



# Streaming Service Data Analyst

Presented by:  
Attila D Gogos

# Project Introduction

- “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.. They have hired you to help them better understand the movie industry.. with doing data analysis and creating a presentation that explores what type of films are currently doing the best at the box office.”

# What data points will we be focusing on?

***1. What is the most common MPAA Rating in a movie?***

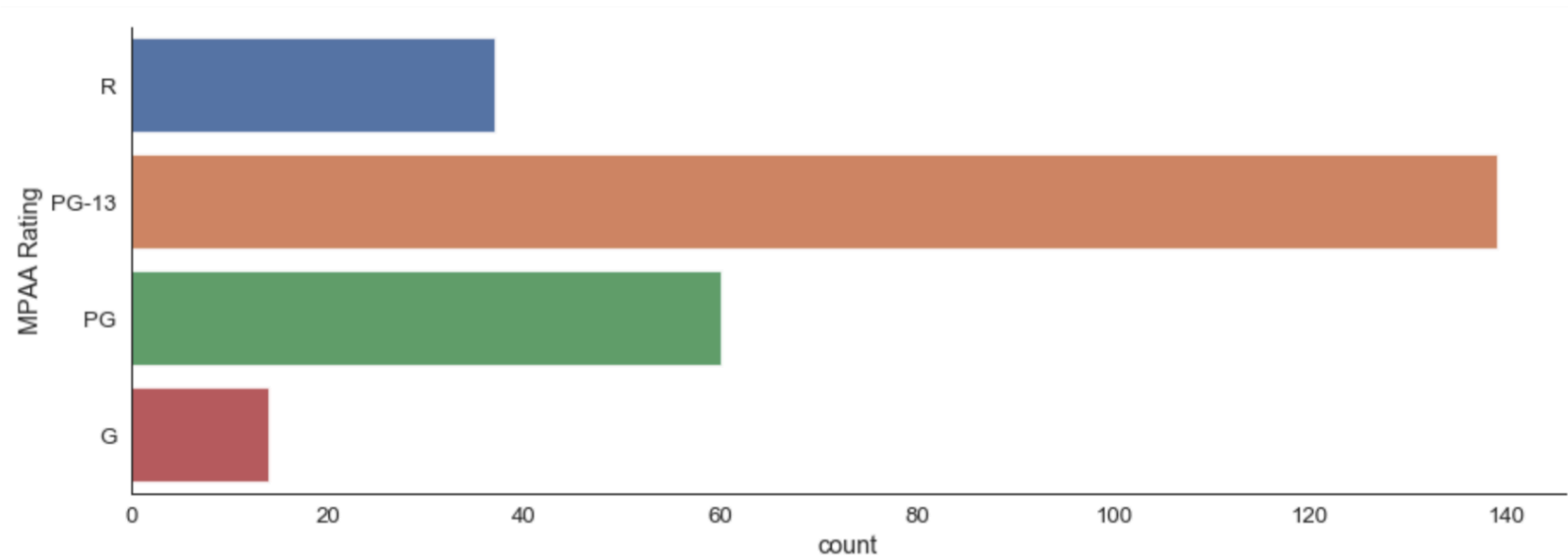
***2. Which genres have the most profit?***

***3. When are movies generally released?***

***4. Which movie genres have the best ratings?***

# Our Dataset: Summary

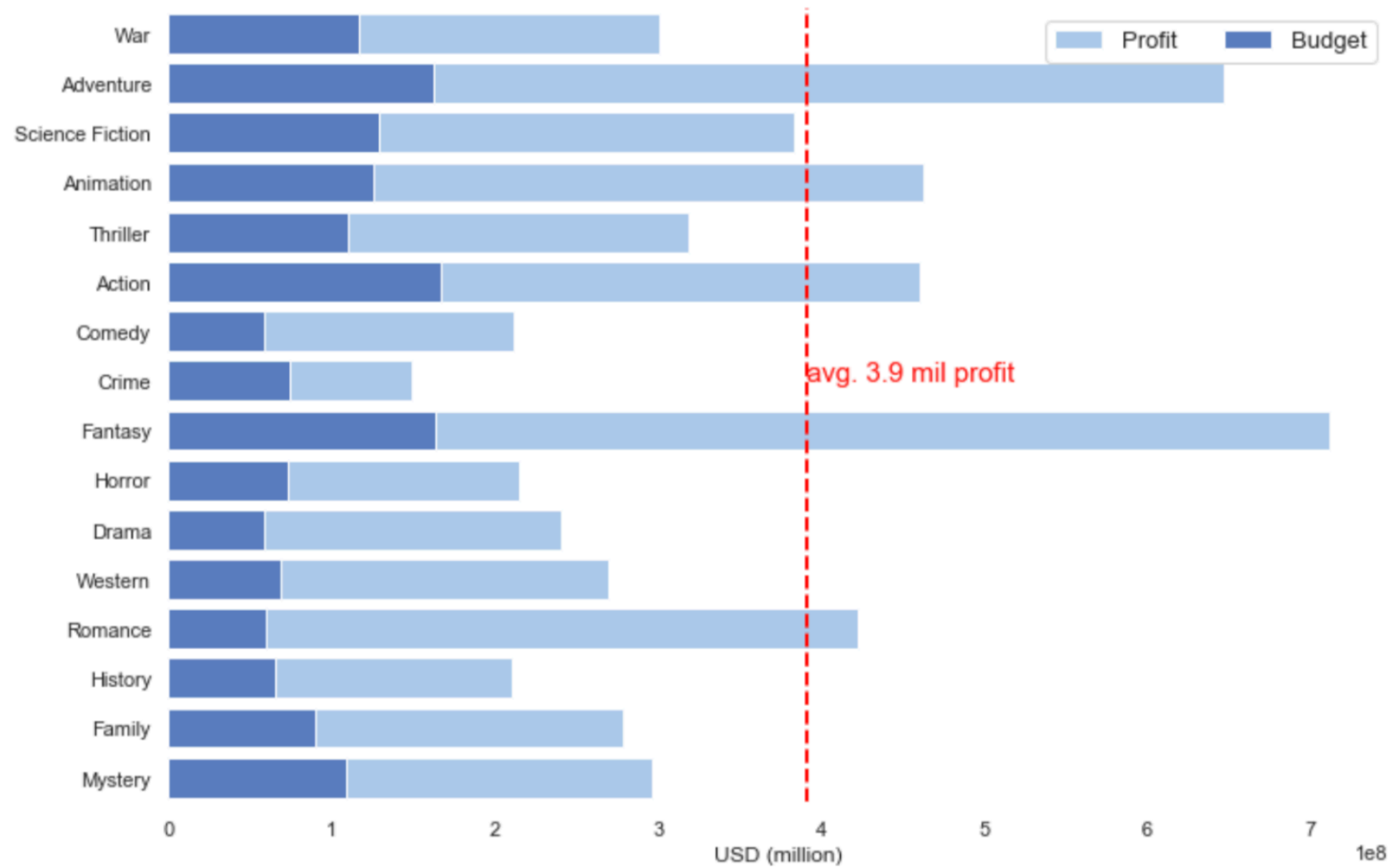
Title	MPAA Rating	Budget	Gross	Release Date	Genre	Runtime	Rating	Rating Count	Summary	Profit	Day of Week	Year	Quarter
American Sniper	R	58800000.0	542307423.0	2014-12-11	War	133.0	7.3	409597.0	Navy S.E.A.L. sniper Chris Kyles (Bradley Coop...	483507423.0	Thursday	2014	4
The Hunger Games: Mockingjay - Part 1	PG-13	125000000.0	752100229.0	2014-11-18	Adventure	123.0	6.6	386742.0	Katniss Everdeen is in District 13 after she s...	627100229.0	Tuesday	2014	4
Interstellar	PG-13	165000000.0	675120017.0	2014-11-05	Science Fiction	169.0	8.6	1343549.0	A team of explorers travel through a wormhole ...	510120017.0	Wednesday	2014	4
Big Hero 6	PG	165000000.0	652105443.0	2014-10-24	Animation	102.0	7.8	380953.0	The special bond that develops between plus-si...	487105443.0	Friday	2014	4
Gone Girl	R	61000000.0	369330363.0	2014-10-01	Thriller	145.0	8.1	782252.0	With his wives disappearance having become the...	308330363.0	Wednesday	2014	4



- **PG-13** is by far the most common MPAA Rating in our dataset. The PG-13 rating likely has a broader range of age groups they can market to.

The most profitable **Genre** in our dataset is the **Fantasy** genre. This vastly surpasses the 3.9 million avg profit.

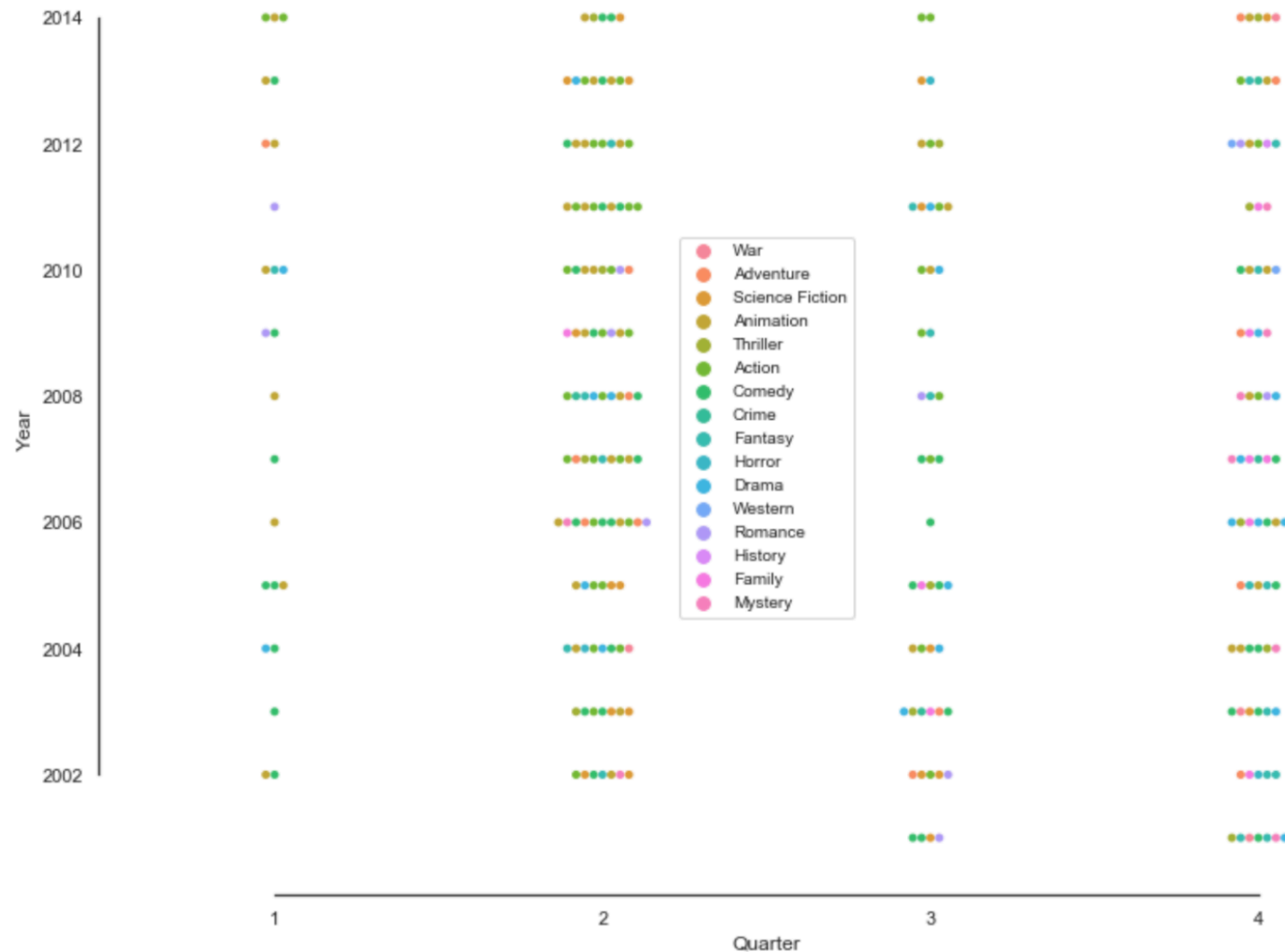
Producing a **Fantasy and Adventure** movie generates the most profit. Keep in mind, these genres require a **higher allocated budget**.

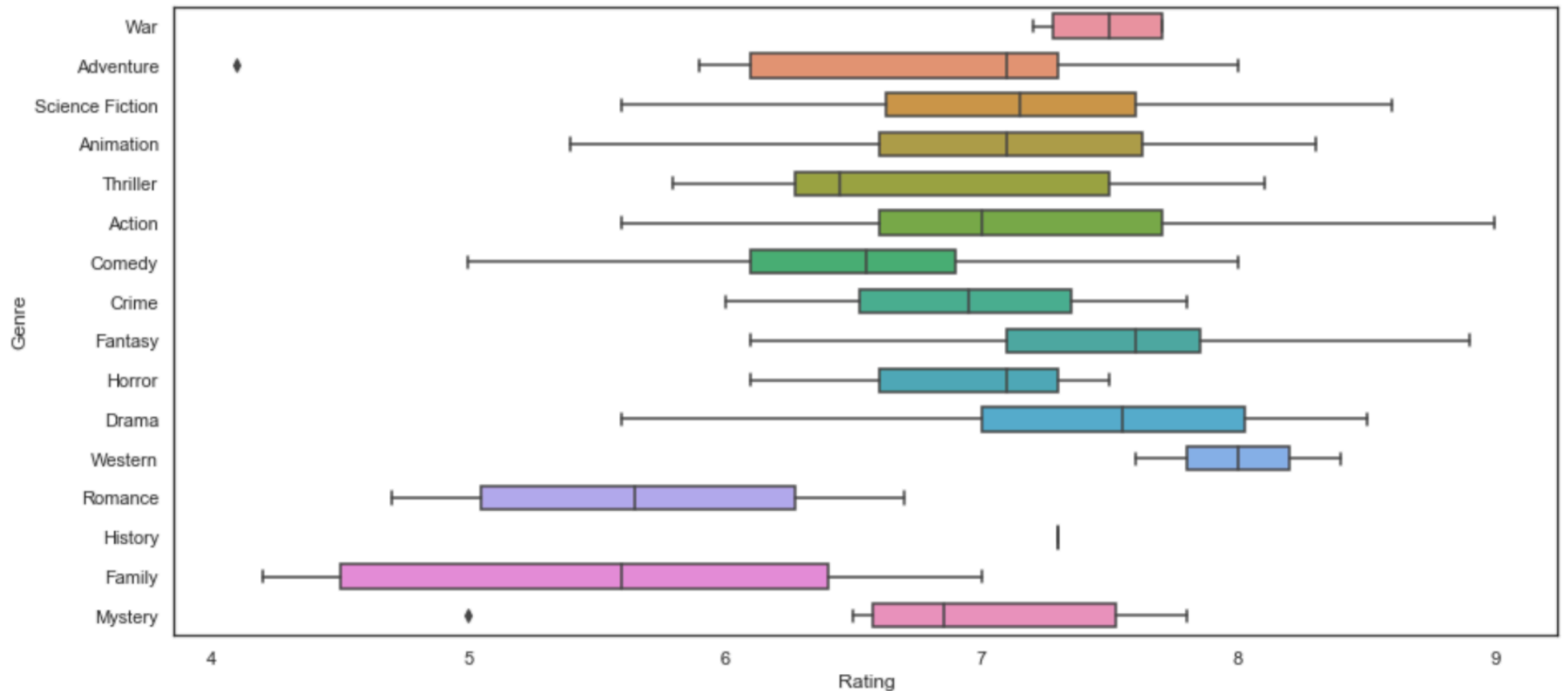


When splitting our movie release dates into financial quarters, we find most movies are released in the **2<sup>nd</sup> quarter**, then the **4<sup>th</sup> quarter**.

Q2 = **April 1<sup>st</sup> – June 30<sup>th</sup>**

Q4 = **October 1<sup>st</sup> – December 31<sup>st</sup>**





If we exclude the outliers in this boxplot, we notice that the highest rated genre (**based on IQR**) are **Westerns**. However, our dataset did not include many Westerns.

Our dataset had a **high volume of rating counts** for Fantasy, Action, Adventure, and Sci-Fi. Out of those categories, **Fantasy** has the highest Rating (**based on Median and IQR**).



From the data collected, we have a winner!  
The ideal movie to produce would be...



MPAA Rating: ***PG13***  
Genre: ***Fantasy/Adventure***  
Release Dates: ***Q2 and/or Q4***



A horizontal band of dark blue watercolor paint, with some lighter blue and white areas visible at the top and bottom edges, creating a textured, painterly effect.

Thank You