

Module 1 Final Project Specifications

In this project, we are going to help our client decide what type of movies they should produce

Q1: Find the top **popular and profitable** movies.

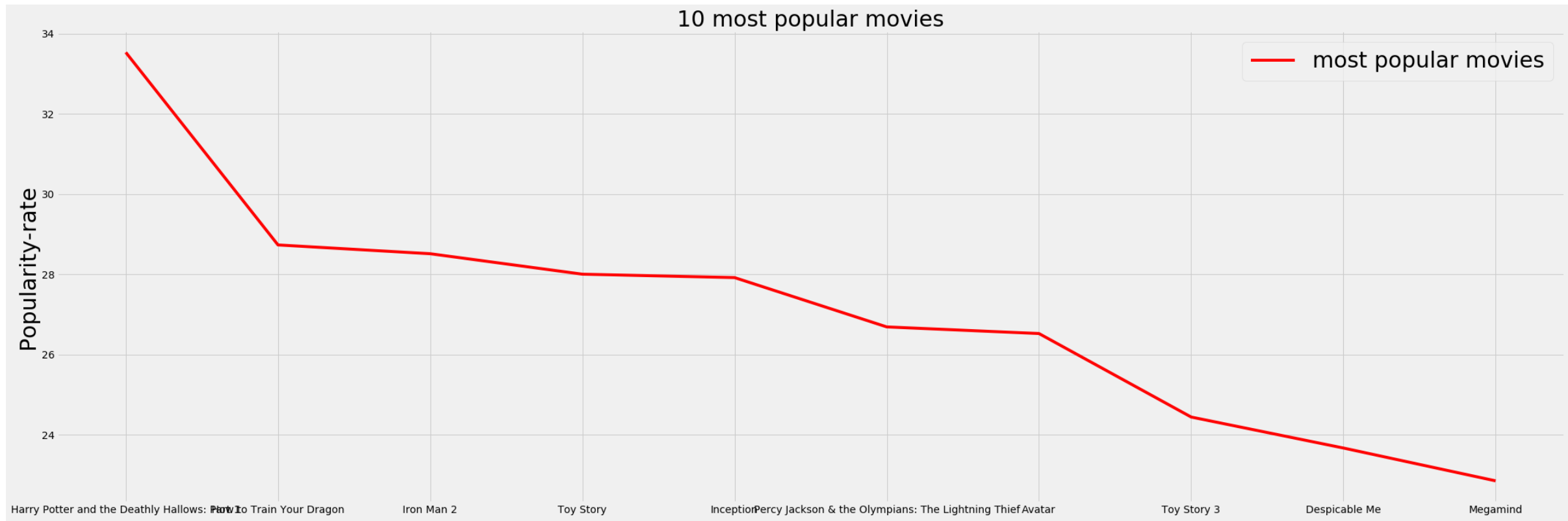
Q2: Categorize the top popular and profitable movies based on **their genres**.

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.

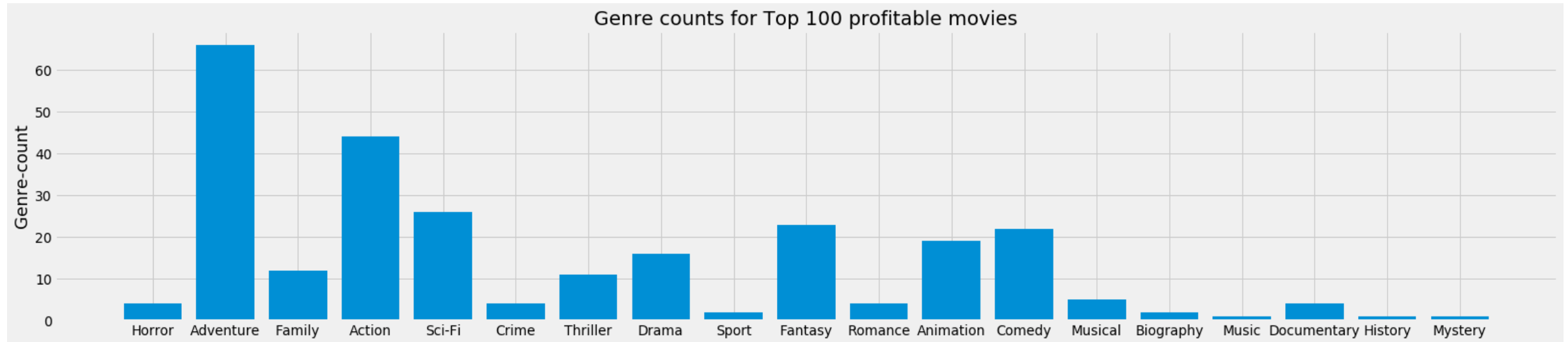
The top 10 popular movies



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

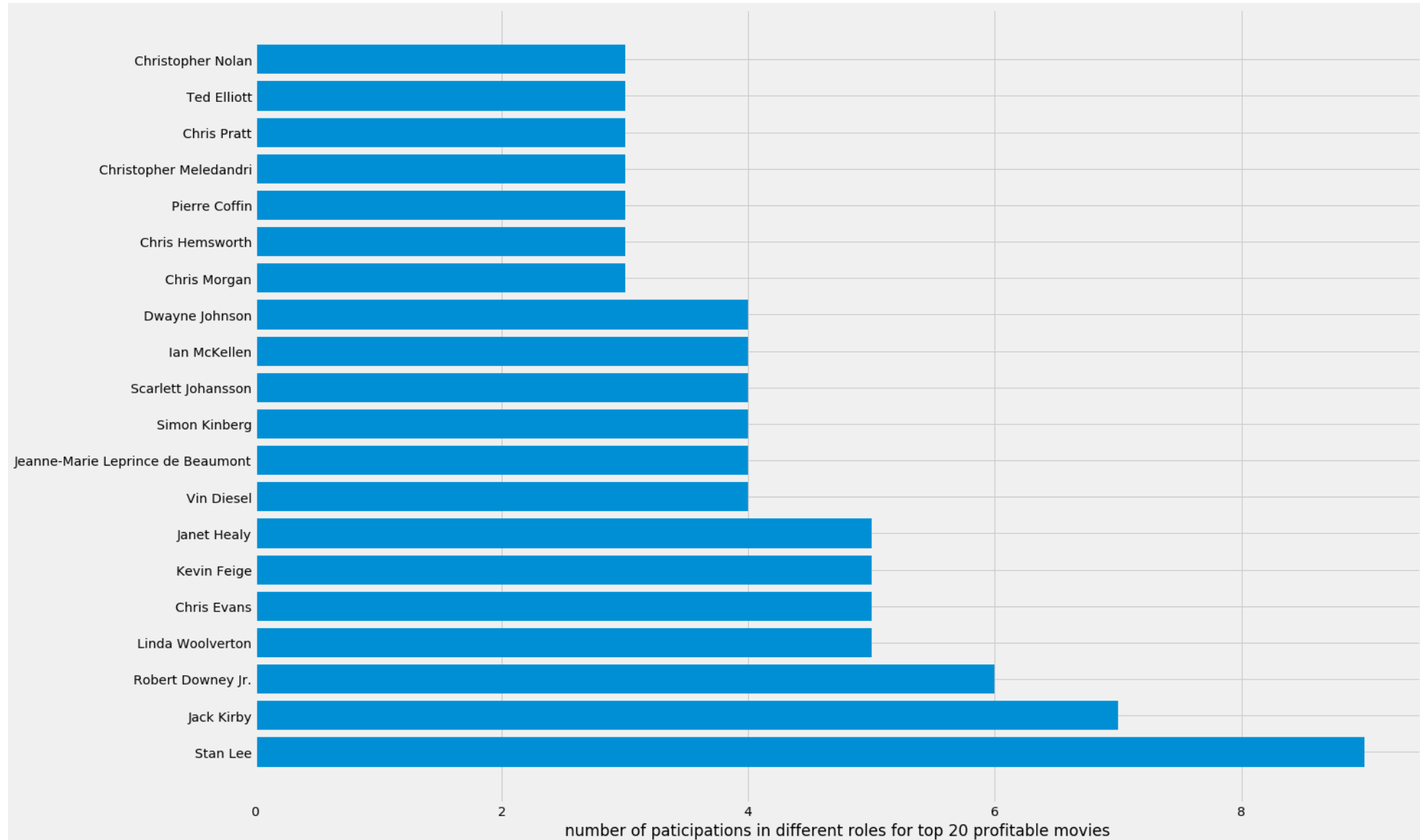


1. Adventure
2. Action
3. Sci-Fi
4. Fantasy
5. Comedy
6. Animation

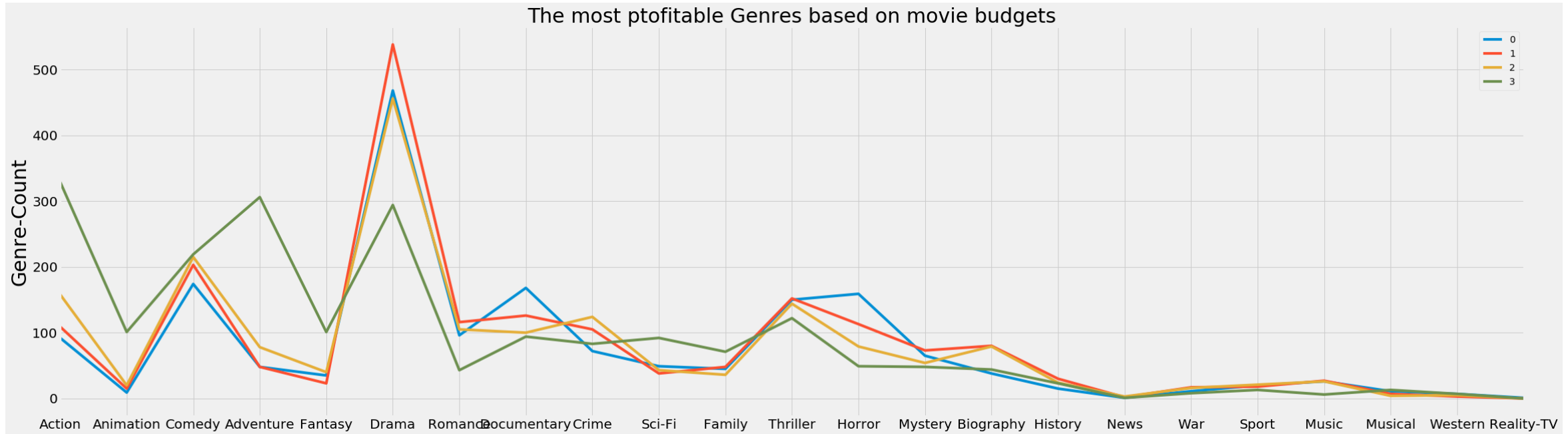
7. Drama
8. Family
9. Thriller
10. Musical
11. Documentary
12. Horror

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

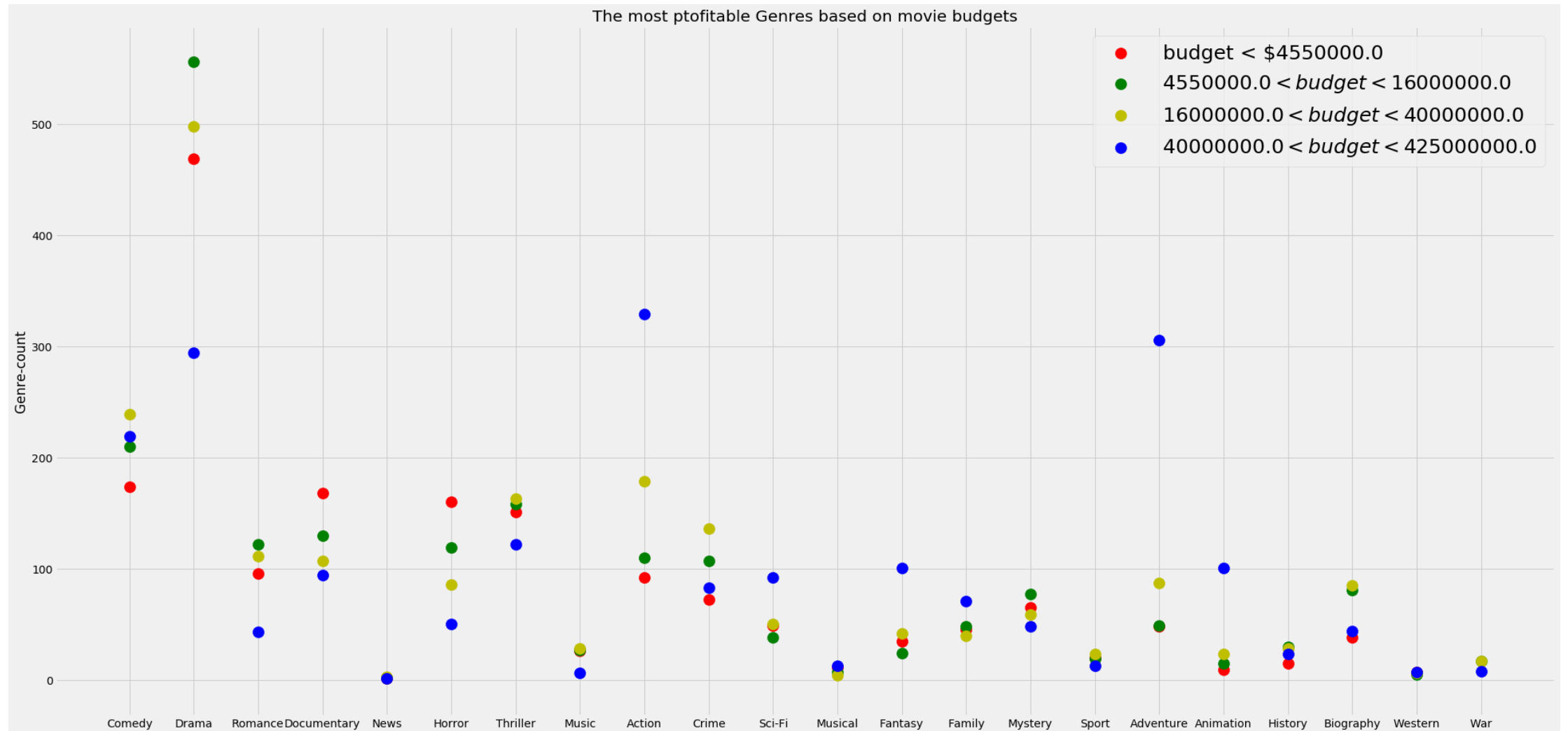
Budget 1 \$ 4550000.0 to \$ 16000000.0

Budget 2 \$ 16000000.0 to \$ 40000000.0

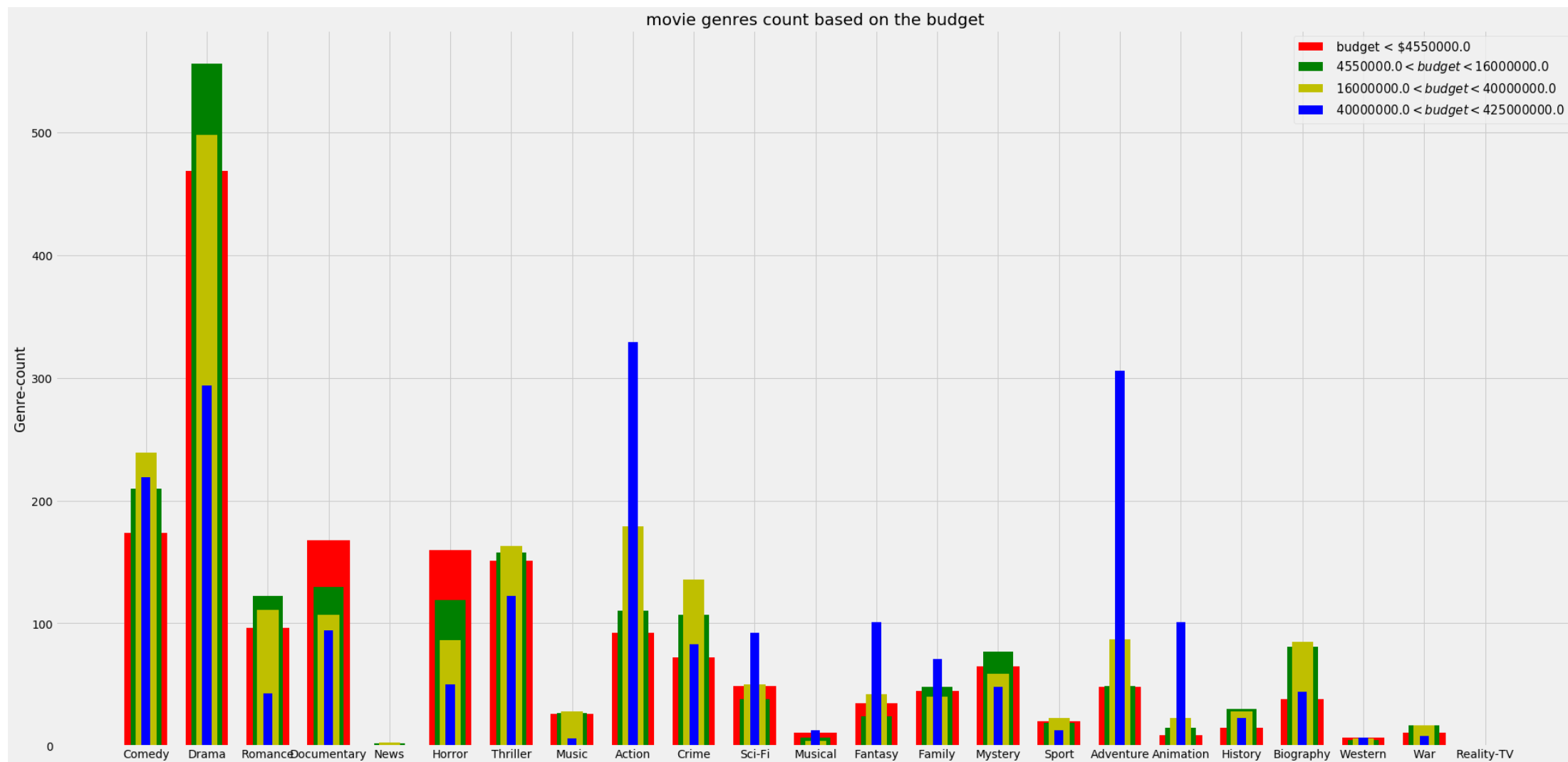
Budget 3 \$ 40000000.0 to \$ 425000000.0

- 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



Summary of Results

Best movie-genres to produce based on investment budget

Budget 0 : \$ 1400.0 to \$ 4.55 million

1. Comedy
2. Documentary
3. Horror

Budget 1 : \$ 4.55 m to \$ 16 million

1. Drama
2. Comedy
3. Thriller

Budget 2 : \$ 16 m to \$ 40 million

1. Drama
2. Comedy
3. Action

Budget 3 : \$ 40 m to \$ 425 million

1. Action
2. Adventure
3. Drama

Best movie-crews to recruit based on top popular/profitable movies

1. Stan Lee
2. Jack Kirby
3. Robert Downey Jr.
4. Linda Woolverton
5. Chris Evans
6. Kevin Feige
7. Janet Healy
8. Vin Diesel
9. Jeanne-Marie Leprince de Beaumont
10. Simon Kinberg
11. Scarlett Johansson
12. Ian McKellen
13. Dwayne Johnson
14. Chris Morgan
15. Chris Hemsworth
16. Pierre Coffin
17. Christopher Meledandri
18. Chris Pratt
19. Ted Elliott
20. Christopher Nolan

Future Analysis

- To find more data sets from new resources and extract new features for better decision-making.
- To apply statistical analysis to determine whether there are trends between various movie data sets, and recognize the corresponding patterns.
- To apply temporal analysis on the movie data sets to determine the ongoing change of movies' popularity in different generations, which will help predict the future trends for better investments.

Thank you

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