

# Movie & Show Data Analysis Report

Comprehensive Data Analysis | Genres, Ratings & Industry Trends

Dataset: Movies & Shows (Genres, Ratings, Release Years)

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Exploring genre distribution, IMDb rating patterns, runtime characteristics, and evolving audience preferences.

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# 1. Executive Summary

This report presents a comprehensive analysis of a movies and shows dataset, covering genre distribution, IMDb ratings, runtime characteristics, and trends over time. The dataset includes titles spanning multiple decades across 19 genre categories.

<b>Drama</b> Top Genre	<b>Comedy</b> 2nd Genre	<b>~6.5</b> Avg. IMDb Score	<b>19</b> Genres Analyzed
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**Key Finding:** Drama and Comedy dominate the genre landscape, together accounting for over 70% of all titles. A gradual decline in average IMDb ratings has been observed over recent decades, dropping from peaks near 7.5 in the 1960s to approximately 6.3 in the 2020s. History, War, and Documentation consistently achieve the highest average ratings.

## 2. Introduction & Objectives

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The dataset contains details of movies and shows, including genres, IMDb ratings, release years, and runtime lengths. It provides insights into trends and preferences in the film and television industry. This analysis aims to uncover genre patterns, rating distributions, and evolving audience preferences over time.

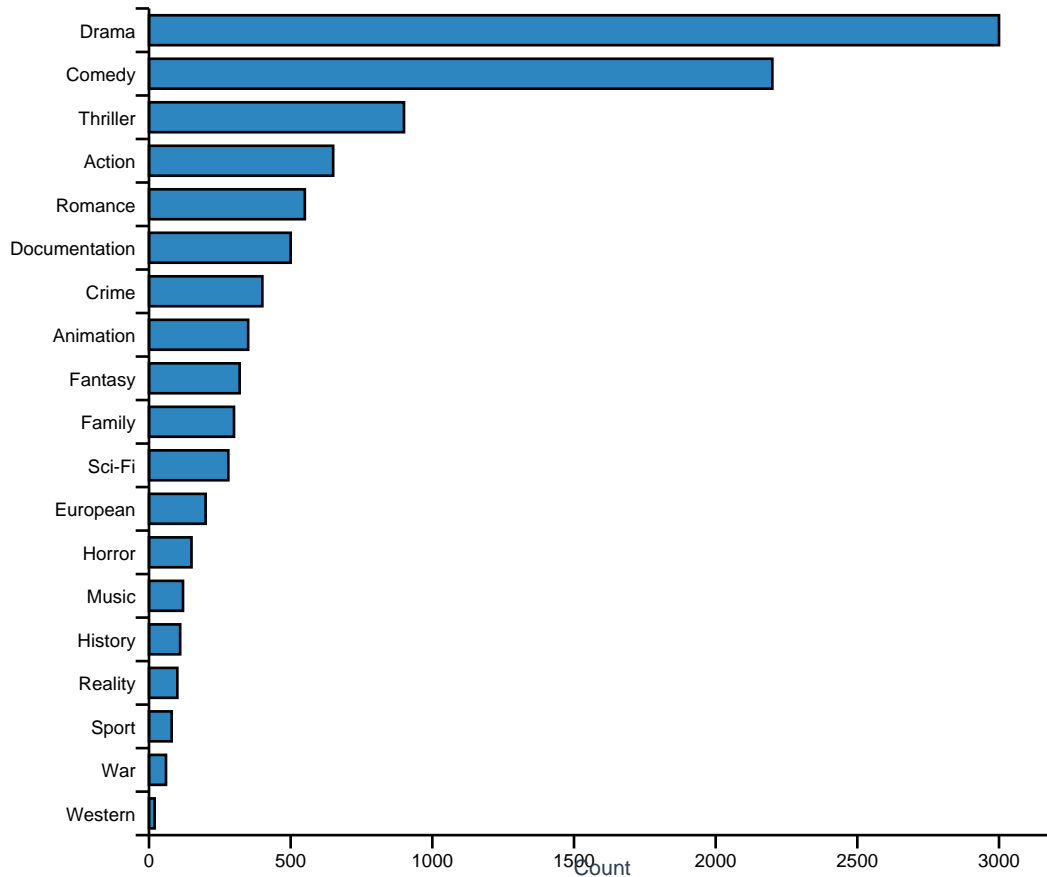
### Analysis Objectives

1. Map the distribution of titles across all genre categories.
2. Compare average IMDb scores across genres to identify quality patterns.
3. Analyze runtime distribution to understand standard content lengths.
4. Track IMDb rating trends over time to detect quality shifts.
5. Examine genre popularity trends over the last 20 years.

### 3. Genre Distribution Analysis

The analysis reveals a highly concentrated genre distribution. Drama is by far the most common genre with approximately 3,000 titles, followed by Comedy with around 2,200. Together, the top three genres (Drama, Comedy, Thriller) account for the majority of content.

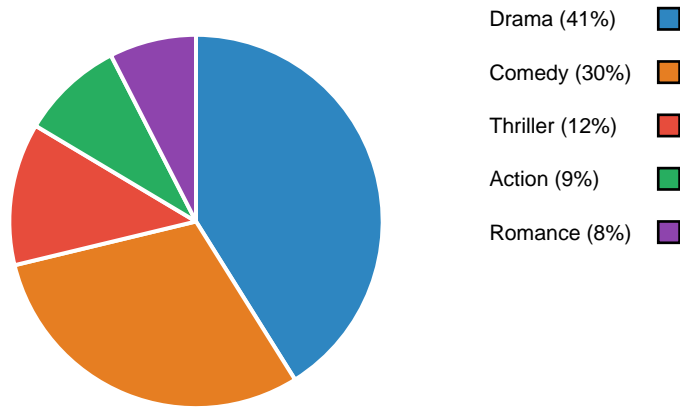
Distribution of Movies/Shows Across Genres



## Top 5 Genre Share

The pie chart below shows the share of titles among the five most popular genres. Drama alone represents 41% of the top-5 volume.

**Top 5 Genres by Share**

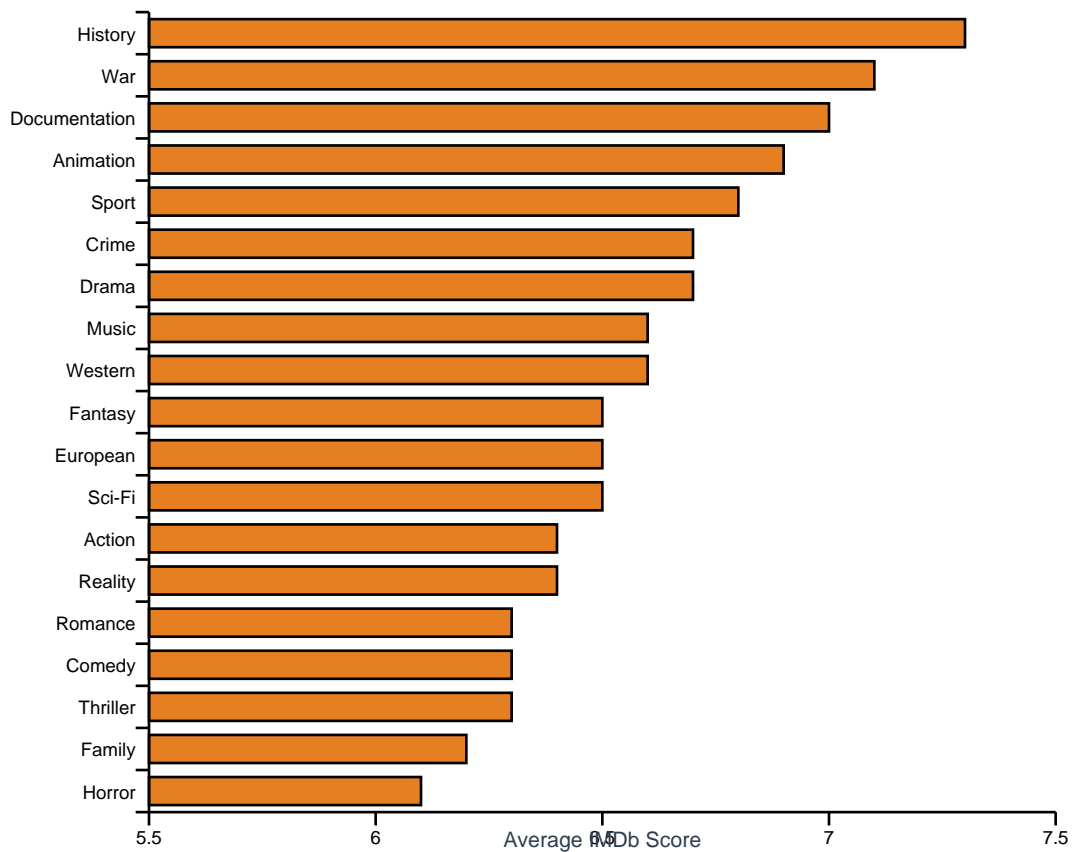


Rank	Genre	Approx. Count	Share
1	Drama	~3,000	~33%
2	Comedy	~2,200	~24%
3	Thriller	~900	~10%
4	Action	~650	~7%
5	Romance	~550	~6%
6	Documentation	~500	~5%
7	Crime	~400	~4%
8-19	Other 12 genres	~1,800	~11%

## 4. IMDb Ratings by Genre

Average IMDb scores vary notably across genres. History (7.3), War (7.1), and Documentation (7.0) achieve the highest average ratings, while Horror (6.1), Family (6.2), and Thriller/Comedy (6.3) sit at the lower end. This suggests that niche, quality-focused genres tend to rate higher than high-volume mainstream categories.

Average IMDb Score by Genre



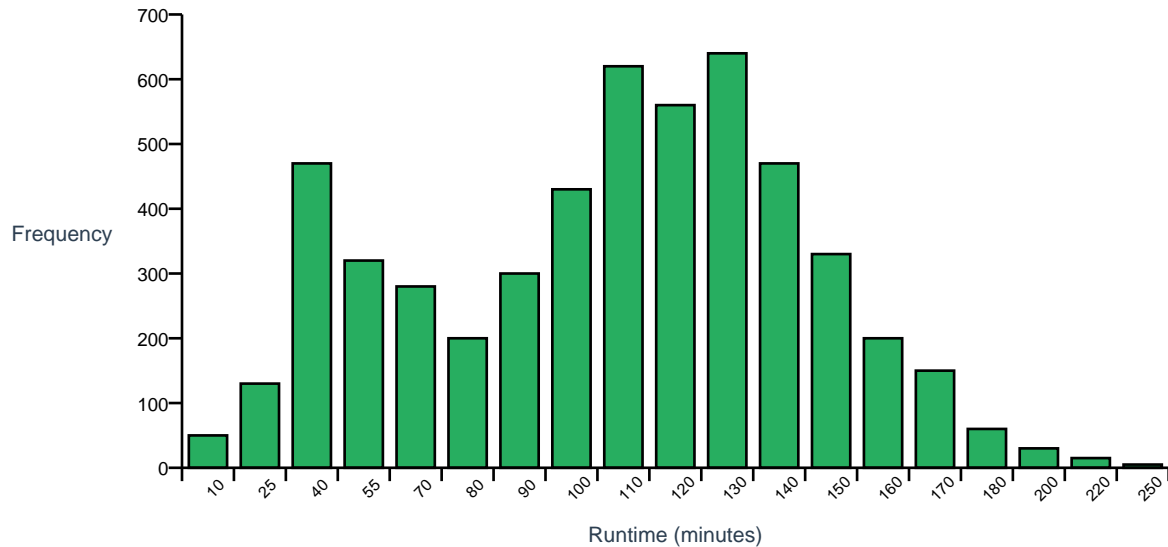
Tier	Genres	Avg. IMDb Range
Top Rated	History, War, Documentation	7.0 – 7.3
Above Average	Animation, Sport, Crime, Drama, Music	6.6 – 6.9
Average	Western, Fantasy, Sci-Fi, European, Action, Romance	6.3 – 6.5
Below Average	Reality, Comedy, Thriller, Family, Horror	6.1 – 6.4

**Insight:** The inverse relationship between genre popularity and ratings is notable — Drama and Comedy are the most produced but rate lower than niche genres like History and War. This may reflect dilution: high-volume genres include more mid-quality titles.

## 5. Runtime Distribution

The distribution of movie/show lengths shows a bimodal pattern with two peaks: one around 30–40 minutes (corresponding to TV show episodes and short features) and another around 90–110 minutes (standard feature film length). Most content falls within the 20–150 minute range.

Distribution of Movie/Show Lengths

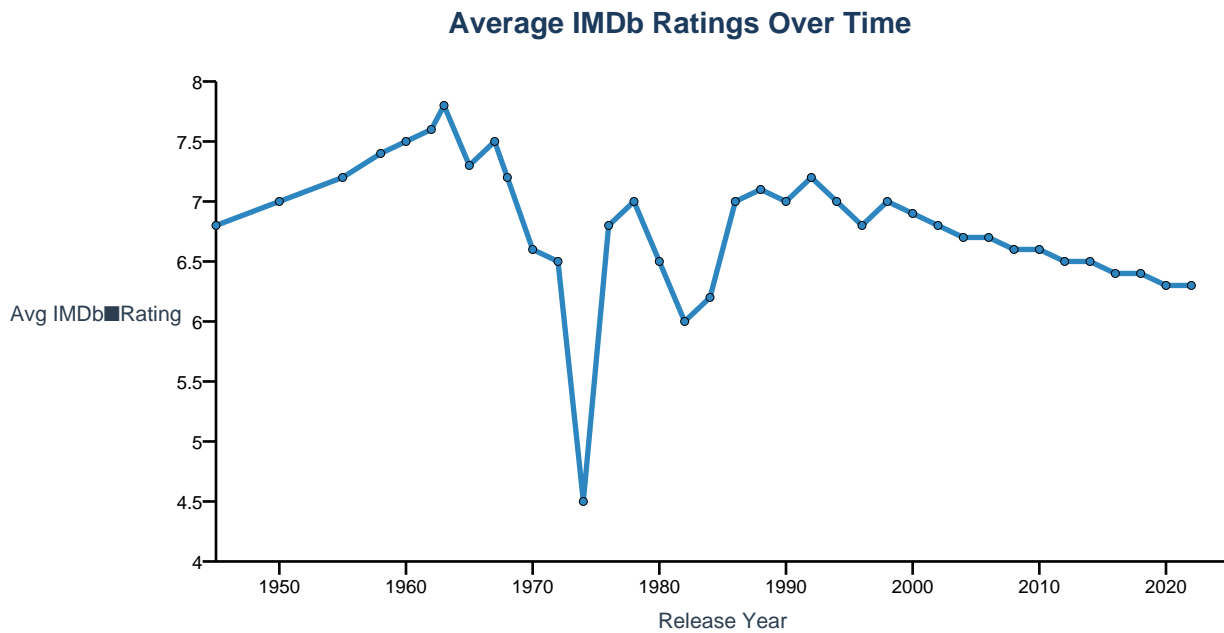


Runtime Range	Content Type	Frequency
< 30 min	Short films, episodes	Moderate
30–60 min	TV episodes, short features	High (1st peak)
60–90 min	TV movies, indie films	Moderate
90–120 min	Standard features	Highest (2nd peak)
120–150 min	Long features, epics	Moderate
150+ min	Extended cuts, epics	Low

Note: Lack of budget data precluded correlation analysis between budget and ratings.

## 6. Rating Trends Over Time

The trend in average IMDb ratings over time reveals a gradual decline from the peaks of the late 1950s–1960s (averaging 7.3–7.8) to the modern era (averaging 6.3–6.5). The most significant dip occurred in the mid-1970s. From the late 1990s onward, ratings have been on a slow but steady downward trend.



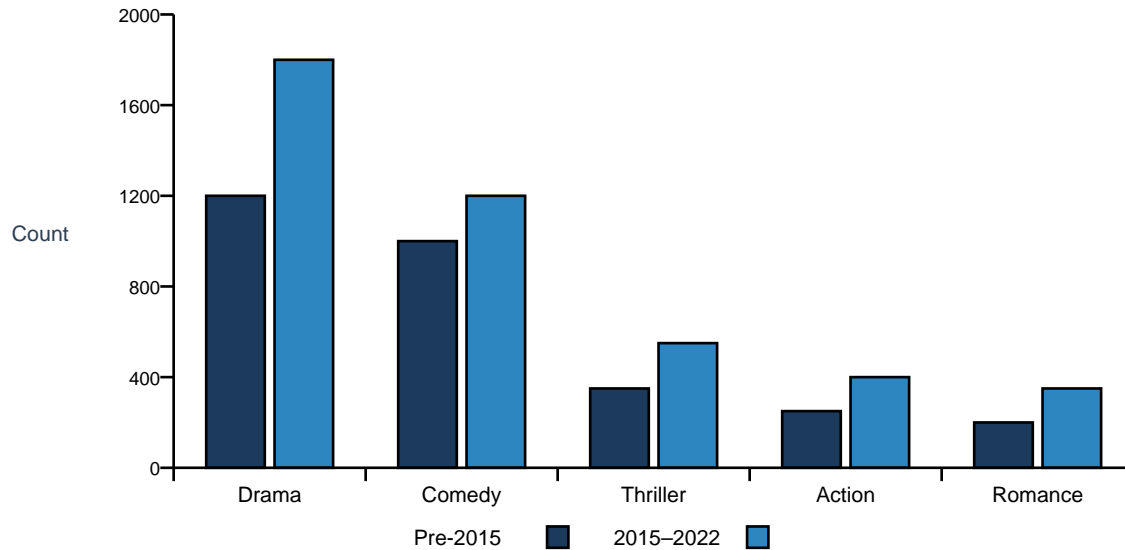
Era	Avg. IMDb Rating	Trend
1945–1965	7.0 – 7.8	Peak era / Golden Age
1966–1979	4.5 – 7.0	Volatile / Major dip
1980–1999	6.5 – 7.2	Recovery & stability
2000–2015	6.5 – 7.0	Gradual decline
2016–2022	6.3 – 6.5	Continued decline

**Interpretation:** The decline likely reflects the sheer volume increase of content in the streaming era, which dilutes average quality scores. Earlier decades had fewer titles, and IMDb ratings may also exhibit survivorship bias — poorly rated older titles are less likely to be cataloged.

## 7. Genre Popularity Trends (2002–2022)

Genre popularity has shifted over the last two decades. Drama and Comedy have grown in absolute volume, with the largest increases occurring post-2015 coinciding with the rise of streaming platforms. Thriller and Action have also seen notable growth.

**Genre Volume: Pre-2015 vs 2015–2022**



The 2015–2022 period shows significantly higher production volumes across all top genres, driven by the expansion of streaming services (Netflix, Amazon, Disney+, etc.) which dramatically increased demand for original content.

## 8. Key Findings

### Finding 1: Drama & Comedy Dominate

Drama (~3,000 titles) and Comedy (~2,200 titles) together account for over 70% of all content. Thriller ranks a distant third with approximately 900 titles.

### Finding 2: Niche Genres Rate Higher

History (7.3), War (7.1), and Documentation (7.0) achieve the highest average IMDb scores. High-volume genres like Comedy and Thriller rate lower (~6.3), suggesting quality dilution.

### Finding 3: Gradual Rating Decline

Average IMDb ratings have declined from peaks of 7.5+ in the 1960s to approximately 6.3 in the 2020s. This likely reflects increased content volume in the streaming era and possible survivorship bias in older data.

### Finding 4: Bimodal Runtime Distribution

Runtime shows two distinct peaks: ~35 minutes (TV/short content) and ~100 minutes (feature films). This reflects the dual nature of the dataset covering both movies and shows.

## 9. Insights & Recommendations

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### 1. Focus on Popular Genres with Quality

Drama and Comedy drive volume, but maintaining quality is essential to combat the declining ratings trend. Invest in strong scripts and talent for high-volume genres.

### 2. Leverage High-Rated Niche Genres

History, War, and Documentation consistently score well. These represent opportunities for prestige content that builds brand reputation.

### 3. Address the Ratings Decline

The gradual decline in IMDb ratings warrants attention. Content strategies should prioritize quality over quantity, especially in an increasingly saturated streaming landscape.

### 4. Optimize for Standard Runtimes

The 90–110 minute sweet spot for features and 30–45 minutes for episodic content align with audience expectations. Deviations should be justified by narrative needs.

### 5. Track Genre Shifts for Commissioning

The rise of Thriller and Action content post-2015 suggests evolving audience appetites. Commissioning strategies should be data-informed.

## 10. Conclusion

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This report highlights significant trends in the movie and show landscape: the dominance of Drama and Comedy, an inverse relationship between genre popularity and ratings, a long-term decline in average IMDb scores, and a bimodal runtime distribution. These insights are valuable for content creators, platform curators, and industry strategists navigating the evolving entertainment landscape.

**Bottom Line:** The data reveals an industry producing more content than ever, but with gradually declining average quality scores. The opportunity lies in balancing volume with quality — particularly in high-performing niche genres that consistently deliver higher audience ratings.

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*This report was prepared by Kevyn.ai for entertainment industry data analysis.*

**For Data Analysis Services**

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