Movie Market Evaluation: Analysis for best film type and movie decisions.

Presented By Haender Michael Jean Louis .

Overview and Goal

Dataset

"zipped Data"

Provenance

Box Office, IMDB, Rotten Tomatoes, TheMovieDB, The Numbers.

About Datasets

contain Information about :

— movie titles, release date
— production budget
— sales revenue
— studios
— Movie genres
— Actors

Goal

Our goal is to :

— Identify patterns
— draw meaningful information
— provide meaningful insights

Exploratory Data Analysis

the different steps of our Analysis.

DATA CLEANING

DATA UNDERSTANDING

DATA ANALYSIS

RECOMMENDATIONS

SUMMARY

Data Cleaning

1 Create a copy of each dataset

2 Clean each dataset

3 Handle missing values/outliers
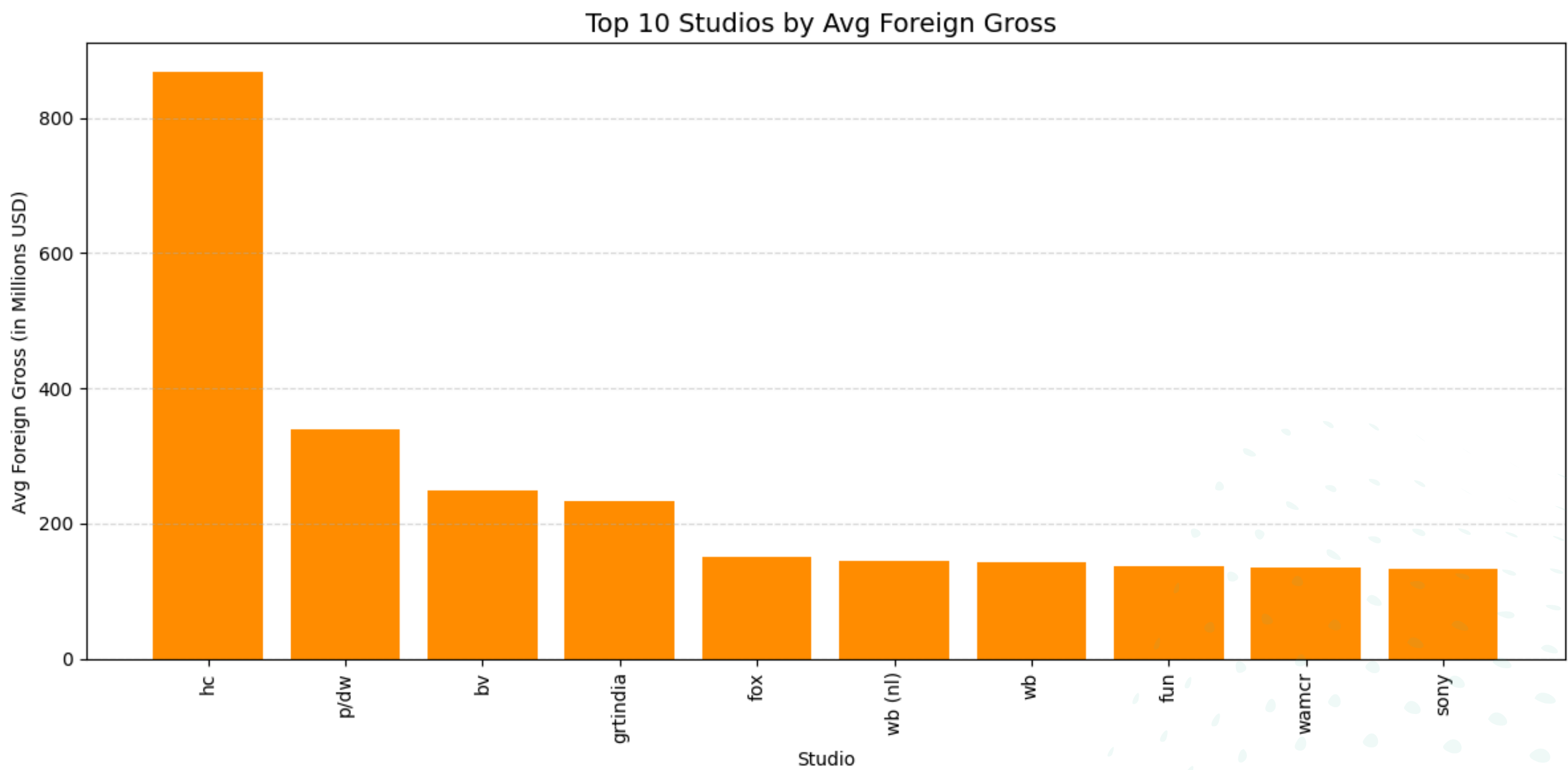
4 Correct Data Types and Format.

Data Understanding

- Define business context.
- Mention dataset/database used. .
- prepare questions to answer .
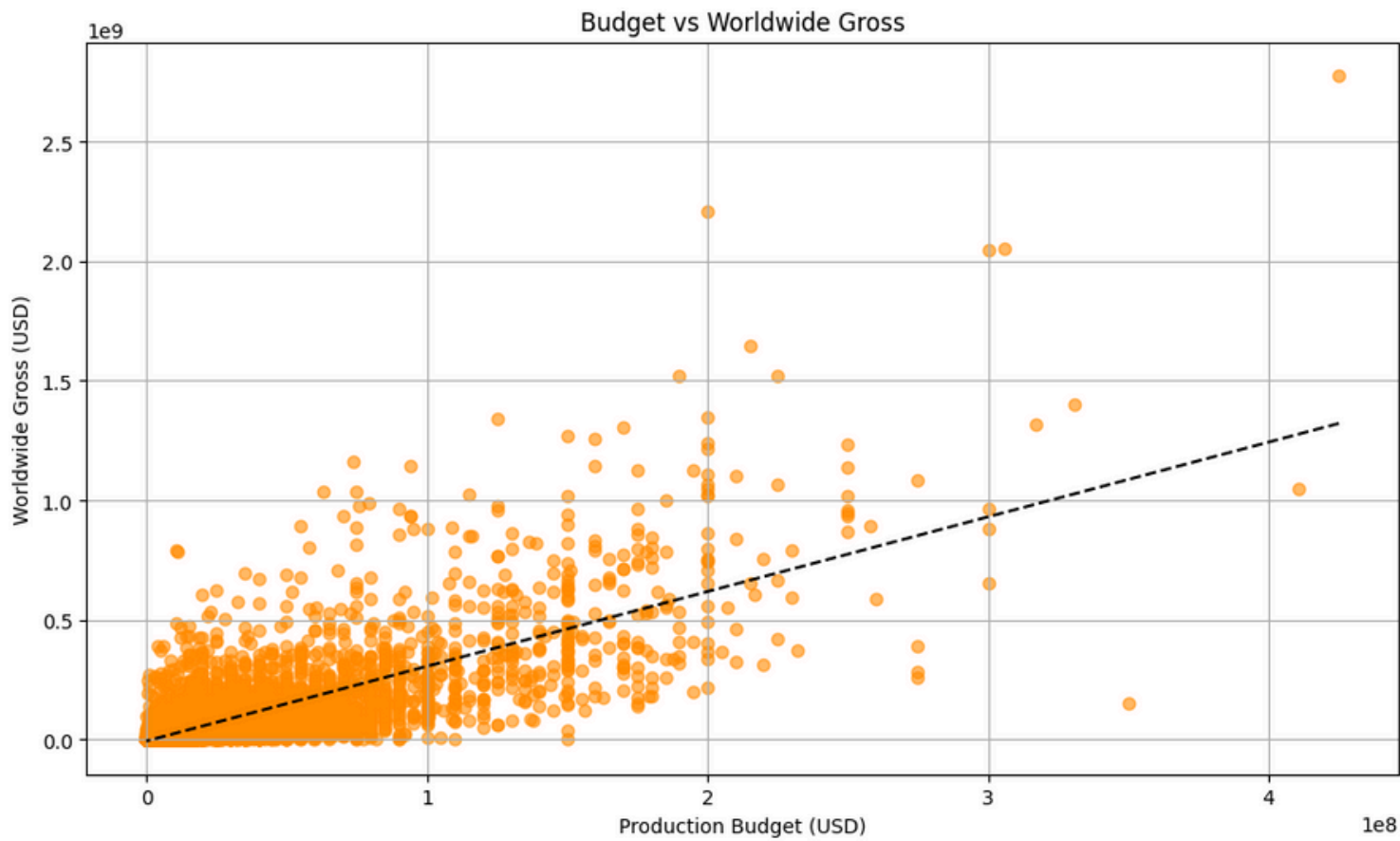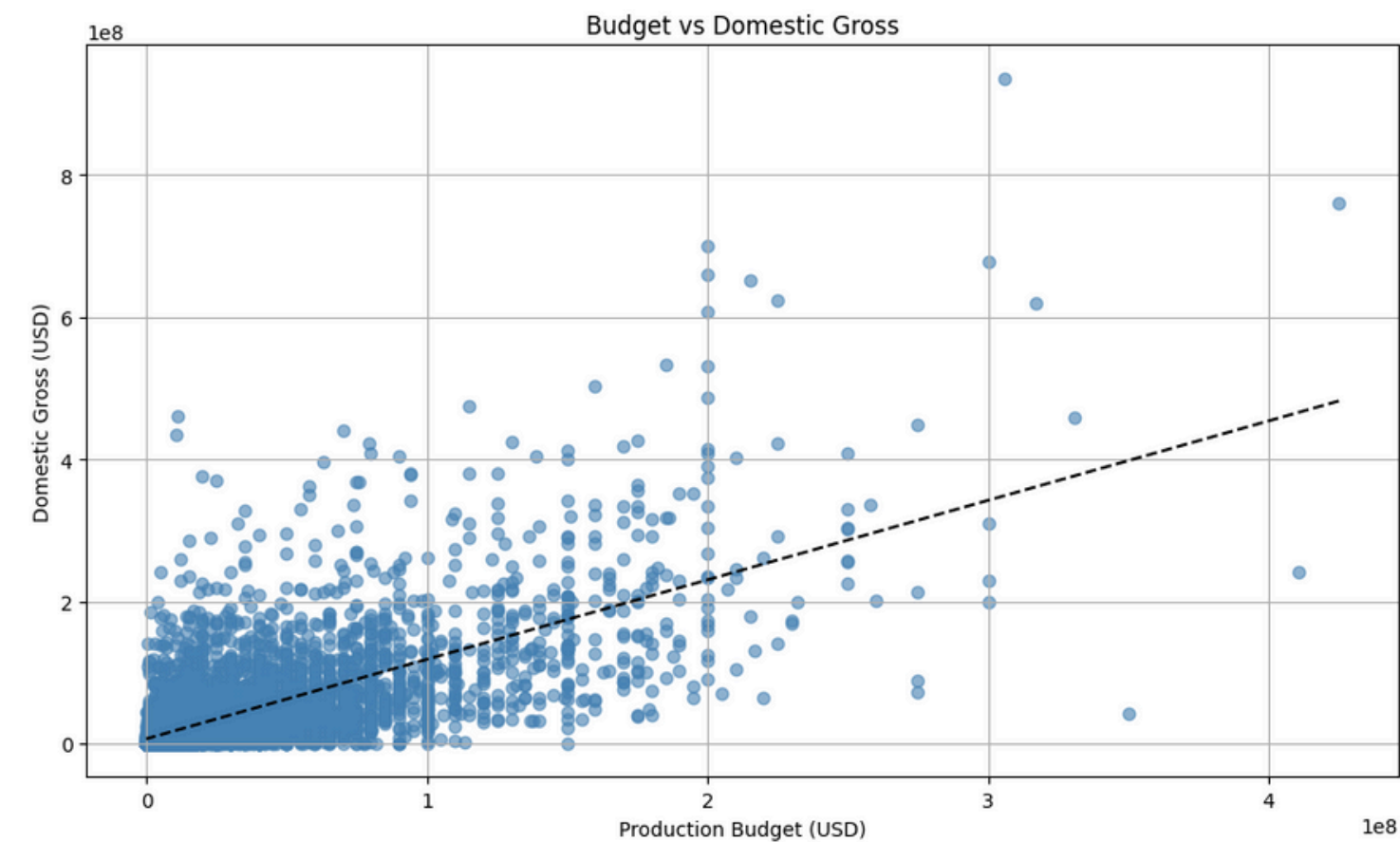- laying foundation for insights

Data Analysis

- Data Visualization
- correlational analysis
- Identify trends/patterns.
- hypothesis testing
- other

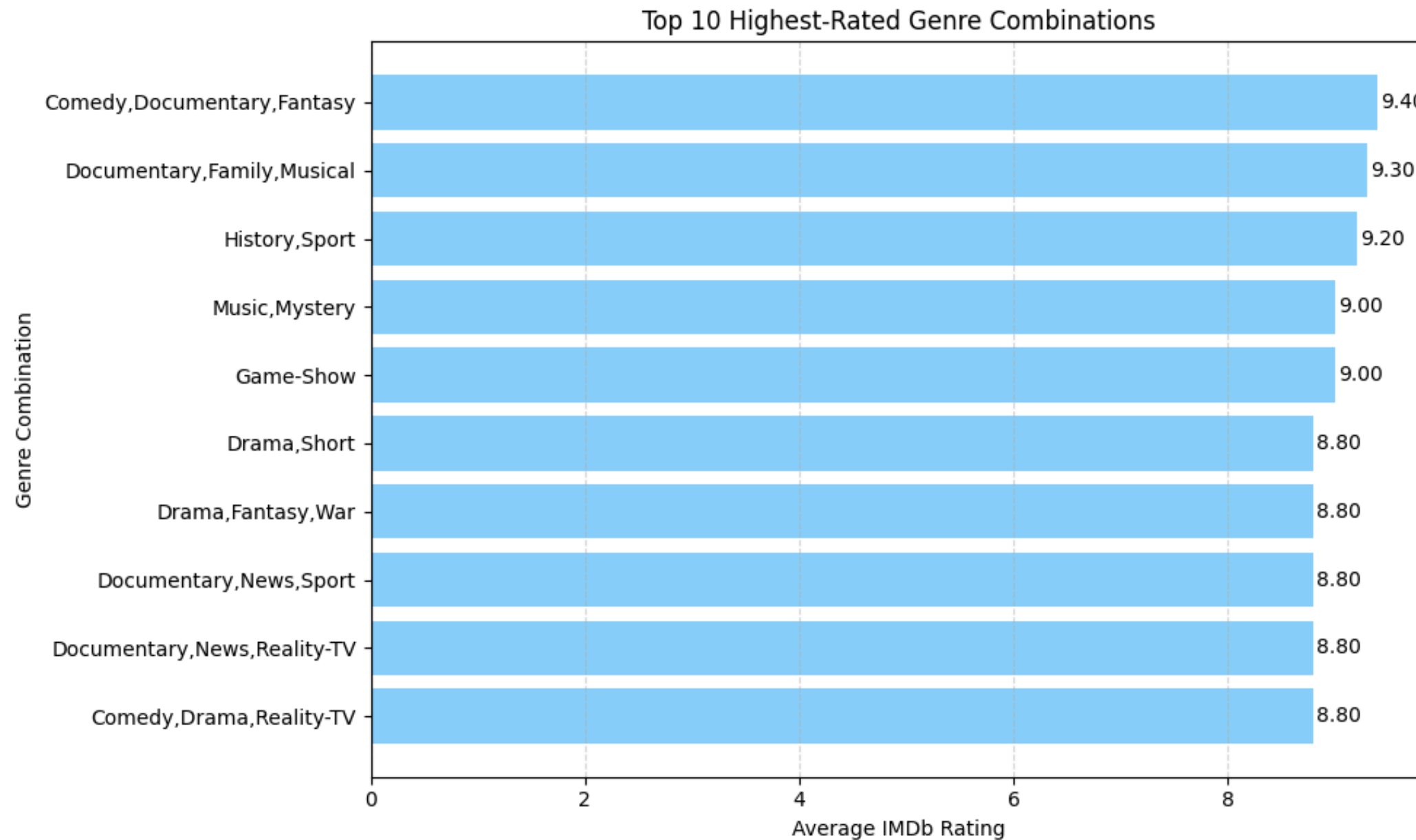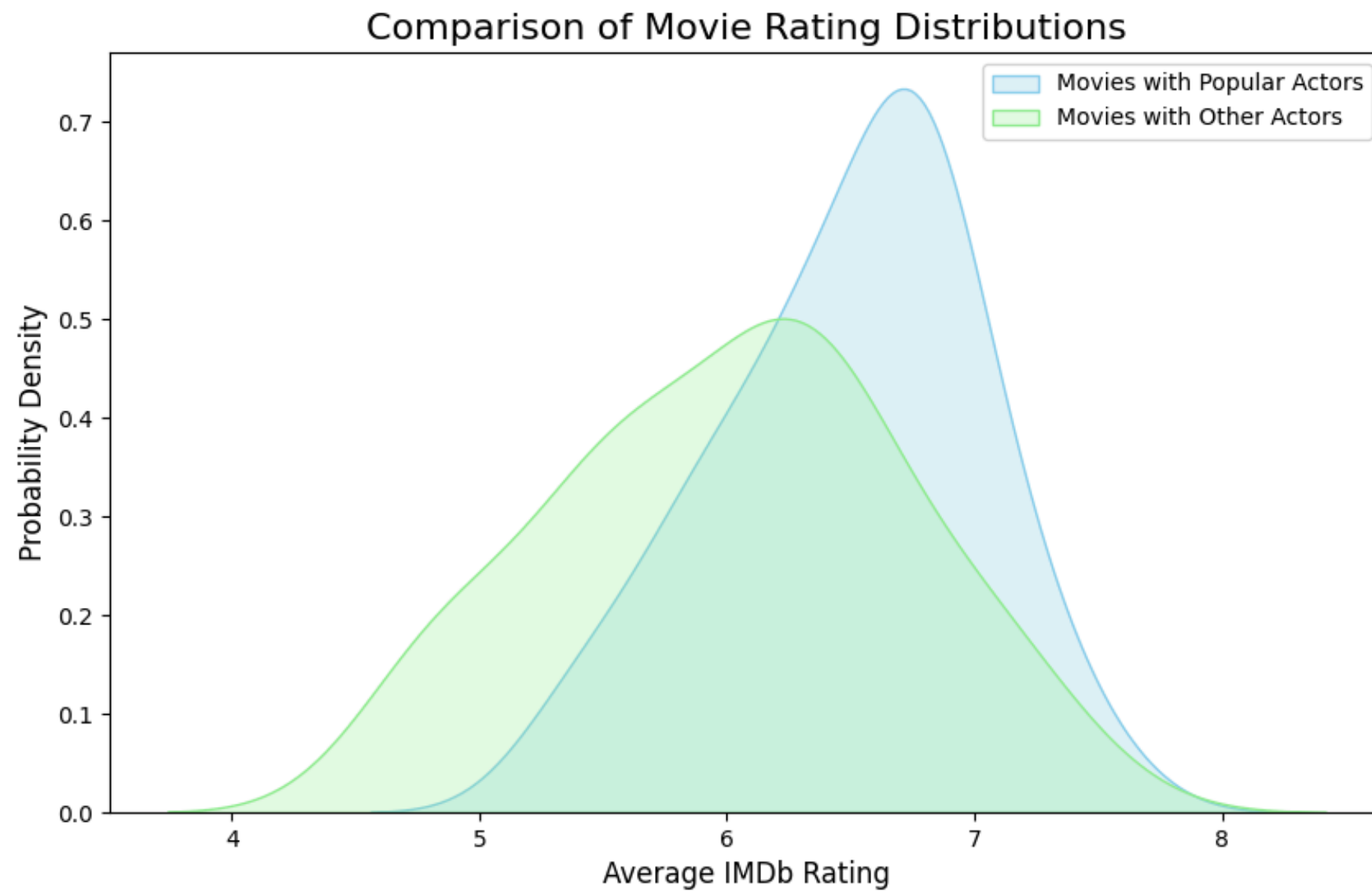# What studio have the greatest success for foreign gross?

Top 10 Studios by Avg Foreign Gross

How does budget affects revenue ?

Big budgets are important

Bigger budgets ≠ higher revenue

what movie genres perform the best at the box office ?

Top 10 Highest-Rated Genre Combinations

Genre Combination	Average IMDb Rating
Comedy,Documentary,Fantasy	9.40
Documentary,Family,Musical	9.30
History,Sport	9.20
Music,Mystery	9.00
Game-Show	9.00
Drama,Short	8.80
Drama,Fantasy,War	8.80
Documentary,News,Sport	8.80
Documentary,News,Reality-TV	8.80
Comedy,Drama,Reality-TV	8.80

Does using popular actors increase movie's performance

Comparison of Movie Rating Distributions

popular actors are important

popular actor $\neq$ greater succes rate.

Summary

- Success rate by studios
- budgets and revenue
- Movie genres by performance
- popular actors impact

Recommendations

- Prioritize Genres with Proven Success:
- Smart Budgeting and Investment
- Leverage Star Power
- Emulate Successful Studios

THANK YOU!

Contact Information

First Name: Haender Michael

Last Name: Jean Louis

Email: michaelhaenderjeanlouis@gmail.com

Phone Number: +509 41 75 0264

Linkedin: