A Study on Movie Genre Analysis Using IMDb Data

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Abstract: *This study examines the global film industry's trends, challenges, and revenue dynamics from the 1960s to the 2010s. Utilizing IMDb data, the research analyses various factors that influence film revenue, such as budget, genre, vote count, and popularity. The analysis employs statistical methods, including multiple regression, to uncover significant correlations between these variables. The findings highlight how higher budgets are often associated with higher revenues, particularly in action and animation genres. However, the success of a film also heavily depends on elements like storytelling quality, effective marketing, and audience engagement. Additionally, the rise of digital streaming platforms has significantly altered the landscape of film distribution and consumption. This study provides valuable insights for filmmakers and marketers, suggesting strategies to optimize their production and promotional efforts in line with evolving industry trends and audience preferences. Future research directions include exploring the impact of emerging technologies on the film industry.*

Keywords: Film Industry, Budget Analysis, Genre Preferences, Revenue, IMDb Data, Movie Popularity