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Movie Analytics: A Hollywood Introduction to Big Data (SpringerBriefs in Statistics)

Dominique Haughton, Mark-David McLaughlin, Kevin Mentzer, Changan Zhang
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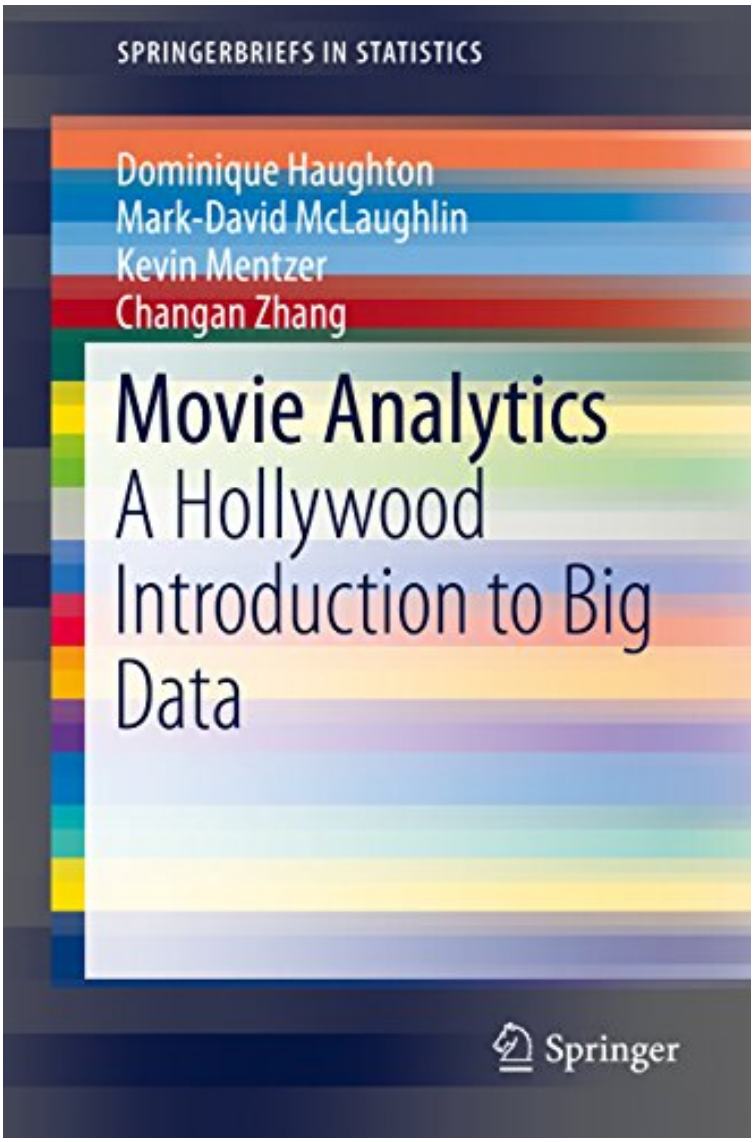

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Movies will never be the same after you learn how to analyzenbsp;movie data, includingnbsp;key data mining, text mining and social network analytics concepts. These techniques may then be used in endless other contexts. In the movie application, this topicnbsp;opens a livelynbsp;discussion onnbsp;the current developments innbsp;big datanbsp;from a data science perspective. This book is geared to applied researchers and practitioners and is meant to be practical. The reader will take a hands-on approach,nbsp;running text mining and social network analyses with software packagesnbsp;covered in the book. These includenbsp;R, SAS, Knime, Pajek and Gephi.nbsp;The nitty-gritty of how to build datasets needed for the various analyses will be discussed as well. This includes how to extract suitable Twitter datanbsp;andnbsp;create a co-starring network from the IMDB database given memory constraints. The authorsnbsp;alsonbsp;guide the reader through an analysis of movie attendance data via a realistic dataset from France.

ldquo;This book covers the methods of analyzing big data in order to determine the success of a motion picture, what revenue it will bring in, and even how long it will last at a given location. hellip; it will be most enjoyed by professional statisticians engaged in success prediction.rdquo; (James Van Speybroeck, Computing s, January, 2016)