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CAPSTONE PROJECT CHARTER

Project Information

Project Title:
Movie Madness Metadata Cleaning Project

Abstract:
I've worked with an independent video store, Movie Madness, to clean their database of 90,000+ film titles to ensure consistency, accuracy, and completeness of every record. They acquired a new POS system in 2015 that acts as their film database which made it simple for them to input new film information. However, they had a backlog of film data that was not moved over with a consistent framework in mind. My work to clean this data has made their reports more accurate, created a consistent cataloging schema, and made the online search experience for their customers much smoother and enjoyable.
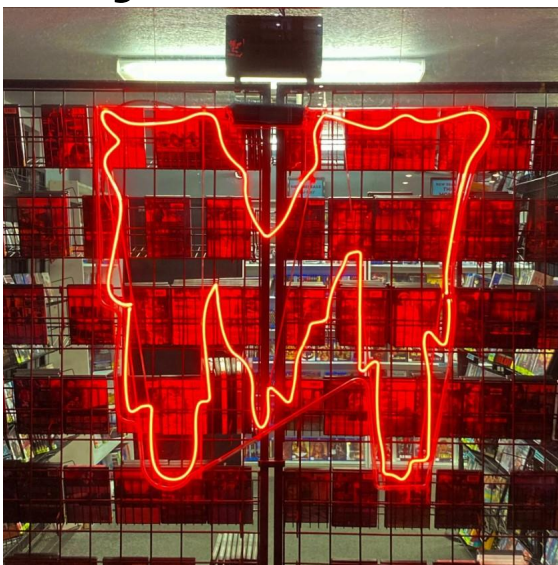
Team Member Names:
Matt Hill

Sponsoring Organization:
Movie Madness Video

Project Tile

Team Information

Matt Hill
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As the sole member of this project team, I will be analyzing every record in Movie Madness' database and updating the information and their website search engine. As a lifelong movie fan, I was absolutely ecstatic to start digging through this massive collection.
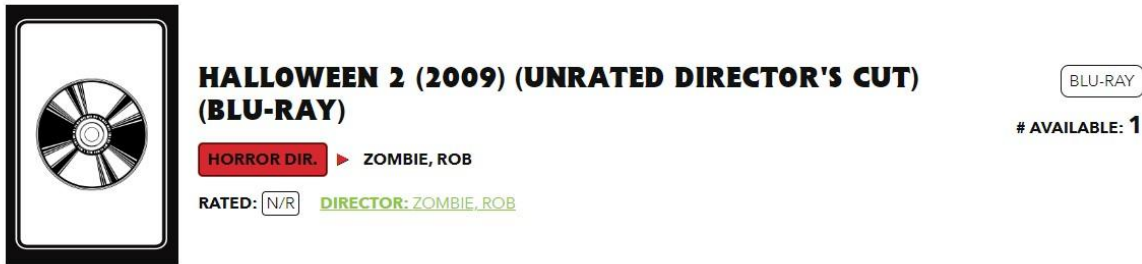
Sponsor Information

Movie Madness is a Portland, OR institution. Originally founded in 1991, this nonprofit video rental store has grown into popular destination for film fanatics with over 90,000 titles in their collection, a miniplex that has regular film classes and free screenings, and showcases a unique collection of film props, costumes, and paraphernalia from cinema history. As the world moves more towards digital streaming services for their movie watching, Movie Madness remains steadfast in collecting physical media and keeping these titles available for all.

The Information Problem

Movie Madness acquired a new POS system in 2015 that also acts as their database for their film collection. However, titles that were already in their collection prior to this new software have not been updated to fit the correct formatting they want for their collection and may be inaccurate. In addition to inconsistencies, Movie Madness wanted an image of the film to appear next to the title on their website so customers could quickly recognize what films were showing up in their search. As it was, the titles would appear with inconsistent information and with a generic gray blank as an image next to the title.

My Solution

To help fix these issues for Movie Madness, I went through their database record by record in order to implement a consistent metadata schema and include unique keys that would make the correct image appear next to a given film's title on their website. To ensure consistency, I made sure that the film's title matched the specific item that could be rented in the store. Sometimes the title on the DVD or VHS would not match the common title found on IMdB or other film websites, so I would have to include alternative titles in the metadata so the film could still appear in customer searches. I would also ensure that the film's release date, rating, runtime, and director information was correct and followed a consistent format "(FILM TITLE) (RELEASE YEAR) (EDITION) (FORMAT) (ADDITIONAL NOTES IF APPLICABLE)" across all titles.

How it Went

FRANKENSTEIN (1931) (75TH ANNIVERSARY EDITION) (DVD)

DVD

AVAILABLE: **2**

CLASSIC SCI-FI/ HORROR ▶ FRANKENSTEIN (CLASSIC)

RATED: N/R   DIRECTOR: WHALE, JAMES

Throughout the second and third quarter of my academic year, when I did the bulk of my work, I was able to correct and catalog all of the films in their "classic" sections, which included "Academy Winners", "Classic Actors", "Classic Directors", "Classic Comedies", "Classic Sci–fi/Horror", "Classic Series", and "General Classics". This roughly comes out to about 7,000 titles that have been corrected and refreshed over 5 months.

Overall, my experience during this project was nothing short of amazing. I was able to connect with many employees of the shop and learned about so many titles that I never knew existed. Implementing a consistent schema across the database was also a great way to combine my interests in library science and database management within a field that I'm deeply passionate about. I thoroughly enjoyed my time and look forward to continuing this work for as long as they'll have me.