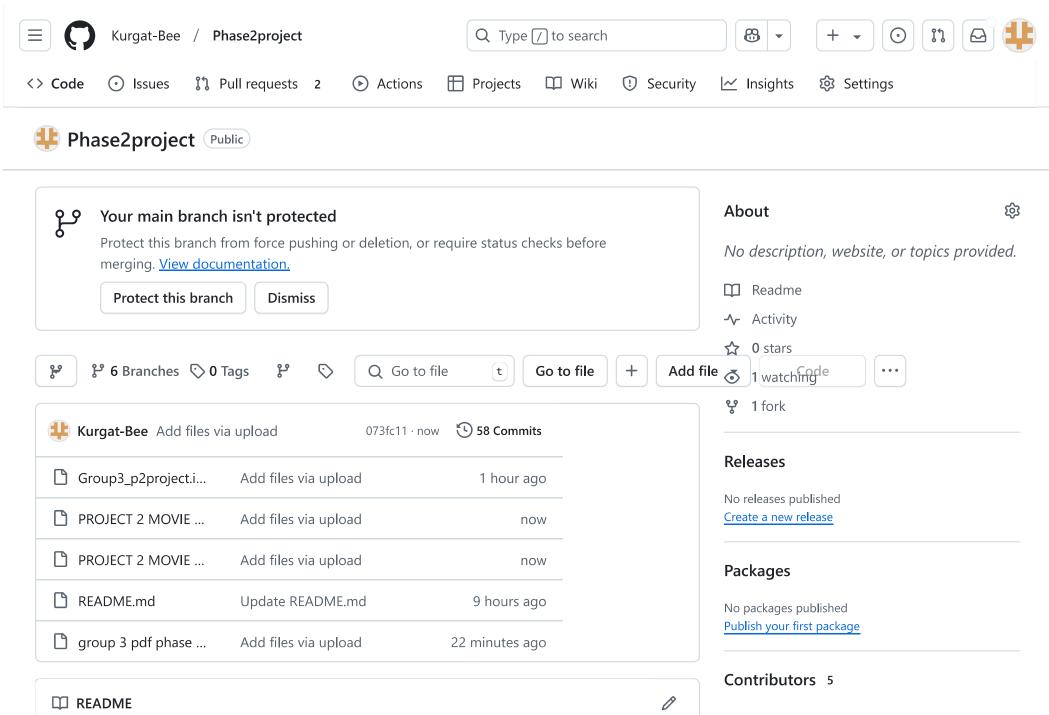
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A PROJECT FOR THE BIG 5 STUDIOS

We've decided to establish a new movie studio, but we're starting with little experience in film production.

Our responsibility is to investigate movies that are currently at the box office.

We'll then turn these insights into practical recommendations to assist the head of our new studio in determining which films we should focus on creating.

We conducted an analysis on;

- * Popular genres; to determine which ones performed the best, compare recent trends on genre popularity.
- Audience demographic; to determine if certain languages have a better reach, and the contribution of the foreign market.
- * Earnings- which movie made the most money; worldwide and domestic gross.
- Reviews and audience reception; to determine the best performing directors and writers.
- ❖ Production budget; to determine the impact budget has on the movie perforance.
- * Which studio has been performing best top ten; based on revenue generated.
- * Release dates; to determine the best time of the year to debut.











Languages

Jupyter Notebook 100.0%

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DATA USED

We pulled data from various sources such as iMDB, Rotten Tomatoes, TMDB

PACKAGES USED

pandas, numpy, seaborn, statsmodels.api, matplotlib.pyplot as plt, warnings, datetime, matplotlib.ticker import ScalarFormatter, scipy.stats, sqlite3, requests

INSIGHTS

The top 10 best performing films (Source TMDB)

title - popularity

Avengers: Infinity War - 80.773

John Wick - 78.123

Spider-Man: Into the Spider-Verse - 60.534

The Hobbit: The Battle of the Five Armies - 53.783

The Avengers - 50.289

Guardians of the Galaxy - 49.606

Blade Runner 2049 48.571

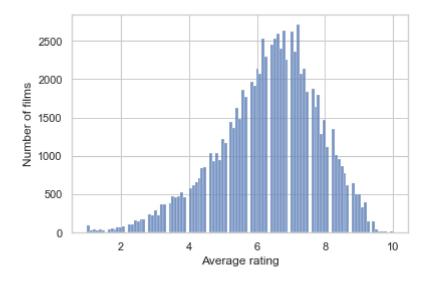
Fantastic Beasts: The Crimes of Grindelwald 48.508

Ralph Breaks the Internet 48.057

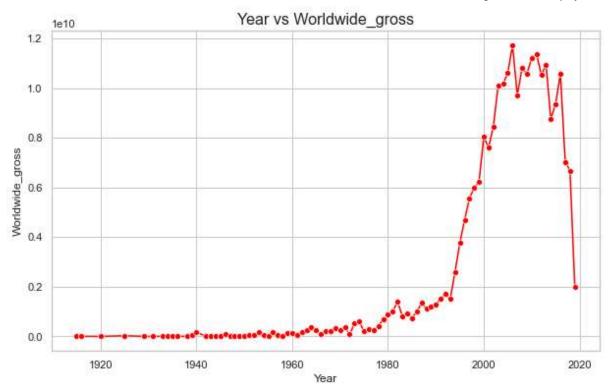
Most Popular Genres

['Drama', 'Science Fiction and Fantasy', 'Comedy', 'Mystery and Suspense', 'Action and Adventure', 'Art House and International', 'Musical and Performing Arts', 'Horror', 'Kids and Family', 'Romance', 'Sports and Fitness', 'Western', 'Documentary', 'Special Interest', 'Animation', 'Cult Movies', 'Classics', 'Faith and Spirituality', 'Television']

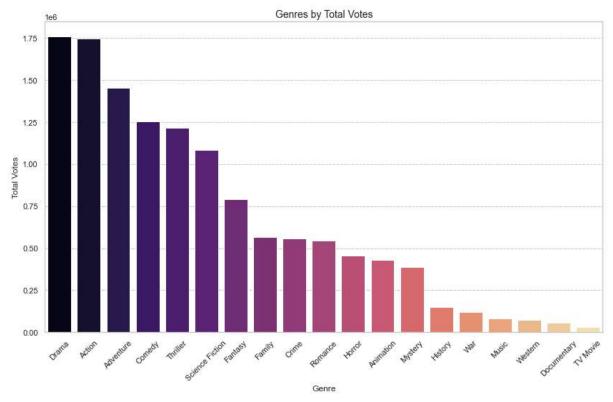
Below is an image for ratings across films from 2010 to the present. X-axis = rating, Y-axis = count



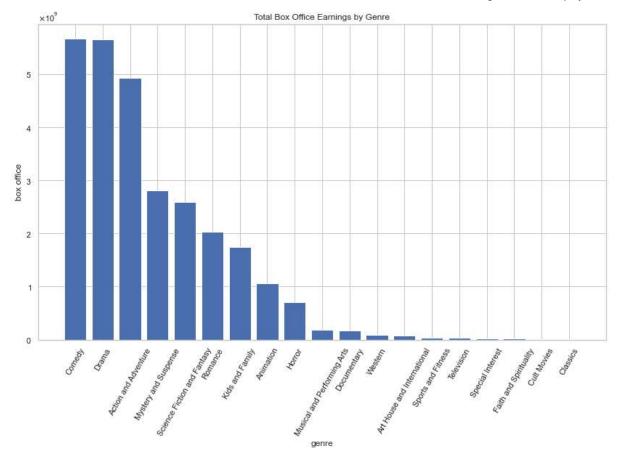
Below is an image for Gross earnings over the years(X-axis = Year, Y-axis = earnings) We attribute the drop in earning in 2020 to the covid pandemic



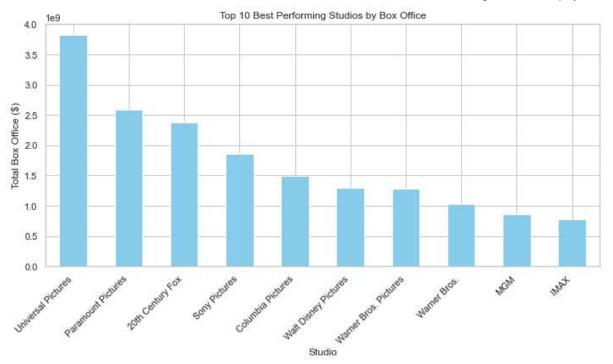
Below are the most voted for genre's /most viewed by audiences



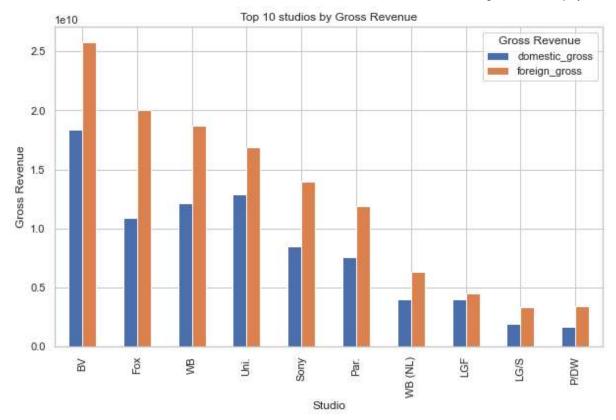
Earnings by genre at the box office



Best performing Studios



Best performing studios Domestic vs Foreign Gross



Profit by Month of Release

