

A person is holding a clapperboard in front of a dark background. The clapperboard has a black and white checkered top bar. The text on the clapperboard includes 'PROD.' at the top, followed by a table with columns 'ROLL', 'SCENE', and 'TAKE'. Below the table, it says 'DIRECTOR:' and 'CAMERA:'. At the bottom, there are labels 'Ext', 'Mos', and 'Syn'.

Exploratory Analysis Of Movie Data

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SUMMARY



This project explores movie data sets for a company looking to start a movie production company. It reveals the following recommendations:

- Focus should be on the most popular genres, but a movie would be more popular if it has a mix of genres.
- The company should aim to create movies with a maximum length of 200 minutes.
- The company should work with low and mid-level budgets.

OUTLINE

A dark, high-contrast image of a Fujica microscope serves as the background for the left side of the slide. The microscope's body, lens, and various adjustment knobs are visible, though somewhat obscured by shadows.

01

Overview and Business Problem

02

Data Understanding and Preparation

03

AnalysisData

04

Conclusions and Recommendations

Business Problem



01

What is the most popular movie genre?

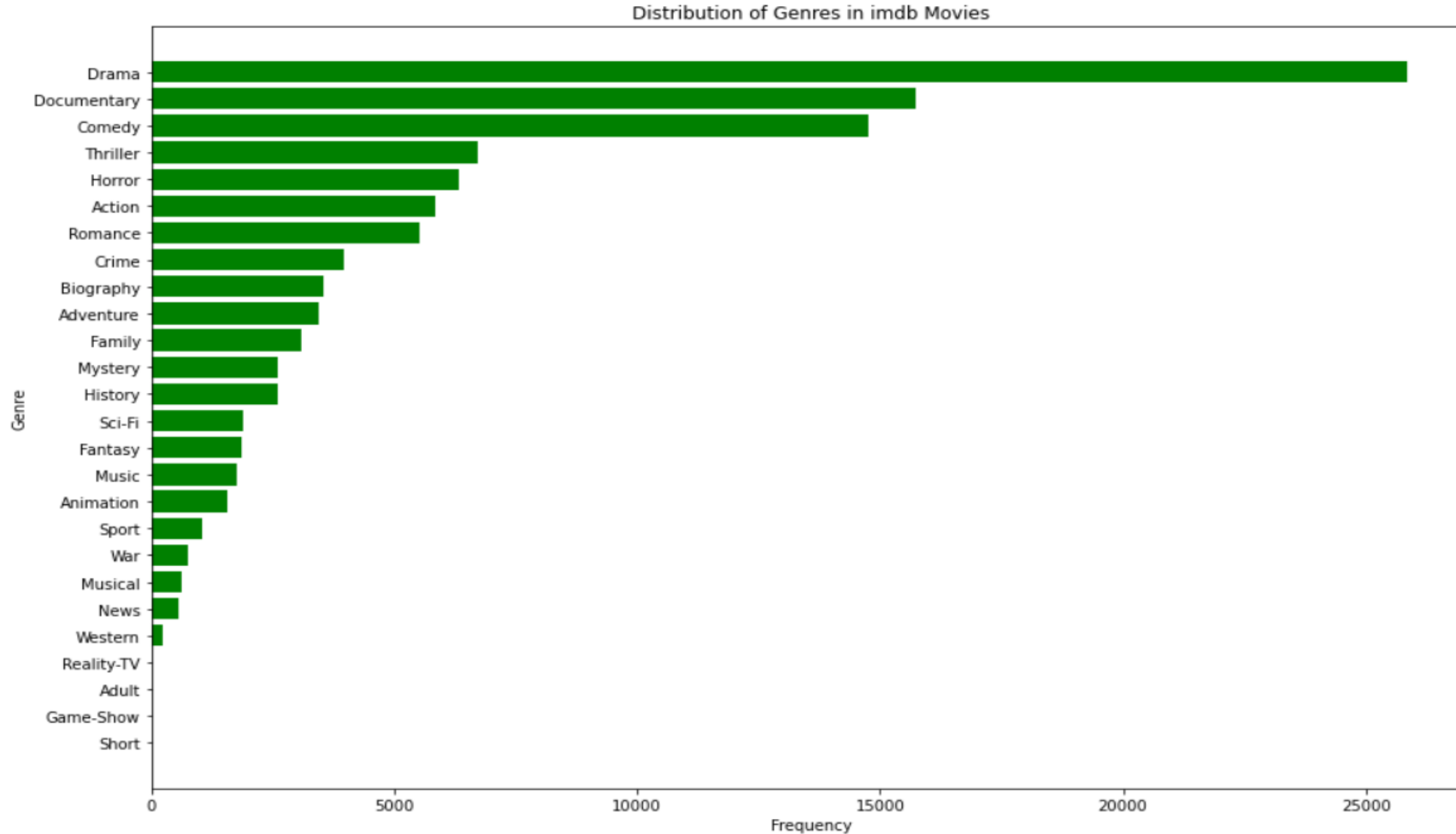
02

How do length and genre affect a movie's rating?

03

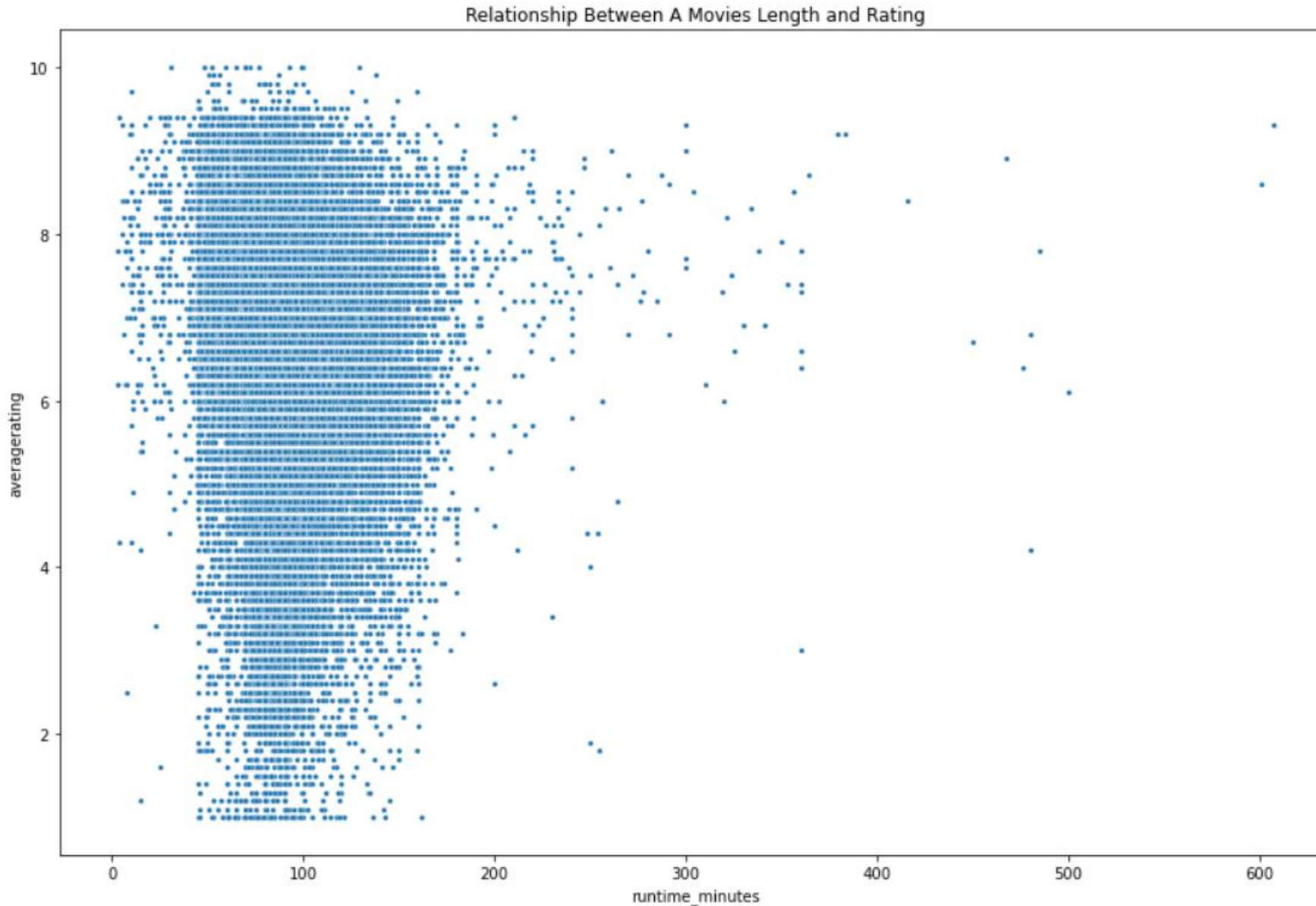
Does the size of budget influence a movie's profits?

Results Summary



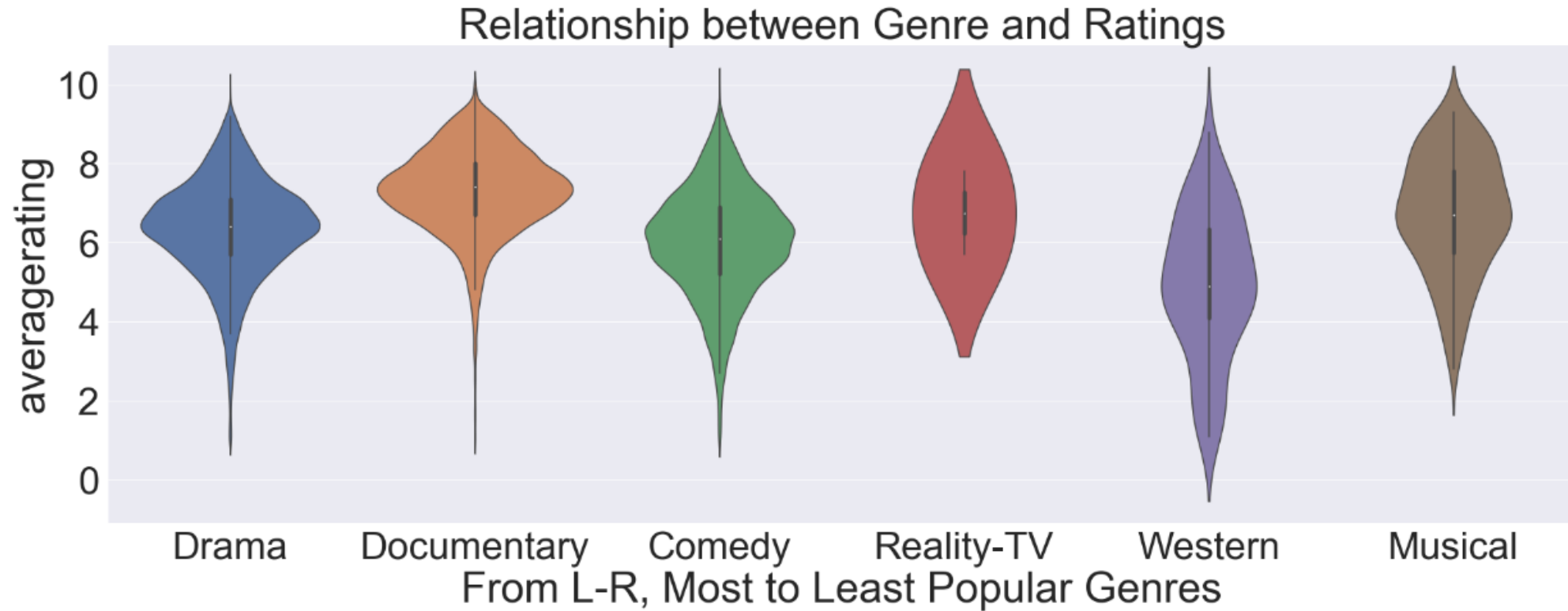
The five most popular genres are Drama, Documentary, Comedy, Thriller, and Action.

Results Summary



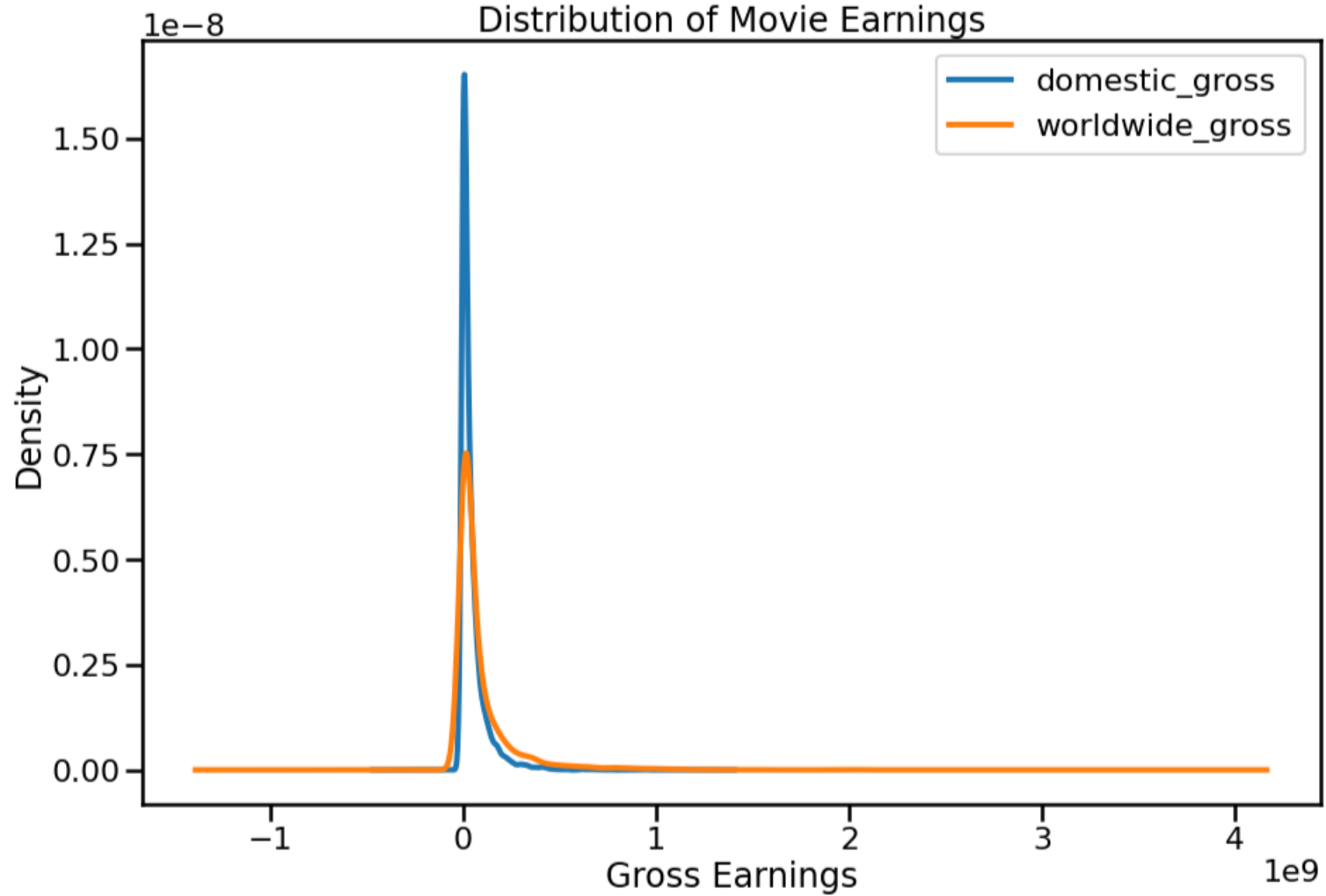
There is no relationship
Between a movie's length
and its rating.

Results Summary



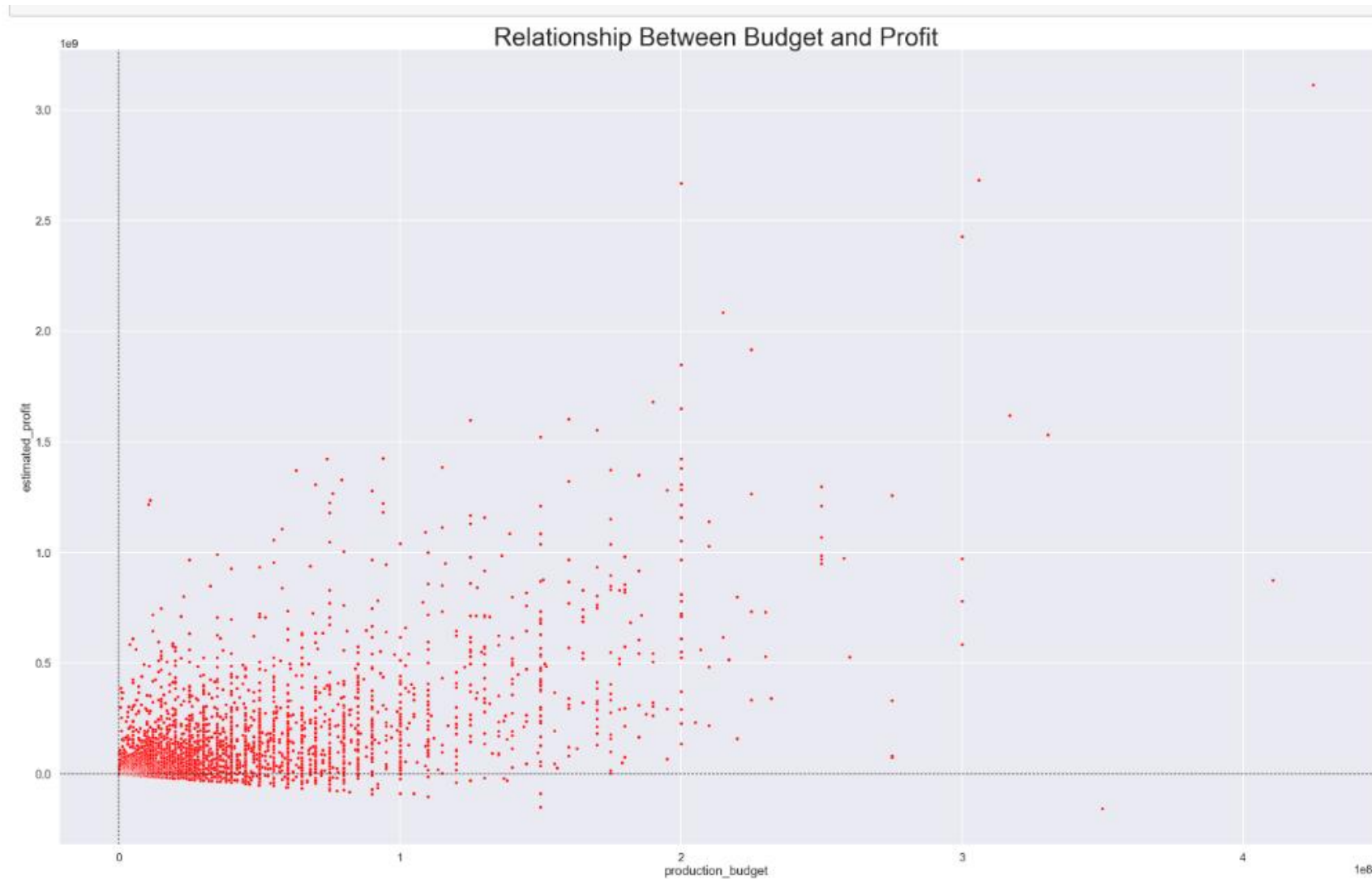
There is a very slight difference between ratings of most and least popular genres.

Results Summary



Both domestic and worldwide Gross fall within the same range, But domestic gross is higher.

Results Summary



A high budget doesn't always guarantee high profits.

Recommendations

01

Focus on the top genres, but a with a blend of different genres

02

Create movies whose length ranges between 50 and 200 minutes

03

Work with low-end and mid-level production budgets

Next Steps

01

Analysis on factors that
affect audience ratings
of movies

02

NLP analysis to
analyze movie
reviews

03

Analysis on
elements that
constitute a movie's
budget and
expenditure

A person is holding a black clapperboard with white diagonal stripes on the top and bottom edges. The clapperboard has a table with three columns: 'ROLL', 'SCENE', and 'TAKE'. The text 'THANK YOU!!' is overlaid in large white letters. The background is dark grey.

THANK YOU!!

[https://github.com/
KarimiNyaga](https://github.com/KarimiNyaga)