



MOVIE ANALYSIS FOR BUSINESS EXPANSION

BUSINESS PROBLEM

M COMPANY HAS DECIDE TO EXPAND INTO THE MOVIE INDUSTRY AND KNOWS NOTHING ABOUT. AS THE LEAD DATA ANALYST, I HAVE BEEN TASKED WITH ANALYZING VARIOUS DATASETS FROM VARIOUS COMPANIES ON THE BEST APPROACH THAT WILL BRING CONSTANT REVENUE AND PROFIT. THE ANALYSIS WILL PROVIDE BETTER DECISION MAKING PROCESSES

PROJECT GOALS

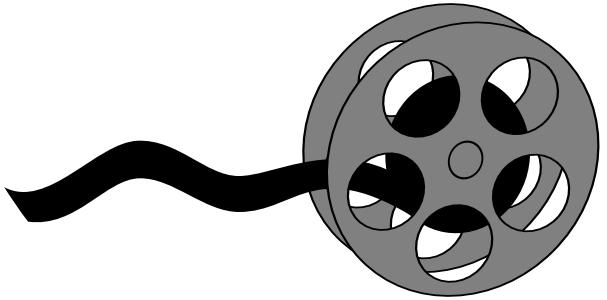
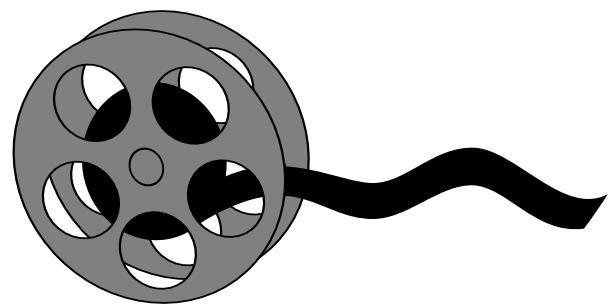
1. WHICH MOVIES BRING MOST REVENUE
2. WHICH GENRES ARE PREFERRED
3. WHICH LANGUAGES ARE PREFERRED
4. WHICH GENRES HAVE HIGHEST RATING

METHODOLOGY

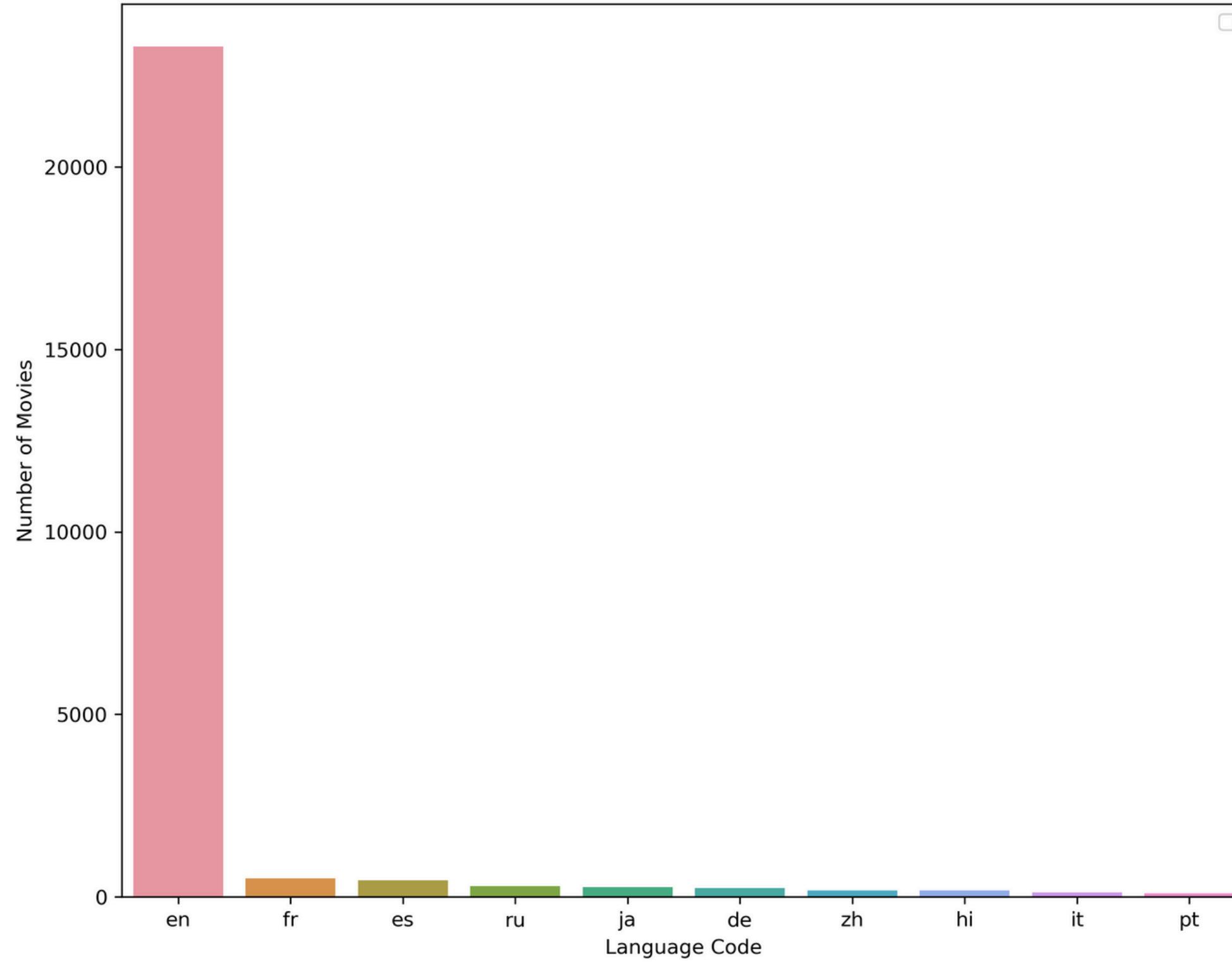
WE ARE GOING TO USE DATASETS FROM POPULAR SITES TO ANALYSE THE MOVIE INDUSTRY LIKE FROM BOX OFFICE MOJO, IMDB, THR NUMBERS DATABASE AND SO ON, MERGE THEM INTO ONE DATAFRAME AND ANALYSE

VISUALISATIONS

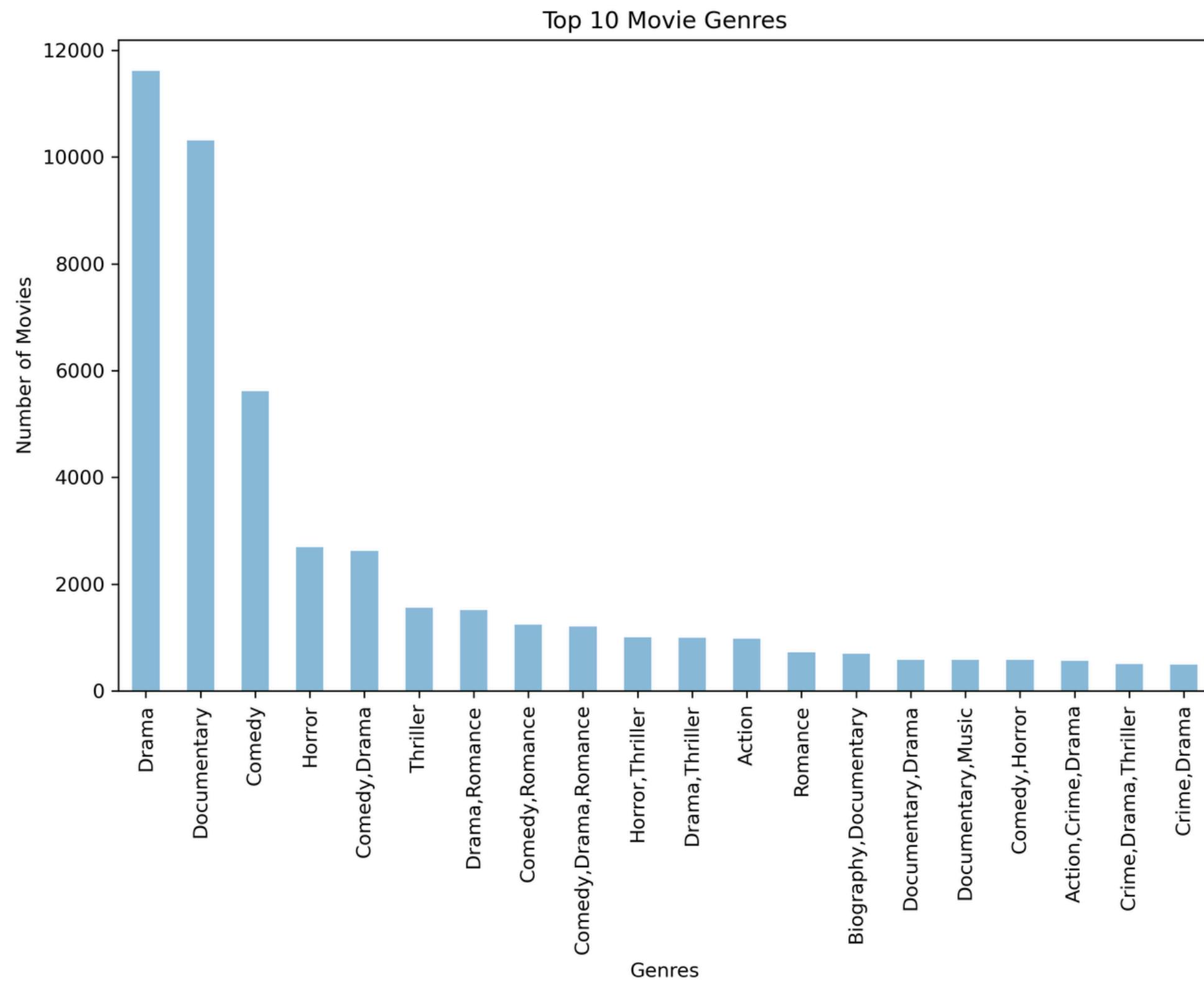
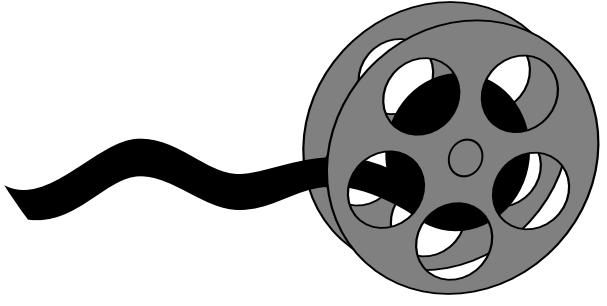
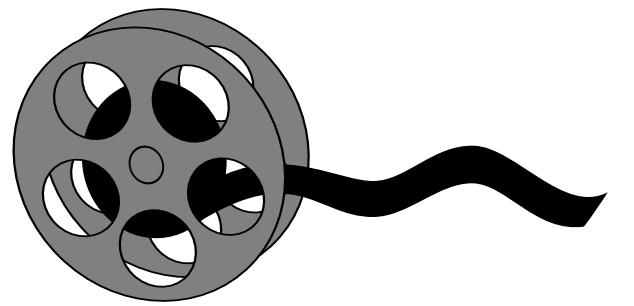
WE ARE GOING TO LOOK AT OUR NEWLY FORMED
DATAFRAME THROUGH GRAPHS FOR EASIER
UNDERSTANDING



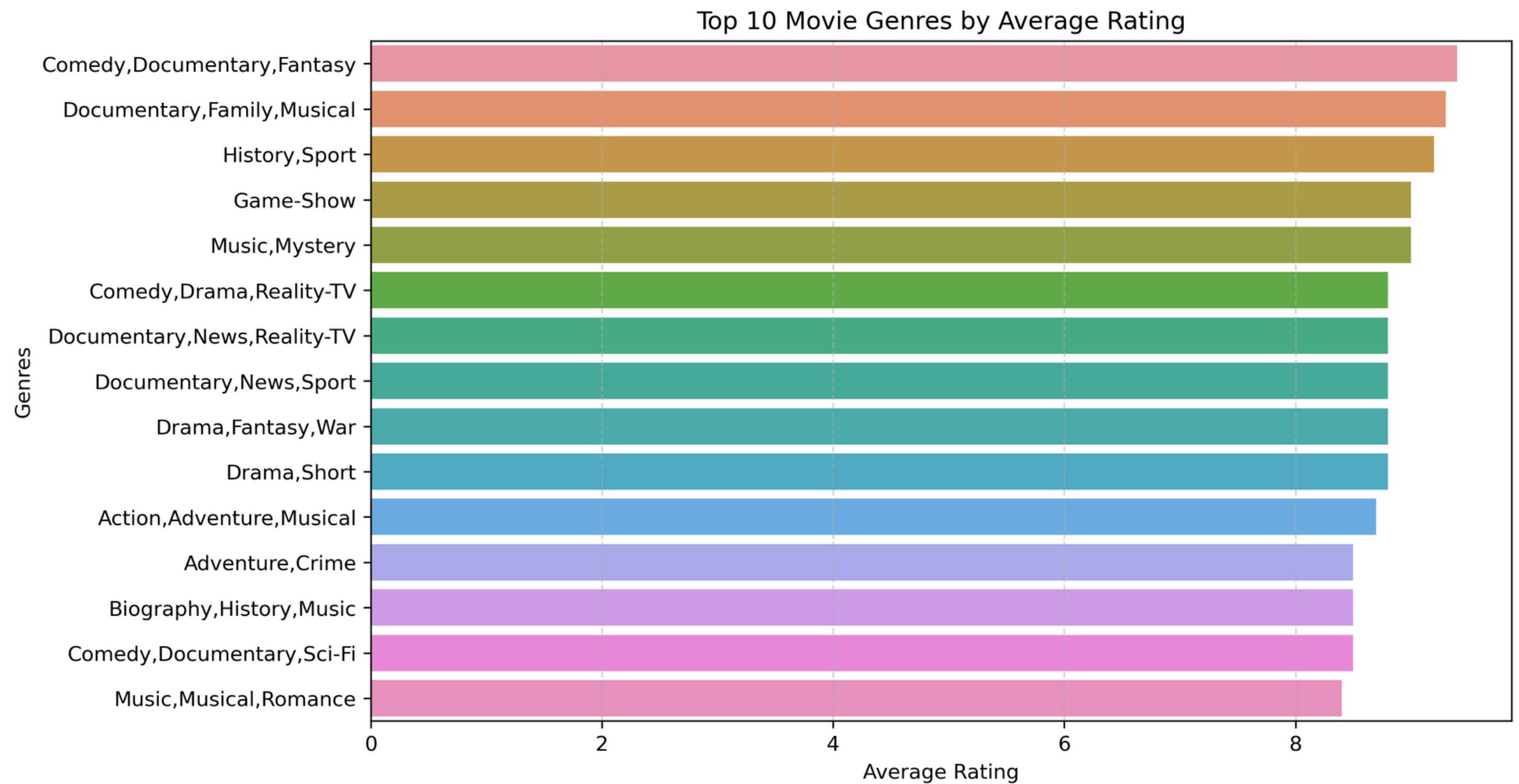
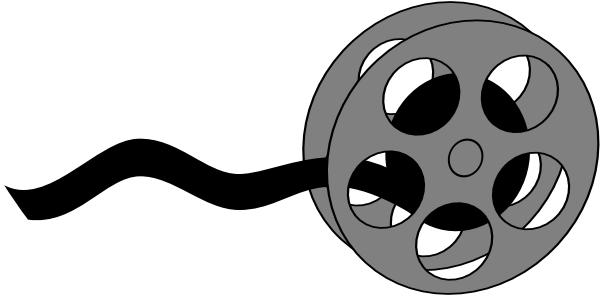
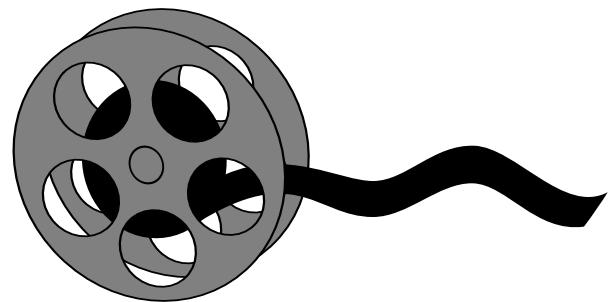
Top 10 Most Movie Languages by the Movie numbers



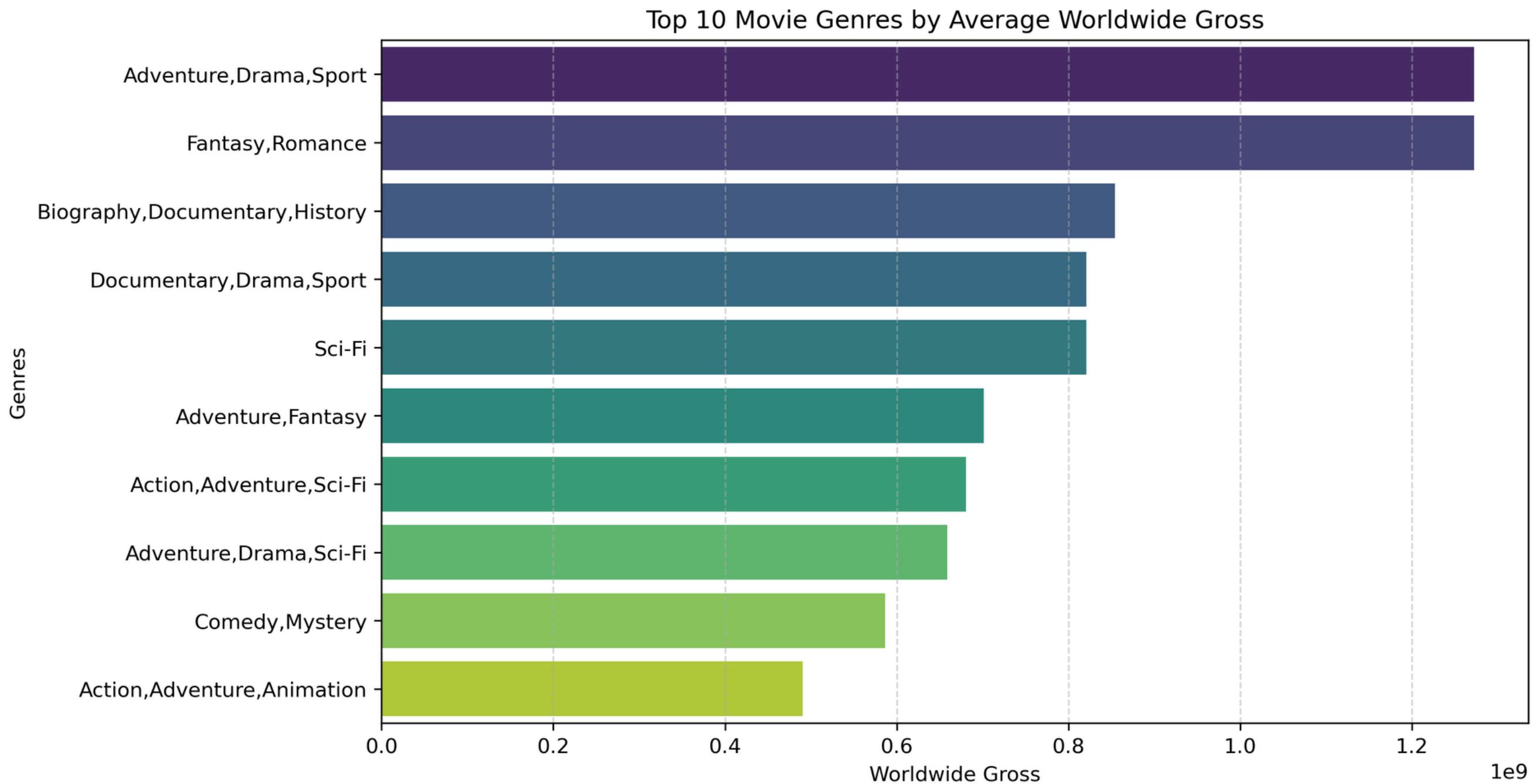
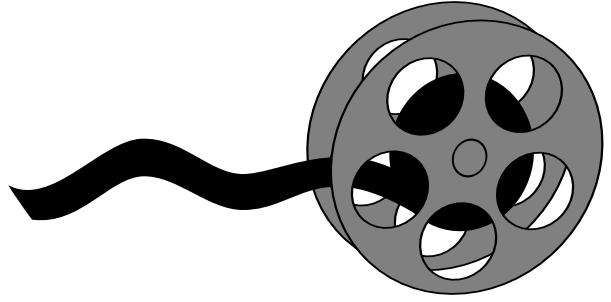
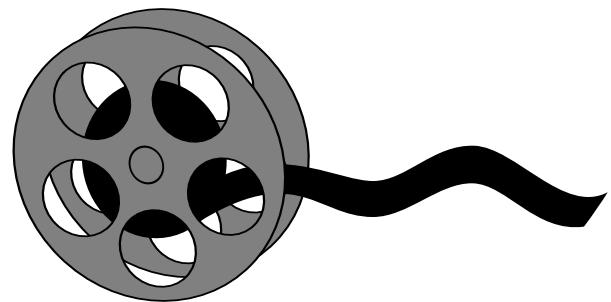
**ENGLISH IS MOST
COMMON FOLLOWED
BY SPANISH AND
FRENCH**



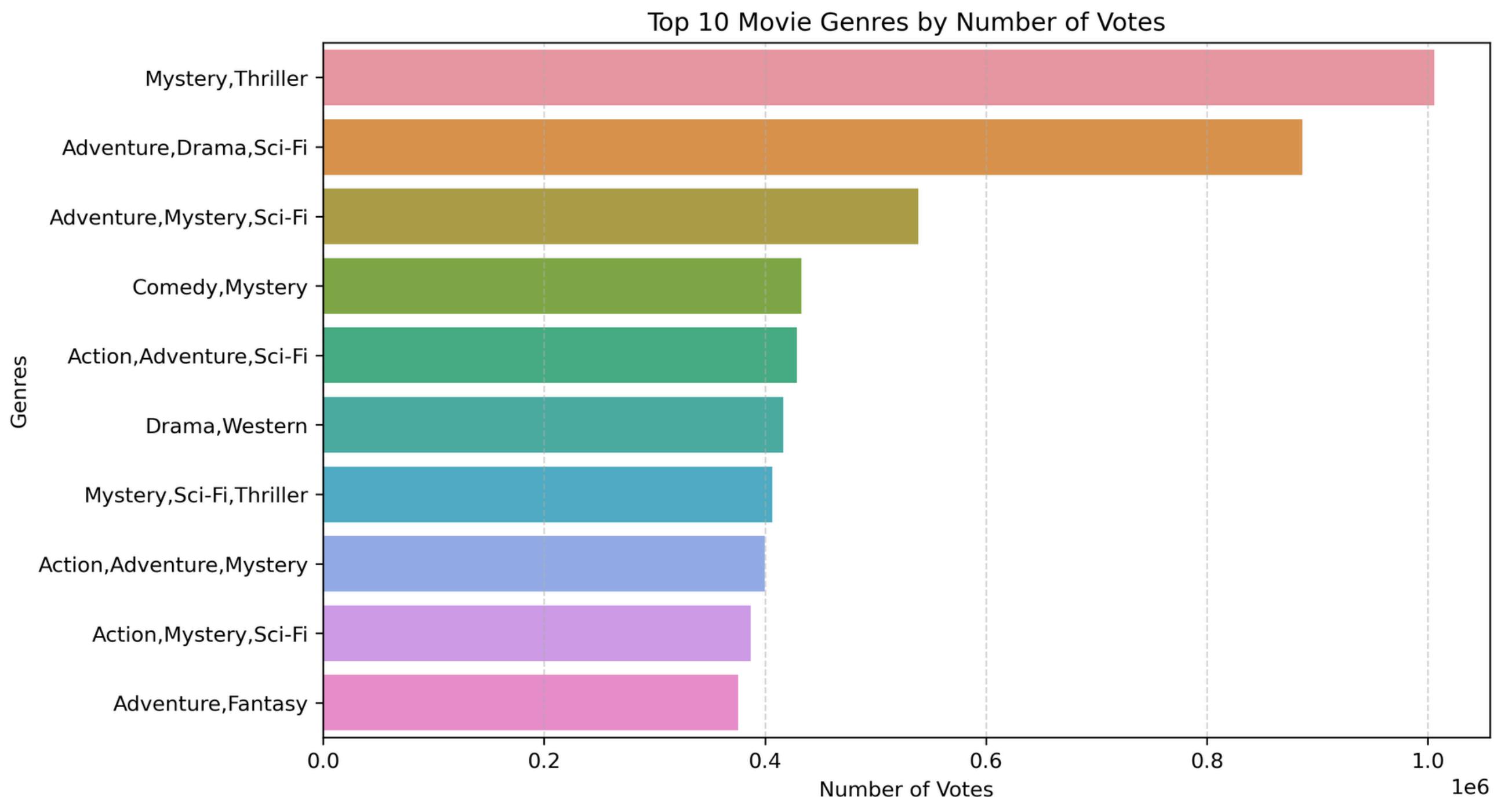
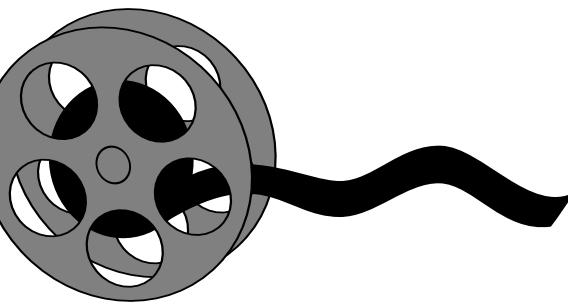
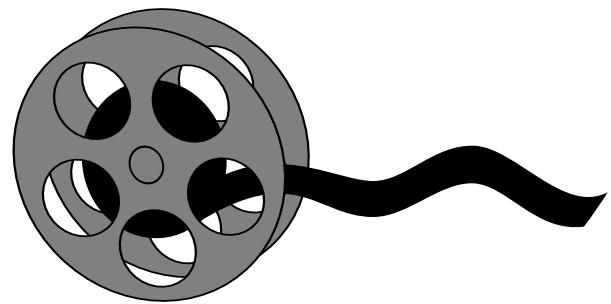
**DRAMA, DOCUMENTARY,
AND COMEDY DOMINATE
AS THE MOST PRODUCED
FILMS**



**MOST GENRES HAVE
A RATING HIGHER
THAN 8 WITH
COMEDY
DOCUMENTARY AND
FANTASY
DOMINATING**



A COMBINATION
OF ADVENTURE
DRAMA AND
SPORT, FANTASY
ROMANCE HAVE
THE HIGHEST
REVENUE



**MYSTERY-
THRILLER AND
ADVENTURE
DRAMA,SCIFI
ARE MOST
POPULAR**

SUMMARY

- FILM INDUSTRY IS VERY LARGE AND COMPETITIVE WITH STUDIOS LIKE BV, WARNER BROTHERS AND UNIVERSAL DOMINATE
- MOST POPULAR GENRES WITH HIGH RATINGS REQUIRE A BLEND WITH OTHER GENRES
- ENGLISH LANGUAGE IS POPULAR
- BUDGET INFLUENCES REVENUE

RECOMMENDATIONS

- ITS BETTER TO PRODUCE MOVIES IN DIFFERNT LANGAUGES AND SUBTITLES TO CATER FOR A LARGER MASS
- LOW BUDGET MOVIES WILL BRING THE MOST REVENUE
- A HYBRID OF GENRES PRODUCES THE BEST MOST REVENUE

