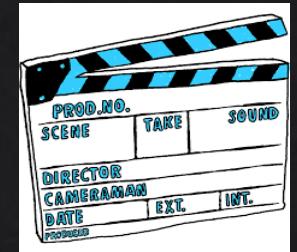


ANALYSIS OF TOP MOVIES AND GENRES

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March 22nd , 2023



Summary

This is descriptive analysis of various movie datasets and database, mostly from IMDB. The main agenda is to come up with efficient ways and methods in which a new upcoming film studio can implement to get the best results. This is by:

- ❖ Making films based on the most popular genres.
- ❖ Get an optimal production budget that maximizes profits.
- ❖ Hiring the best directors that have excelled in directing the top most movies worldwide.

It involves organizing the data, ensuring it has all relevant information and then analyzing the data to come up with conclusions.

Business Understanding

The problems the analysis is trying to solve are:

- ❖ The optimal production budget when making original films for an upstart movie studio
- ❖ The Ideal genres to focus on when making the films in the new studio.
- ❖ The relationship between the budget for production and the overall profits generated.
- ❖ The best directors who can catapult the movie studio and the movies they direct.



Data Understanding

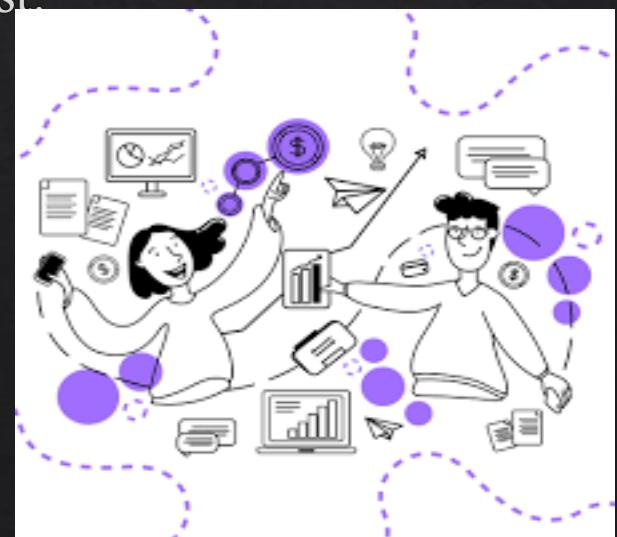
The data used includes:

- ❖ Imdb is an online movie database.
- ❖ Supplimenting it is various movie datasets (.csv and .tsv)

The data was read and converted intro Data frames, the movies wee sorted based on worldwide gross revenue and filtered it to the top ten from the highest.

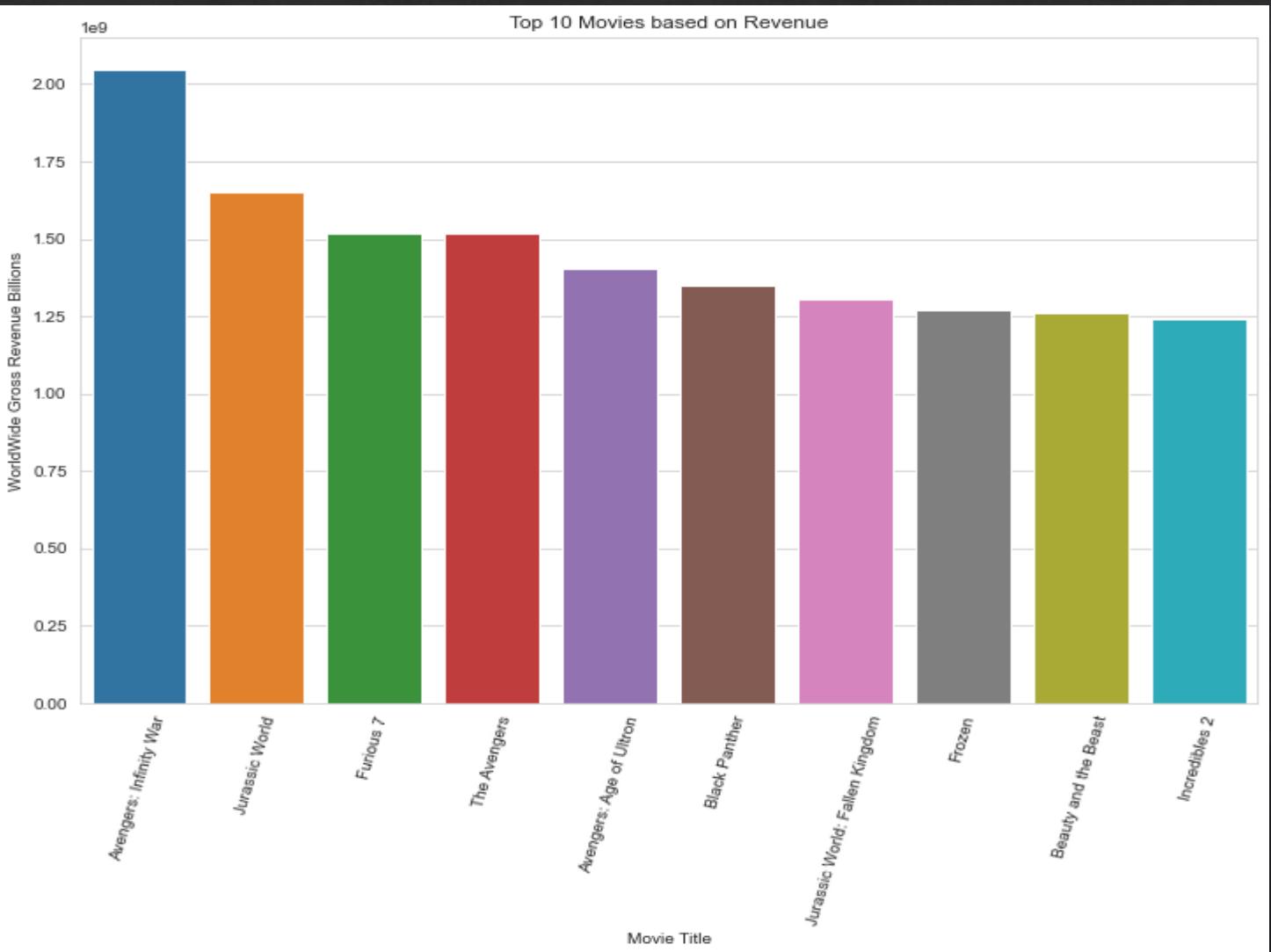
The directors of the top ten movies were obtained.

The genres of the top 10 most performing films was also obtained.



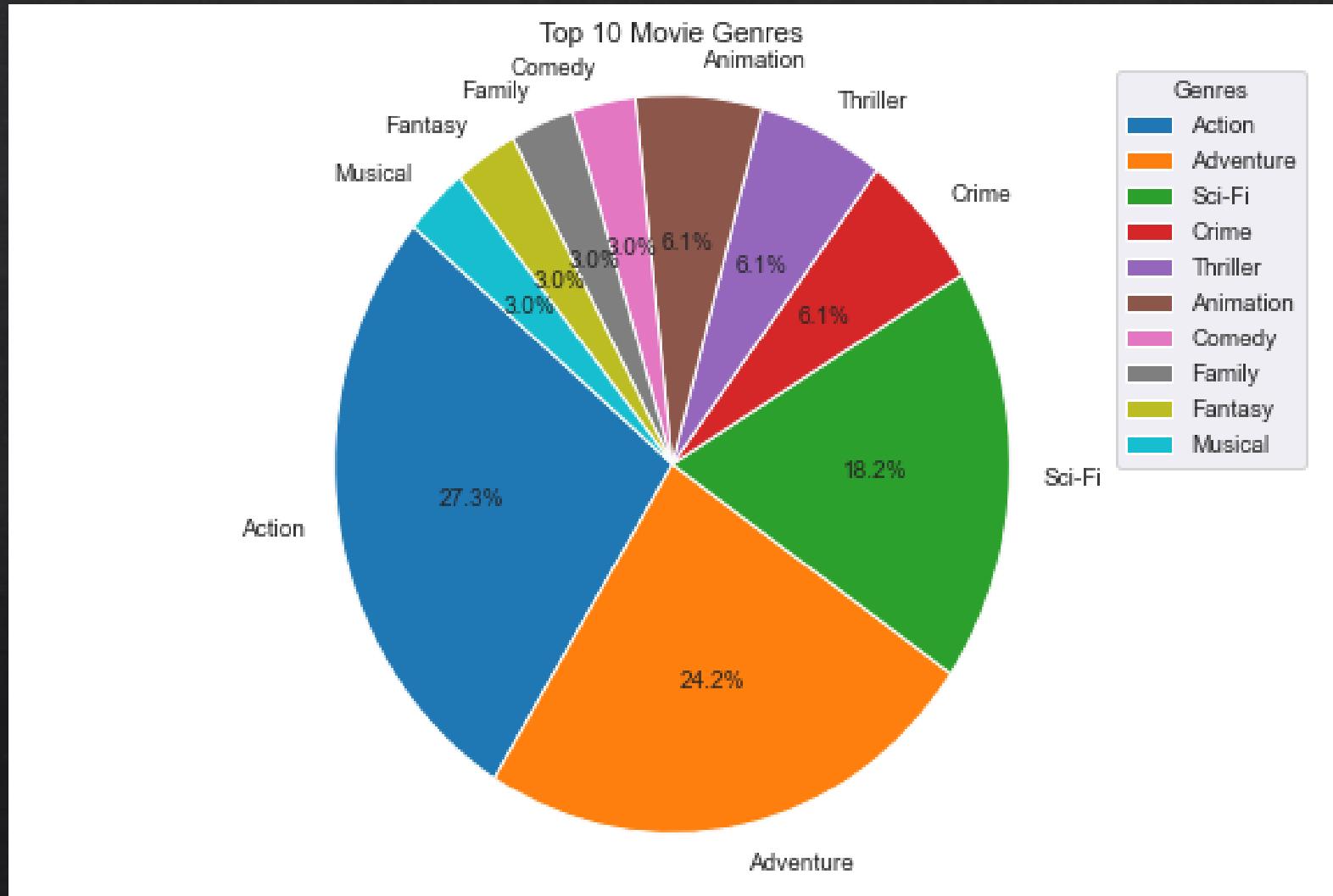
Data Analysis

- ❖ Looking at the top ten movies according to the worldwide gross revenue they generated, with Avengers infinity war and Jurassic World taking the lead.
- ❖ Mean production budget of \$213.06M was obtained.



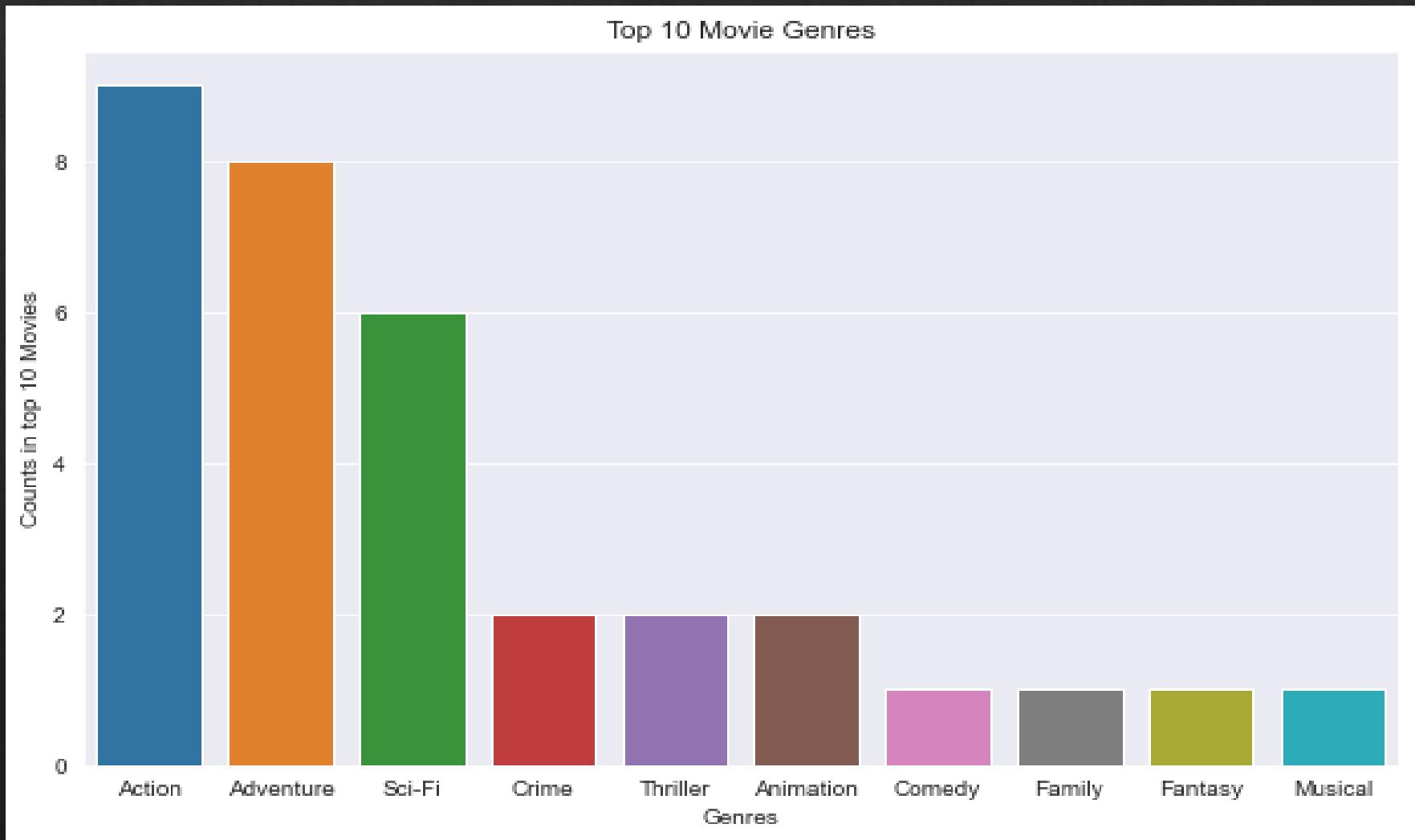
Data Analysis

- ◊ Pie chart shows the distribution in percentages of the genres of the top 10 movies.
- ◊ As shown, Action, Adventures and Sci-Fi are the most popular genres



Data Analysis

- ❖ Looking at the top ten movie genres using a bar chart to understand it better.



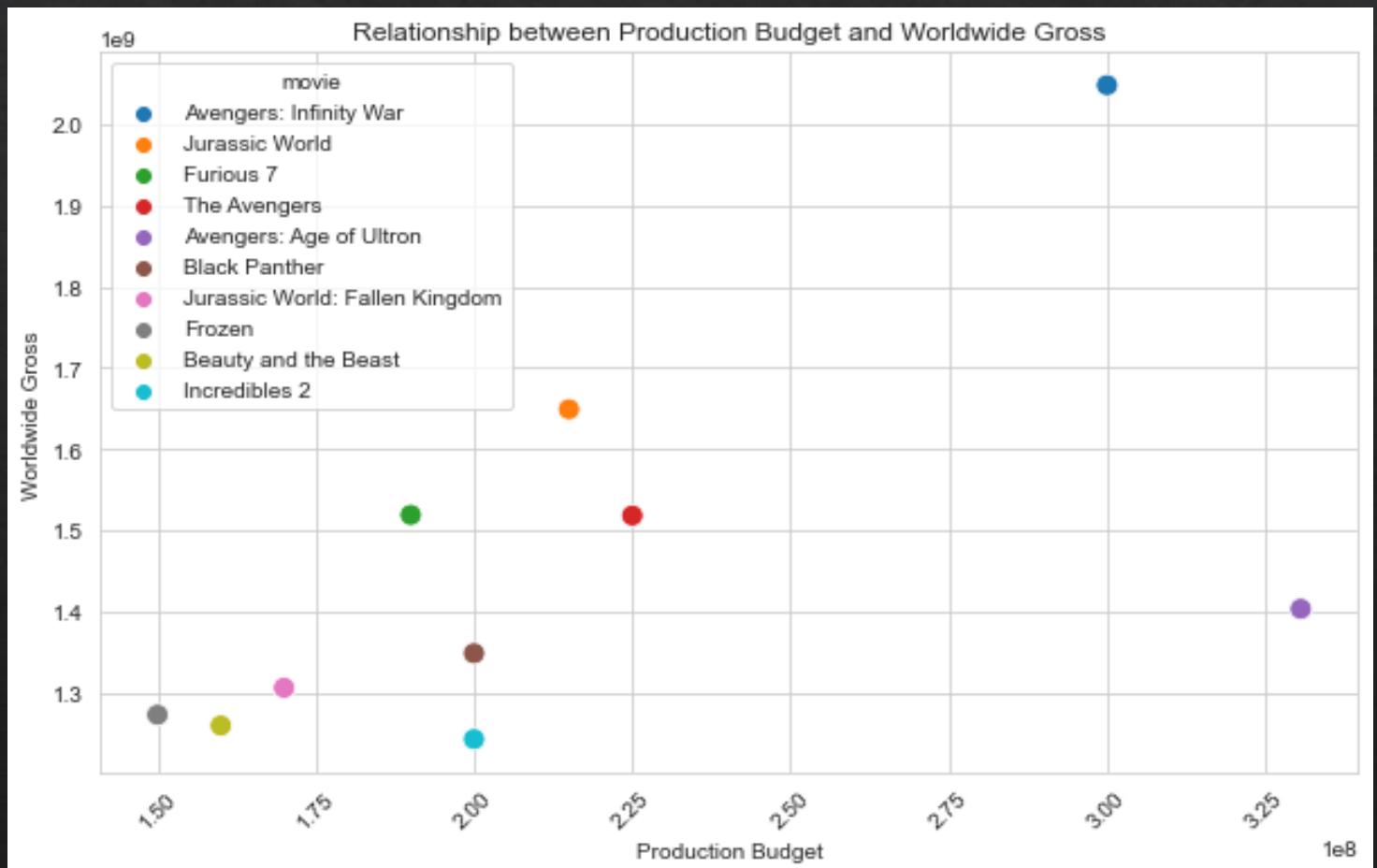
Data Analysis

- ❖ Looking at the top ten movies and its directors.

Movie	Directors
Avengers: Age of Ultron	Joss Whedon
Captain America: Civil War	Anthony Russo,Joe Russo
Captain Marvel	Ryan Fleck,Anna Boden
Despicable Me 3	Kyle Balda,Eric Guillon
Frozen	Chris Buck,Jennifer Lee
Jurassic World: Fallen Kingdom	J.A. Bayona
Pirates of the Caribbean: On Stranger Tides	Rob Marshall
Skyfall	Sam Mendes
The Dark Knight Rises	Christopher Nolan
Transformers: Dark of the Moon	Michael Bay

Data Analysis

Comparing the relationship between the gross revenue and the production budget of the top 10 movies from the database.



Conclusion

- ❖ The best directors according to the top 10 movies are:
- ❖ Joss Whedon
- ❖ Anthony Russo
- ❖ Joe Russo
- ❖ Ryan Fleck
- ❖ Anna Boden
- ❖ Kyle Balda
- ❖ Eric Guillon
- ❖ Chris Buck
- ❖ Jennifer Lee
- ❖ J.A. Bayona
- ❖ Rob Marshall
- ❖ Sam Mendes
- ❖ Christopher Nolan
- ❖ Michael Bay

Conclusion

- ❖ The top ten movie genres are :
- ❖ Action,
- ❖ Adventure,
- ❖ Sci-fi,
- ❖ Thriller,
- ❖ Crime,
- ❖ Animation,
- ❖ Comedy,
- ❖ Family,
- ❖ Fantasy and Musical.

Action and Adventure have the highest ranking.

Conclusion

- ❖ The mean production budget is \$214,060,000.
- ❖ The mean worldwide gross revenue is \$1,456,488,306.8

Recommendations

- ❖ Creating the inaugural movie within the top three genres - Action, Adventure, and Sci-Fi - is advised to maximize profitability. Comedy, Family, Fantasy, and Musical genres tend to yield lower profits. Focusing on these genres could lead to significant benefits for the upcoming movie studio.
- ❖ Based on recent data analysis, the recommended production budget is approximately \$214,060,000. Adhering to this budget guideline ensures that the expenditure on new movie production is unlikely to surpass the revenue generated.
- ❖ It is suggested to hire directors such as Michael Bay and Christopher Nolan. These directors have demonstrated their exceptional skills through their involvement in the creation of some of the top ten most profitable films.