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to a movie theater, or stream Netflix or Hulu, watching movies provides a sense of instant gratification to us. movies help people to escape from real life for a few hours, and serves as a wonderful distraction from everything in daily life. However, what makes us love a movie more than another? This analysis using movie data will provide us with answers in determining what makes a movie successful.

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 the problem is they don't know anything about creating movies. They have hired you to help them better understand the movie industry.

Your team is charged with exploring what type of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

The Data

In the folder ``zippedData`` are movie datasets from:

- * Box Office Mojo
- * IMDB
- * Rotten Tomatoes
- * TheMovieDB.org

These data sets were provided to me as part of this project by the Flatiron School.

Analysis

The business questions for this analysis are:

1. Does a specific genre of a movie make an impact on its success rate?
2. Does the time of year a movie was released help in determining how successful the movie will be?
3. Do critic ratings play a role in how successful a movie is?

Conclusion