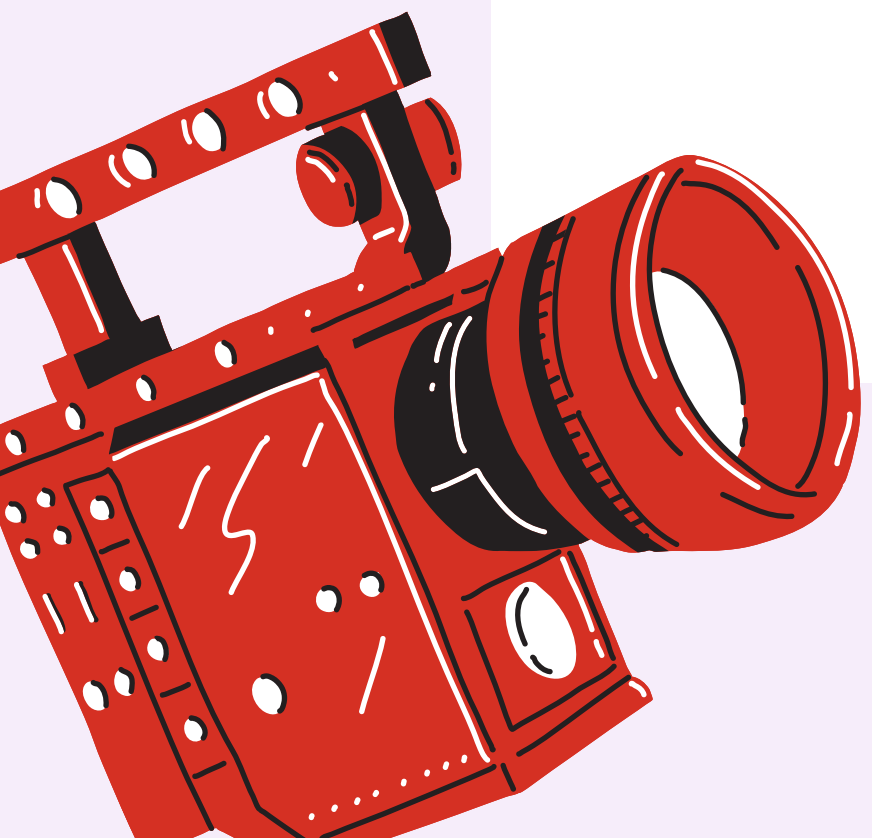


movie industry analysis



Introduction

Business Understanding



Our company wants to enter the film industry by creating a new movie studio but they lack any knowledge on filmmaking. We are required to perform an analysis on the available movie datasets to determine to the types of movies that perform the best in terms of popularity and box office revenue.

Objectives

Main objective

- To determine which genre of movies is the most popular but also yields high revenue.

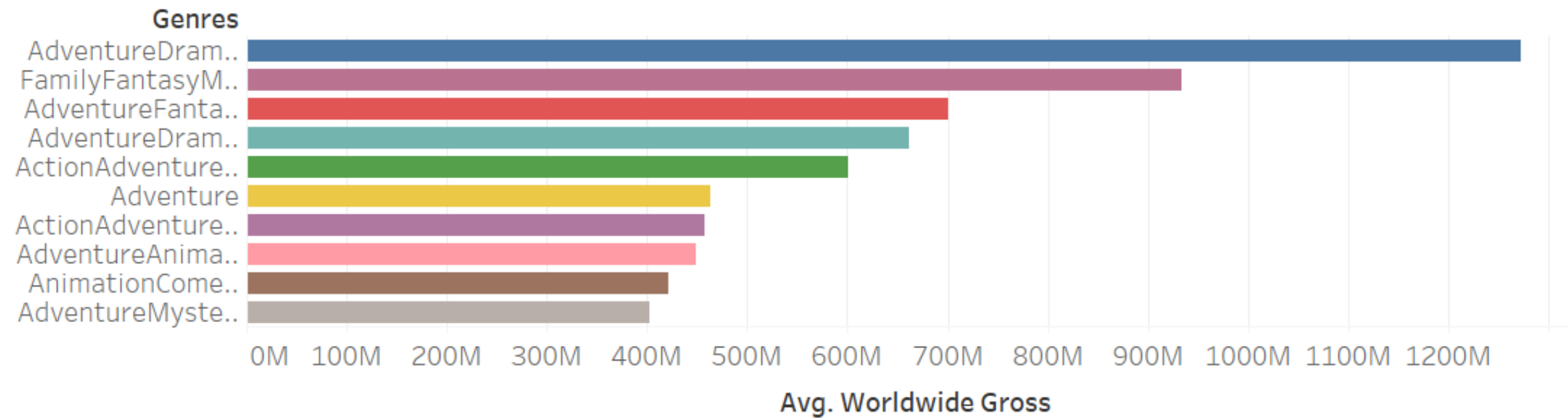
Specific objectives

- To determine which genre of movies is the most popular.
- To determine which genre of movies generates the most revenue.
- To evaluate the relationship between movie budgets and revenue.
- To examine the correlation between ratings and revenue.



Genres with the highest average revenue

Genres with the highest revenue



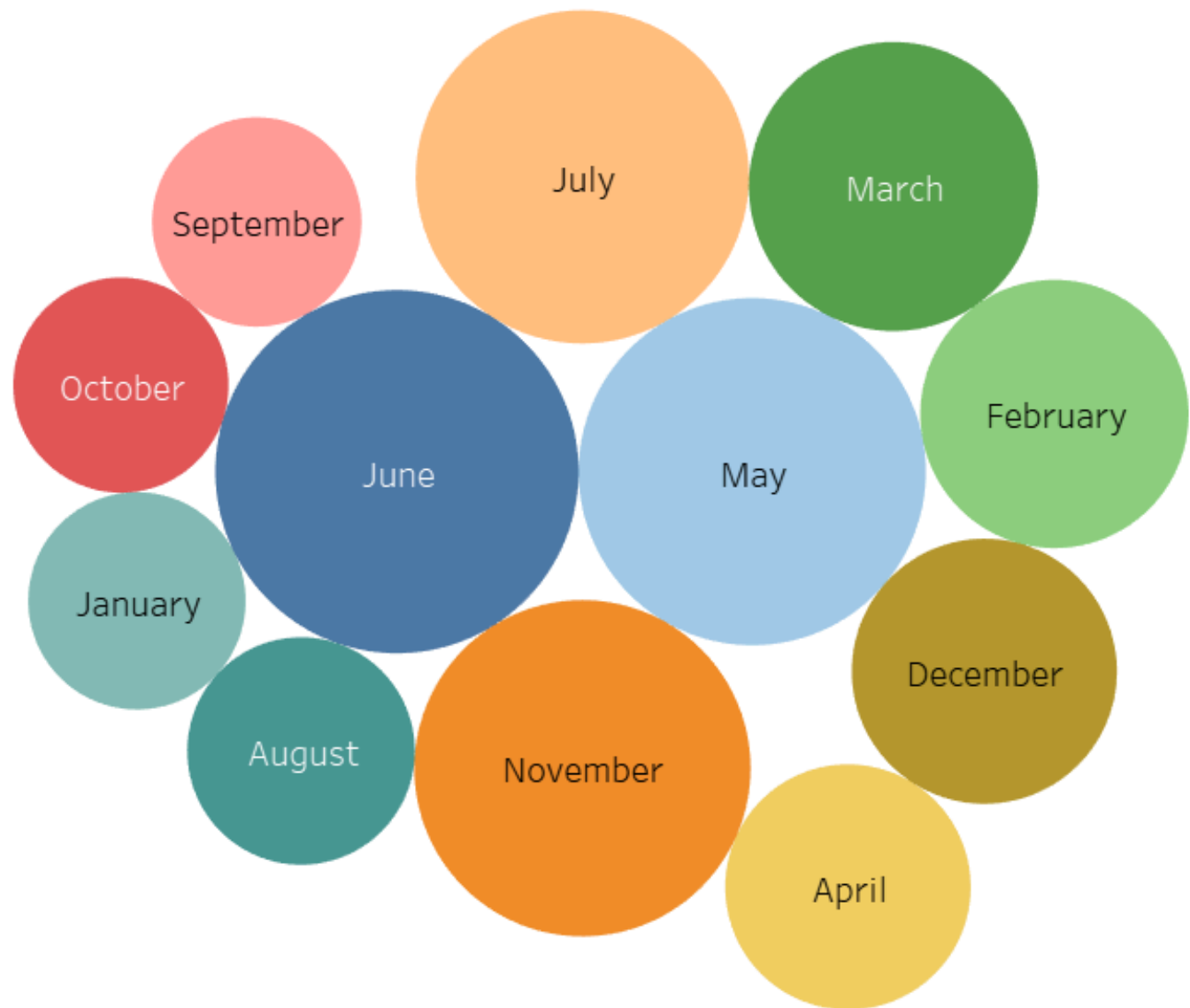


The combined genre 'AdventureDramaSport' leads in worldwide gross revenue with an average of \$1.2 billion, followed by 'FamilyFantasyMusical' with \$900 million.



Average revenue per month

Average revenue per month



Release Month

- June
- May
- November
- July
- March
- February
- December
- April
- August
- January
- October
- September

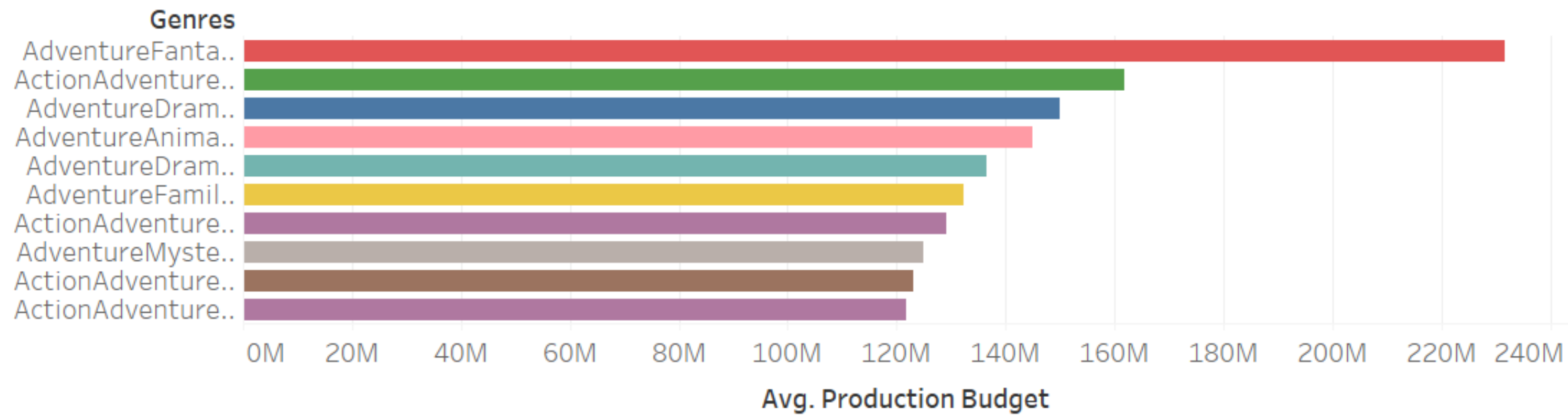


Movies released in the month of June on average made the most revenue with 186,440,000 dollars followed by May with 170,267,700 dollars.



Genres with the biggest production budgets

Genres with the biggest production budgets



Genres

- AdventureFantasy
- ActionAdventureSci-Fi
- AdventureDramaSport
- AdventureAnimation..
- AdventureDramaSci-Fi
- AdventureFamilyFant..
- ActionAdventureFant..
- AdventureMysterySci..
- ActionAdventureWest..
- ActionAdventureAnim..

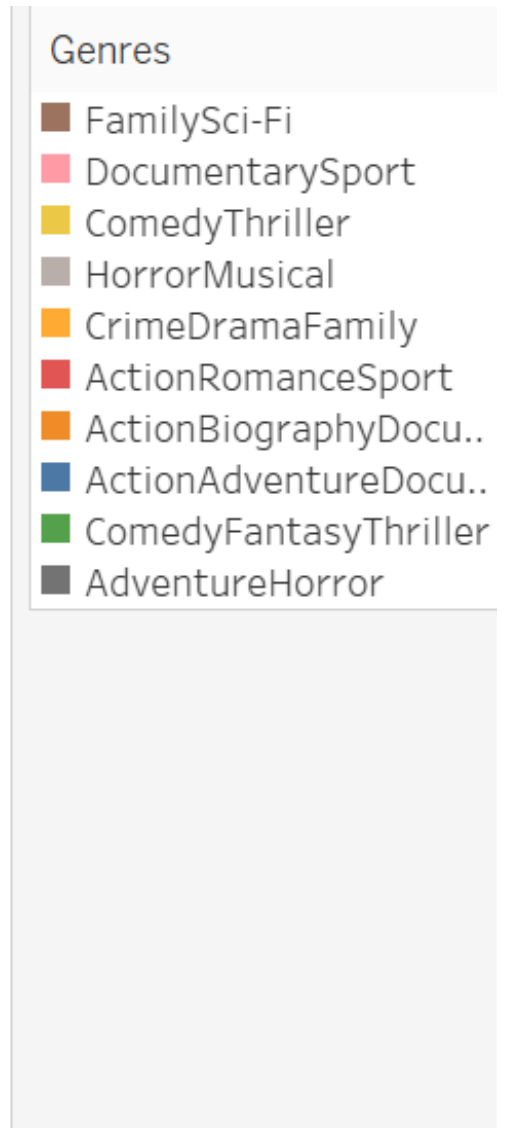
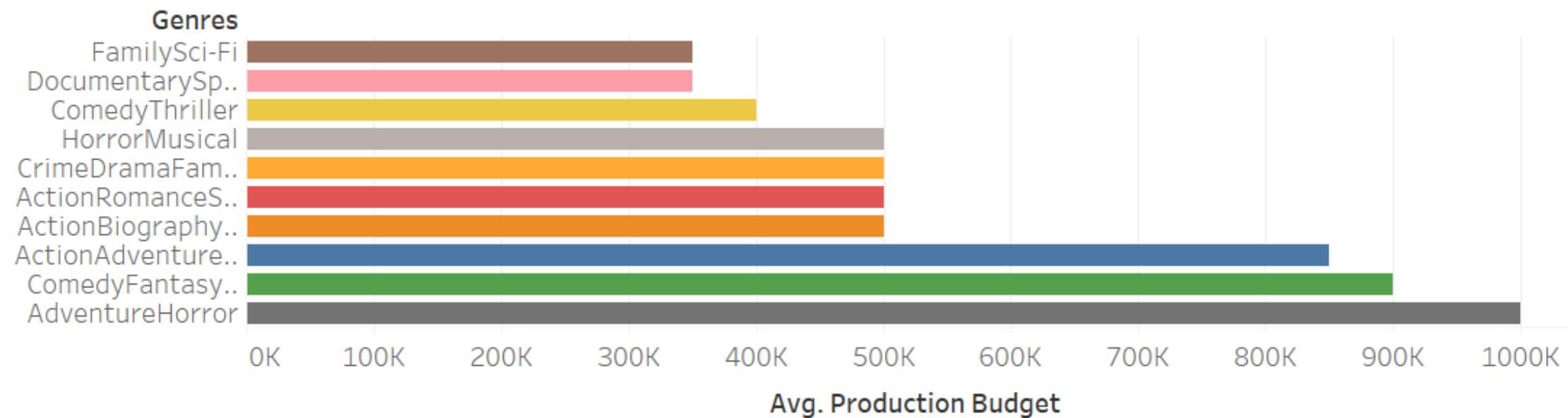


AdventureFantasy, ActionAdventureScifi,
AdventureDramaSport have the largest production budgets on
average with 231 million, 161million and 150million dollars
respectively.



Genres with the smallest production budgets

Genres with the smallest production budgets



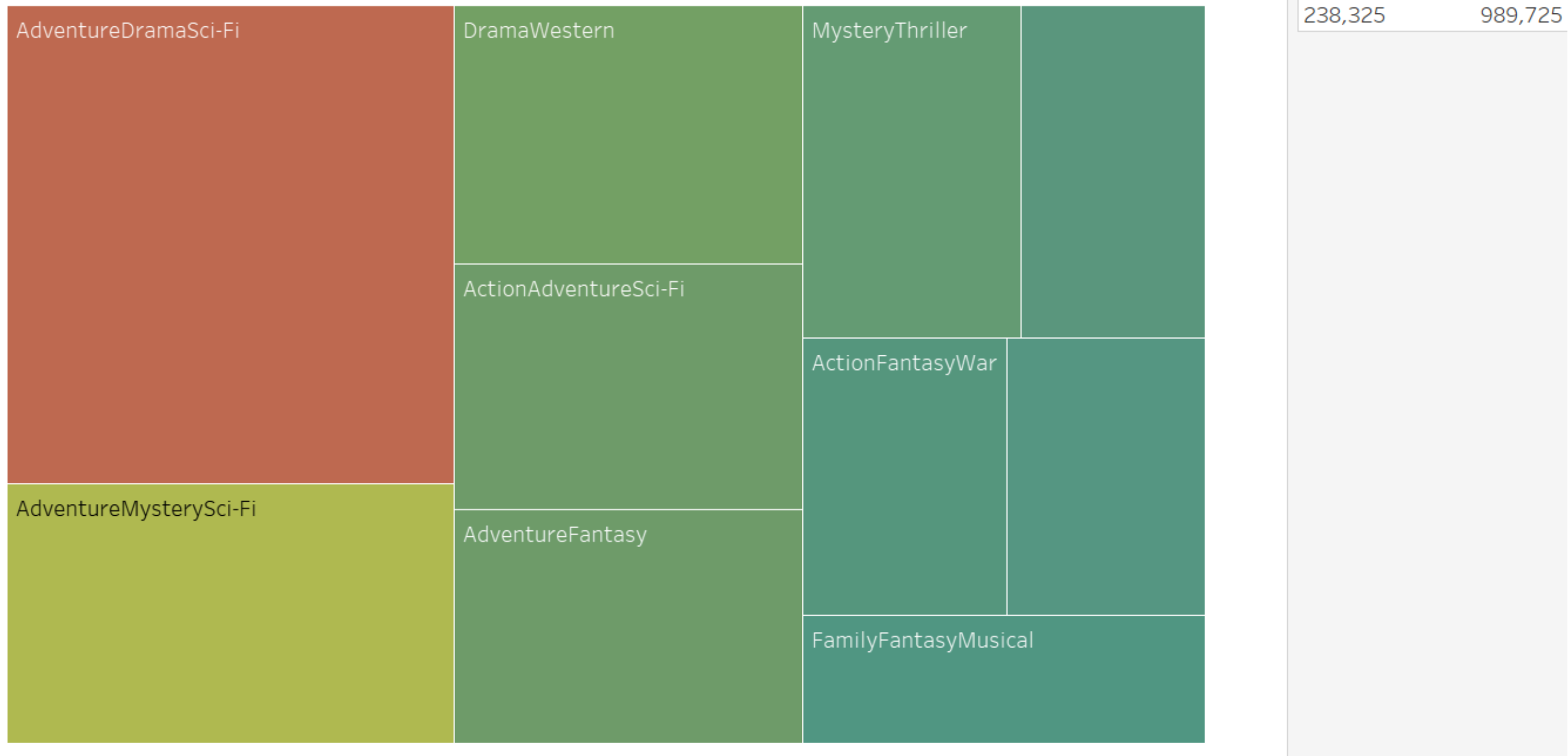


FamilySci-Fi, DocumentarySport have the smallest production budgets on average with 350000 dollars.



Genres with the highest number of votes

Genres with the highest number of votes





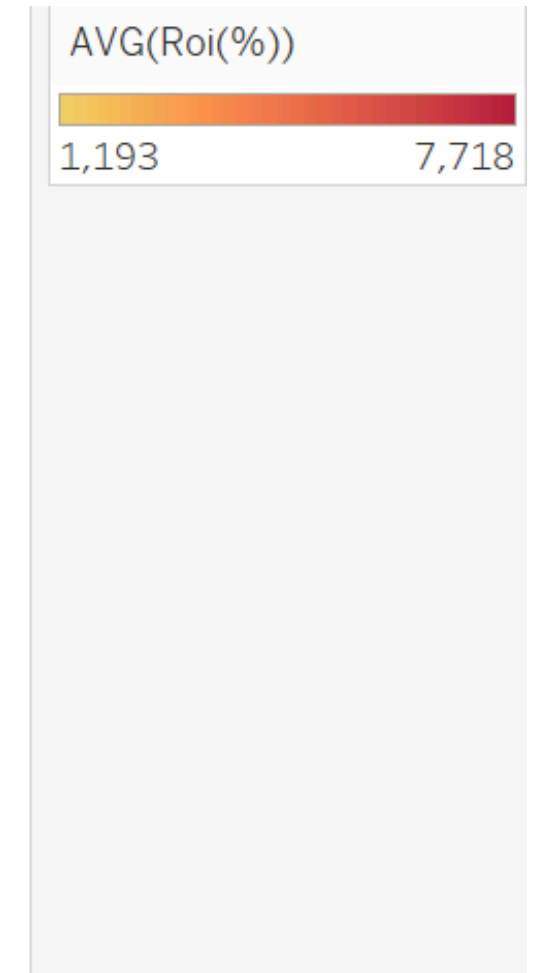
The AdventureDramaSci-Fi genre has the most number of votes in the dataset with 989,725 votes followed by AdventureMysterySci-Fi genre with 538,720 votes indicating they are the genres that receive the most engagement contributing to their popularity.



Genres with the biggest return on investment

Genres with the biggest return on investment

Genres	
BiographyDocu..	7,718
CrimeDramaFam..	6,212
DramaFamilyFan..	4,726
ActionComedyDr..	4,588
HorrorMysteryT..	2,640
CrimeFantasyTh..	1,853
FamilyFantasyM..	1,815
AnimationFamil..	1,776
HorrorThriller	1,276
AdventureHorror	1,193





BiographyDocumentary and CrimeDramaFamily have the highest ROI with 7717 and 6211 percent respectively meaning they are the most profitable genres on average.



Recommendations

1. Prioritize producing AdventureDramaSci-Fi and ActionAdventureSci-Fi movies, which not only perform well in terms of worldwide gross revenue but also attract high audience engagement.
2. Release movies mainly in June as this is the month where movies released generate the most revenue more than any other month.
3. CrimeDramaFamily and DramaFantasyMusical are the best options to venture into when working with a small budget since they require a small budget on average but generate huge profits.
4. FamilyFantasyMusical and AdventureDramaSport genres are the best options to venture into with a sizable budget since they require large budgets but generate huge profits



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