA Rating'.

Distributors (Left):

- 20th Century Fox
- Lionsgate
- MGM
- Miramax
- New Line
- Paramount Pictures
- Sony Pictures
- Universal
- Warner Bros.
- Weinstein/Dimension

MPAA Ratings (Right):

- PG
- PG-13
- R

Legend (Distributor Colors):

- 20th Century Fox (Red)
- Lionsgate (Brown)
- MGM (Orange)
- Miramax (Light Orange)
- New Line (Light Brown)
- Paramount Pictures (Green)
- Sony Pictures (Light Green)
- Universal (Purple)
- Warner Bros. (Dark Purple)
- Weinstein/Dimension (Grey)

The diagram shows that most distributors have a significant number of films rated R, while PG and PG-13 ratings are more common for 20th Century Fox and Lionsgate.

DATA SET: One data set had 32,540 rows and 20 columns. The next data set had 3,401 rows and 9 columns. The scores for the data set were as follows: 26,032 and 1,224.36

Sources: <https://www.kaggle.com/datasets/sujaykapadnis/horror-movies-dataset?resource=download>
<https://www.kaggle.com/datasets/sujaykapadnis/horror-movies-profits-dataset>