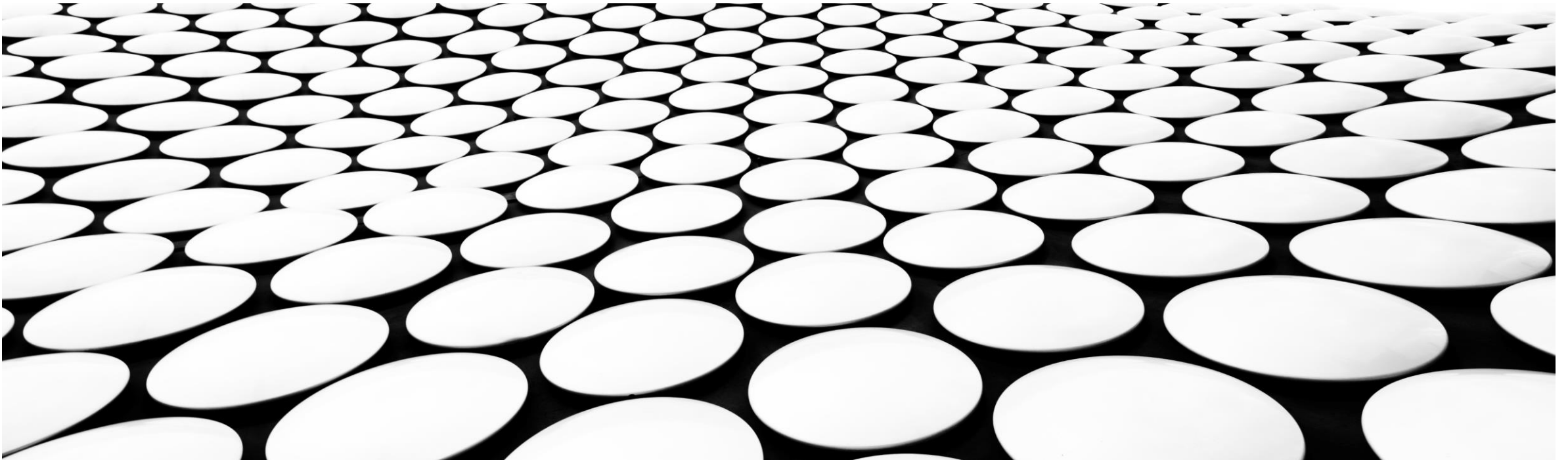# FROM DATA TO DECISIONS: UNDERSTANDING MOVIE SUCCESS

NAME: DAVID MWAI GATHIMBA

# OVERVIEW

## This presentation will cover:

- The problem we're addressing.

- The solution we propose.

- The data and tools used for the analysis.

# THE PROBLEM

Microsoft is venturing into the movie-making business and needs to understand which types of films are currently successful at the box office to make informed decisions.

# THE SOLUTION

We propose a data-driven analysis to identify trends, high-performing genres, and factors contributing to movie success. This will support strategic planning and investment decisions.

# DATA

Data Sources:

- Box Office Mojo: Gross earnings data

- TMDB: The Movie details

# TOOLS:

- Python for data cleaning and analysis

- Matplotlib and Seaborn for data visualization

- PowerPoint for presentation

# DATA DESCRIPTION

The dataset includes variables such as:

- Movie titles

- Genre IDs and names

- Domestic and foreign gross earnings

- Vote averages and popularity scores

- Release dates

# ANALYSIS APPROACH

- We used descriptive statistics to explore the data and identify trends. Visualizations were created to highlight key findings and support our analysis.
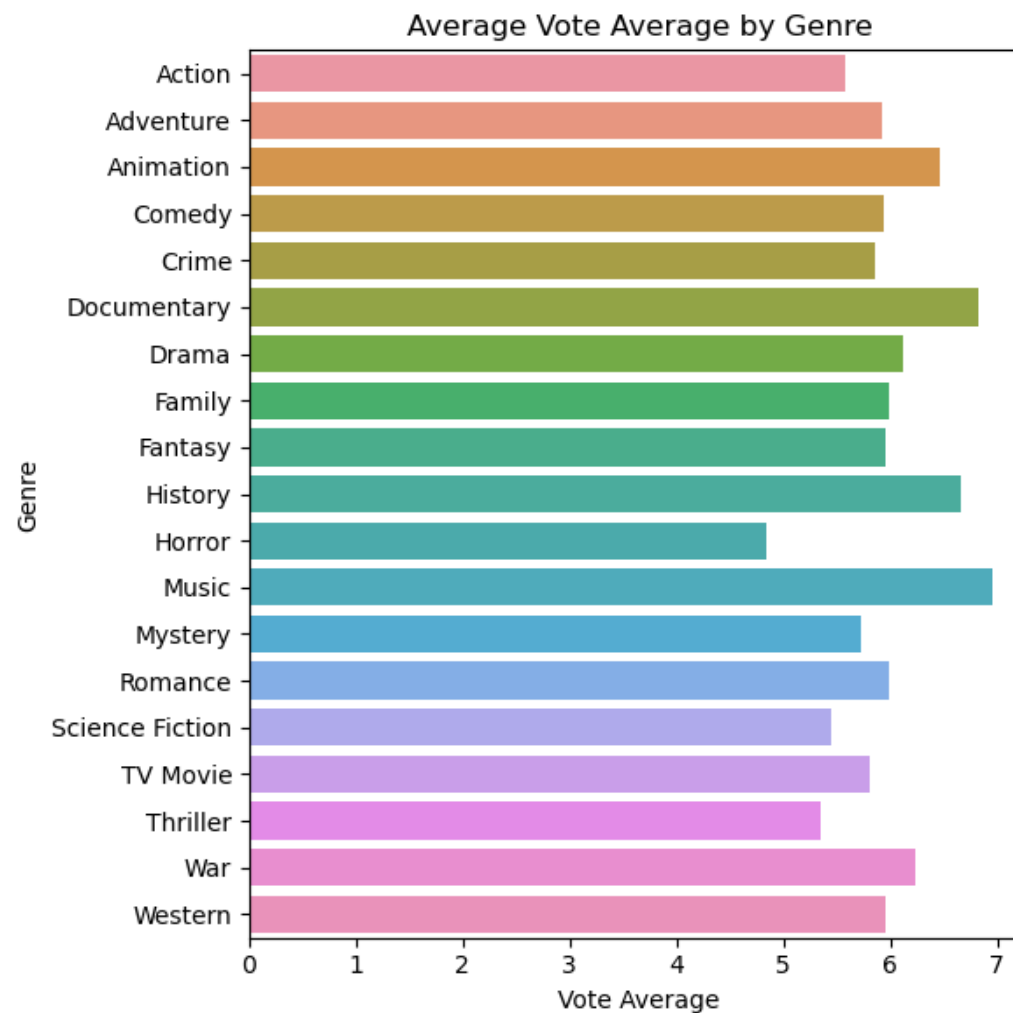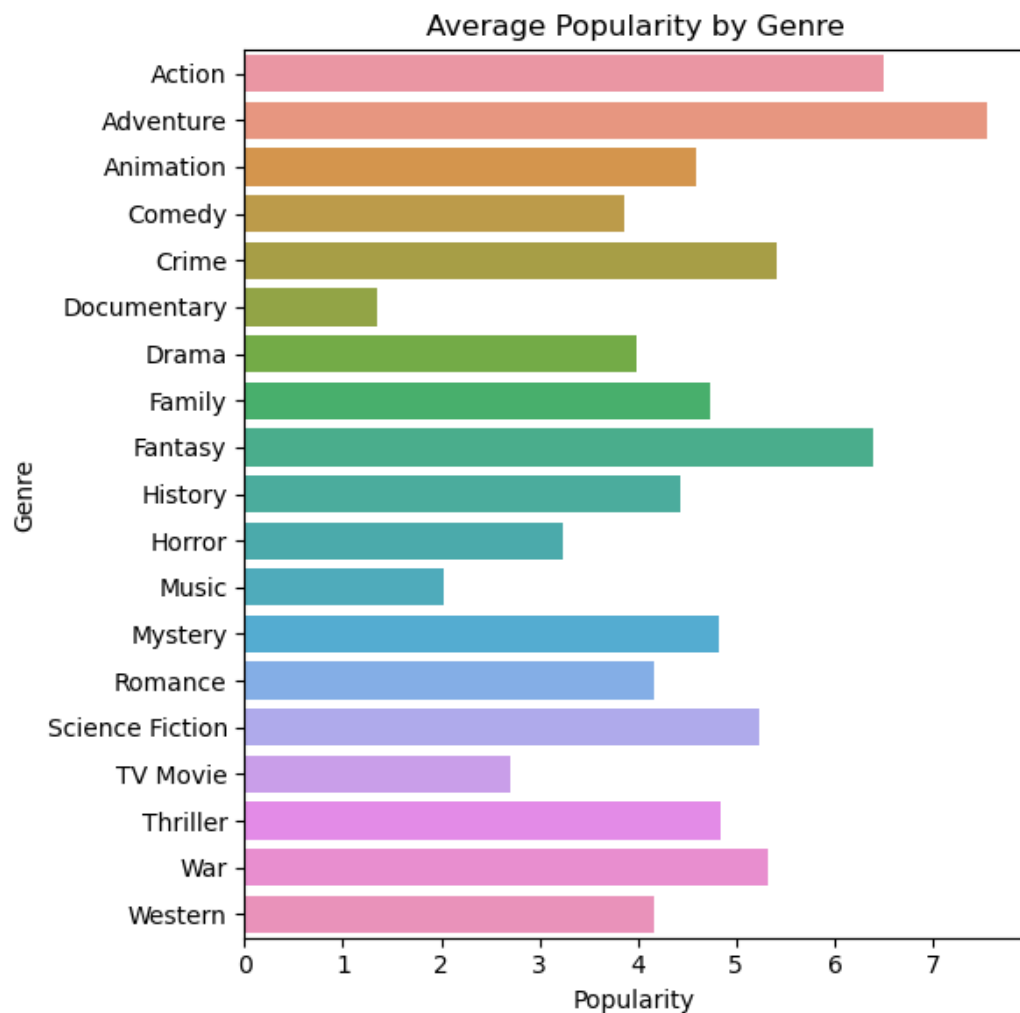
# KEY FINDINGS: GENRE POPULARITY

- Adventure, Action, and Science Fiction are the most popular genres.

- These genres show increasing gross earnings over time.

# KEY FINDINGS: VOTE AVERAGES

- High vote averages for Adventure, Animation, and Drama.

- Consistent high ratings suggest strong audience satisfaction.

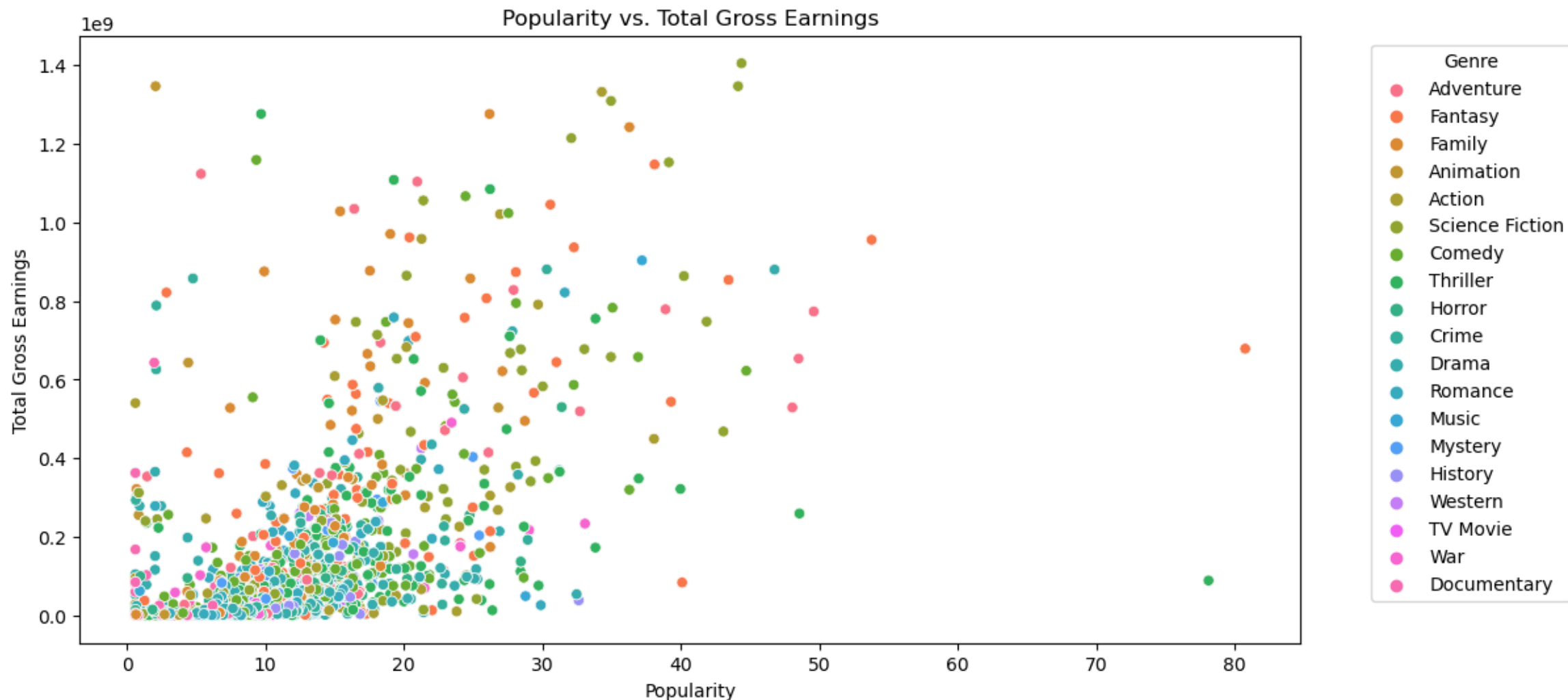# KEY FINDINGS: GENRE POPULARITY AND VOTE AVERAGES

# KEY FINDINGS: GROSS EARNINGS TRENDS

- Significant increase in total gross earnings in recent years.

- Peaks in earnings correspond to blockbuster releases.
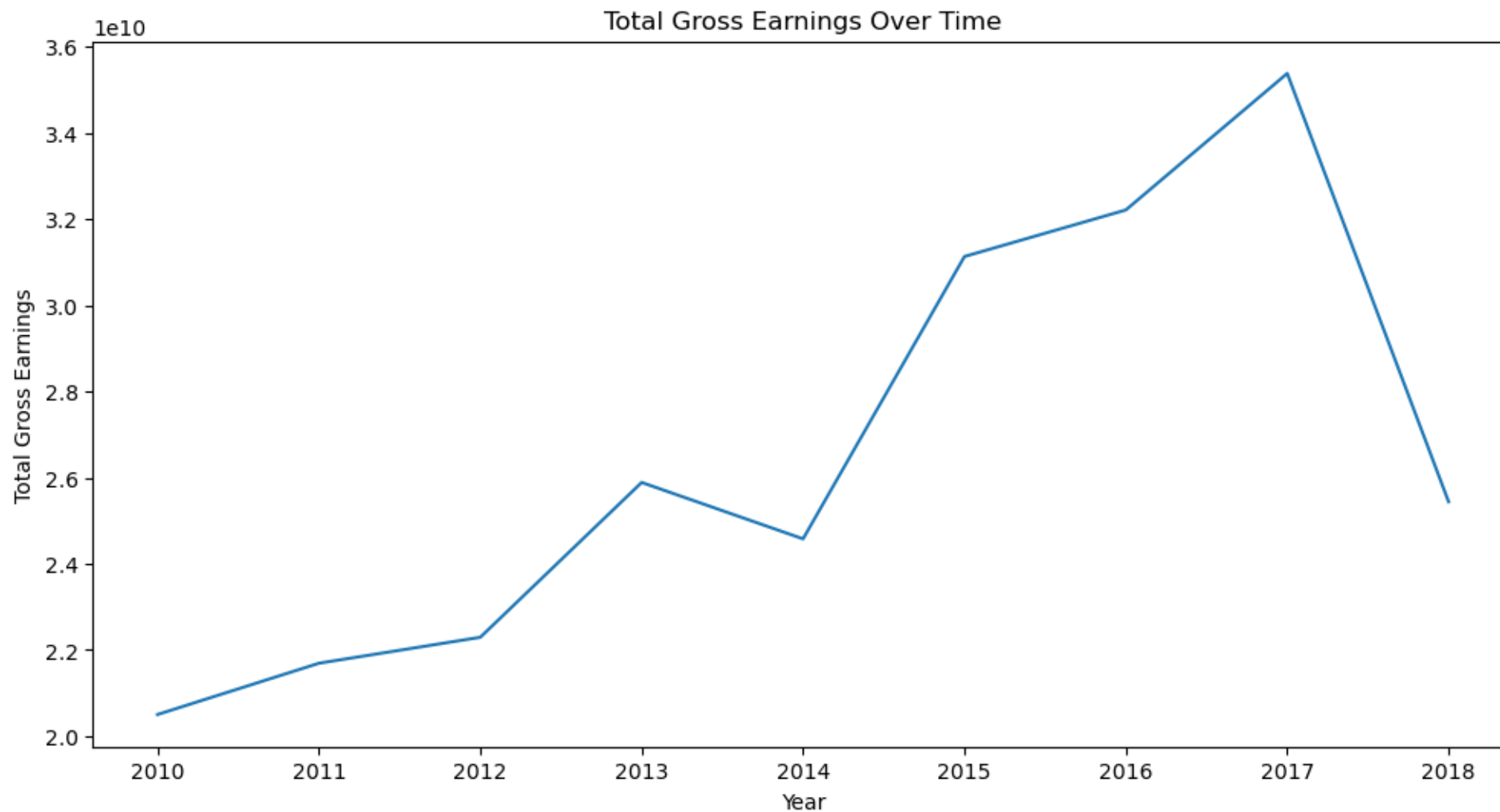
# KEY FINDINGS: GROSS EARNINGS TRENDS



Popularity vs. Total Gross Earnings

# KEY FINDINGS: GENRE TRENDS OVER TIME

- Adventure, Action, and Science Fiction have become more dominant in recent years.

- Fantasy and Animation also show notable contributions.

# KEY FINDINGS: GENRE TRENDS OVER TIME



Total Gross Earnings Over Time

# CONCLUSION

- The project demonstrates the importance of data-driven decisions in the movie industry.

- Insights from this analysis can significantly impact strategic planning and investments.

- We invite you to discuss how we can leverage these findings for Microsoft's new movie studio.

# RECOMMENDATIONS

- Invest in growing genres: Adventure, Action, Science Fiction.

- Analyze high-rating periods for valuable insights.

- Maintain a diverse genre portfolio for risk management.