

# MOVIE PRODUCTION RECOMMENDATIONS

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# INTRODUCTION

Problem Statement : **How can Microsoft who are entering movie production maximize on profits?**

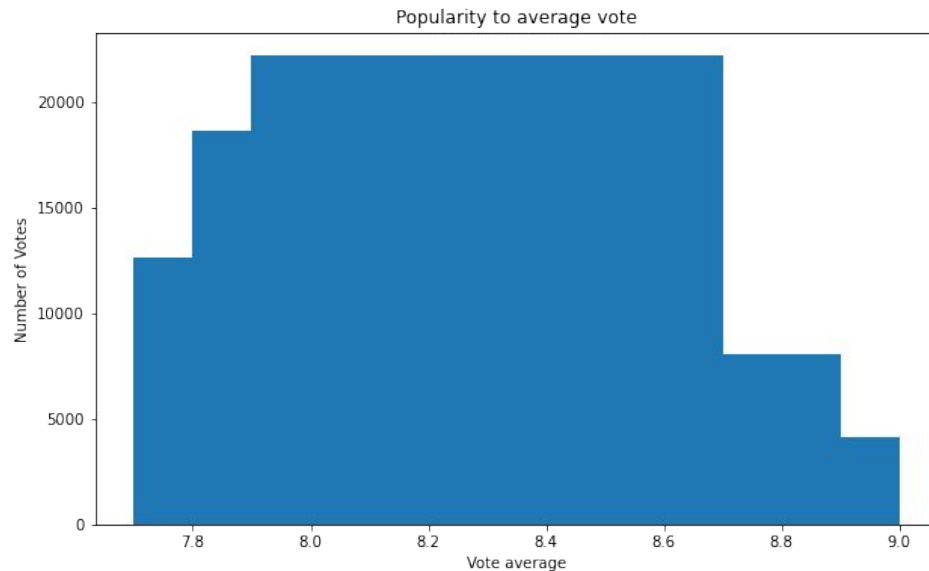
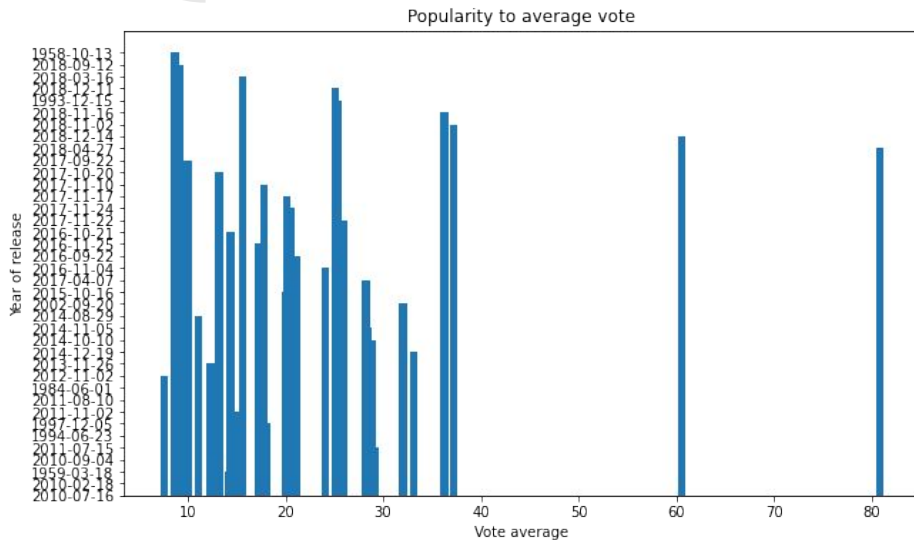
To solve the problem we need to understand what other movie production companies do and what there audience prefers.

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



# DATA

	genres	main_genres	runtime_minutes	averagerating	numvotes
0	Documentary,Music,Sport	3	96.0	9.1	170
1	Documentary,Music,War	1	95.0	8.9	742
2	Documentary	1771	87.0	8.9	559
3	Comedy,Music,Musical	4	110.0	8.9	198
4	Adventure,Drama,War	1	90.0	8.9	658
5	Drama,Family,Musical	4	120.0	8.7	351
6	Adventure,Documentary,Sport	5	46.0	8.5	434
7	Documentary,History,War	17	99.0	8.4	15612
8	Comedy,Crime,Thriller	28	135.0	8.4	7279
9	Adventure,Documentary,History	3	103.0	8.4	115
10	Drama,Mystery,War	6	131.0	8.3	124156
11	Drama,Fantasy,Horror	69	104.0	8.3	14128
12	Crime,Documentary,Mystery	8	107.0	8.3	116
13	Comedy,History,Musical	1	134.0	8.3	172
14	Animation,History	1	135.0	8.3	7451
15	Romance,Thriller,War	1	125.0	8.2	165

- Data from the im.db dataset showing the top genres, grouped by averagerating.



## 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.
3. Apart from the two year in the 90s most of the recent movies were also



# 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

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