Midterm Proposal

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Submitted to: Prof. Masanao Yajima
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Personal Statement:
I aim to work as a marketing analyst for a social media or media corporation such as Facebook, Disney, or even Amazon as it is a diverse marketplace. The dataset I chose which is from Disney+ will hopefully be a helpful towards that. There is a lot of potential and there are a lot of directions I can take with it but things will be clearer once I organize the data and explore it a bit more.

Research question:
How much do certain actors and directors being a part of a film/tv show affect ratings?
I will also look into general interesting insights from analyzing actors / directors.

Data source:
The dataset I chose is from Kaggle. It is a collection of all the movies and tv shows on Disney+ along with their details such as cast, directors, ratings, release year, duration etc.

Link: https://www.kaggle.com/shivamb/disney-movies-and-tv-shows

Tentative timeline:

Task	Date
Data cleaning and wrangling	4th-10th Nov 2021
EDA	11th-14th Nov 2021
Modeling	15th-18th Nov 2021
Validation and testing	19th-21st Nov 2021
Write up	22nd-24th Nov 2021
Review and improvements	29th-2nd Dec 2021