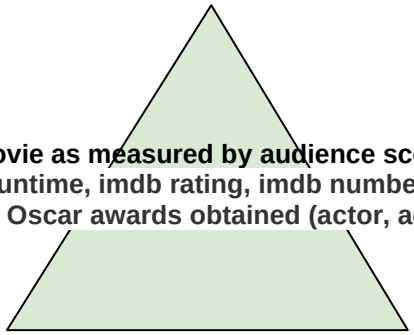
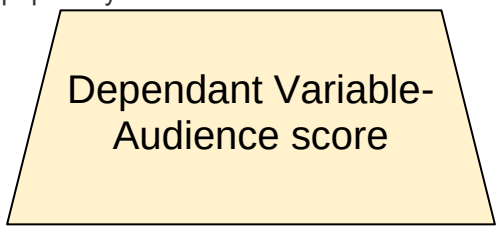
Structural Pyramid Analysis Plan

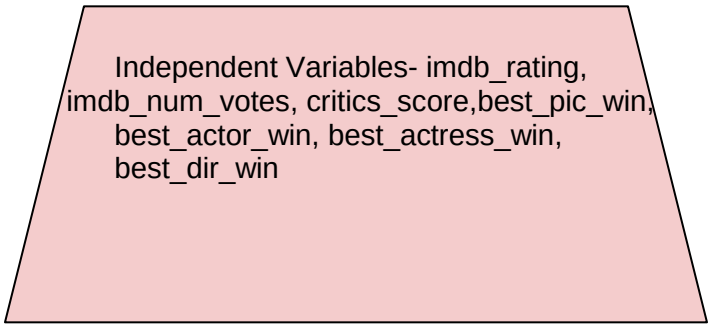


Predict the popularity of a movie as measured by audience score related to the attributes like to the type of movie, genre, runtime, imdb rating, imdb number of votes, critics rating, critics score, audience rating, Oscar awards obtained (actor, actress, director and picture)

The SMART goal outlined above clearly pertains to audience score as a metric. What is less clear is how that parameter should be computed. Is a movie's popularity, as measured by audience score, related to the type of movie, genre, runtime, imdb rating, imdb number of votes, critics rating, critics score, audience rating, Oscar awards obtained (actor, actress, director and picture)? Being able to answer this question will help us to predict a movie's popularity.



Next Step is to analyze the independent variables categories to be considered to predict the final audience score. Below are a few variables we will be considering for our analysis. We will be applying PCA to determine the significant variables that impact the audience score.



The next stage involves raising specific questions about possible interactions between the types of data.