



# MOVIE PREDICTION

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## **BUSINESS UNDERSTANDING**

We are exploring what types of films are currently doing the best at the box office.

Translate the findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

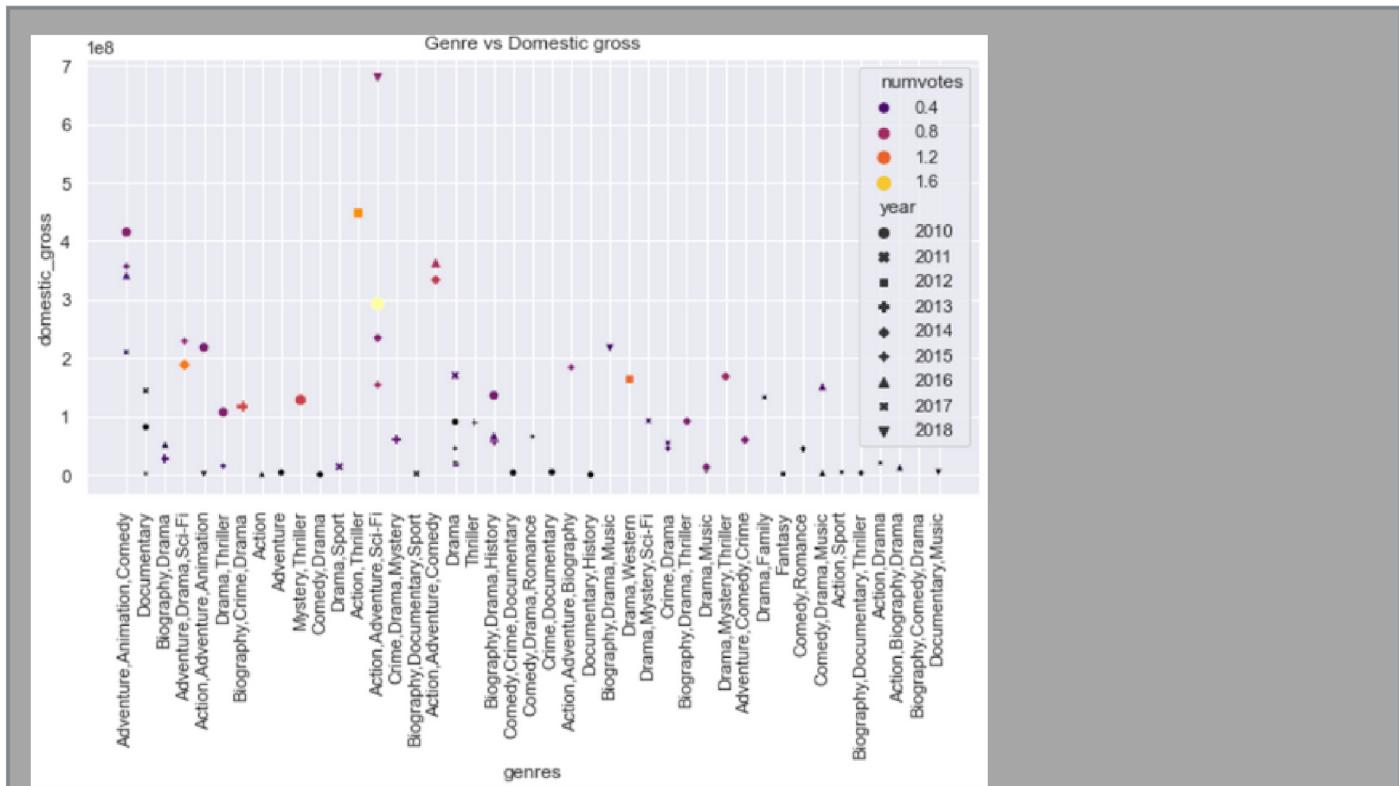


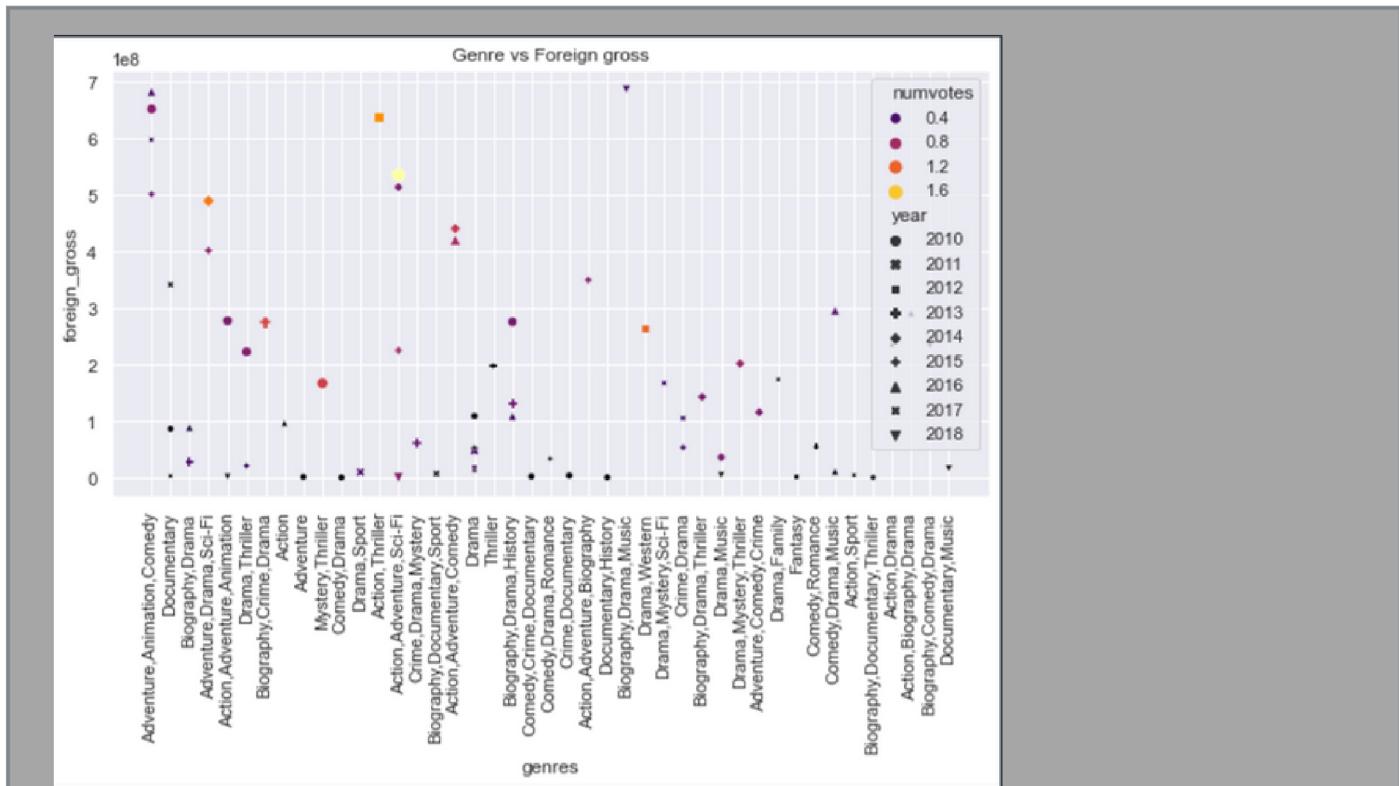
## **MAIN OBJECTIVE**

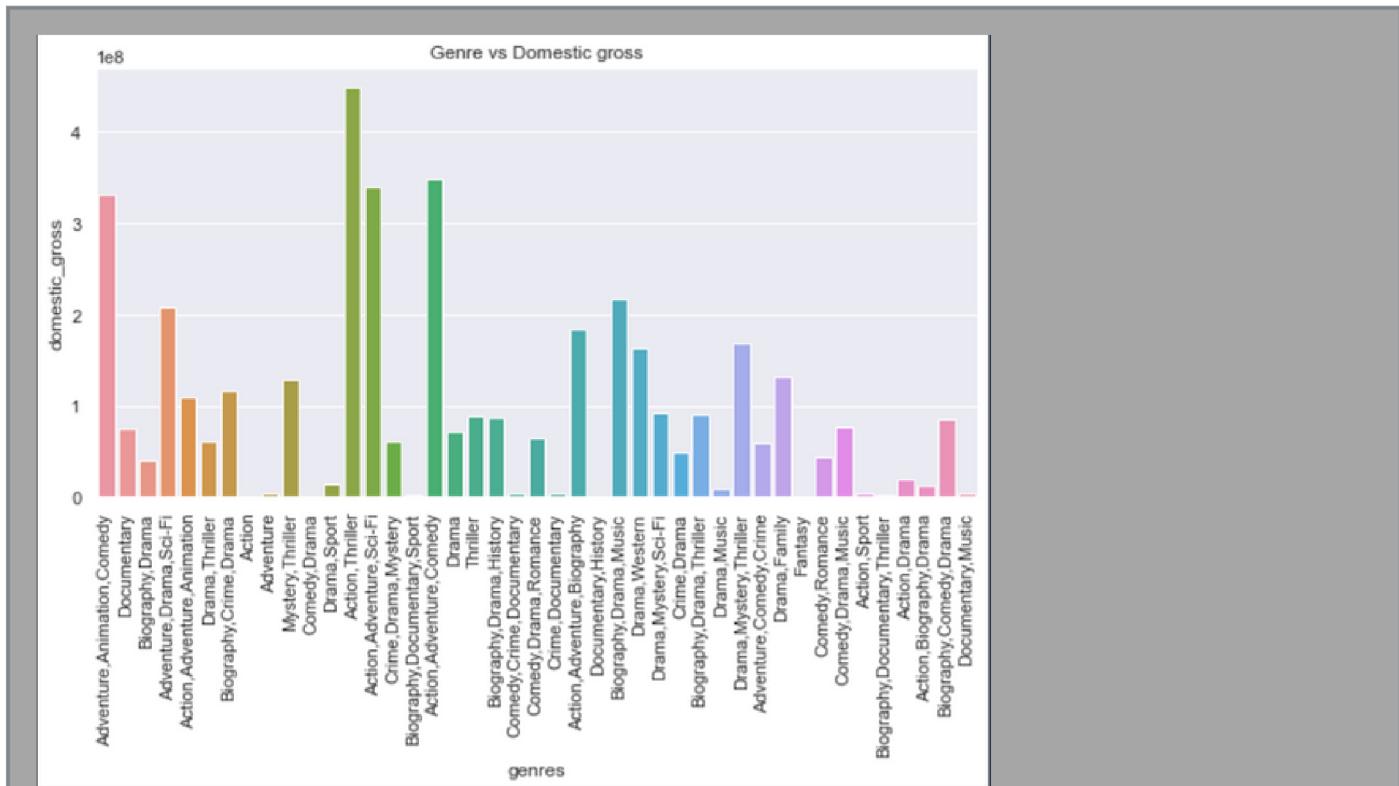
Find the type of films that are currently doing better at the box office and use the data to help create a new movie studio

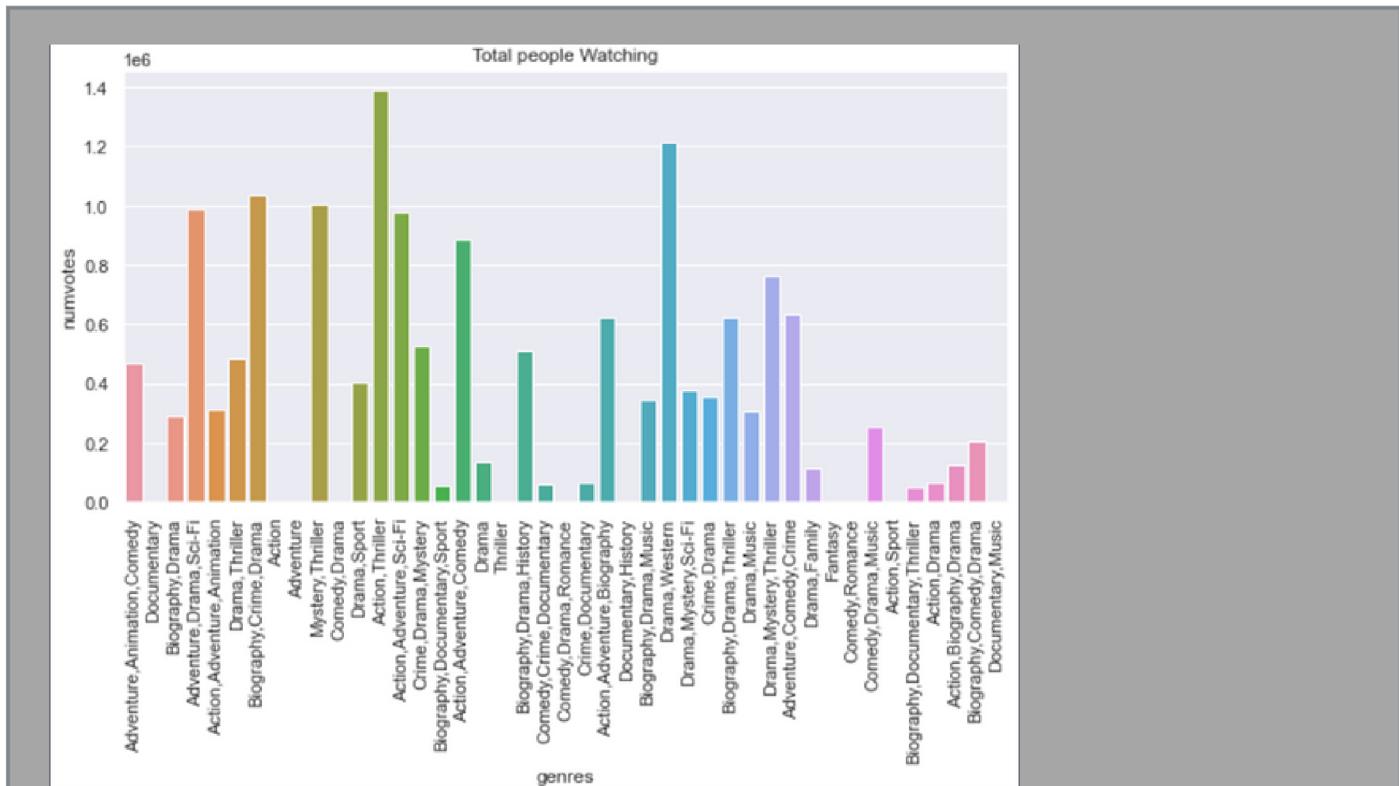
## **OTHER OBJECTIVES**

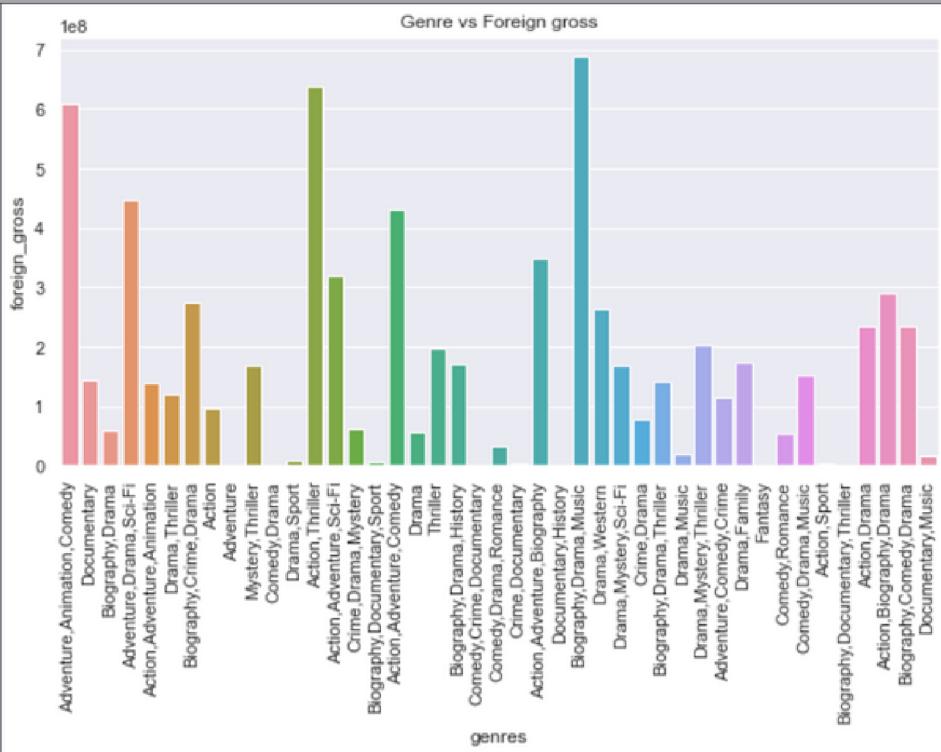
- Determine the relationships between genres and various predictor variables (such as rating, gross, and numbers of votes, etc).
- Determine the relationships between the title and various predictor variables (such as rating, gross, and the number of votes, etc).
- Determine how average rating and number of votes will affect movies to be produced

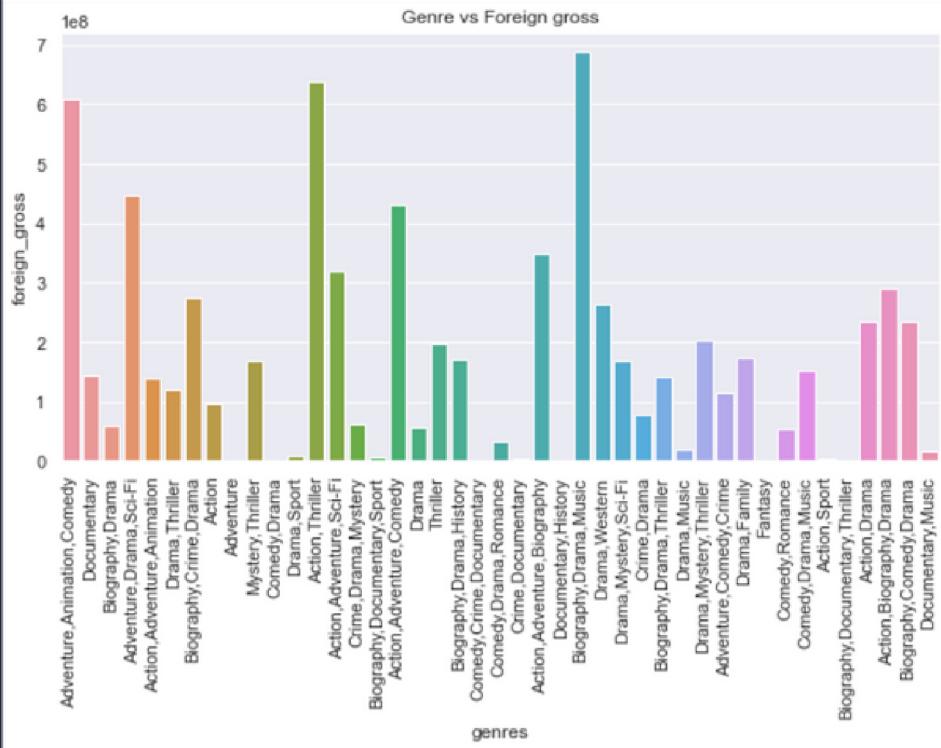


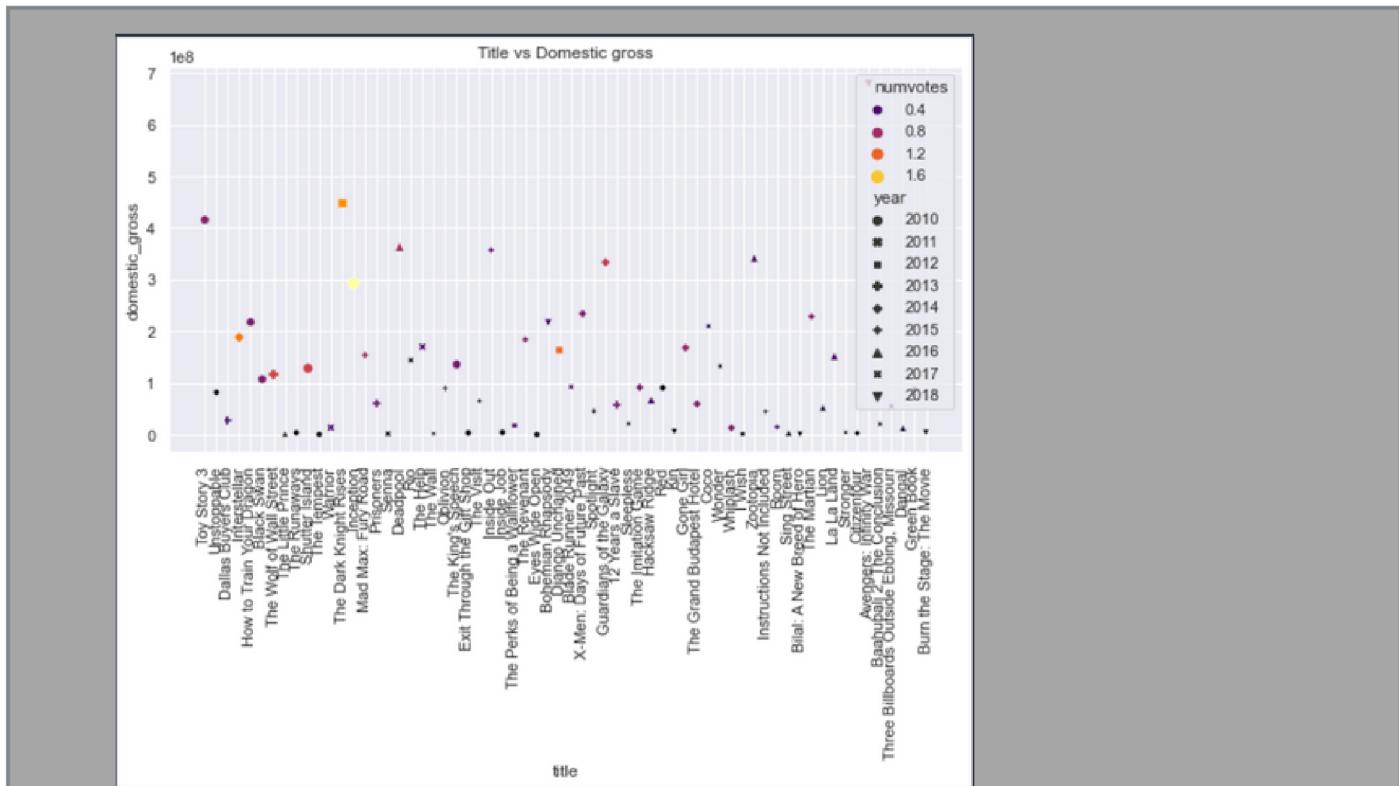


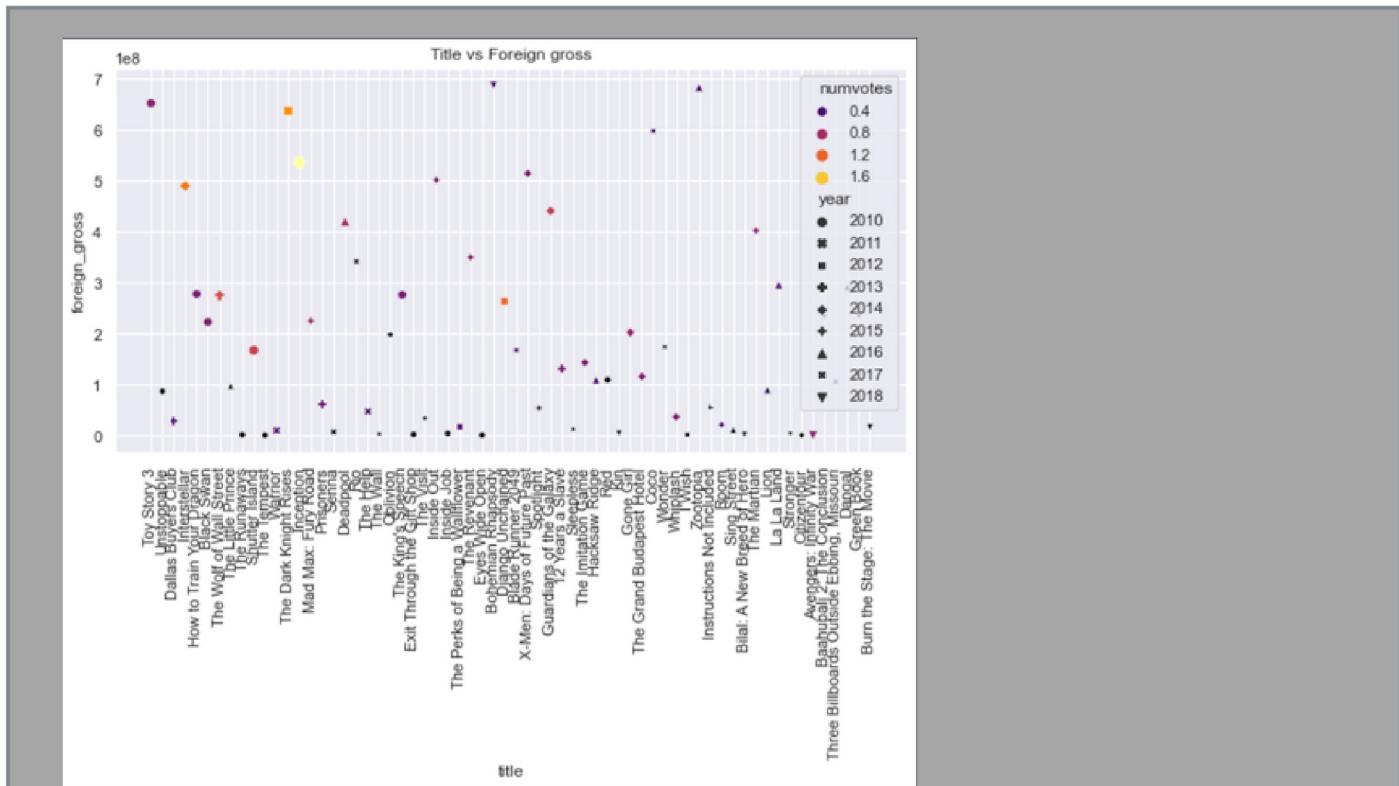


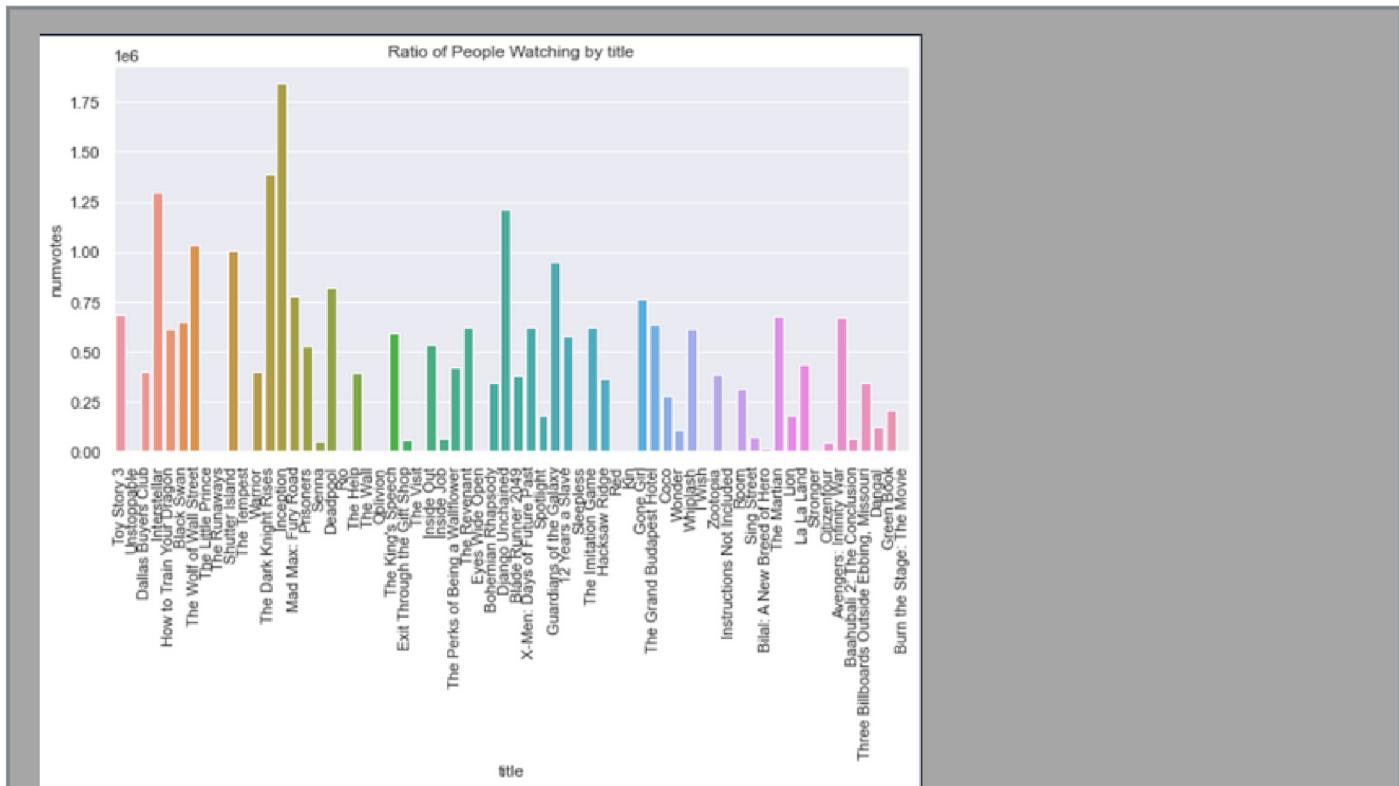


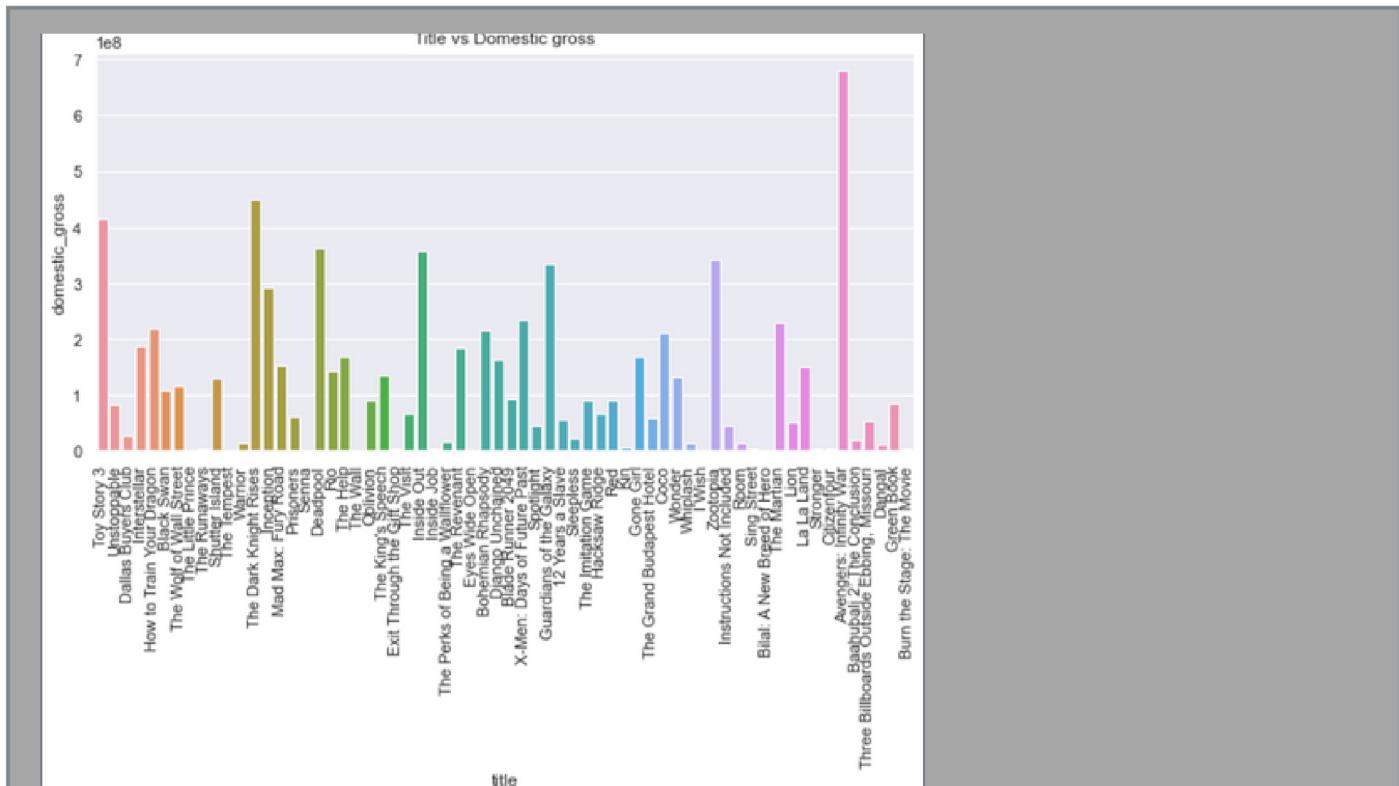


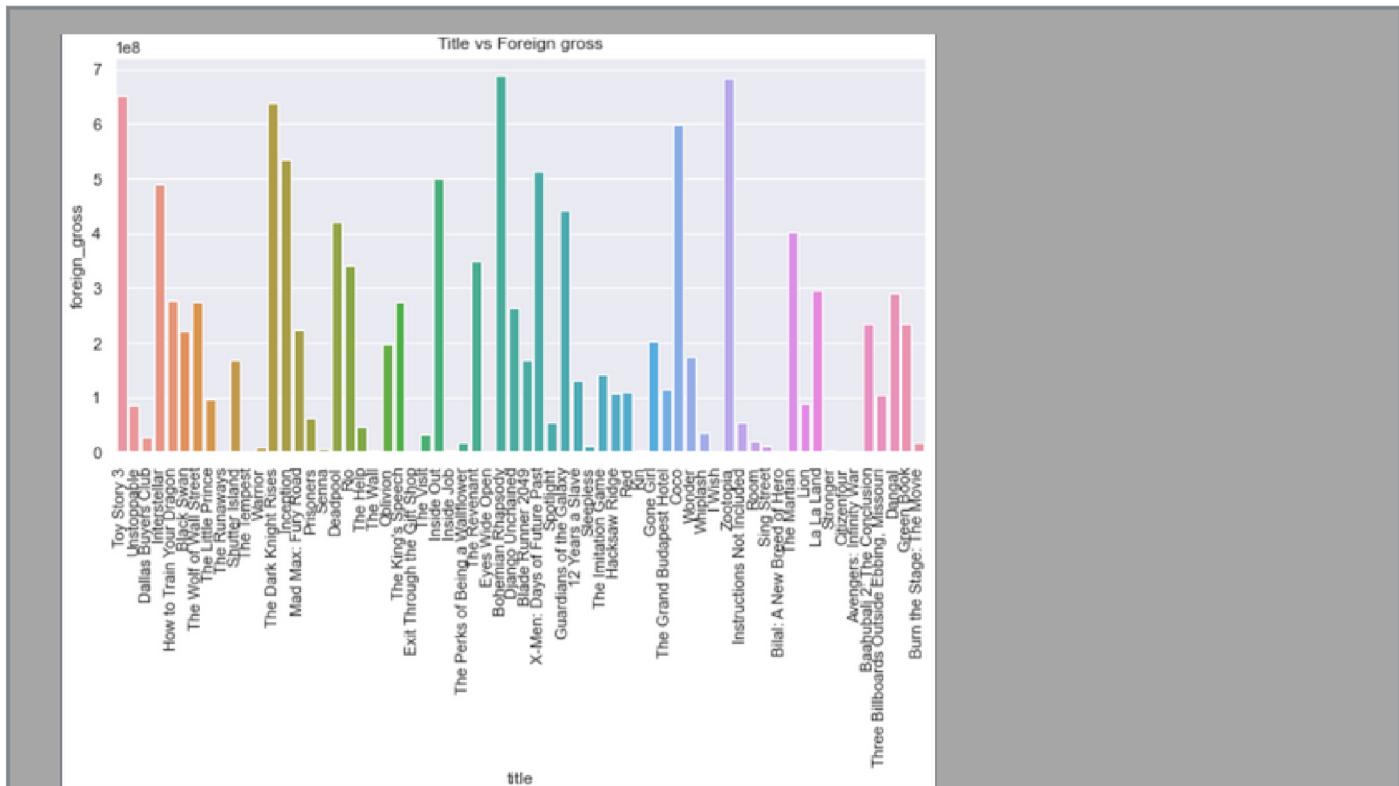












## **CONCLUSION**

- Interception is the highest watched movie and was acted on 2010
- Bohemian Rhapsody is the highest-selling movie internationally
- Avengers infinity is the was highest selling movie locally
- The best genre of film that is liked by many people, in general, is an action, adventure, sci-fi movie
- Movie, and thriller genres are highly watched movies
- Biography, Drama, and Music is the selling genre internationally

## **RECOMMENDATION**

- I would recommend that the managers should produce movies that relate to a combination of the following:
- Adventure, animation, comedy movies, action, thriller movies, and biography, drama, and music genres for foreign countries because they have the highest selling rates in foreign countries
- Concentrate on the international market for gross collected
- Action, adventure sci-fi movies have the highest number of people watching them locally and in foreign countries and thus should be given a priority
- Adventure, drama, sci-fi movies, action thrillers, and western drama are the highest-watched genres

