



AMANI MOVIE STUDIO

BIG MOVIES

Background

- Microsoft has a desire to open a movie studio with best types of films. Focusing on other companies movies production Microsoft will look at what are the best movies that have larger vote-counts from audience and which have yield a lot of profits with other companies movie data, we can get some insights about the movies that will help in decision making Microsoft to determine whether they will have profits or not.

Problem statement

- 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.

Goals

Our goal: to figure out what kinds of movies can procure the most revenue, in order to make Microsoft's reigns movie studio profitable. There are at least 4 variables that we believe can impact revenue.

Budget

Average Rating

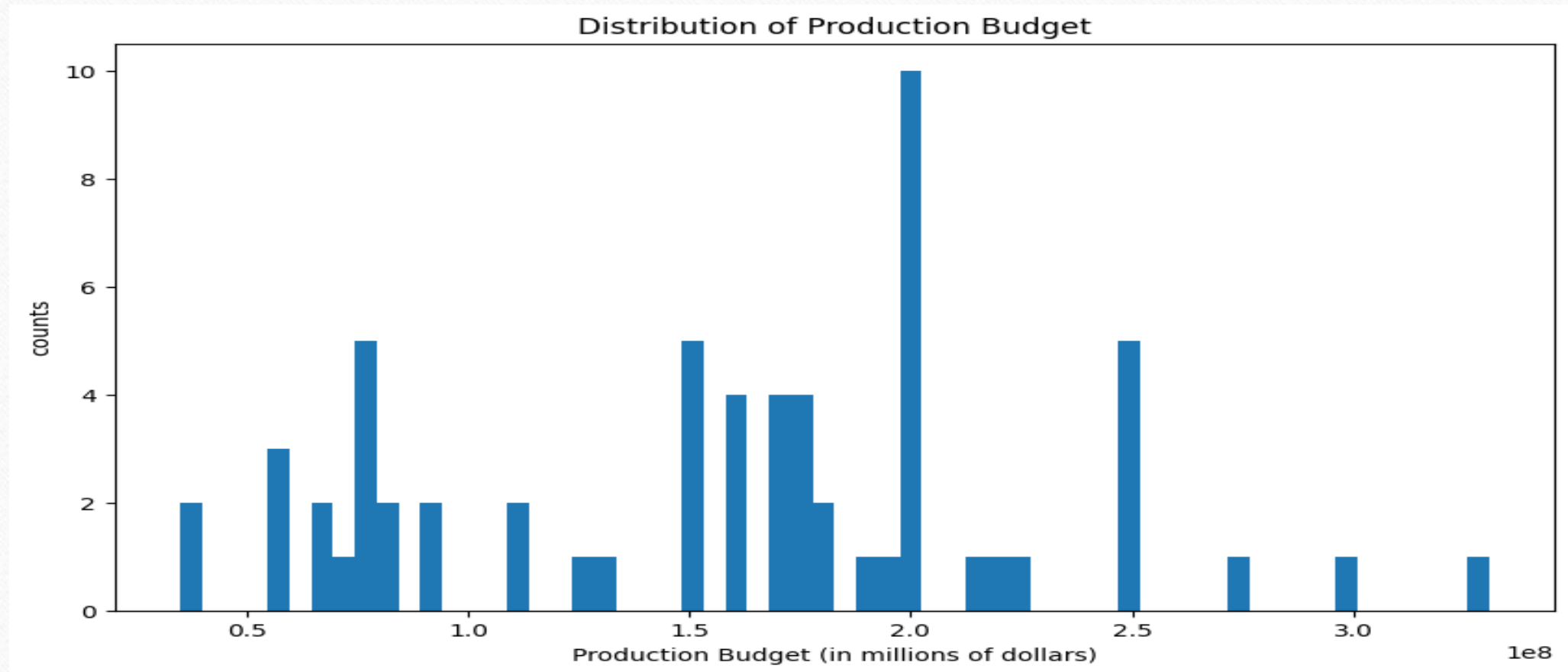
Release Month

Genre ids

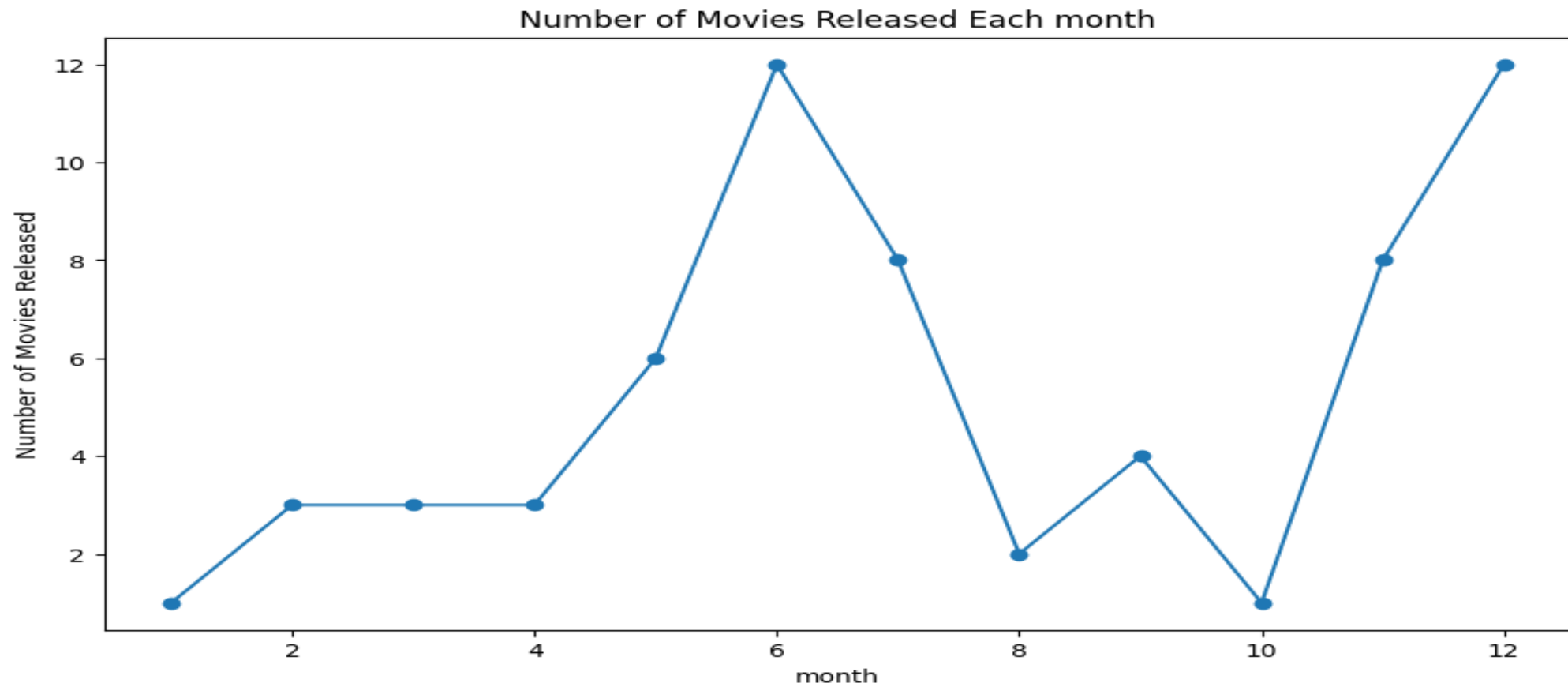
Studios that produced most successful movies

I will provide 3 recommendations on how to make more money on new movie content, based on our findings from the data.

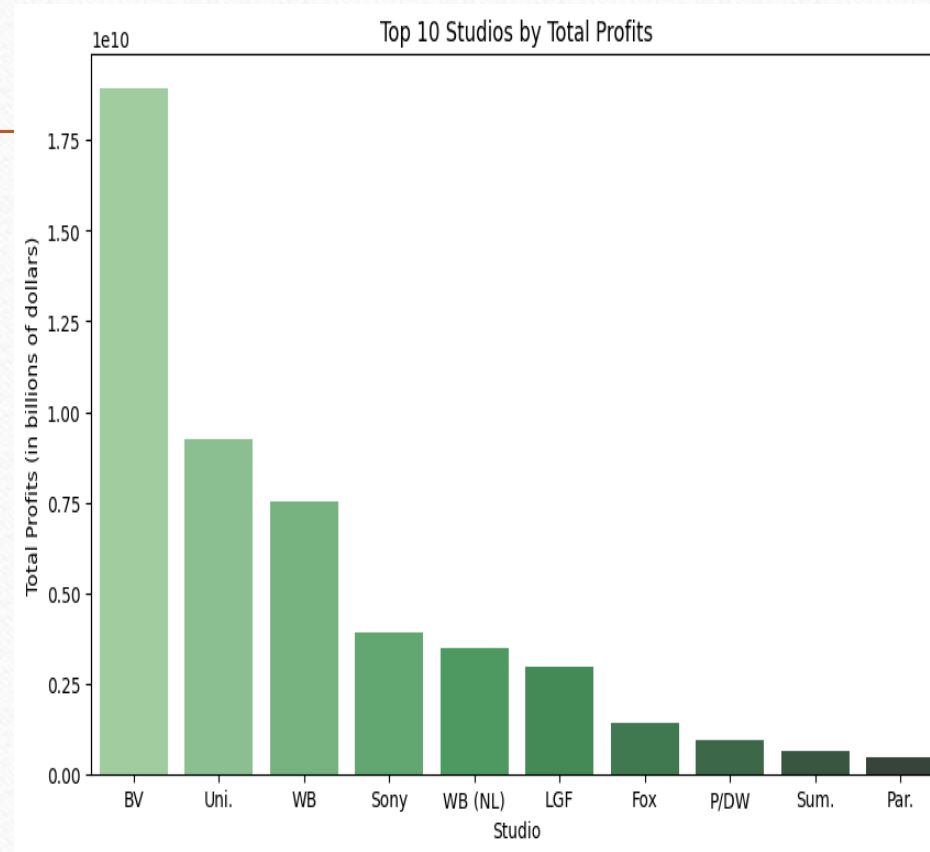
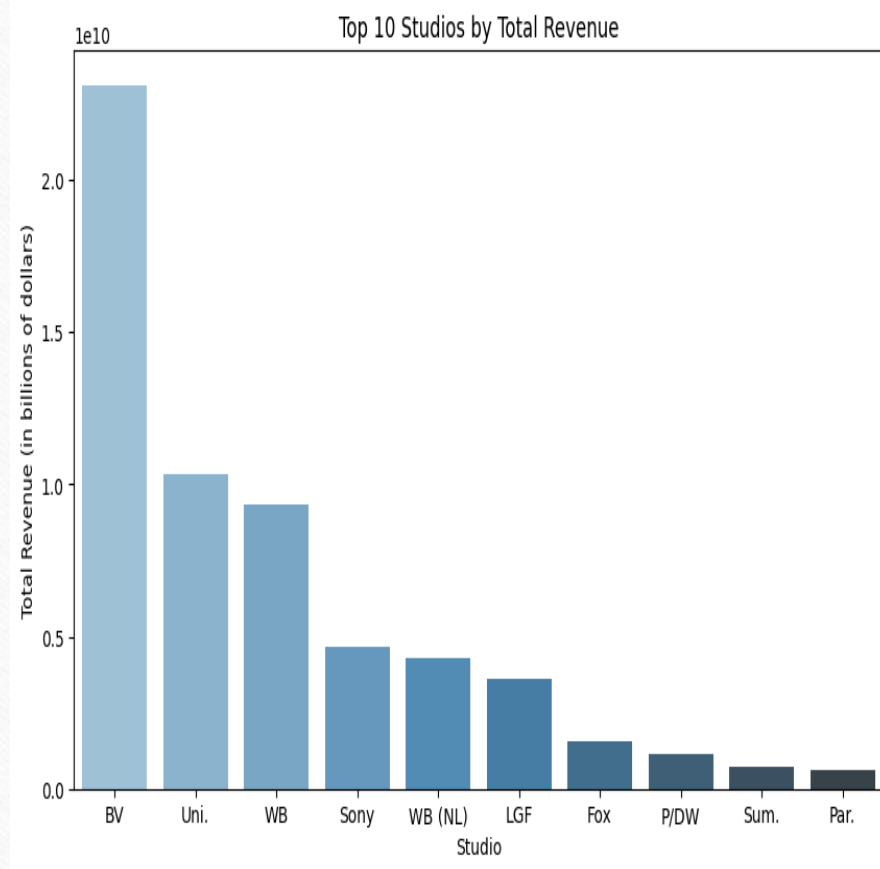
Distribution of movie budget



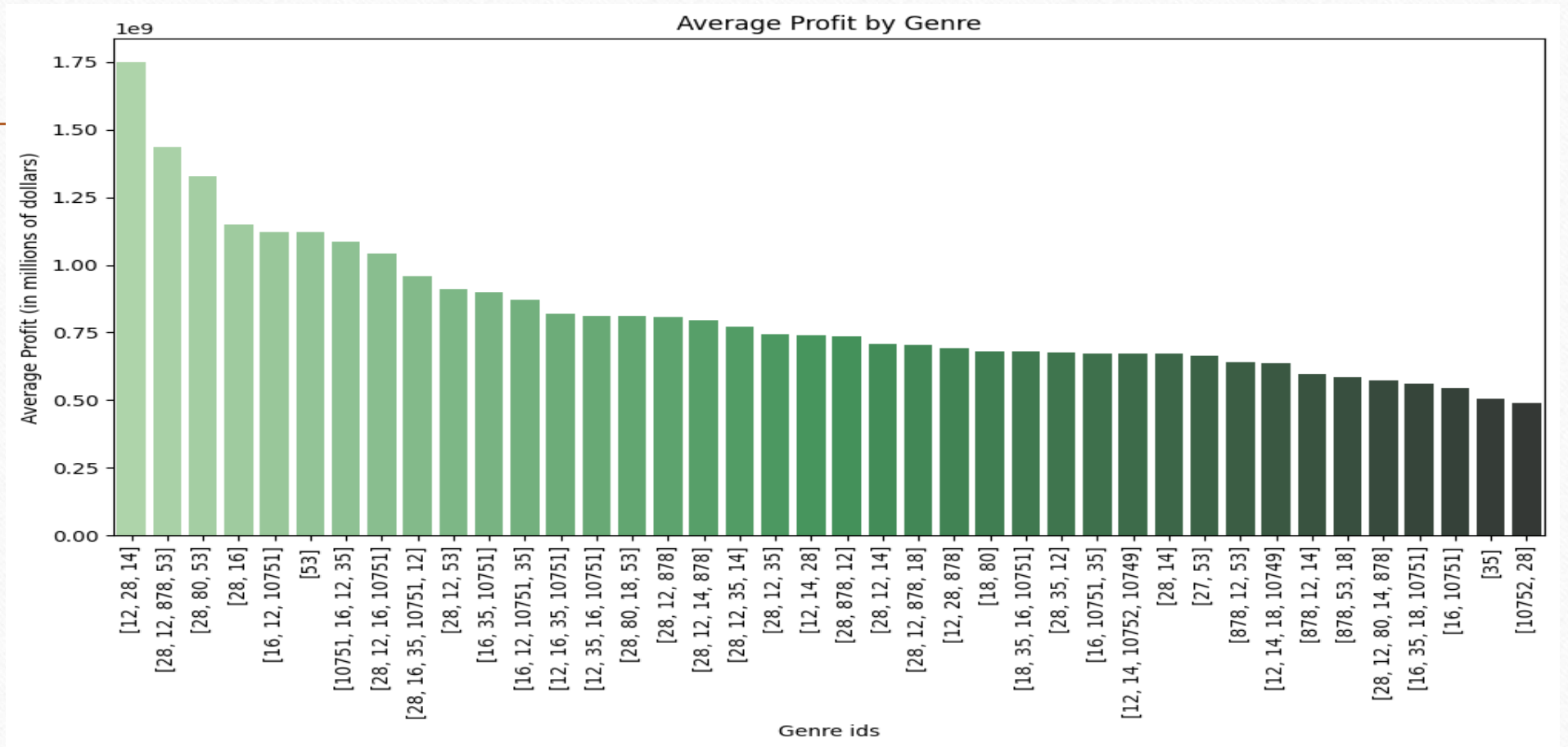
Release month and trends



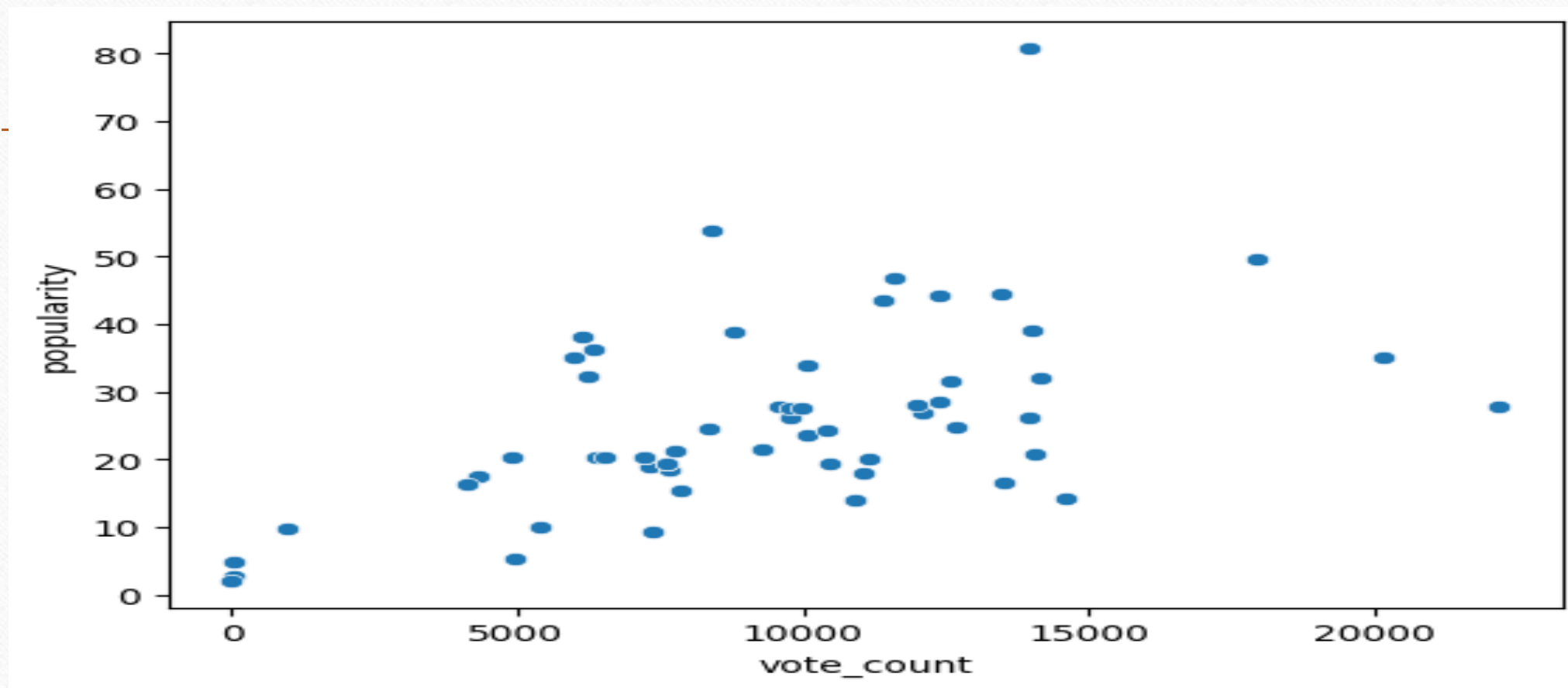
Studios that have produced most successful movies



Genre ID and Profit



Vote count of movies and popularity



Conclusion

The preparation of the data, the modeling of these data, then the visualization of these data with a wide variety of graphs, and finally the interpretation of these graphs made it possible to conduct an analysis 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:

- Audience ratings of the movies are quite close to those of the critics ratings
- Movies that are well rated by public and critics make the most money
- The more the public appreciates a film, the more they vote and give a good rating
- Animation, biography, crime, drama, mystery and adventure movies are the highest rated by critics
- Animation, adventure, biography, crime, documentary, mystery and science-fiction movies are the highest rated by the public
- Avatar, Pirates of the Caribbean: On Stranger Tides and Dark Phoenix movies had the most production budget.
- There were few mystery, western or war movies
- Movies that made the most money are action, drama and mystery movies

Recommendation

- Movies with high quantities of high ratings fetch big profits! So, produce quality movies catering to the largest majority of people, to garner a larger volume of high ratings.
- Make more movies about “adventure.” The “adventure” genre makes the most money. Otherwise, “animation” and “horror” are the next best options.
- Generally, during the summer is good. If a movie must be released to make a last-minute buck, November is your best bet.

Thank You

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