



PREDICTING THE SUCCESS RATE OF UPCOMING BOLLYWOOD MOVIE

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ABSTRACT

This topic aims to develop a model to predict the success rate of upcoming Bollywood movies using primary data. The success rate would be determined based on several factors, such as audience demographics, preferences, expectations, and feedback, among others. The model would be developed by conducting surveys and interviews with a sample of moviegoers to collect primary data related to their perceptions and expectations of upcoming Bollywood movies. Machine learning algorithms would then be used to analyze this data and identify patterns and trends. The outcome of this study could help movie makers to understand the audience's expectations and preferences better and tailor their upcoming projects accordingly, increasing their chances of success in the highly competitive Bollywood industry.

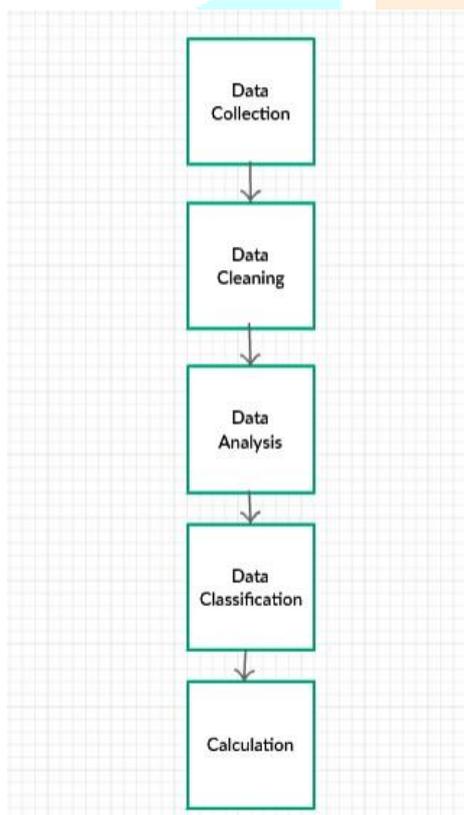
INTRODUCTION

Bollywood movies are known for their unique blend of drama, romance, action, and music, making it one of the most popular film industries in the world. The success of a Bollywood movie depends on many factors, including audience preferences, expectations, and feedback. To predict the success rate of upcoming Bollywood movies, it is essential to understand the audience's expectations and preferences. This can be achieved by collecting primary data through surveys and interviews with a sample of moviegoers. Machine learning algorithms can then be used to analyze this data and identify patterns and trends, providing insights into the audience's expectations and preferences. The outcome of this study could help movie makers tailor their upcoming projects to meet the audience's expectations, increasing their chances of success in the highly competitive Bollywood industry.

I. METHODOLOGY

- The objectives of predicting the success rate of upcoming Bollywood movies using primary data are as follows:
- To identify the audience's preferences and expectations regarding upcoming Bollywood movies.
- To analyze primary data collected from surveys and interviews with moviegoers to identify patterns and trends.
- To develop a machine learning model to predict the success rate of upcoming Bollywood movies based on primary data.
- To provide insights to movie makers regarding the audience's expectations and preferences to enable them to tailor their upcoming projects accordingly.
- To increase the chances of success of upcoming Bollywood movies by aligning them with the audience's expectations and preferences.

RESEARCH DESIGN



The system is decomposed into the following modules: -

- (1) Data Collection - Collecting data from web using data mining techniques
- (2) Data Cleaning - Clean, integrate and store collected data
- (3) Data Analysis - Analysis of strong correlation between factors and movie success
- (4) Data Classification - Add weight to each factor
- (5) Calculation - Calculated mean from all weighting and predict success

SOURCES OF DATA

Following sources of the data will be used:

1. Primary source-:

primary data will be collected through this source.

Will consist of psychological approach data of audiences.

Will be collected through survey method.

Data like favourite artist of target audience, their favourite genre etc.

DATA COLLECTION METHOD

Primary data collection

Primary data will be collected through survey method, where data will be directly collected through various methods like google form survey. This data is collected for the emotional approach of the audience that how people behaviour and thinking affects the success rate of the movie.

To study the data collected to analysis the Statistical Package for the Social Sciences (SPSS) Version 25 was used and they were presented in the form of tables and charts.

Percentage Method

Cluster Analysis X Factor Analysis

The information for this survey was gathered from primary sources. Primary data is information that is collected for the first time in order to collect information and analyse a problem. Non-probability sampling with a questionnaire method is used in this study. A representative sample is drawn from those who are easily accessible. Because of the size of the population, it is impossible to include everyone.

1) SAMPLING METHOD -

The sampling method refers to the process of selecting a representative subset of individuals or objects from a larger population for the purpose of collecting data or information. Sampling methods fall into two categories:

- probability ratio
- Probability is not a method.

Probabilistic means that each item in the population has an equal chance of being included in the sample. We used simple random sampling because it provided a similar opportunity to select a representative sample of the subject population. The sampling technique employed in this study was convenience sampling, which is a non-probability sampling method that involves selecting participants based on their availability and willingness to participate. The study utilized a well-designed questionnaire

2.SAMPLING FRAME-

Quantitative research in nature, the descriptive research design is generally used to describe and analyse the characteristics of a particular phenomenon, such as the factors that influence customer loyalty in the telecommunications industry. This type of design typically involves collecting data through surveys, questionnaires, or other standardized instruments and analysing the results using statistical methods.

Descriptive research can be useful in providing a comprehensive and detailed understanding of a particular topic, but it may not be able to establish causal relationships between variables. Therefore, it's important to interpret the results of descriptive research with caution and consider additional research methods if causal relationships are of interest.

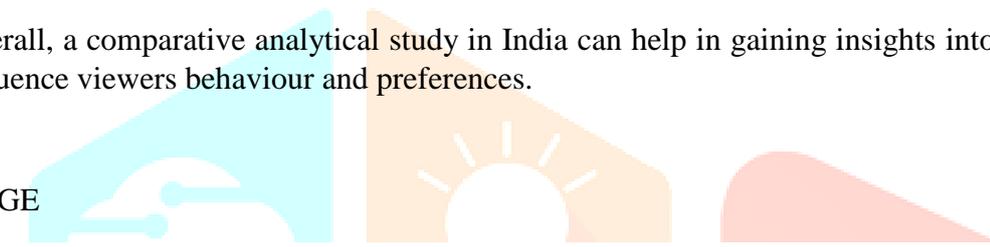
3.DATA ANALYSIS-

The data collected will be analysed using descriptive statistics and inferential statistics. The statistical software, SPSS, will be used to analyse the data.

MODELING AND ANALYSIS

Overall, a comparative analytical study in India can help in gaining insights into identifying the factors that influence viewers behaviour and preferences.

1.AGE



Age

74 responses

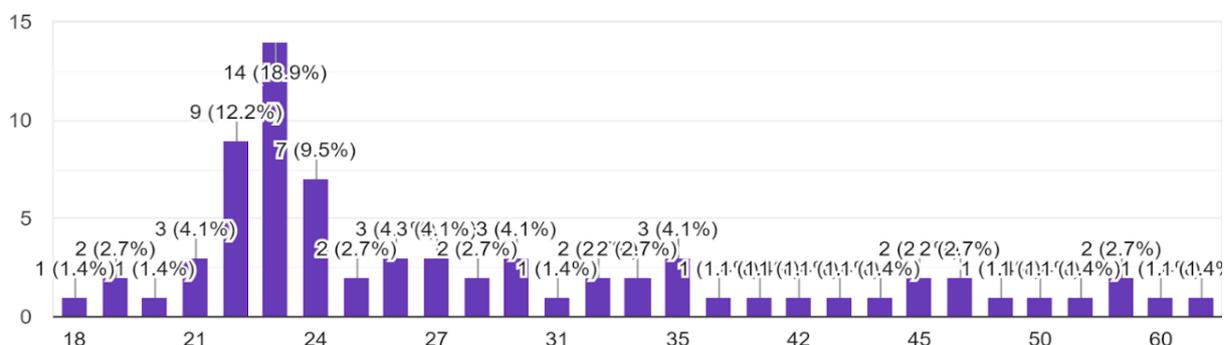


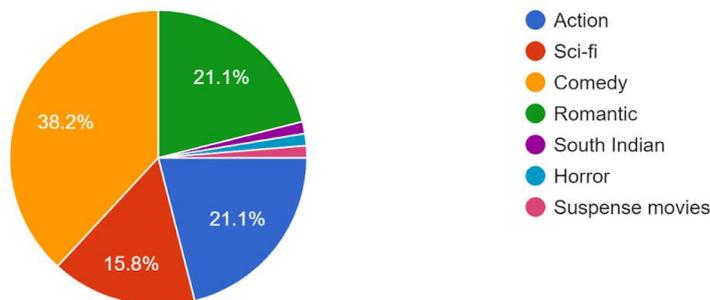
FIGURE-1 BAR GRAPH OF AGE ACCORDING TO DATA COLLECTED THROUGH SURVEY

Data collected through survey show that’s major movie watching categories falls between 21-25 years of age i.e. targeting this age group people can help in increasing chance of success of movie.

According to data collected average age of movie buffs is 30.18919 and the median value is 24.5

What is your favorite Bollywood movie genre?

76 responses



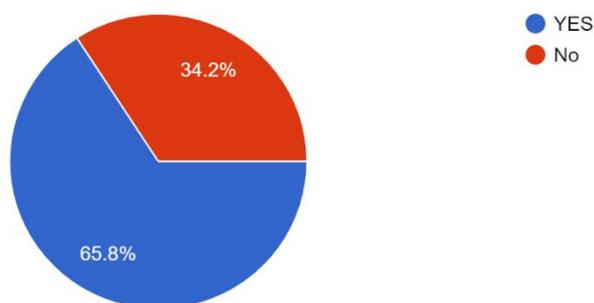
According to data collected 38.2 percent people likes to watch comedy movie which means now a days comedy are being more preferred by the population and the success chances of any upcoming comedy movie is comparatively higher than another movie of other genre.

But if go through the data in detail biggest movie watching group is from age 20-25 and this data shows that majority in this age group likes to watch the action movie rather than any other genre.

So detail analysis of data concludes that action movie has the higher chances of getting more success than any other genre.

Have you seen any trailers or promotional material for the upcoming Bollywood movie in 2022?

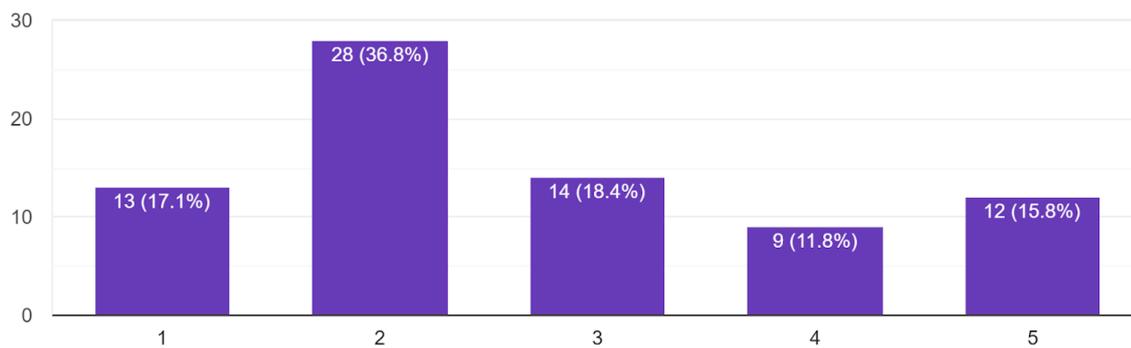
76 responses



Data shows that 68.5% people are showing some interest in upcoming Bollywood movies.

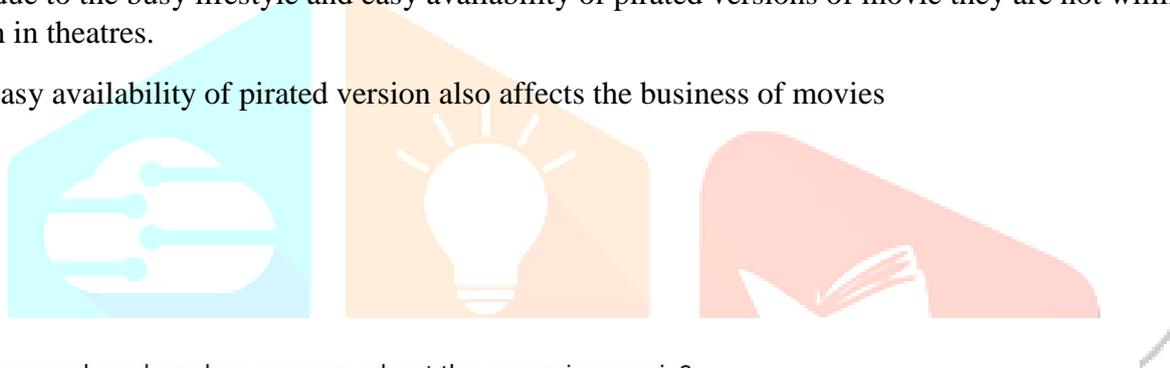
How often do you watch Bollywood movies in theaters?

76 responses



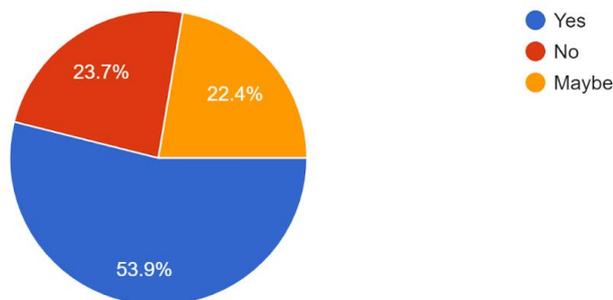
On asking to answer this question on the scale of 1-5 where 36.8 percent of population most unlikely to go and watch it in a theatre. On further study many reasons came across where one of the main reasons is people says due to the busy lifestyle and easy availability of pirated versions of movie they are not willing to go and watch in theatres.

The easy availability of pirated version also affects the business of movies



Have you heard any buzz or news about the upcoming movie?

76 responses

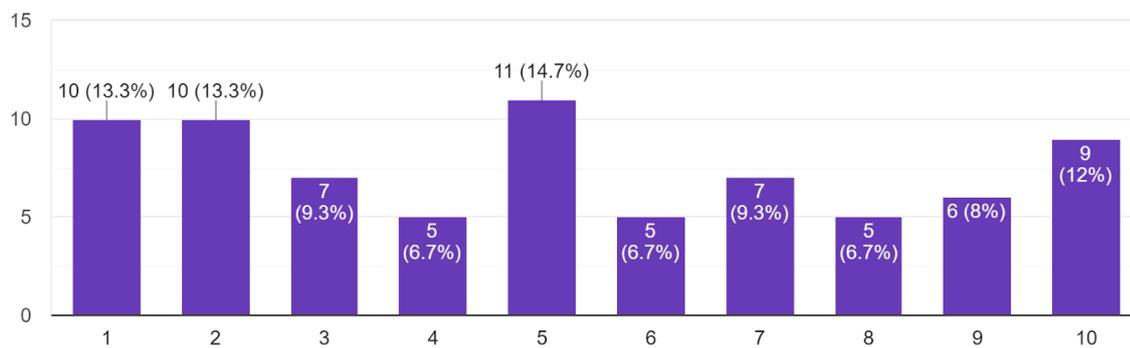


The analysis of responses shows that 53.9% of population shows keen interest in knowing about the upcoming movies.

This can conclude that correct and positive marketing strategies can attract the half audience of movies to theatre.

On a scale of 1-10, how likely are you to watch the upcoming Bollywood movie in 2022?

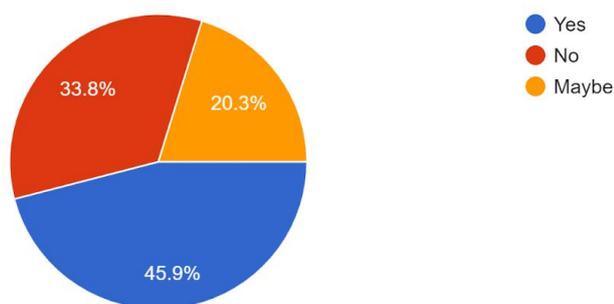
75 responses



Only 27% of population from scale 7-10(which are more interested in upcoming movie according to scale) are showing interest in watching upcoming movies).

Have you seen any previous work by the director or lead actors in that movie?

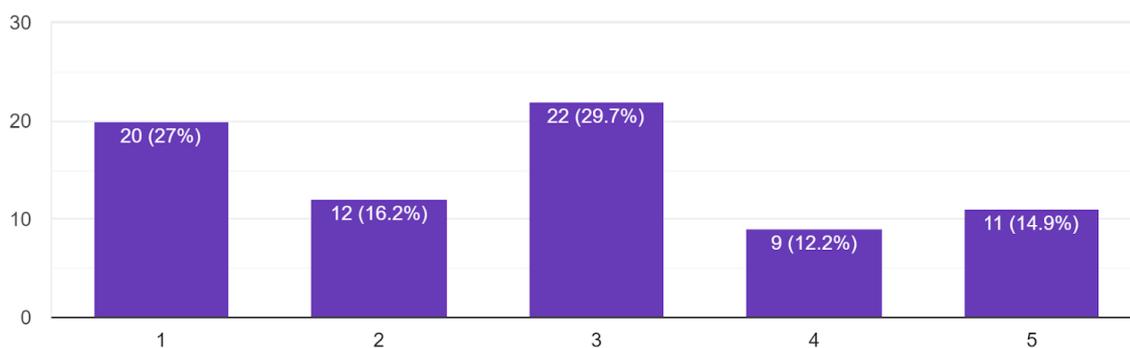
74 responses



This studies show that work of director and lead actors also affects the business of the business of movies. Because people seems to enjoy the work of their favorite actors and director comparitevely more than than the other actors and directors.

How important is the budget of a movie in determining your interest in watching it?

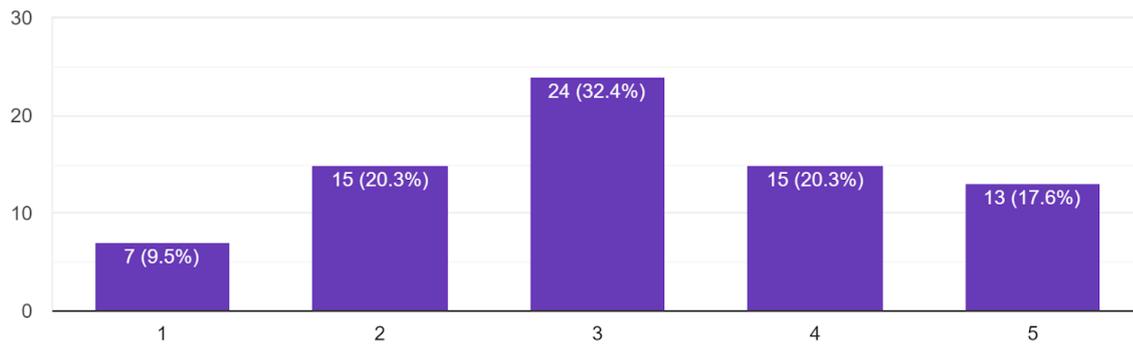
74 responses



According to this study 29.7% people are neutral regarding the budget of the movies. According to them high budget movies need not necessary to be more impactful or interesting.

How much weight do you give to pre-release buzz and reviews in deciding whether to watch a movie?

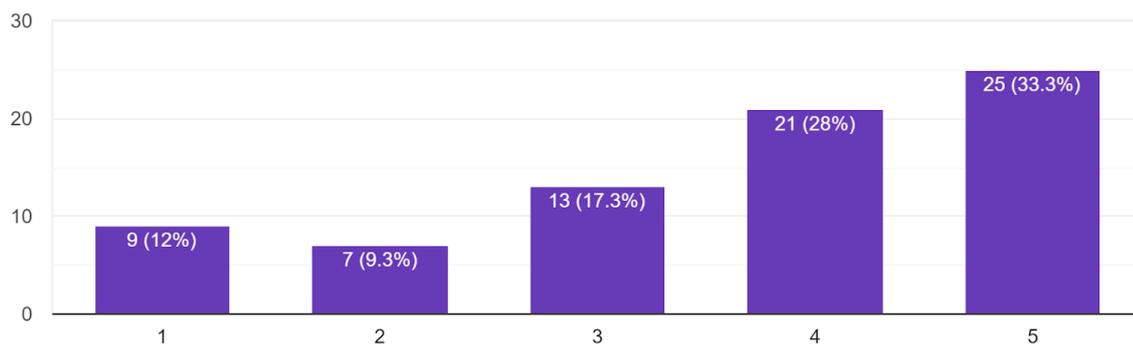
74 responses



Analysis shows that 32.4% like to watch and judge the movie by themselves rather than watching it on the basis of pre-released buzz and news.

How important is the storyline and genre in determining your interest in watching a Bollywood movie?

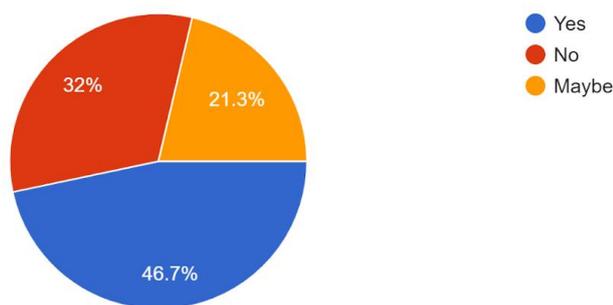
75 responses



Storyline and genre plays a most important role according to study as 33.33% populations relies on storyline and genre of the movie completely to decide whether to watch the movie or not.

Have you noticed any trends in the success rate of Bollywood movies in recent years?

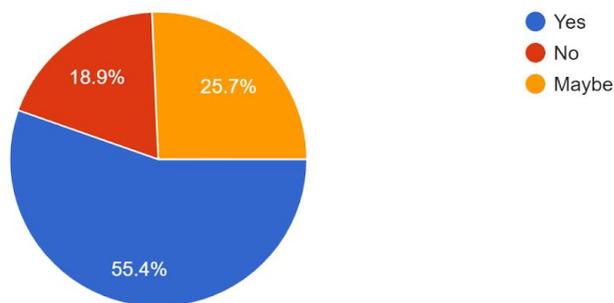
75 responses



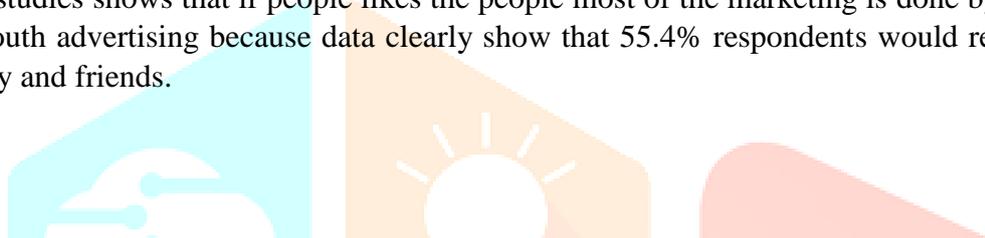
Analysis shows that majority of respondents i.e. 46.7% noticed the trends in Bollywood movies and that helps to decide to watch the movie or not. Like they said that trend helps them to predict the storyline i.e. that whether the upcoming movie has the same basic story plot like others or not etc.

Would you recommend the upcoming movie to your friends and family?

74 responses

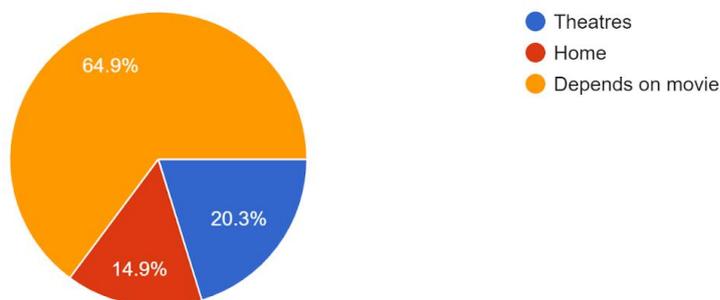


This studies shows that if people likes the people most of the marketing is done by audience only i.e. mouth to mouth advertising because data clearly show that 55.4% respondents would recommend movies to their family and friends.



Would you rather watch a Bollywood movie in theaters or at home?

74 responses



This depends on questions asked before like genre of the movies, storyline etc as 69.4% of respondents decision of where to watch the movie is based on nature of movie.

