

INTRODUCTION.

Project Overview.

- Exploratory data analysis to help generate insights for the business.

Business Problem.

- The company has decided to create a new movie studio, but they don't know anything about creating movies. I am charged with exploring the types of films that are currently doing the best at the box office.
- I will translate those findings into actionable insights that the head of the company's new movie studio can use to decide what type of films to create.

DATA UNDERSTANDING

- I chose the movies gross data set, to help me analysis the income of movie studios through the years, the data set offers analysis for 8yrs; 2010-2018, where it offers data ranging from both domestic and foreign gross through the year.

DATA ANALYSIS

- For my analysis, I chose to clean just the domestic gross income and foreign gross income; these two sets show the income of domestic or local gross income of the studios production performance at the local box office premiere. And the Foreign gross shows how their productions faired on globally.
- And after cleaning I plotted graphs to show the differences in the foreign and domestic gross between two top performing studios across the years.

RECOMMENDATIONS

- First, from the analysis I would recommend to spend more on domestic advertising to boost the domestic gross income since better advertising results in more popularity and that might help increase profit for the studio.
- Also, I would also recommend that we try and emulate some of the other studios techniques to try and learn what they do in their production process; that is pre and post production that helps them keep their costs of production reasonable, thus results in them bigger profits back home and also globally.