

BEGINNING...

OVERVIEW

This presentation describes the project ***goals, data, methods, and results*** for Microsoft company to venture into a movie production business. It includes ***three visualizations*** which correspond to ***three business recommendations***



BUSINESS UNDERSTANDING

The main goal of this project is to explore and analyze the movie data obtained from the TMDb API. The project aims to gain insights into various aspects of the movie industry such as popularity, budget, revenue, genre, production companies, and ratings. Based on these insights, the project intends to provide business recommendations to Microsoft company




DATA UNDERSTANDING AND ANALYSIS

Data Understanding

The data used in this project is obtained from the TMDB.csv. It contains information about more than 10,000 movies including their budget, revenue, genre, production companies, release date, popularity, and ratings. The data is organized into a Pandas DataFrame for further analysis.

Data Analysis

The project uses exploratory data analysis techniques to gain insights into various aspects of the movie industry. The analysis includes visualizations of the data using various plotting libraries such as Matplotlib and Seaborn and use of pandas to load, clean and sort the data.

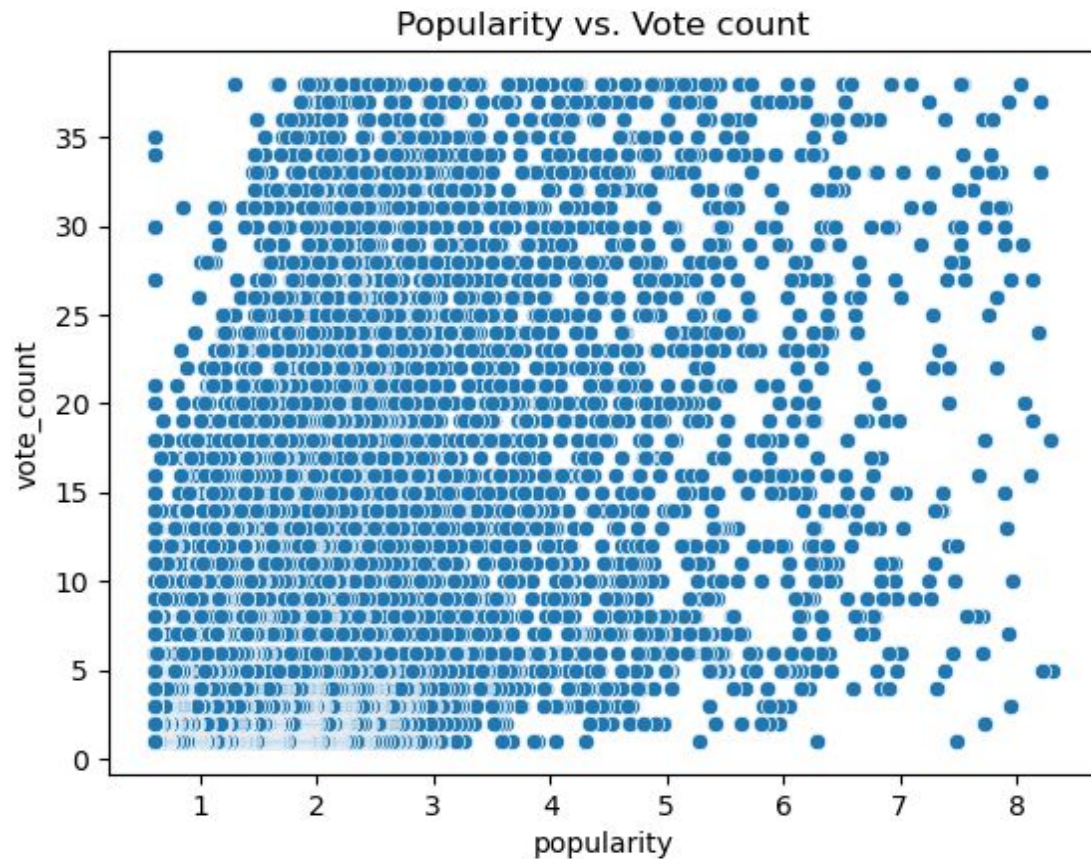


RESULTS OF THE ANALYSIS

The analysis of the movie data has revealed several interesting insights. Three visualizations that correspond to three business recommendations are discussed below:



VOTE COUNT VS POPULARITY

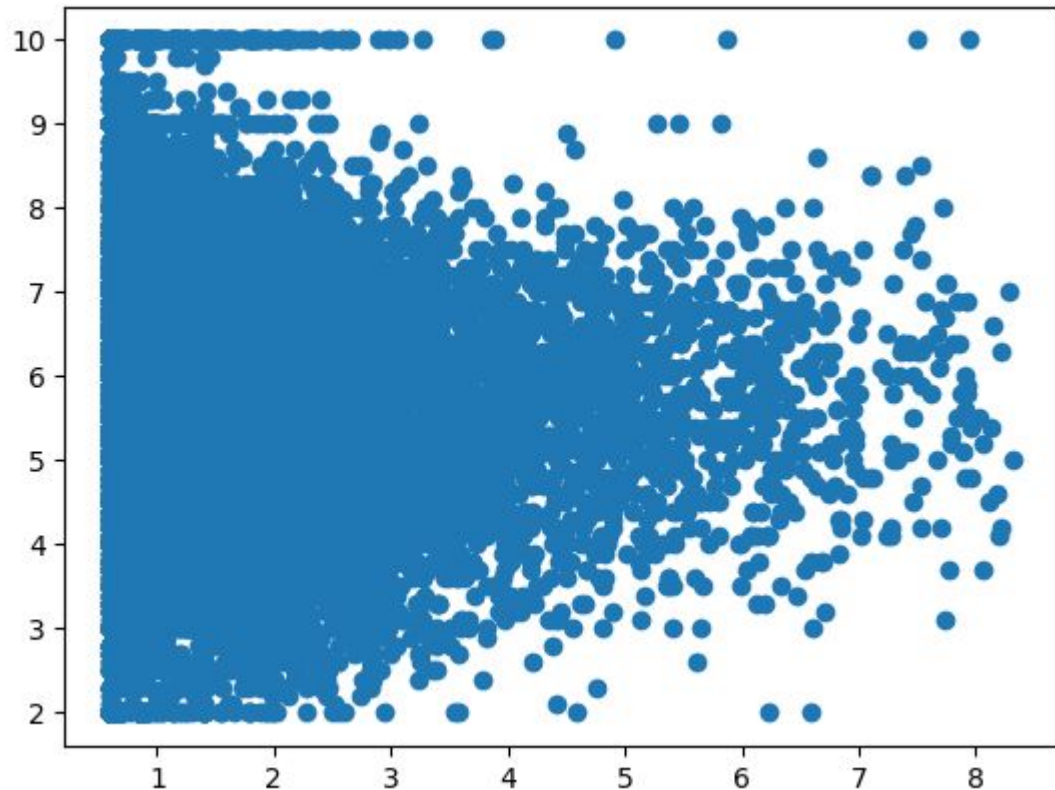


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The plot of vote count vs popularity shows a positive correlation between the two variables. This suggests that movies with higher vote counts tend to be more popular. Based on this insight, a business recommendation would be to focus on promoting movies with high vote counts to increase their popularity.



VOTE AVERAGE VS POPULARITY



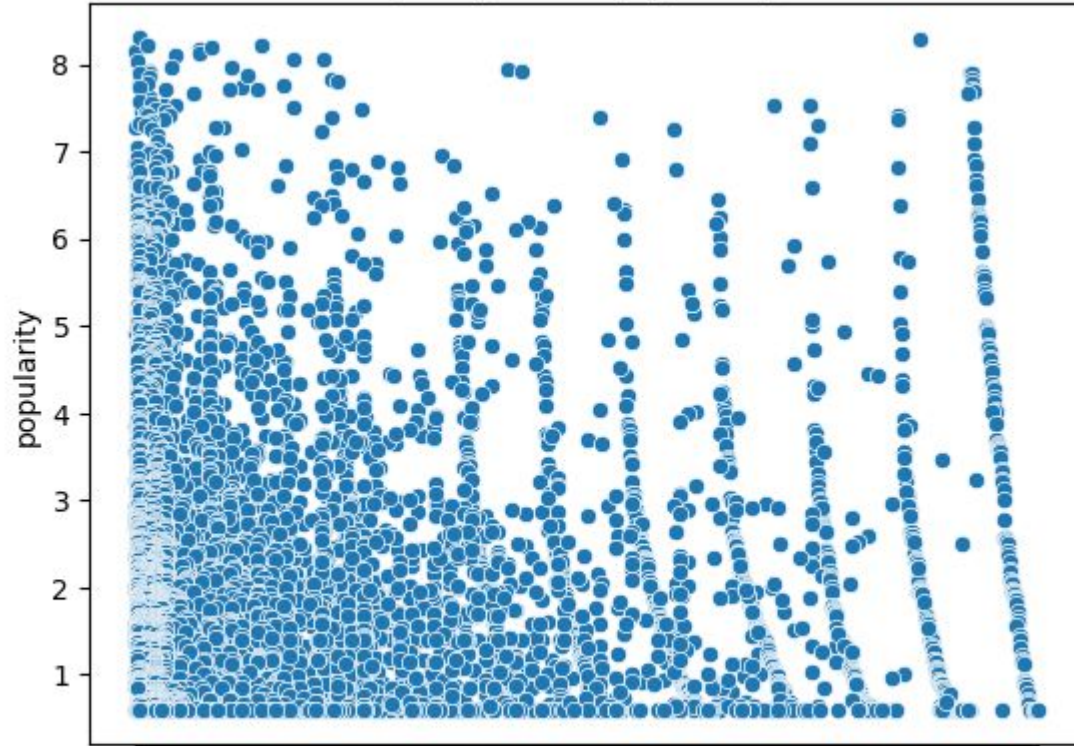
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The plot of vote average vs popularity shows a weak correlation between the two variables. This suggests that the rating of a movie does not necessarily determine its popularity. Based on this insight, a business recommendation would be to focus on promoting movies with high popularity even if they have a lower rating.



POPULARITY BY GENRE IDs

genre_ids vs. popularity



2411 1 2 3 4 5 6 7 8

genre_ids

CONT..

The plot of popularity by genre shows that the top three most popular genres are Drama, Action, and Comedy. Based on this insight, a business recommendation would be to focus on producing movies in these genres to increase the chances of success.



RECOMMENDATIONS

Based on the visualizations, Microsoft should invest in producing movies both high in popularity and vote count. The analysis of the movie data has provided several valuable insights into the movie industry. By leveraging these insights, Microsoft will generate good revenue from it.



NEXT STEPS

My next step is to implement the recommendations and track their effectiveness over time. This will involve working closely with the movie production team to ensure that the recommendations are properly implemented and the results monitored.



...The end

Time for questions

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Thankyou

