Movie Recommendation and Analysis

Problem Statement

Perform analysis and Basic Recommendations based on Similar Genres and Movies which Users prefer.

Some of the Key Points on which we will be focusing include:

- Profitability of Movies
- Language based Gross Analysis
- Comparison of Gross and Profit for Different Genres,
- Recommendation systems based on Actors, Movies, Genres.

This Project will help us to understand Correlation between these factors.

Calculating Profit of a Movie

- **Budget:** It is an amount which Producers Spend to Produce a Movie which Includes the Production, casting, and Advertisements cost.
- **Gross:** It is an amount which Producers earn by releasing their movies in theaters, selling satellite rights to TV, OTT Platforms such as Prime, Hulu, Disney+Hotstar, Netflix etc.
- **Profit: Gross - Budget,**

  We are going to use this formula, to calculate Top Most Profitable Movies of all time.

Calculating Social Media Popularity

Important Factors to determine the Social Media Popularity includes:

- Number of People who voted for the Movie.
- Number of People who Reviewed the Movie.
- Number of Facebook Likes on the Movie Page.

Using these Metrics, we have come up with a Formula to calculate the Social Media Popularity of these Movies.

(No. of People Reviewed for Movie/No. Of People Voted for Movie)*No. Of Facebook Likes

Making Reports for Actor

It would be very Interesting if we can create a Function which can provide a summary of an Actor which should Include:

- The Time Period of Actor.
- Maximum Gross Amount
- Minimum Gross Amount
- Average IMDB Ratings for the Movie
- Most Common Genres

Key Takeaways

It is very important to analyze the key takeaway after completing a Project. So let’s discuss the Major Key Takeaways

- Understanding of Missing Values Treatment
- How to Perform Feature Engineering
- How to Manipulate the data according to the requirements.
- How to Perform Recommendations based on the Content
- How to Perform Recommendations based on Similarity.