

# Movies Recommendation System

Movie Analysis Presentation

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# 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



◆ **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**

# Data





# 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.

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## I cleaned my data by:

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### Duplicates

Removing duplicates in the data I am working with

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### Datatypes

Changing the datatypes in the columns

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### Null values

I removed all the null values in my data

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## Visualizations and Analysis:

I used barplots, scatterplot and heatmaps

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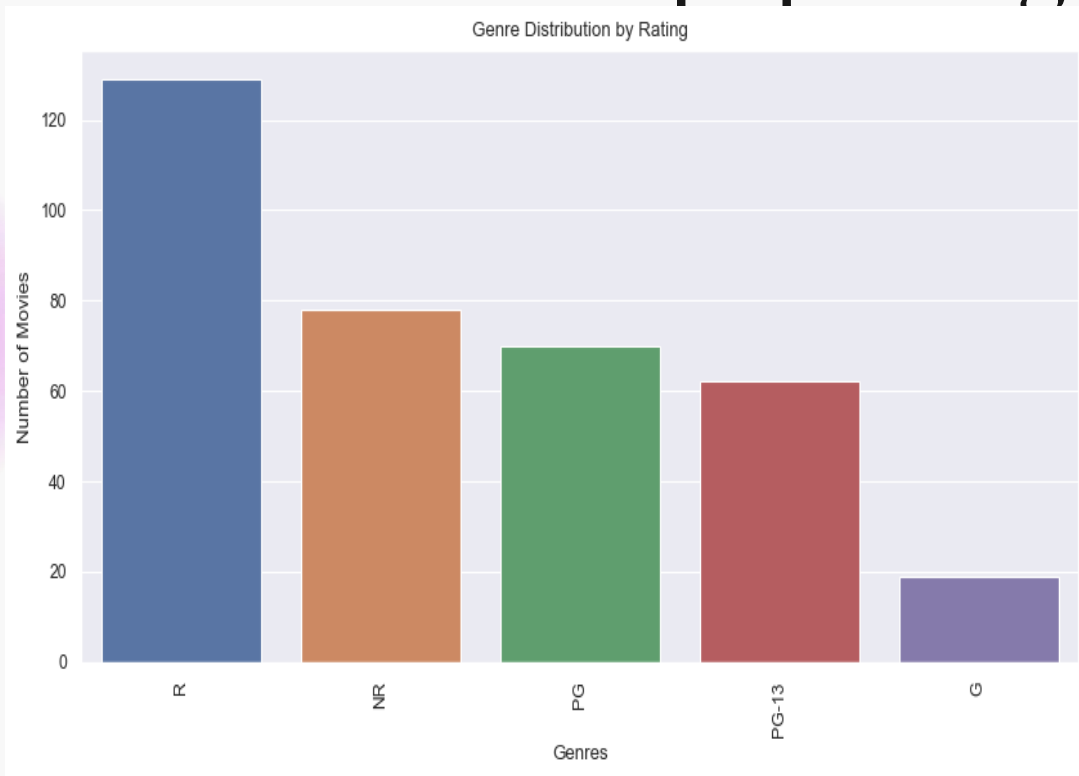
# Results

*I will focus on Genres*





# Most popular genre



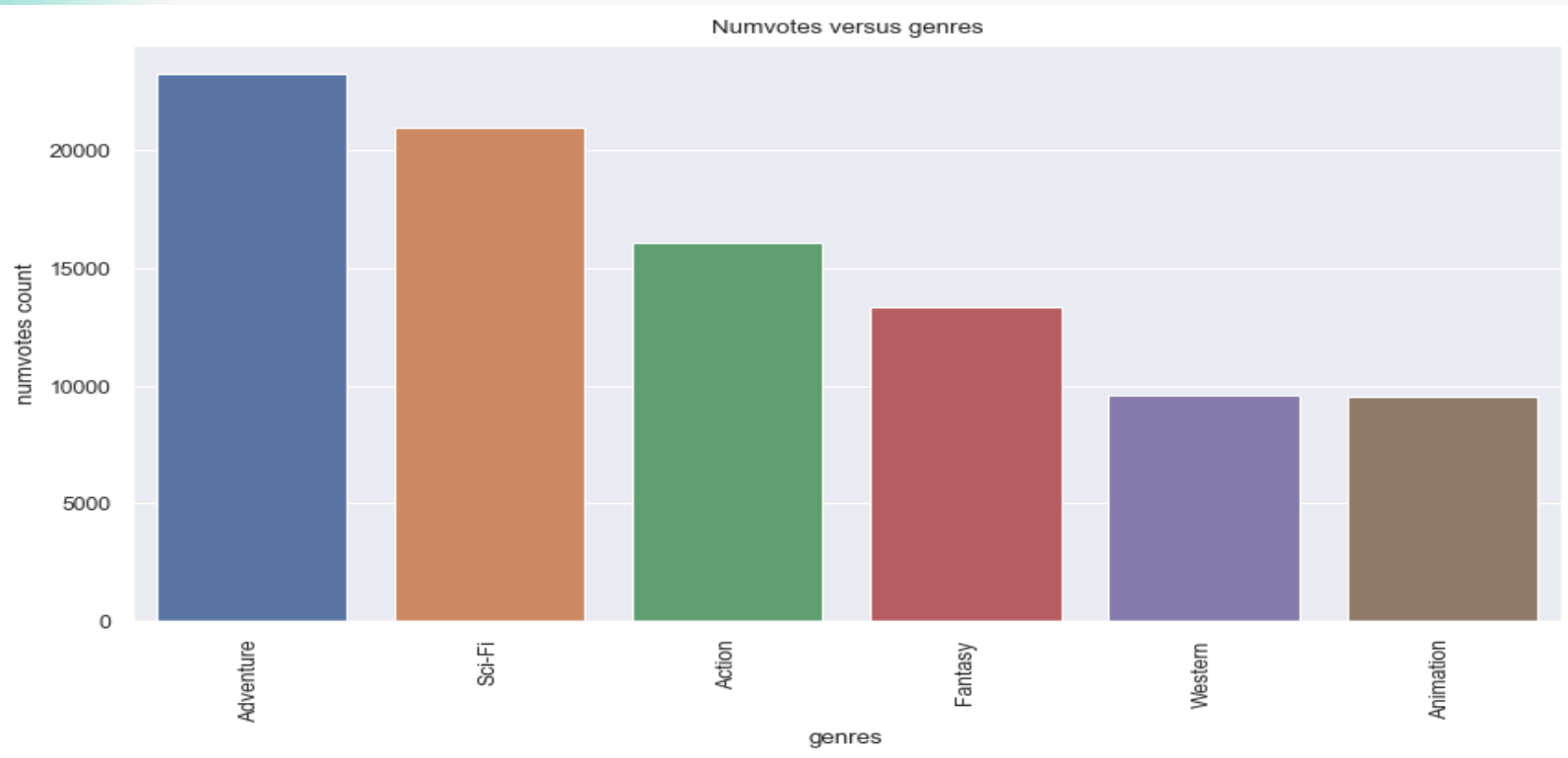
## Drama

Drama is the most popular genre and its likely to be the most profitable

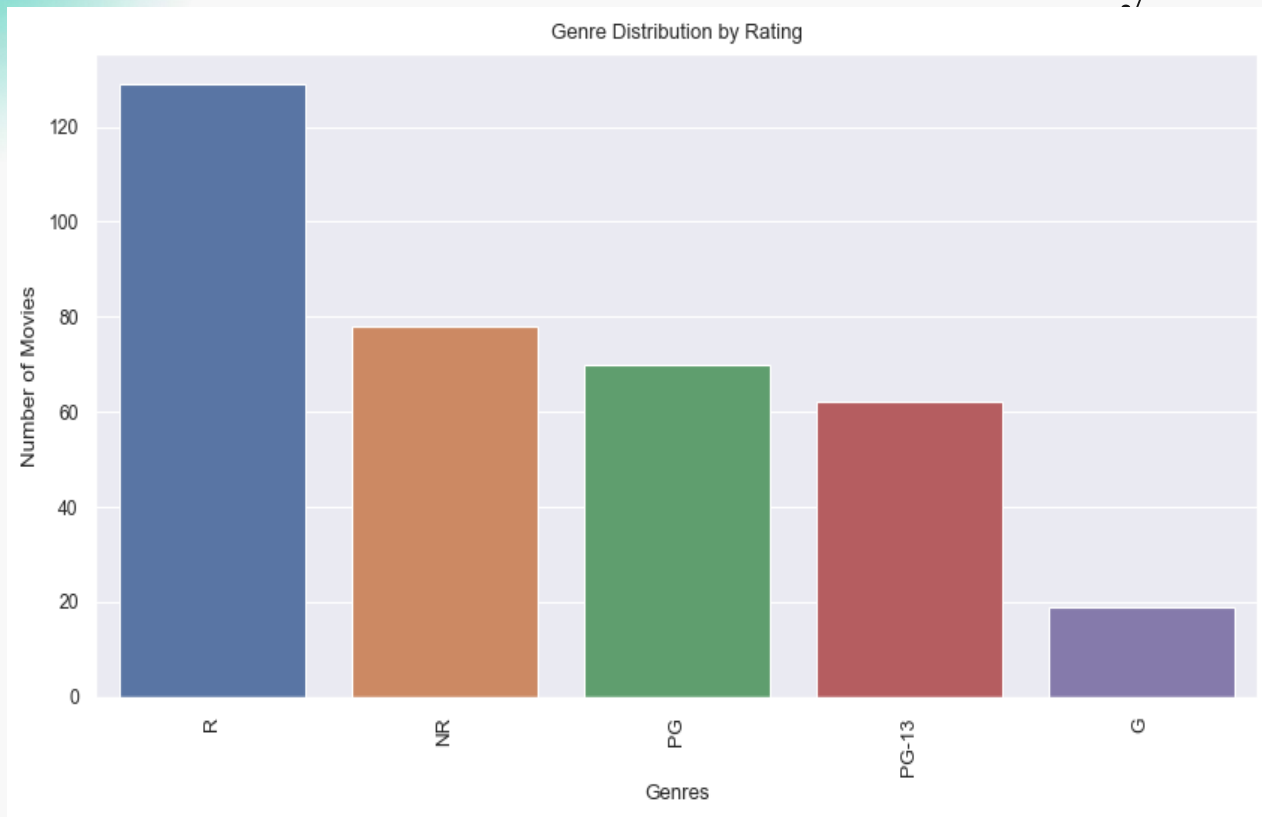
## Comedy

Comedy is the second most popular movie genre

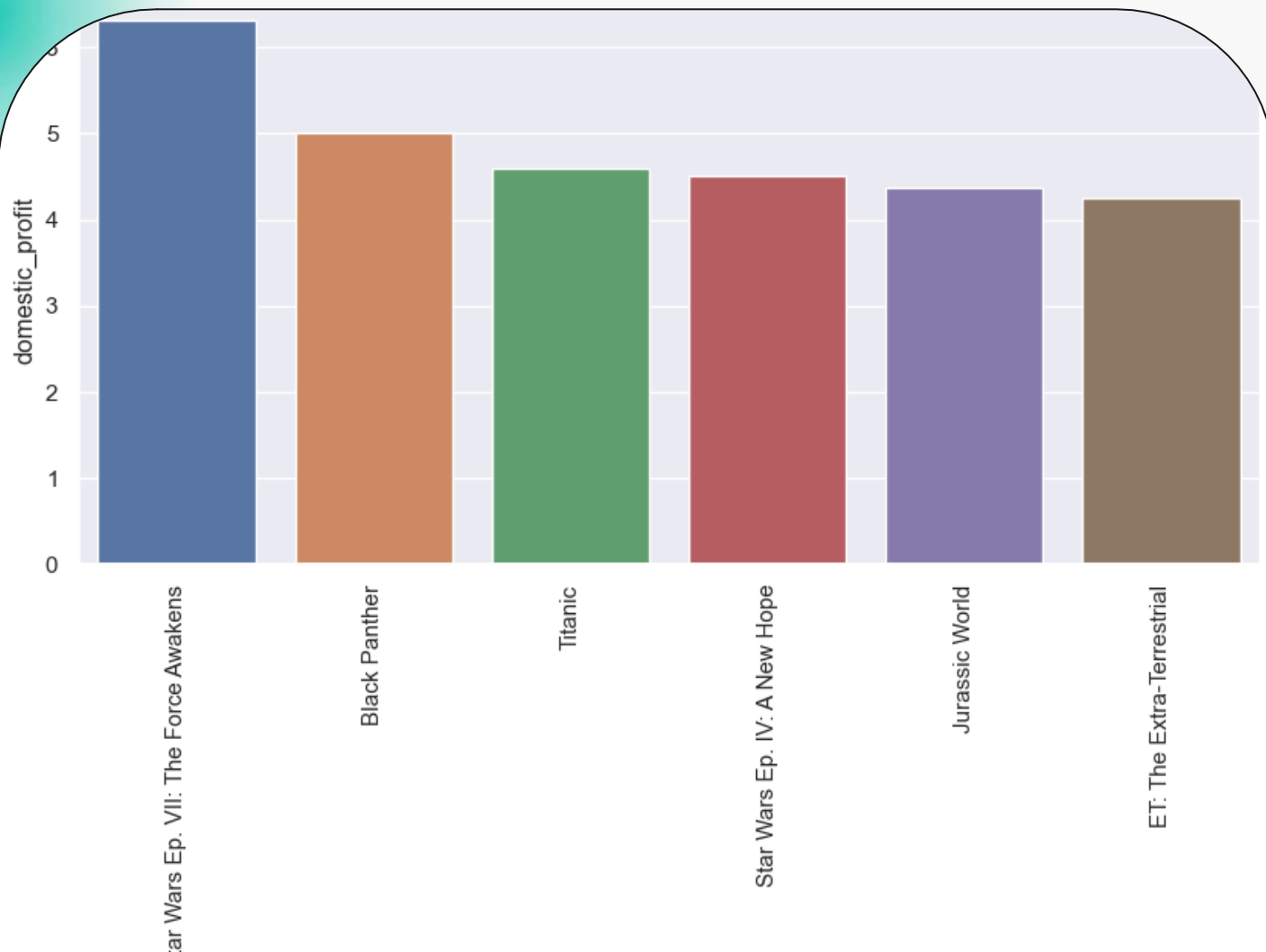
## The top 6 movie genres with the most number of votes



# Genre distribution by rating

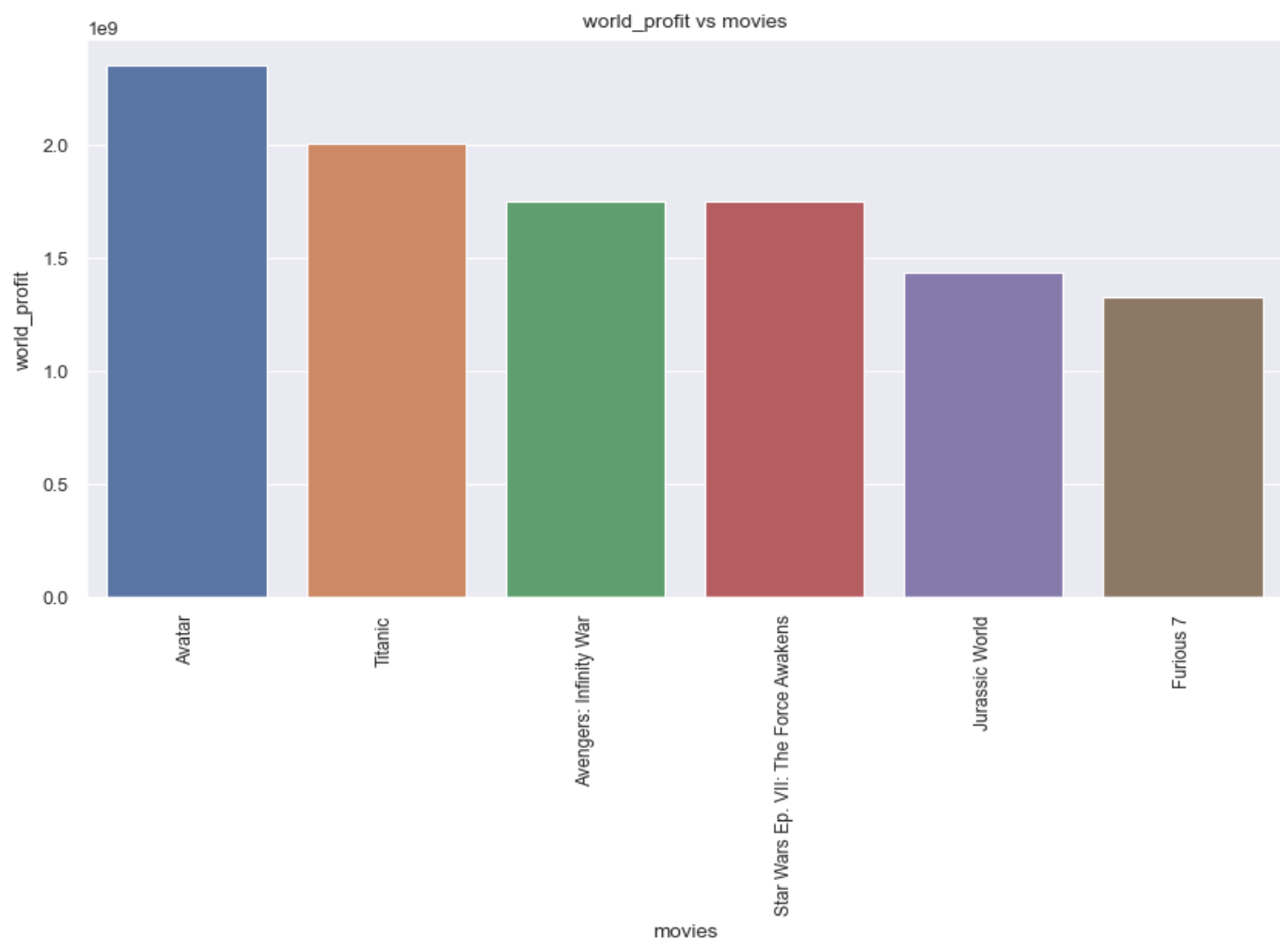


The R and then NR type of rating is the most rated type of movie genre



✦  
✦  
✦

The most  
profitable genre  
in terms of  
domestic profit

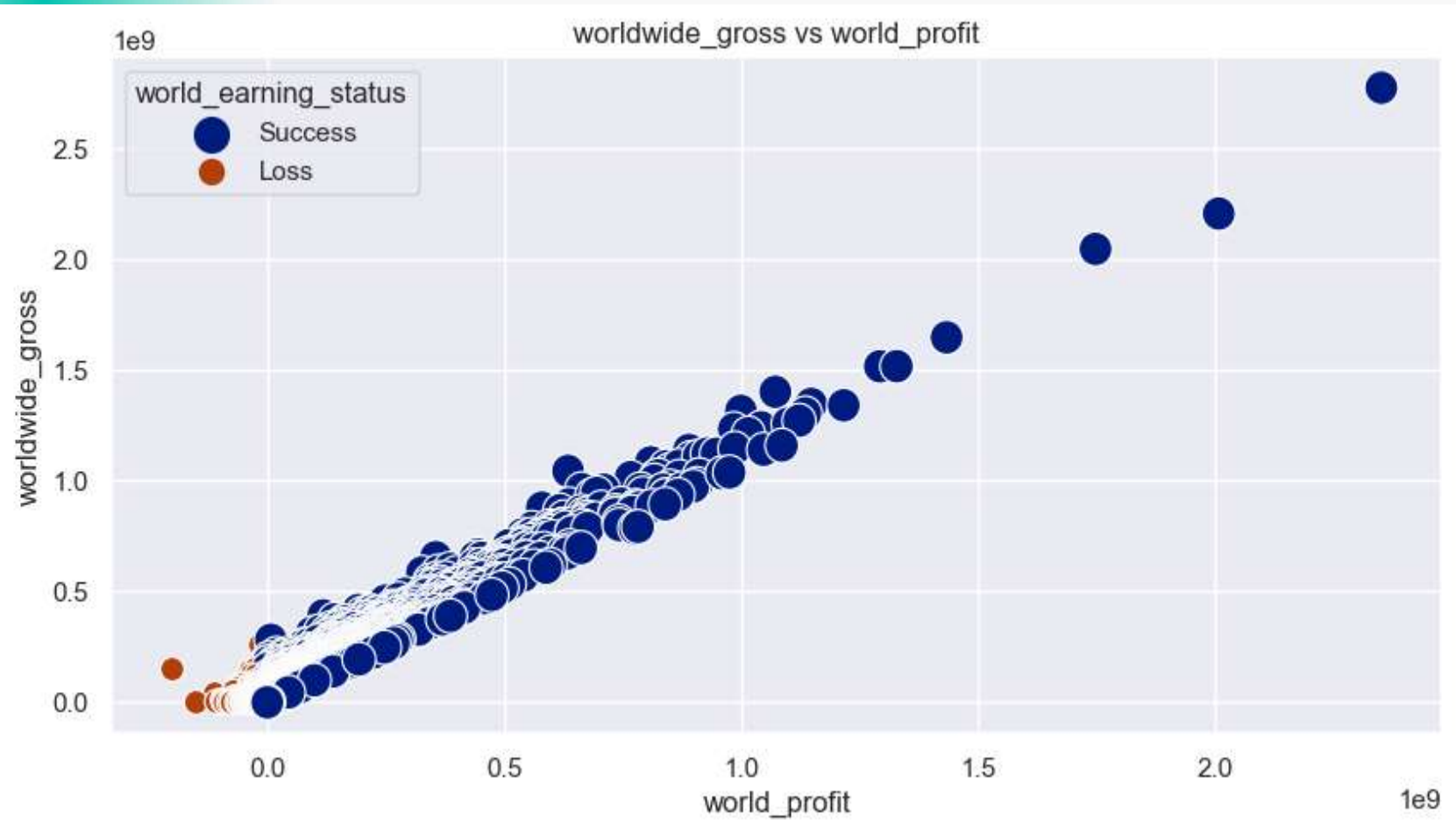


The most  
profitable  
movie

According to  
the 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, Mystery, 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, Sci-Fi 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 the 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 recommendations 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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