**MOVIE TALKIES – CLASSIC (PROJECT)**

<u>Movie Lens - Business Report</u>

MovieLens is a company in the internet and entertainment domain providing an online database of information related to films, television series, and online streaming content including cast, production crew, trivia, ratings, fan, and critical reviews. Every year in collaboration with a guest curator, MovieLens publish their annual insights based on a theme providing a comprehensive view of a topic. The company is planning to bring out the "Movie Talkies: Classic" edition this year. The idea is to connect with viewers who have strong movie preferences as well as promote classic movies to attract newer customers and expand their viewer base.

Project Questions:

Question 1: How many movies were released until 2000? How many distinct genres have come up till the year 2020?

Answer: Creating a card visual to display the Total number of movies released and Total number of distinct Genres separately.

Q1 - No. of movies released until 2000	Q1 - No. of genres until 2000
Count of movie_name	Count of genres
3.841K	301
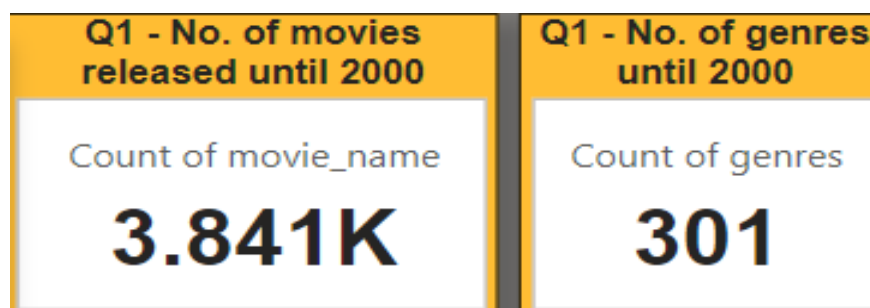
There are in total 3841 movies that were released along with 301 distinct Genres.

Question 2: How many users are part of the MovieLens community, and what is the gender diversity in this community?

Answer: Creating a card visual to display the Total number of users and displaying the gender diversity via a donut chart.

Q2 - Gender diversity

Q2 - No. of users part of MovieLens

Count of user_id

6.04K
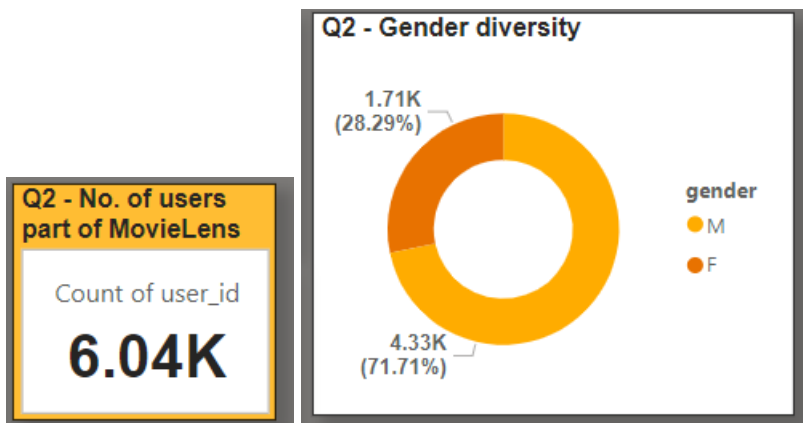
There are around 6040 users who are part of the MovieLens community. The donut chart reveals that 28.29% are female users and 71.71 % are male users.

**Question 3:** **What are the genre preferences of different genders, highlighting user engagement?**

Answer: An area chart is created to capture the genre preferences of different genders based on average ratings.

Q3 - Genre preferences across genders
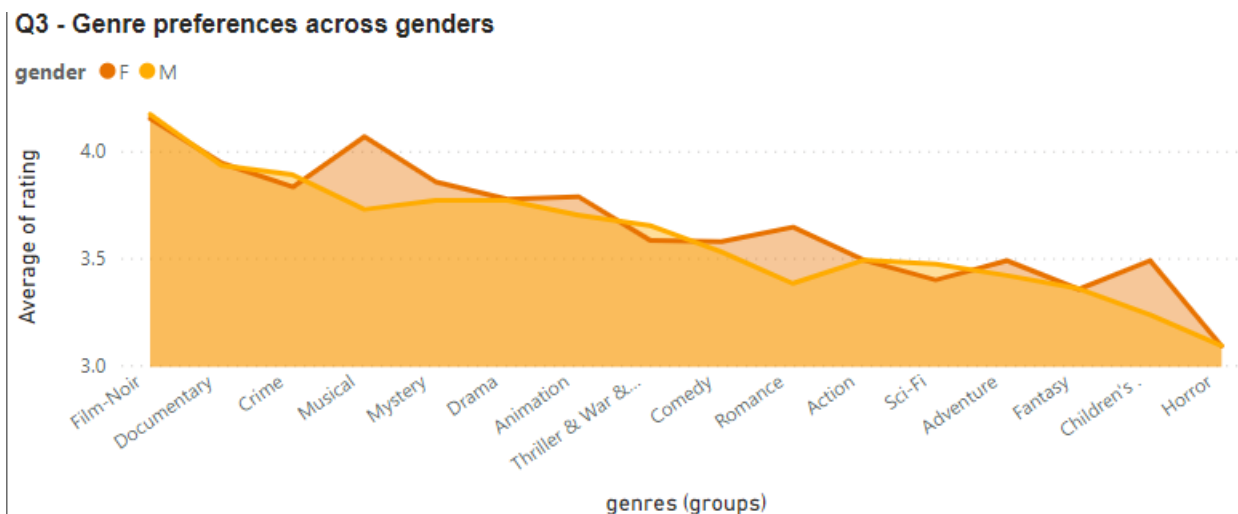
Both males and females have high interest towards film noir genre and the least in horror genre. Females show more engagement with romance and music genres. This varies over different decades.

Question 4: **What's the average user rating for classic movies, reflecting overall reception? How does the distribution of movies vary across different genres?**

Answer: A gauge chart is created to depict the average user rating for classic movies. The distribution of movies across genres is depicted via a stacked bar chart.

Q4 - Distribution of movies across genres

Q4 - Average rating
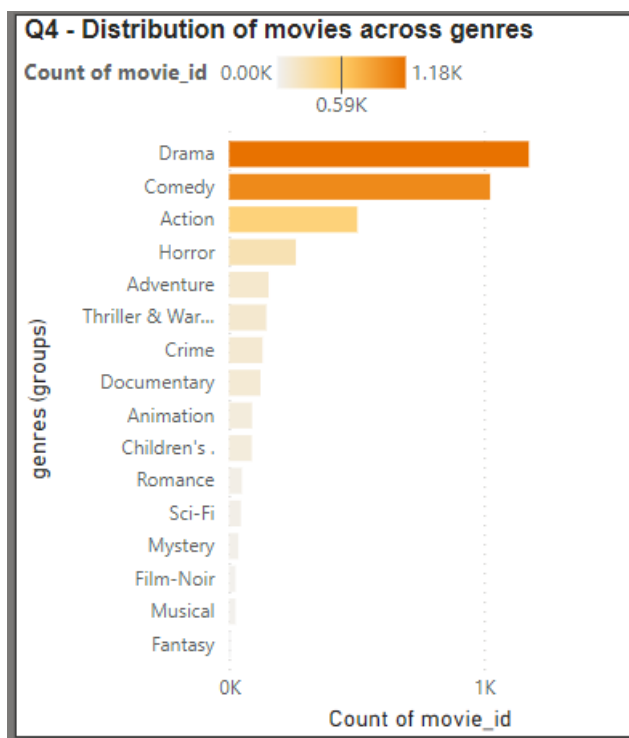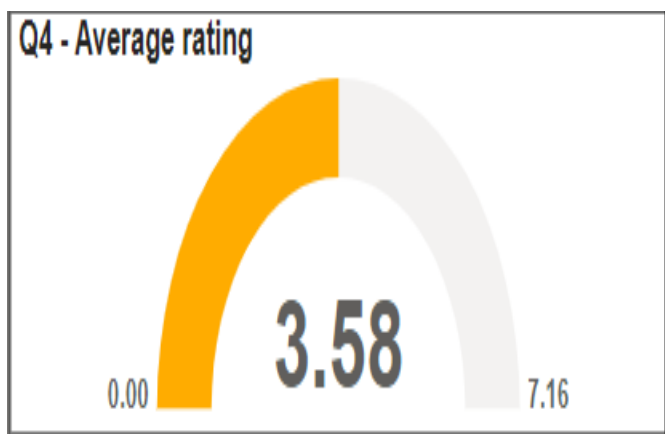
The average user rating is 3.58. the distribution of movies depicts majority of movies in the drama, comedy and action genres compared to all other genres. This further varies over different decades.

Question 5: How does the demographic distribution of the users look like across gender? Where do these users live?

Answer: A column chart is created using created age groups to capture the demographic distribution of users across gender. A map chart is used to depict user location.

Q5 - Demographic distribution of users across gender

Q5 - Location of users
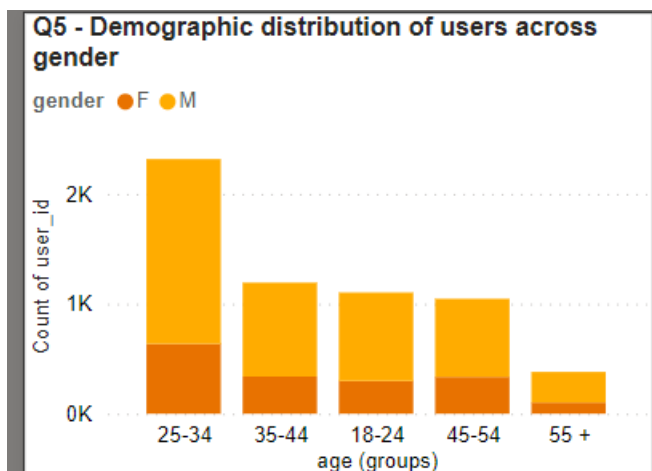
The distribution depicts a majority of males across all age groups. The map chart reveals a majority of users living in North America, Europe and Australia.

Question 6: How do users across different age groups and professions engage with classic movies, revealing generational interests?

Answer: A matrix chart is created to capture the relation between age groups and different professions

Q6 - User engagement across occupation & age groups						
occupation	18-24	25-34	35-44	45-54	55 +	Total
academic/educator	3.35	3.53	3.55	3.71	3.77	**3.58**
artist	3.44	3.53	3.55	3.84	3.96	**3.57**
clerical/admin	3.62	3.58	3.70	3.76	4.00	**3.66**
college/grad student	3.53	3.55	3.69	3.58		**3.54**
customer service	3.62	3.61	3.39	3.45	4.05	**3.54**
doctor/health care	3.24	3.61	3.75	3.71	3.75	**3.66**
executive/managerial	3.63	3.54	3.59	3.70	3.81	**3.60**
farmer	3.32	3.59	2.64	3.53	3.37	**3.47**
homemaker	3.79	3.61	3.58	3.89	3.69	**3.66**
K-12 student	3.60	3.52	3.59		3.33	**3.53**
lawyer	3.62	3.57	3.62	3.66	4.14	**3.62**
other or not specified	3.47	3.52	3.64	3.45	3.95	**3.54**
programmer	3.64	3.61	3.67	3.79	3.82	**3.65**
retired		4.00	3.43	3.63	3.89	**3.78**
sales/marketing	3.49	3.59	3.76	3.85	3.29	**3.62**
scientist	3.88	3.59	3.73	3.92	3.70	**3.69**
self-employed	3.44	3.46	3.69	3.67	3.61	**3.60**
technician/engineer	3.60	3.61	3.56	3.73	3.50	**3.61**
tradesman/craftsman	3.39	3.55	3.52	3.60	3.47	**3.53**
unemployed	3.31	3.40	3.57	3.69	3.58	**3.41**
writer	3.32	3.44	3.60	3.59	3.99	**3.50**
Total	**3.51**	**3.55**	**3.62**	**3.67**	**3.77**	**3.58**

The chart reveals that for majority of jobs the higher age groups show more interest in classic movies.

Question 7: Which classic movies and genres are top-rated? How do these ratings differ based on user age and occupation?

Answer: A tree map is created to depict the top 10 movies and genres. Slicers are included for occupation and age groups. The two charts are further accessible via buttons.

Q7 - Top 10 movies

Baby, The	Follow the Bitch	Lured	Schlafes Bruder (Brother ...	Song of Fr...	Ulysses (U...
Bittersweet Motel	Gate of Heavenly Peace, ...	One Little Indian	Smashing Time		

Q7 - Top 10 genres

Film-Noir	Crime	Mystery	Animation	Comedy
Documentary	Musical	Drama	Thriller & War & Western	Romance

The top-rated movies and genres change as per the occupation and age group of users.

Question 8: Is there a link between user age and the ratings they provide for classic movies, providing insights into age-related viewing habits? How do the average ratings vary over the years based on the genre considered?

Answer: A scatter plot is created to show the relationship between user age groups and average ratings. A column chart represents the trend of average ratings across different genres with a slicer.

Q8 - Relation between user age groups & ratings
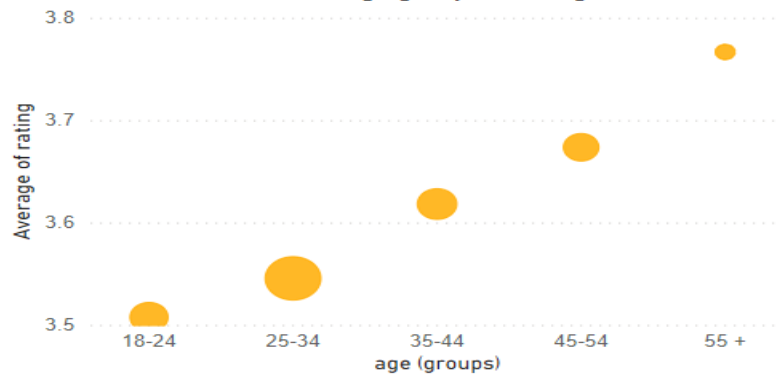
Q8 - Average of rating by year
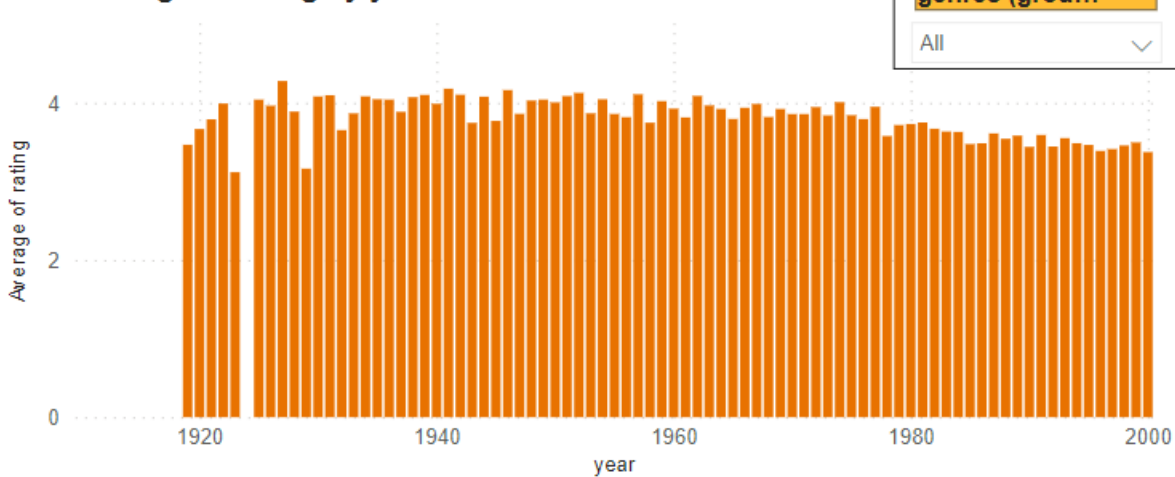
The scatter plot represents a positive relation between age and ratings which changes over different decades. The average rating trend varies with different genres.

Snapshots of the report -

MOVIE TALKIES - CLASSIC

Q1 - No. of movies released until 2000
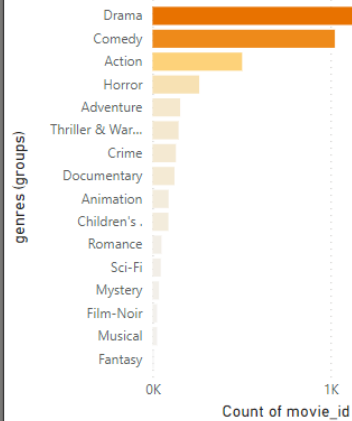Count of movie_name
3.841K

Q1 - No. of genres until 2000
Count of genres
301

Q2 - No. of users part of MovieLens
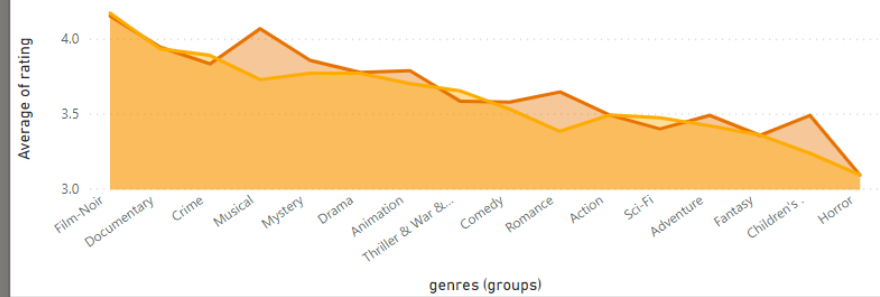Count of user_id
6.04K

Q2 - Gender diversity
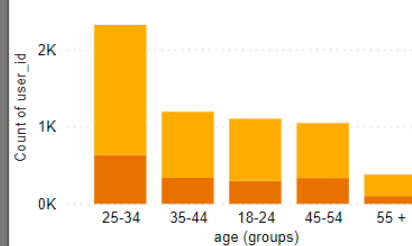1.71K (28.29%)
4.33K (71.71%)
gender
M
F

Decades
All

Q4 - Distribution of movies across genres
Count of movie_id 0.00K 0.59K 1.18K

genres (groups):
- Drama
- Comedy
- Action
- Horror
- Adventure
- Thriller & War...
- Crime
- Documentary
- Animation
- Children's .
- Romance
- Sci-Fi
- Mystery
- Film-Noir
- Musical
- Fantasy

Count of movie_id 0K 1K
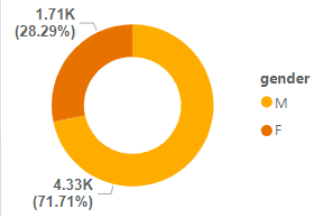
Q4 - Average rating
0.00   3.58   7.16

Q3 - Genre preferences across genders
gender F M
Average of rating: 4.0, 3.5, 3.0
genres (groups): Film-Noir, Documentary, Crime, Musical, Mystery, Drama, Animation, Thriller & War &..., Comedy, Romance, Action, Sci-Fi, Adventure, Fantasy, Children's., Horror

→

Decades
All

occupation
All

Q5 - Demographic distribution of users across gender
gender F M
Count of user_id: 0K, 1K, 2K
age (groups): 25-34, 35-44, 18-24, 45-54, 55 +

Q5 - Location of users
NORTH AMERICA, EUROPE, ASIA, NORTH, AFRICA, SOUTH AMERICA, AUSTRALIA
Arctic Ocean, Pacific Ocean, Atlantic Ocean, Indian Ocean
Microsoft Bing
© 2024 TomTom, © 2024 Microsoft Corporation, © OpenStreetMap Terms

Q6 - User engagement across occupation & age groups

occupation	18-24	25-34	35-44	45-54	55 +	Total
academic/educator	3.35	3.53	3.55	3.71	3.77	3.58
artist	3.44	3.53	3.55	3.84	3.96	3.57
clerical/admin	3.62	3.58	3.70	3.76	4.00	3.66
college/grad student	3.53	3.55	3.69	3.58		3.54
customer service	3.62	3.61	3.39	3.45	4.05	3.54
doctor/health care	3.24	3.61	3.75	3.71	3.75	3.66
executive/managerial	3.63	3.54	3.59	3.70	3.81	3.60
farmer	3.32	3.59	2.64	3.53	3.37	3.47
homemaker	3.79	3.61	3.58	3.89	3.69	3.66
K-12 student	3.60	3.52	3.59		3.33	3.53
lawyer	3.62	3.57	3.62	3.66	4.14	3.62
other or not specified	3.47	3.52	3.64	3.45	3.95	3.54
programmer	3.64	3.61	3.67	3.79	3.82	3.65
retired		4.00	3.43	3.63	3.89	3.78
sales/marketing	3.49	3.59	3.76	3.85	3.29	3.62
scientist	3.88	3.59	3.73	3.92	3.70	3.69
self-employed	3.44	3.46	3.69	3.67	3.61	3.60
technician/engineer	3.60	3.61	3.56	3.73	3.50	3.61
tradesman/craftsman	3.39	3.55	3.52	3.60	3.47	3.53
unemployed	3.31	3.40	3.57	3.69	3.58	3.41
writer	3.32	3.44	3.60	3.59	3.99	3.50
Total	3.51	3.55	3.62	3.67	3.77	3.58

← →

Q7 - Top 10 genres

Top 10 genres | Top 10 movies

occupation
All

age (groups)
All

Decades
All

| Film-Noir | Crime | Mystery | Animation | Comedy |
| Documentary | Musical | Drama | Thriller & War & Western | Romance |

Q8 - Relation between user age groups & ratings

Average of rating

3.8
3.7
3.6
3.5

age (groups): 18-24, 25-34, 35-44, 45-54, 55 +

Q8 - Average of rating by year

genres (grou...
All

Average of rating

4

2

0

year: 1920, 1940, 1960, 1980, 2000

Slicer 1

Slicer 2

Visual 8 [Question 5]

Visual 9 [Question 5]

Visual 10 [Question 6]

Navigation action

Slicer 1

Button1

Button 2

Visual 11 & 12 [Question 7]

Visual 14 [Question 8]

Visual 13 [Question 8]

Navigation action