Streaming Service
Data Analyst

Presented by:

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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?
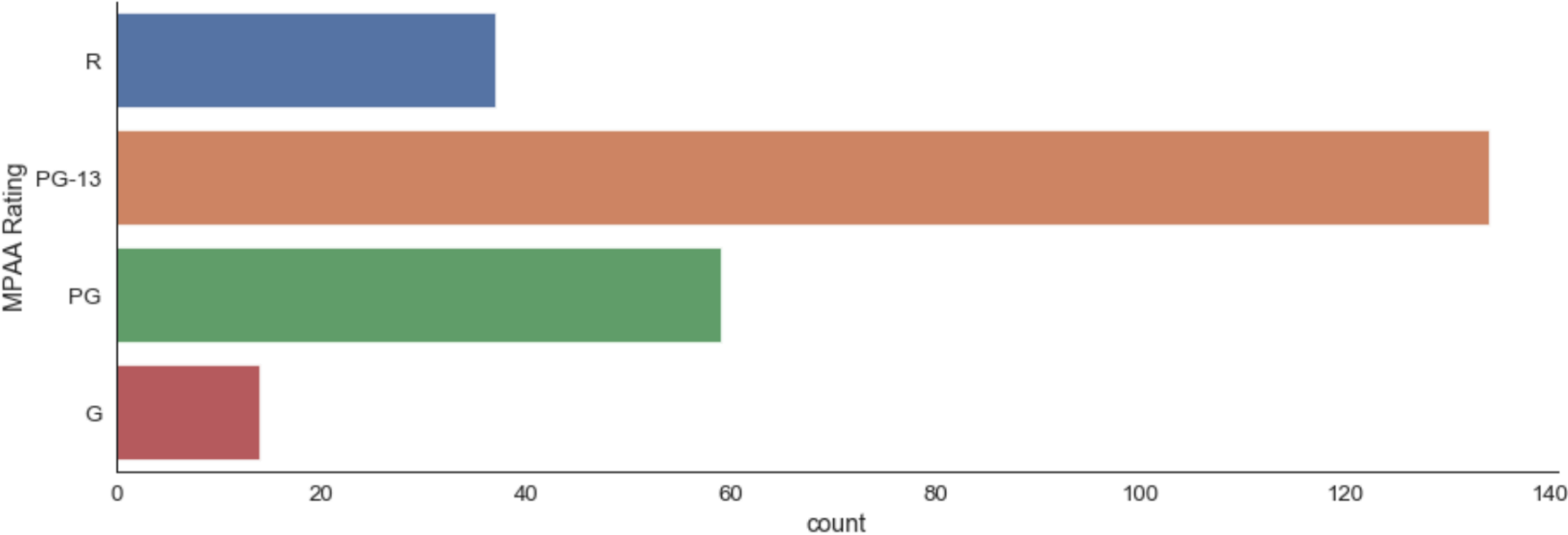
2. Which genres have the most profit?

3. When are movies generally released?

4. Which movie genres have the best ratings?
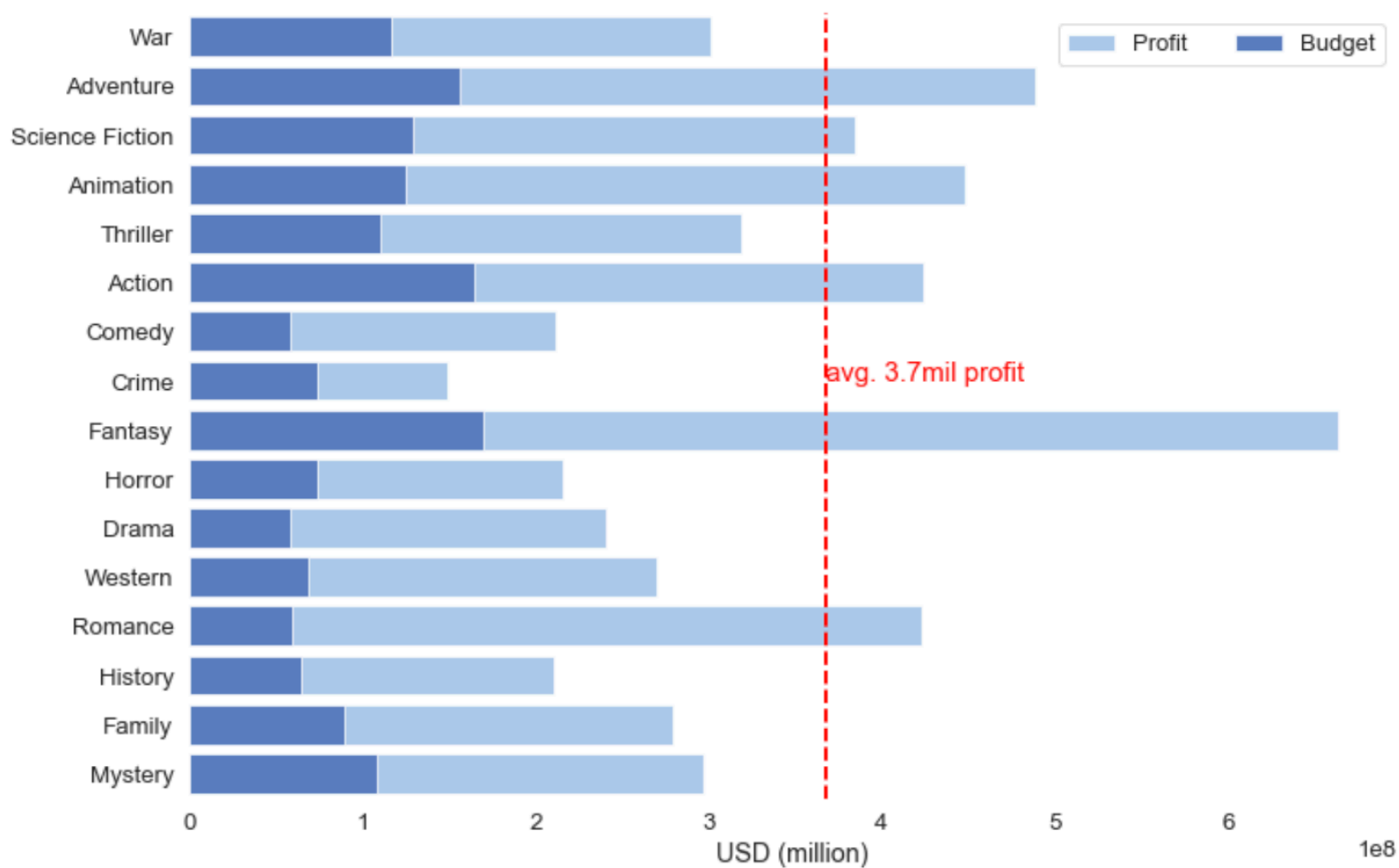
Taking A Look At Our Dataset

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 wifes 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
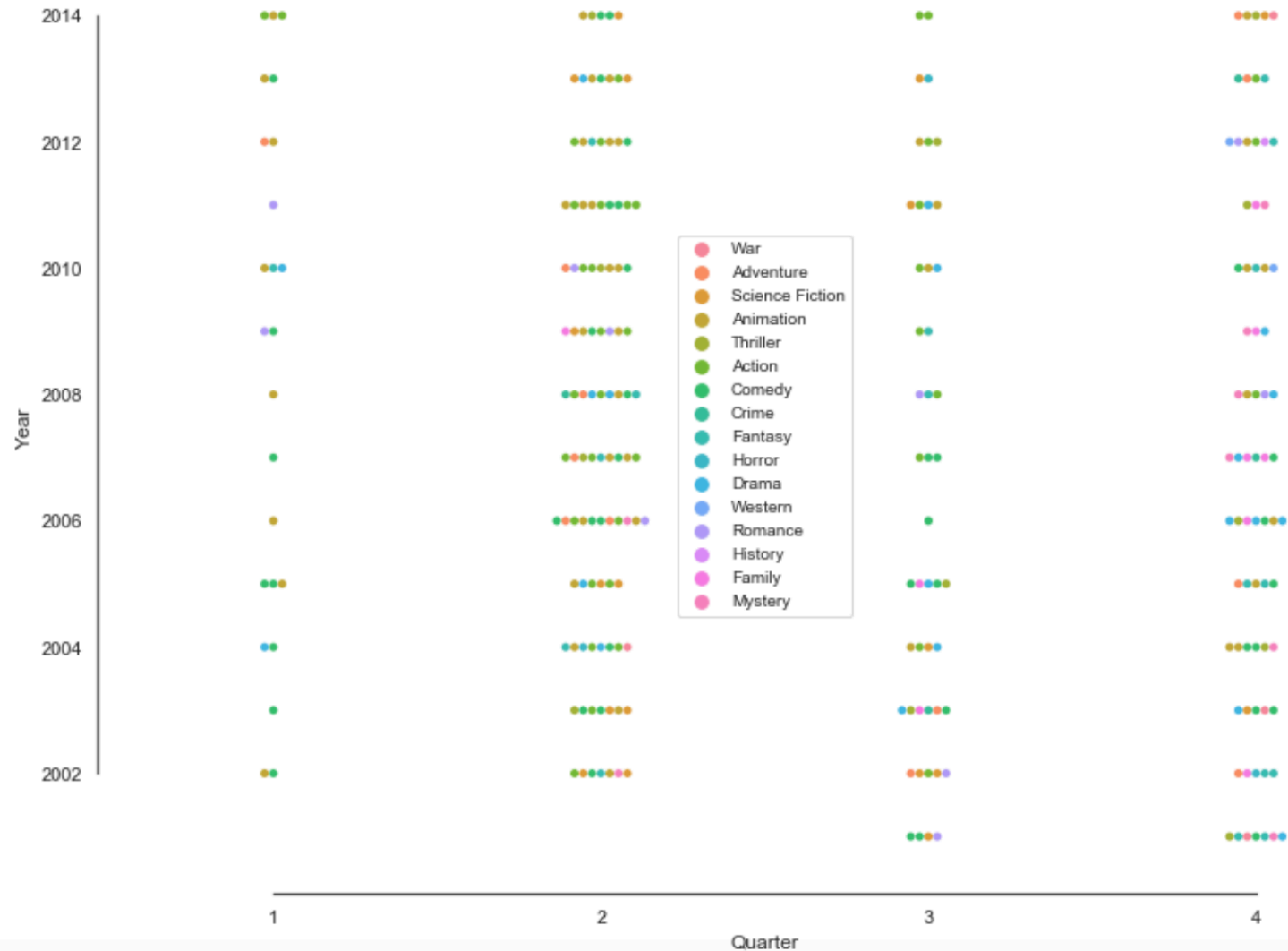3.7 million avg profit.

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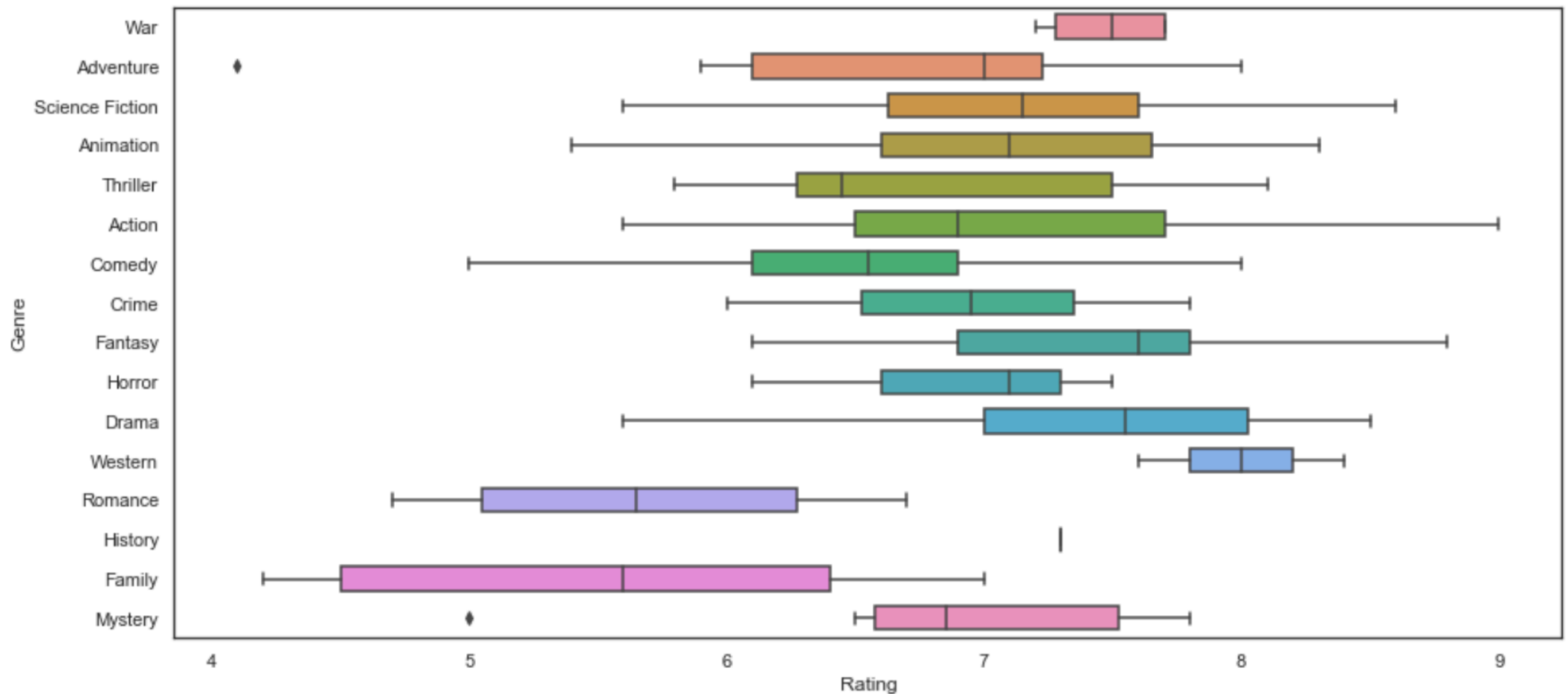these genres require a
**higher allocated
budget**.

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

Q2 = **April 1st – June 30th**

Q4 = **October 1st – December 31st**

If we exclude the outliers in this boxplot, we notice that the highest rated genre type 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.

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***

Thank You