

# ABSTRACT

This study delves into the comprehensive analysis of user behaviour on the IMDb website, focusing on discerning trends and patterns in movie and TV show preferences, ratings, and reviews. Utilizing a dataset spanning multiple years, encompassing diverse genres and demographics, we employ advanced data mining techniques and statistical analyses to uncover insights into audience preferences, popular genres, actors, directors, and their interrelationships. By examining user engagement metrics, sentiment analysis of reviews, and temporal trends, this research aims to provide valuable insights for filmmakers, content creators, and platform developers in understanding audience preferences and enhancing user experience on IMDb.

Employing a fusion of cutting-edge data mining methodologies and robust statistical analyses, we endeavor to unearth invaluable insights into the intricate tapestry of audience preferences. Central to our investigation is the exploration of user engagement metrics, offering a nuanced understanding of how audiences interact with IMDb's vast repository of content. Ultimately, the overarching goal of this research is to furnish stakeholders within the entertainment industry with actionable insights that can inform strategic decision-making processes. Whether it be optimizing content creation strategies, tailoring marketing campaigns, or refining platform functionalities, our findings aspire to empower stakeholders in enhancing user experience and fostering deeper engagement within the IMDb community.