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# Movie Market Analysis

Seth Chart

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# Data

Our data was collected from two online sources:

- IMDb (<https://datasets.imdbws.com/title.basics.tsv.gz>)
- The Numbers  
(<https://www.the-numbers.com/movie/budgets/all>)

Both sources are updated frequently.

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# Goal

Analyze the relationship between movie runtime and several key business metrics.

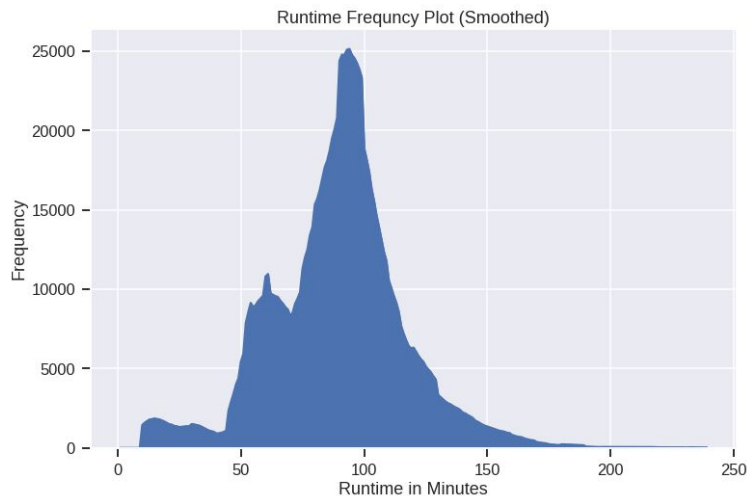
We will:

- Analyze trends in movie industry data.
  - Interpret our analysis.
  - Provide actionable guidance.
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# Runtime Frequency

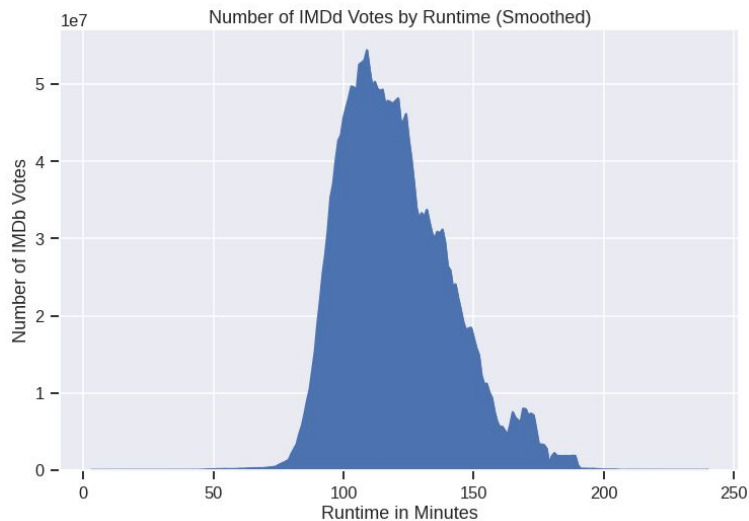
Runtimes near 94 minutes are the most common.



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# Runtime Popularity

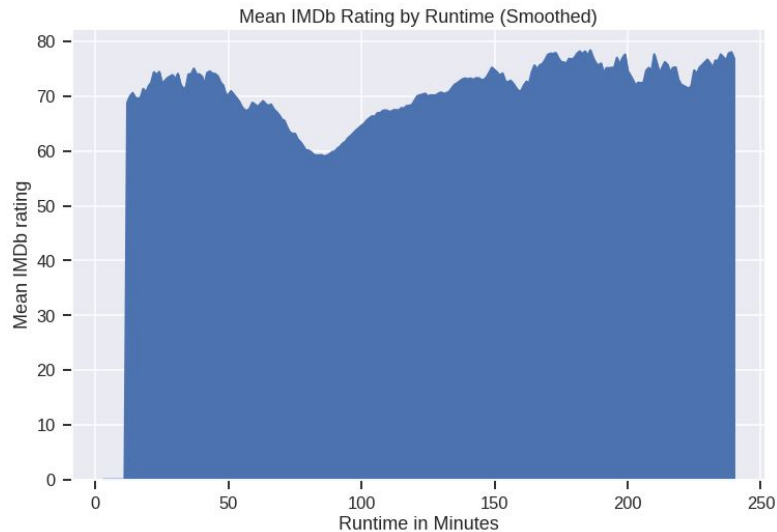
Runtimes near 109 minutes are most popular.



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# Runtime Sentiment

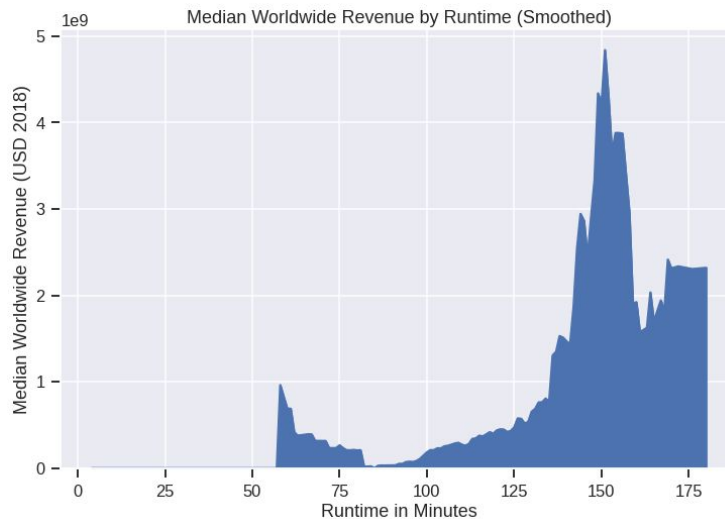
Runtimes near 85 minutes have lower ratings.



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# Runtime Revenue

Runtimes near 151 minutes produce the highest revenue.



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# 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.
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# Guidance

- Aim to produce movies with runtime ranging from 110 to 150 minutes. More specifically:
    - To reach a wide audience, aim for a shorter runtime.
    - To maximize revenue, aim 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 market would suggest.
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# Thank You

[https://github.com/sethchart/Movie\\_Analysis](https://github.com/sethchart/Movie_Analysis)

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