

EXPLORATORY DATA ANALYSIS FOR A NEW MOTION PICTURE STUDIO

TEAM:

Stanley Macharia

Lionel Ajeliti

Linnet Awino

Stephen Munyiala

Sharon Mumanyi

Justin Mbugua

Introduction

Exploratory Data Analysis (EDA) is important for emerging studios into the ever-changing landscape of the entertainment business when it comes to what works at the boxoffice. This project performs exploratory data analysis on historical film data, looking for patterns that tie to the financial results of the film. Popular Genre, Release Timing, Budget Allocation, and Consumer Reception analysis will help to obtain actionable insights for a nascent movie studio's content planning. The studio can make data-informed production decisions according to the market and future pattern which align so that the content produced has maximum chance to succeed and give maximum profit.

Project Overview

Business Problem Your company now 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 your company's new movie studio can use to help decide what type of films to create.

Business Understanding

The company is venturing into the interesting global of filmmaking with the release of a new movie studio. However, getting into the film industry with out prior revel in comes with its demanding situations. To ensure the studio starts strong, our role as data analysts is to dive deep into the dynamics of the film industry. By knowledge what drives container office achievement, we are able to offer actionable insights to assist form the studio's content advent and manufacturing strategies.

To do this, we'll discover key questions about the enterprise:

How many movies are released each year/month?

Which genre is most successful at the box office?

Which production budget range yield the most profitable movies?

Data Understanding

For the exploratory analysis, we will make use of data collected from the following sources:

Box Office(<https://www.boxofficemojo.com/>)

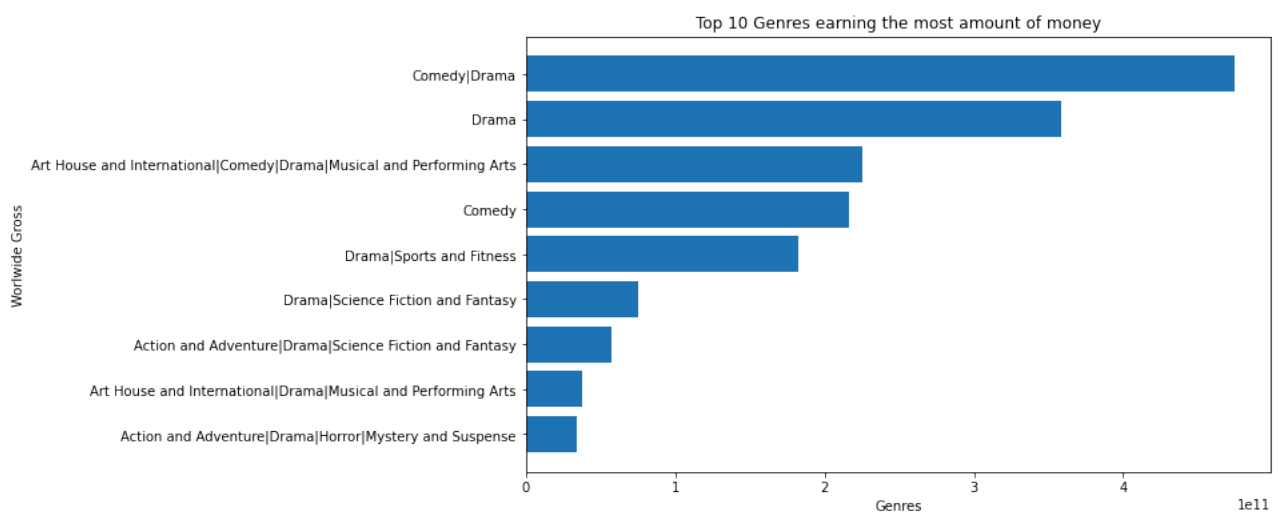
IMDB(<https://www.imdb.com/>)

Rotten Tomatoes(<https://www.rottentomatoes.com/>)

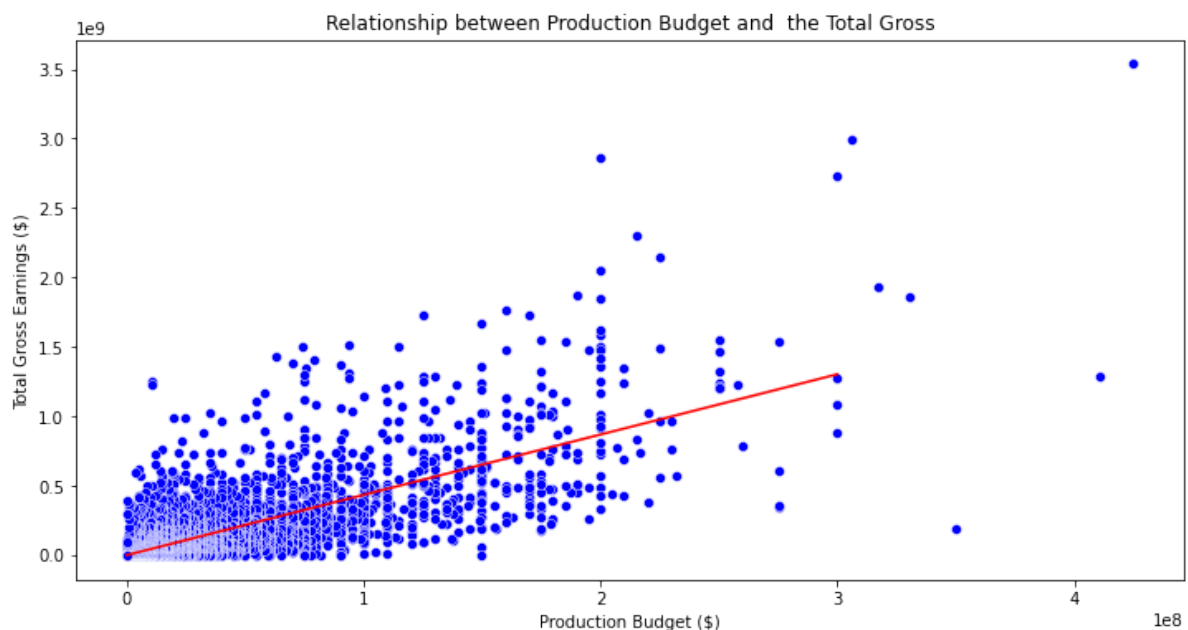
TheMovieDB(<https://www.themoviedb.org/>)

The Numbers (<https://www.the-numbers.com/>)

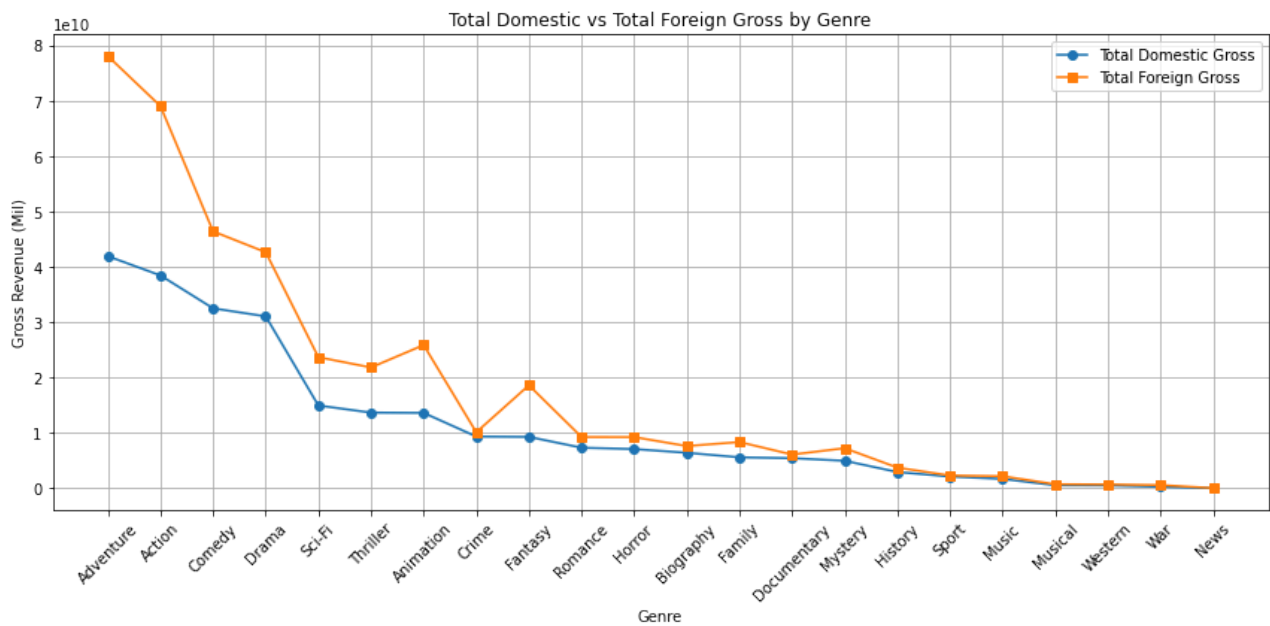
Top 10 genres earning the most amount of money



Relationship between Production Budget and the Total Gross



Total Domestic vs Total foreign Gross by Genre



Recommendations

1. Invest in the highly rated genres

The business should expand into genres where success is closely correlated with higher ratings. The genres of comedy|drama, drama, and drama|sport and fitness show that favorable reviews greatly increase their revenue.

2. Target global market

The company should consider investing in the global audience. Our analysis indicates that almost every genre does well in the foreign market compared to the domestic market.

3. Ensure a balanced budget to maximize ROI.



Releases

No releases published
[Create a new release](#)

Packages

No packages published
[Publish your first package](#)

Languages

● Jupyter Notebook 100.0%

