

MOVIE ANALYSIS



BUSINESS OVERVIEW

For this project, it will provide data analysis to generate insights on how new stakeholders can develop ideas and make informed investments in the movie business:

BUSINESS PROBLEM

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. I was charged for exploring what types of films are currently doing the best at the box office. And translate those findings into actionable insights that the head of Microsoft new moviestudio can use to help decide what type of films to create. the following steps should be considered before investing in a movie they will be as follows:

- consider the ratings of a movie genre
- Which genre has the most votes
- number of votes of a movie



Data

I have used data from:

- 1 **Box Office Mojo**
- 2 **IMDB**
- 3 **Rotten Tomatoes**
- 4 **The MovieDB The Numbers.**

The methods used to come up with my findings

I used explanatory analysis and predictive analysis to come up with my findings. I also cleaned my datasets by:

- Removing null values
- Removing duplicate values

I also merged datasets

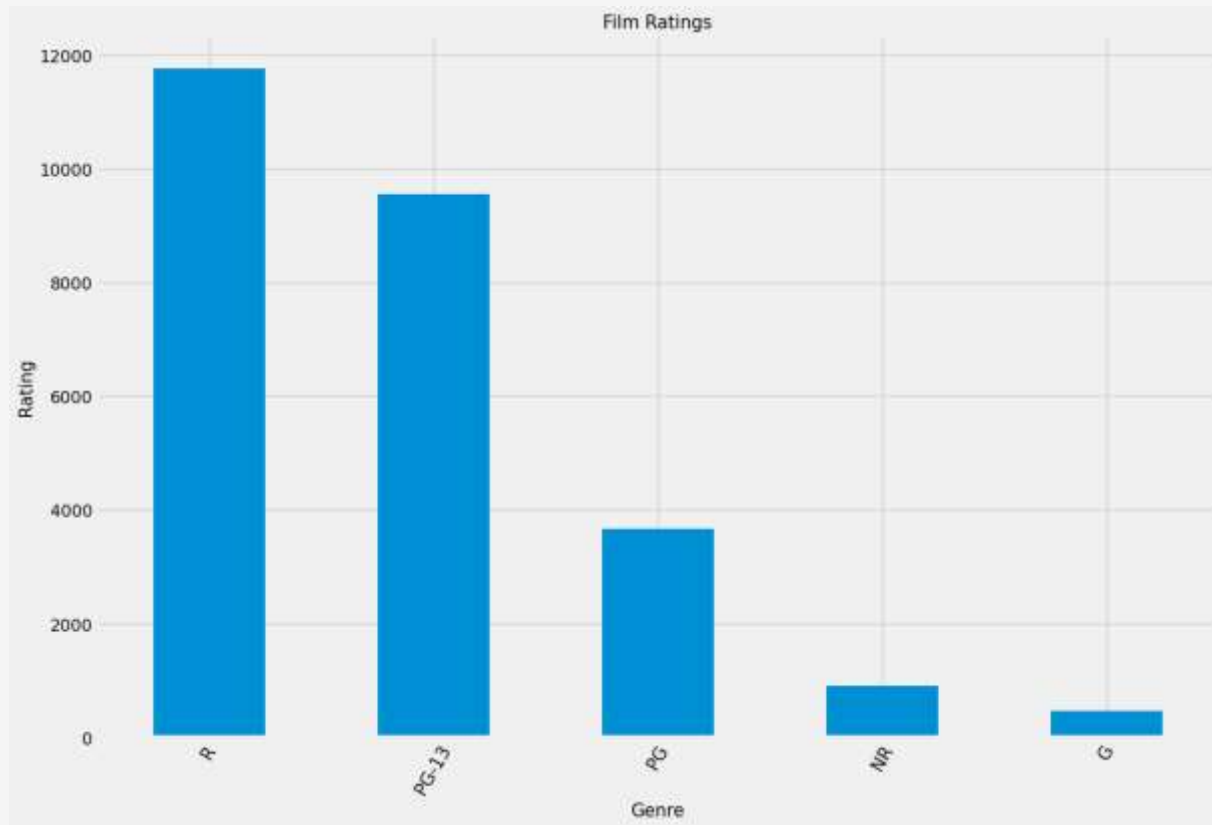
Genres

The results :

Which is the most rated movie
genres ?

Which are the most popular movie
genres ?

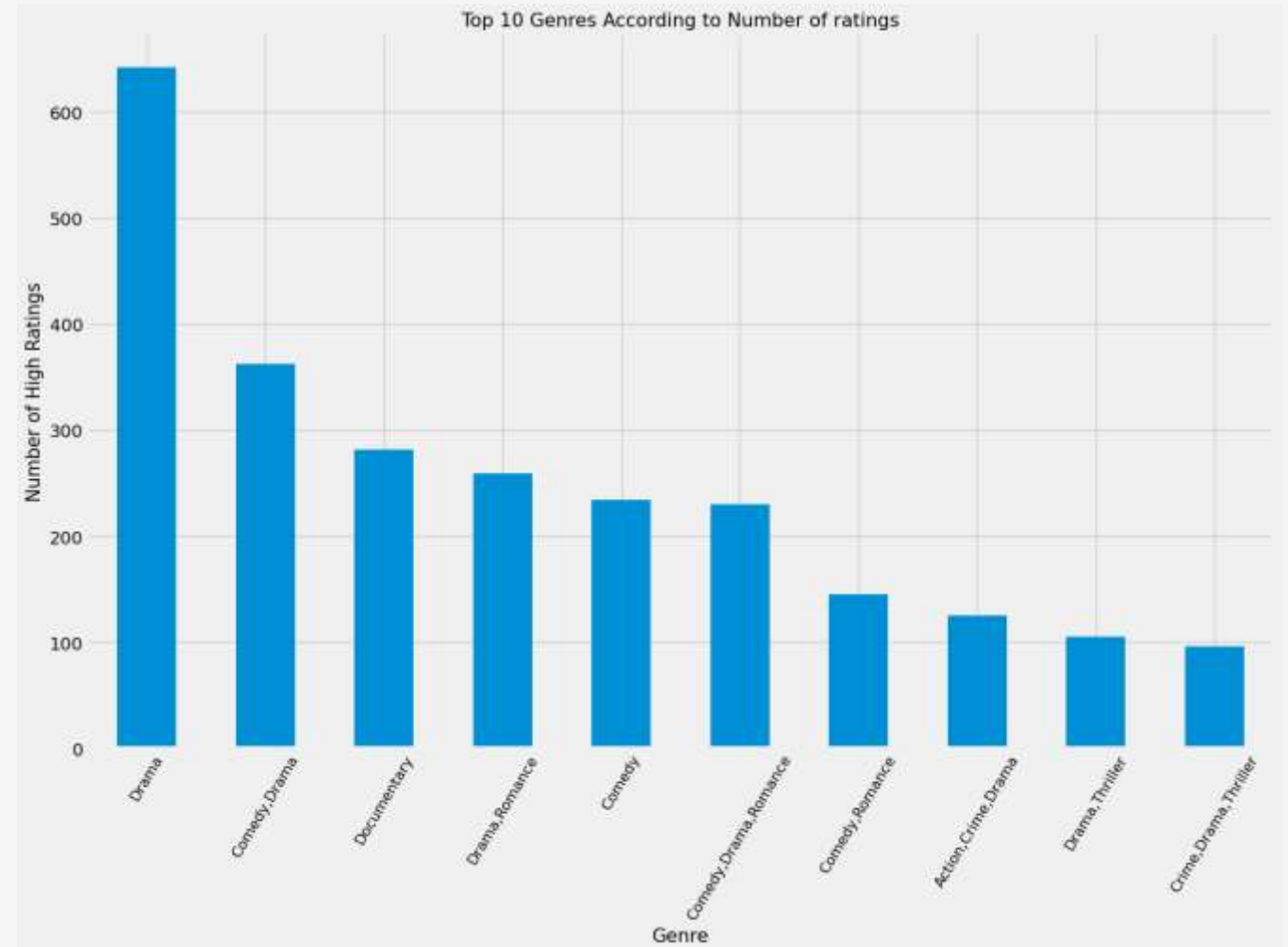
The Film Ratings



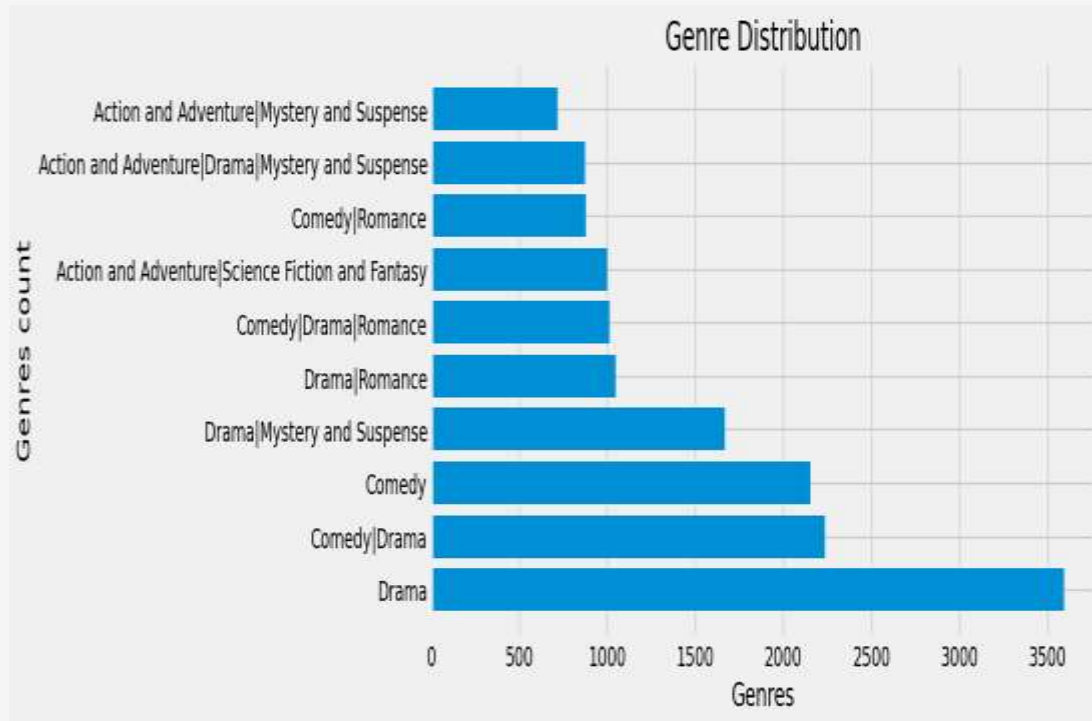
The top 10 Most rated movie genre

The top ten most watched movie genres

The most watched movie genre is Drama then Comedy|Drama



The top 10 most popular movie genres



Conclusion

This analysis has been able to provide answer that can lead to actionable recommendations. From this findings the most popular movie genres are Drama, Comedy, Comedy Drama, R rated movies has been found the most popular, The genres which are most rated are Drama, Comedy and Documentary

Recommendations

1. I will recommend Microsoft to start producing movies based on genres are Drama, Drama|Comedy and Documentary
2. I will recommend Microsoft to start producing movies that are R-rated and the PG-13 movies. Because they are the most popular
3. The most Popular movie genres are Drama, Comedy|Drama and Comedy
focusing on this genres is likely to make microsoft successful