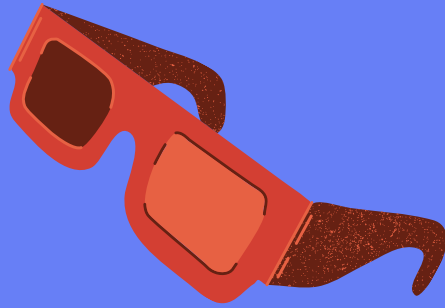


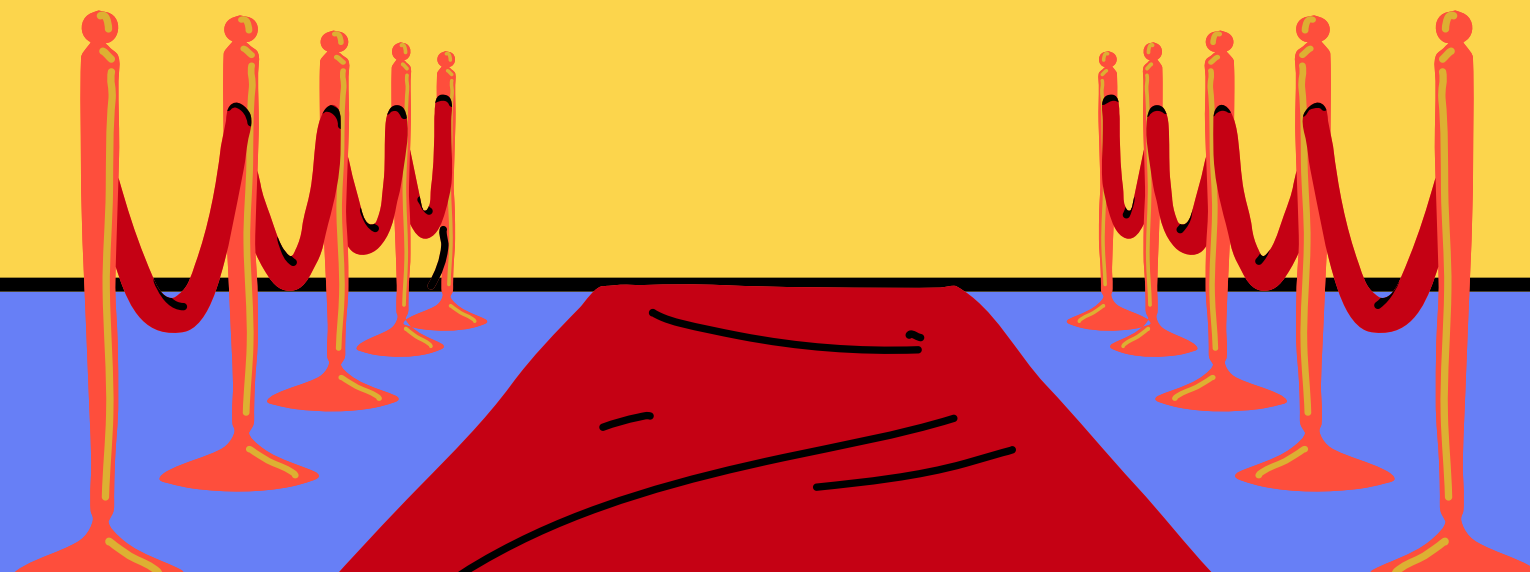
# Movie Analysis PROJECT

Presented by:  
Hansel Jones  
Omondi

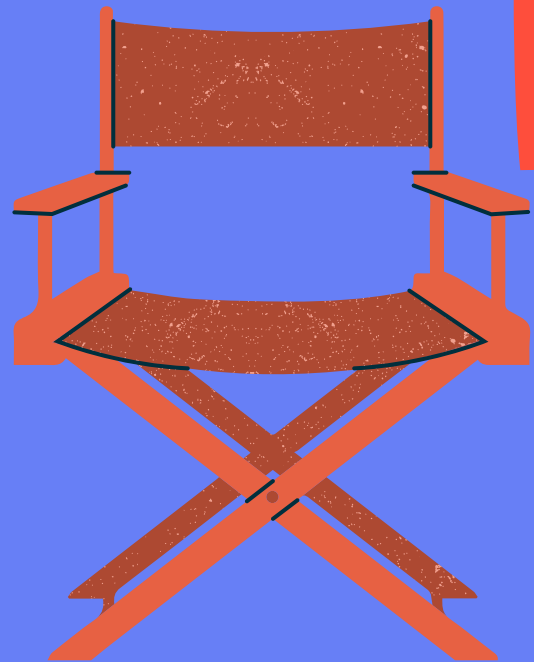


# CONTENTS

- Overview
- Business Understanding
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- Recommendations



# OVERVIEW

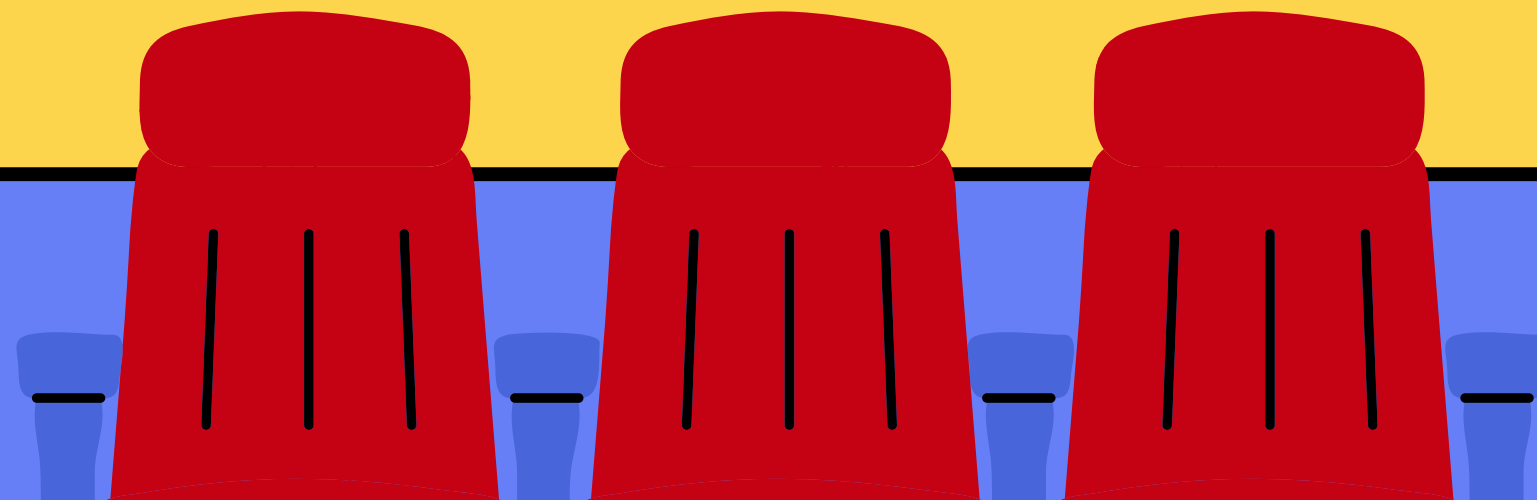


# BUSINESS PROBLEM

The company now desires to venture into creating a new movie studio and this project looks forward to explore the types of films that are currently doing the best at the box office after which I will translate those findings into actionable insights that the head of the company's new movie studio can use to help decide what type of films to create.

# BUSINESS UNDERSTANDING

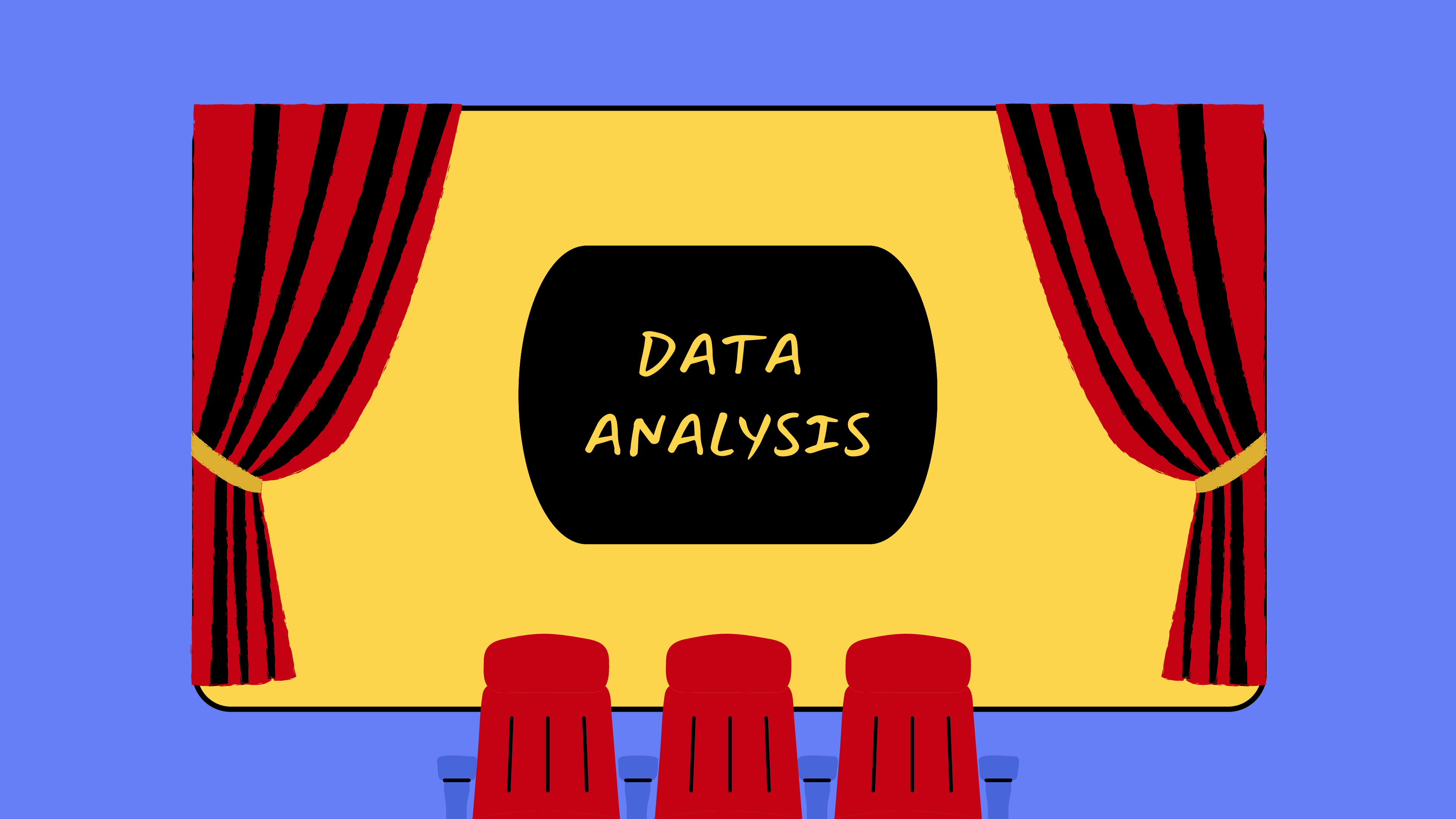
**The goal is to identify key factors that contribute to box office success, such as genre, budget, and review scores, and leverage these insights to make informed decisions about the types of films to produce.**



# ABOUT DATA

The movie datasets used contain the following;

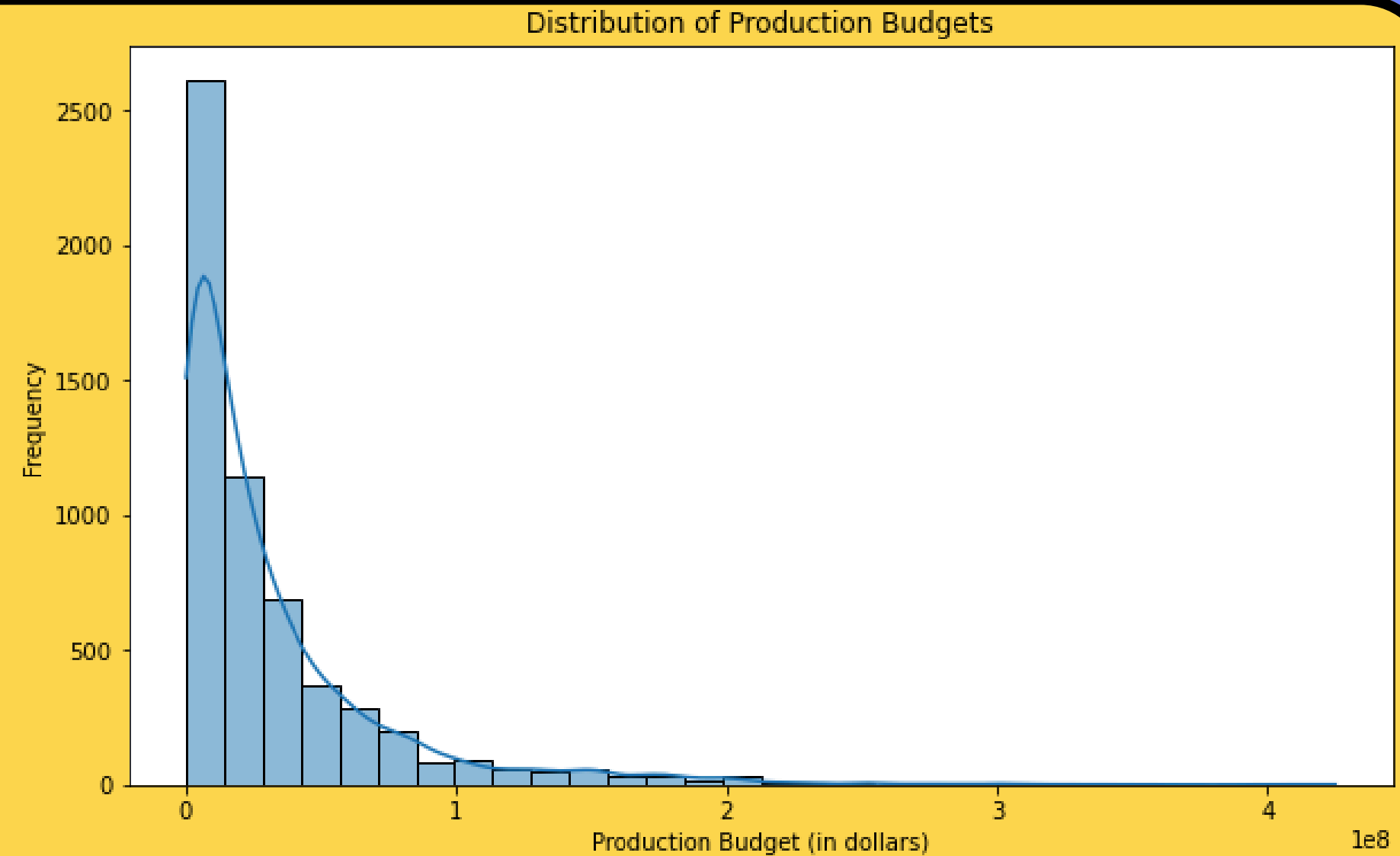
- Rotten Tomatoes Reviews  
(rt.reviews.tsv.gz): Contains reviews and ratings for various movies
- The Numbers Movie Budgets  
(tn.movie\_budgets.csv.gz): Includes production budgets and box office grosses
- Box Office Mojo Gross  
(bom.movie\_gross.csv.gz): Details on box office grosses
- Rotten Tomatoes Movie Info  
(rt.movie\_info.tsv.gz): Information about movie genres and release dates



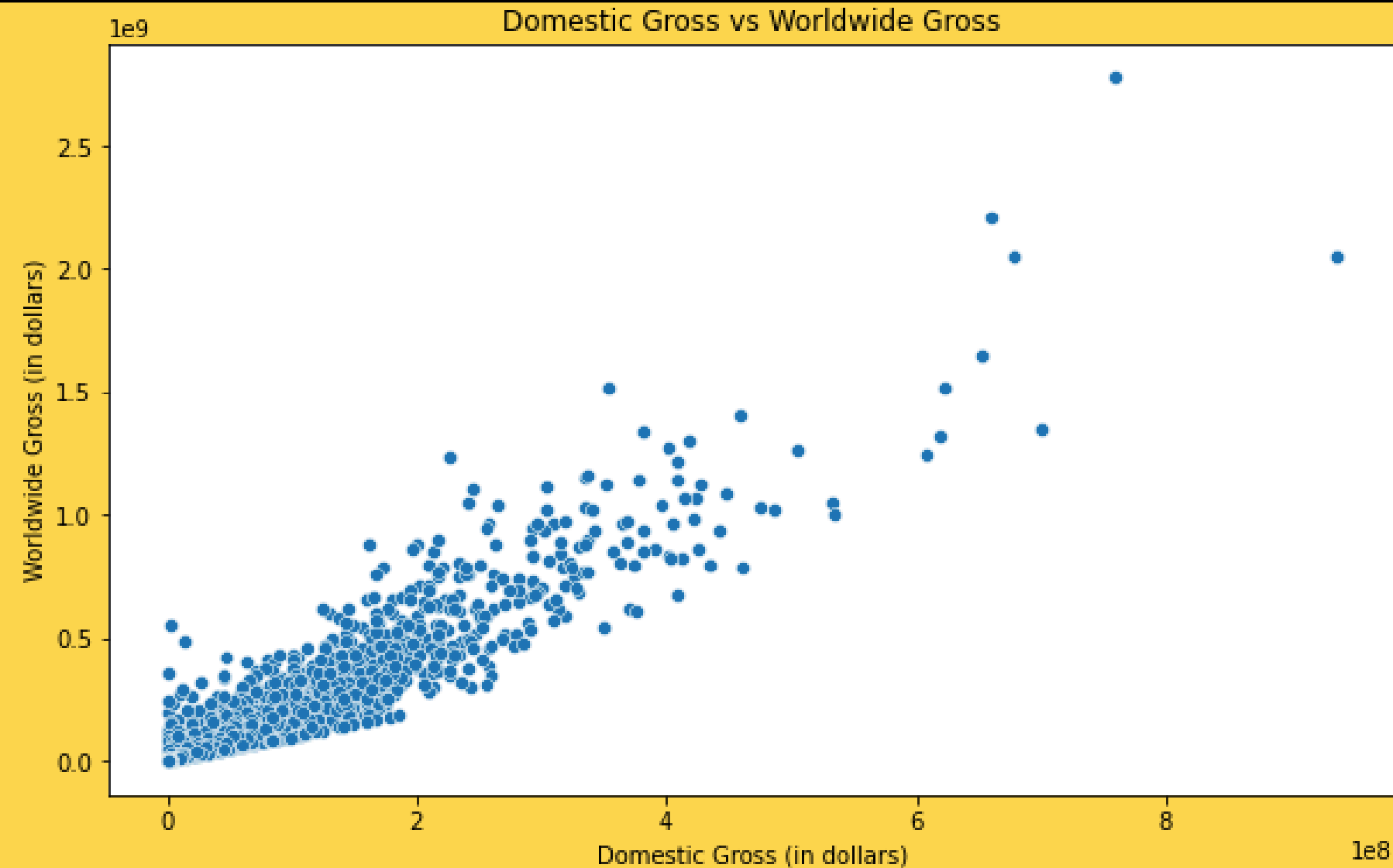
# DATA ANALYSIS

The distribution of production budgets shows that most movies have moderate budgets, with a few outliers having very high budgets.

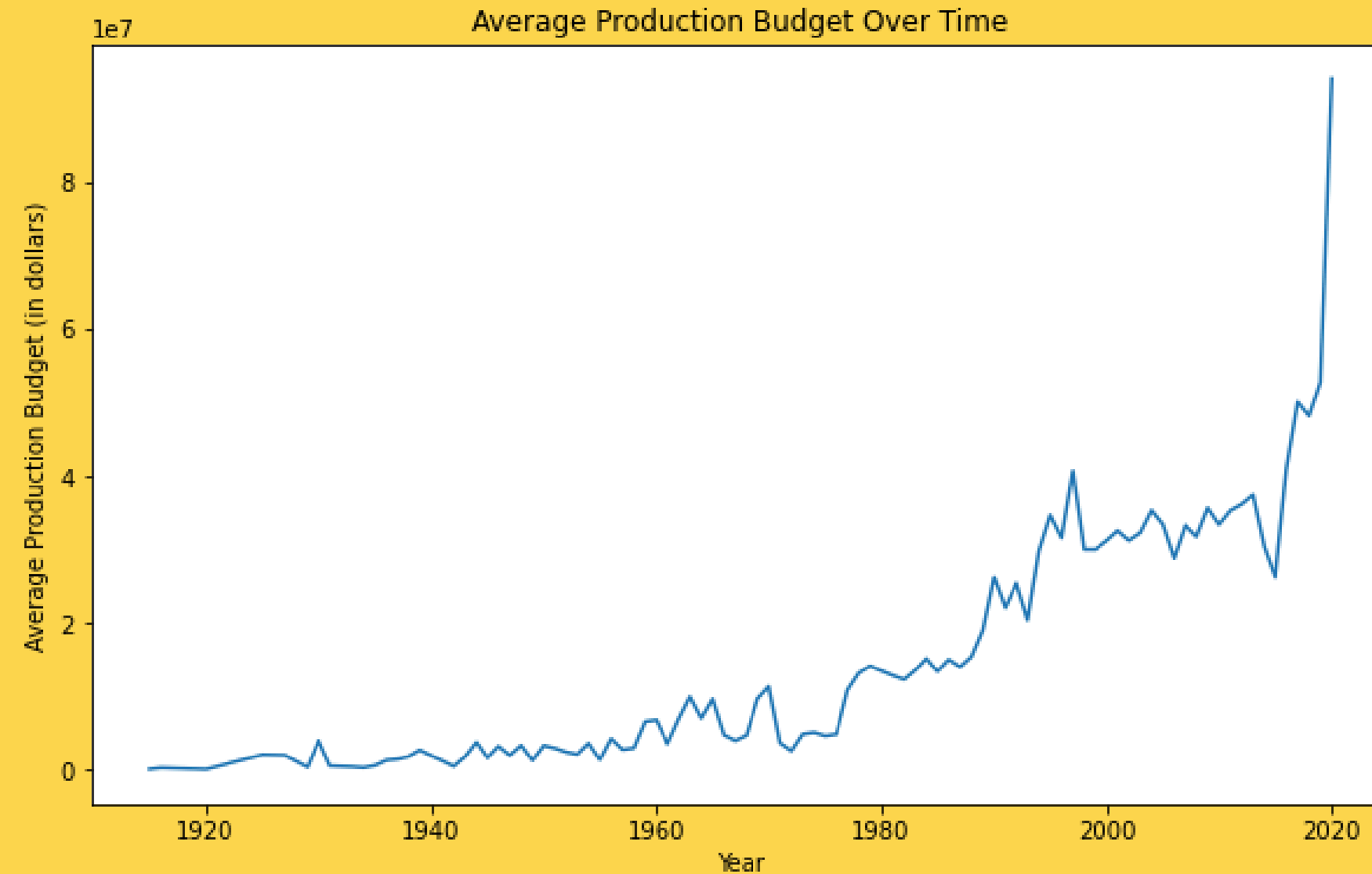
**Recommendation:** Since this is a new studio, starting with moderate-budget films might be wise. It balances the risk while still allowing for quality production.



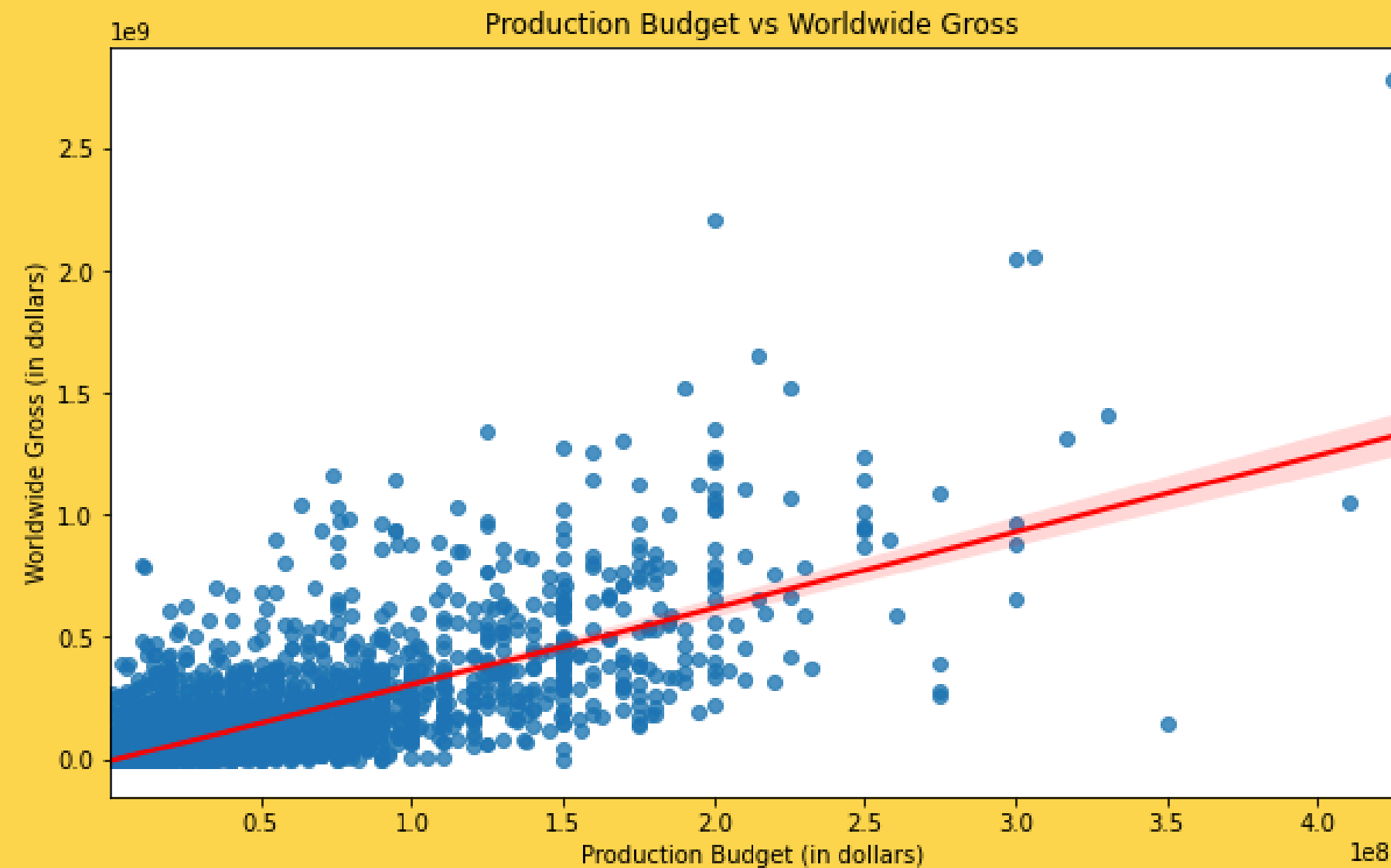




There is a positive correlation between domestic gross and worldwide gross. Successful films locally as per the visualization above tend to perform well internationally. Recommendation: Focus on producing films with universal appeal that can attract both domestic and international audiences to maximize revenue. A suggestion would be to consider the movies with languages that are globally recognized like English and Spanish.



The average production budget has been increasing over the years, indicating growing investments in film production. **Recommendation:** Plan for higher production budgets in the future to stay competitive and meet audience expectations for high-quality films.



Insights: The production budget has a strong positive impact on the worldwide gross, implying that higher investments in production typically result in higher revenues. Studios should consider allocating more resources to production budgets for potentially higher returns. Since the R-squared is 0.560, other factors not included in the model explain 44% of the variance in worldwide gross.



## GENERAL RECOMMENDATIONS:

- Optimal Budget: Invest in movies within the optimal budget range that yields the highest return on investment.
- Genre Focus: Prioritize genres that consistently perform well at the box office. This can include genres like action, adventure, or family movies.
- Quality Over Quantity: Focus on improving both audience and critic ratings as higher ratings correlate with higher revenue.

Thank you

