

Movie Project

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Business Problem

- Microsoft tasked us into helping them better understand the movie industry. As an incoming studio, they want three business recommendations to help them be successful.

Data

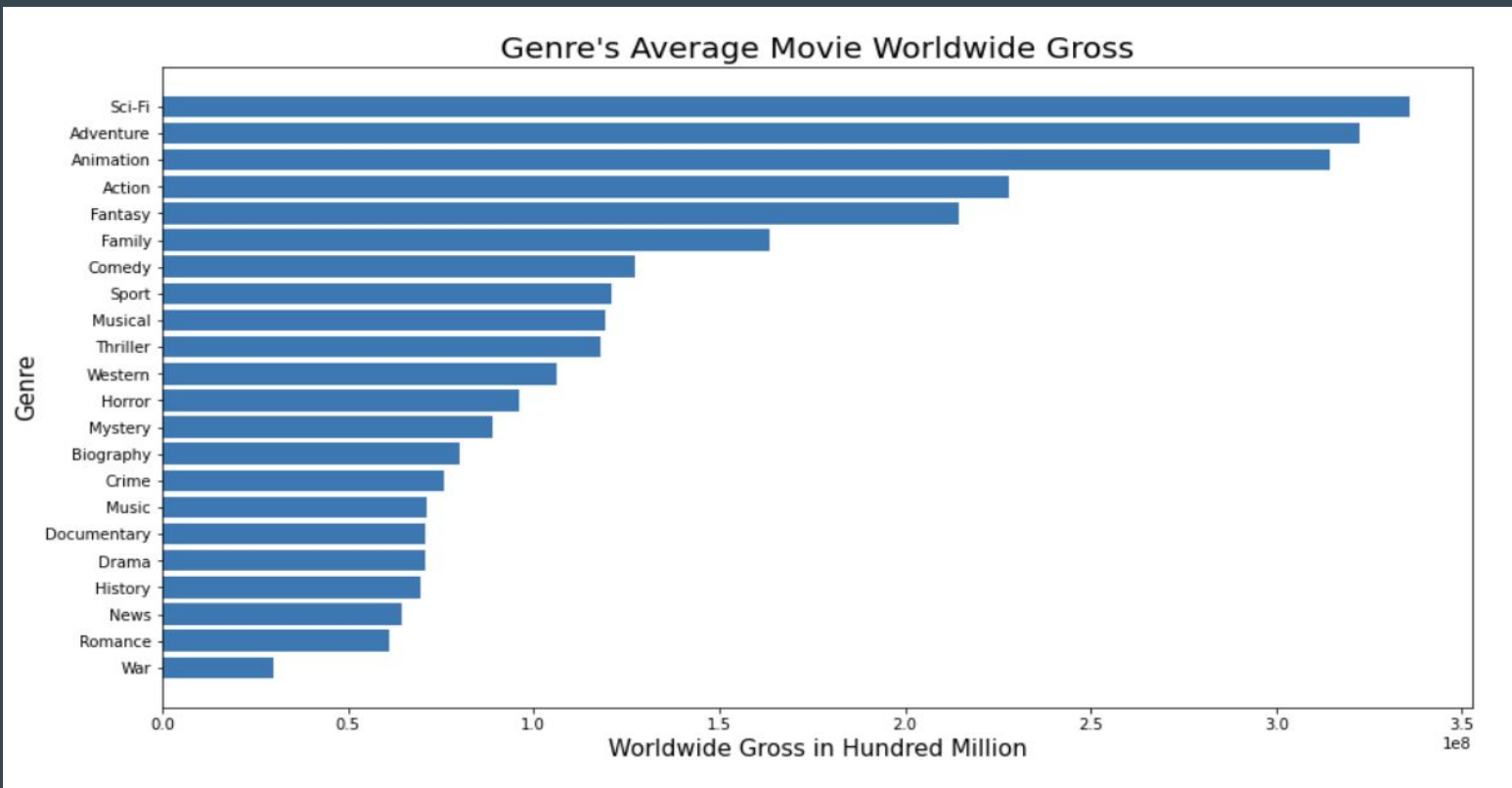
- Data collected from:
 - Rotten Tomatoes
 - IMDB
 - Box Office Mojo
- Tens of thousands of rows of data including:
 - Titles
 - Crew
 - Ratings
 - Genres
 - Gross Income

Overview

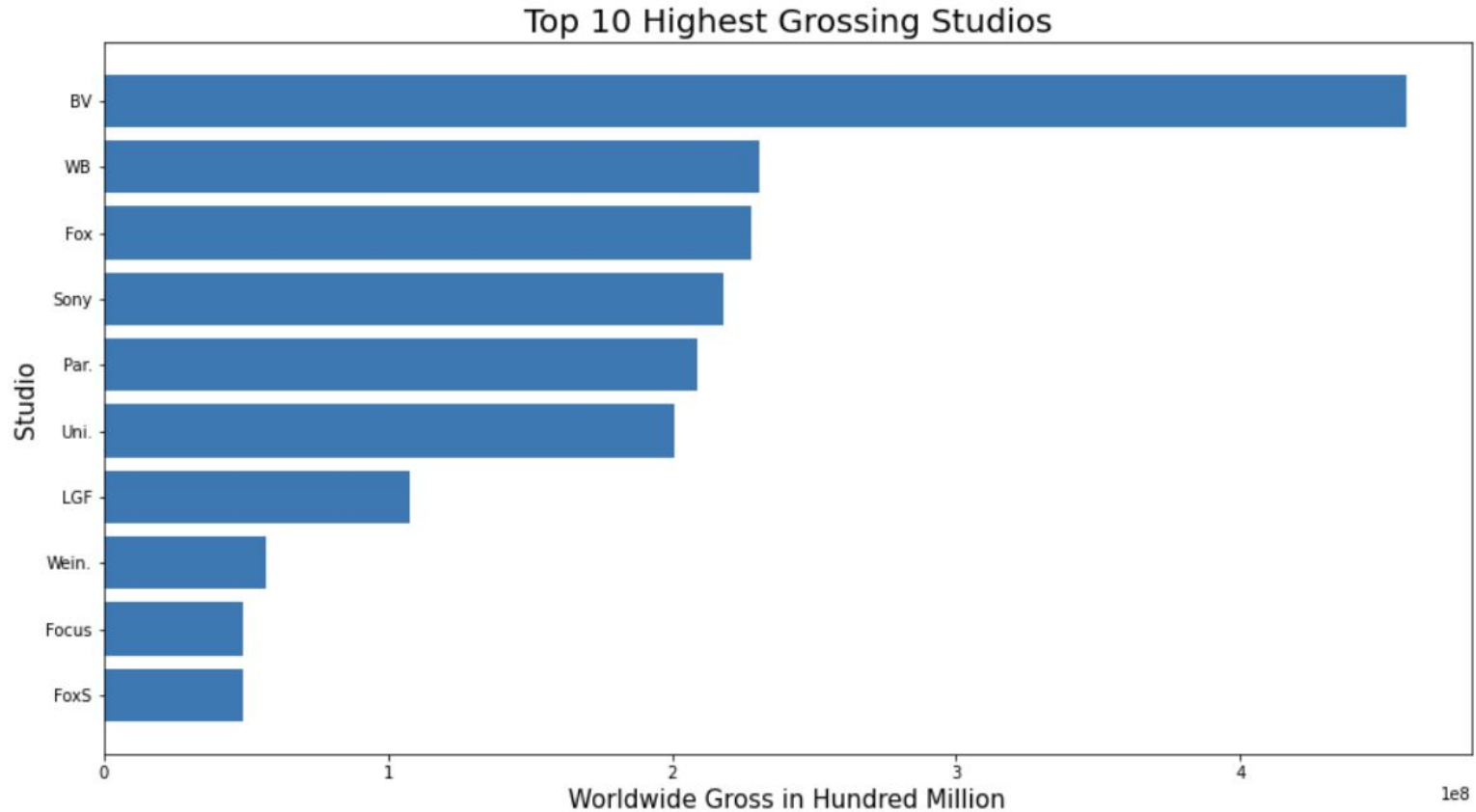
Exploring three areas to see what generates gross income:

- Genre
- Movie Studios
- Directors

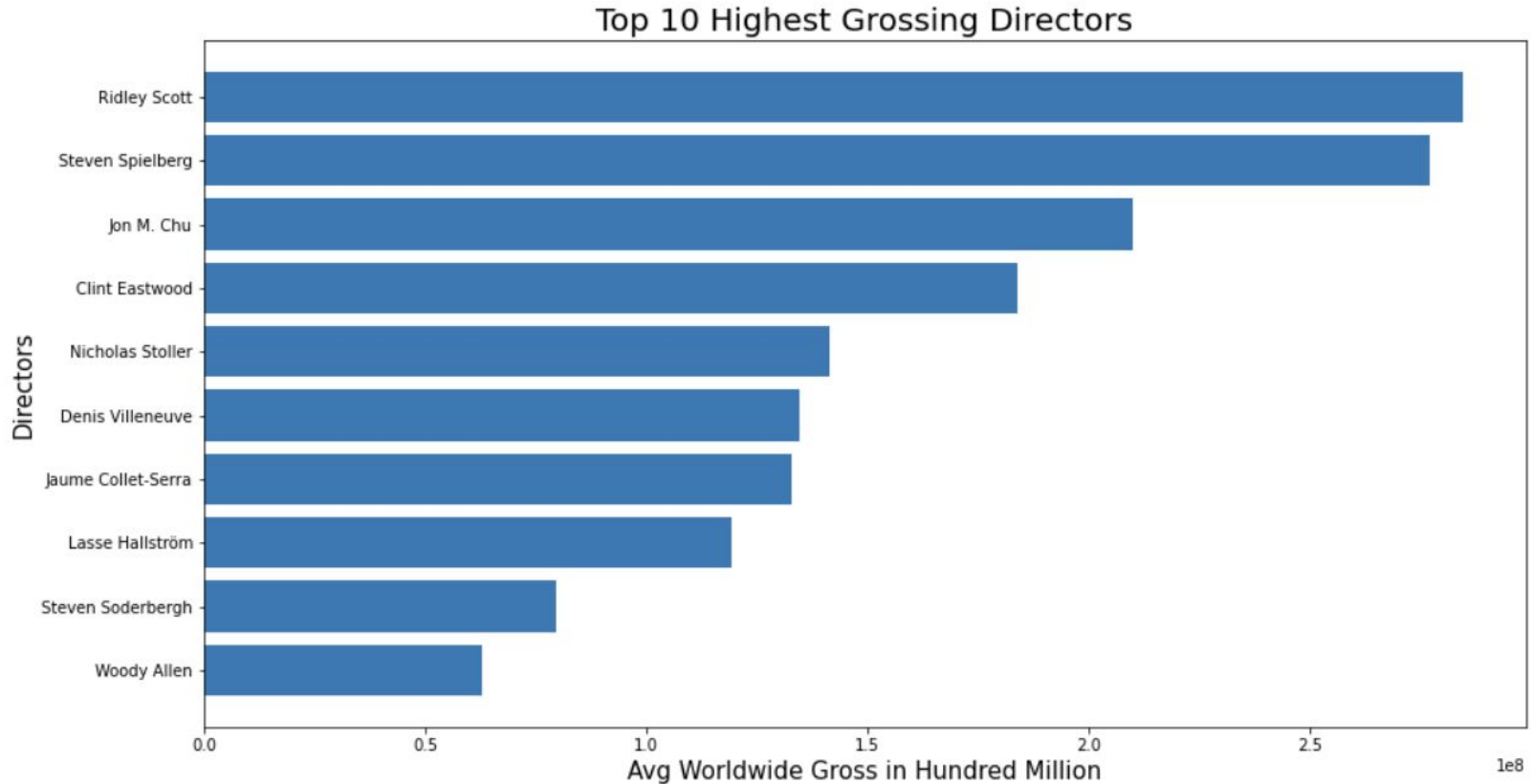
Highest Grossing Movie Genres



Highest Grossing Studios



Highest Grossing Directors



Recommendations

- Make movies that are Sci-Fi, Adventure, or Animation as they are the top genres that produce the most revenue.
- Study the target audience for the top movie studios BV, WB, and Fox. By studying the behavior/trends of consumers, we can capture their data on television rights, videos-on-demand, and streaming services.
- Hire Ridley Scott or Steven Spielberg to direct movies since they bring in the most revenue.

Next Steps

Features to Explore:

- Movie Budget
- ROI
- Date the movie is released
- Target Audience

Thank You!

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