

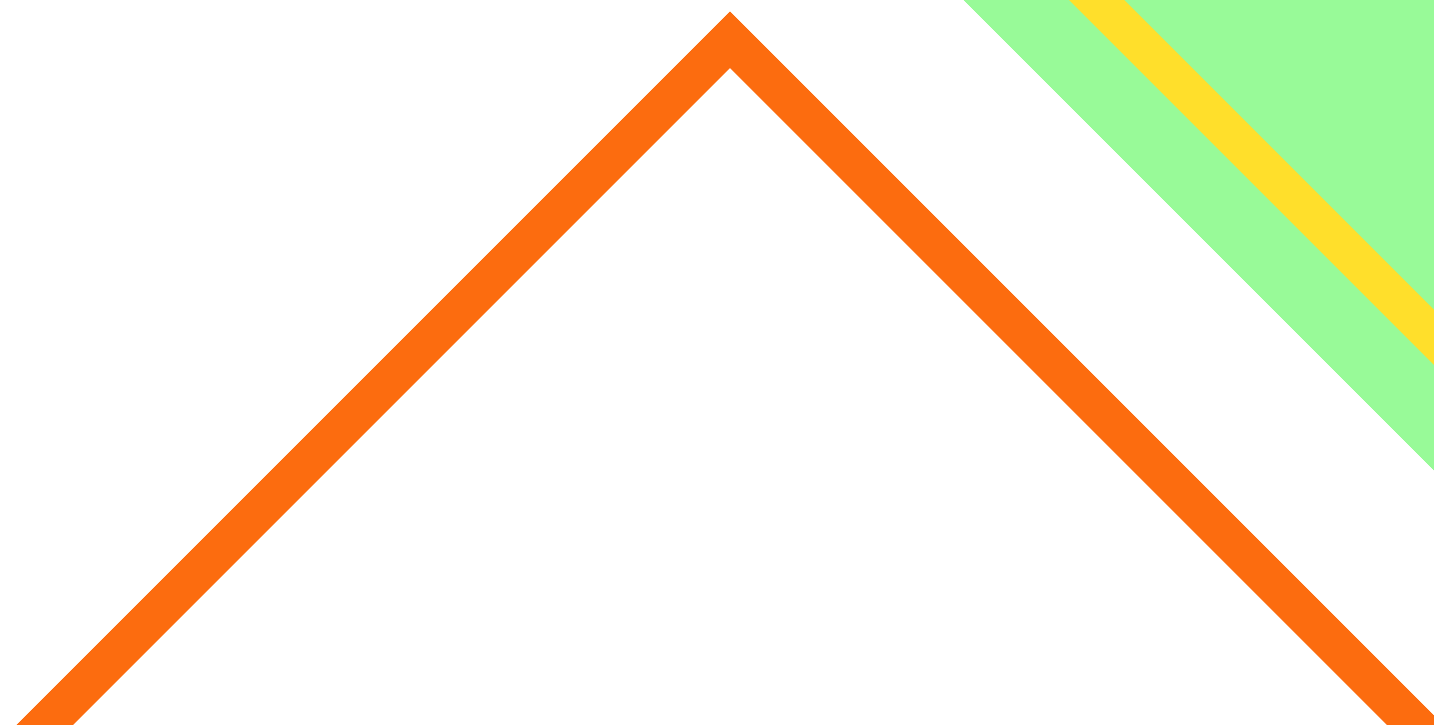


MORINGA

Discover · Grow · Transform

PHASE 1 PROJECT

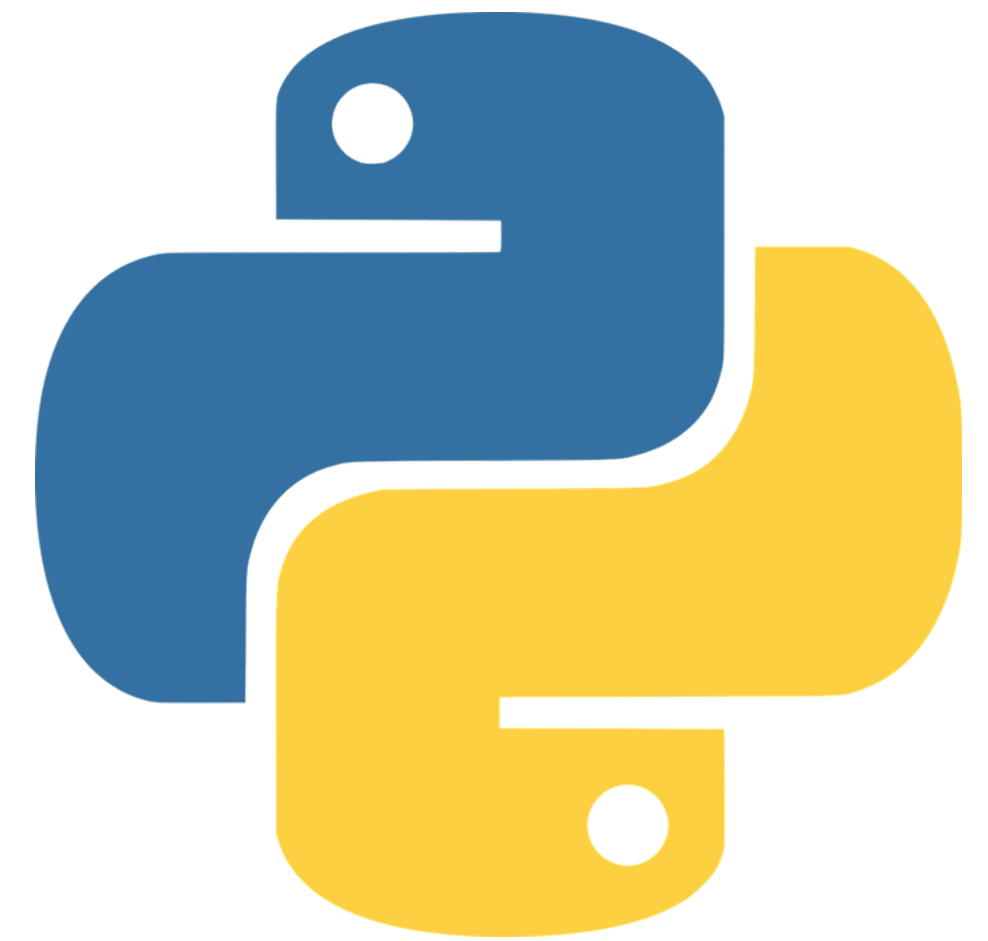
CREATED BY: CHERUIYOT SHADRACK
ORGANIZATION: MORINGA SCHOOL
PROGRAMME: DATA SCIENCE





INTRODUCTION

A STUDY OF THE TYPES OF FILMS
CURRENTLY DOING BEST AT THE
BOX OFFICE.



Python
Pandas
NumPy
Matplotlib

PROBLEM STATEMENT

This project was assigned as the final part of Phase 1 at Moringa school.

The study question was:

“Microsoft 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 the problem is they don’t know anything about creating movies. They have hired you to help them better understand the movie industry. Your team is charged with doing data analysis and creating a presentation that explores what type of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the CEO can use when deciding what type of films they should be creating.”

DATA SCIENCE

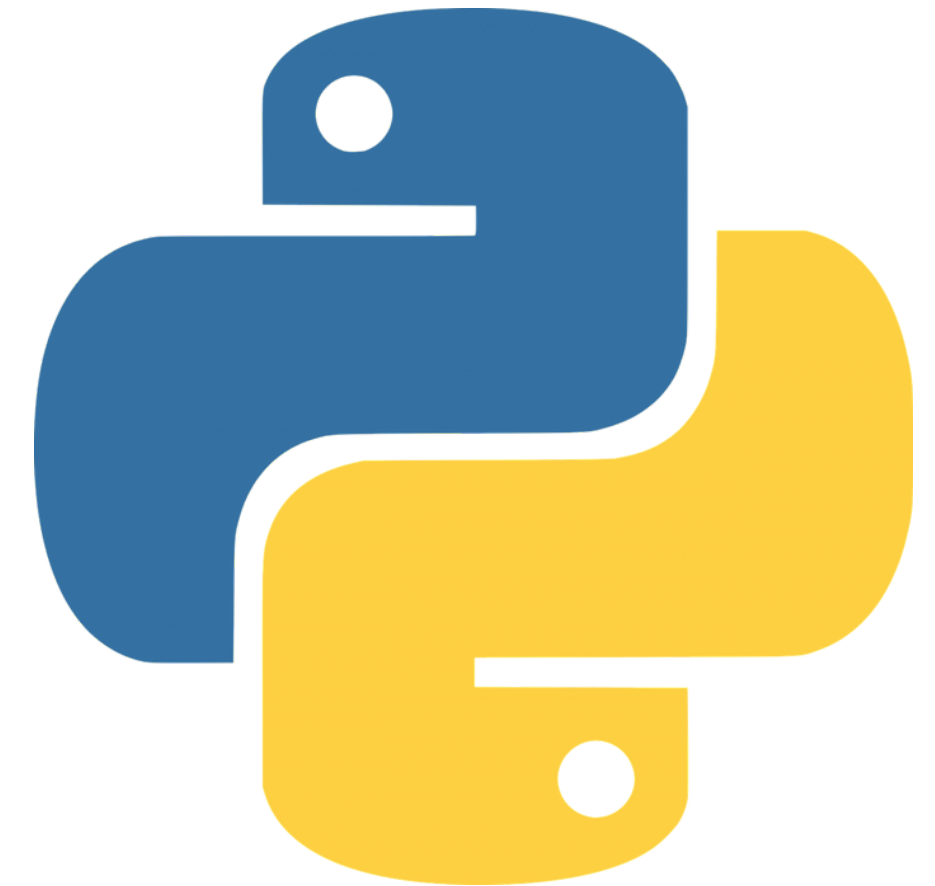
IN ORDER TO ANSWER THE QUESTION, I
USED DATA SCIENCE SKILLS TO ANALYZE
THE DATA AND COME UP WITH FINDINGS

Jupyter Notebook

Pandas - For manipulation and analysis of the data

Matplotlib - For visualization of data using plots

Seaborn - For attractive visualization graphics



DATA PREPARATION

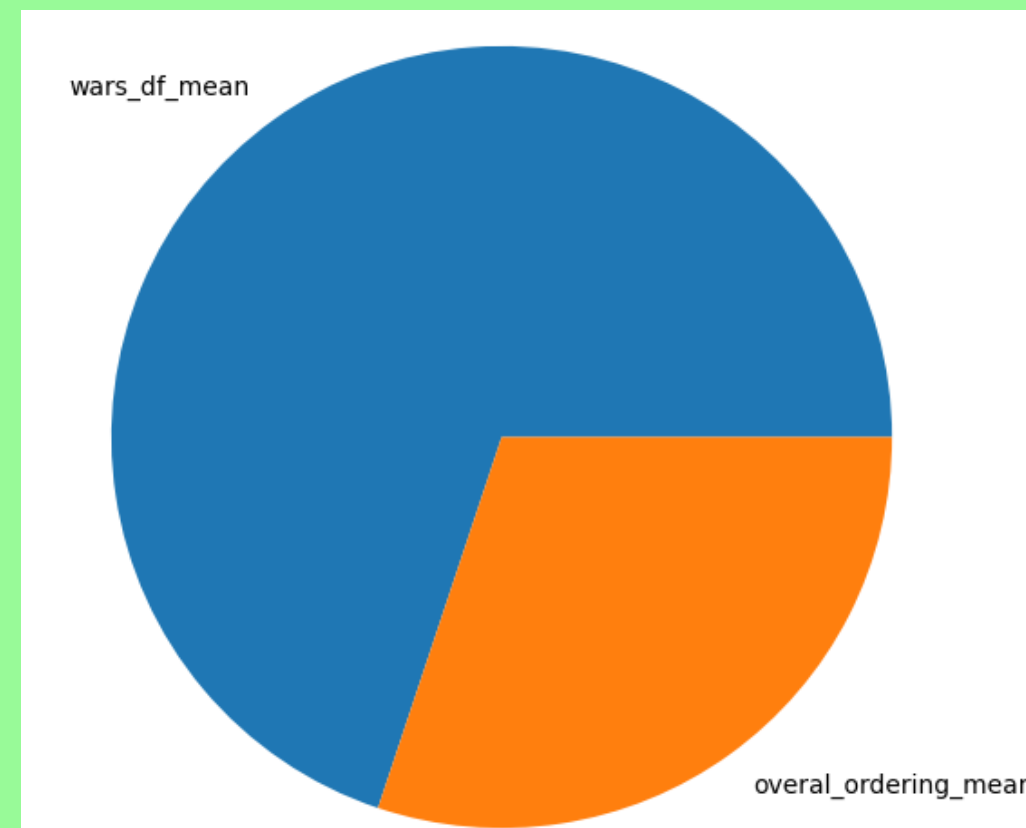
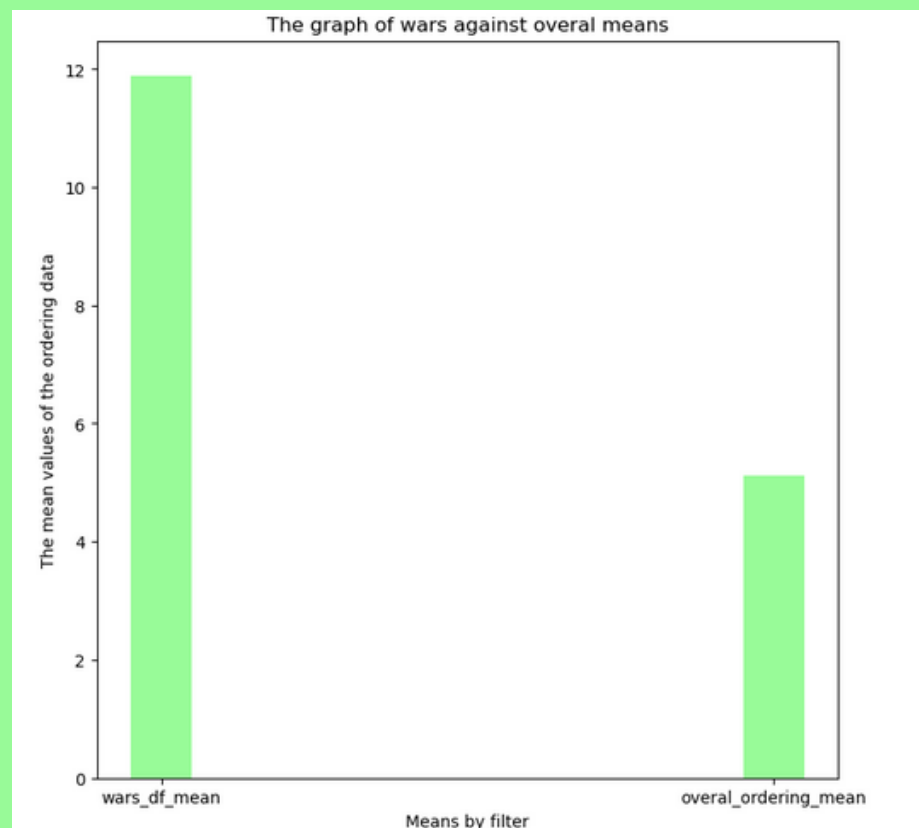
The datasets I chose to use in the study were the following:

- **title.principals.csv**
- **bom.movie_gross.csv**
- **imbd.title.basics.csv**
- **imdb.title.akas.csv**
- **tn.movie_budgets.csv**



Which types of Genres are mostly viewed?

I started by studying the types of genres that are mostly ordered and found out that the war genres are dominant. I did visualize the findings by plotting a bar graph of the war genres ordering mean against the other total ordering mean.

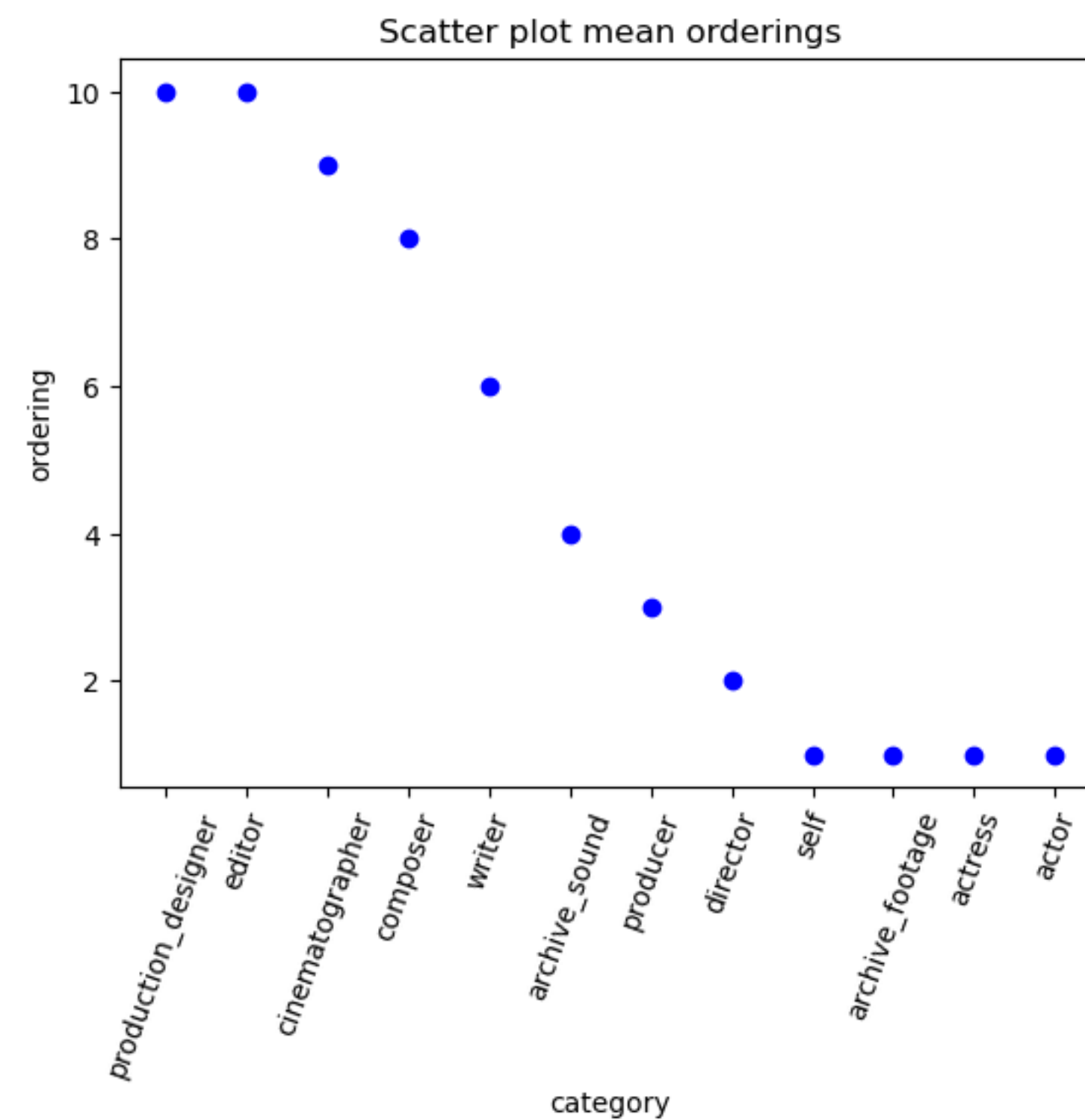
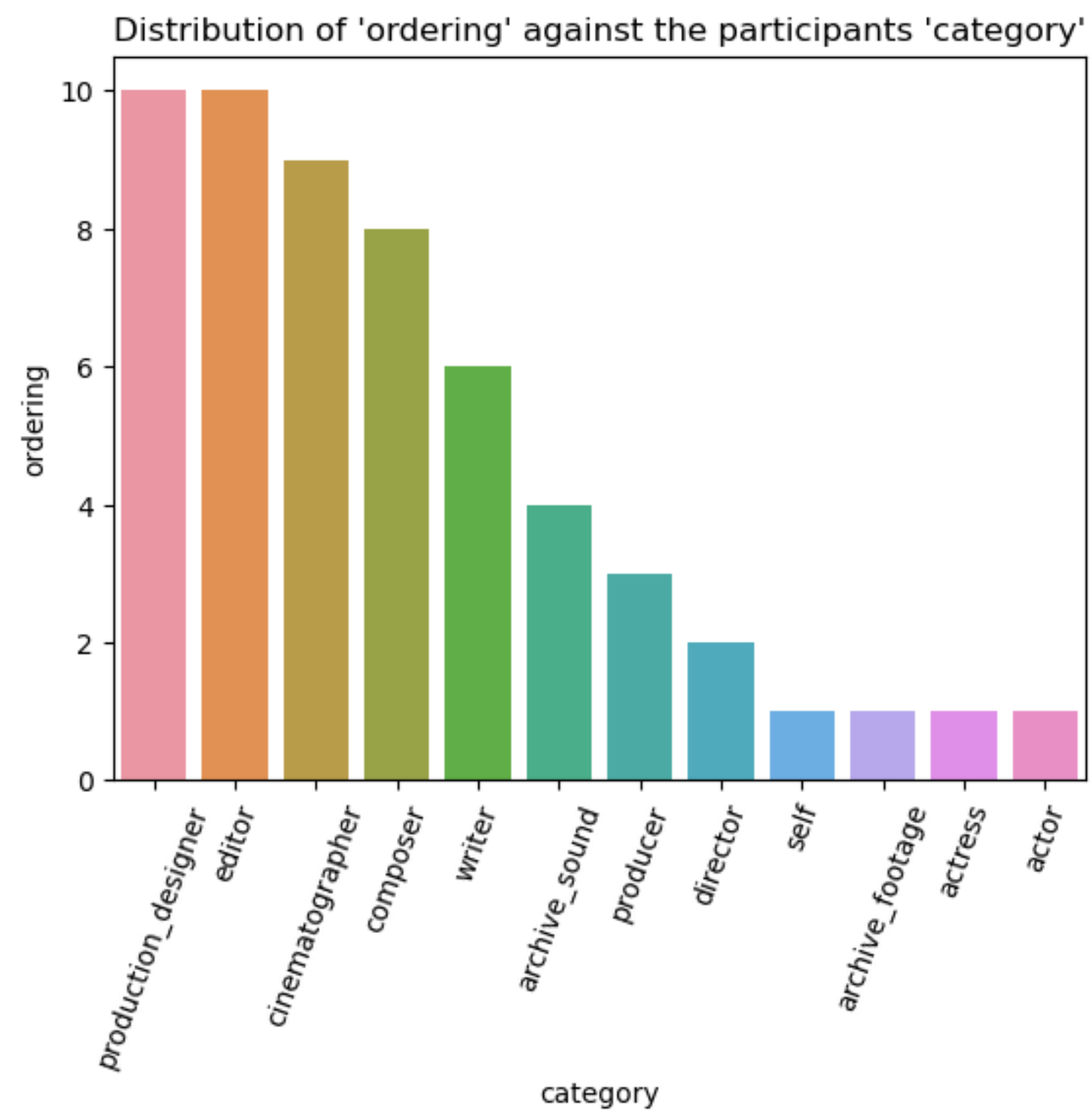


My recommendation would therefore be that Microsoft company go for the wars Genre because it appears to be more demanding.

WHICH MOVIE PARTICIPANT IS MOST LIKELY TO ENHANCE MOVIE POPULARITY?



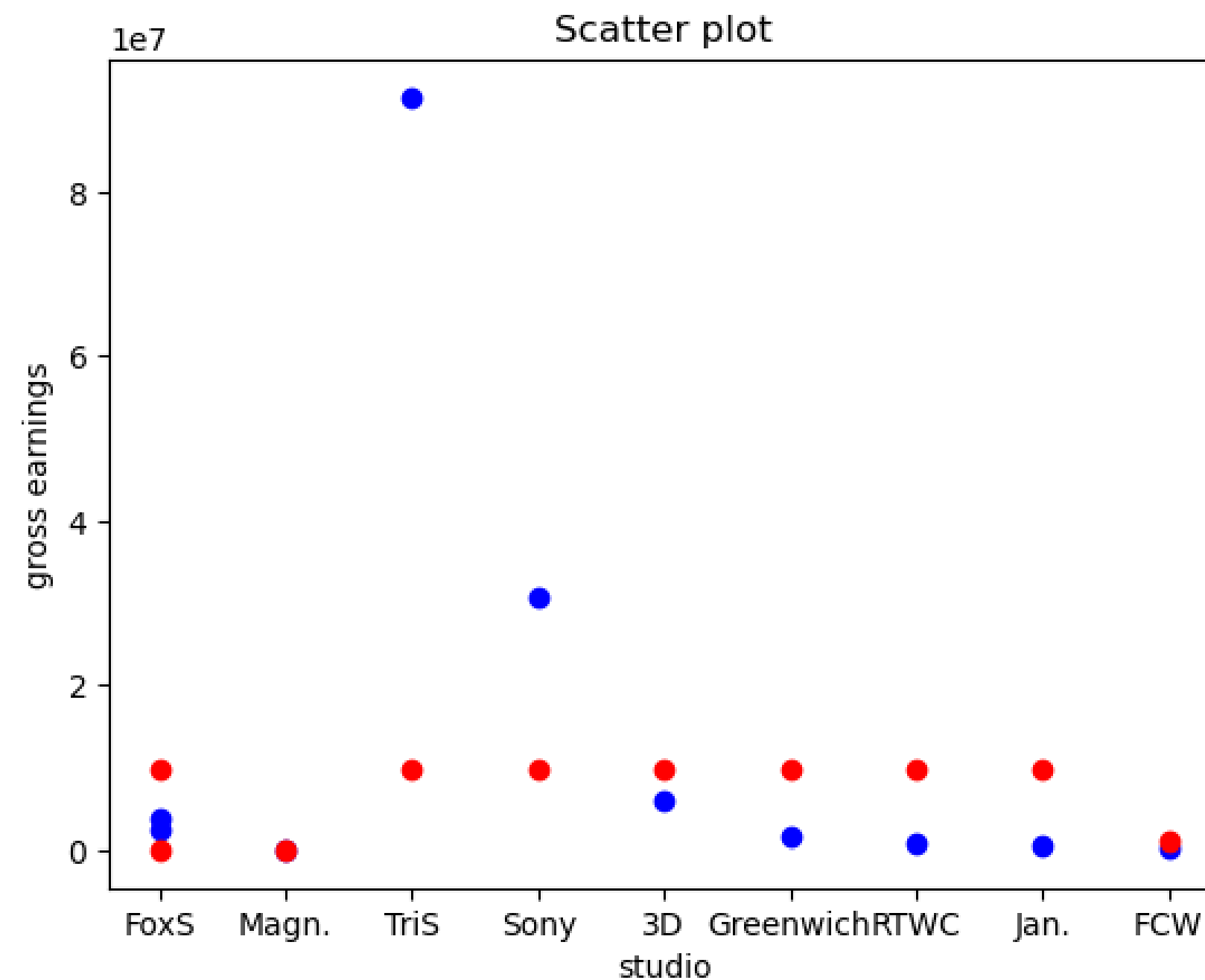
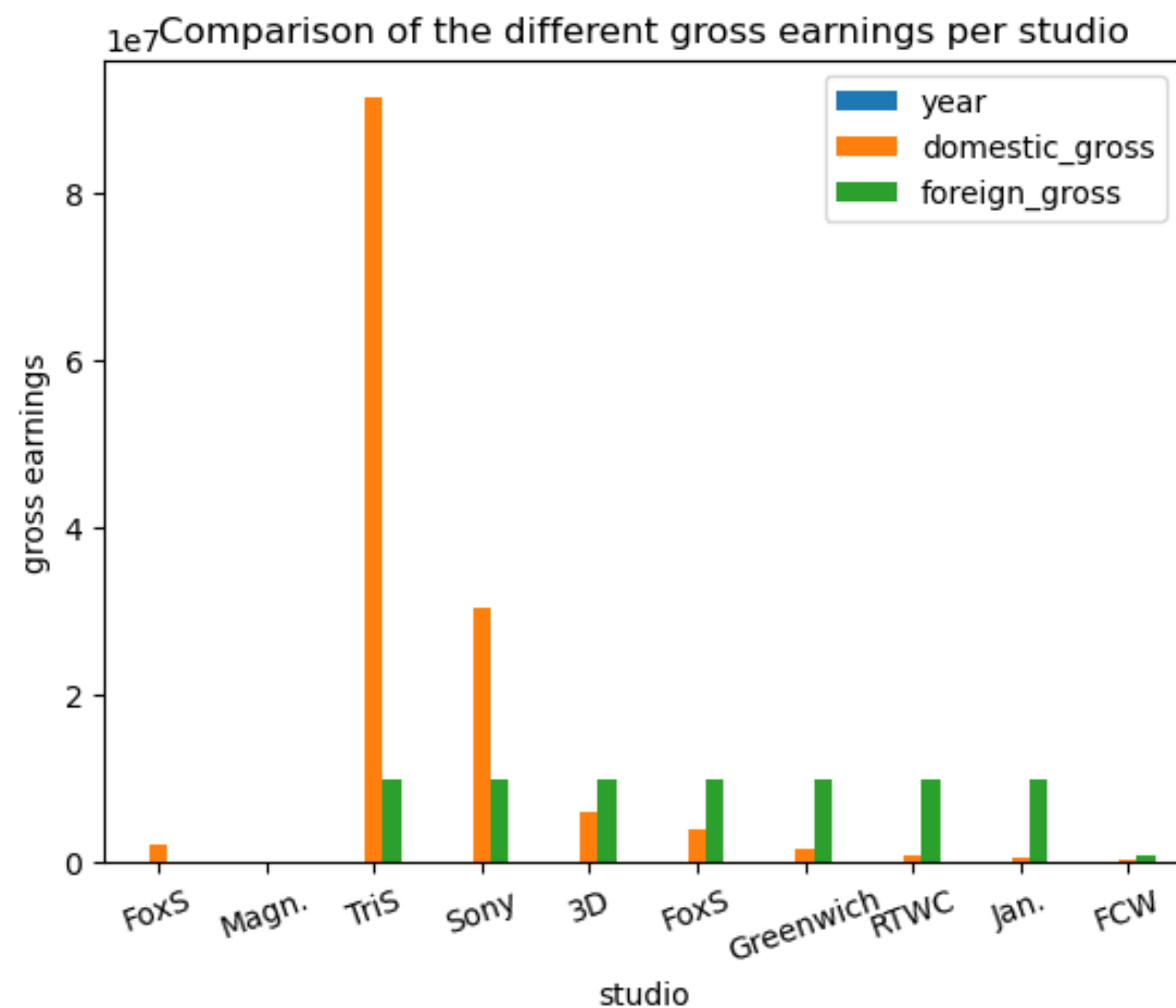
The participants in a movie are of high influence on the movie's popularity as it is depicted in the study I did on the "title.principals.csv". I found out that the production_designer, editor, cinematographer, composer, and writer are the most influencers of a movies popularity.



WHICH STUDIOS PRODUCE MOVIES THAT ARE MOSTLY WATCHED?

I further studied the various movie studios producing different movies to find out the studios generated more gross than the rest. I found that the "Tris" studio is the one generating a lot of gross earnings than the other studios. I then visualized the data to make it easy to interpret the findings.





From the visualizations above, its clear that the Tris studio is generating the most gross earnings.

CONCLUSION

Preparation, modeling, visualization, and interpretation of the data, allowed me to conduct an analysis of the movies that have been created earlier by successful companies.

RECOMMENDATION

Based on the study I conducted, I recommend the Microsoft company to take the following measures:

- **War films on average are the most profitable.**
- **The industry leaders preferred creating Action, Drama & Comedy films, especially war movies.**
- **Production_designer and editor are the most preferred on the influence of movie insights.**