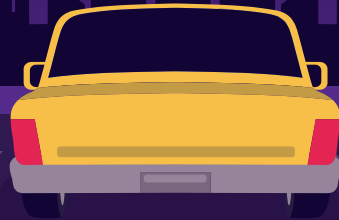


Examination of Factors Affecting Film Popularity

Talk Data to Me: Madison, Ann, Hannah, and Olivia



Introduction

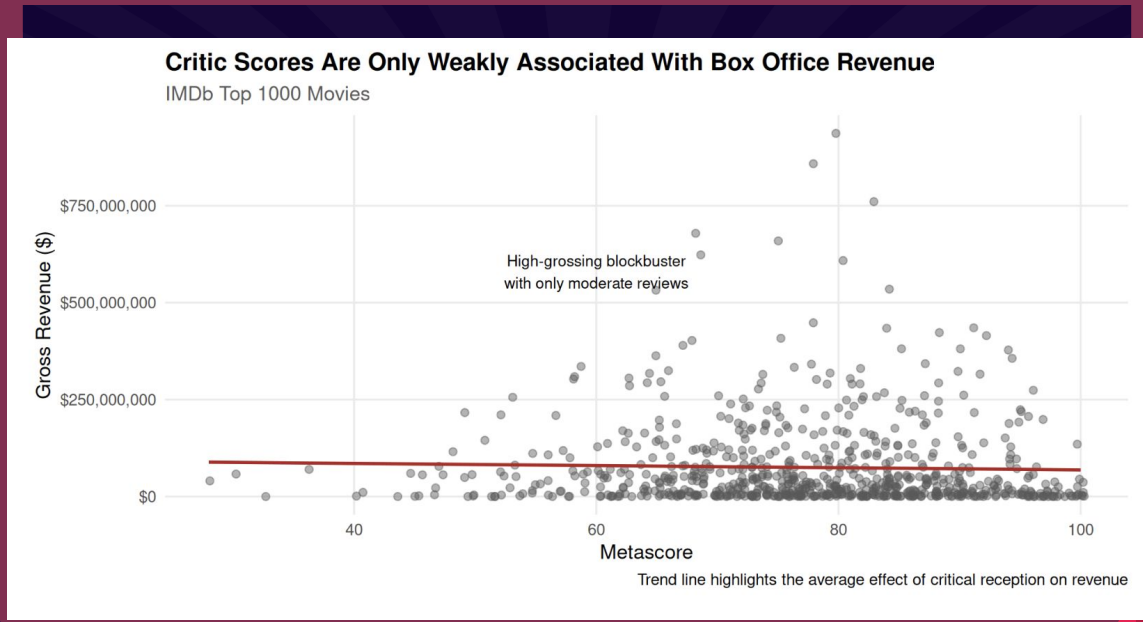
- **Data** comes from the Internet Movie Database (IMDb)
 - Large online database of information on films, including specifics like genre, rating, actors, and more.
 - This 2021 dataset was obtained from [Kaggle.com](https://www.kaggle.com),
 - Includes data on the top 1,000 titles
- **Motivation:** a shared curiosity as to what drives high box office revenue
 - Some movies earn their large revenues through the inclusion of popular actors, while others seem to earn it through positive ratings from film critics
- **Research question:** What drives box office revenue most: the actors involved, opinions of film critics, or opinions of the general public?

Data

Our dataset includes data on the top 1,000 films in 2021 (based on time of collection)

- Each observation in the dataset represents a single film or television title, with the following variables:
 - Release Year, Runtime, Genre, IMDb user rating, Number of User Votes, Metascore, Director, Leading Actors, Content Certification, and Gross Revenue
- The following variables are most relevant to our research question:
 - **gross:** gross revenue made from the movie in USD
 - **meta_score:** rating given by critics, from 0 to 100
 - **star1, star2, star3, and star4:** actors in the movie
 - **imdb_rating:** viewer ratings of movies, submitted to the IMDb platform.
- Minor tidying: altering the titles of each column to be R-compliant and changing the runtime of the movies (originally a categorical variable) to numeric.

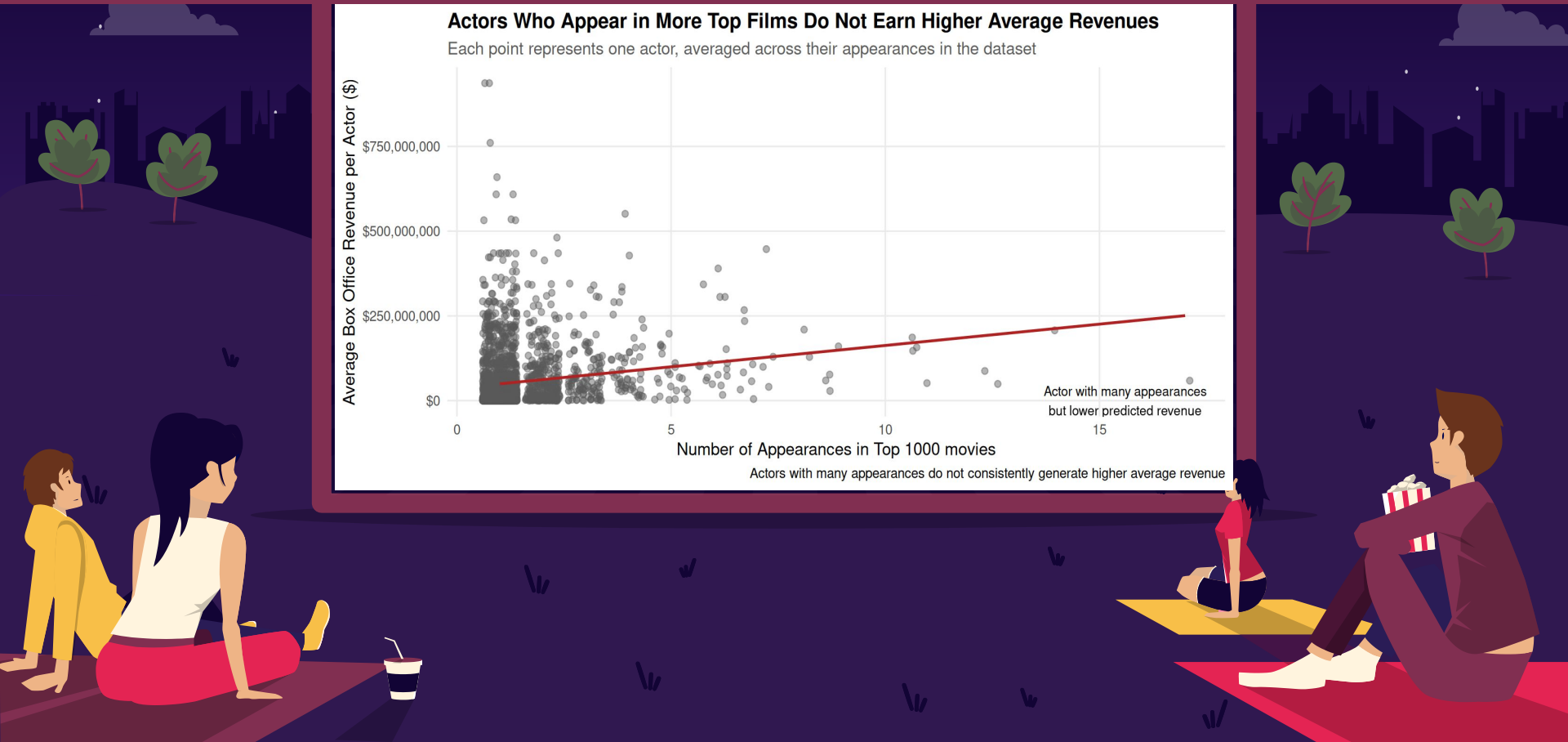
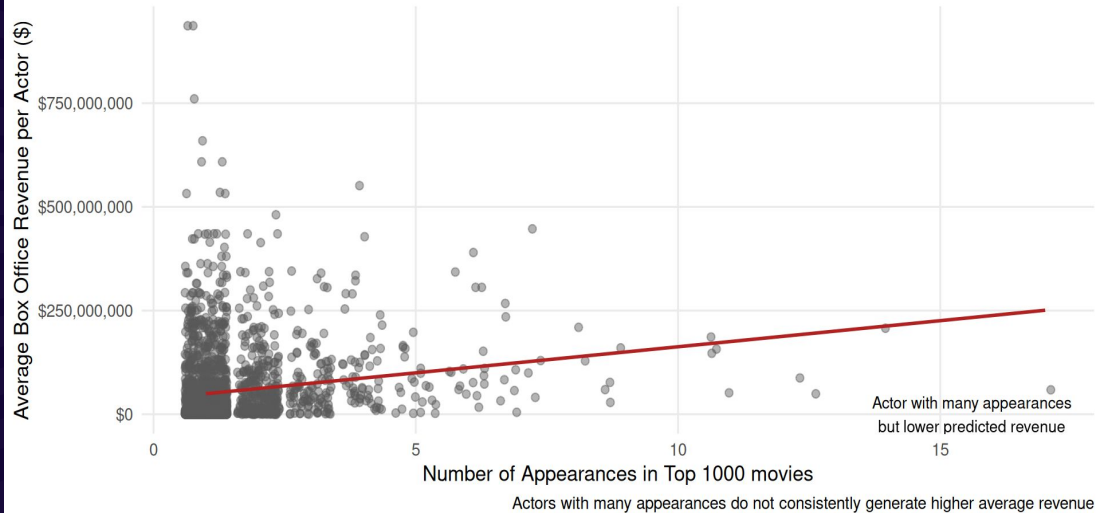
How does metascore affect gross box office revenue?



How does actor popularity affect gross box office revenue?

Actors Who Appear in More Top Films Do Not Earn Higher Average Revenues

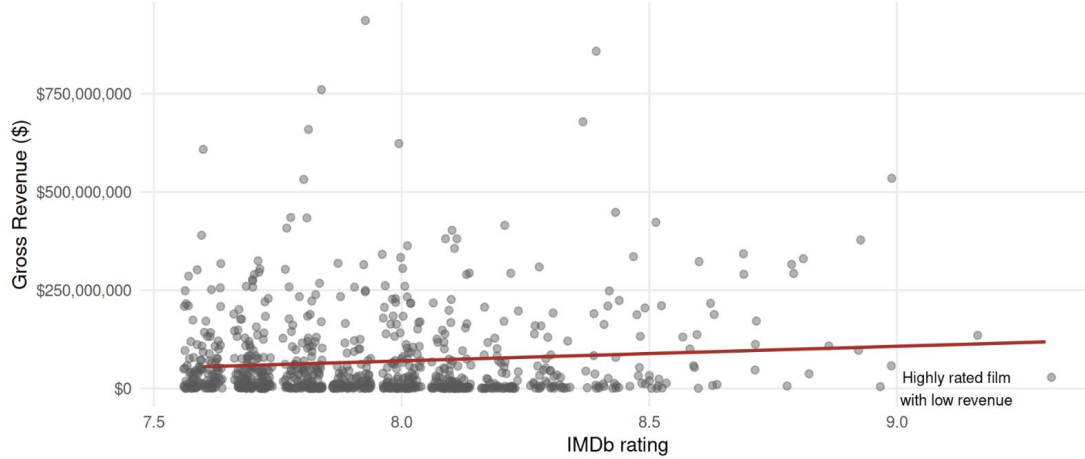
Each point represents one actor, averaged across their appearances in the dataset



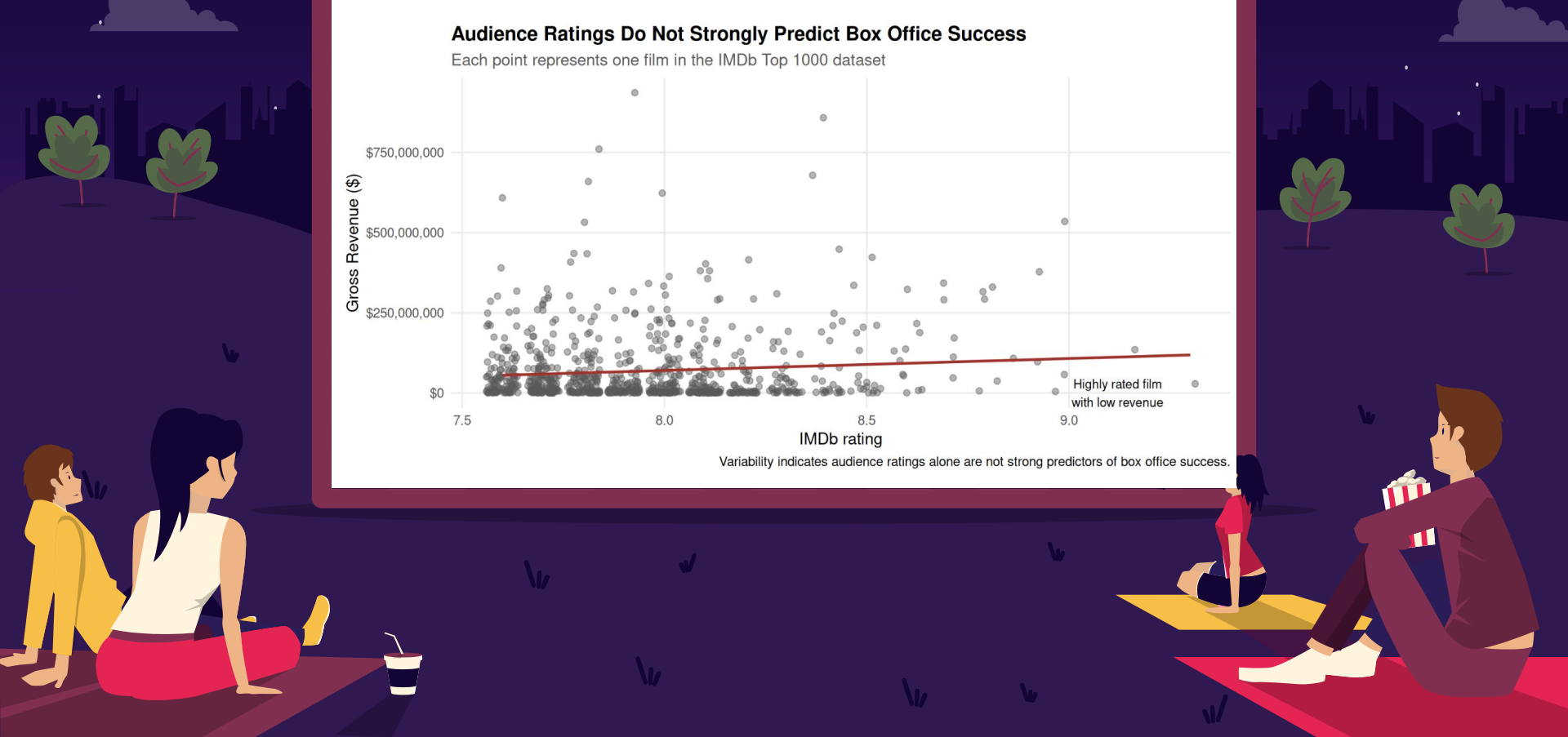
How does IMDb rating affect gross box office revenue?

Audience Ratings Do Not Strongly Predict Box Office Success

Each point represents one film in the IMDb Top 1000 dataset



Variability indicates audience ratings alone are not strong predictors of box office success.



Final Thoughts

- Conclusion/Discussion
- Limitations
- Reliability/Validity
- Suggestions for Improvement
- Future Directions



The End