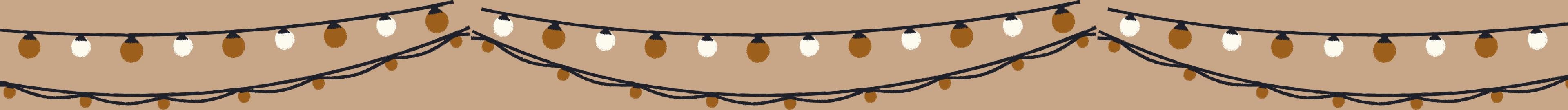




# HOLLYWOOD INSIGHT

DADS 5001

Presented by: NTP TEAM



# TOPIC OUTLINE



Data Preparation



Star Analysis

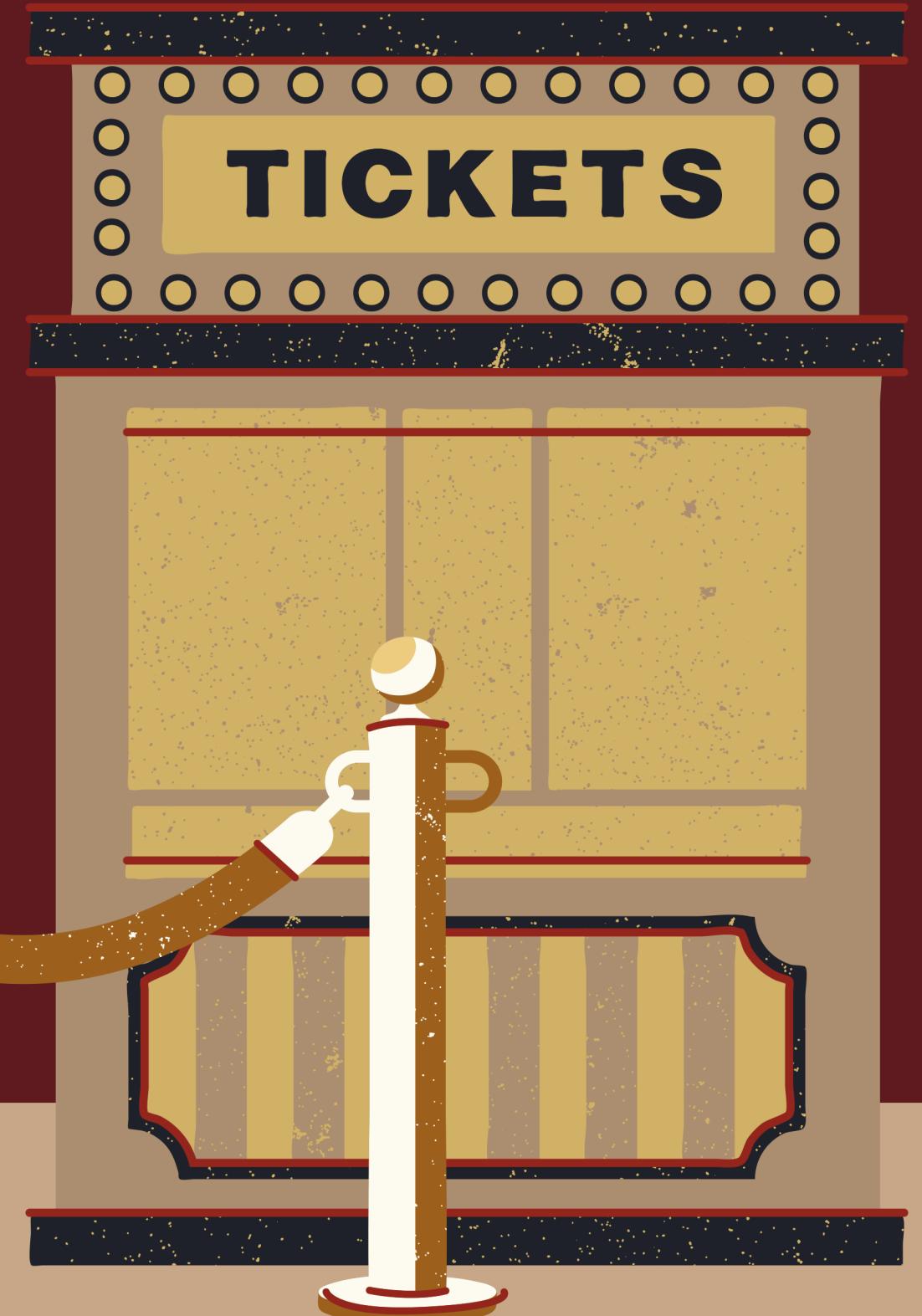


Movie Industry

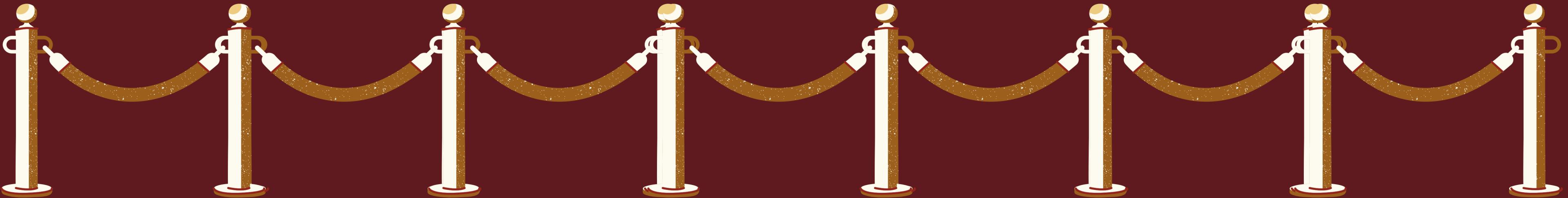


Movie Genres & Award

# DATA PREPARATION



# DATASET



# DATA PREPARATION

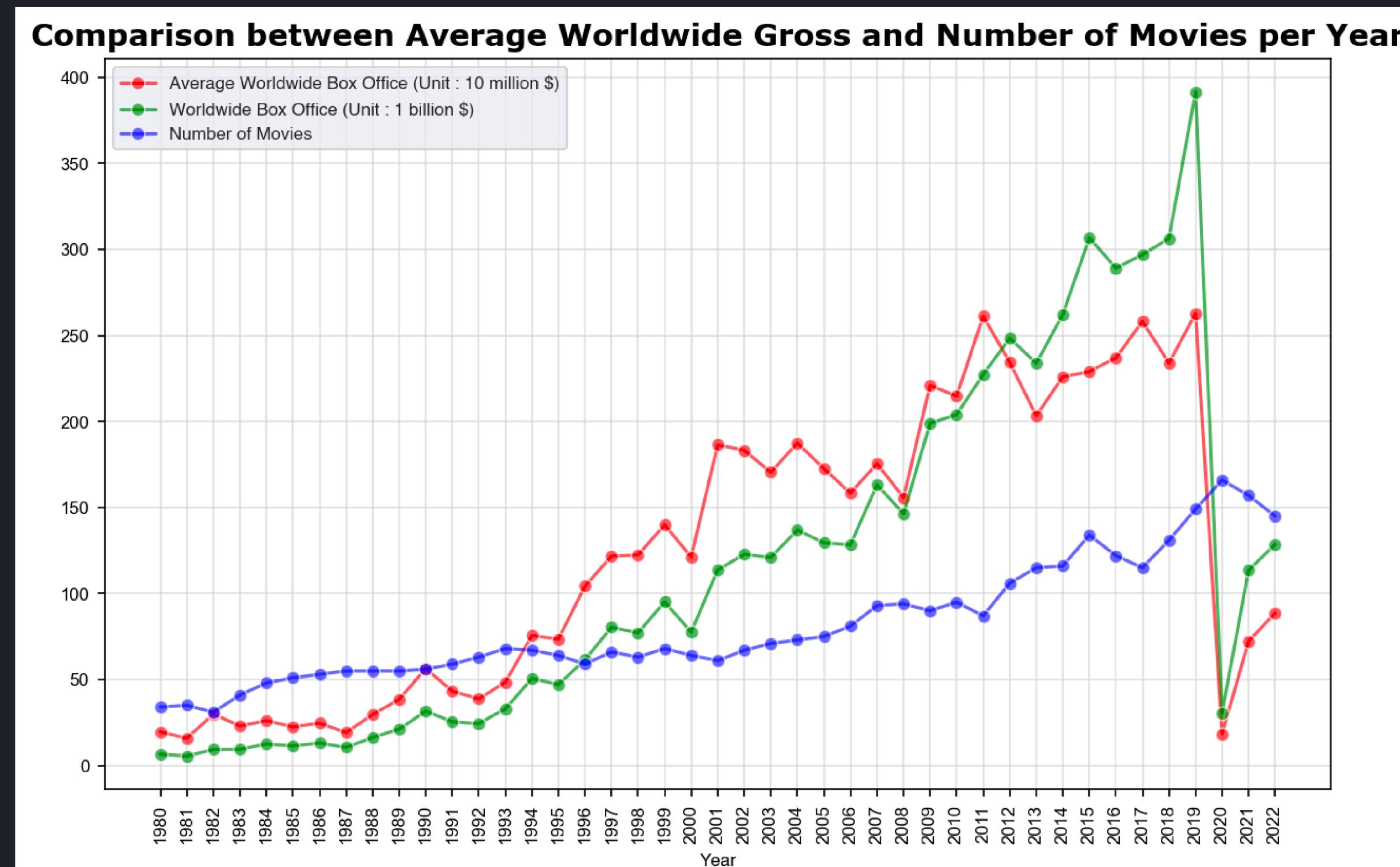
- Check Null Values
- Check Duplicated Values and Deduplicated
- Remove comma and \$
- Strip all columns



# MOVIE INDUSTRY



# WORLDWIDE GROSS & NUMBER OF MOVIES



1980

Economic Recession from War

1993

Economic Recovery

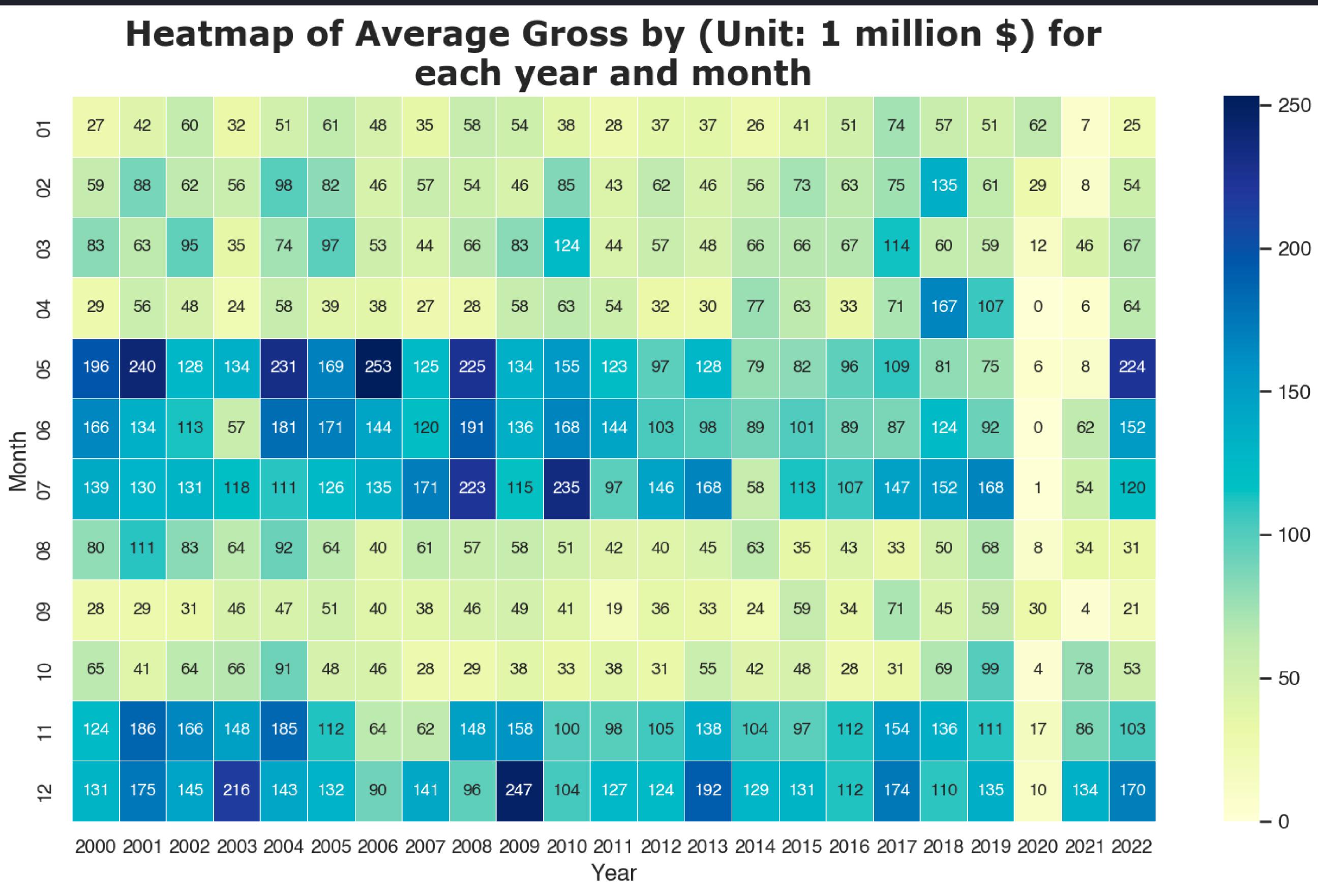
2000

Digital Transformation Era

People seek for more entertainment

# AVERAGE GROSS BY MONTH & YEAR

**Heatmap of Average Gross by (Unit: 1 million \$) for each year and month**



**MID-YEAR (May - July)**

Opening Season for nominate global film awards

**The End of Year (Nov - Dec)**

Last chance to nominate global film awards

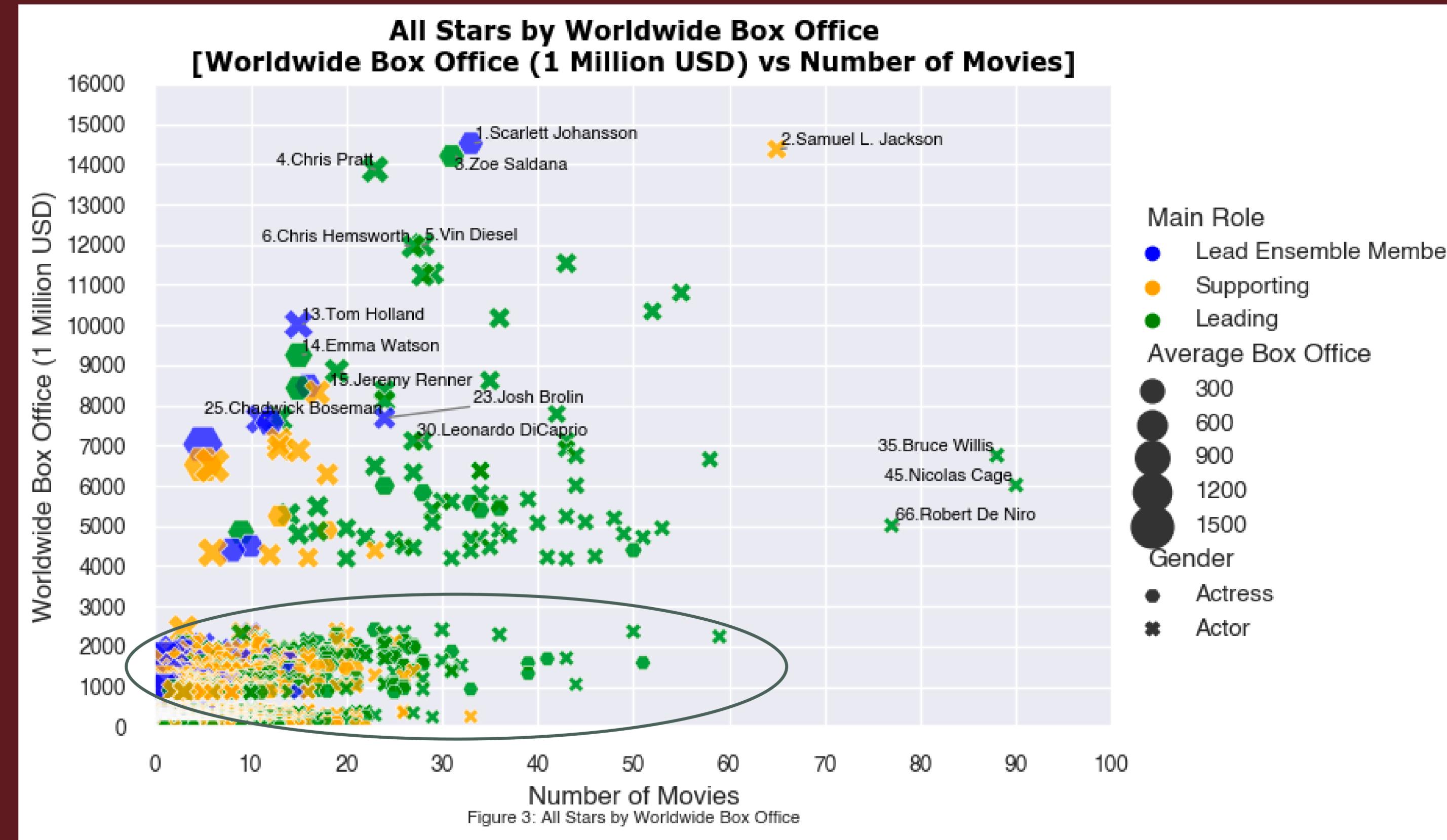
Most famous award  
(Academy Award)

**'Oscars'**

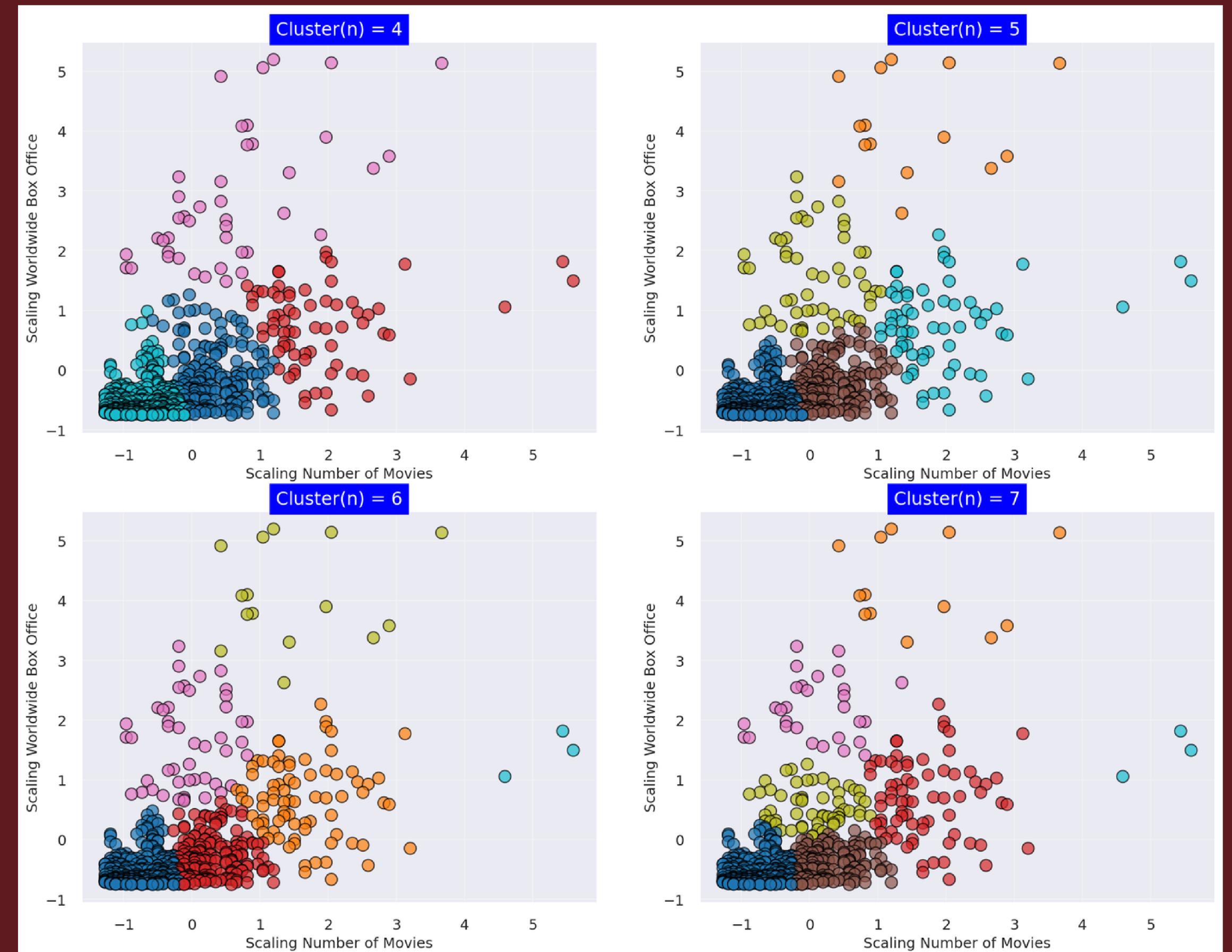
# STAR ANALYSIS



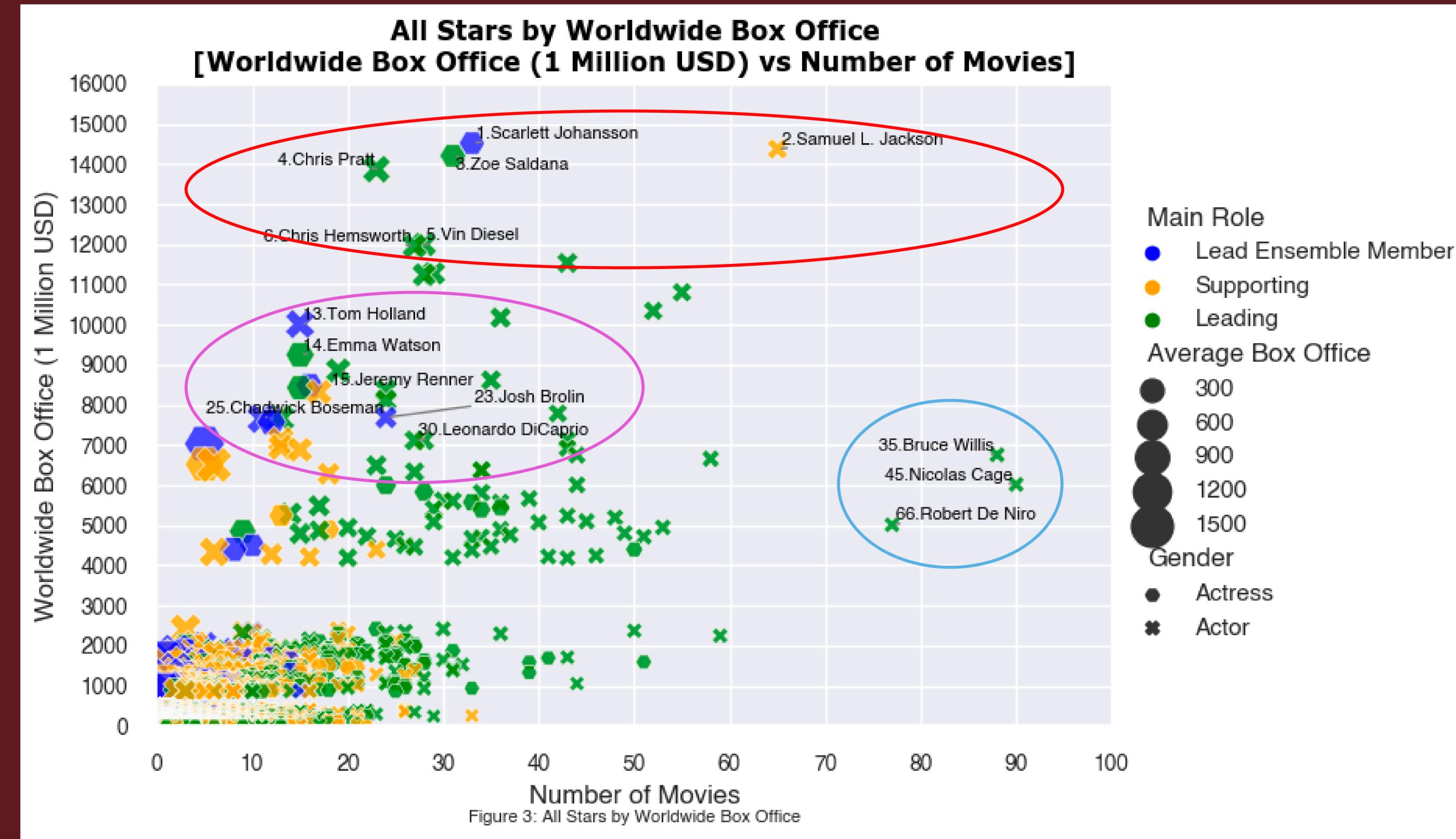
# ACTOR ROLE VS WORLDWIDE BOX OFFICE VS NUMBER OF MOVIE



# GROUP CLUSTERING BY KMEANS

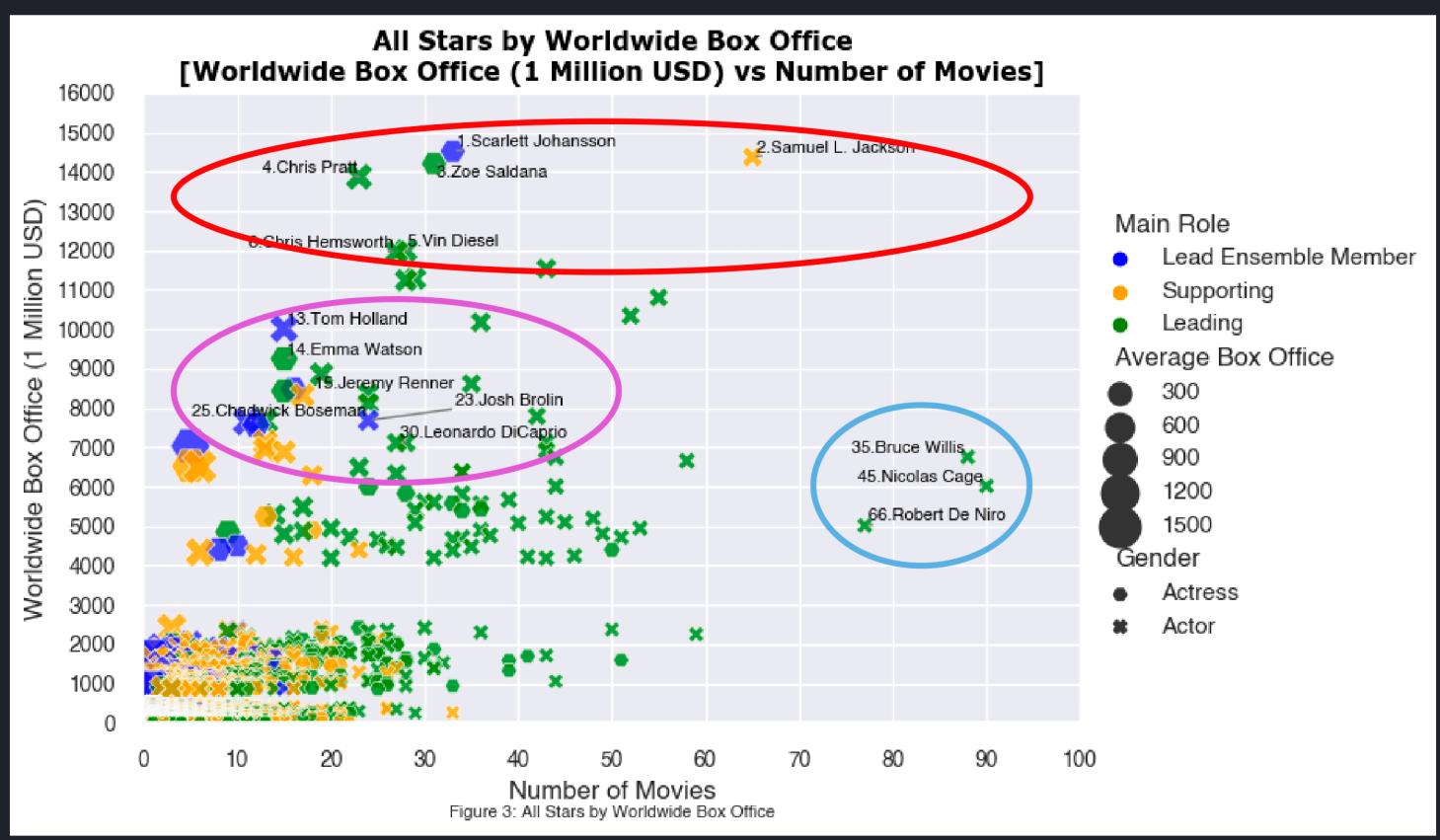


# ACTOR ROLE VS WORLDWIDE BOX OFFICE VS NUMBER OF MOVIE



# High Volume High Value

- Samuel L. Jackson
- Scarlett Johansson
- Chris Pratt



# Mid Volume Mid Value

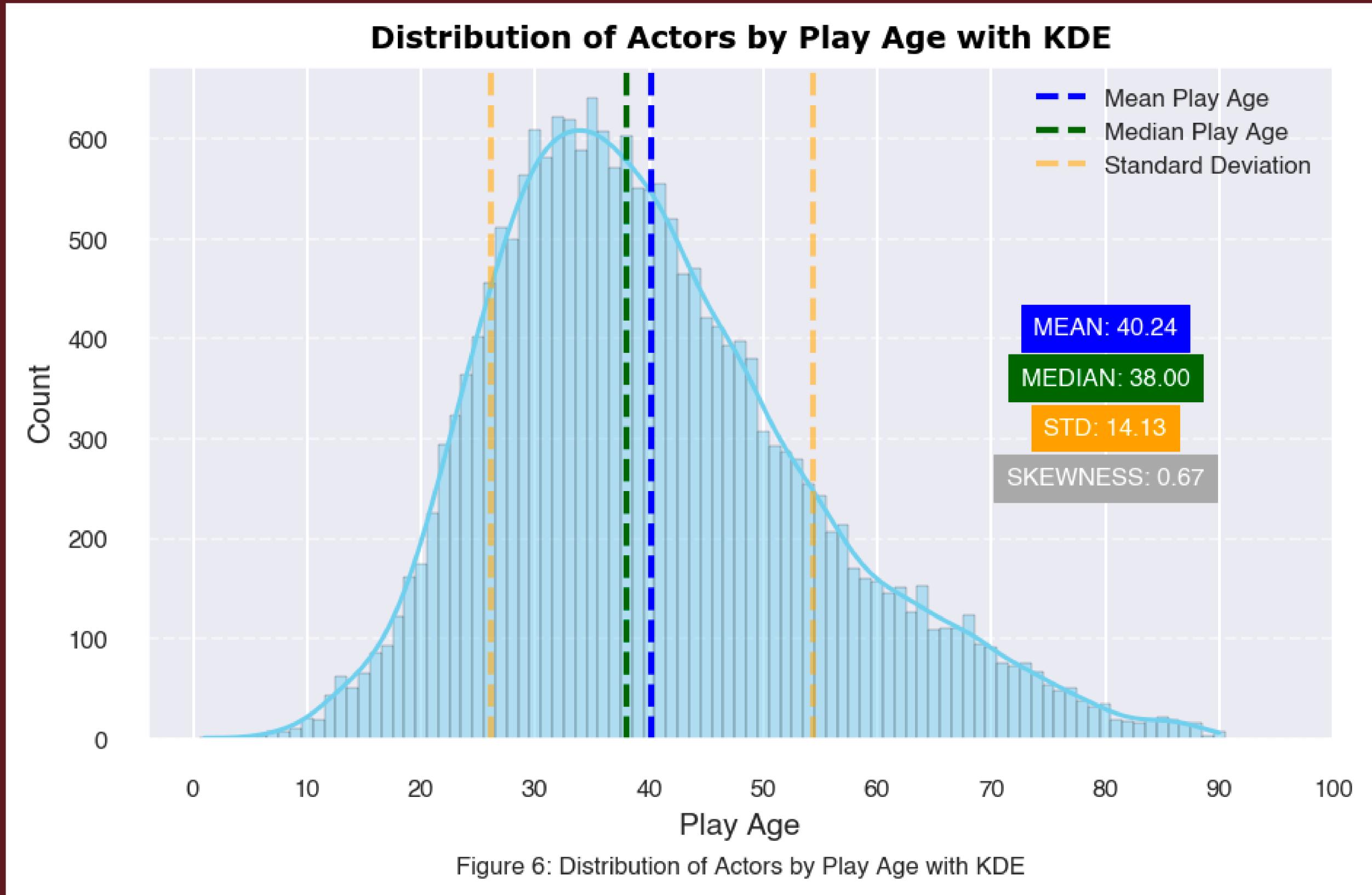
- Tom Holland
- Chadwick Boseman
- Emma Watson
- Jeremy Renner

# High Volume Mid Value

- Bruce Willis
- Nicolas Cage



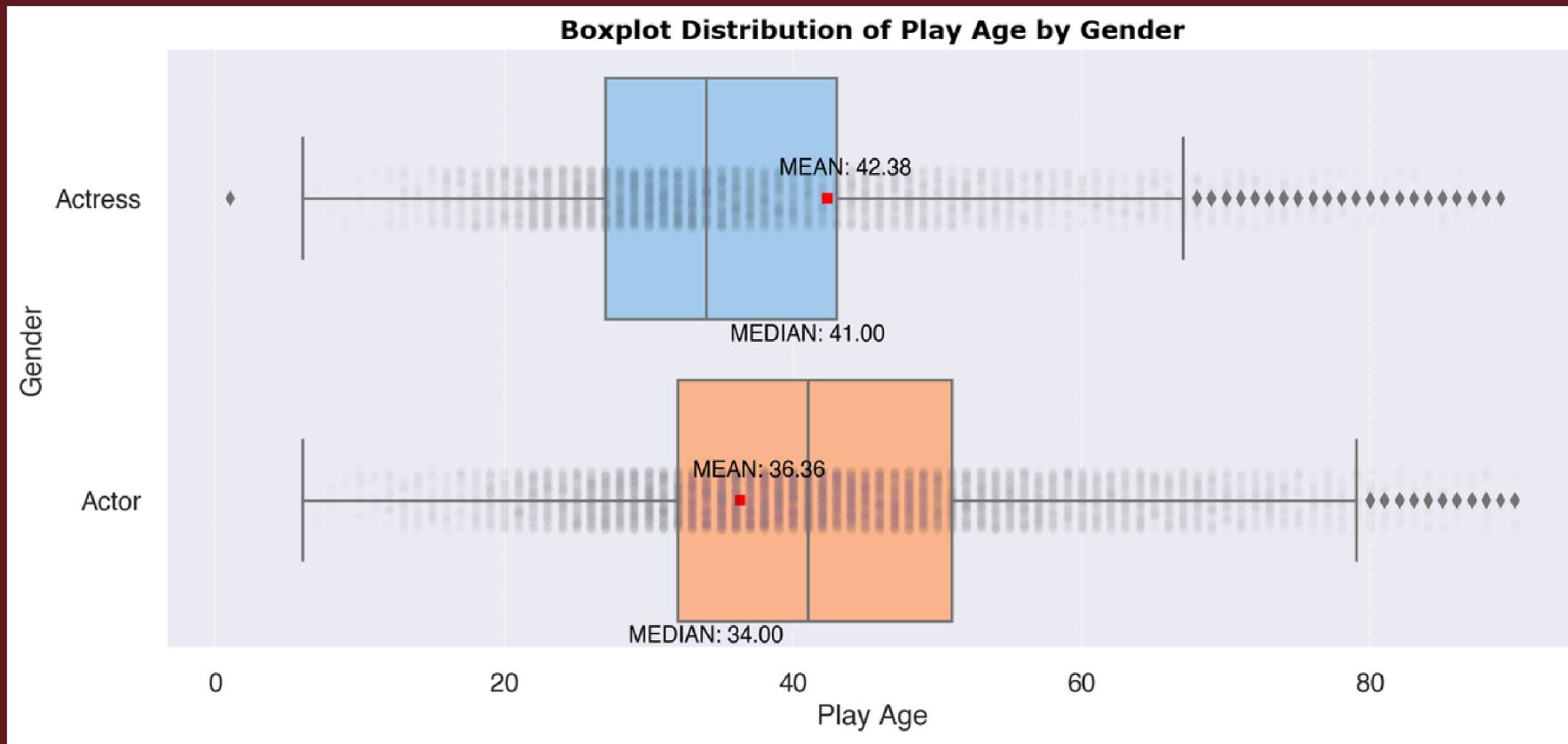
# PLAY AGE DISTRIBUTION



Most of stars have highest number of movies in the age range between 30 and 40 years



# BOXPLOT DISTRIBUTION OF PLAY AGE

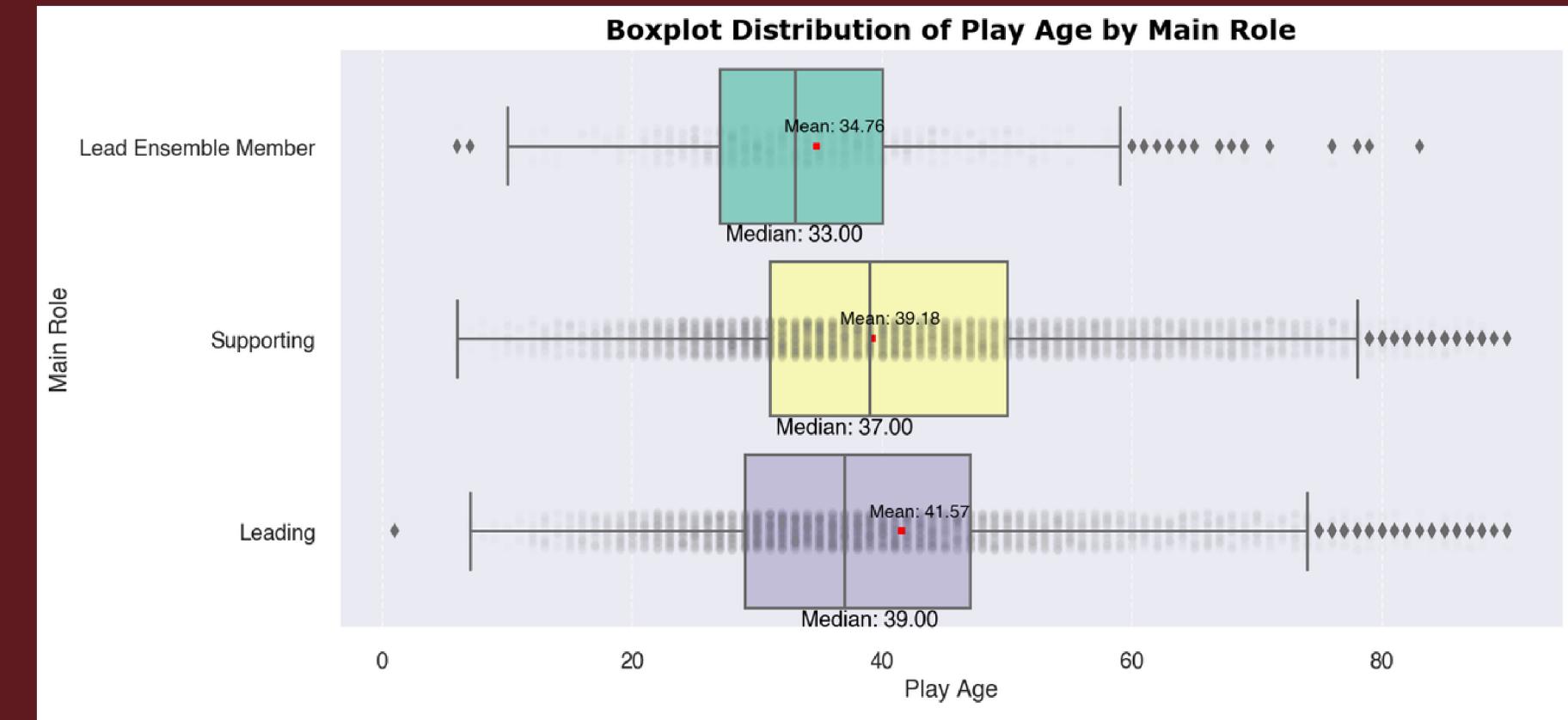


by Gender

Avg. Actress Age: **42 years**

Avg. Actor Age: **30 years**

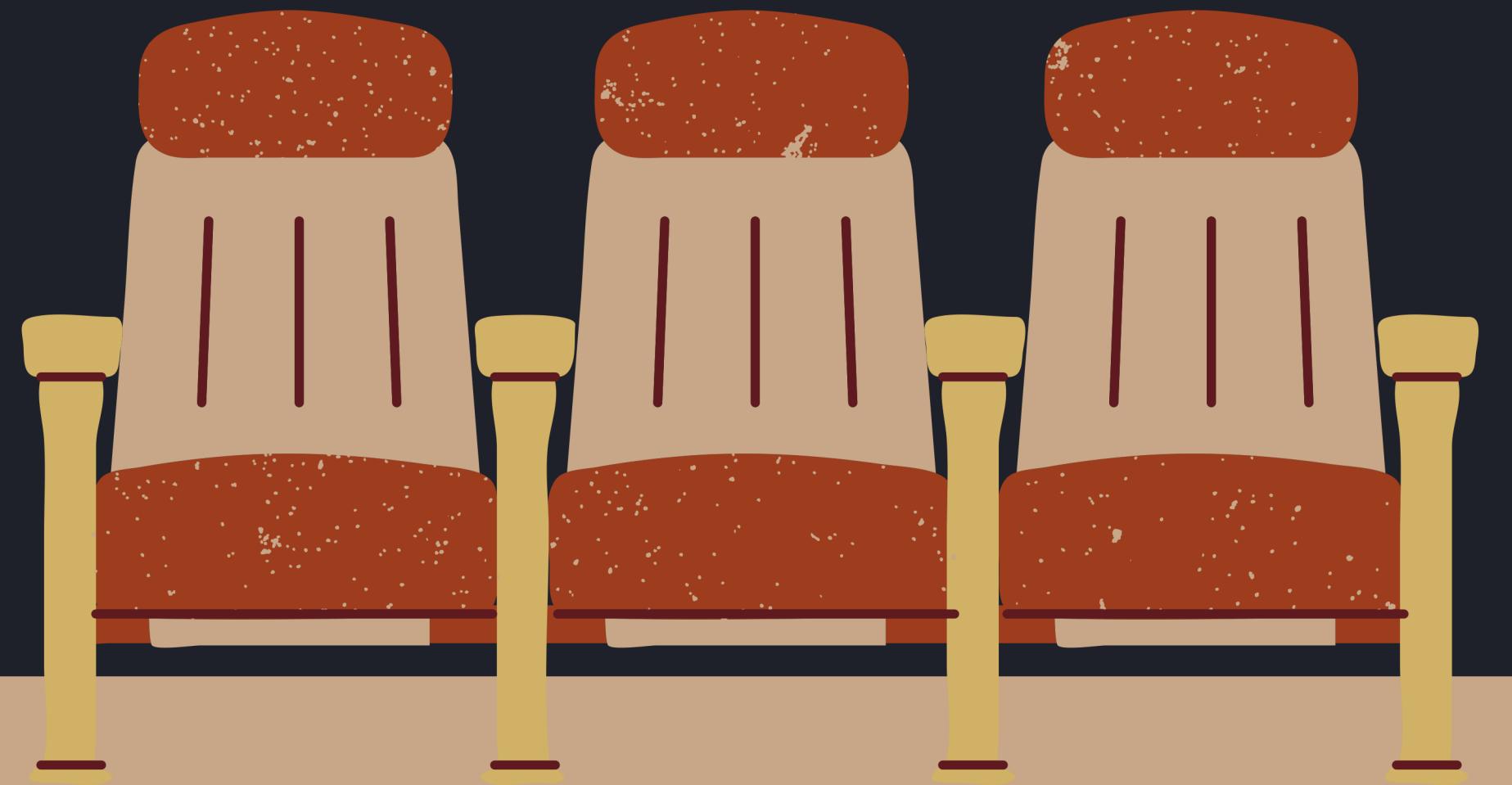
Actor has **10 years longer** play age  
than Actress



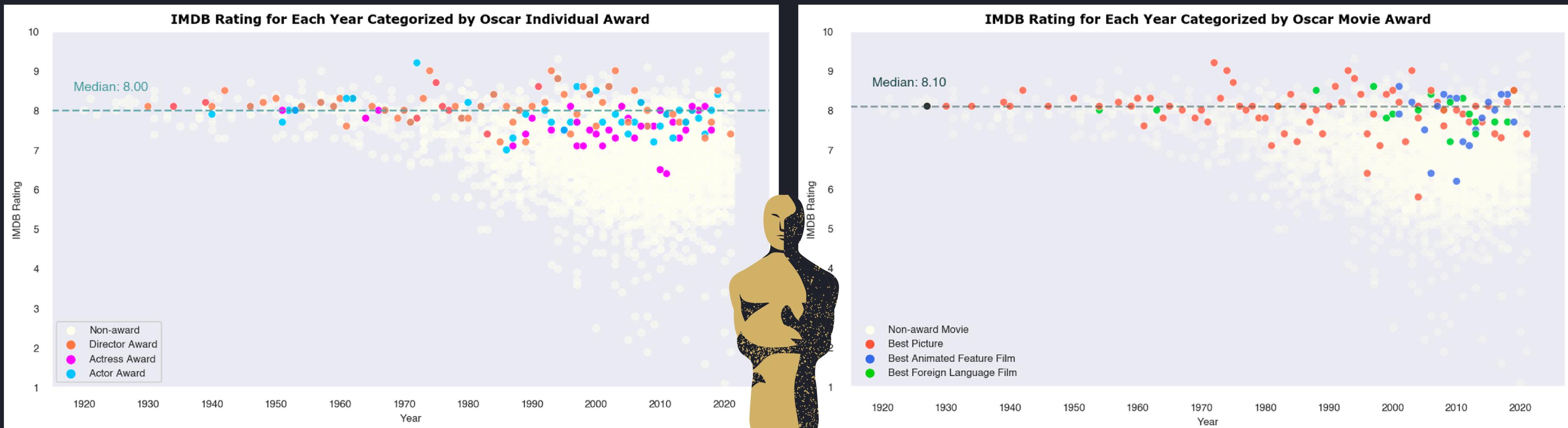
by Role

Individual role has **longer play age range** than ensemble role

# MOVIE AWARD



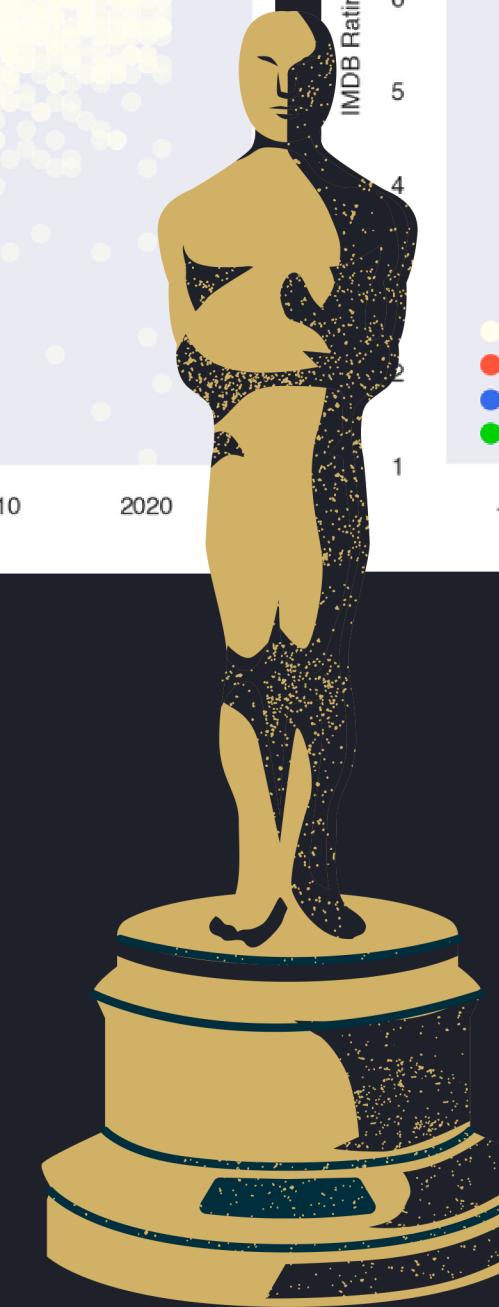
# IMDB RATING AND OSCAR AWARD



Individual Award

IMDB rating: 6.00 - 9.00

Median rating: 8.00

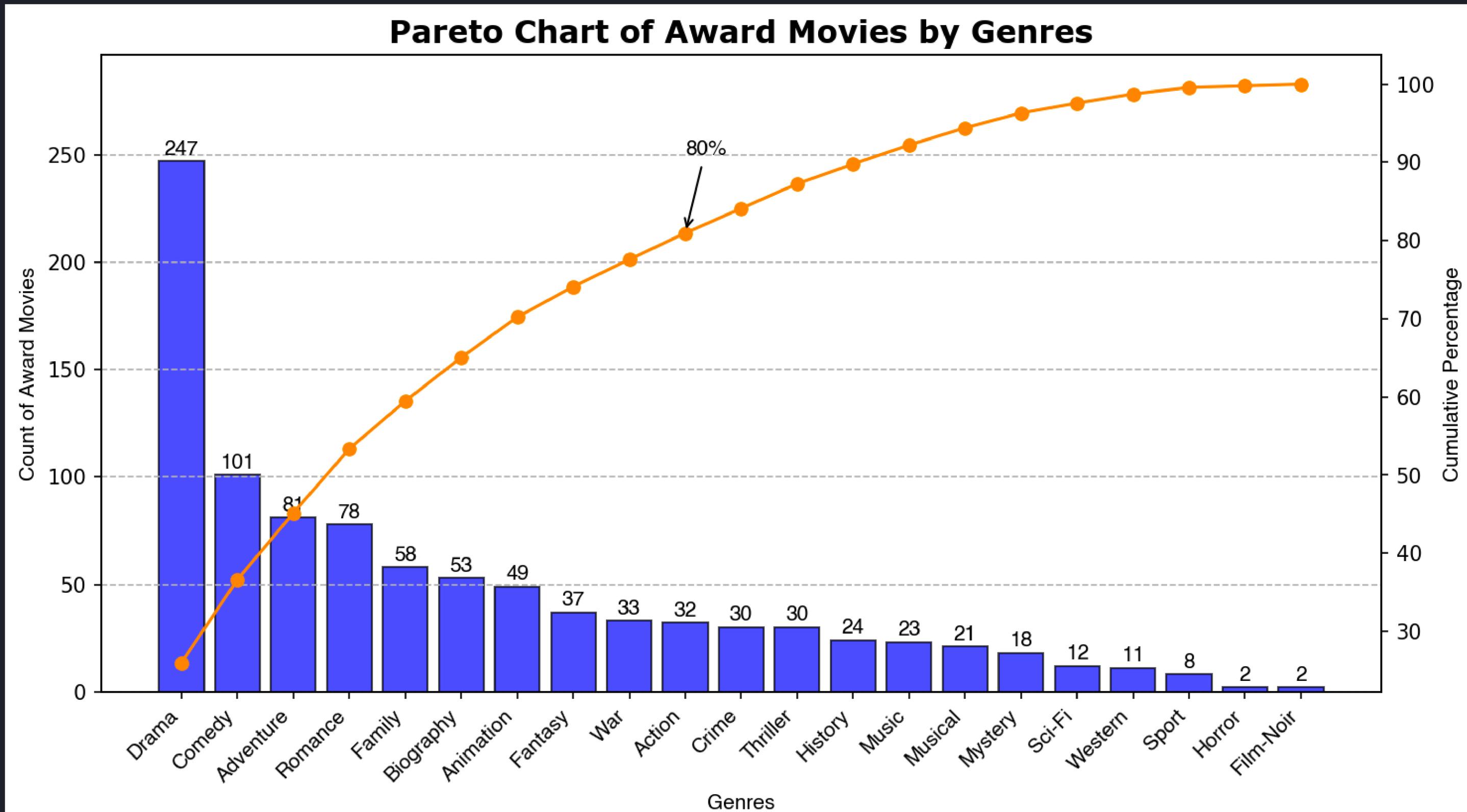


Movie Award

IMDB rating: 6.00 - 9.00

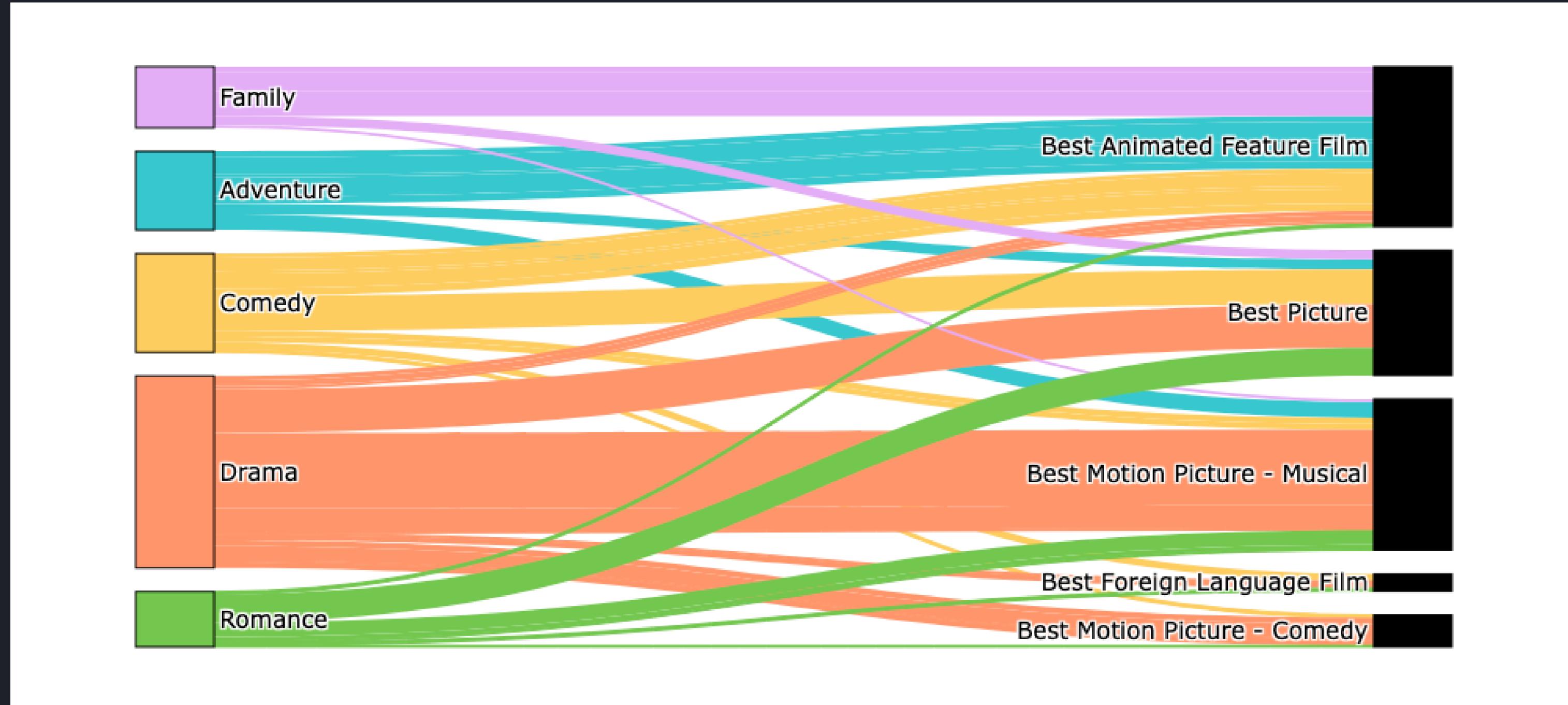
Median rating: 8.10

# PARETO AWARD MOVIES BY GENRES



80% of Award  
Movies were Drama,  
Comedy, Adventure,  
Romance, Family,  
etc.

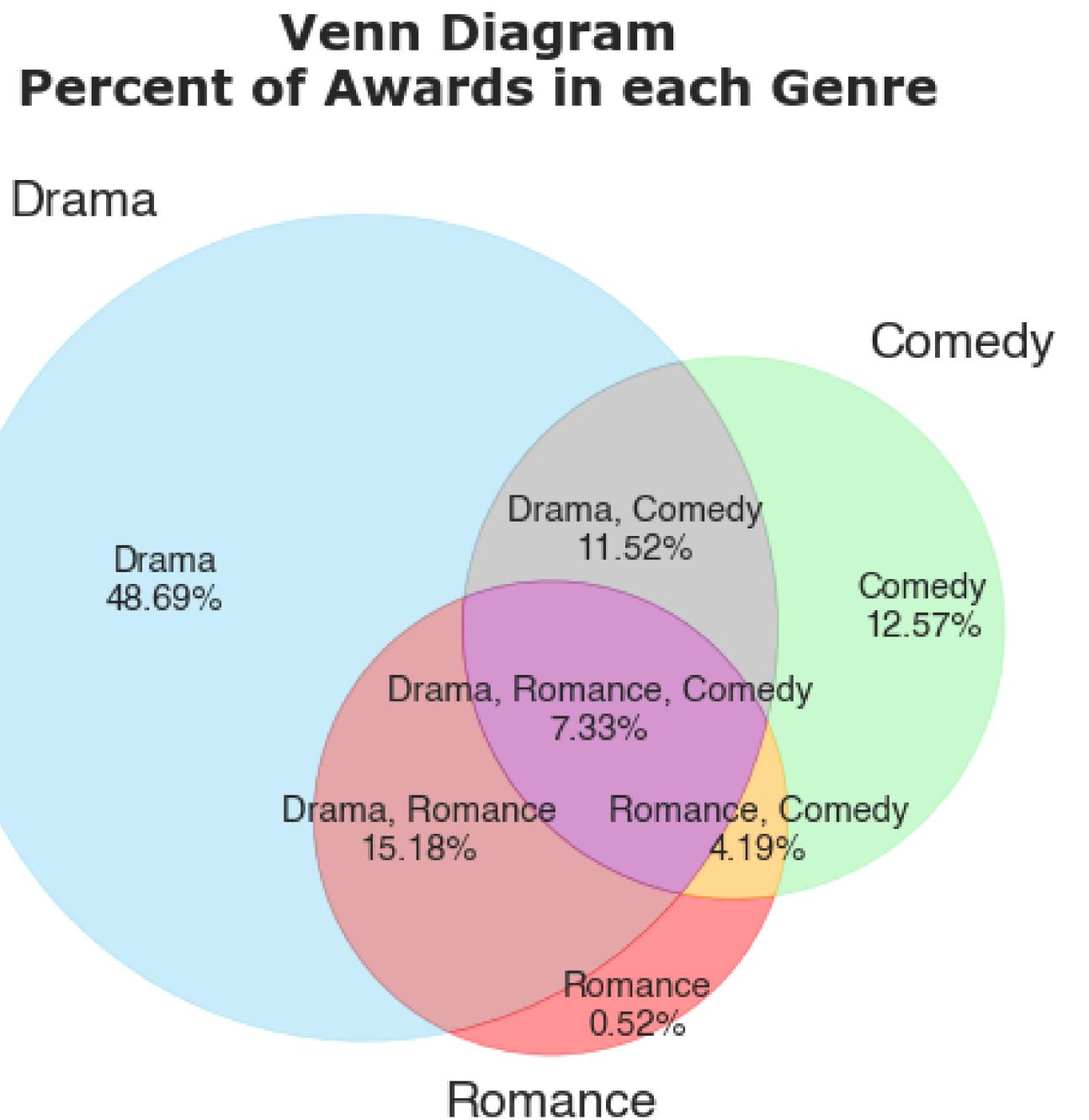
# THE RELATIONSHIP BETWEEN GENRES AND MOVIE AWARDS



Drama, Comedy, Romance usually won Oscars in the similar awards



# PERCENT OF AWARD IN EACH GENRES



- **Pure Drama** movies won highest Oscar awards
- 66% of other award genres contained Drama

# MEMBERS



6520412006 Paphavee Rujichansiri



6520422025 Naris Chanpaiboonkit



6520422030 Thanyalak Limsukhawat



THANK YOU  
FOR  
YOUR ATTENTION

Don't hesitate to ask any questions!