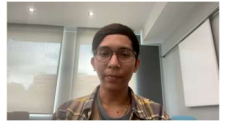




Good Evening Everyone, My name is KaungSithuLinn, And today I will be presenting the IMDB Data with Shin Thant Aung, Mohamed Azlan and Leonardo Novento.

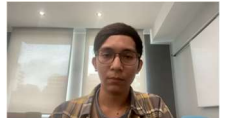
What are the key factors influencing a movie's success, as measured by factors such as IMDB Rating, Number of Votes, Movie Runtime, and how do these factors vary across different genres, production countries, and person(actor and actress)?



We will be analyzing data base on this question. (What are the key factors influencing a movie's success, as measured by factors such as IMDB Rating, Number of Votes, Movie Runtime, and how do these factors vary across different genres, production countries, and person(actor and actress)?)

Fields being Used

- Runtime Minute
- IMDB rating
- Genres
- Title
- Number of Votes
- Country
- Person (Actor and Actress)



These are the fields that we
will be using to analyze the data. (Read the slide)

Focus Data			
Focus 1		Focus 3	
Runtime Minute range - (60min - 180min)		Limiting IMDB Rating(9 - 10) and number of votes (1300k to 2800k)	
Reason - the targets are based on movies		Reason - To have a high quality movies	
Focus 2		Focus 4	
We are going to focus on these data to analyse the top 10 films' genres		We are selecting the top 5 movie production regions to analyze the data.	
Reason - To attract more audiences		Reason - To target more big fanbase	



There are four areas that we will be focusing in this analytics. Since we are targeting the movies, we limit the runtime range from 60 minutes to 180 minutes. We will be focusing on the top 10 films' genres and limiting IMDB rating to 9 and 10 and number of votes from 1300k and 2800k to have a high quality movies. We will also be selecting the top 5 movie production region since they have strong fanbase.

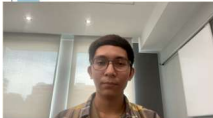
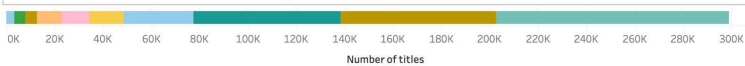
Total number of movies

Total number of movies based on top 10 Genres



- Drama
- Comedy
- Documentary
- Action
- Crime
- Horror
- Adventure
- Thriller
- Animation

Total number of movies based on top 10 Genres

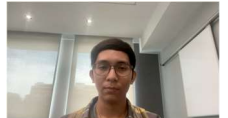


After focusing on the areas, we can see that there are 300 thousands movies left to analyze. The graph shows the number of movies based on top 10 Genres.

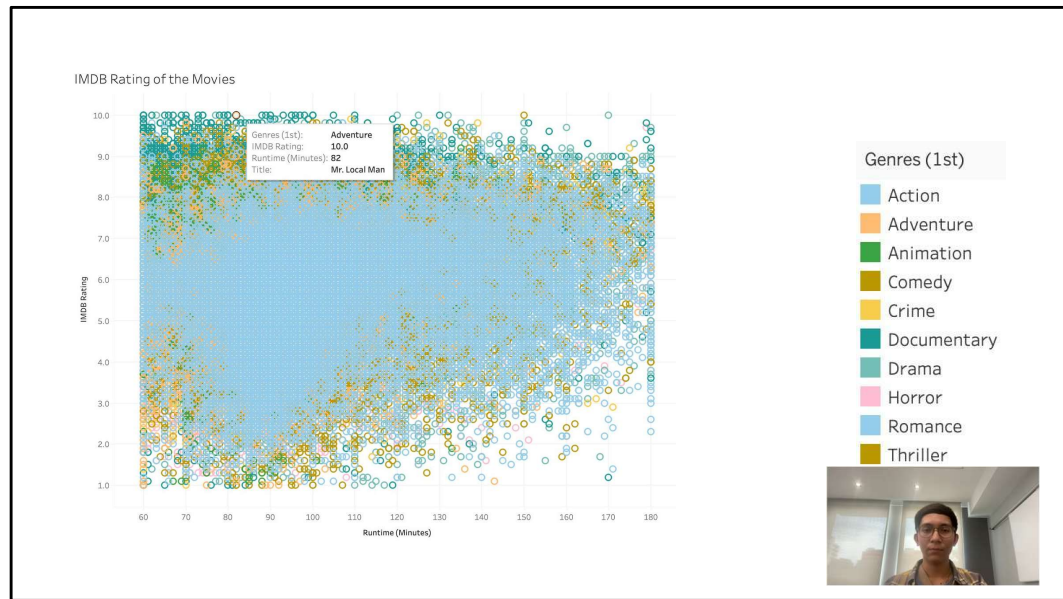
IMDB Rating Based on

Runtime

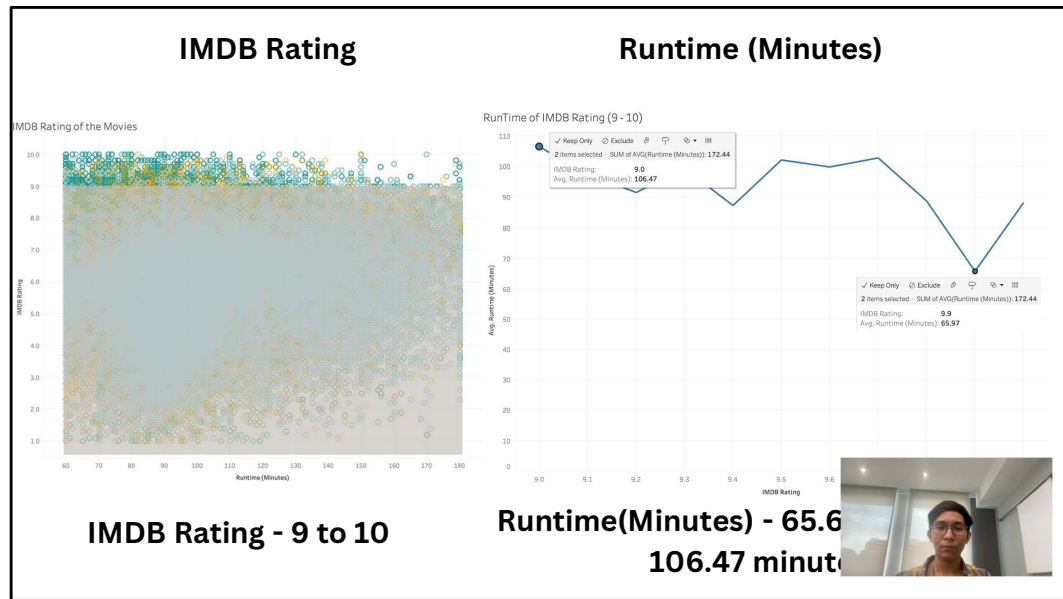
Genres



Now lets look at the IMDB Rating Based on Runtime and Genres.



This is the scatter plot of IMDB Rating of the Movies based on Runtime differentiated using colour by genre. We can see that the data is equally distributed in the scatterplot. Therefore, we cannot assume this plot. Let look at an example movie which is Mr. Local Man. It is an Adventure genre with high IMDB



As mentioned in slide 4, we will be limiting the IMDB Rating between 9 to 10 to analyze the data. After the average run time between the limited Rating. As we can see in the line graph, the lowest point of runtime of 65.67 and the highest point has 106.47. Therefore, we can say that movies of 9 to 10 IMDB rating have a runtime range of 65.67 minutes and 106.47 minutes.

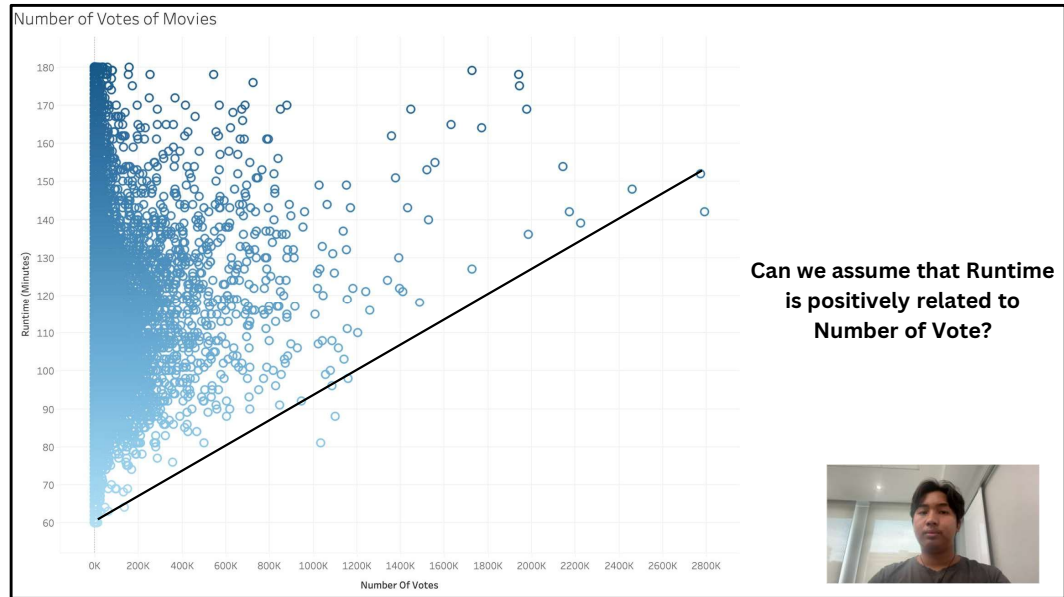
Number of Voting Based on

Runtime

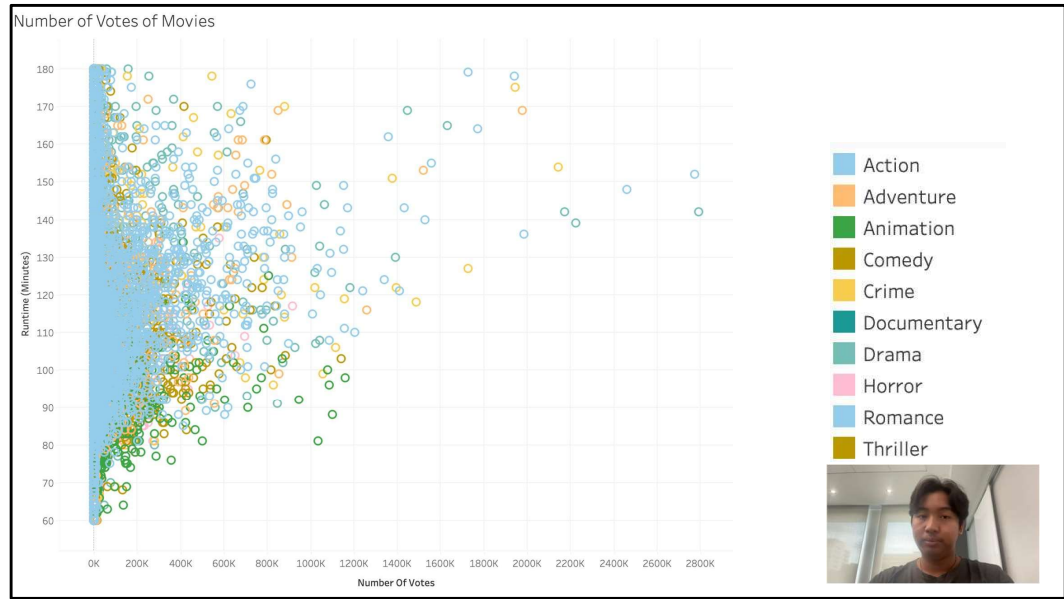
Genres



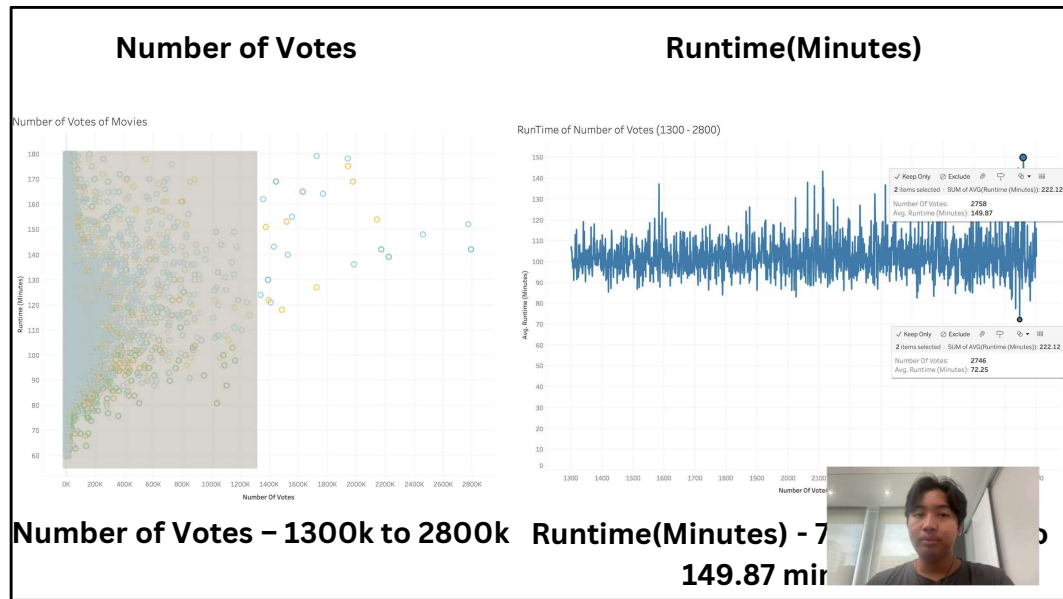
Let now look at the number of voting based on runtime and genres



This is the scatterplot of number of votes of Movies based on runtime. As shown on the graph, we can see an upward trend. So, can we assume that runtime is positively related to Number of Vote?



This the previous graph differentiate based on the movies' genres. As shown on the graph, many action movies have a high number of votes

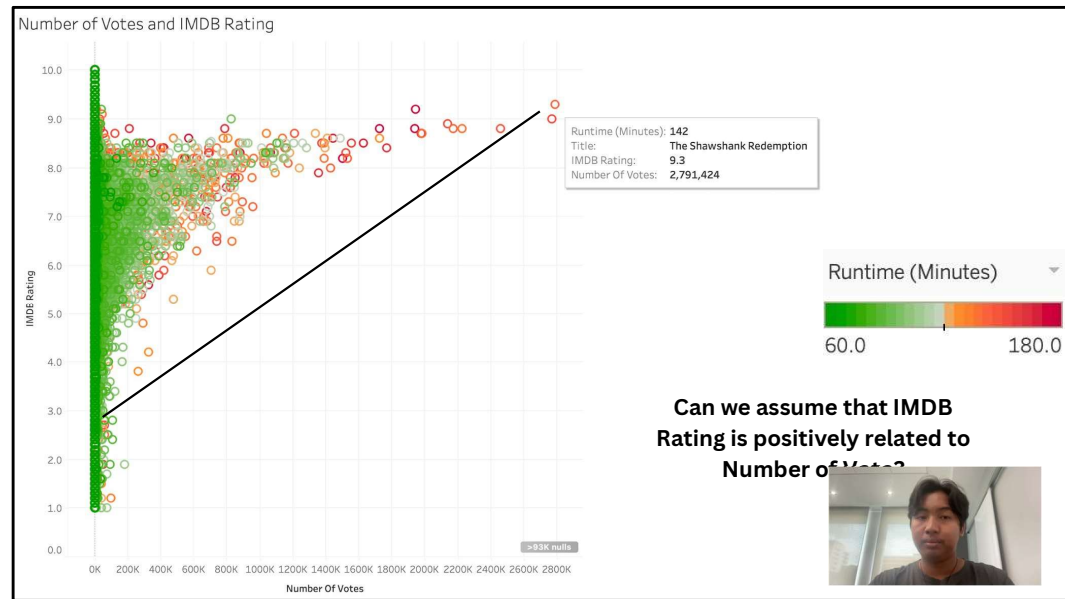


As mentioned on page 4, we will be limiting the number of votes within the range of 1300k to 2800k. analyze the runtime data on the remaining movies. We can see that the lowest point in the line graph is 72.25 and the highest point has the runtime of 149.87. Therefore, we can say that the movies with high votes has the runtime range of 72.25 minutes and 149.87 minutes.

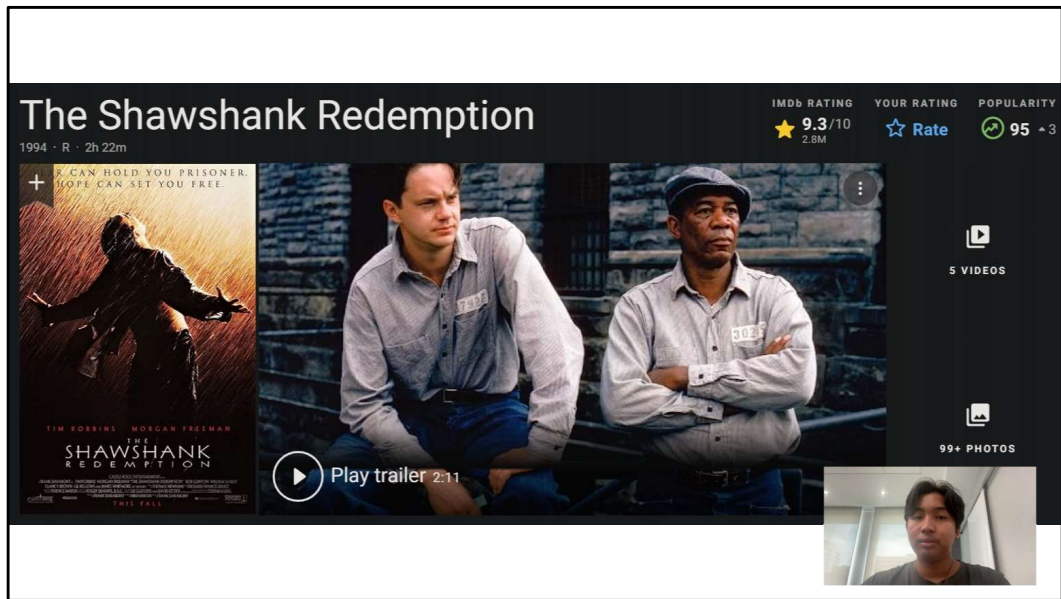
Relation Between IMDB Rating and Number of Votes



Now lets look at the relation between IMDB Rating and Number of Votes



The scatterplot we see below is the plot of number of votes and IMDB Rating and coloring of the movie runtime. We can also see the slight upward trend. Therefore, can we assume that IMDB Rating is positively related to Number of Votes? Here is an example movie called The Shawshank Redemption with the highest number of votes and IMDB Rating.




This is the Shawshank Redemption movie with the IMDB Rating of 9.3 out of 10 with the runtime of 2h 22m which is 144minutes.

Recommendation of Runtimes for Every Genres



Let now look at the recommendation of runtime for the movies

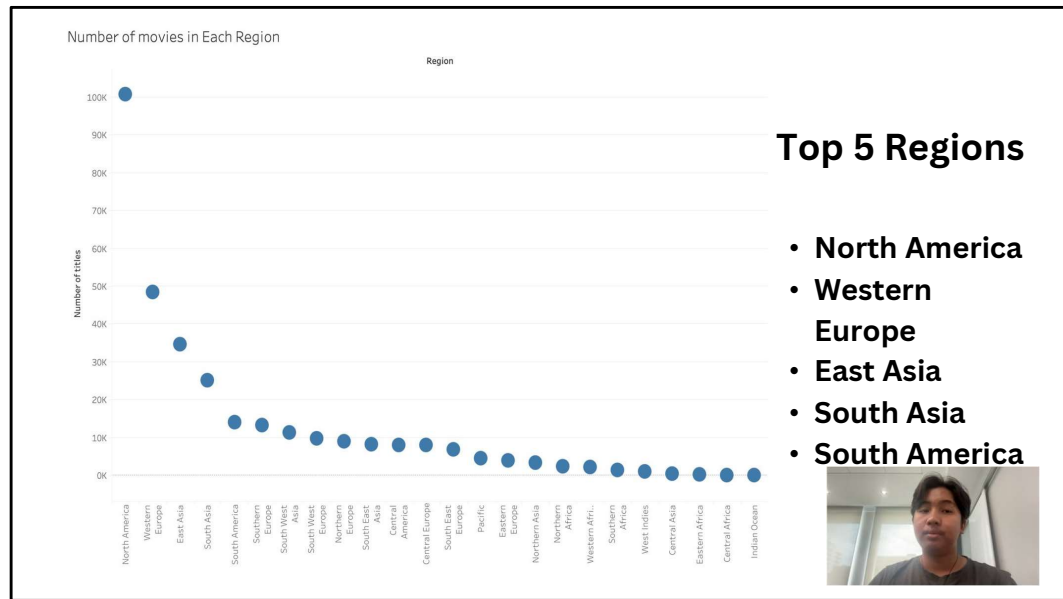
For All movies		
IMDB Rating(9 to 10)	Number of Vote(1300k to 2800k)	
65.67 minutes to 106.47 minutes (Runtime)	72.25 minutes - 149.87 minutes (Runtime)	
Target Runtime	72.25 minutes to 106.47 minutes	

For all movies, we can see the runtime range for both IMDB Rating and Number of Vote. We are looking for a common range for both areas and found that the runtime range between 72.25 minutes and 106.47 minutes is common. Therefore, we considered that range is our target runtime range.

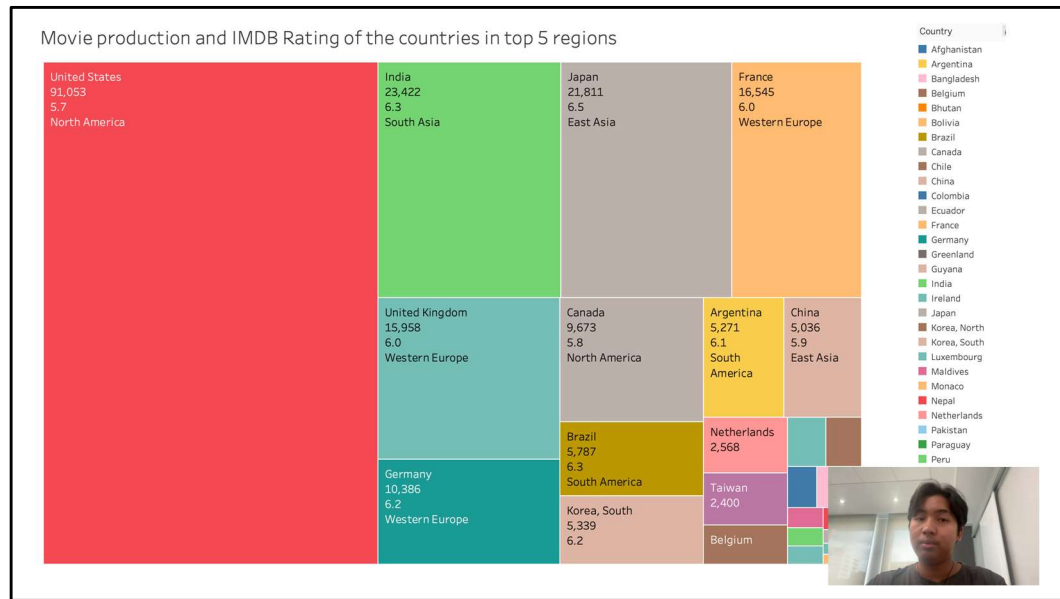
Analyzing the Data Based on the Production Country



Now we will be analyzing the data based on the movie production country



First lets look through the regions with the number of movies each region product. We can see North Europe, East Asia, South Asia and South America are the top 5 regions with most number of movie pr

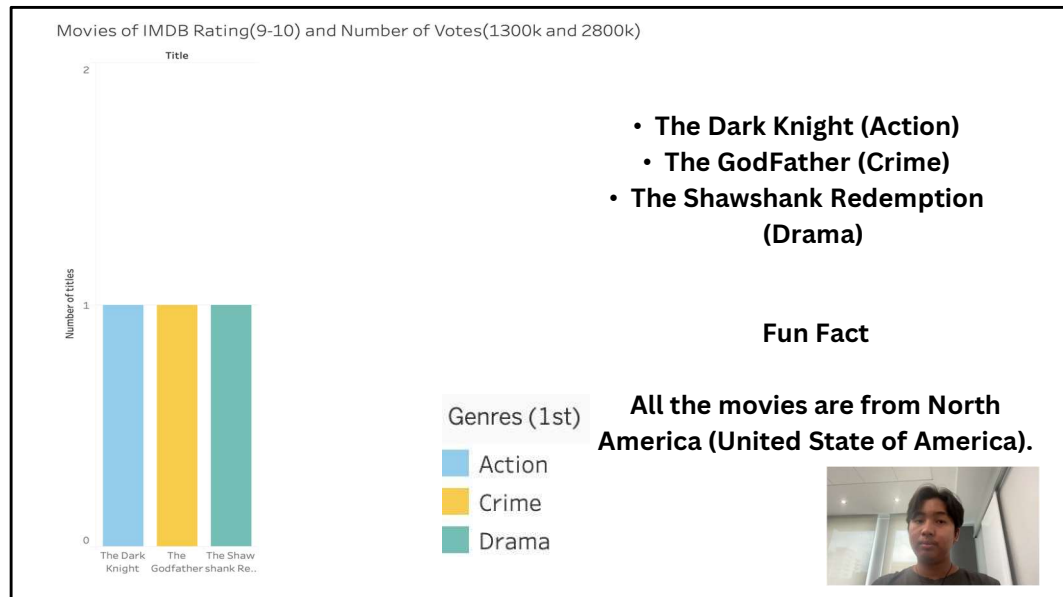


Then let get into the countries of top 5 regions. As we can see in the heatmap, the United Sates from the highest movie production rate follows by India(South Asia), Japan(East Asia) and France(Western production rate is highest in United States, the IMDB Rating is quite low with the average of 5.7 just a point. India has a better average IMDB Rating with 6.3.

Movies and Casts from the movies with IMDB Rating(9 to 10) and Number of Votes(1300k to 2800k)



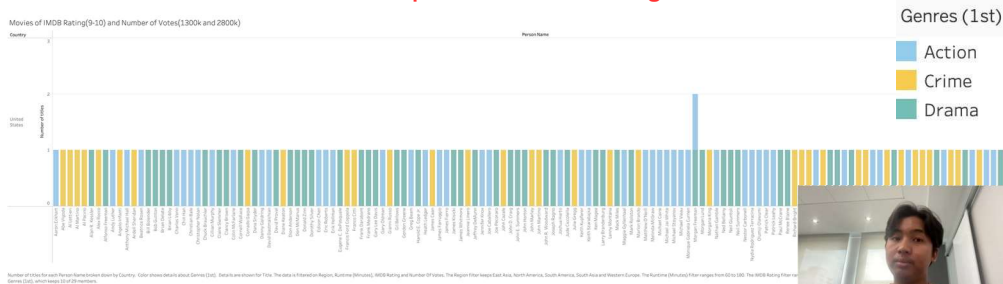
Let look through the data of movies and casts from the movies with IMDB Rating(9 to 10) and Numve 2800k) in another word quality movies, actors and actresses.



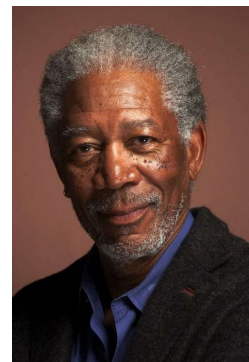
After limiting the movie with IMDB Rating (9 - 10) and Number of Votes (1300k - 2800k), we can see three movies. The Dark Knight Action Movie, The Godfather Crime Movie and The ShawShank Redemption. There is one thing that is surprising which is all three movies are from North America specifically United States.

Actors and Actress from Movies of IMDB Rating(9-10) and Number of Votes (1300k and 2800k)

- There is no other region other than North America **SPECIFICALLY UNITED STATE OF AMERICA** where there are actor or actress.
- There are **35 casts** from “**The Godfather**” and **51 casts** from each “**The Shawshank Redemption**” and “**The Dark Knight**”.
- But there is only one actor who is in two movies, **Morgan Freeman** is the only actor who is in two movies (**The Shawshank Redemption** and **The Dark Knight**).



The same goes for the actors and actresses. All the casts are from North America and again from United States. There are 35 casts from the Godfather and 51 casts in both movies the ShawShank Redemption and the Dark Knight. There is only one single actor who is involved in two movies. His name is Morgan Freeman the actor from the ShawShank Redemption and the Dark Knight. This is kind of surprising for me.



A man with dark hair, wearing a dark shirt, is speaking into a microphone. He is standing in front of a large screen displaying a presentation slide. The slide has a blue header with the text "The Role of the Teacher" and a list of bullet points. The man is looking towards the camera and appears to be in the middle of a presentation.

These are the two movies that Morgan Freeman is involved in. In Shawshank, he plays Red, a wise inmate. In Batman Returns, he plays Lucius Fox, a trusted ally to Batman.

Summary

PLAN TO MAKE THE MOST SUCCESSFUL MOVIE

Region : North America and Western Europe

Country: United State of America and India

Person: Casts from America most likely Morgan Freeman

Genres: Drama and Comedy

Runtime Range: 72.25 minutes - 106.47 minutes

Overall: United State of America, Casts from A

Drama and 7.25 minutes – 106.47 minutes



Let now summarized everything that we have analyzed and plan to make the most successful movie. target the region, North America follows by Western Europe. If we are planning to target the country America will be the best choice and the second is India. For the person, Casts from America should be successful movie especially Morgan Freeman. If we are targeting the genres, Drama and Comedy is the target. For the runtime range, the target should be between the range of 72.25 minutes and 106.47 minutes. For one single successful movie, we can up with the plan to target United State of America where there is plan to casts with actors and actresses from America and focus on Comedy Drama with the runtime of 72.25 to 106.47 minutes.

THANK YOU VERY MUCH

QUESTIONS AND ANSWERS SECTION



Thank you for your time.