# **Midterm Proposal**

**Submitted by:** Zara Waheed

**Submitted to:** Prof. Masanao Yajima

**Date:** 4th Nov 2021

**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:**

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| --- | --- |
| 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 |