

OBJECTIVE AND OUTCOMES

Objective:

- To conduct a comprehensive analysis of user behaviour on the IMDb website with the aim of identifying trends, patterns, and factors influencing movie and TV show preferences, ratings, and reviews.
- The ultimate goal is to provide actionable insights for filmmakers, content creators, and platform developers to better understand audience preferences and enhance user experience on IMDb.
- Additionally, the objective is to contribute to the advancement of knowledge in the field of digital entertainment analytics by exploring the complexities of user behaviour within the IMDb ecosystem.

Outcomes:

- Insights into audience demographics, including age, gender, geographic location, and viewing habits, providing valuable market segmentation data for stakeholders.
- Analysis of popular genres, actors, and directors, highlighting emerging trends and influential factors driving audience engagement.
- Quantitative and qualitative assessment of user engagement metrics, such as page views, ratings, reviews, and watch lists, offering insights into user interaction patterns.