

Box Office Success Analysis

LEILA NYAMBURA, DSF-PT07P0
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Summary

Exploratory Data Analysis to provide insights to Microsoft as they intend to venture into box office movie production sector.

- Focus on Action and Adventure Genres
 - Incorporate Elements of Science Fiction and Fantasy
 - Consider using English as the original language of the movies
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Outline

- Business Problem
- Results
- Conclusion

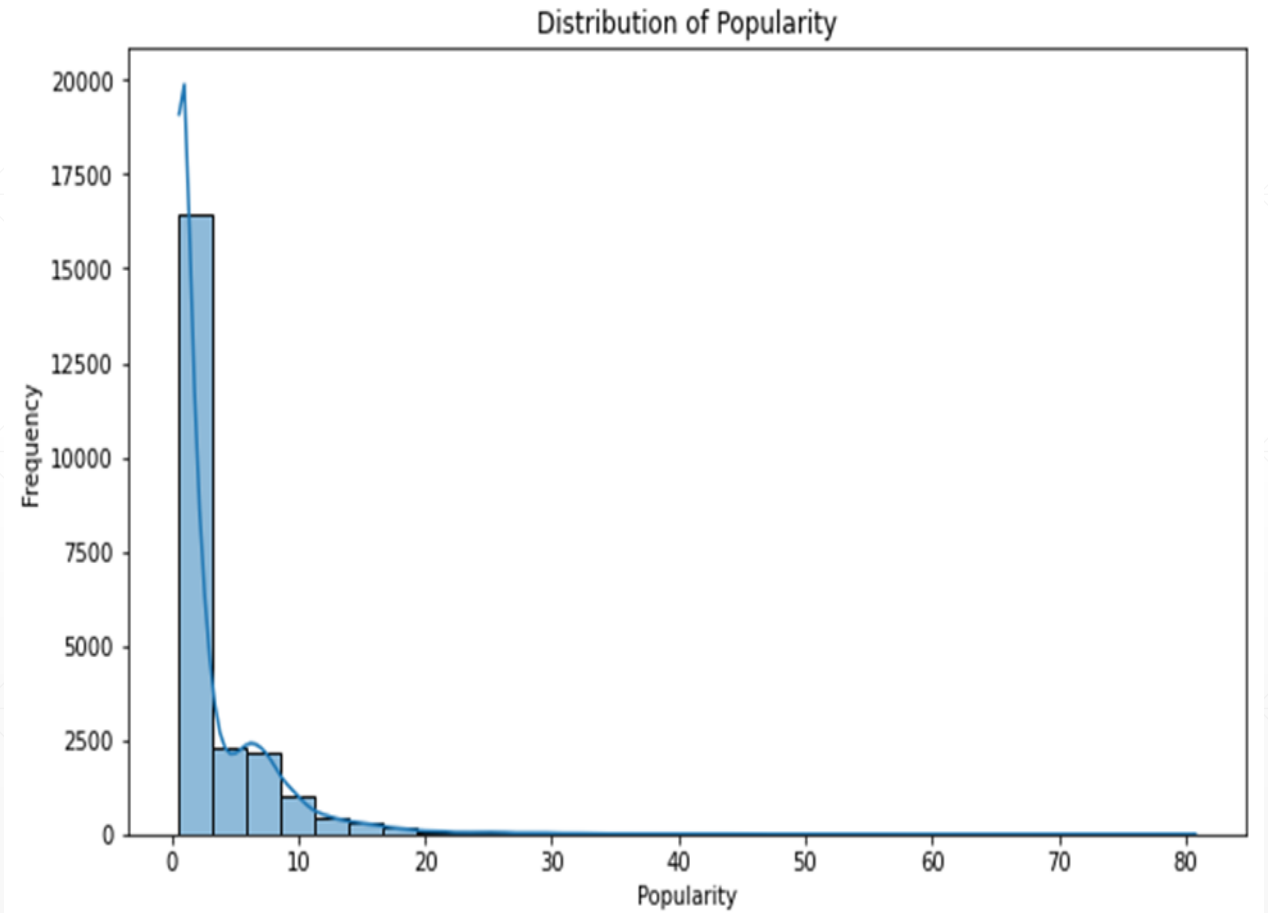


Business Problem

- Creating original video content
 - New studio's genre focus
 - What types of films are currently doing the best at the box office
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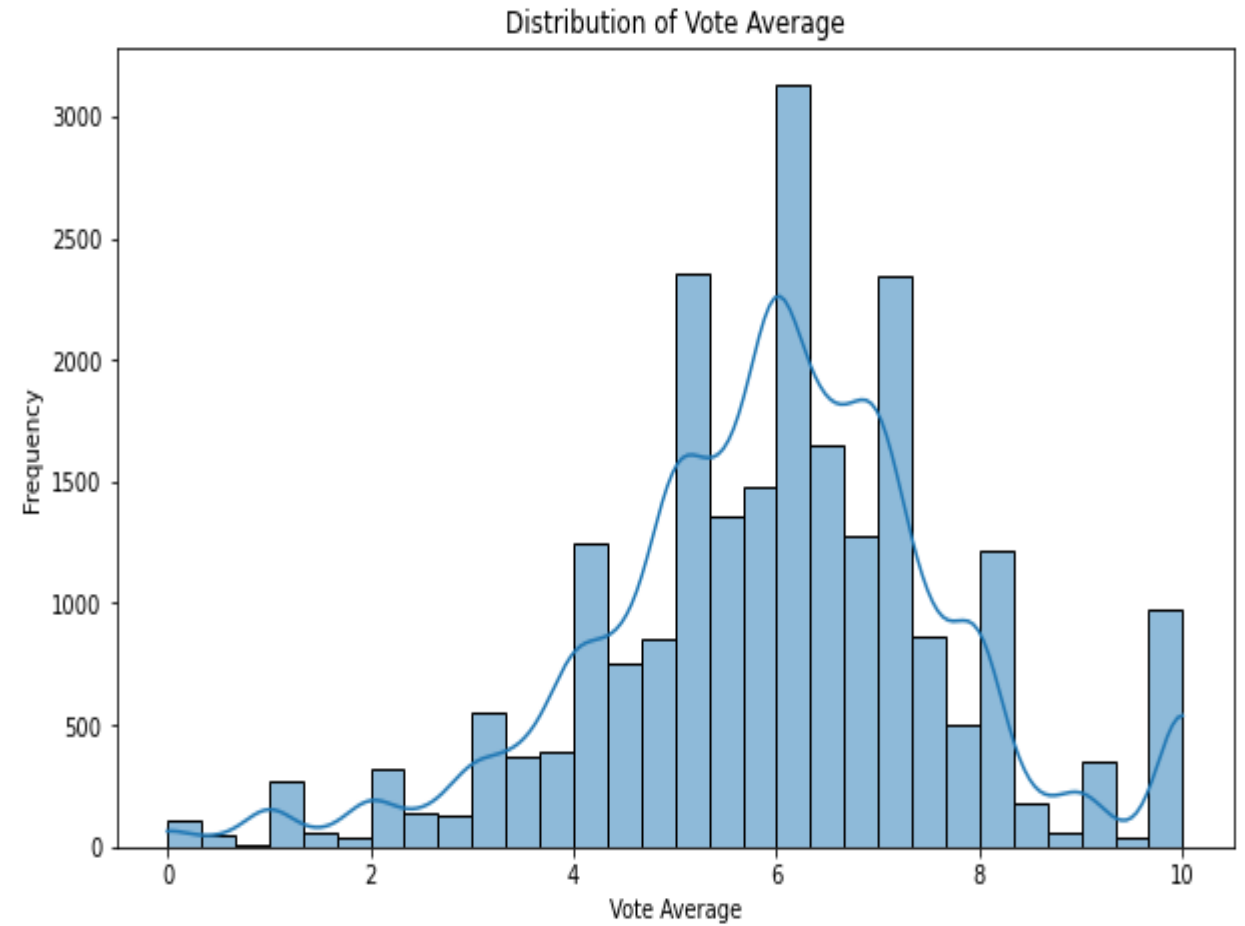
Results

- The distribution of the 'popularity' scores of movies in the dataset.



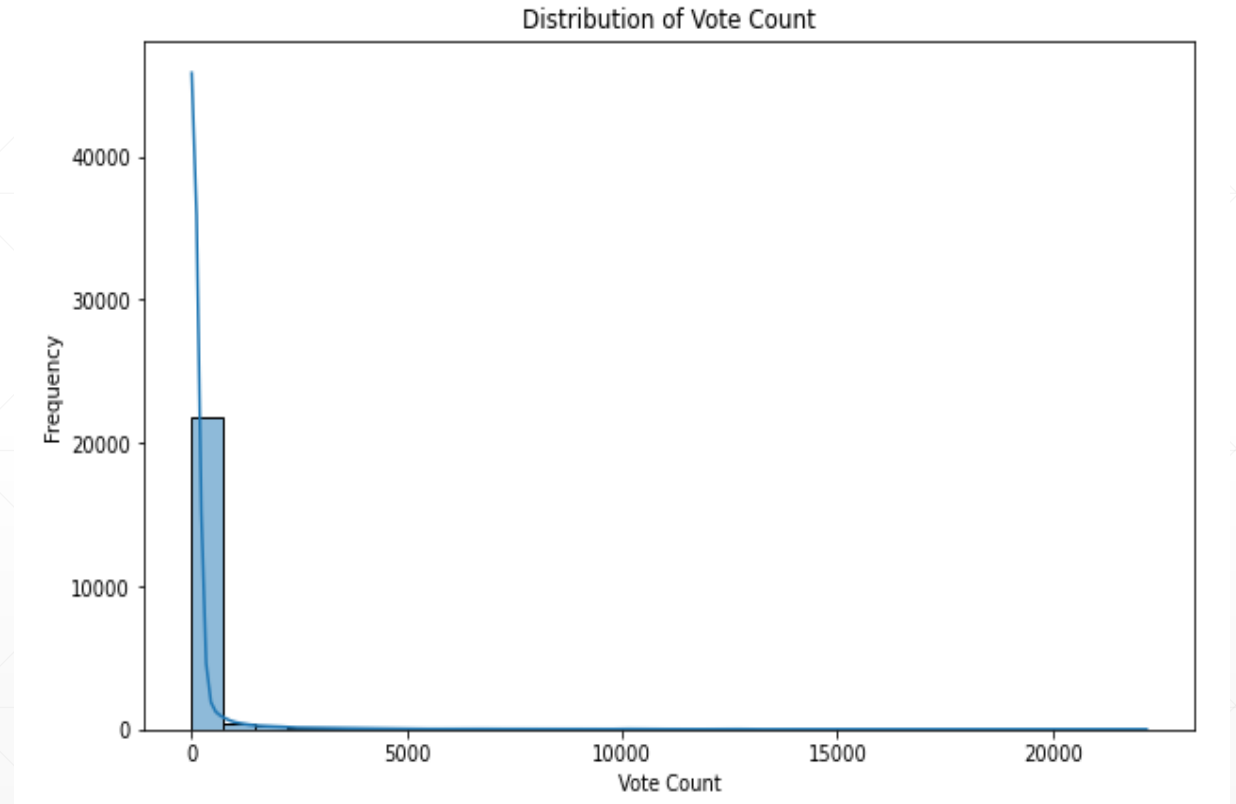
Results

- The distribution of average vote ratings given to movies.



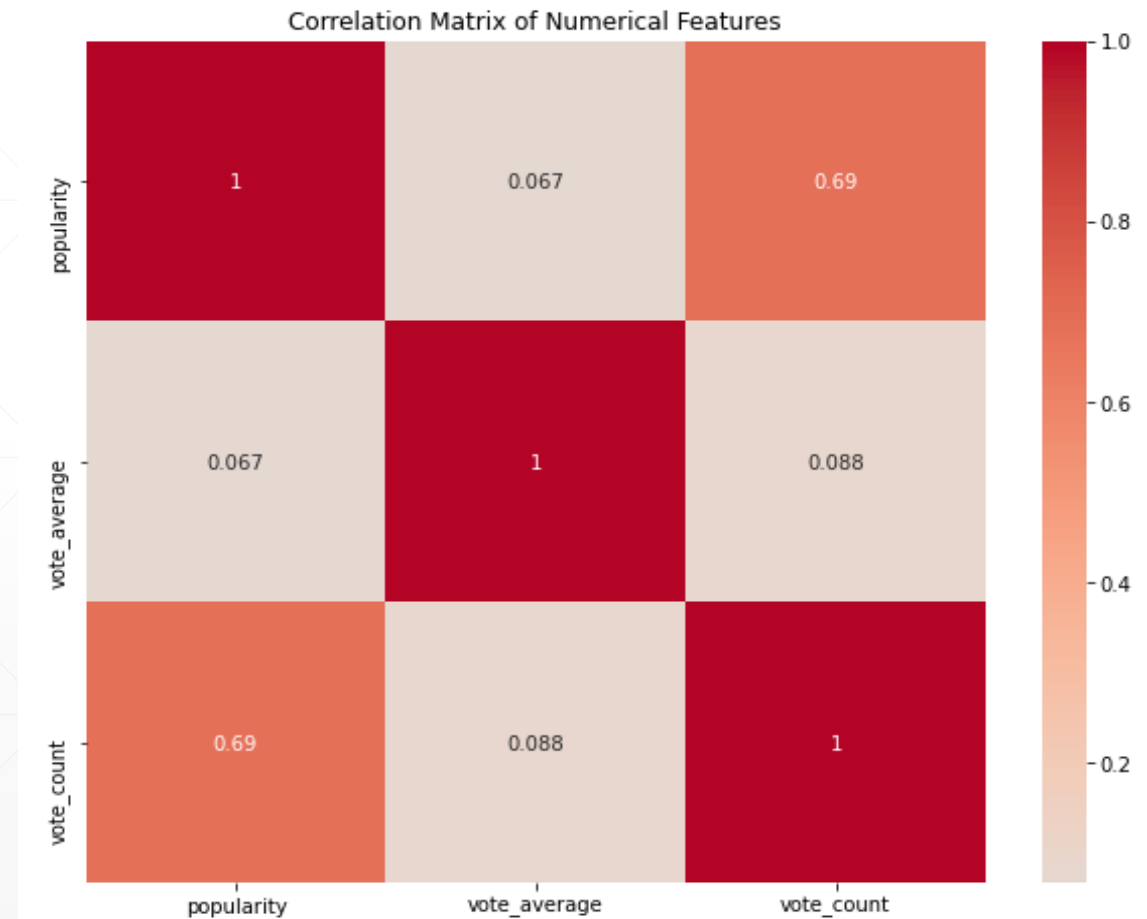
Results

- The distribution of the number of votes received by movies.



Results: Correlation Analysis

- A correlation heatmap to graphical representation how closely related the different variables are within the dataset.
- **Darker colors** represent stronger correlations.
- **Lighter colors** indicate weaker correlations.



Results: Correlation Analysis cont'

The heatmap generated shows the correlation matrix for three numerical features: 'popularity', 'vote_average', and 'vote_count'. Analyzing the specific correlations:

- 'popularity' and 'vote_count' have a high positive correlation of approximately 0.69 (indicated by a darker shade).
 - Both 'popularity' and 'vote_count' have very low positive correlations with 'vote_average', as shown by their respective coefficients of 0.067 and 0.088 (represented by much lighter shades).
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Conclusions

- Focus on Action and Adventure Genres
- Incorporate Elements of Science Fiction and Fantasy
- Consider Documentaries and Serious Drama

Next Steps

- Conduct Market Research to Determine Optimal Budget Ranges
 - Invest in High-Grossing Genres and Market-Driven Content
 - Optimize Marketing and Distribution Strategies
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THANK YOU!

For any questions and further analysis, kindly reach out to me on:

Email: leilanyambura@students.moringaschool.com/

GitHub: Leila-Nyambura

LinkedIn: <https://www.linkedin.com/in/leila-nyambura/>
