MOVIE DATABASE ANALYSIS

Joan Nyamache

Overview

- Business Understanding

- Data Understanding

- Data Analysis

- Recommendations

- Next Steps
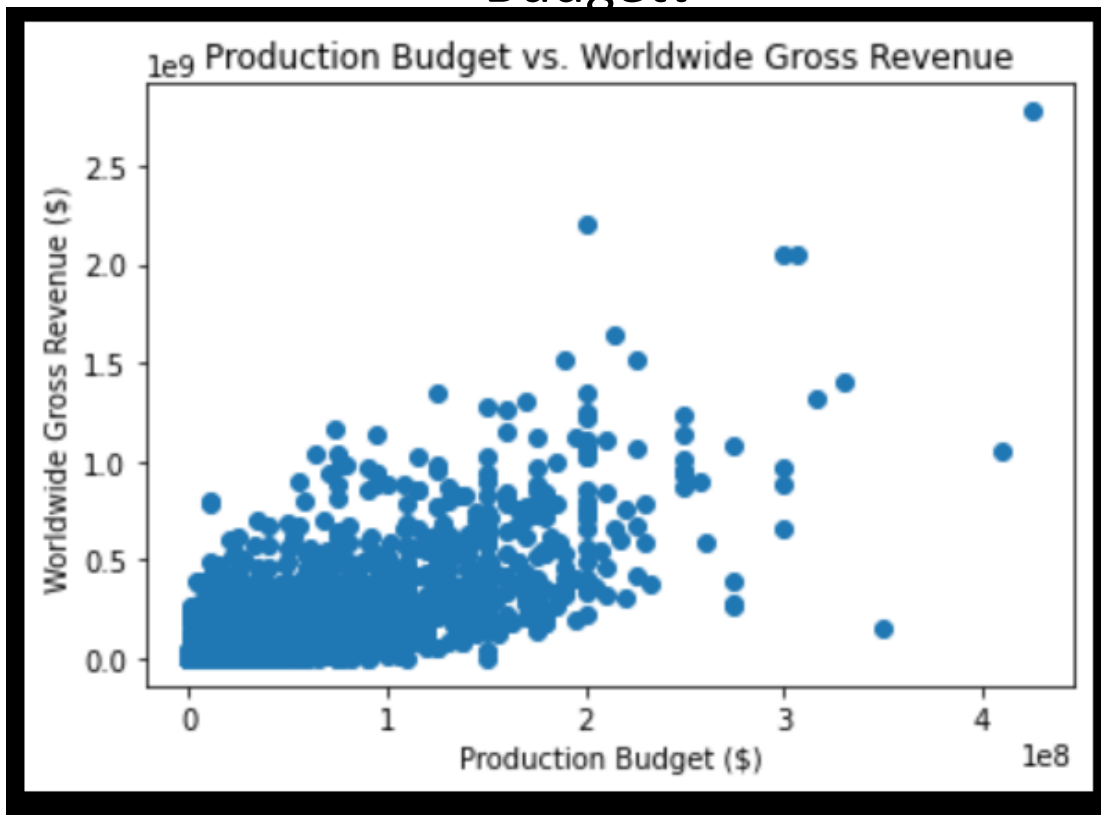
Business Understanding

- The project aims to provide data-driven insights to support Microsoft's new movie studio in establishing a successful presence in the movie industry. The goal is to help Microsoft's new movie studio understand what kinds of movies are currently popular at the box office.

- We'll look at things like the types of movies people are watching the most, who is watching them, and how much money they're making. By doing this research, we aim to give the studio useful information that they can use to decide what kind of movies to make. This means figuring out which genres and themes are likely to attract the most viewers and make the most money. Ultimately, our objective is to give Microsoft's movie studio the insights they need to create successful movies that people will enjoy watching."
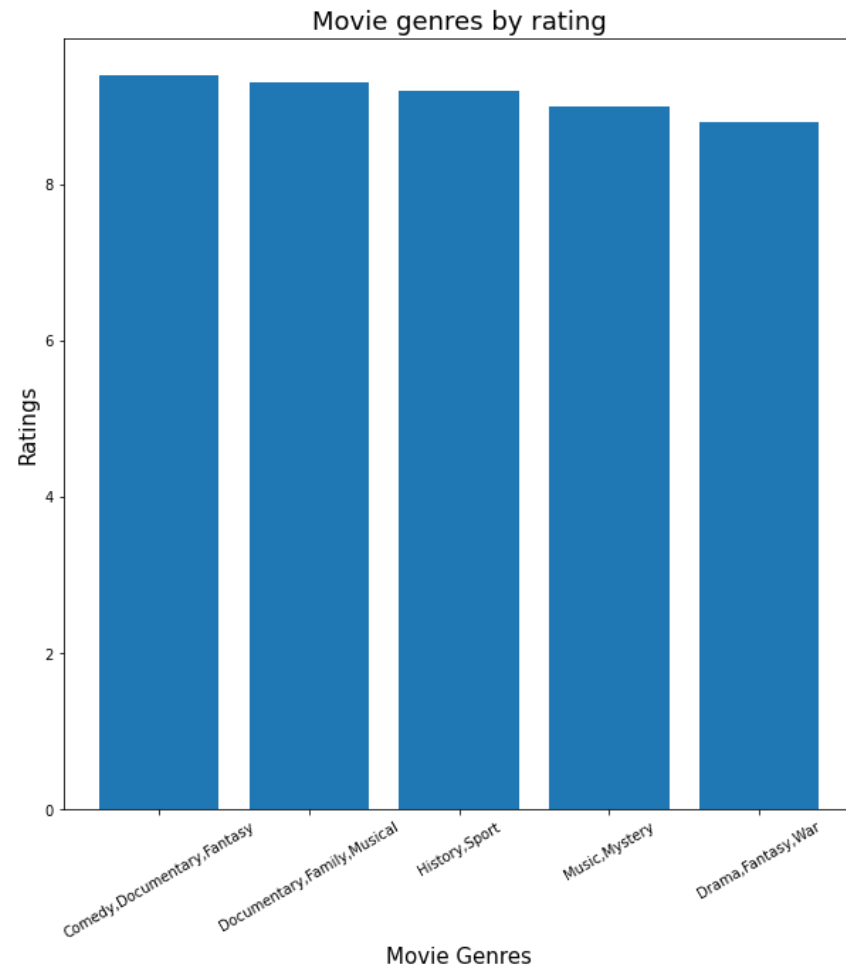
The Data Set

- The datasets are stored in the 'zippedData' folder and were sourced from:

- Box Office MojoLinks bom.movie_gross.csv

- IMDBLinks im.db

- Rotten TomatoesLinks rt.movie_info.tsv

- TheMovieDBLinks tmdb.movies.csv
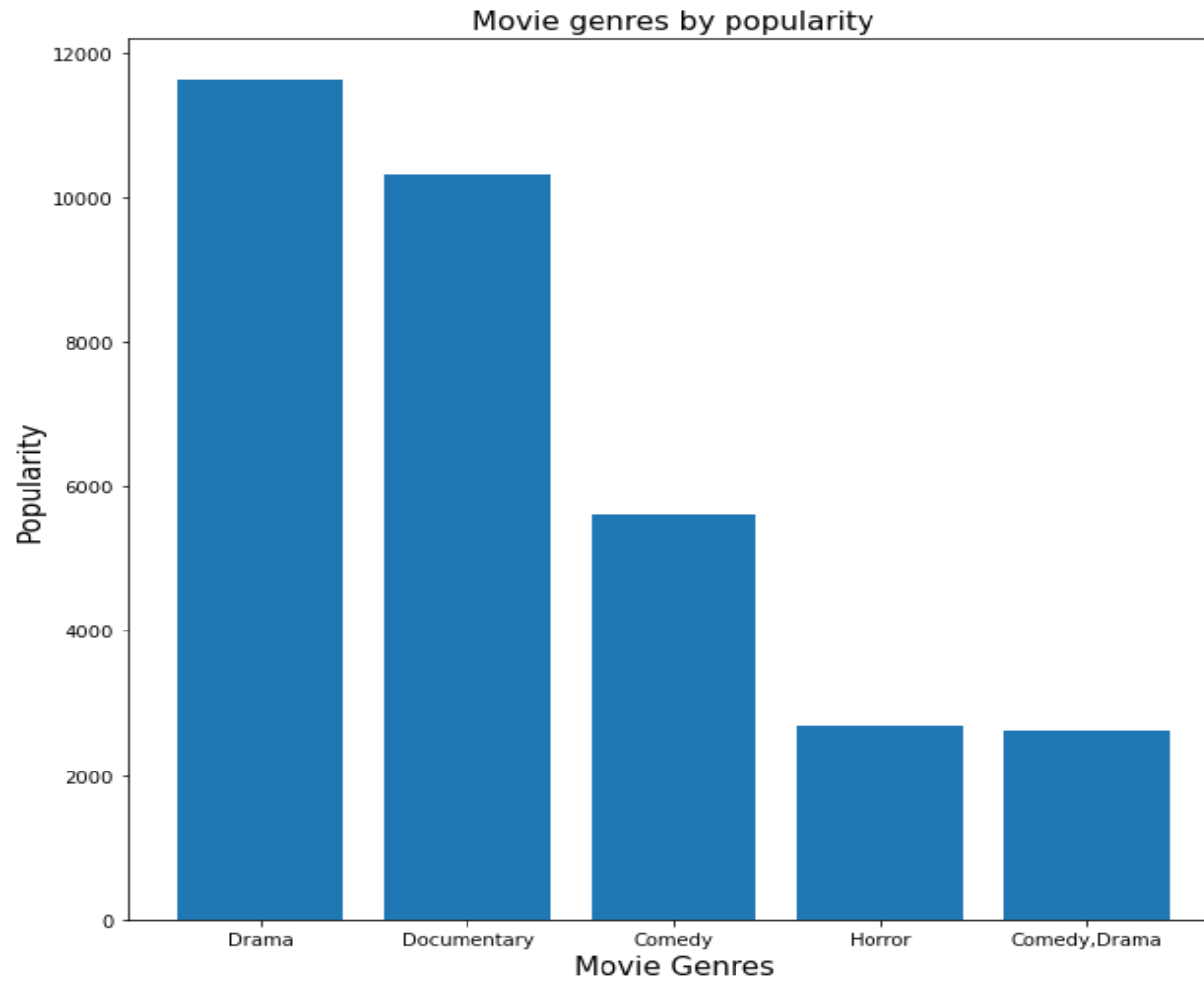
- The Numbers tn.movie_budget.csv

Data Analysis

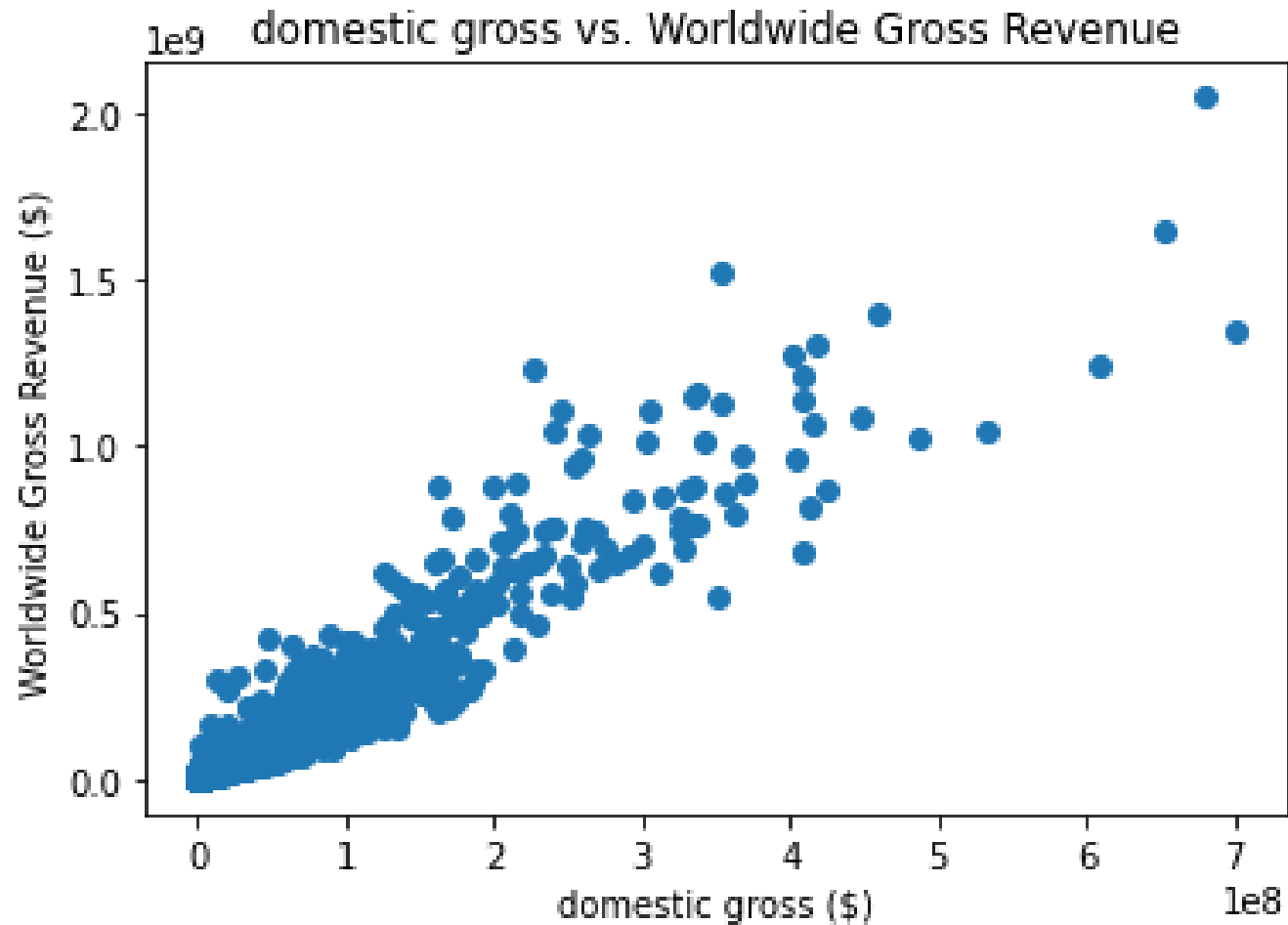## *Relationship between Worldwide gross vs Production Budget.*

Bar graphs showing the highest rated and most popular movie genres
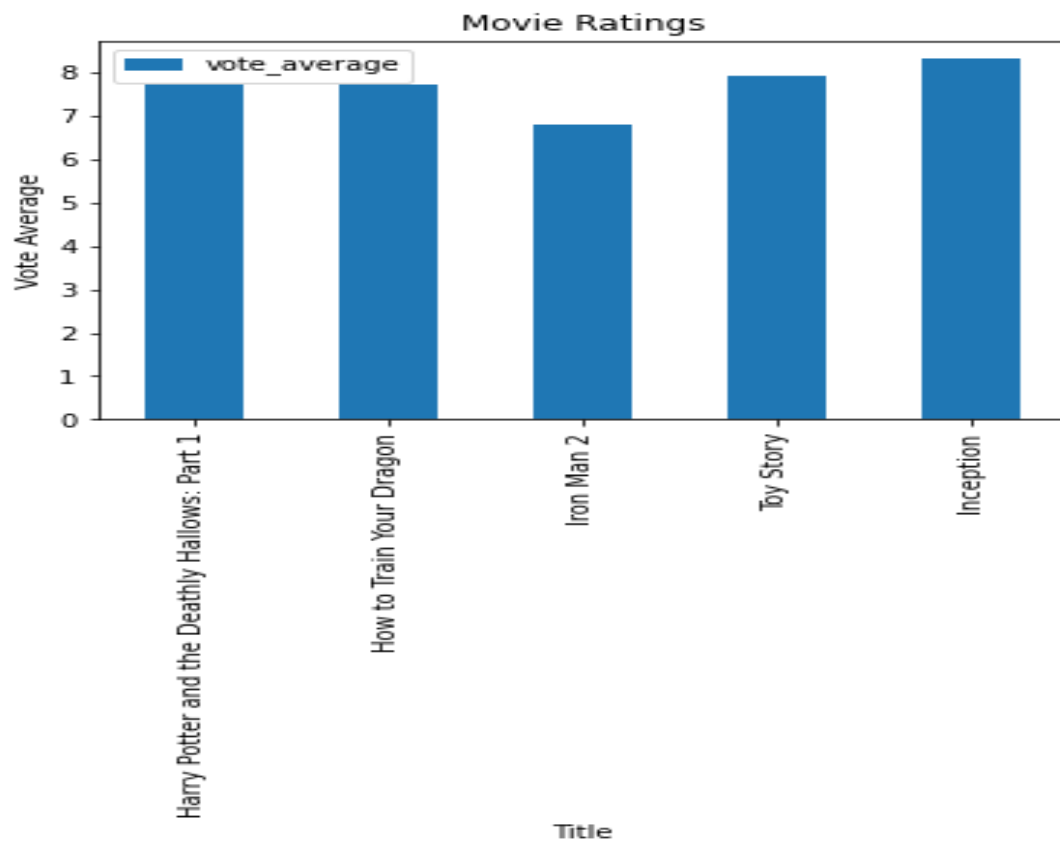
Movie genres by popularity
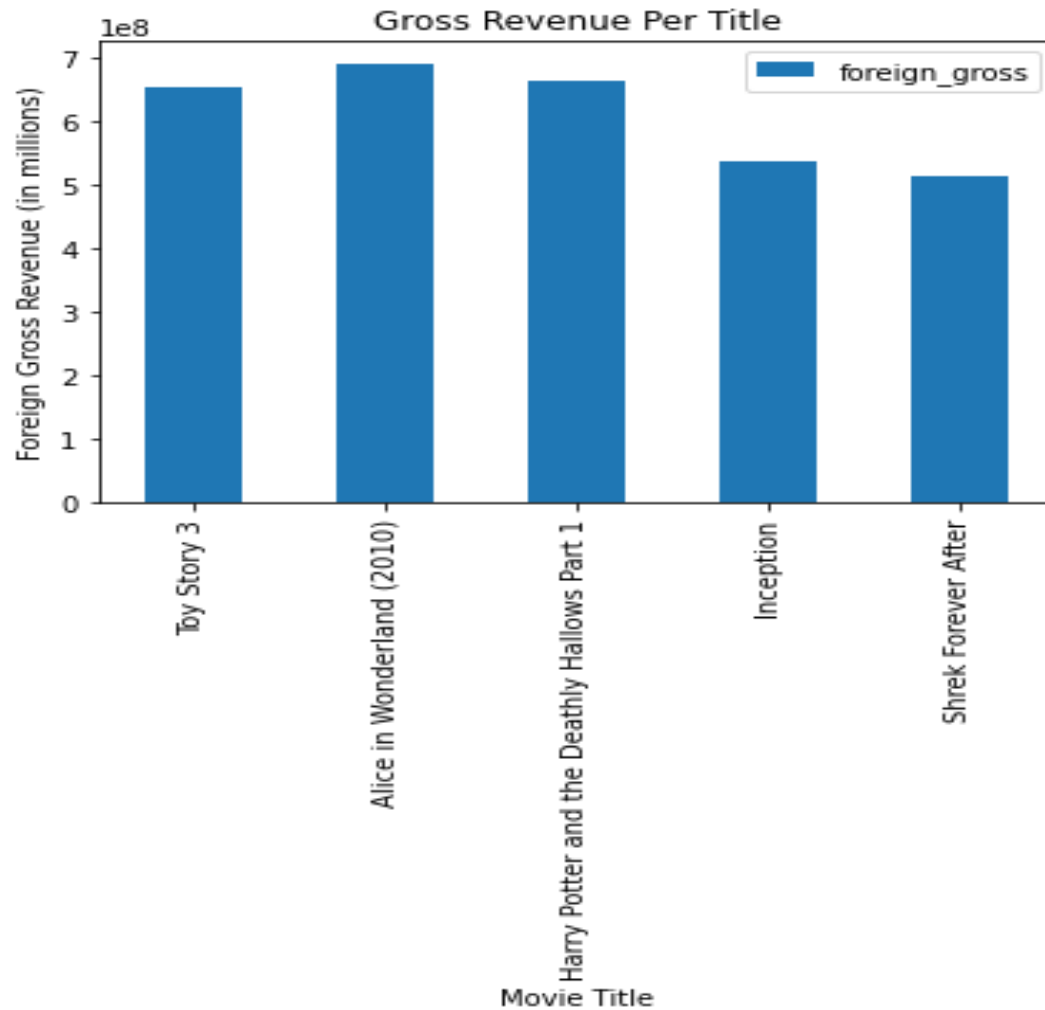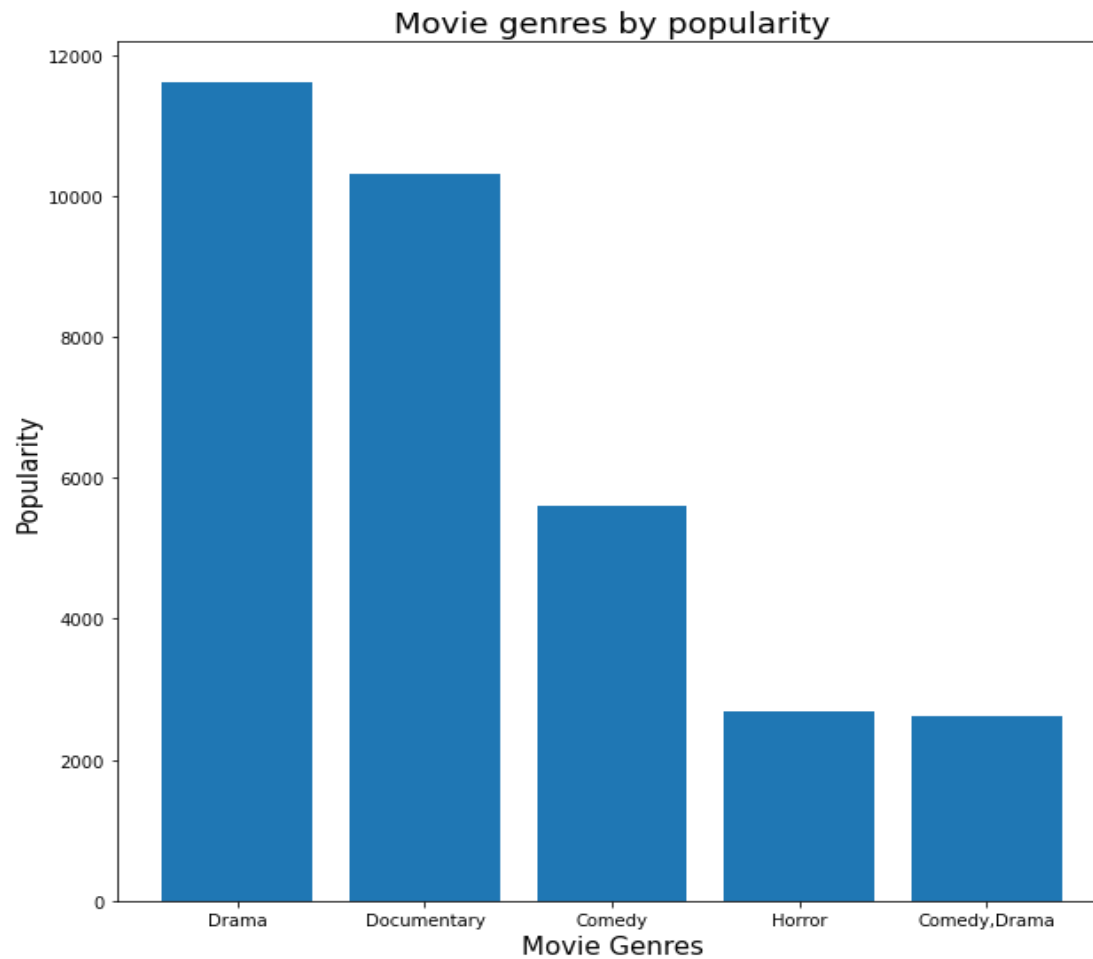
Plot a graph between domestic and worldwide gross

Movie Ratings
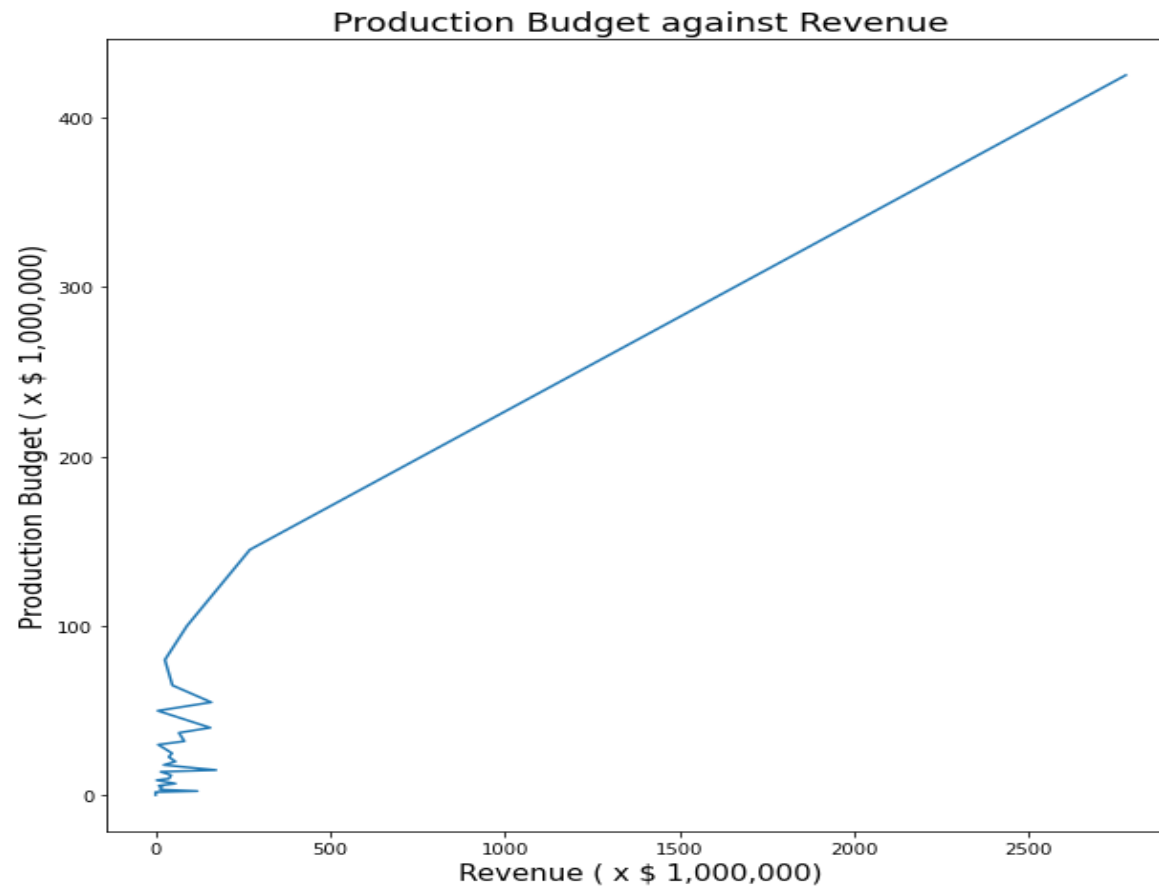
Gross Revenue Per Title

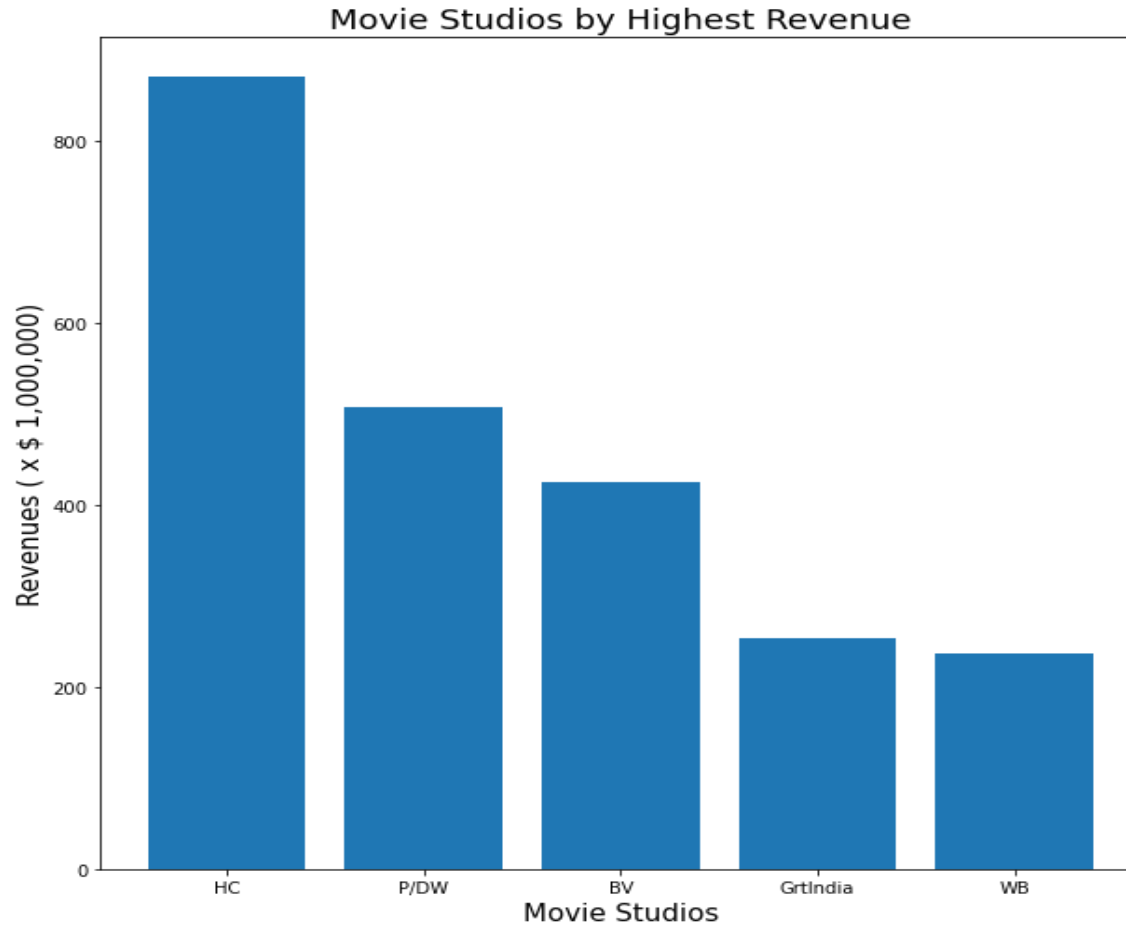# Movies genres by Popularity

Production budget vs revenue

Movie studio by highest Revenue

Conclusion

- We can conclude that the movie industry is a high profit industry. We found out that the profit was USD 59,899,703.

- From the relationship between revenue and profit, it was seen that they are directly proportional, showing that a larger budget meant a higher revenue.

- Our analysis revealed that the Action genre was the most profitable genre, followed by Drama and Comedy. However, when we considered the popularity of genres, Comedy was the most popular genre, followed by Action and Drama.

- In conclusion, our analysis provides valuable insights into the movie industry, which can be used by stakeholders, such as movie producers and investors, to make more informed decisions.