Movies Recommendation System

Movie Analysis Presentation

Steps

Steps to finish project

- Summary
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Summary

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create

01

GOALS

* Come up with a strategy to produce start producing films

Business Problem

01
Most rated movie genres

Most rated movie genre ?

02
Popular Genres

What genres have the most number of votes

03
Profitable Genres

Which movie genre is the most profitable

Data

Imdb dataset
140416 movies
Includes genre,release
date,runtime,director and ratings

The Numbers dataset
5698 movie
Includes budget and gross

The box office Mojo

The Rotten tomatoes dataset

Methods

Data preparation
I familiarized myself with the datasets and get to know what columns of each dataset I will focus on and if I will be required to merge.

I cleaned my data by:

Duplicates	Removing duplicates in the data I am working with
Datatypes	Changing the datatypes in the columns
Null values	I removed all the null values in my data
Visualizations and Analysis:	I used barplots, scatterplot and heatmaps

Results

I will focus on Genres

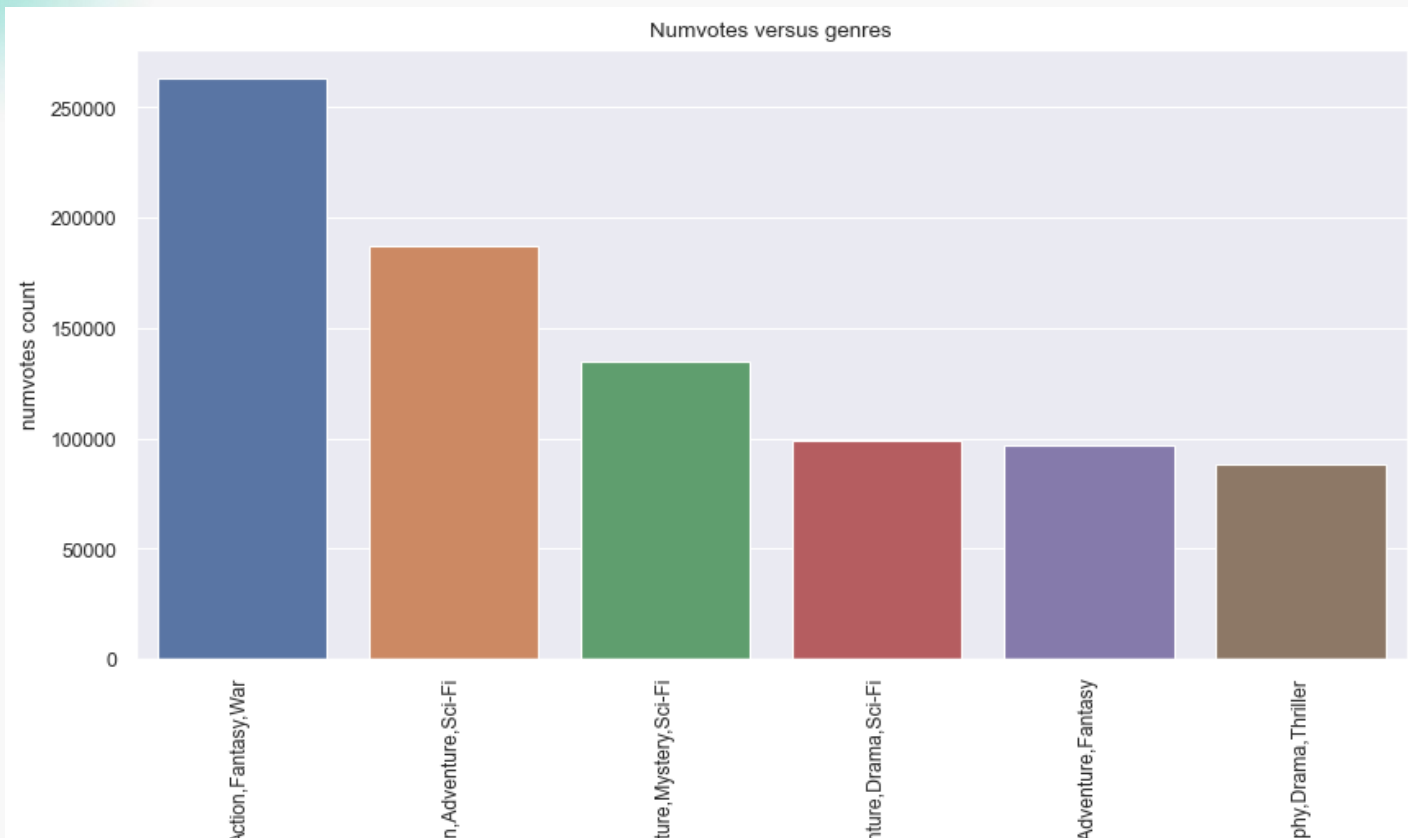# Most popular genre
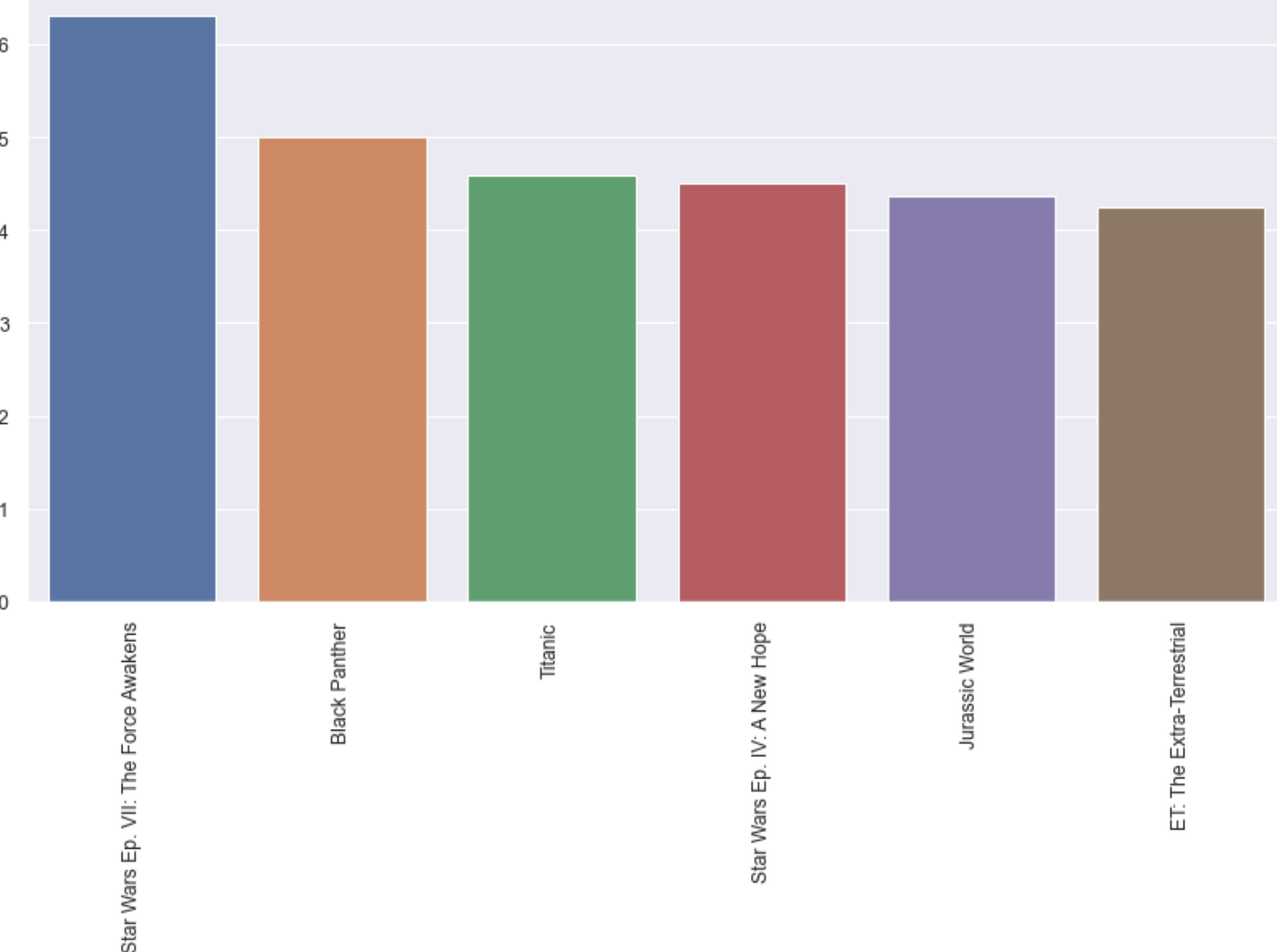

Genre Distribution
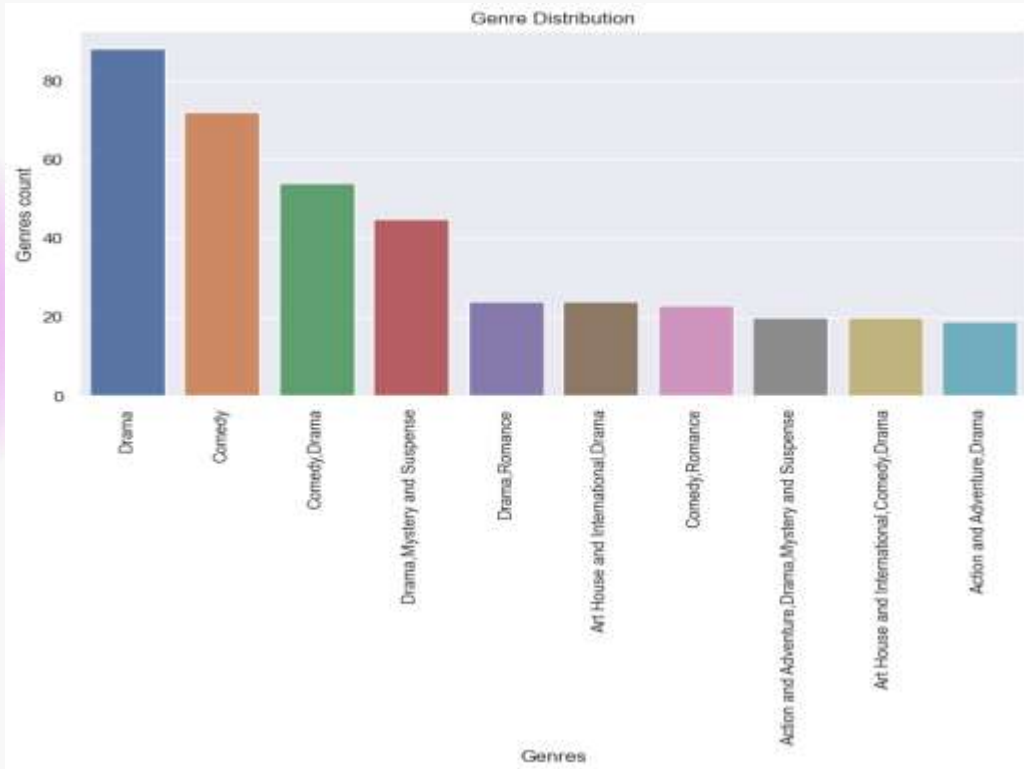
Drama

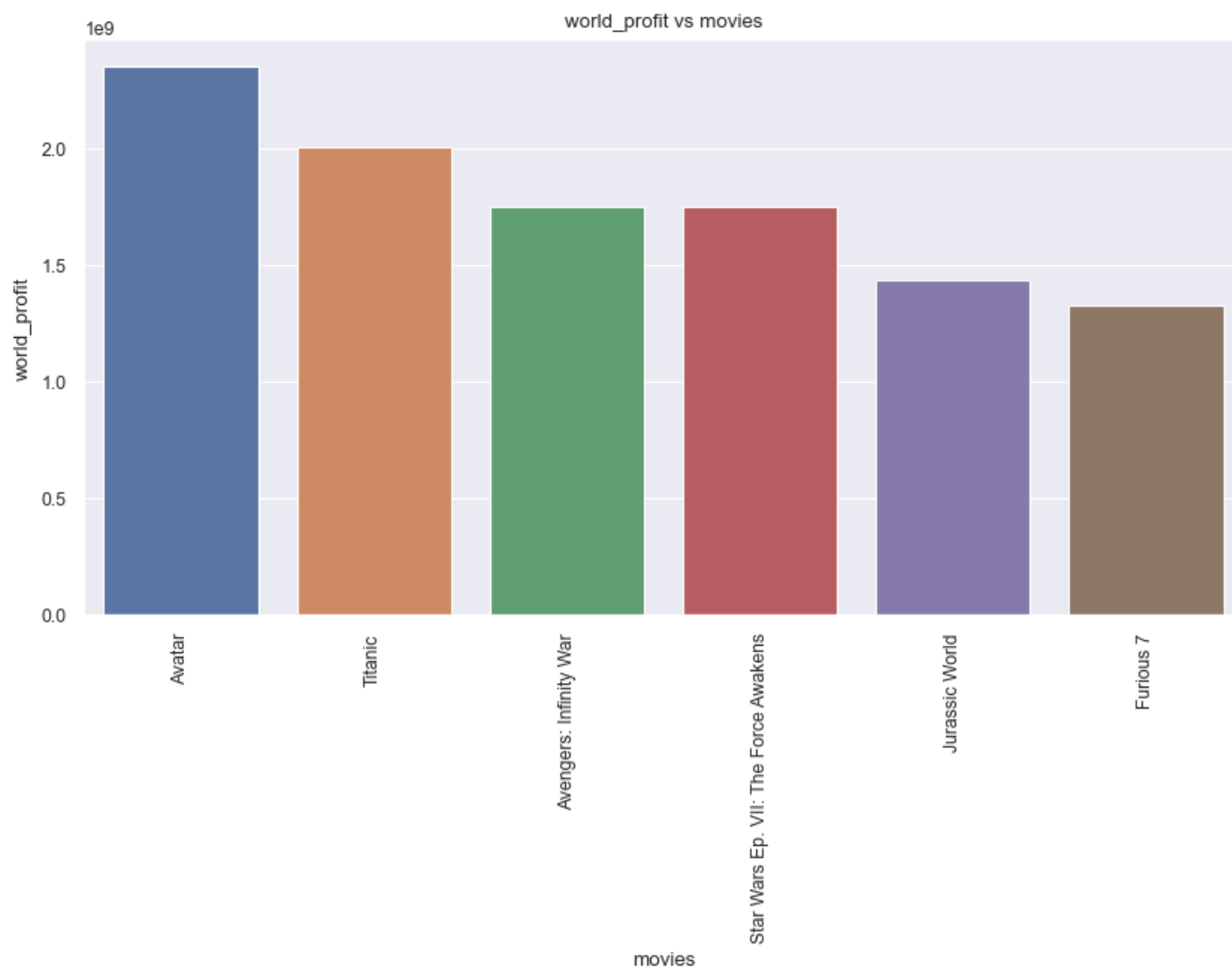Drama is the most popular genre and its likelyto be the most profitable

Comedy

Comedy is the second most popular movie genre

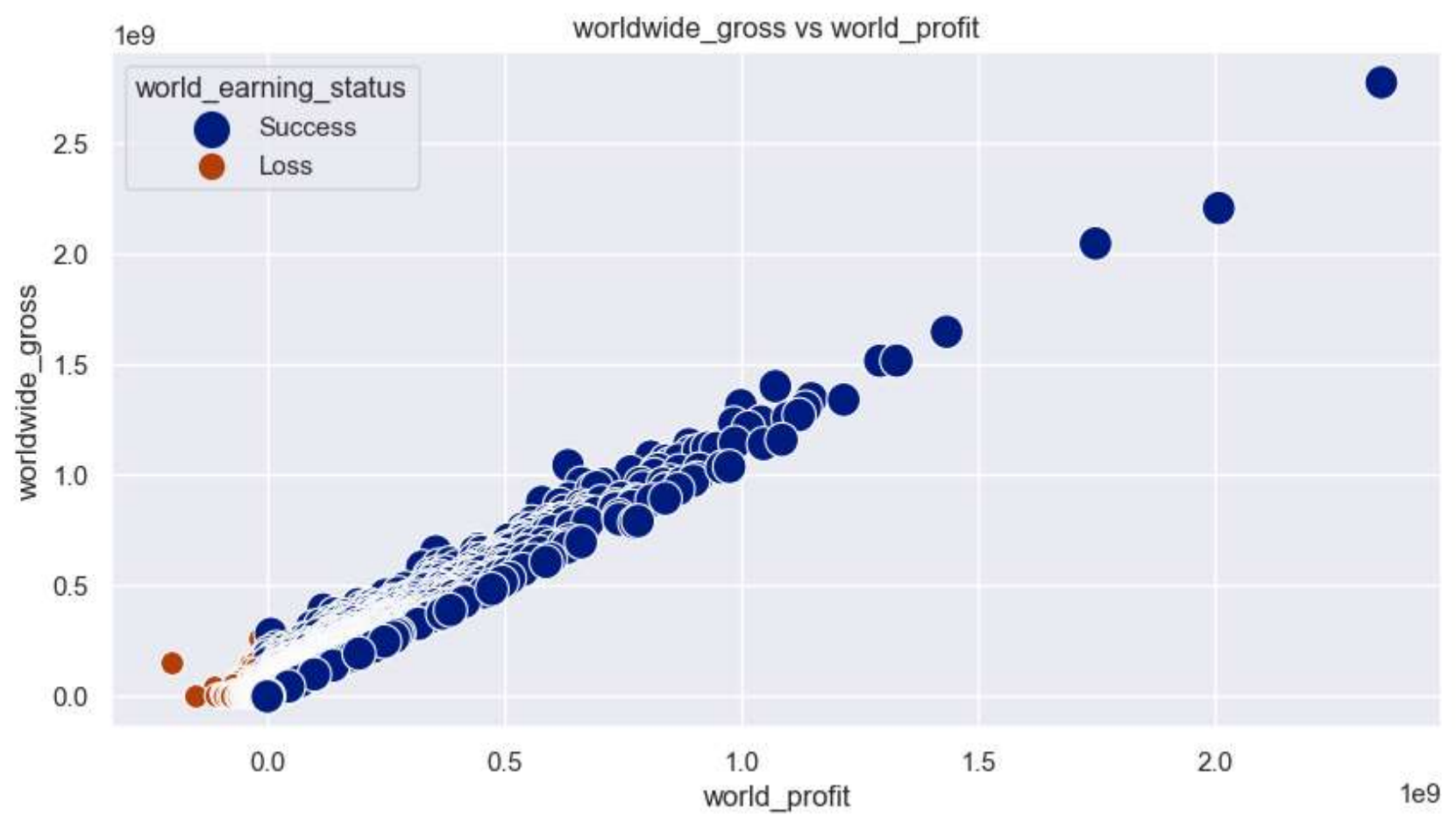# The top 6 movie genres with the most number of votes

Numvotes versus genres

The most profitable genre in terms of domestic profit

world_profit vs movies

The most profitable movie

According to the world profit

worldwide_gross vs world_profit

Worlds profit has a positive correlation with worldwide gross

Conclusion

Recommendations

1. According to the most watched genre I will recommend Microsoft to focus on Drama, Comedy,Drama|Comedy then Drama,Myestry,Suspense.Films created related to the movie genre above are likely to do well.

2. According to votes count from movie fans I will recommend microsoft to focus on Action,Fantasy,war and Action, Adventure,Sci-FI and Adventure,Mystery, SciFi movie genres because they are the best three movie genres with the most votes from movie fans

3. My analysis on domestic gross I have come to conclusion that Star Ep VII: The Force Awakens then the Black Panther movie are doing well at the box office, So I will recommend Microsoft to Focus on the Movie genres related to he above movies

4. My analysis on Worldwide gross Avatar,Titanic,Avengers:Infinity War,Star Ep VII: The Force Awakens are doing well at the worldwide box office.I will recommend Microsoft to Focus on the genres related to the movies above
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Future Work

- conduct analysis on related datasets to find other recommenations to make microsoft more successful after they have already started producing their own films

Examples of the next step will be:

1. Companies to co-operate with
2. The best month to produce movies
3.Movie Directors that Microsoft can Work with

A picture is worth a thousand words

21 million

Big numbers catch your audience's attention

Thanks!

Do you have any questions?

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