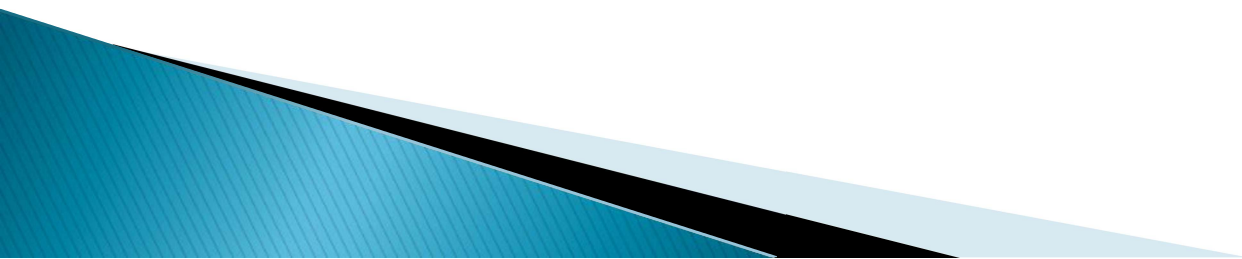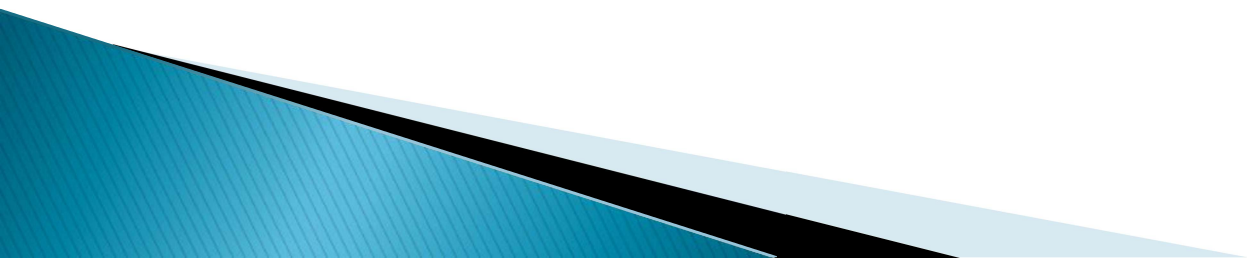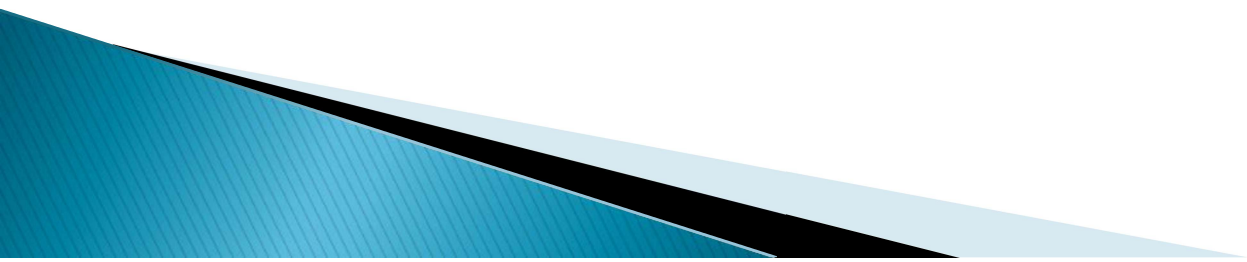# MOVIES DATA ANALYSIS

OVERVIEW

- The entertainment industry has experienced immense growth over the recent past with increase in internet connectivity playing a big role in this.

- In particular the film industry has been one of the most profitable sectors with companies like Netflix and Amazon capitalizing on this to reap great benefits.
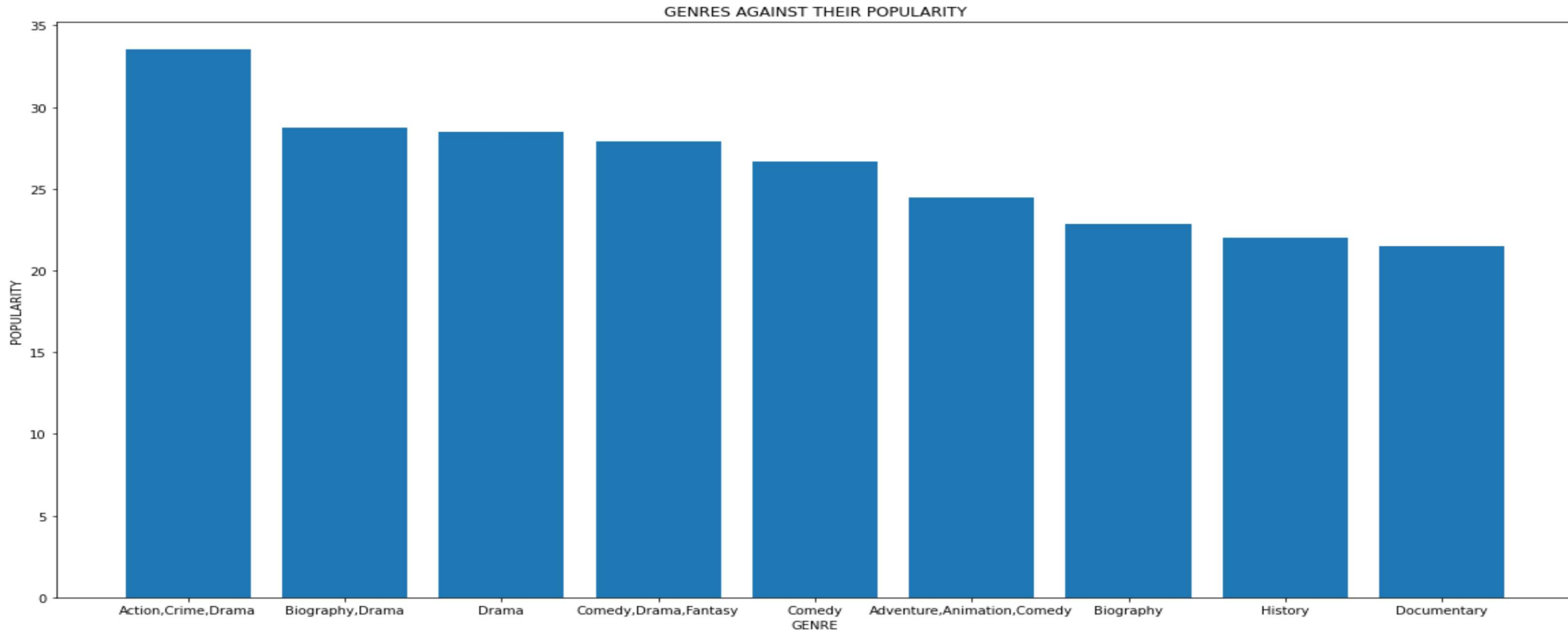
BUSINESS UNDERSTANDING

- We are going to be taking a look at some data related to movies to try and answer some business questions about different types of movies.
- Some of the business questions we are going to be answering include:

a. What type of movies are most popular

b. How do different types of movies perform revenue wise both domestically and abroad.

c. How long should different types of movies be.

DATA UNDERSTANDING

- We analyzed data from Box Office Mojo and the IMDB Database.
- Out of all the data that was available we went with only three datasets as we found them to be the most relevant for the questions we are trying to answer.
- We then narrowed down to a set of variables for our analysis they included.

1. Genre–represents the type of the movie
2. Runtime–it's the length of a movie in minutes
3. Domestic gross–domestic revenue of a movie
4. Foreign gross–Foreign revenue of a movie
5. Rating–the average score the consumers gave a movie out of 10
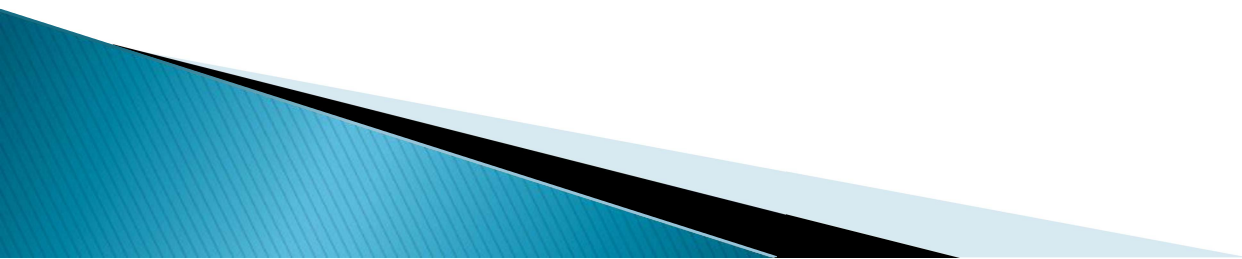6. Popularity–How popular a movie is to the consumers.

Popularity

▸ The graph below represents the popularity of each movie Genre
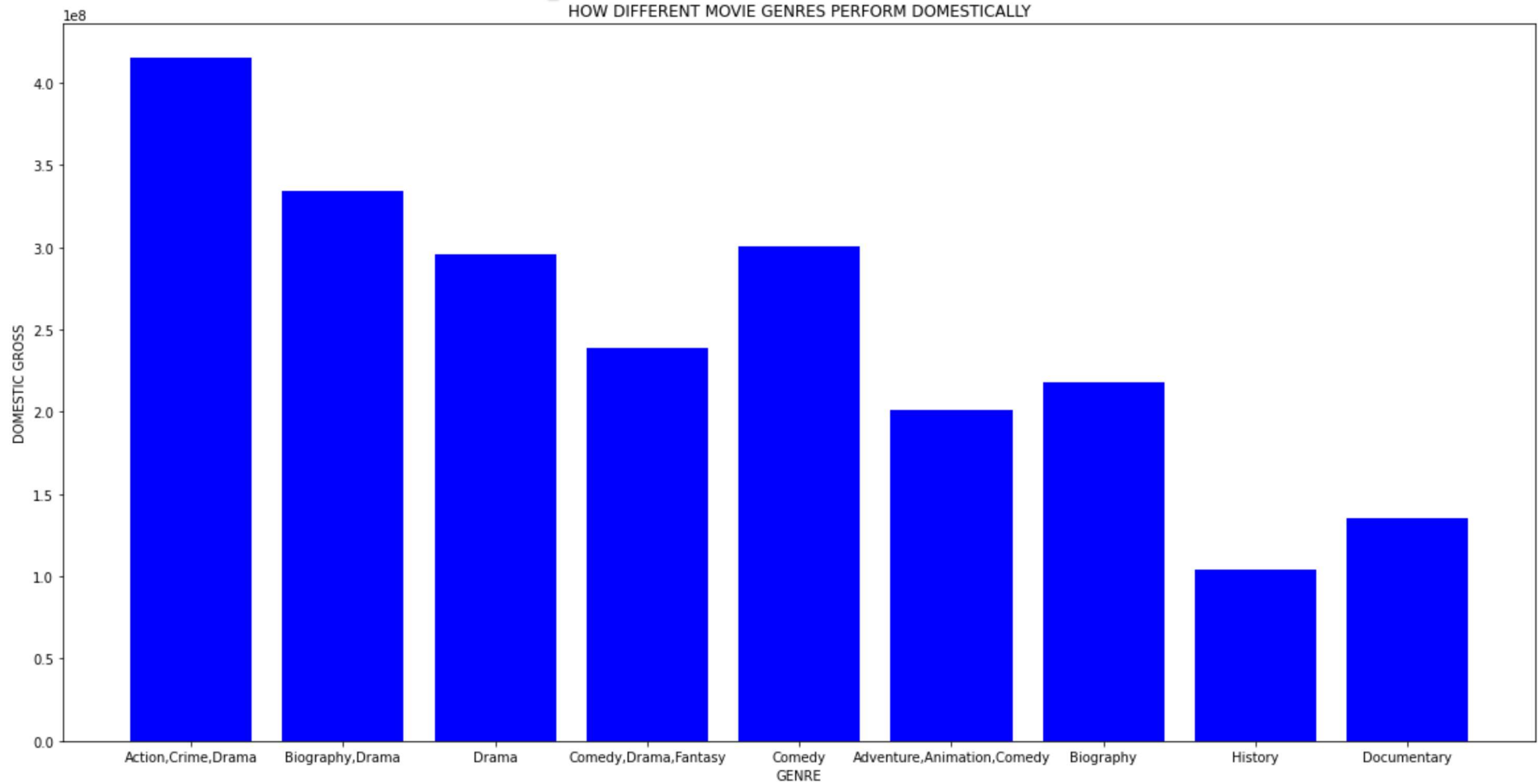

GENRES AGAINST THEIR POPULARITY

Interpretation

- We can see that the most popular genre among consumers is the Action,Crime and Drama followed by the biography and drama.
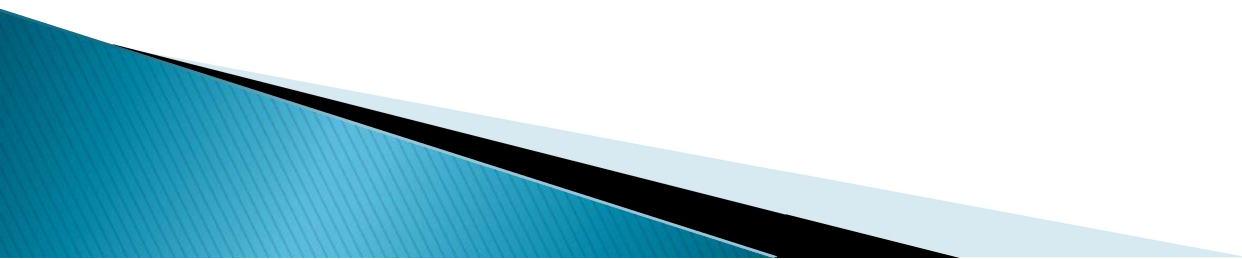- The least popular genre is the documentary .

Domestic performance
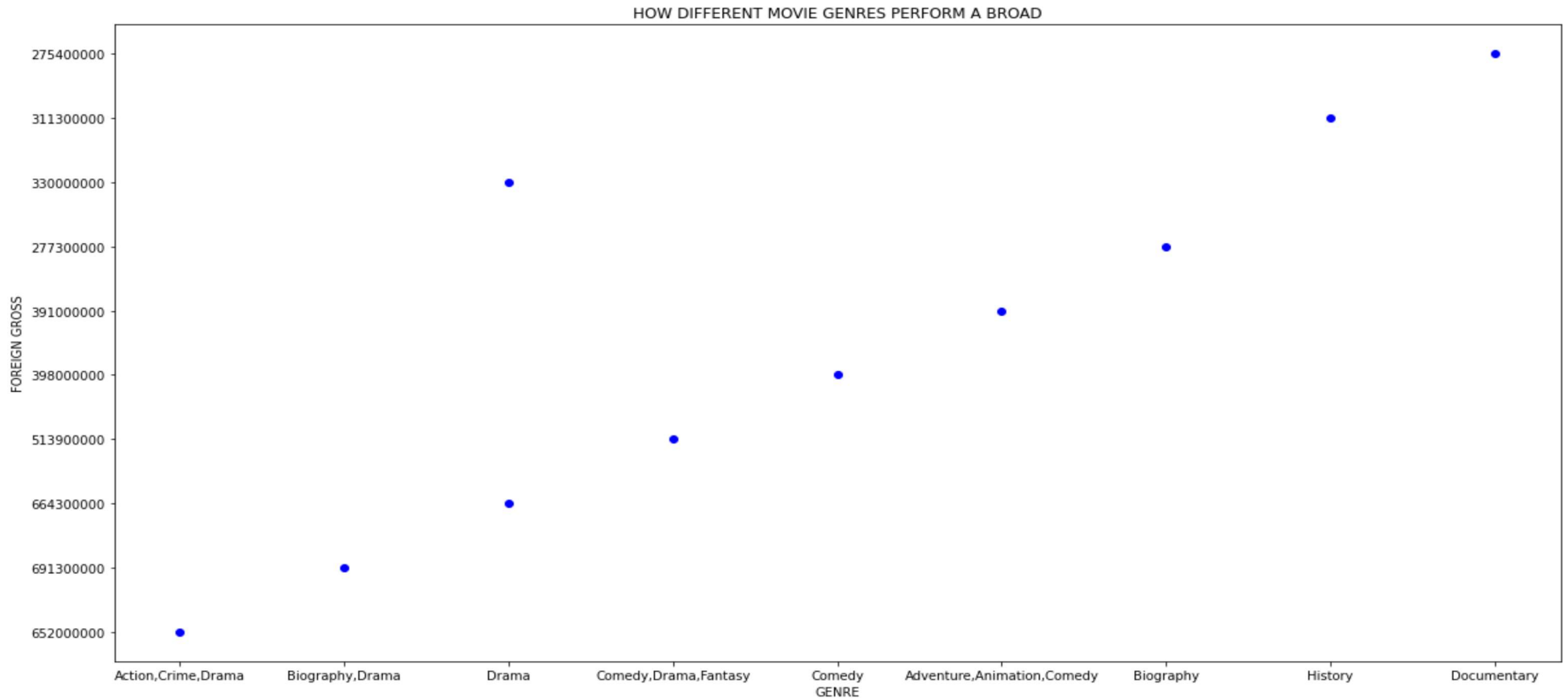

HOW DIFFERENT MOVIE GENRES PERFORM DOMESTICALLY

Interpretation

- We can see the genres with the most revenues domestically are the Action, Crime, Drama and Biography, drama genres.
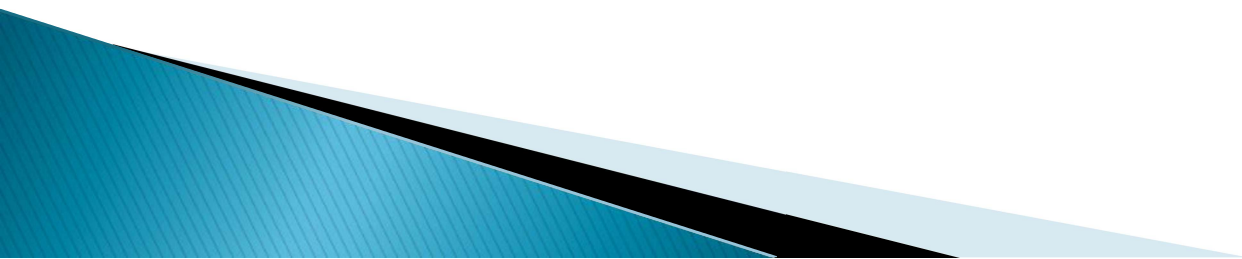- We notice the most popular movies are most likely to perform better domestically.

Foreign Performance
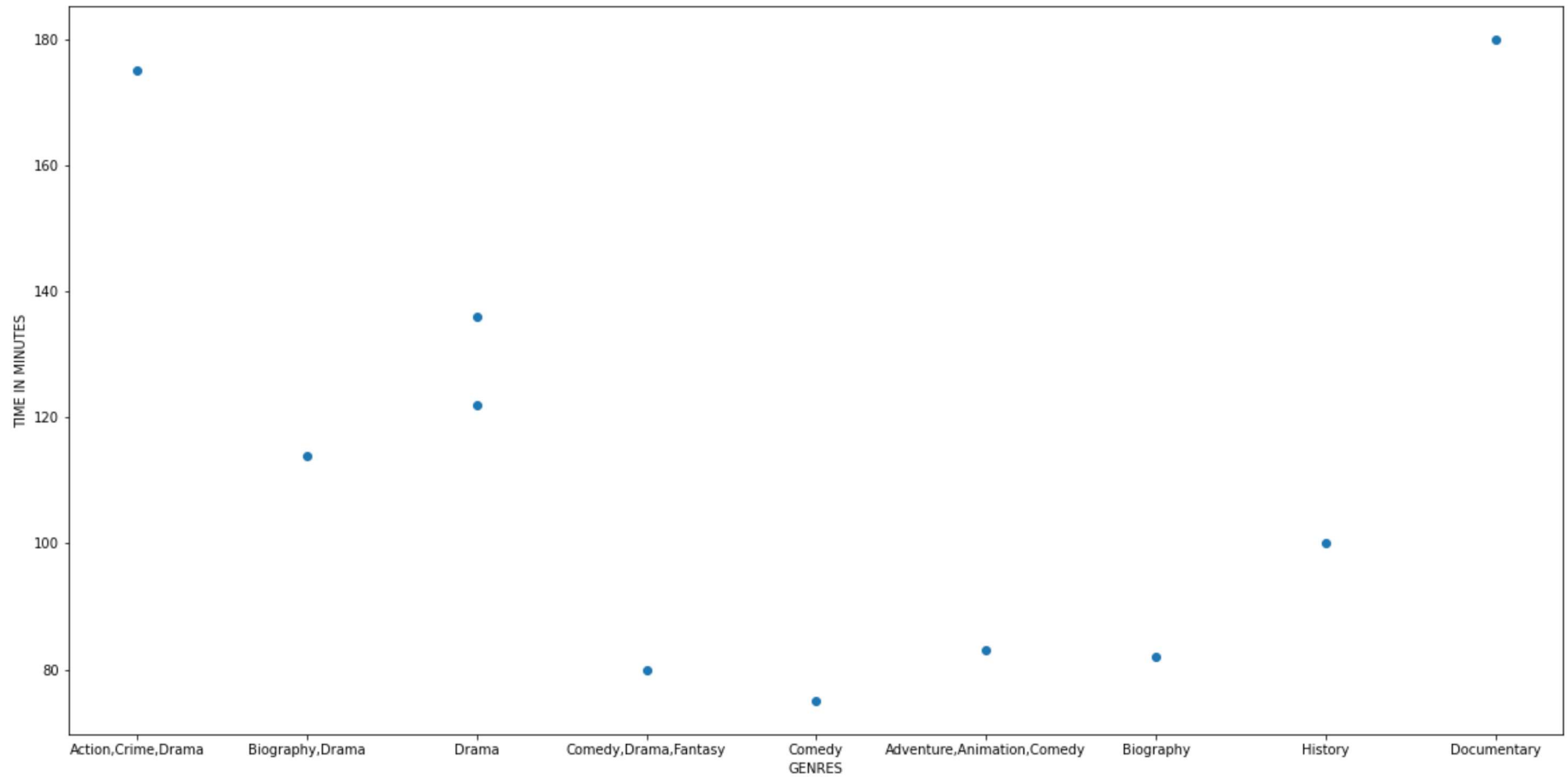
This graph is for revenues of movies a broad.

HOW DIFFERENT MOVIE GENRES PERFORM A BROAD

Interpretation

- We went with a scatter plot here as it was easier to read compared to the other visualizations
- We found that documentaries were doing the best abroad compared to the other genres.
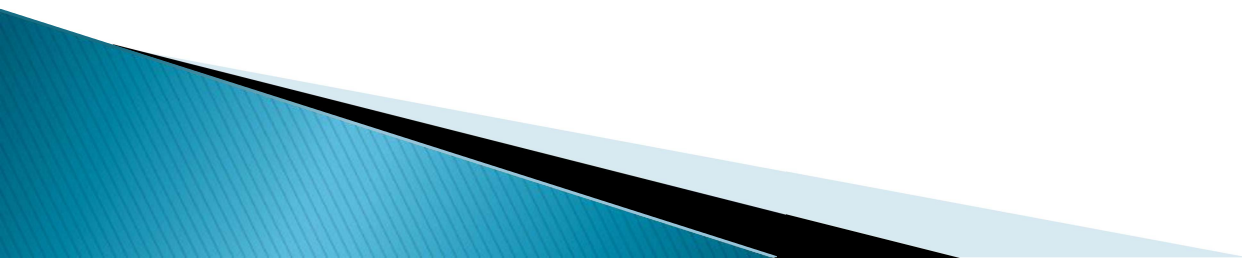- It was followed by history films and the least performing was Action Crime, Drama.

Movie Lengths

Interpretation

- The plot shows us that the longest movies are usually the documentaries followed by the history ones.
- Comedy movies take the shortest.

RECOMMENDATIONS

- From our analysis we can give the following recommendation.

1. We should produce more Action, Crime, Drama and Biography, drama genres for the domestic market. We should also do more marketing on History and Documentary movies domestically to help them generate more revenue and audience.

2. If we want to produce movies for the foreign market we should concentrate more on the Documentary ones History as they are doing well there.

3. If we want to produce short movies we produce comedy and if we want long movies we produce documentaries.