Group 3

GROUP 3 - KARU.   Phase 2 Project

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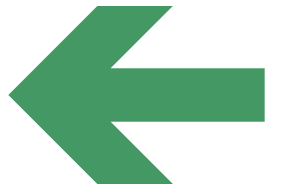
Keziah Murugami

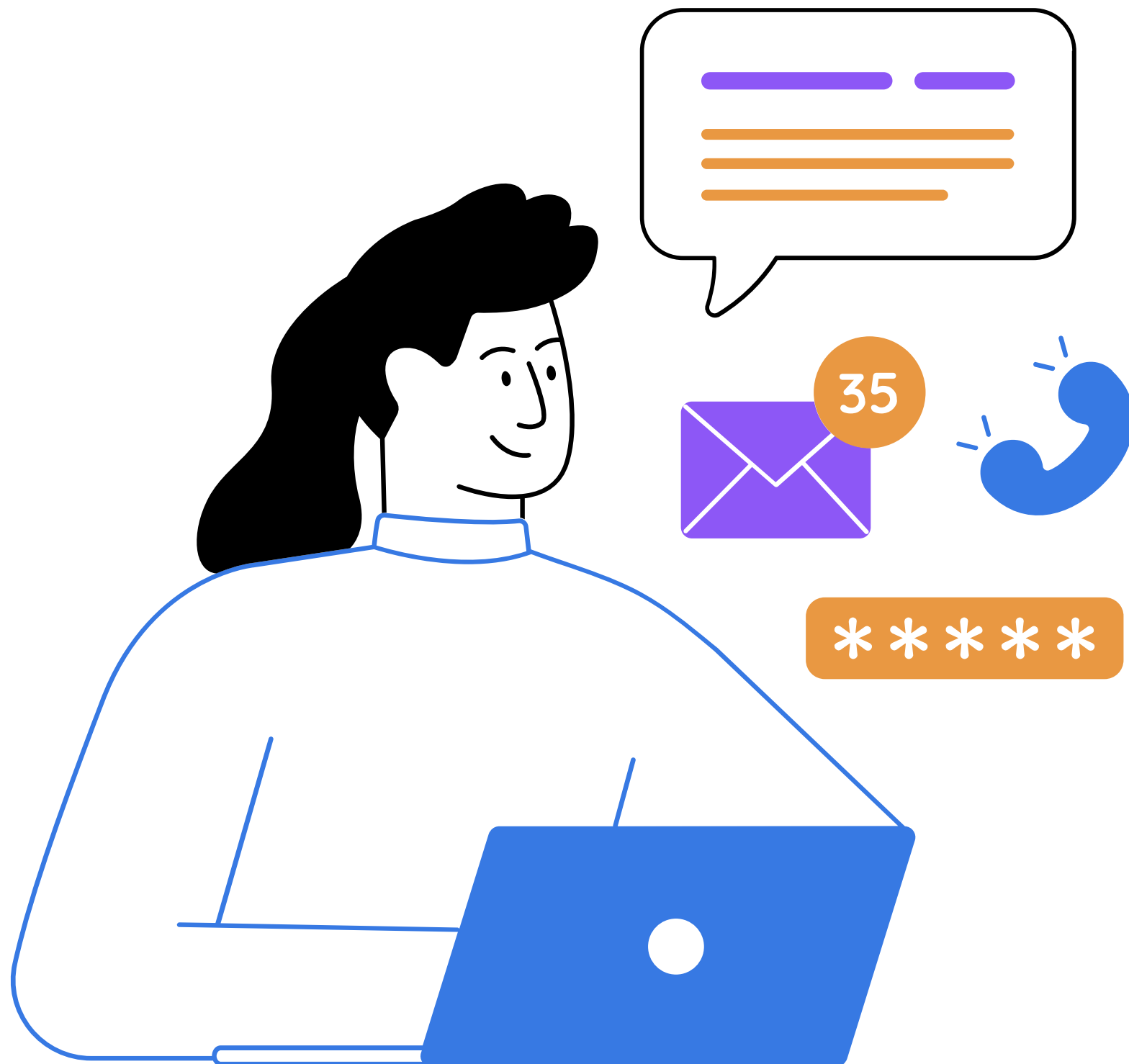*Marion Kung'a*

Tricia Too

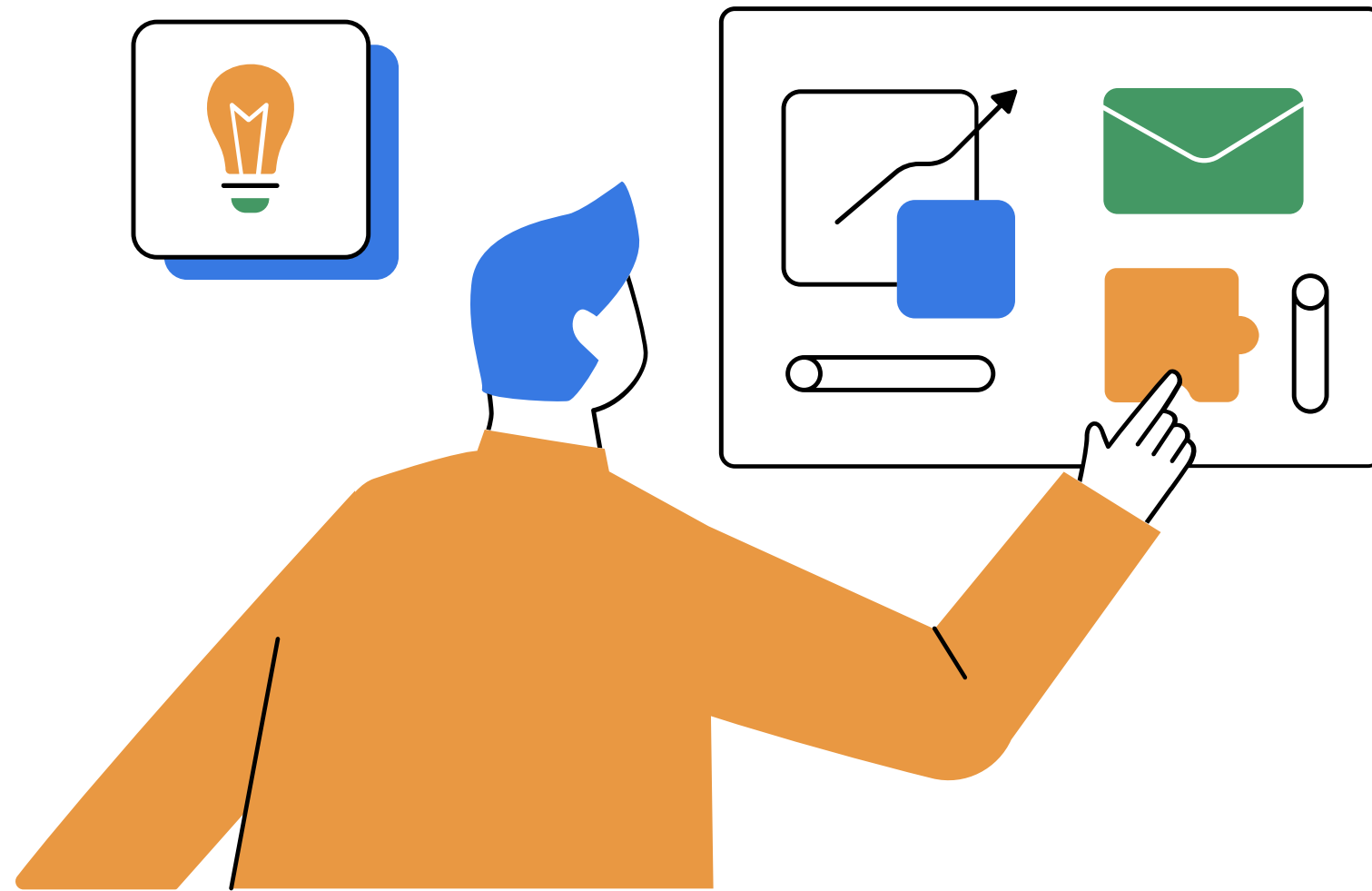*Crispus Mutua*

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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.

Objectives

Identify High Performing Movie Genres

Analyze Audience and Market Trends

Identify Top Performing Studios

Data Description

Data used is from many sources and includes information such as movie titles, budgets, revenue, genre, synopsis, studio and directors.
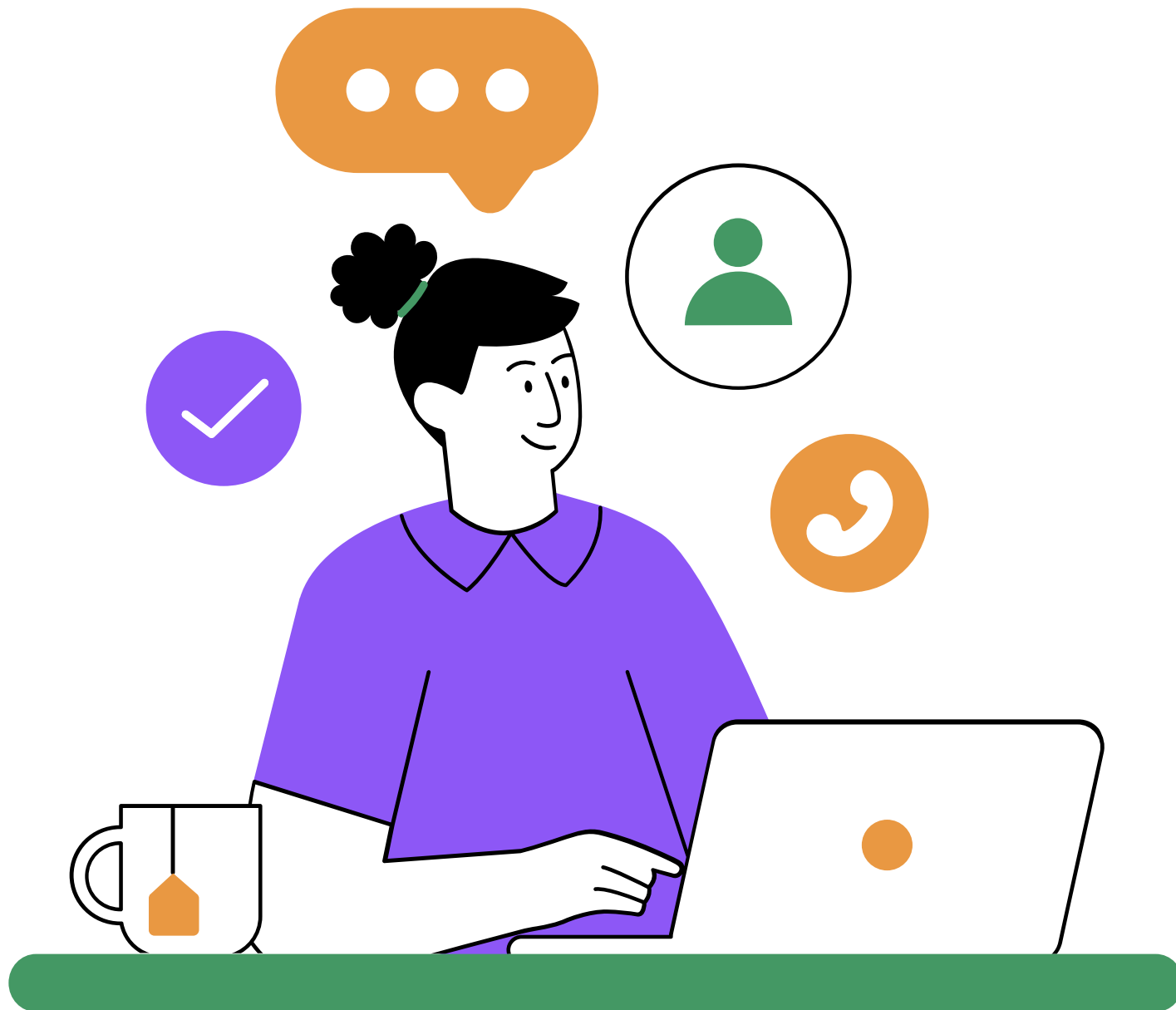
The movie datasets are from:

- Box Office MojoLinks to an external site.
- IMDBLinks to an external site.
- Rotten TomatoesLinks to an external site.
- TheMovieDBLinks to an external site.
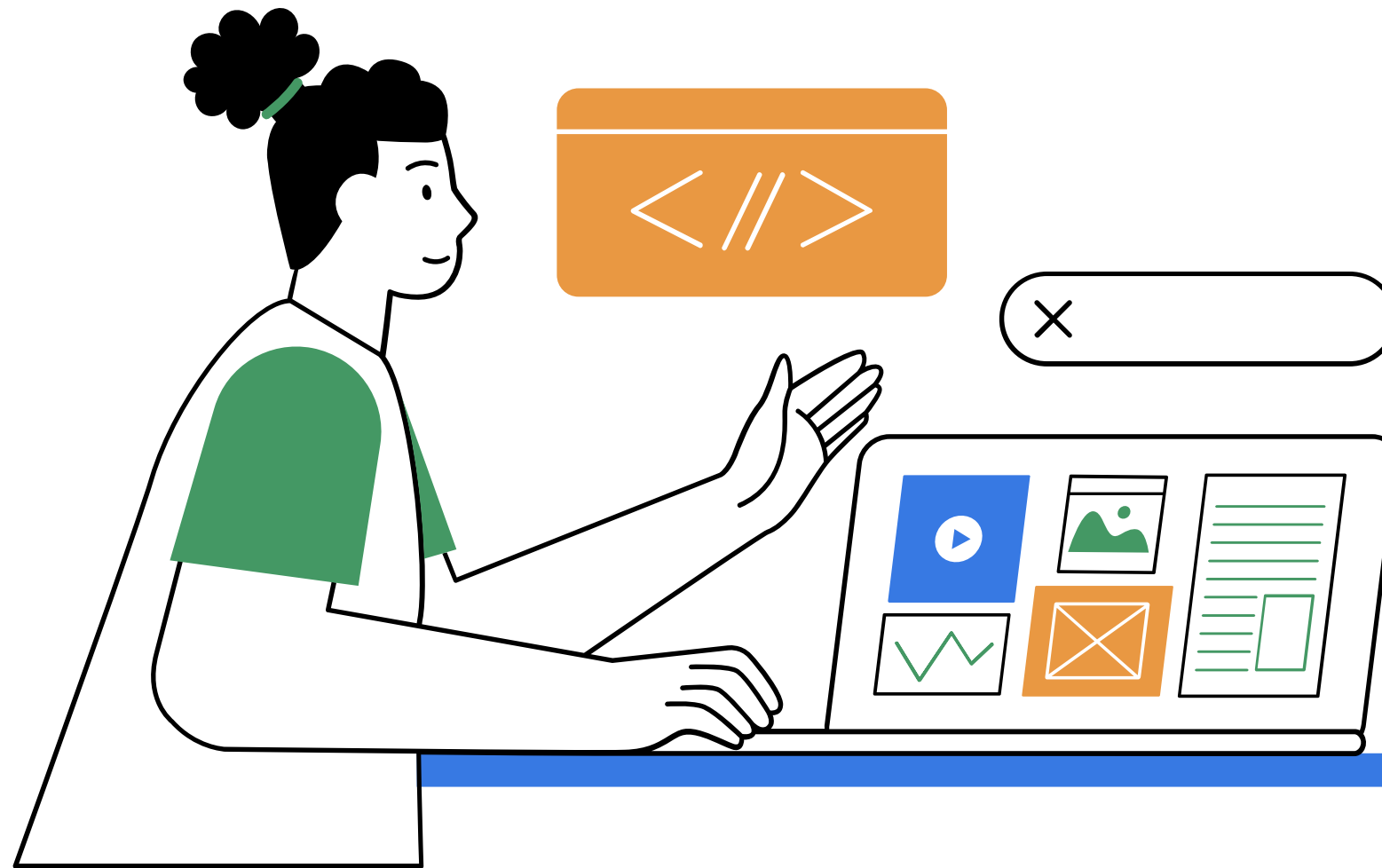- The NumbersLinks to an external site.

Process Steps

We followed the following steps:

- Data Loading
- Data Cleaning
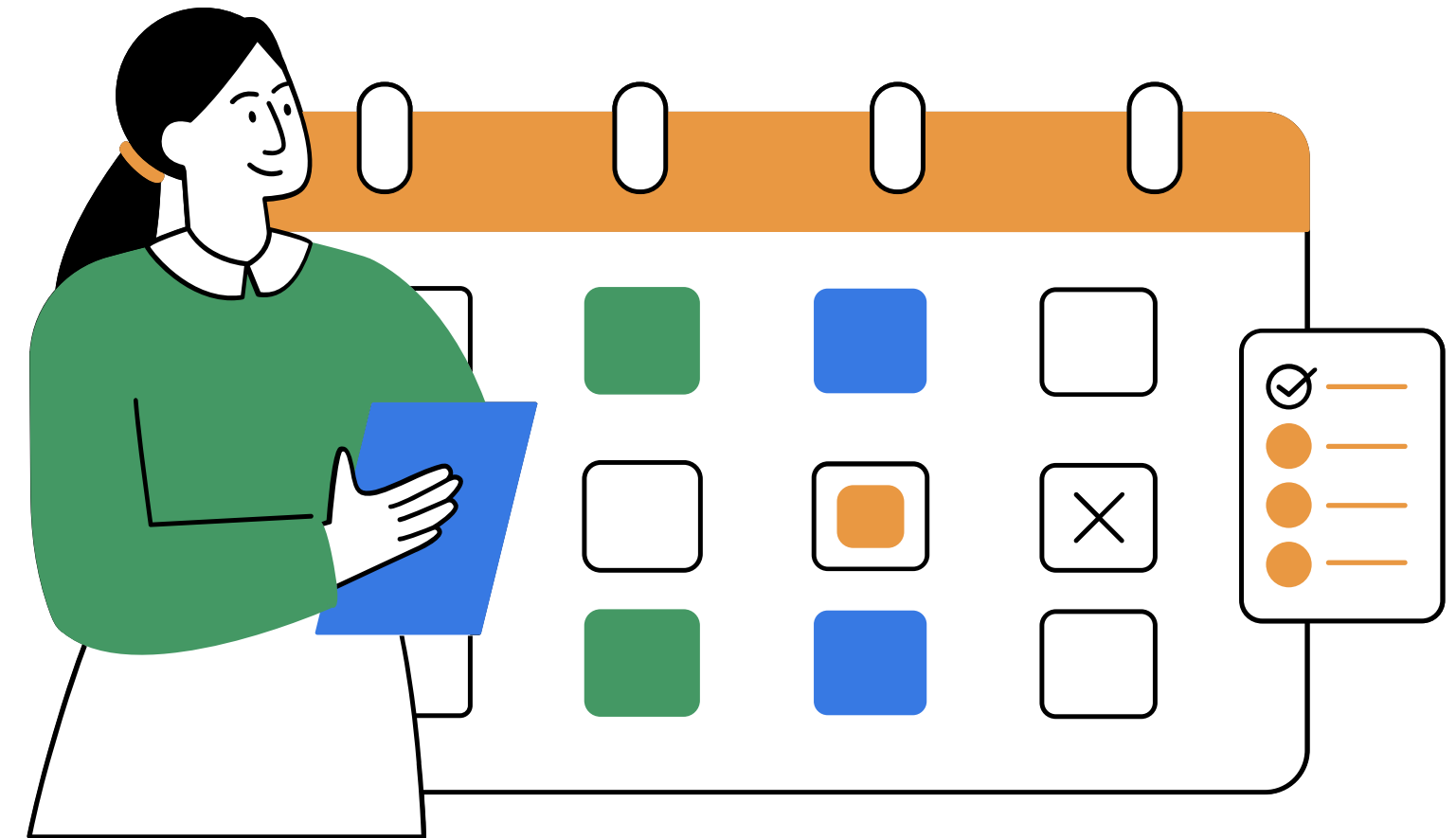- Data Analysis and Visualization

Process Steps

Data Loading

In the Data Loading step, we loaded the datasets into pandas to create dataframes that we used in the subsequent processes of the project.

Data Cleaning

We dropped duplicates, handled missing values by dropping and filling where applicable and converted columns into more usable format

Data Analysis Process

Visualizations

Created charts to visualize data and trends
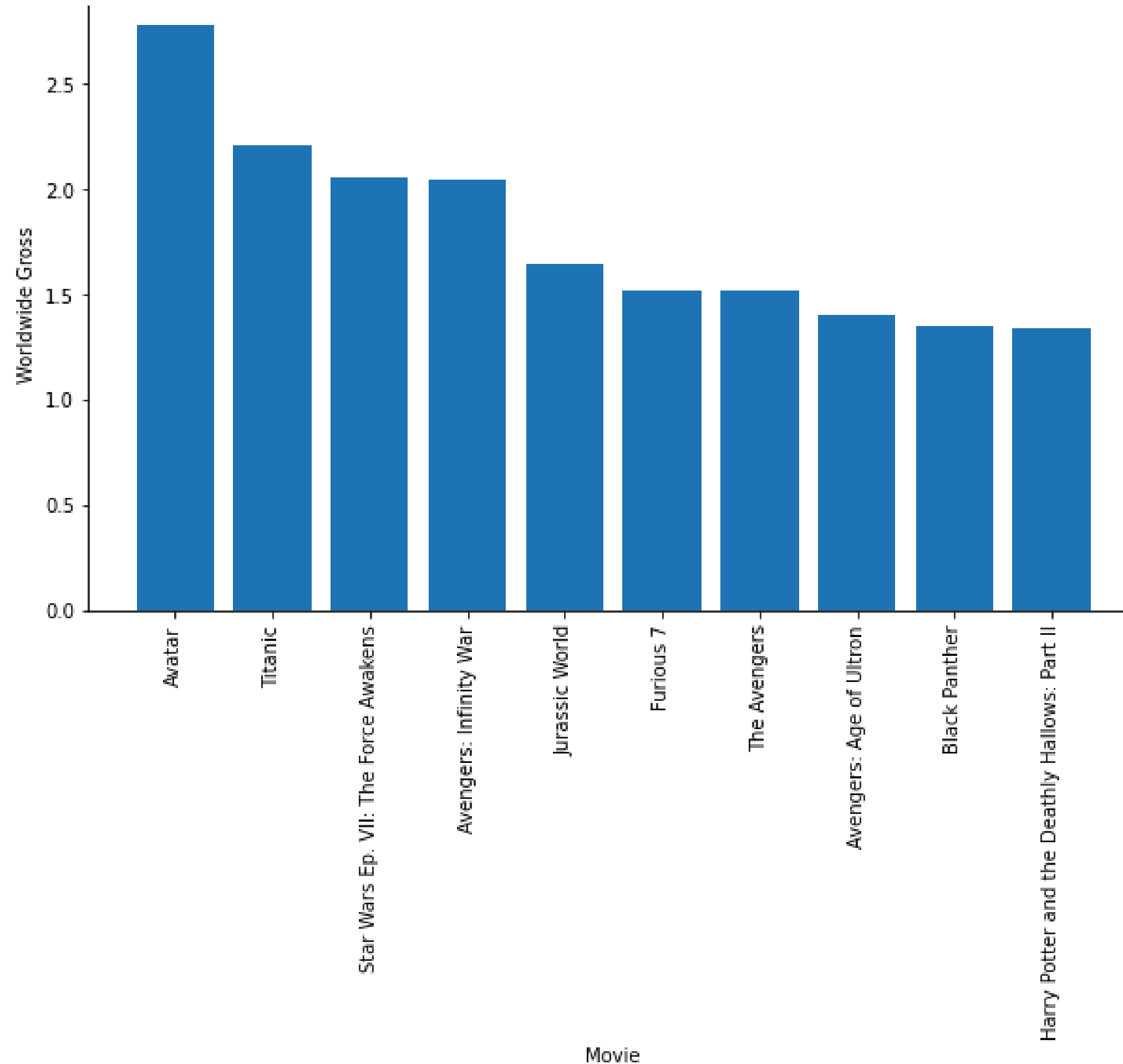
Hypothesis Testing

Formulated null and alternative hypothesis and tested the data

Findings and Recommendations

From the visualizations and hypothesis testing results, we made inferences for better success of the movies studio
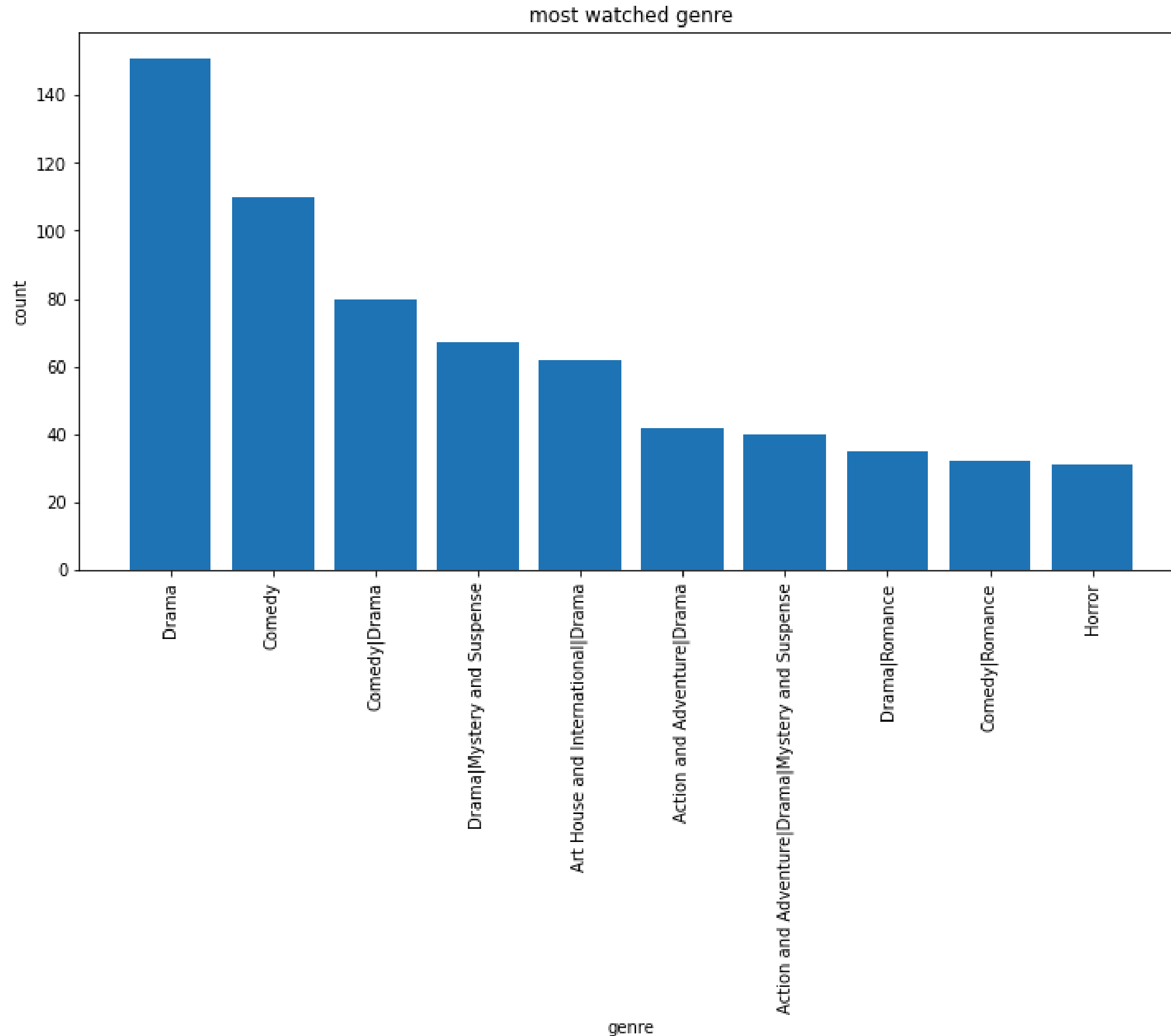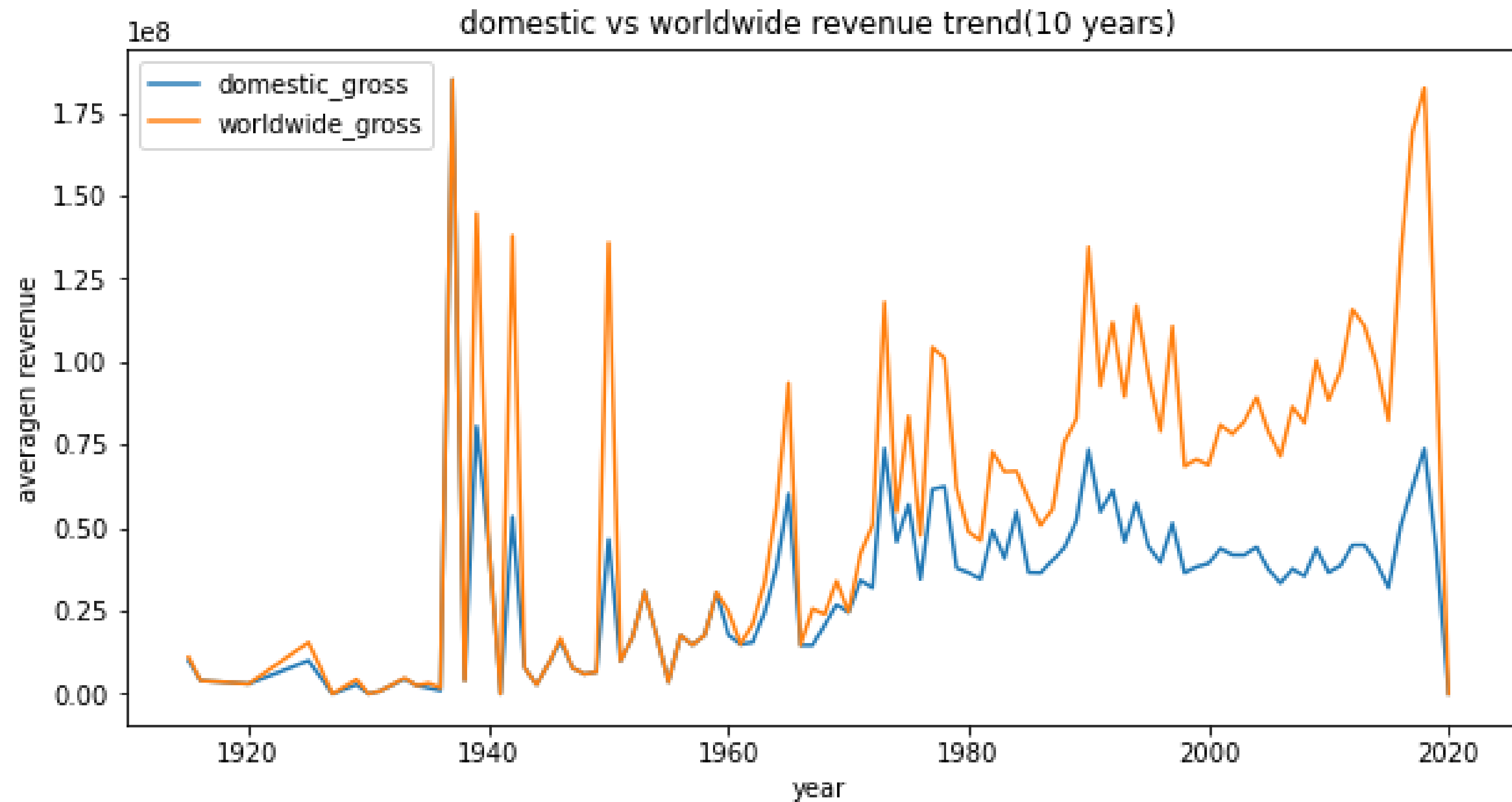
Top 10 movies by worldwide gross

Insight:

Sci-Fi and Hero movies populate the top 10 movies in the worldwide gross.
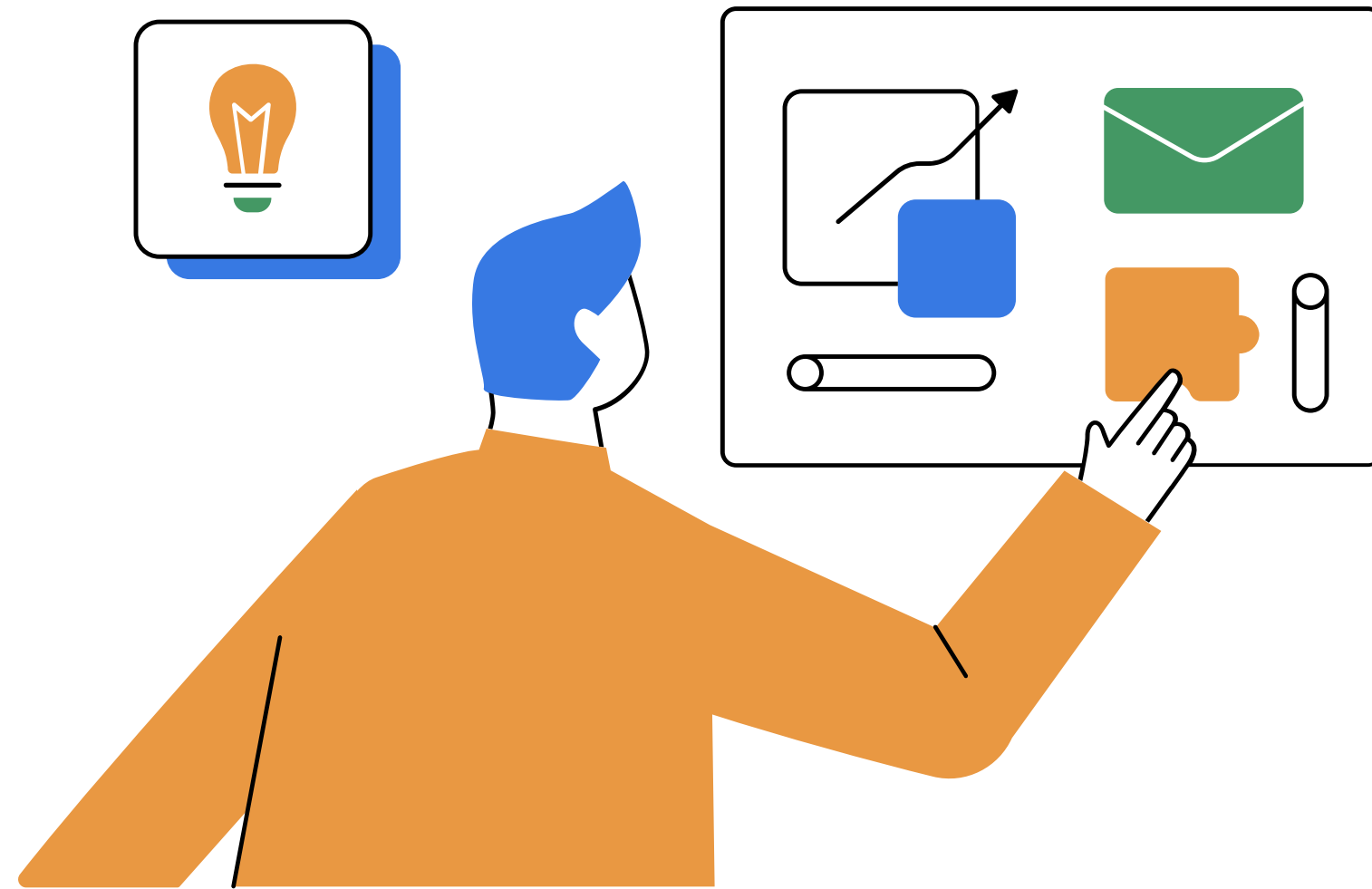
Most Watched Genres

most watched genre

Insight:

Drama Genre has the highest demand compared to other genres.

domestic vs worldwide revenue trend(10 years)

Insight:

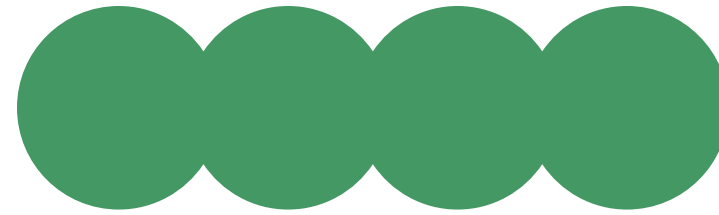Worldwide gross has higher revenue as compared to the domestic gross

Recommendations

The studio should contain movies such as The gallows that fall under WB (NL) .

For high chances of success the studio should consider high budget movies which tend to have a greater success.
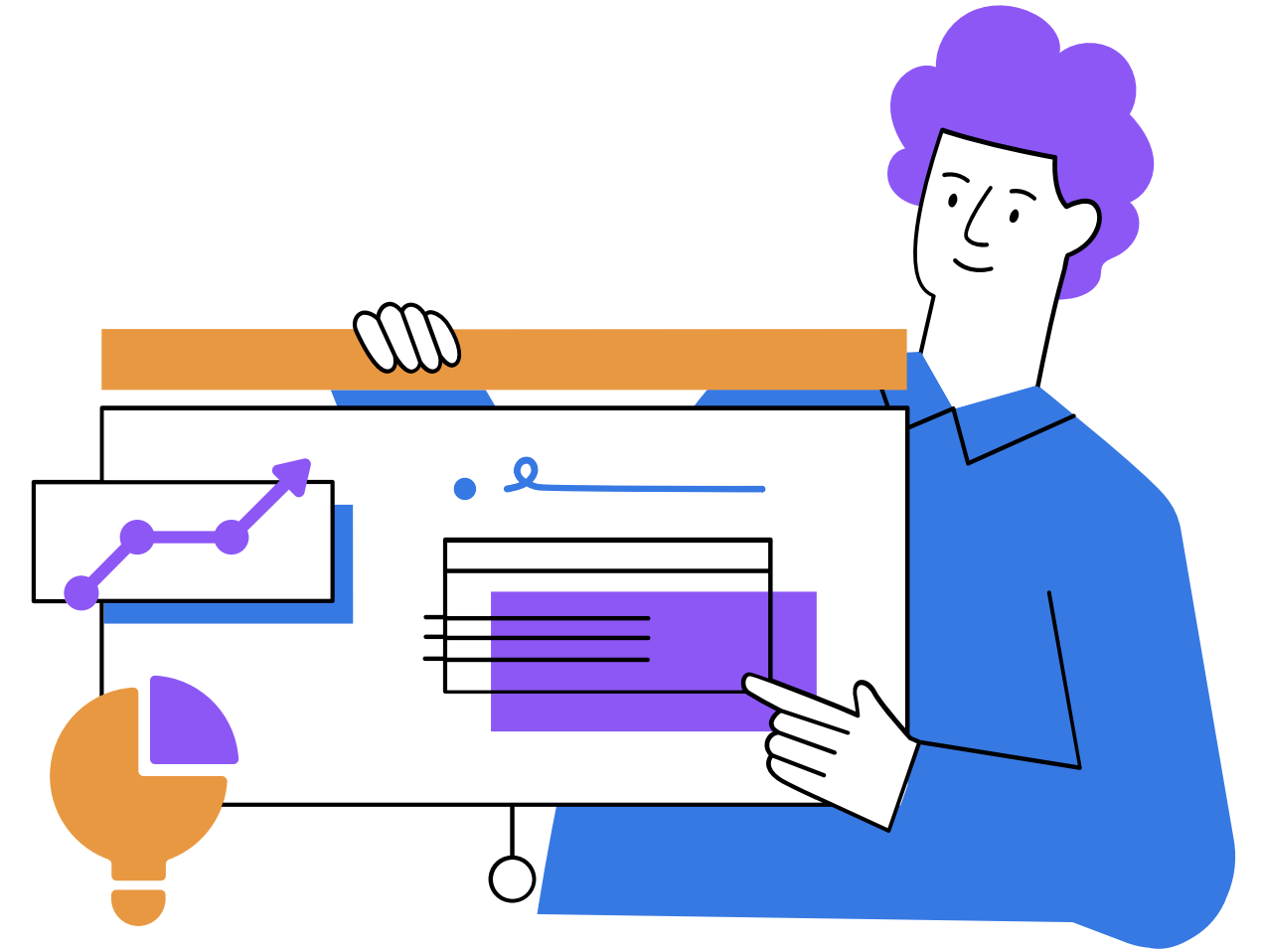
The studio should invest in Sci-Fi and Hero genres since they have the highest demand.

The studio should consider world wide movies since they tend to have a greater income compared to the others.

Conclusion

The studio should focus on Sci-fi and Drama Genres .It should also produce movies that appeal to the worldwide market. The studio should heavily invest in movies to increase chances of success.

Thank You