Analysis of Movie Dataset

Summary

Based on the business objective which was to find insights from a Movies Dataset extracted from popular Movie Databases, i was supposed to give insight to my client google who wants to venture into the business of video content. I planned my dataset to have Movie Genres, Director Names, Release year of these movies, Average ratings for these movies, number of votes given to each movie and then i created a Rating column based on the average rating figures just to give me an insight into the distribution of movies for each category of average rating. I came up with some interesting insights:-

- Trying to understand which movie Genre was most produced in each year, and this was the Drama genre which i found out was the most released, the second being comedy then documentary.
- I also wanted to understand the average rating for these top genres, so i analysed the top 5 genres based on number of movies, these genres also had significantly higher average ratings.
- Once i had data for the top genres i wanted to understand if their popularity was based on the directors involved in producing these movies, so i analysed the directors who produced these top tier genres and their average ratings which i also found to be very high for the different movies they directed which basically means they have some influence.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Provide Insight into which movie genre was most produced in the last decade.

- Analyse how avarage rating correlates with years for the last decade.

- Find out if Director involved in a movie has influence on the movie popularity or rating
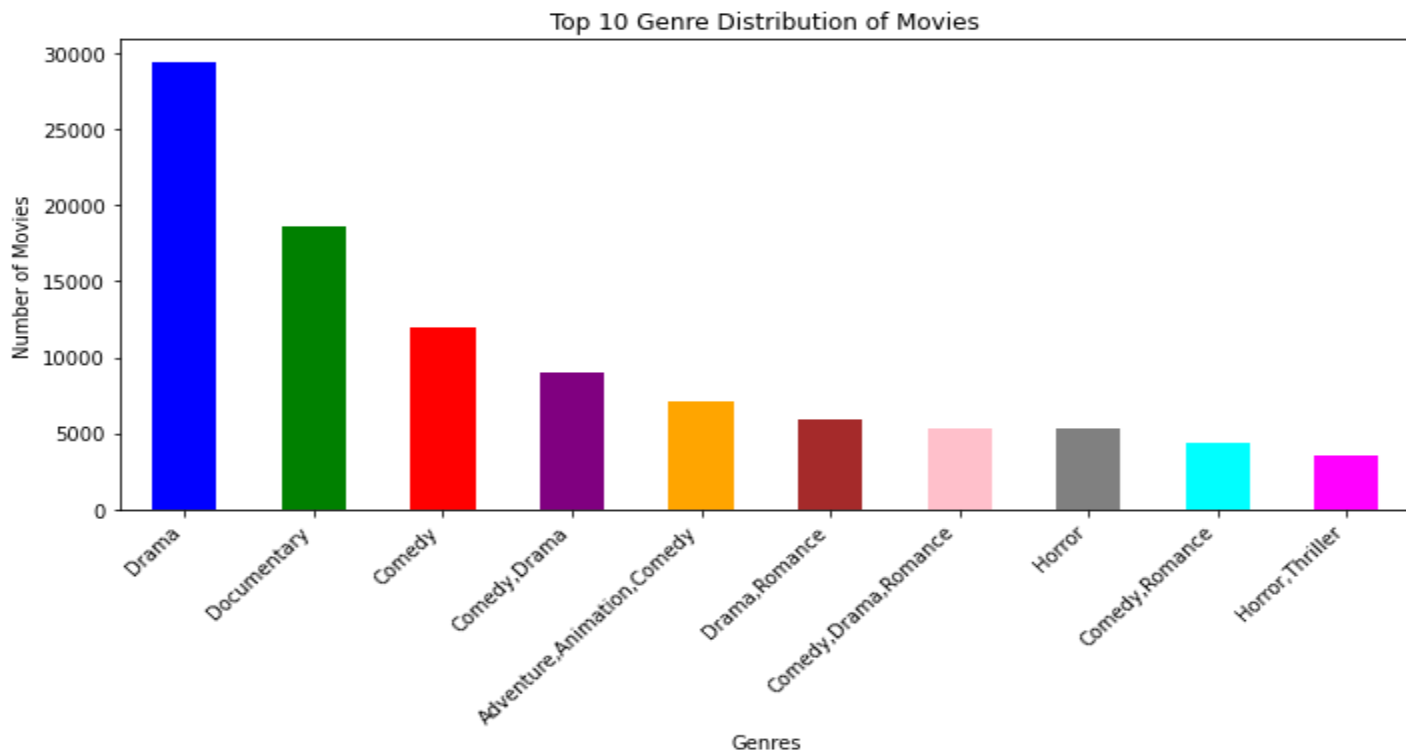
Data & Methods

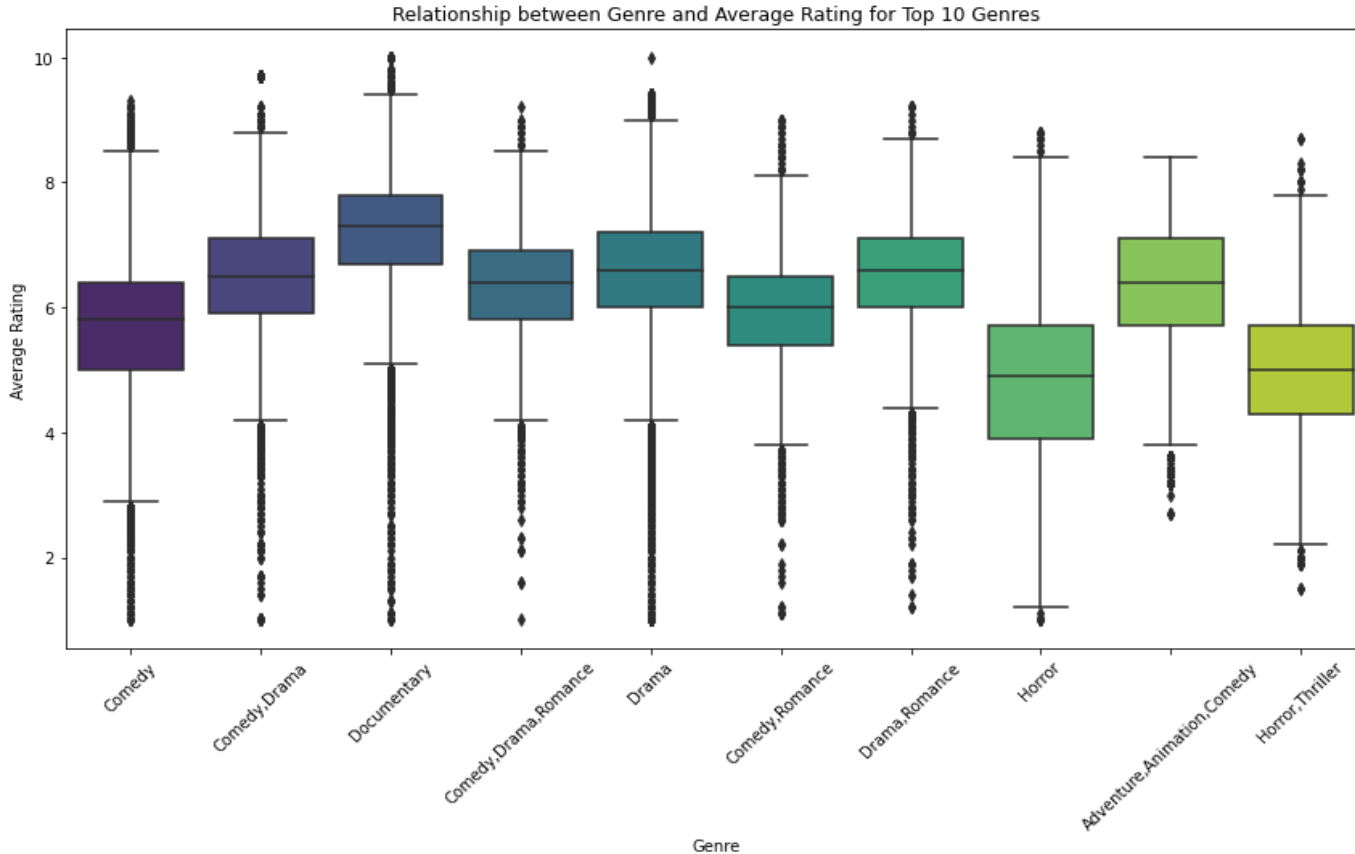Trend showing the number of Movies produced over the last decade.

Release Year Distribution

Results

Genre Analysis:
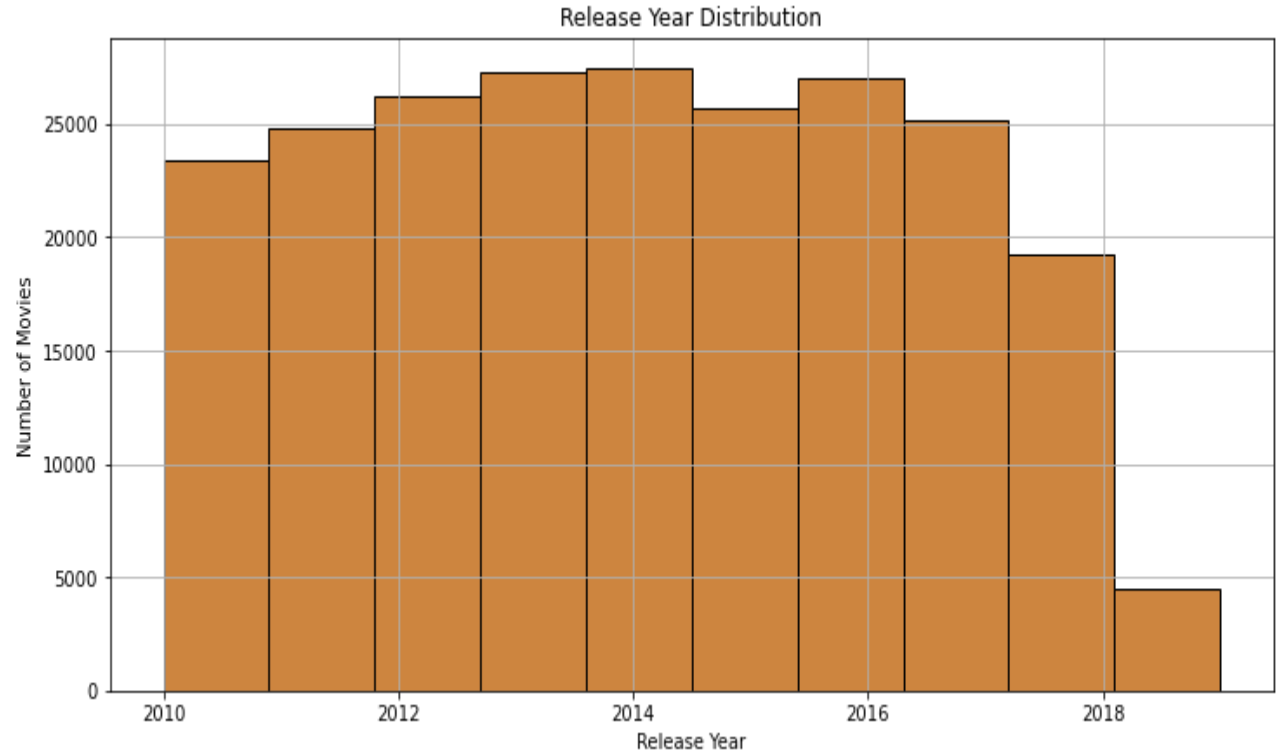
Top 10 Genre Distribution of Movies

The most common genres in the dataset are Drama, Documentary and Comedy.

Results

Genre Analysis:
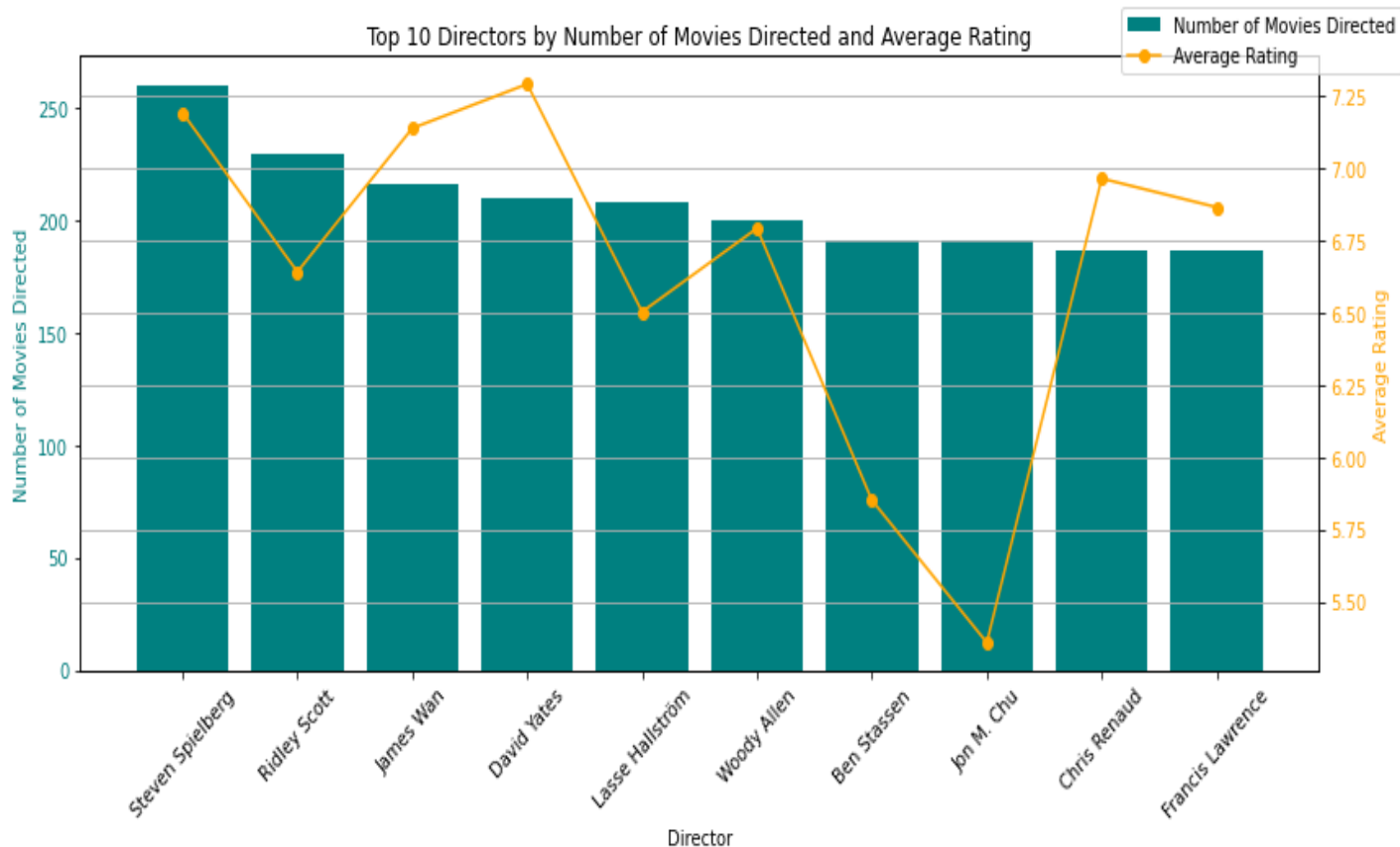

Relationship between Genre and Average Rating for Top 10 Genres

Documentary movies have the highest average rating among all genres, followed by Drama, Comedy,Drama and Drama,Romance.

Results

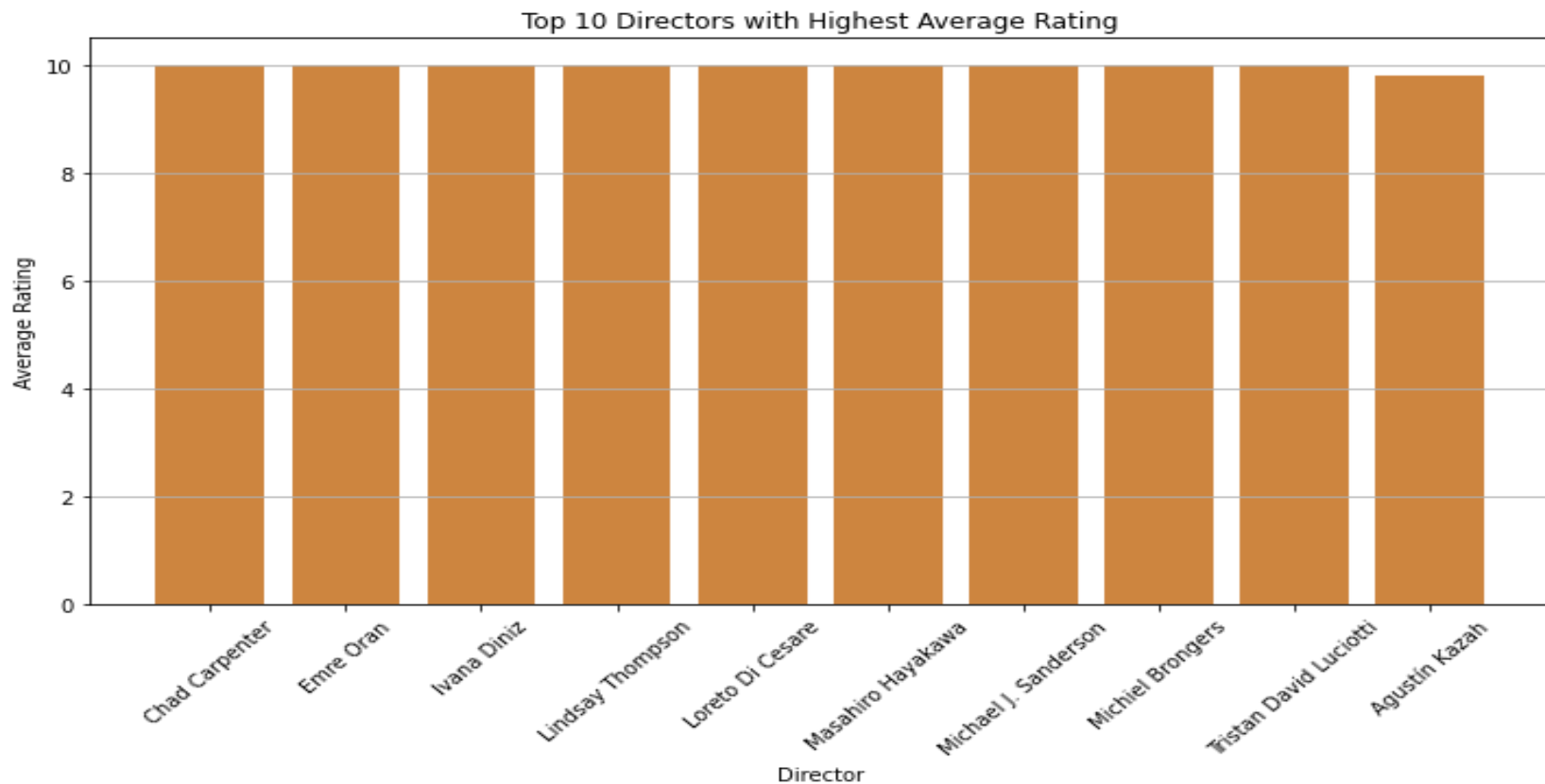**Director Analysis**

Top 10 Directors by Number of Movies Directed and Average Rating

Stephen Spielberge has produced the most movies.

Results

Director Analysis:

Top 10 Directors with Highest Average Rating

Results

Release Year Analysis

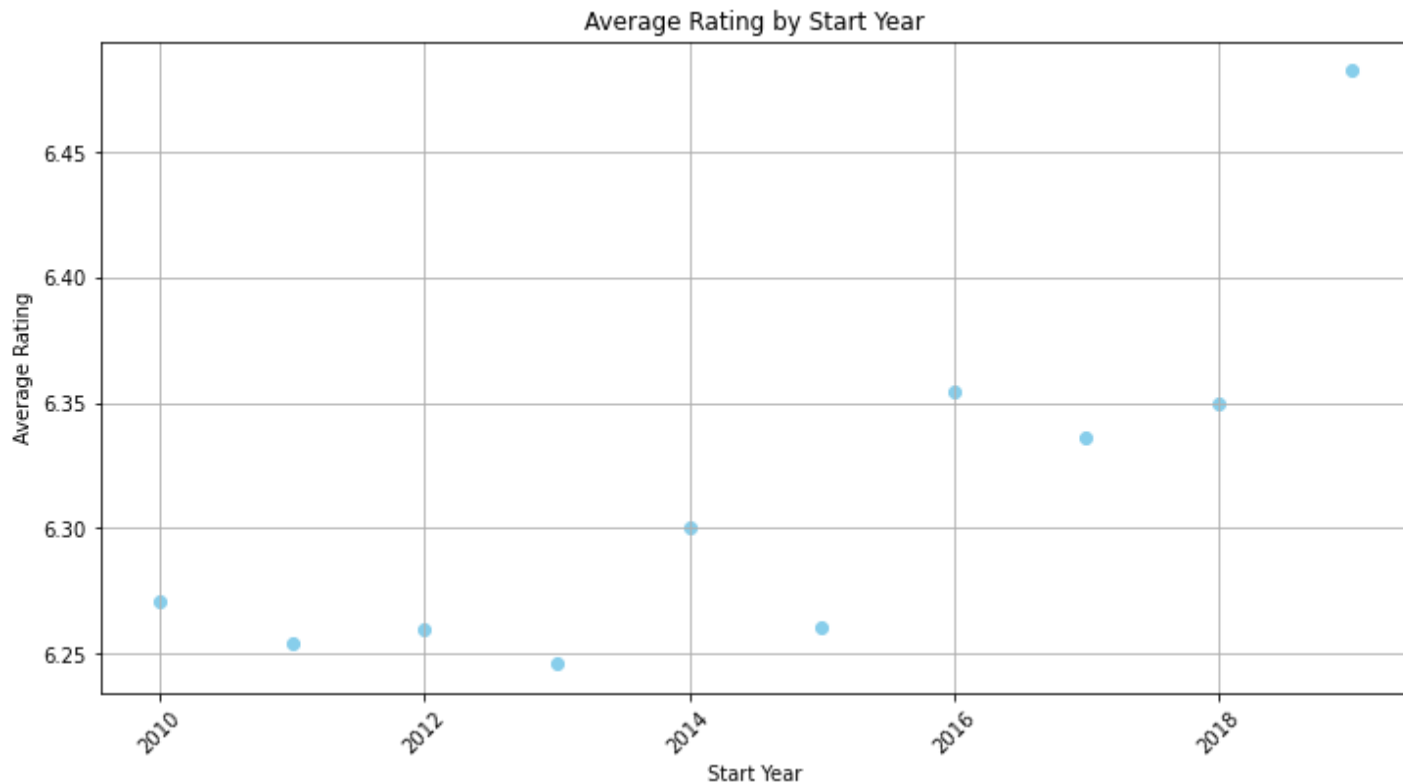Number of Movies Released Each Year by Genre
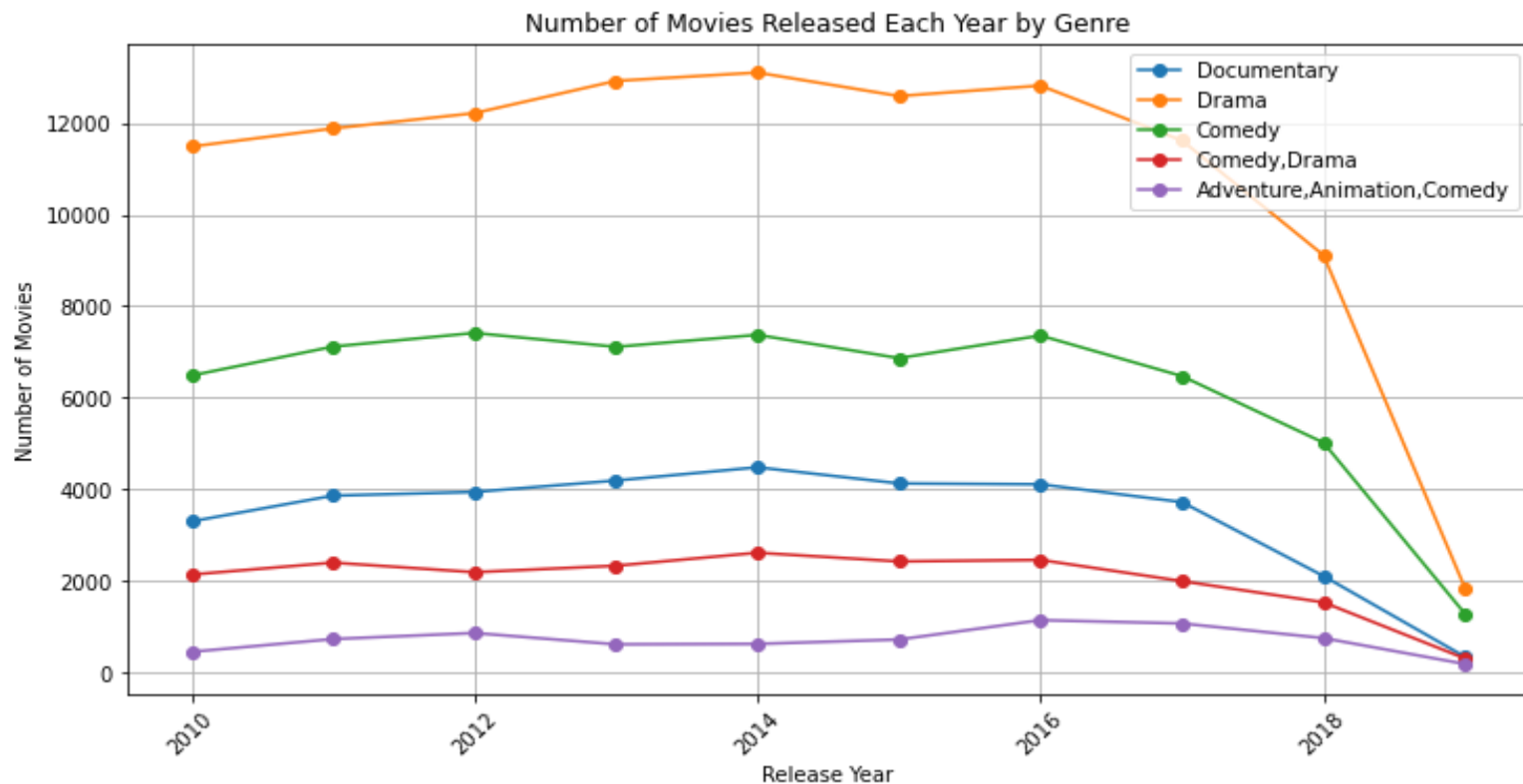
Results

Release Year Analysis

Average Rating by Start Year

Average ratings have remained relatively stable over time, with a slight increase in recent years.

Positive correlation between release year and average rating, indicates that newer movies tend to have higher ratings.

Conclusions

- Google to focus on the most popular, highly produced movie genres from the past decade, this includes Drama, Documentary, Comedy, ComedyDrama, AdventureComedy and Drama. The data shows these Genres did significantly well the past decade and it continues to rise. We can also see a significant higher rating for this genres which means the viewers are significantly impressed by them which guarantees views and revenue for Google.
- Since we see a significant popularity in these genres, Google can also get into the business of producing Documentaries in various aspects of life, buy rights also from already existing documentaries.
- Also an analysis into the directors who were involved with this movies show they have significant higher ratings compared to others, the way google can leverage on this is by seeking movies directed by these individuals and showing them, since we clearly see a direct relationship between a director and the movie.
- Also Google can seek out these Directors, get into contract with them for future partnership projects since we already have data showing they have high ratings.By doing this they will have rights and royalties for future projects leading to long term revenue generation.
- By identifying top-performing directors and genres, the analysis can assist Google in allocating resources effectively and maximizing the chances of success for their movies.

Thank You!

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