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<> Code

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Pull requests

Actions

Projects

Security

Insights

Settings

0 stars

0 forks

0 watching

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README

Movie Studio Business Insights - README

Project Overview

This project provides data-driven insights for a new movie studio looking to produce original video content. Through exploratory data analysis of movie data from various sources (Rotten Tomatoes, The Numbers, IMDB, and TMDb API), we identify trends, patterns, and business opportunities in the film industry.

Project Team

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Sharon Chebet

Key Objectives

1. Analyze movie performance metrics (ratings, box office, ROI)
2. Identify profitable genres and budget ranges
3. Discover correlations between movie attributes and success
4. Provide actionable recommendations for the new studio

Notebook Structure

1. Business Understanding

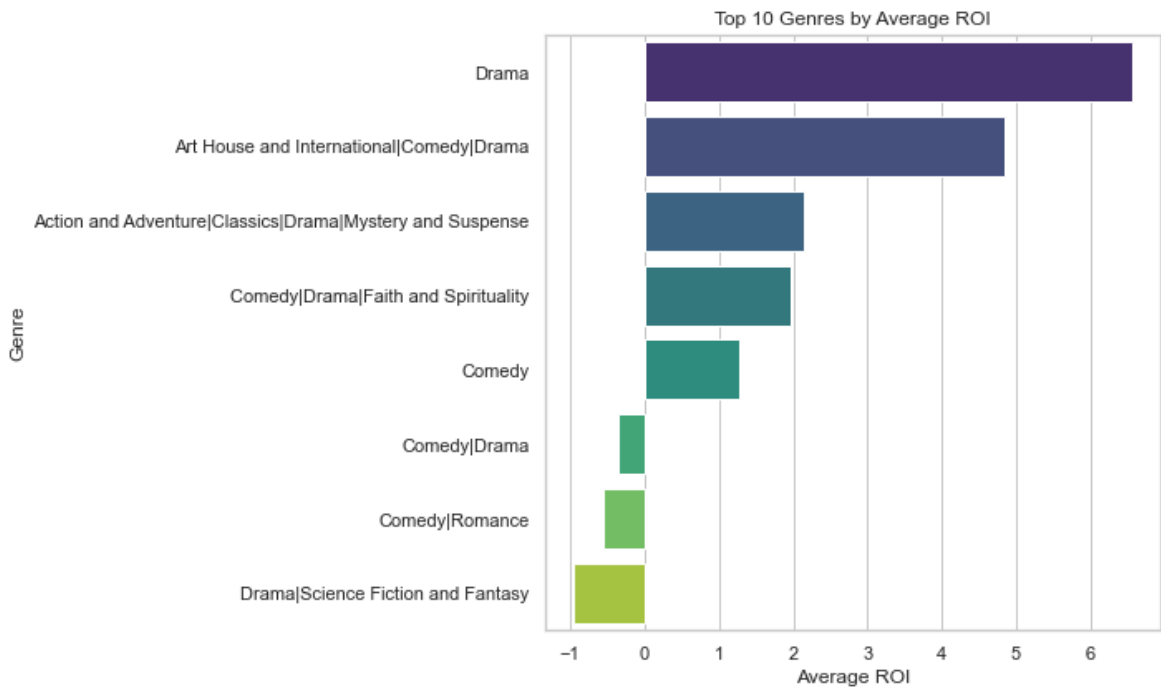
- Problem statement and objectives
- Stakeholder identification

2. Data Preparation

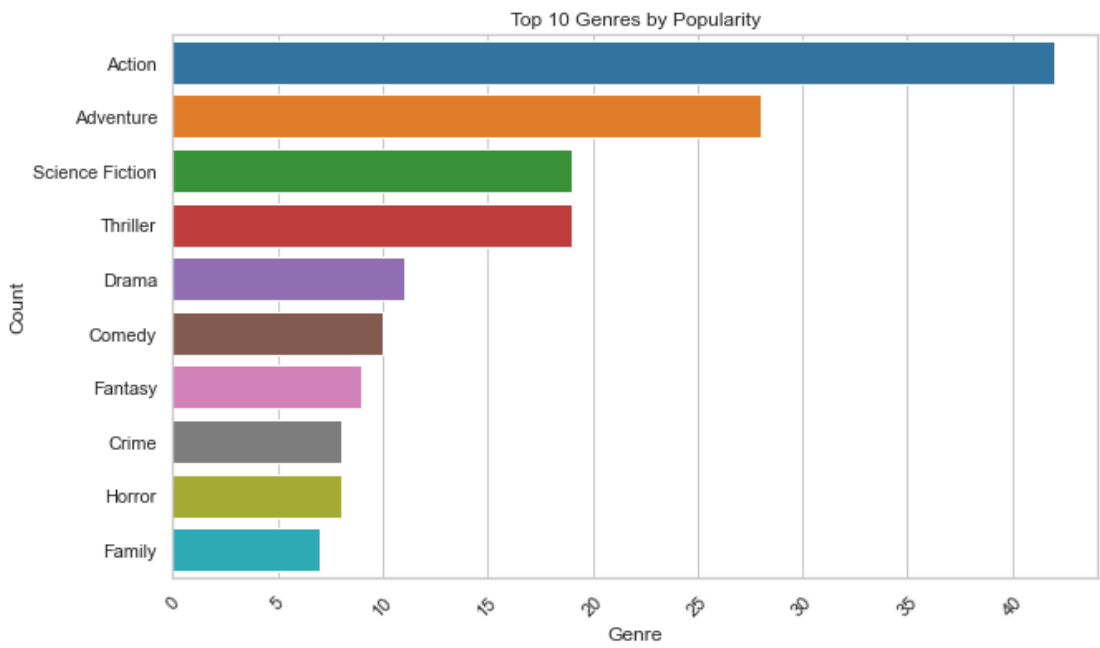
- Loading datasets from multiple sources
- Data cleaning and preprocessing
- Feature engineering (ROI calculation)

3. Data Analysis & Visualization

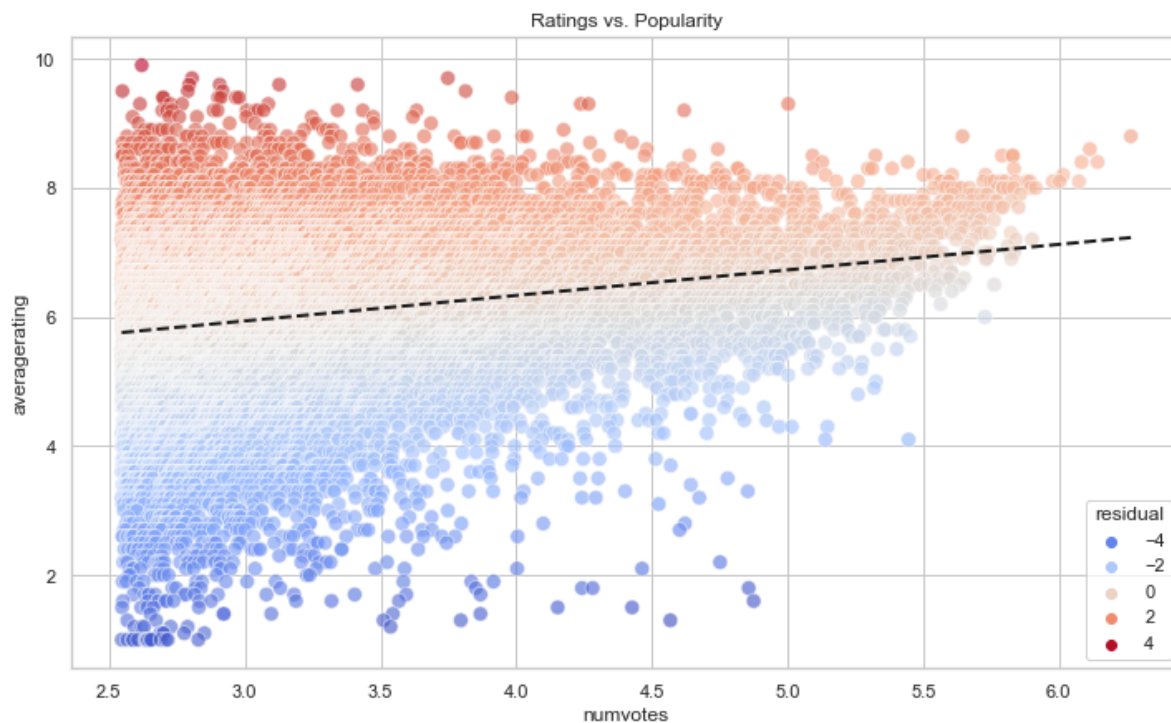
1. Budget and ROI analysis



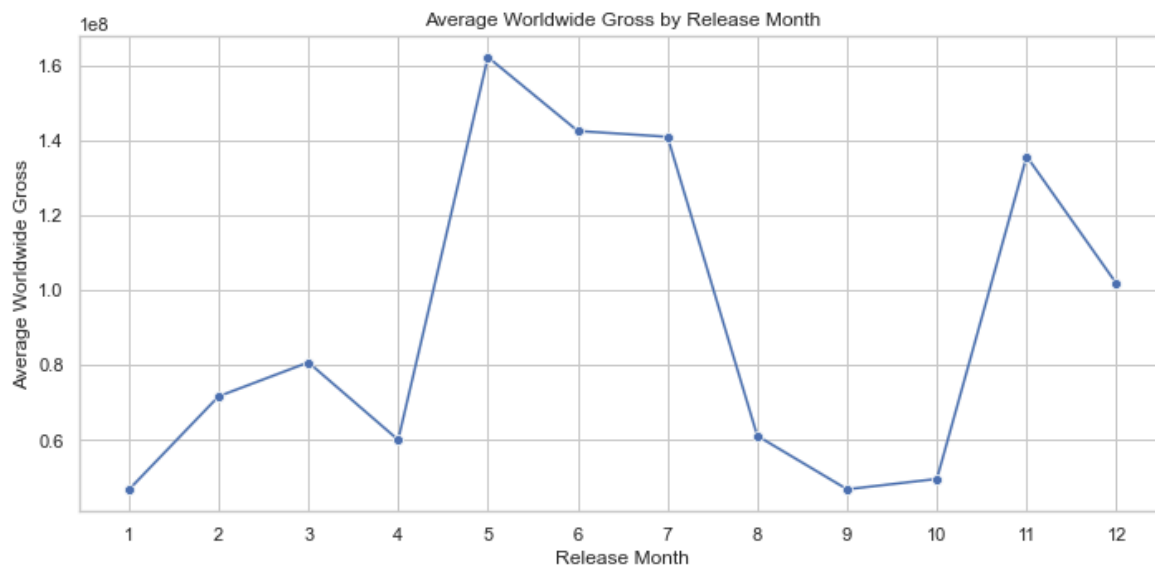
2. Genre performance trends



3. Popularity and rating patterns



4. Temporal analysis of movie releases



Requirements

To run this notebook, you'll need:

- Python 3.7+
- Libraries: pandas, numpy, matplotlib, seaborn, requests, sqlite3, gzip, scipy, sklearn

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Languages

● Jupyter Notebook 100.0%