# BLOCKBUSTER INSIGHTS: ANALYSIS OF TOP MOVIES AND GENRES

Ronald Kipngetich,

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# Summary

Descriptive analysis of the IMDB movies dataset to come up with the optimal ways and methods in which a new and upcoming film studio can implement to get the best results:

- Producing films based off of the most popular genres

- Hiring of skilled directors who have enough proof of their experience and skill

- Working with the recommended production budget for the greatest profit

# Business understanding:

The problems that this analysis is trying to solve are as follows:

- Ideal genres to be focused on when making a new movie studio

- The optimal production budget when making original films for an upstart movie studio

- The best directors who can shine when given the platform for leading the movie production
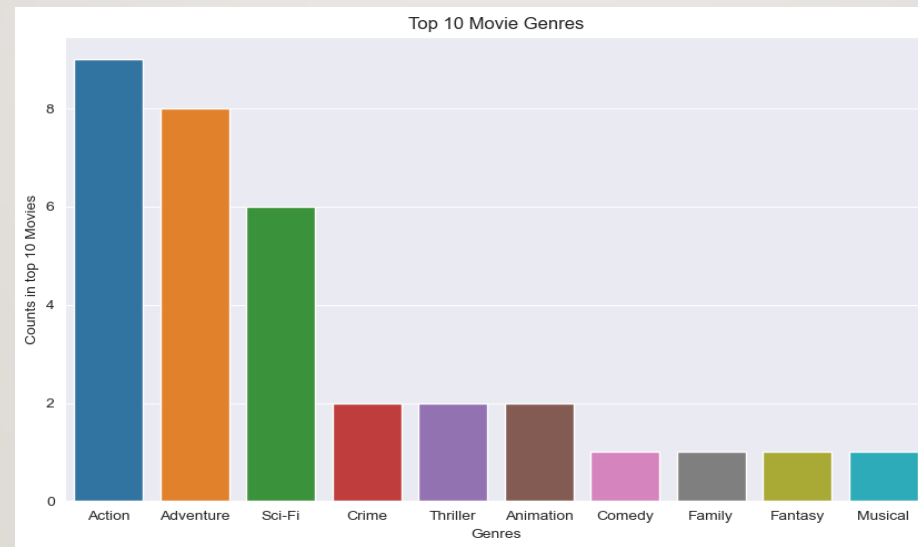
# Data understanding:

From the imdb, which is an online movie database, and supplementing it with various movie datasets obtained, the movies were sorted based on the worldwide gross revenue and filtered it to the top ten.

Obtained the genres and directors of the top ten movies and the mean of the production budget for the top ten movies
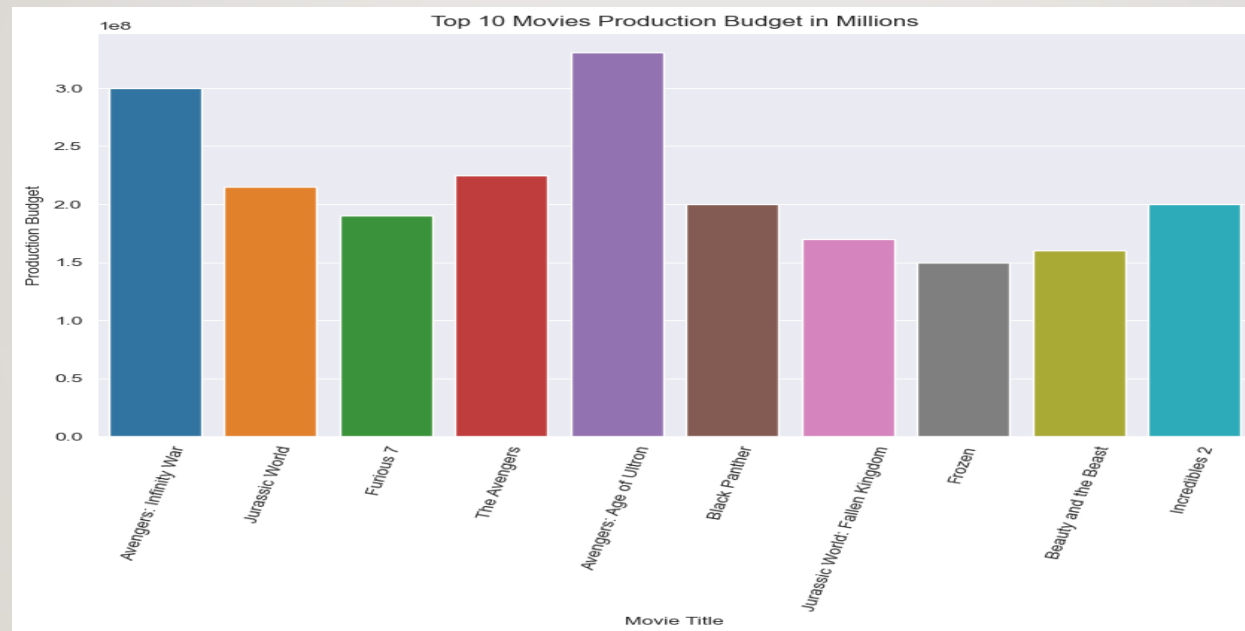
# Data Analysis:

- Looking at the top ten movie genres with Action, Adventure and Sci-Fi being the foremost.

# Data analysis:

- A mean production budget of 213.06M $ was obtained from the top ten movies.

# Data Analysis:

- Some of the top directors found were:

1. Joss Whedon
2. Anthony Russo
3. Joe Russo
4. Ryan Fleck
5. Anna Boden
6. Kyle Balda
7. Eric Guillon
8. Michael Bay

9. Jennifer Lee
10. Christopher Nolan

# Conclusions:

- The top ten movies with the greatest world wide gross revenue are :

1. Avengers: Infinity War,

2. Jurassic World,

3. Furious 7,

4. The Avengers,

5. Avengers: Age of Ultron,

6. Black Panther,

7. Jurassic World: Fallen Kingdom,

8. Frozen,

9. Beauty and the Beast and

10. Incredibles 2

# Conclusions:

The top ten movies directors for the top ten movies are :

1. Michael Bay
2. Christopher Nolan
3. Sam Mendes
4. Rob Marshall
5. J.A. Bayona
6. Chris Buck
7. Jennifer Lee
8. Kyle Balda
9. Eric Guillon
10. Ryan Fleck
11. Anna Boden
12. Anthony Russo
13. Joe Russo
14. Joss Whedon

# Conclusions:

- The top ten movie genres found were:

1. Action
2. Adventure
3. Sci-Fi
4. Crime
5. Thriller
6. Animation
7. Comedy
8. Family
9. Fantasy
10. Musical

- The mean production budget was found to be 216.03M $

# Recommendations:

- Making the first original movie based off of the top three genres namely- Action,Adventure,Sci-Fi - is recommended to yield the most profitable results with other genres which are slightly less profitable being Crime,Thriller and Animation with the least profitable being Comedy,Family,Fantasy and Musical

- The recommended production budget should be approximately 214,060,000$ obtained from the mean values of the top ten profitable movies recently made

- Hiring directors from the list of directors of who directed the top ten movies would likely lead to production of better films.