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Film Analysis for Studio Development

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Overview

This project analyzes multiple data sets containing information on released films in order to present business insights for a company looking to invest in the creation of a new studio. The exploratory analysis of the data used highlights various insights for the company to keep in mind in their endeavor of the creation of a film studio. The information and insights provided can be used to further improve the studio's chance at success and profit.

Business Problem

Microsoft is looking to invest in the creation of a studio and is looking for valuable information to keep in mind in its development. Having various business insights from the exploratory analysis of previously released films will assist them in incorporating measures to best increase their studio's chance at success and profit.



Data

Multiple Data sets were provided for analysis by the company and each contains various categorical type information on previous films released. For example, some of the categories in the data sets provided include each films release date, length, allocated budget, rating, number of ratings, domestic profit, world wide profit, etc.

Methods

This project uses descriptive analysis to determine potential business insights. This project also identifies various relationships on various categories of previous films released.

Results

In all of the exploratory analysis of the data sets provided, the most potentially significant findings for Microsoft to keep in mind in its development of a new studio include the following statements.

1. When looking at all films that had both a domestic and world wide profit greater than zero, there was a strong positive relationship between each films profit and allocated budget.
2. When looking at all films that had both a domestic and world wide profit greater than zero, it was found that June had the highest average domestic profit with October having the highest world wide average profit.

Conclusions

This analysis leads to several recommendations for improving Microsoft's studio chance at success and profit.

- The relationship between a films allocated budget and both domestic and world wide profit is positive.
- It would be best to further research the best time period or season for the release of a film.
- It would be highly valuable to further research the impact of a films release date, location, and crew on the overall domestic and world wide profit relative to their initial budget.

Repository Structure

- Data Used
- Visualizations PNGs
- zippedData
- .gitignore
- Movie Analysis for Studio Development
- MoviesAnalysis.pdf
- Notebook PDF.pdf
- Project_1-checkpoint.ipynb

- Project_1.ipynb
- ReadME.md
- True Project 1 Documentation.ipynb

Releases

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Languages

 Jupyter Notebook 100.0%