

Title: Movie Studio Analysis Project final project – phase 2

Subtitle: Using IMDb, Movie Info, and Movie Reviews, Movie info

Project Overview

Datasets Used:

- im.db (movie info, ratings, genres, directors, runtime)
- Merged movie datasets (reviews, critic ratings, studios)

Goal:

Analyze what drives highly rated movies and provide **data-driven recommendations** for a new movie studio.

Data Understanding

Datasets Used:

- im.db → movie basics & ratings
- Movie info dataset → studio, genres, runtime, directors
- Movie review dataset → audience ratings

Highlights:

- Total movies analyzed: ~10,000
- Total genres: ~20 unique genres
- Total directors analyzed: ~3,000
- Average movie rating: 6.5 – 8.3 / 10

Business Understanding

Business Question:

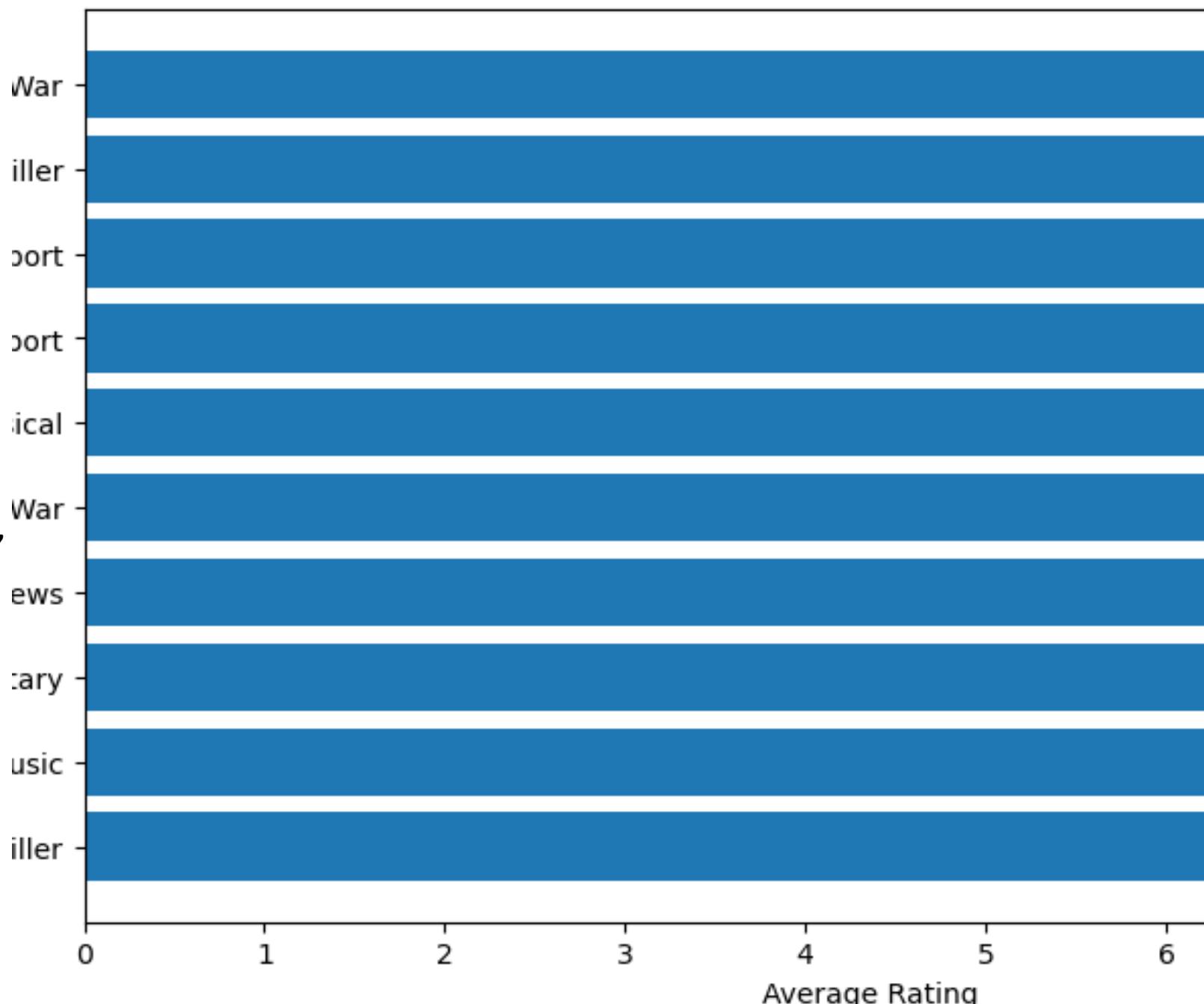
Which genres perform best based on IMDb ratings?

Insight (from bar chart):

- Drama, Biography, and Documentary consistently receive higher IMDb ratings.
- Viewers favor genres with strong storytelling, depth, and realism.

Recommendation:

Prioritize producing films in these genres to quickly build credibility and audience trust.



Runtime vs Audience Ratings

Business Question:

Does movie runtime affect IMDb ratings?

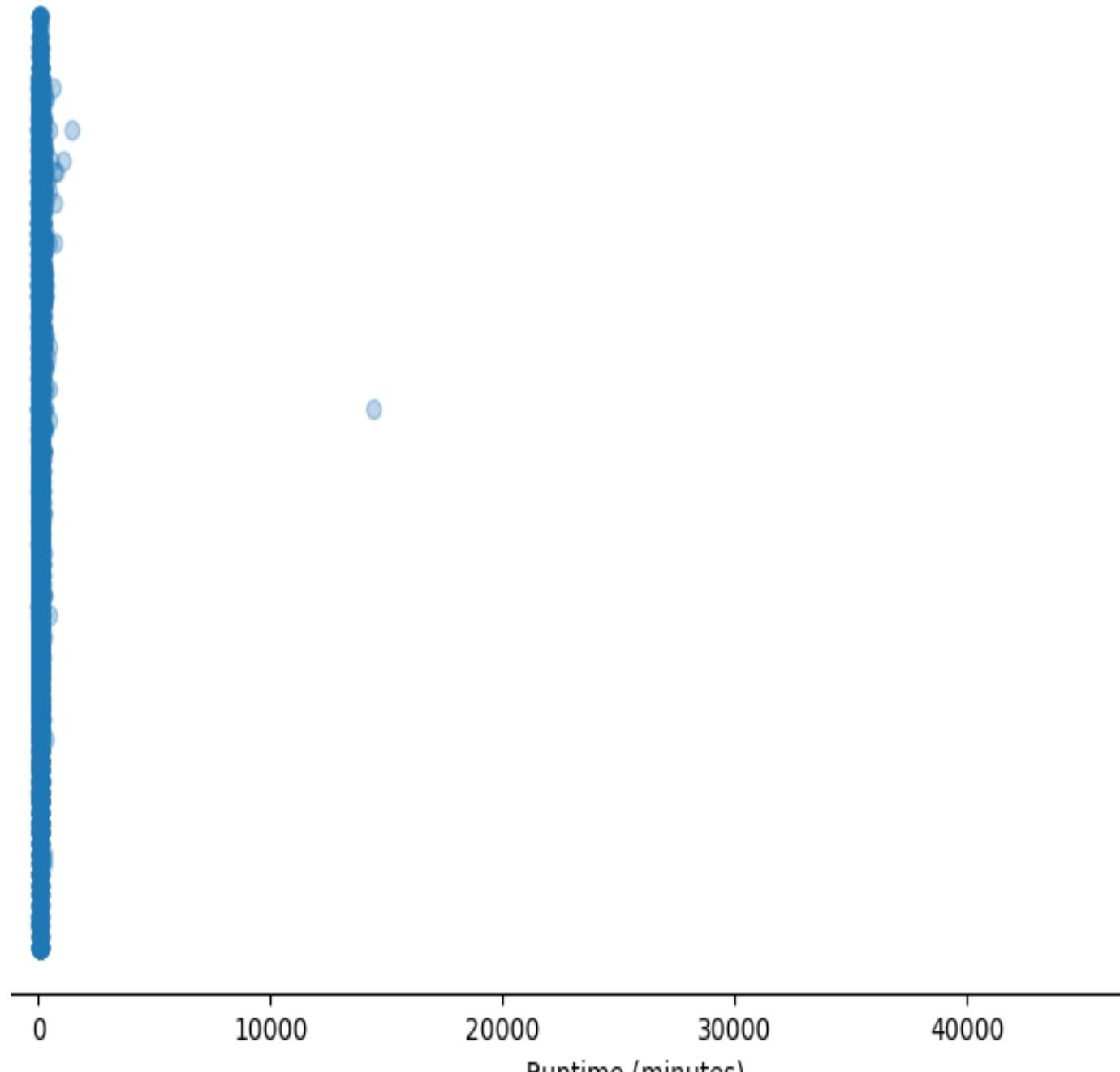
Insight (from scatter plot):

- No strong correlation between runtime and audience ratings.
- Rating quality depends on **storytelling, pacing, and execution**, not movie length.

Recommendation:

Do **not** force movies to be longer or shorter.

Focus on **editing and narrative quality** instead.



Studio Performance (Critic Ratings)

Business Question:

Which studios consistently produce the highest-rated movies?

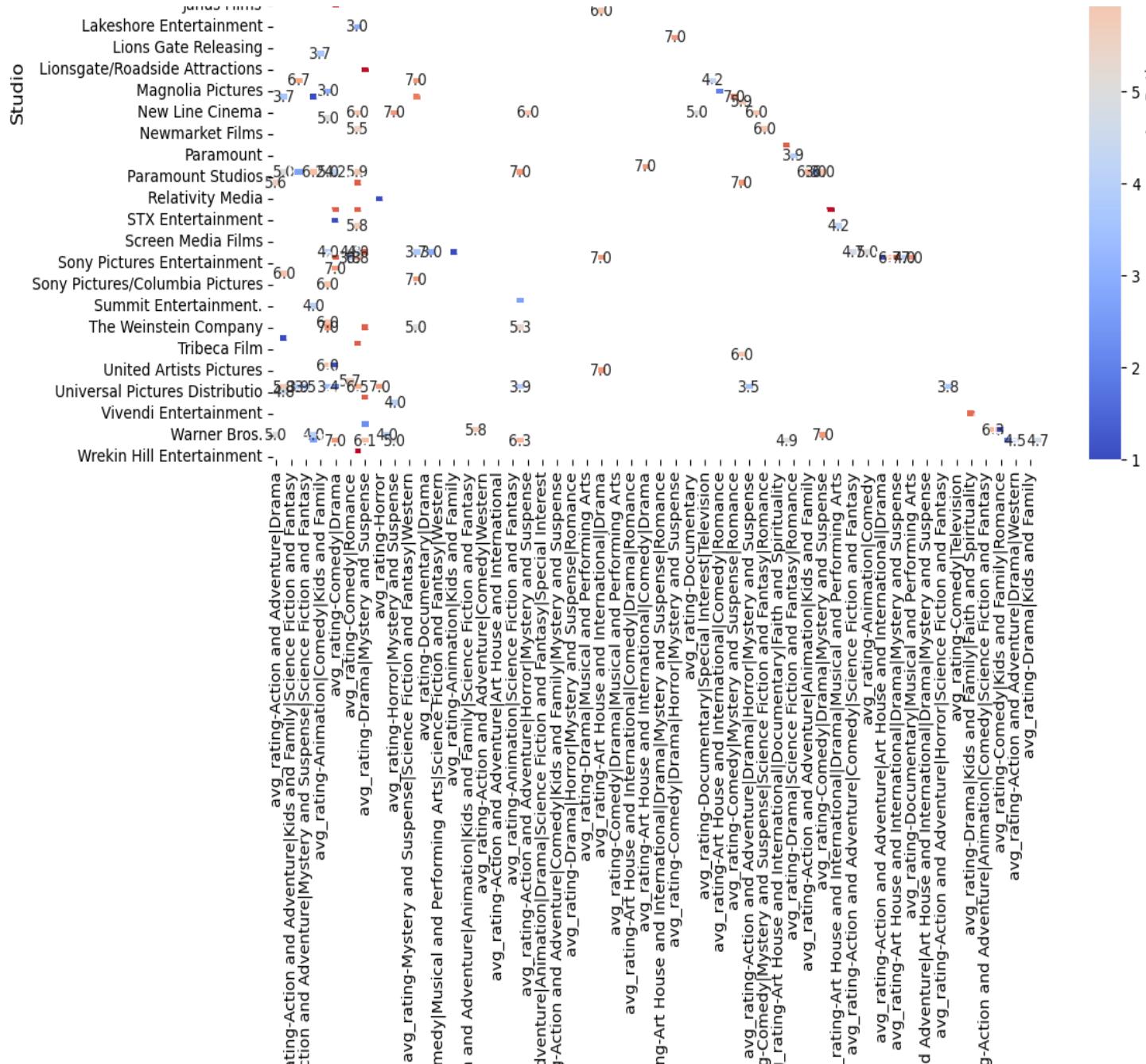
Insight (from heatmap):

- Some studios consistently achieve higher critic ratings.
 - Certain studio–genre combinations perform significantly better.

Recommendation:

A new studio should:

- Emulate strategies of top-performing studios
 - Focus on **high-rating genres**
 - Identify genre niches where its brand can grow quickly



Studio Performance: Ratings vs Number of Reviews

Business Question:

Which studios consistently produce the highest-rated movies?

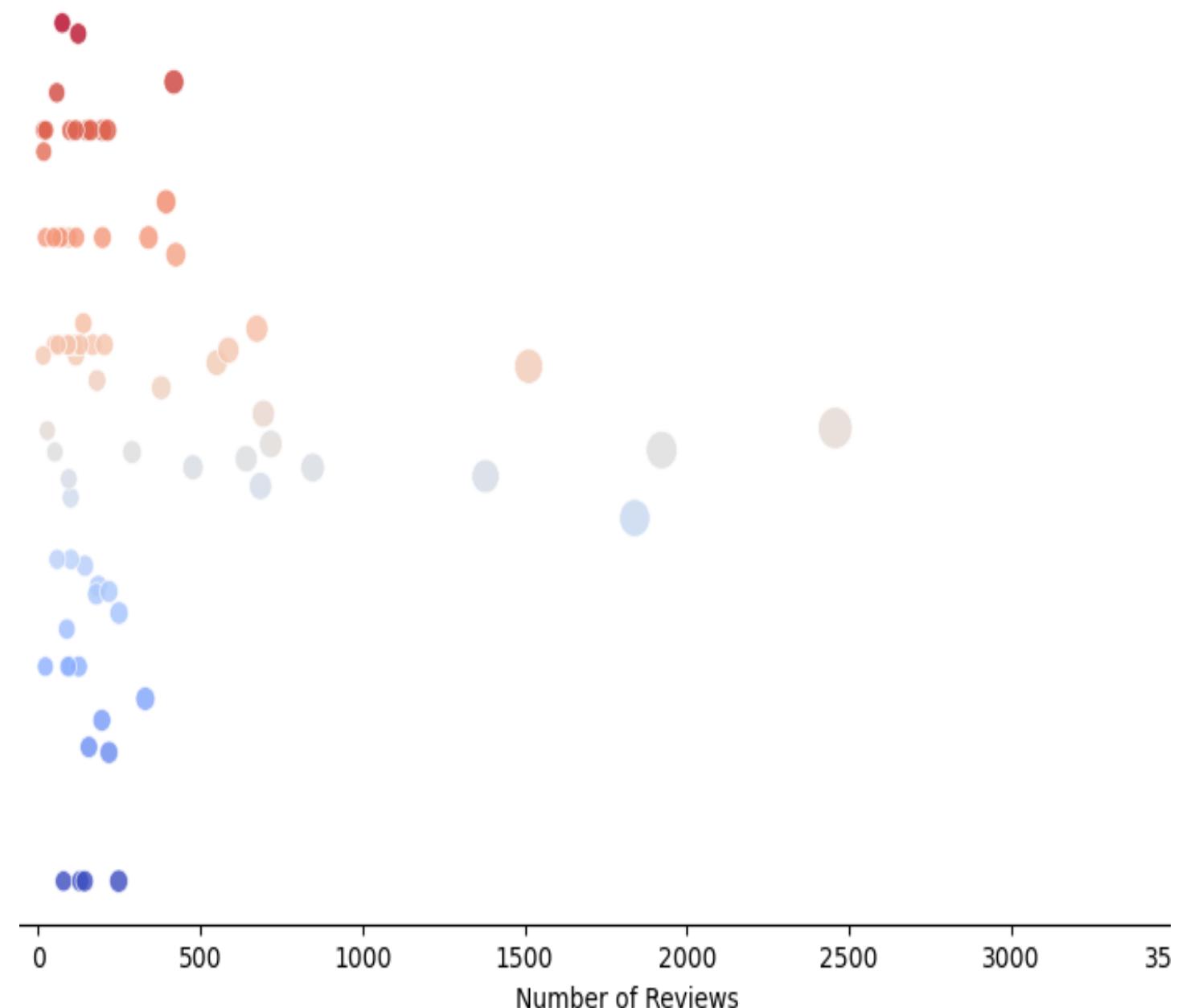
Insight (based on your scatter plot):

- Studios in the **top-right quadrant** have **both high critic ratings and a high number of reviews**, indicating strong performance, wide audience reach, and consistent industry success.
- Studios in the **upper-left** still score high but receive fewer reviews — these may be niche or smaller studios with strong films.
- Studios clustered **at the bottom** have lower ratings, suggesting inconsistent quality.

Recommendation:

- **Benchmark against high-performing studios** in the top-right area, as they demonstrate the strongest combination of audience engagement and critical success.
- **Adopt their strategies:** prioritize quality storytelling, ensure strong marketing reach, and maintain consistent production standards to boost ratings and visibility.

Studio Performance: Average Rating vs Number of Reviews



Final Recommendations

- **Focus on high-performing genres**

Drama, Biography, Documentary

- **Partner with top-rated directors**

Ensures consistent delivery of high-quality films

- **Emphasize storytelling, not runtime**

Strong narrative = higher ratings

- **Learn from high-performing studios**

Adopt strategies that already work

- **Increase visibility and engagement**

Aim for films that attract many reviews and strong audience response

Next Steps

- Monitor rating trends quarterly to guide production strategy.
- Collect newer review data for emerging trends and audience preferences.
- Explore audience segmentation for targeted genre production.

Thank You

- **Thank You!**
Questions & Discussion