

overview

For this project, you will use exploratory data analysis to generate insights for a business stakeholder.

Business understanding

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Data understanding

The following is where the dataset is obtained from:

Box office mojo

Imdb

The numbers

The movies db

Data analysis

Top 10 genres

Recommendations

- The companies should focus on genres that incur a high profit, these are:
- Classics | Comedy | Musical and Performing Art
- Drama | Romance
- Drama | Mystery and Suspense
- Action and Adventure | Mystery and Suspense
- The genres above incurred a profit. The companies should invest in the genres highlighted above.
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Next steps

Performing web scraping

Using an algorithm or predictive model