

# Best Movie Option Project

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# Overview

- I have been tasked with examining recent film data in order to come up with actionable recommendations for microsoft's entry into film making
- They decided to consider the data
- I will focus on film director genres and revenue areas.

# Areas of Focus

## GENRE

The most watched genre will be determined by considering the data.

## DIRECTORS

Identify the directors of the best rated movies

## REVENUES

As in every project, the best revenue will be determined.

# Genre Analysis

best 5 genre to be observed

## Conclusions

- the company should focus on those gender
  1. Drama
  2. Action
  3. Adventure
  4. Crime
  5. Sci-fi

# Genre Analysis

## Findings:

- Most preferred genre identified

## Conclusions:

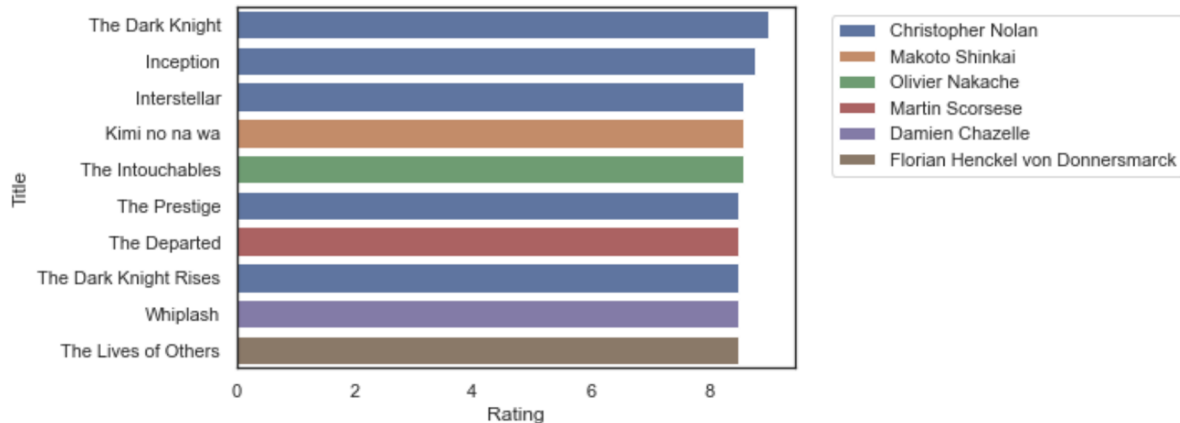
- The density of genre provides us with a target
- Should the most preferred genre be our goals?
- The right director, the right genre will carry us to high revenues

# Top Directors

- I examined data from imdb, in top 10
- As you see Christopher Nolan at higher ranks

```
In [89]: sns.barplot(x='Rating',y=top10_len.index,data=top10_len,hue="Director",dodge=False)  
plt.legend(bbox_to_anchor=(1.05,1),loc=2)
```

Out[89]: <matplotlib.legend.Legend at 0x7fc90ee3d910>



# most popular movies

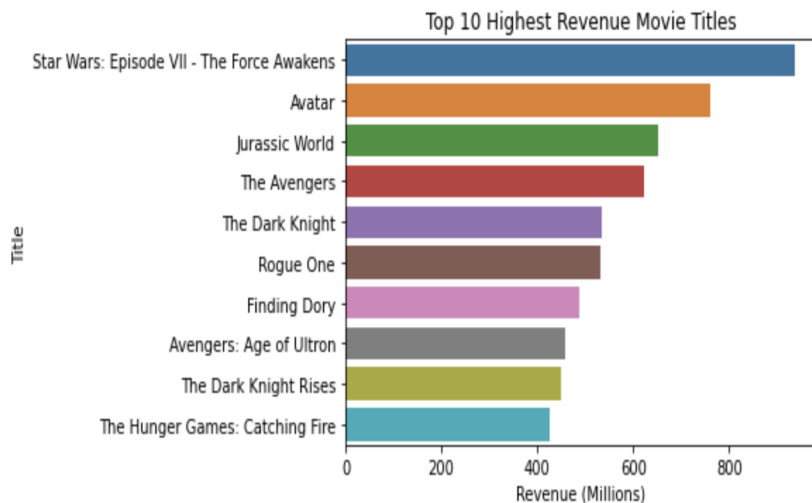
```
from collections import Counter
Counter(one_d)
```

```
Counter({'Action': 277,
        'Adventure': 244,
        'Sci-Fi': 107,
        'Mystery': 86,
        'Horror': 87,
        'Thriller': 148,
        'Animation': 45,
        'Comedy': 250,
        'Family': 48,
        'Fantasy': 92,
        'Drama': 419,
        'Music': 15,
        'Biography': 67,
        'Romance': 120,
        'History': 25,
        'Western': 4,
        'Crime': 126,
        'War': 10,
        'Musical': 5,
```

- Drama 419
- Action 277
- Adventure 244
- Crime 126
- Sci-Fi 107

# REVENUE

```
In [38]: sns.barplot(x='Revenue (Millions)', y=top_10.index, data=top_10)
plt.title('Top 10 Highest Revenue Movie Titles')
plt.show()
```



## Conclusion:

When we look at the highest-grossing films, we see action-adventure science fiction films, but there is a situation we need to pay attention to, the shooting costs of these films are very high. When we look at the films with the highest ratings and the highest number of views, drama is in the foreground and if we take into account the shooting costs, drama films are on the forefront again.



# General Conclusion

- The films with the highest rankings were determined.
- best directors determined
- imdb,rotten tomatoes,tmdb data were analyzed and it was determined that the most preferred movies were drama
- Not seeing drama among the top-grossing doesn't mean a failed genre

Unhappy Faces are the Harbinger of Happy Days



# Conclusion

- using the data, it was determined that the most interacted genre was drama
- It will be a better study for our company if we prefer this tour because of the low cost of shooting and the possibility of winning an award in the international film field.

# Thank You !

Please feel free to ask any questions now

You may also reach me via email:

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