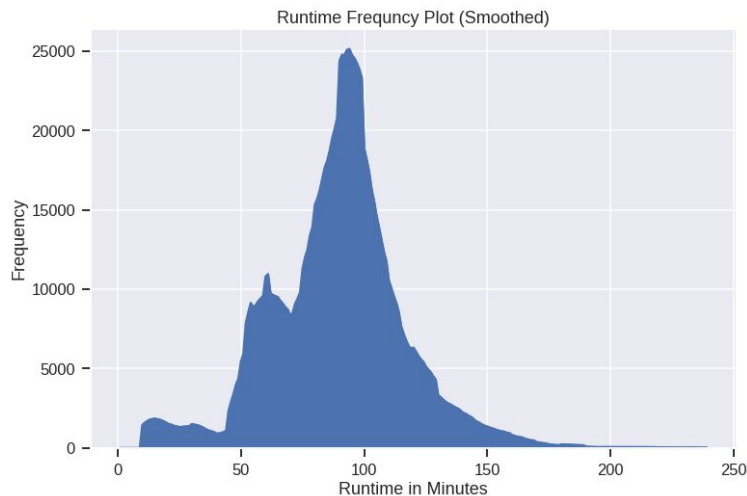# Movie Market Analysis

Seth Chart

Goal

Leverage data to provide guidance about optimal movie runtime.

We will:

- Analyze trends in film industry data.
- Interpret our analysis.
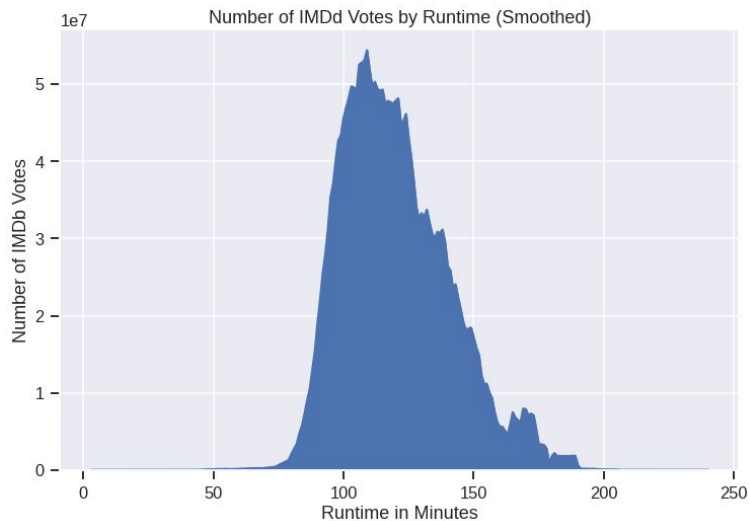- Provide actionable guidance.

Runtime Frequency

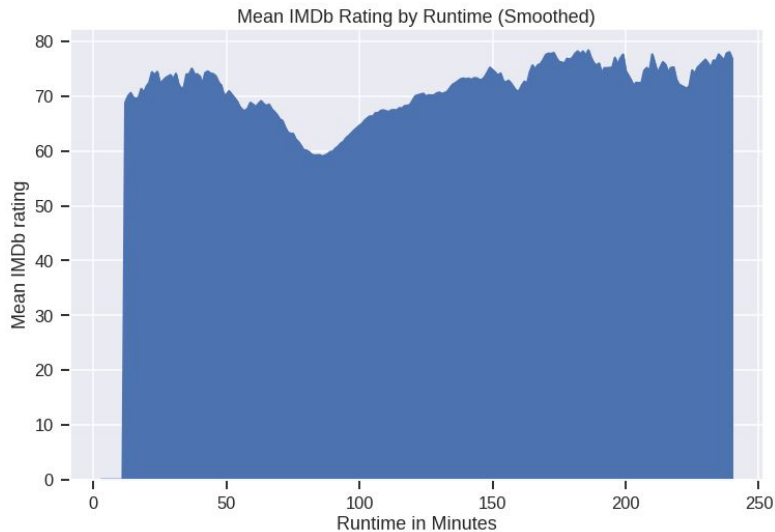Runtimes near 94 minutes are the most common.

Runtime Frequncy Plot (Smoothed)

Runtime Popularity

Runtimes near 109 minutes are most popular.

Number of IMDd Votes by Runtime (Smoothed)

Runtime Sentiment

Runtimes near 85 minutes have lower ratings.

Mean IMDb Rating by Runtime (Smoothed)

Runtime Revenue

Runtimes near 151 minutes produce the highest revenue.

Median Worldwide Revenue by Runtime (Smoothed)
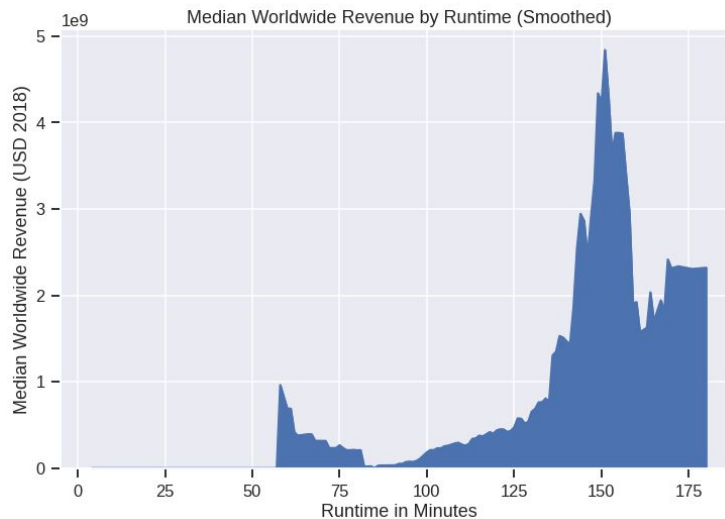
Conclusions

- The market seems to underestimate consumers attention span.
- Consumers seem to dislike short feature-length films.
- Movies with runtime near 110 minutes are most popular.
- Movies with runtime near 150 minutes are most lucrative.

Guidance

- Aim to produce movies with runtime ranging from 110 to 150 minutes. More specifically:
  - Reach a wide audience by aiming for a shorter runtime.
  - Maximize revenue by aiming for a longer runtime.
- Avoid producing short feature-length movies with a runtime near 85 minutes.
- Remember that consumers have longer attention spans than the existing market would suggest.

Thank You

https://github.com/sethchart/Movie_Analysis