



Movie Genres Analysis

WHAT TYPES OF MOVIES ARE DOING WELL IN THE BOX
OFFICE?

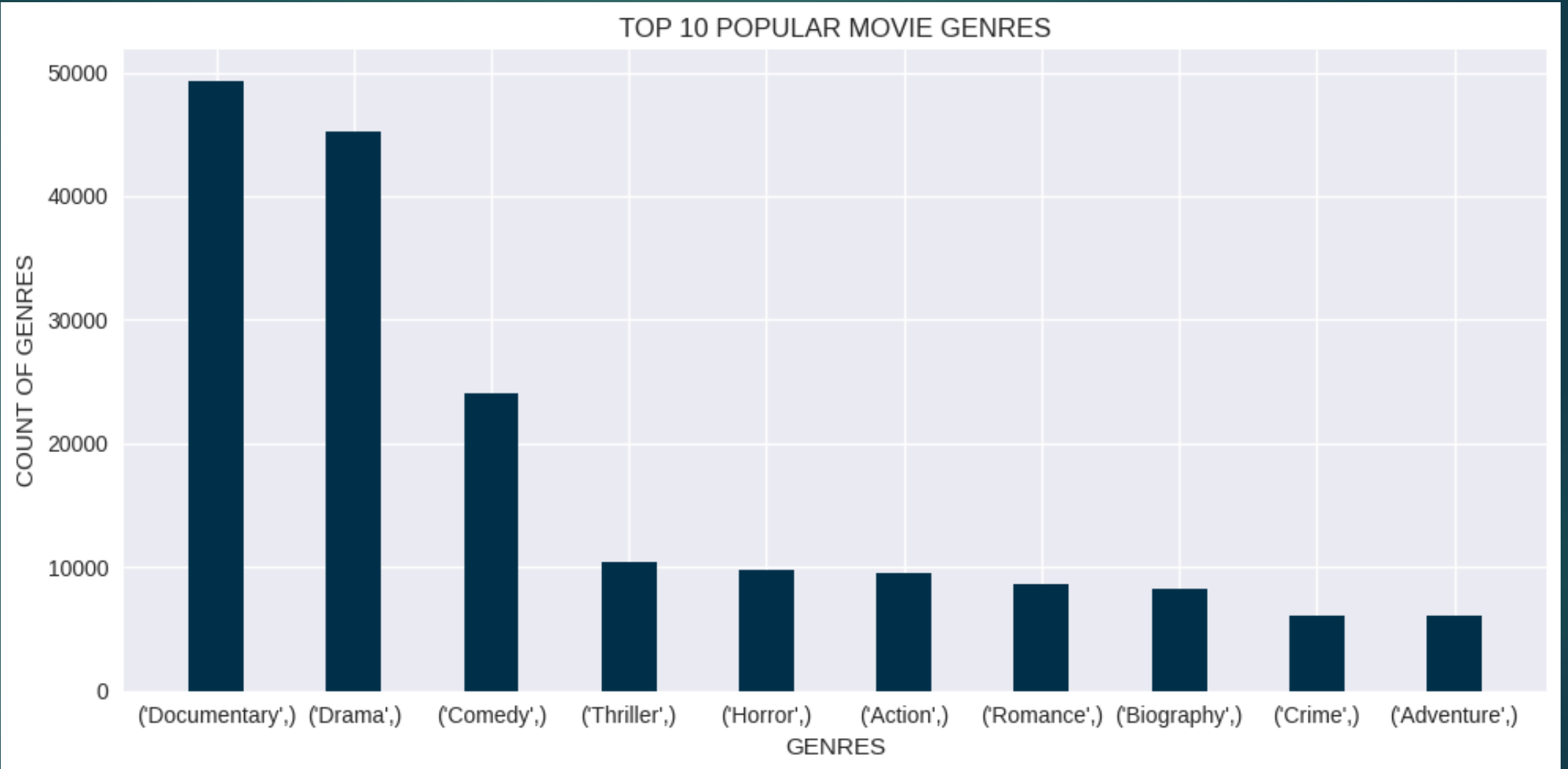
Introduction

- PROJECT IS AIMED AT PERFORMING AN ANALYSIS FOR MICROSOFT
- REVIEW OF DATA WITH AIM TO ADVISE THE COMPANY AS IT VENTURE INTO MOVIE PRODUCTION.
- THE ANALYSIS EXPLORES DATA PROVIDED TO ADVISE ON TYPES OF MOVIES TO INVEST IN
- ANALYSIS PAYS EMPHASIS ON DATA THAT HAVE RELATIONSHIP TO MOVIE GENRES
- ANSWERS AND RECOMMENDATIONS FOCUSED AROUND "TYPES OF FILMS"
- THE RECOMMENDATION PUTS THREE FACTORS INTO CONSIDERATION; POPULARITY, PROFITABILITY AND COST OF PRODUCTION

MOST POPULAR MOVIES

- DOCUMENTARIES HAD THE HIGHEST POPULATION IN THE DATASET.
- IT IS INFERRED THAT THEY ARE THE MOST POPULAR GENRE
- A CLOSE SECOND PLACE WAS TAKE BY DRAMA (24,014)
- THIRD PLACE WAS TAKE BY COMEDIES'
- OTHERS IN THE TOP TEN FAVORITES INCLUDED THRILLER, HORROR, ACTION, ROMANCE, BIOGRAPHY, CRIME AND ADVENTURE

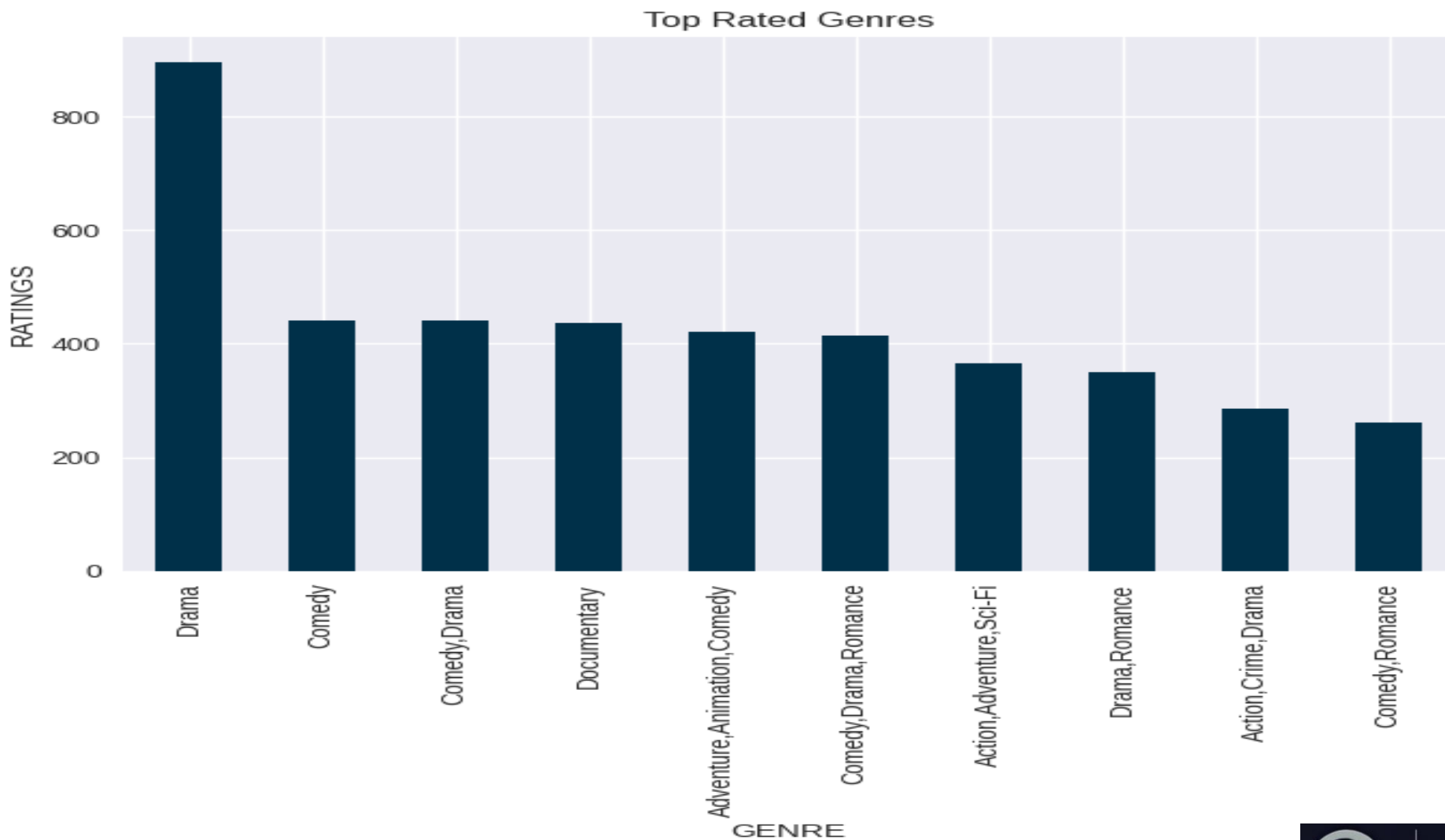
TOP10 POPULAR GENRES



POPULARITY BY RATING

- DRAMAS HAVE THE HIGHEST RATINGS
- IT IS DEDUCED THAT THEY ARE THE MOST POPULAR GENRE
- A CLOSE SECOND PLACE WAS TAKEN BY COMEDY
- OTHER TOP TEN FAVORITES INCLUDE ADVENTURE, ANIMATION AND ACTION

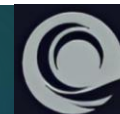
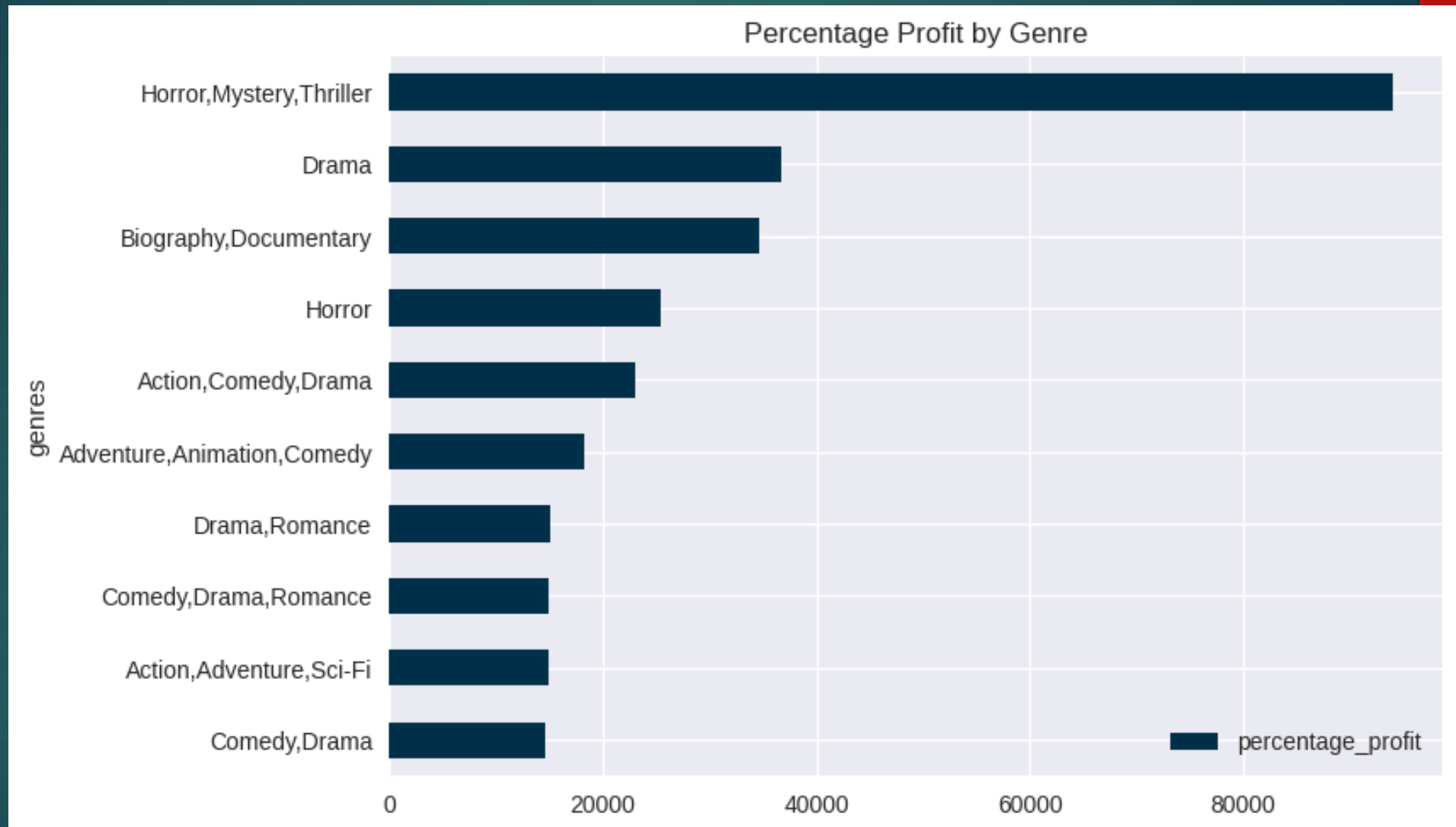
TOP10 POPULAR GENRES



MOST profitable movies genres to make

- A BLEND OF HORROR/MYSTERY/THRILLERS HAD THE HIGHEST THE HIGHEST PERCENTAGE PROFIT
- THIS CATEGORY HAD PERCENTAGE PROFITS UP TO 90,000 PER CENT.
- DRAMAS AND DOCUMENTARIES/BIOGRAPHIES CAME IN SECOND AND THIRD RESPECTIVELY
- THE TWO CATEGORIES WERE PROFITABLE WITH PERCENTAGE PROFITS IN THE UPWARDS OF 30,000.
- HORROR AS A CATEGORY OF THEIR OWN CAME IN FIFTH, INDICATING THAT HORRORS ARE A TOP EARNER.
- SIMILARLY, DRAMA APPEARED AGAIN AT 6TH CATEGORY INDICATING IT IS LUCRATIVE

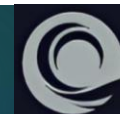
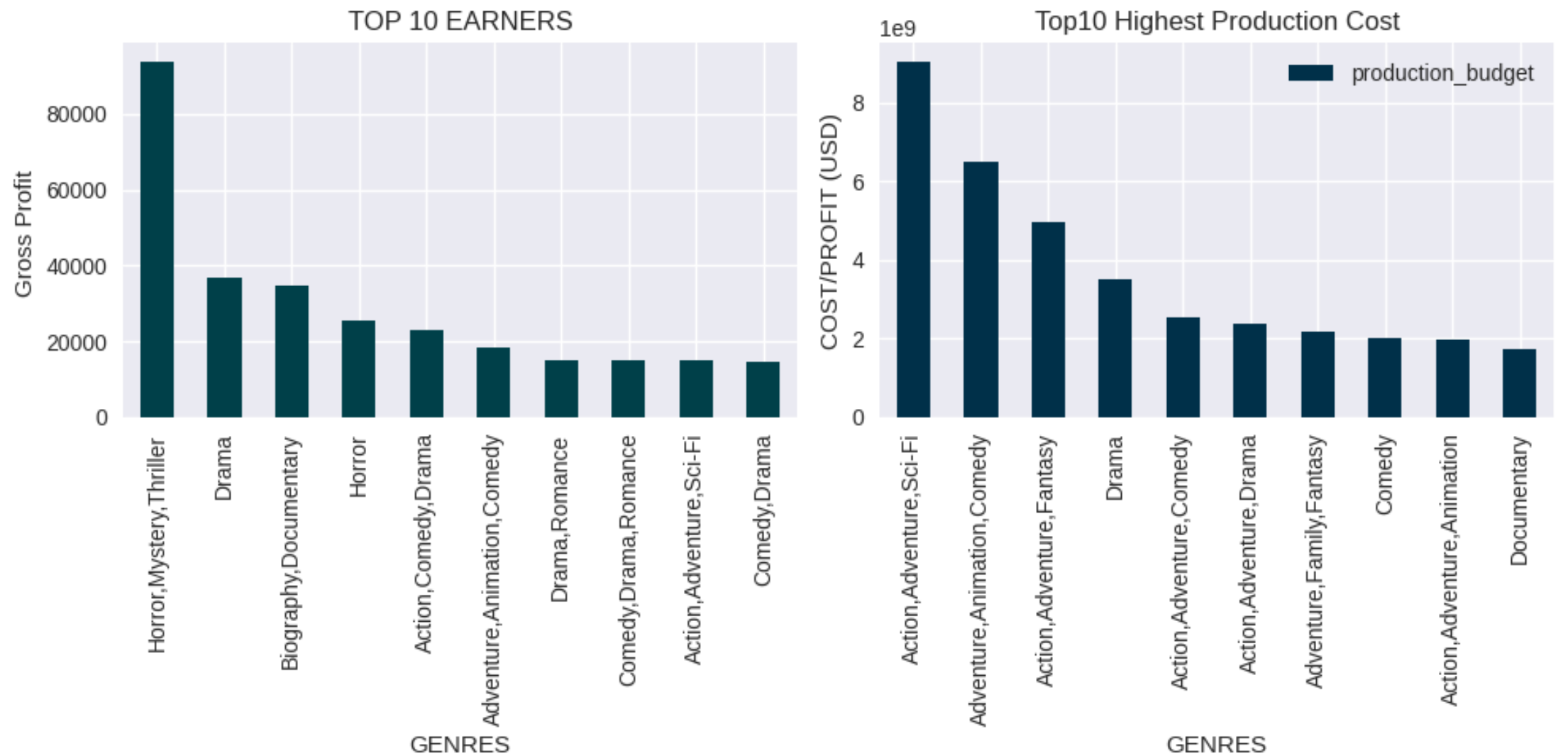
MOST profitable movies genres to make

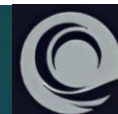
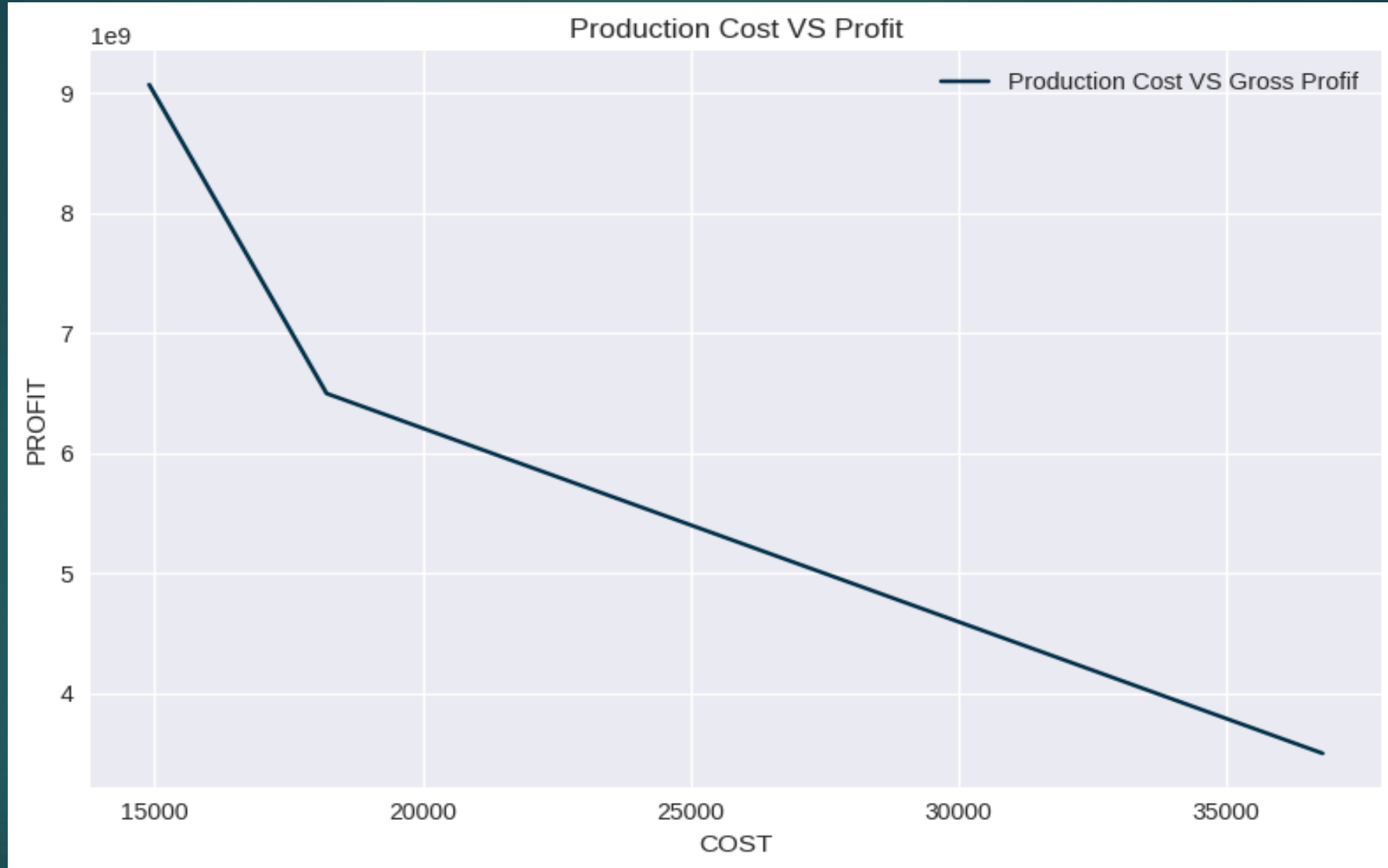


Production cost vs percentage profit

- GRAPHS BELOW SHOW MOST PROFITABLE GENRES COMPARED TO THE MOST EXPENSIVE TO PRODUCE
- HORROR/MYSTERY/THRILLERS CATEGORY IS MISSING AMONGST THE HIGH PRODUCTION COST CATEGORY
- DRAMA FEATURE IN BOTH BUT IN RELATIVELY LOW NUMBERS
- DRAMAS ARE A SAFE BET MEDIUM COST AND MEDIUM RETURNS
- ADVENTURE/ANIMATION/COMEDY HAD BOTH HIGH RETURNS BUT ALSO HAD HIGH PRODUCTION COST
- ACTION MOVIES HAVE HIGH PRODUCTION COST WITH FEASIBLE PERCENTAGE PROFITS

TOP EARNER VS COST OF PRODUCTION





Recommendations

1. THE COMPANY SHOULD PRIORITIZE PRODUCTION OF DRAMA MOVIES
 - Amongst most popular genre
 - Have low cost of production
 - Have relatively high returns on investment
2. TOP GENRES TO INVEST IN INCLUDE ADVENTURE/ANIMATION/COMEDY. DESPITE THE HIGH PRODUCTION COST THEY HAD SOME OF THE HIGHEST RETURNS AND WERE AS WELL POPULAR.
3. FOR DIVERSITY, THE COMPANY COULD INVEST IN ACTION, ADVENTURE, COMEDIES, DOCUMENTARIES AND ROMANCE



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