MOVIE PRODUCTION RECOMMENDATIONS

By Bennie Kibet

INTRODUCTION

Problem Statement : **How can Microsoft who are entering movie production maximize on profits?**
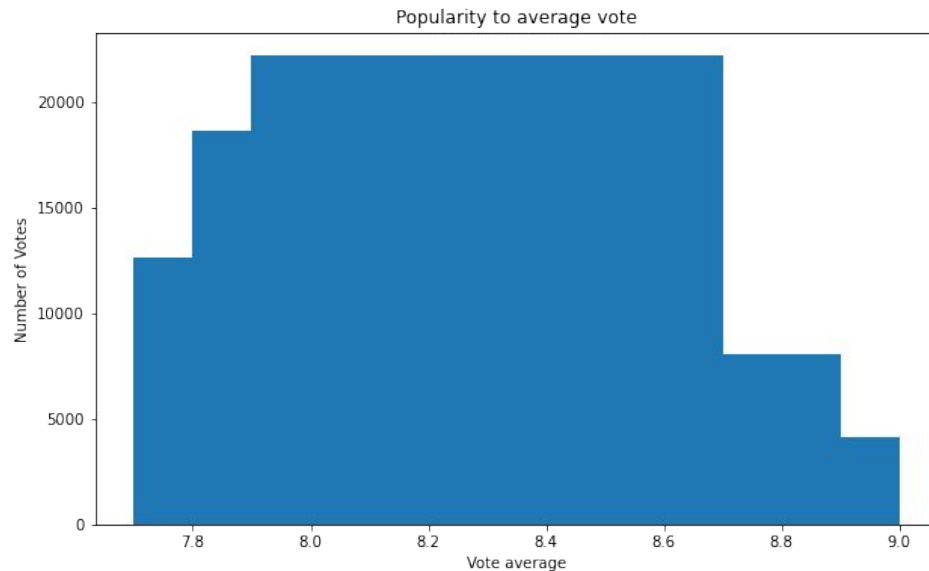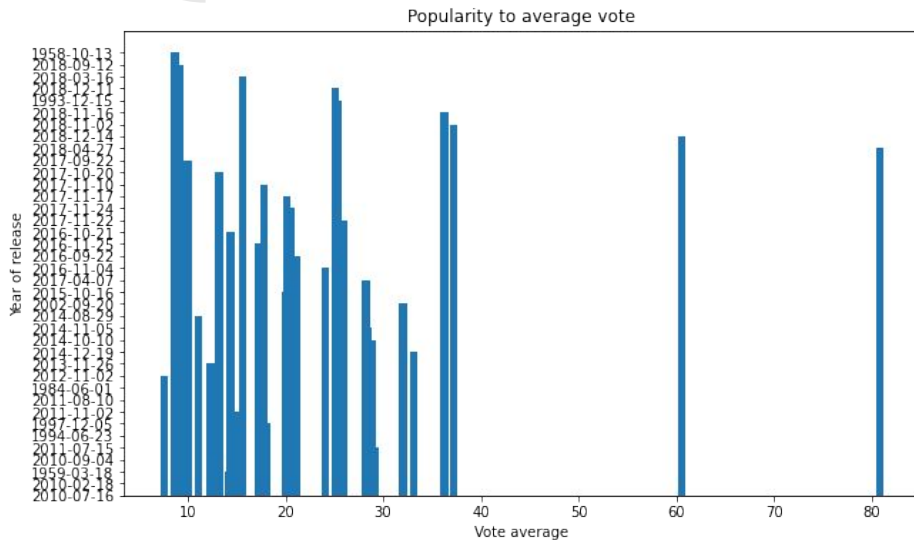
To solve the problem we need to understand what other movie production companies do and what there audience prefers.

Data to be used is to be obtained from im.db database and tmdb file.

BUSINESS CONTEXT

- To identify what type of movies the mode of population like
- To provide an estimate of the runtime of movies.

DATA

Popularity to average vote

Popularity to average vote

- Data showing relationship between the popularity of a movie to the vote average and popularity against when movie was released.

RESULTS AND BUSINESS APPLICATIONS (RECOMMENDATIONS)

The analysis leads to the following recommendations;

1. On the genre of movie we can first release:
   1. Documentary,Music,Sport
   2. Documentary,Music,War
   3. Documentary
   4. Comedy,Music,Musical
   5. Adventure,Drama,War
   6. Drama,Family,Musical

as per data from im.db database

2. That ratings generated depended on the number of people that voted and as such data with high number of votes and a high rating were considered in the analysis.

EVALUATION AND FUTURE IMPROVEMENT IDEAS

Further analysis could help in identifying:
1. Best time for a movie to be released by the studio.This could use data from the box office to know period that movies are watched a lot.
2. Predict revenue that can be made from the box office after release of the movie. This could help inform or change the approach used in advertising or promoting the movie.

CONTACT INFORMATION

For any enquiry please reach out using :
Email :
bennie.kibet@student.moringaschool.com

Github : @Bennie-Kibet