

Module 1 Final Project Specifications

In this project, we will do some data analysis and presentation to explore what type of movies are currently doing the best at the box office and translate those findings into actionable insights that our client can use when deciding what type of movies they should produce.

Q1: Find the top popular and profitable movies.

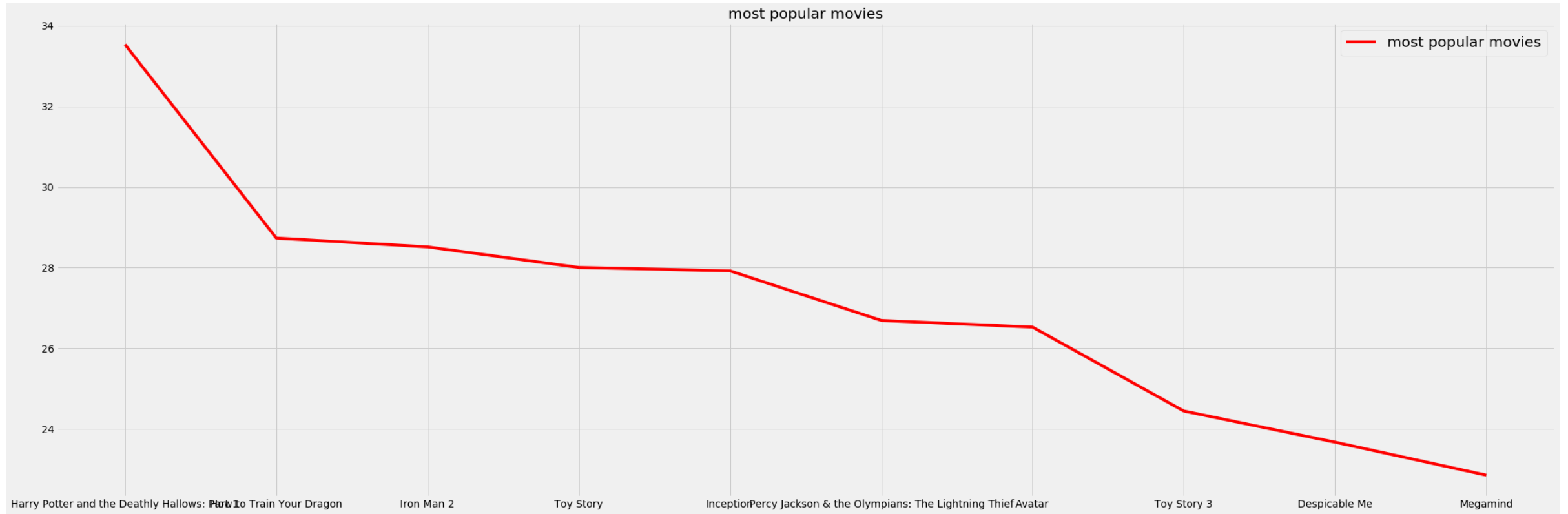
Q2: Categorize the top popular and profitable movies based on their genres.

Q3: Categorize the top popular and profitable genres based on their movie crew.

Q3: Categorize the top popular and profitable genres based on their investment budget.

Q5: With the available budget for our movie investment, what genre and what crew would be the best option to work with.

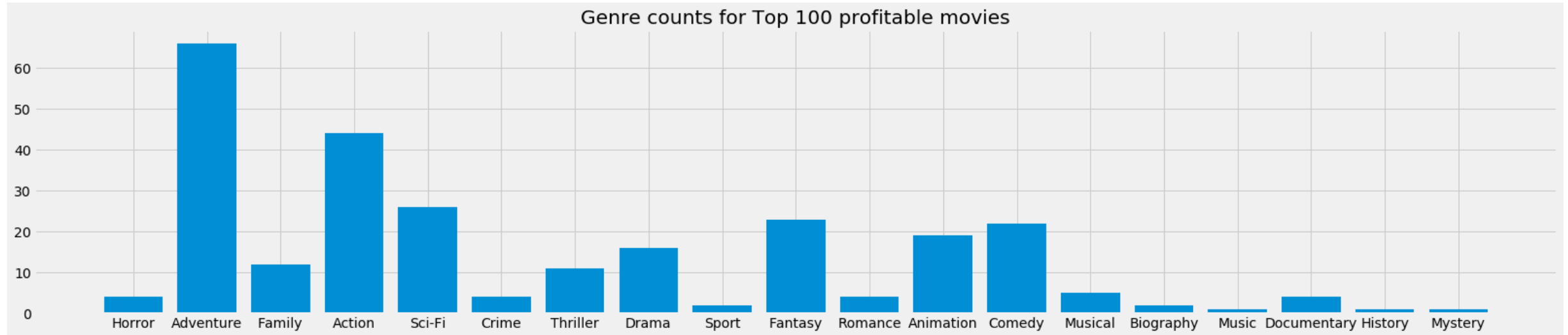
The top 10 popular movies



1. Harry Potter and the Deathly Hallows: Part
2. How to Train Your Dragon
3. Iron Man 2
4. Toy Story
5. Inception

6. Percy Jackson & the Olympians: The Lightning Thief
7. Avatar
8. Toy Story 3
9. Despicable Me
10. Megamind

The top 100 popular and profitable movies based on their genres

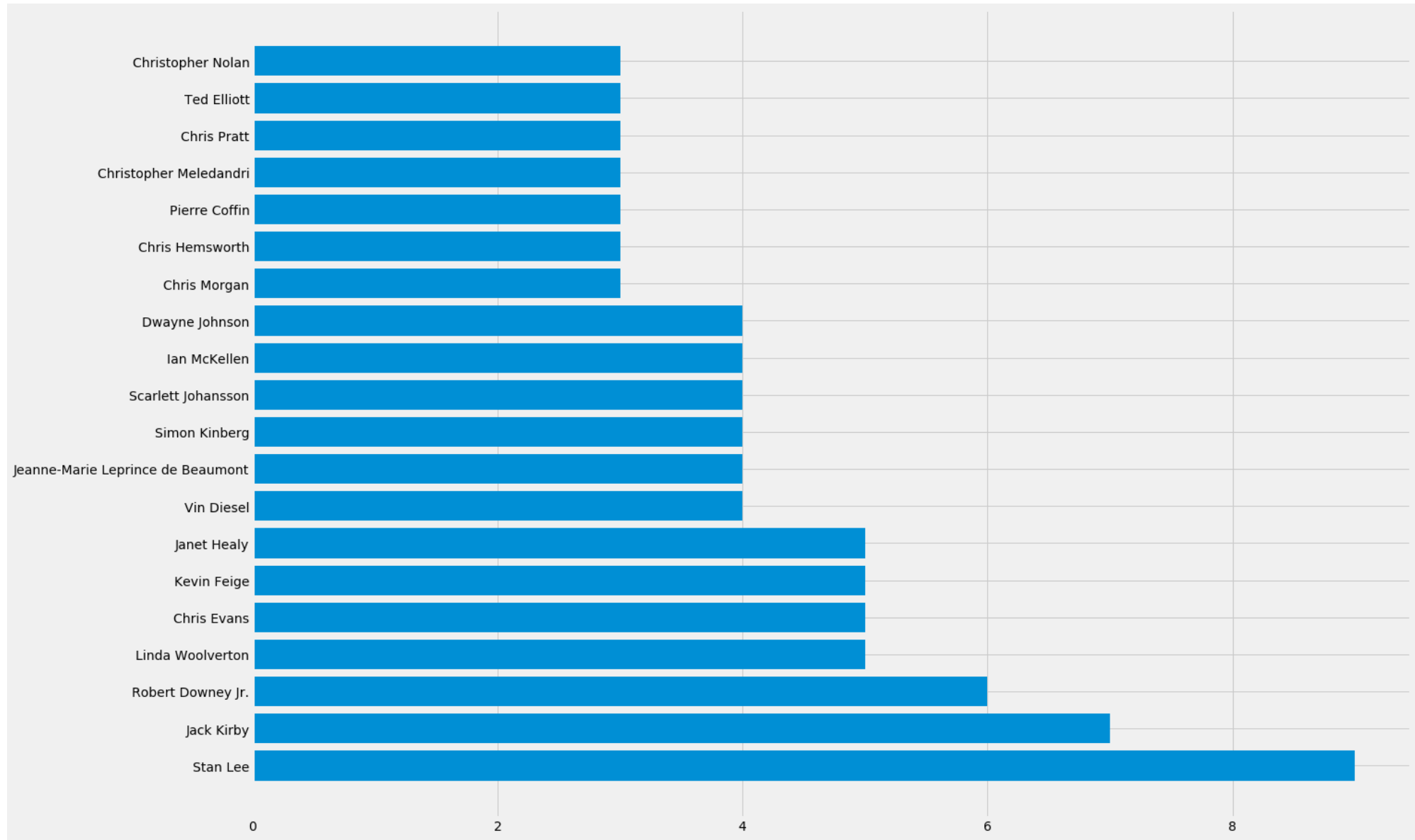


1. Adventure
2. Action
3. Sci-Fi
4. Fantasy
5. Comedy
6. Animation

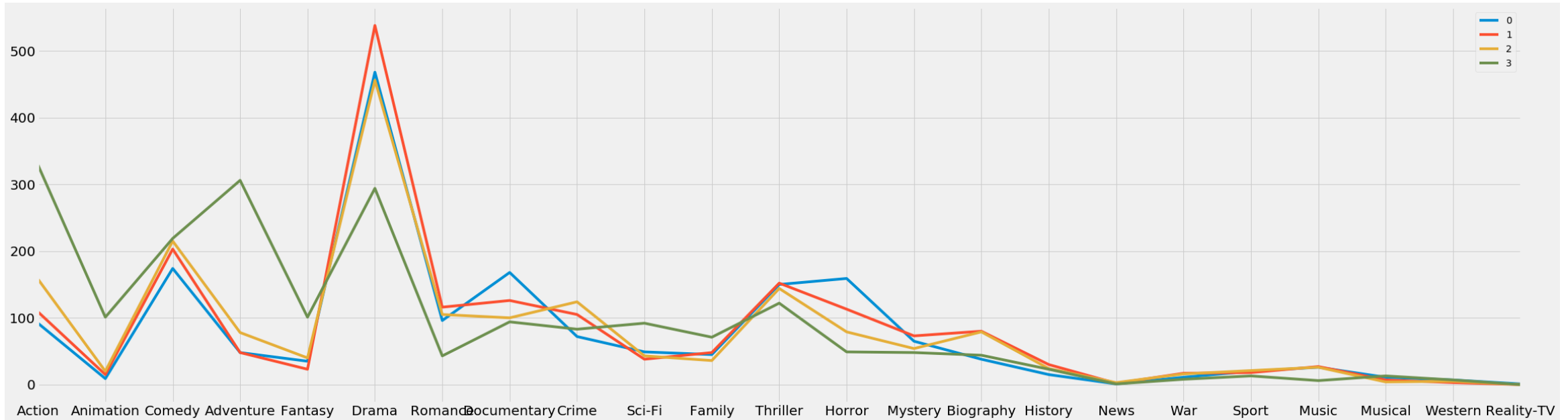
7. Drama
8. Family
9. Thriller
10. Musical
11. Documentary
12. Horror

13. Crime
14. Biography
15. Sport
16. History
17. Mystery
18. Music

The top 20 popular and profitable movies based on their film-crew



The top popular and profitable genres based on their investment budget



Budget categories:

Budget 0 \$ 1400.0 to \$ 4550000.0

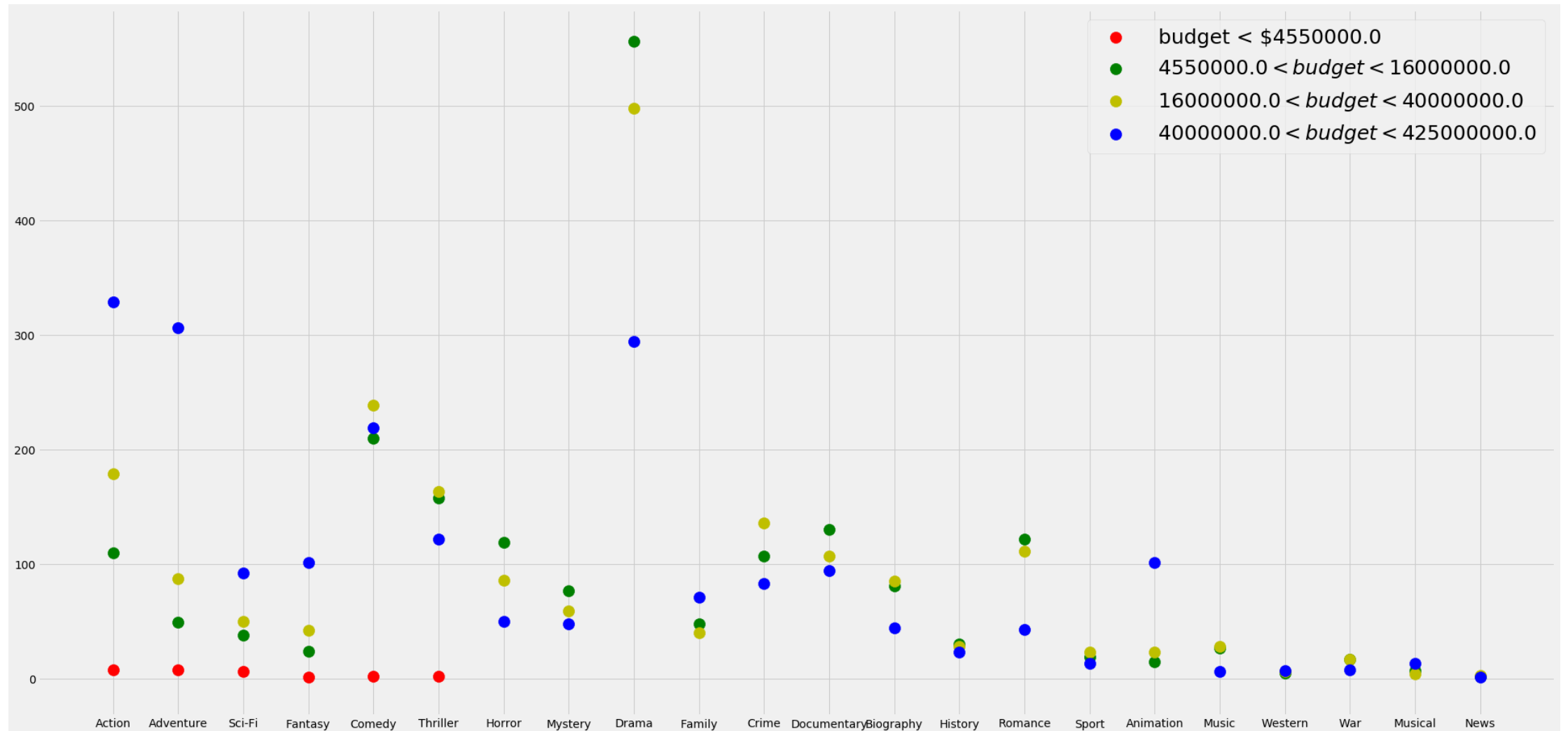
Budget 1 \$ 4550000.0 to \$ 16000000.0

Budget 2 \$ 16000000.0 to \$ 40000000.0

Budget 3 \$ 40000000.0 to \$ 425000000.0

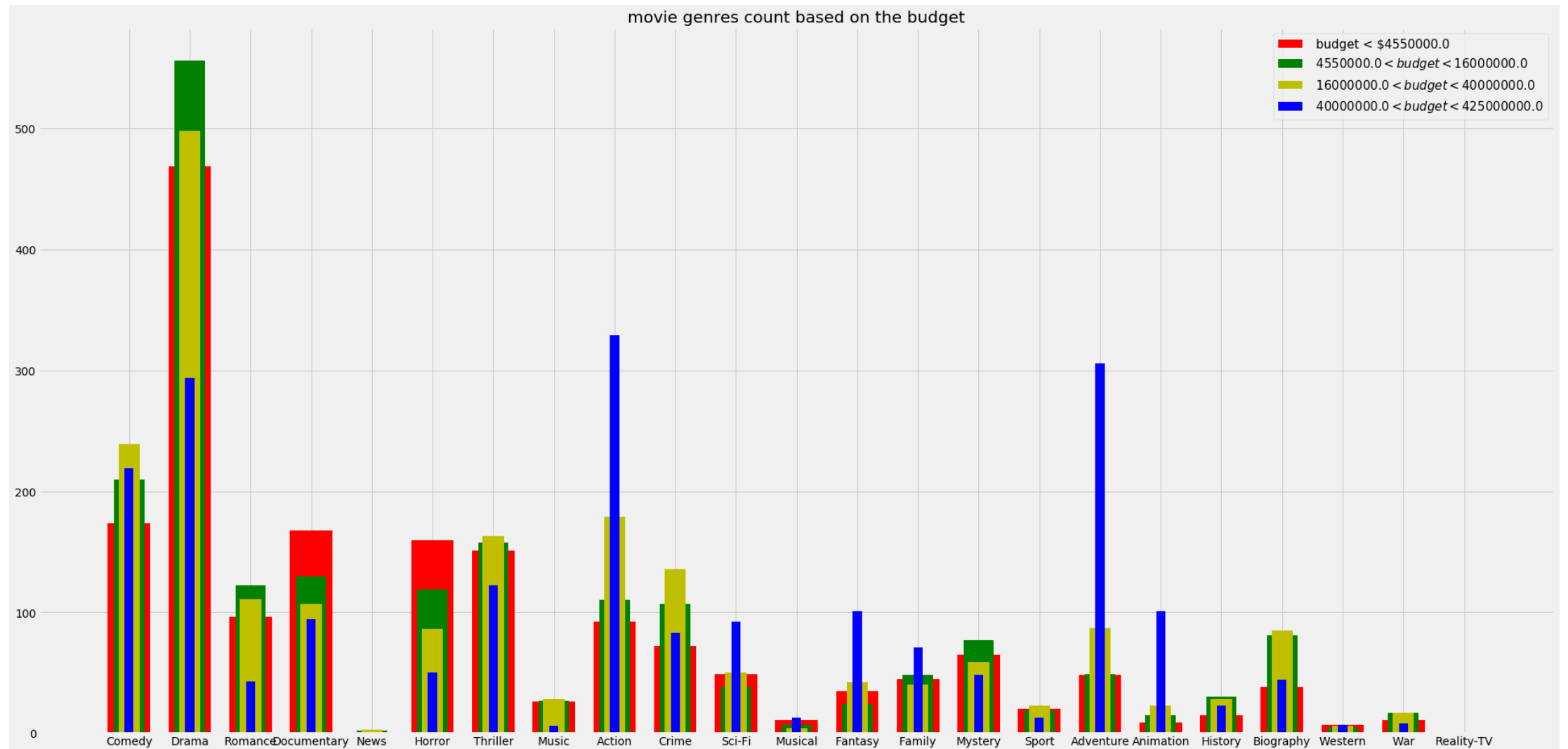
- For the budget higher than \$40000000.0, Action is the best choice of movie genre and adventure is the second choice.
- For the lower budgets, Drama is the best choice of genre and Comedy is the second choice.

The top popular and profitable genres based on their investment budget scatter chart



The top popular and profitable genres based on their investment budget

bar chart



Thank you for your attention

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