

Resolute Films



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The problem statement.

- Resolute Films _{TM} is a new Cinema in the Richmond Area that primarily shows top IMBD movies of the past. Before they start showing movies they asked me to help them find out which movies would be best.
- My use of python to find out which movies are best to show will help Resolute Cinema have success and not go bankrupt.

Methodology

- Data collected from Kaggle
- Data was cleaned, merged, and aggregated
- Used pandas to read in data
- Visualizations were created with plotly, matplotlib, and seaborn
- Used a linear regression model to predict the movie gross based on ratings, production budget, and other variables.
- Had some trouble with missing values in gross and Meta_score columns. To get around this we substituted mean values for missing data.

Findings

- We found that the genre of a movie is the most significant predictor of its success. We also found that movies with higher budgets tend to perform better at the box office.
- Our findings support the theory that the genre of a movie is a significant predictor of success. However, our analysis also shows that other factors, such as budget and rating, can also contribute to a movie's success.
- Our machine learning model achieved an R score of .62 which suggests that our model is decent at predicting the success of a movie based on its features.

Recommendations

Movie producers should focus on creating movies in popular genres, such as action and comedy. They should also allocate larger budgets to movies with high potential for success.

Our analysis provides valuable insights into the factors that contribute to a movie's success. This information can be used by movie producers to make more informed decisions about which movies to produce and how much to invest in them.

Future Work

In the future, we plan to expand our analysis to include more variables, such as cast and crew data. We also plan to analyze the success of movies in different regions of the world to identify regional trends

By analyzing more variables, we can create more accurate models that predict the success of a movie. We can also improve the accuracy of our models by using more advanced machine learning algorithms