



# Analysis for Movie Popularity.

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November 5, 2023

# Introduction



- Microsoft aims to create a new movie studio that produces successful movies.
- We do analysis for the impact of original movie language and release timing on movie popularity.

# Summary



Performing exploratory analysis to identify effects of original language and release timing on movie popularity.

- Original language vs popularity: Examination on whether certain movie languages impact preferences
- Release timing vs popularity: Investigating whether movie popularity is affected by the month of the movie's release.

# Outline



- Business Problem
- Research Methods
- Results
- Recommendations
- Conclusion

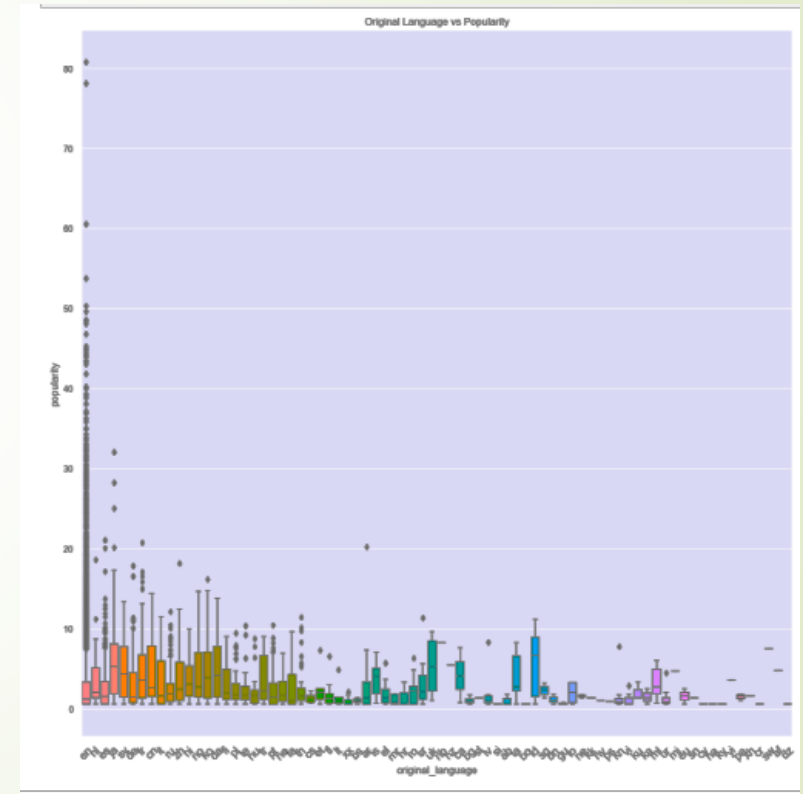
# Business Problem



- Gaining insights on the impact original movie language has on its popularity
- Determining best period of the year to release movies for major success.

# Methods

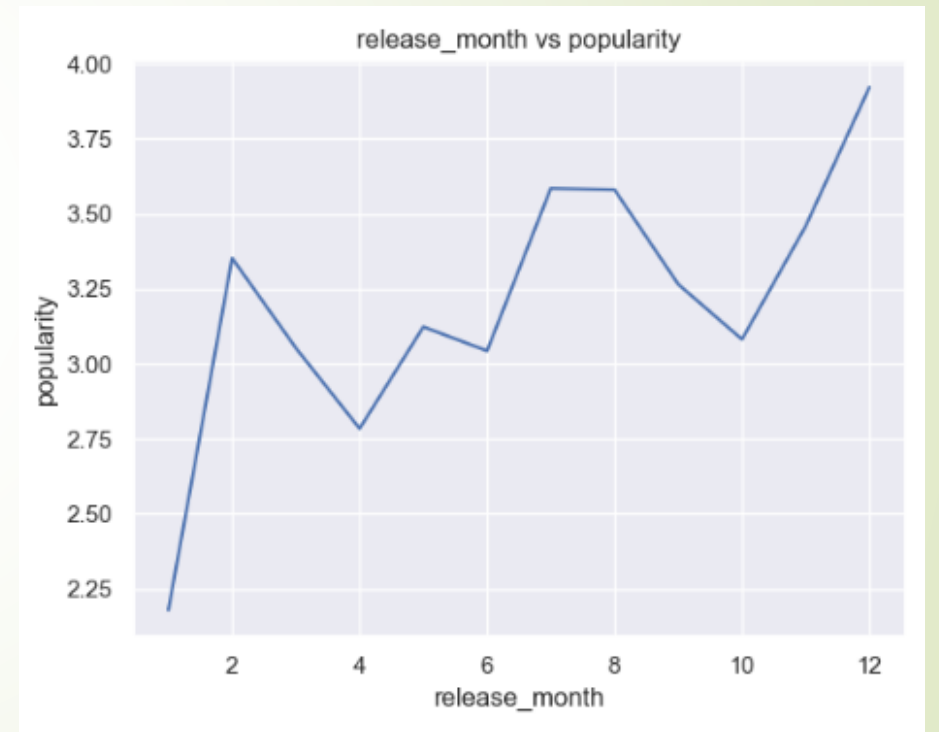
- Data for 26517 values, with popularity ranging from 0 to 80
- 76 languages on the x axis





# Methods Cont.

- Plot for relationship between the release months and its effect on popularity





# Results



- Original language vs popularity: English is the most popular language as it records popularity levels as high as 80, followed by Japanese, Spanish and French respectively.
- Release timing vs popularity: Movies are least popular at the beginning of the year and more popular at the end of the year.
- Popularity rises and drops or become steady in between the months





# Recommendations



- Consider producing movies in English.
- Tap into a wider international market for the prevalent language, (Japanese, Spanish or French) and consider producing movies in those languages for a bigger revenue base.
- Consider releasing movies in the month of December and do enough marketing and promotional campaigns to beat competition



# Conclusion

- Further analysis needed to find out more about the language frequency and impact on popularity
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