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Insights &
Recommendations

1. From the year 2000 to 2002 the gross value got increased by double and highest gross value we got in the year 2009 . Then there is a sudden decline in the gross value in the year of 2010 compared to 2009. As in 2009 **Action** oriented movies are having **High Gross values** if we concentrate on action oriented movies then there is a chance of earning high revenues in that Genre
2. There is a **directly proportional relation** between **Gross value** and **IMDB Ratings**.
- 3.The Movies which has **Animation, Adventure, Comedy** combined Genres are having **High Gross value** and has good ratings also .But the movies which has **Comedy, Drama, Romance** combined Genres are having **high ratings** but **less Gross values**.
- 4.The Movies which has **Animation, Adventure, Comedy** combined Genres are having **High Percentage share of Gross Value**
- 5.The Top Director with High Rating is **Clint Eastwood** and he directed **Action, Drama** related movies more.
- 6.The Top Director with High Gross value is **Peter Jackson** and he directed **Action, Adventure, Drama** related movies more.
- 7.Here I took Top 20 High Grossing movies and observed whether any actor performing / acting in the high rated movies consistently or not .
I observed that the actors who are acting consistently in High Grossing Movies are **Elijah Wood,, Shia LaBeouf, Tobey Maguire** in the list of Top 20 movies. If we prefer the actors who are performing consistently in High Gross movies we can expect more revenues from that movies as people are liking those actors much and they have a good popularity as well.
- 8.Here in most of the movies the relation between IMDB rating and Gross Value is inversely Proportional i.e even if the Gross value is low the rating is High. In some movies the Rating and Gross value both are high. But mostly they are not related to each other.
- 9.The relation between IMDB Rating and No. of Votes by movie is directly Proportional for most of the movies.
Even if the IMDB rating is high the number of votes are low for some movies. But mostly they are related with each other.
- 10.The relation between Metascore and No. of Votes by movie is directly Proportional for most of the movies.
Even if the Metascore is high the number of votes are low for some movies. But mostly they are related with each other.
11. The Highest Gross Movie is Avatar with gross value of \$760.51 millions. Which has combined Genres of **Action, Adventure, Fantasy** and **directed by James Cameron** and **Lead actor was Sam Worthington**.