

MOVIE ANALYSIS FOR INVESTMENT

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Business Problem

Your company now 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 they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of your company's new movie studio can use to help decide what type of films to create.



Business Understanding

Why does this matter?

- The company would like to invest in the film sector therefore choosing the right genre will affect how much profit the company can generate.
- In choosing the right genre, the company makes valid and informed decisions.



Data Understanding

- We used two data sets to carry out this analysis, the IMDB data set which provided us with ratings and the BOM data set which provided us with financial performance of different movies and their genres.
- The two datasets were merged using the common key: title and then thoroughly analyzed.
- Key columns included: Title, Genre, Release year, Ratings and Revenue

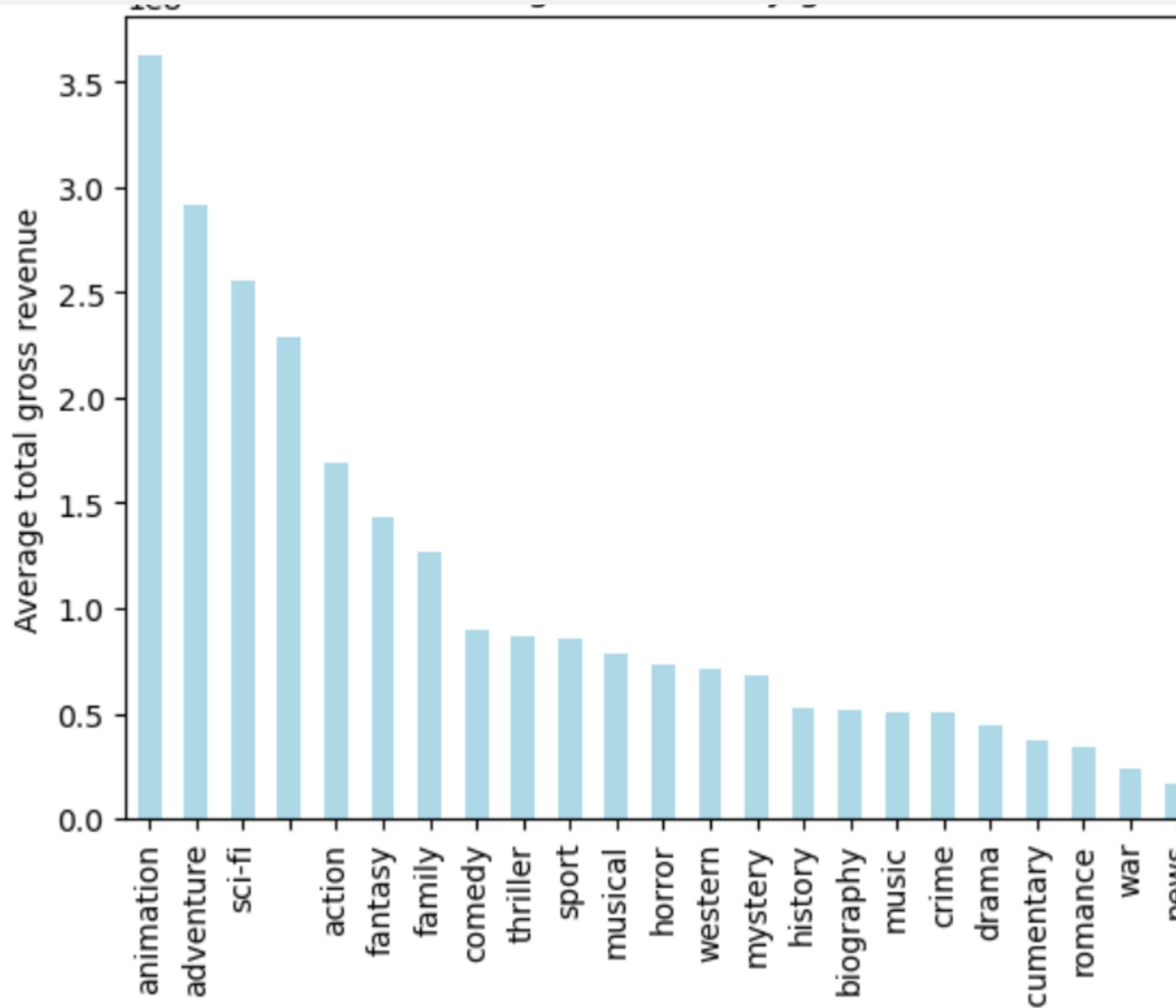


Data Cleaning

- We started by importing the relevant libraries and inspecting for nulls, duplicates and the likes for the two data sets individually.
- Cleaning the two data sets individually and finally merging them and cleaning the merged datasets.

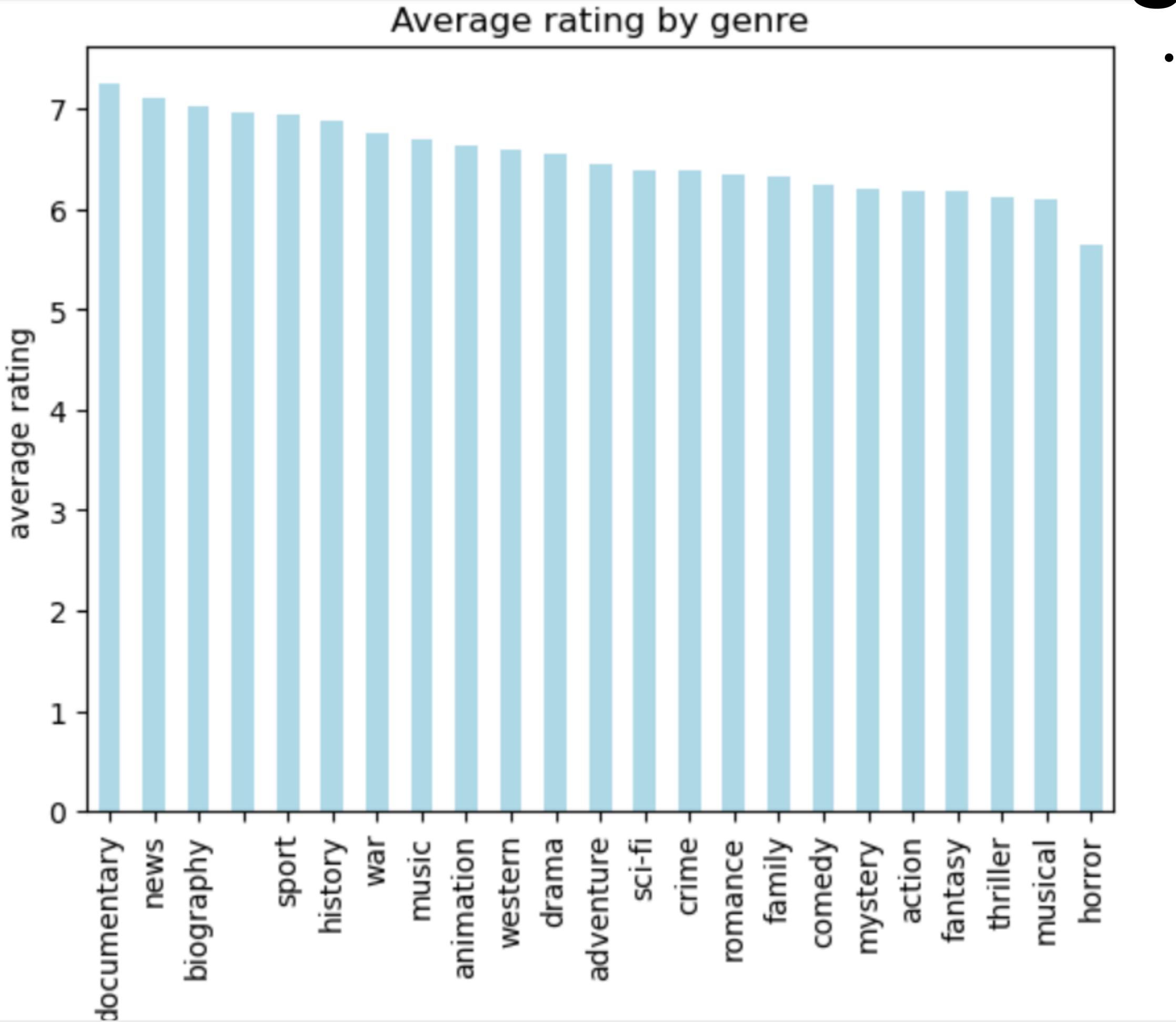


Which Genre has the best returns?



- Animation has the best returns
- News has the least returns

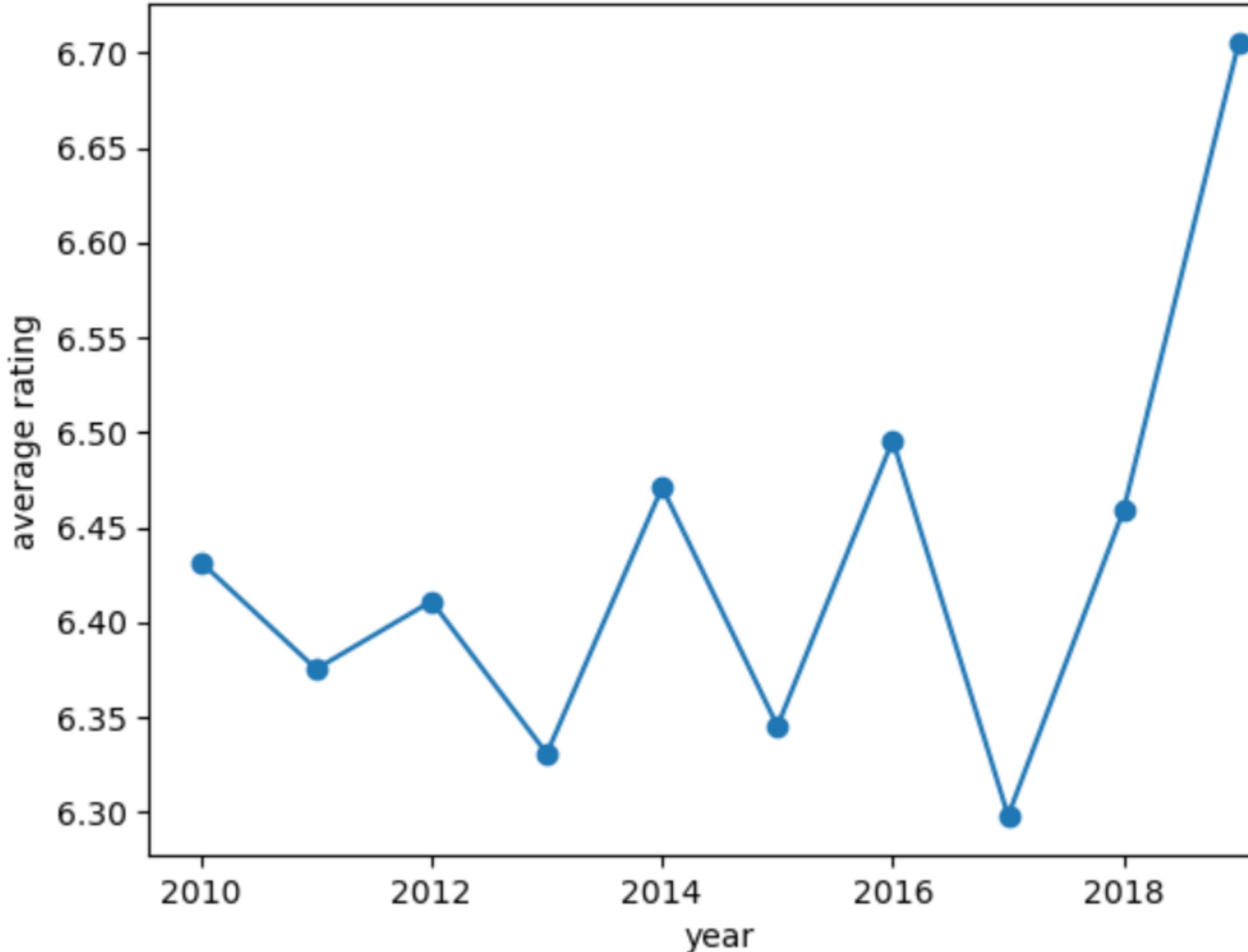
What Genre has the highest rating?



- Documentaries, News and Biography have the highest rating.

Which year had the highest rating?

Averaging rating by year



Conclusions

From the above analysis of the two data sets and their visualizations, we can conclude that

- **Animation, Sci-Fi, and Adventure** genres yield the **highest returns**, while **News, War, and Romance** genres have the **least returns**.
- **Documentaries, News, and Biographies** tend to receive the **highest ratings**, whereas **Musicals and Horror** films have the **lowest average ratings**.
- **Highly rated movies do not always generate high revenue**, indicating that audience acclaim doesn't always



Recommendations

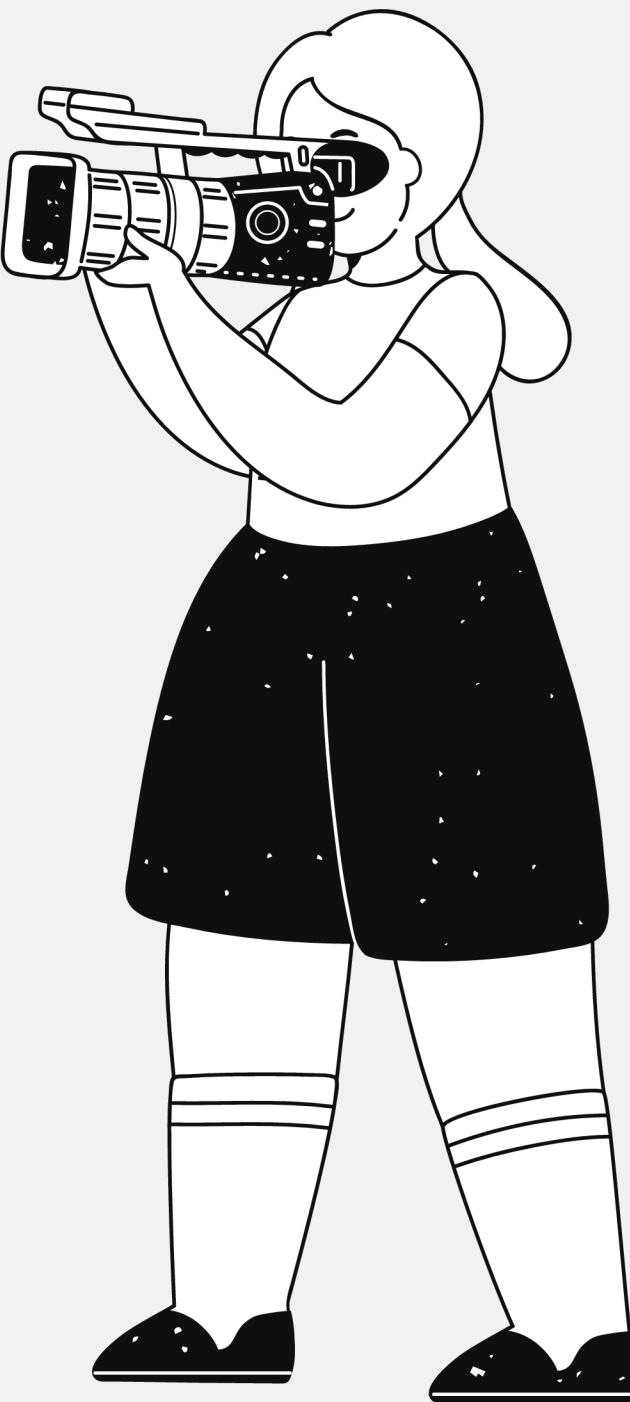
- Invest in Animation and SCI-FI genres
- Avoid heavy investment in News and film
- Leverage the steady rise in rating since 2017



Next steps

What next?

- Explore audience demographic
- Incorporate streaming platform data.



Thank you very much!

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