



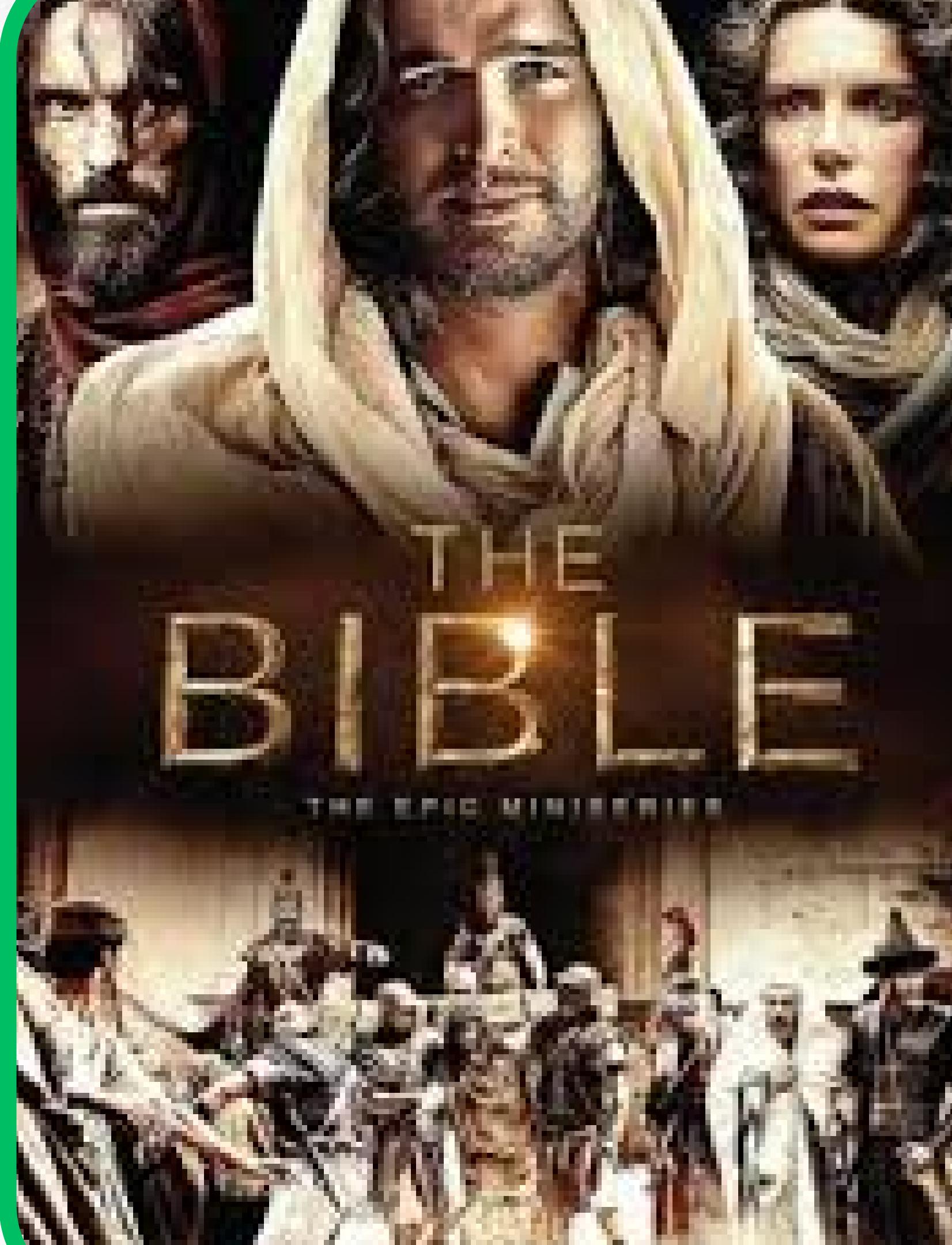
**WAIT, WE CAN MAKE
MOVIES!**

**ELIMU KWA WOTE
MOVIE STUDIO**



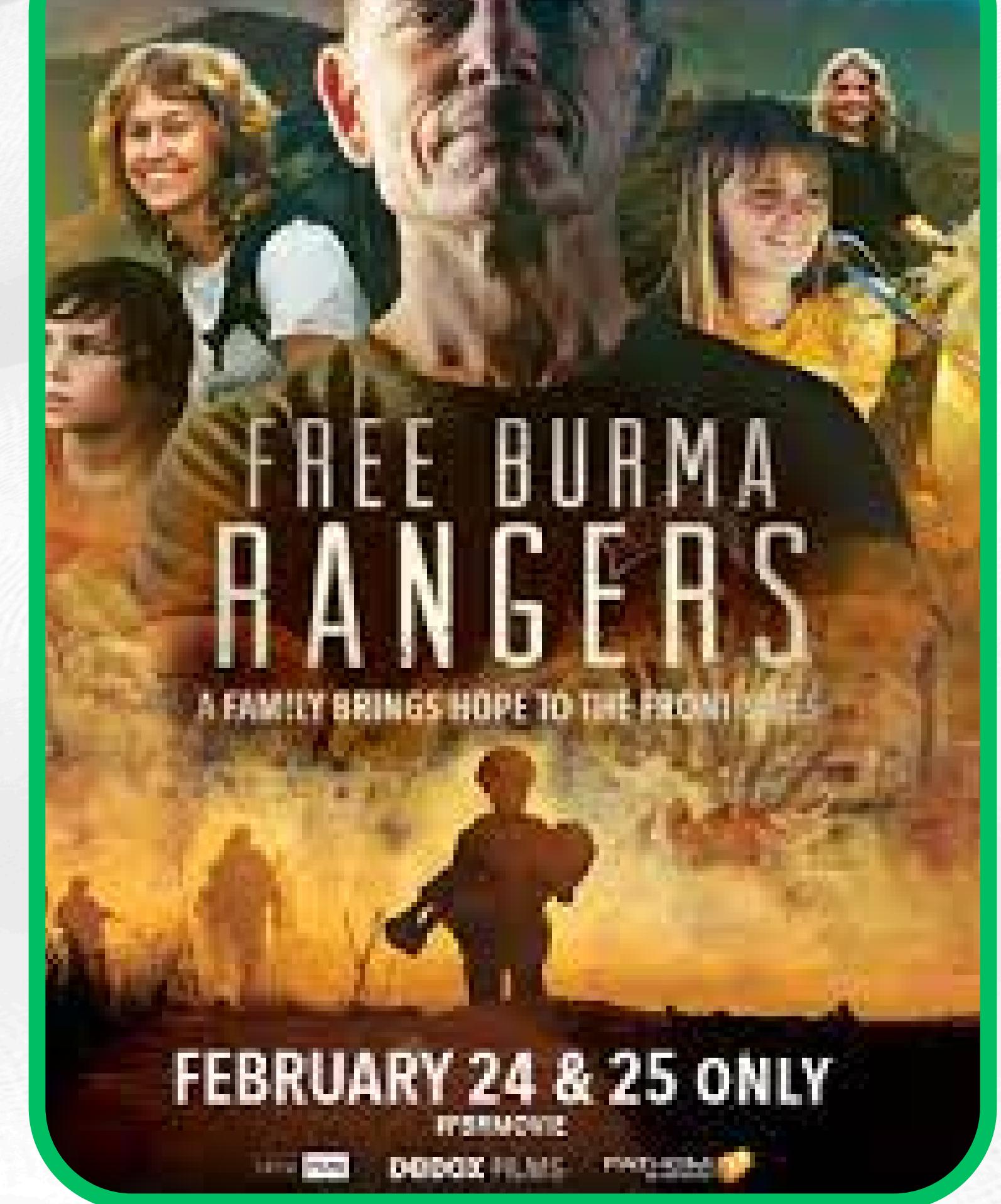
PROJECT OVERVIEW

This project will use exploratory data analysis to generate insights for the Movie Director at Elimu Kwa Wote as to how they can start a new movie studio within their organization.



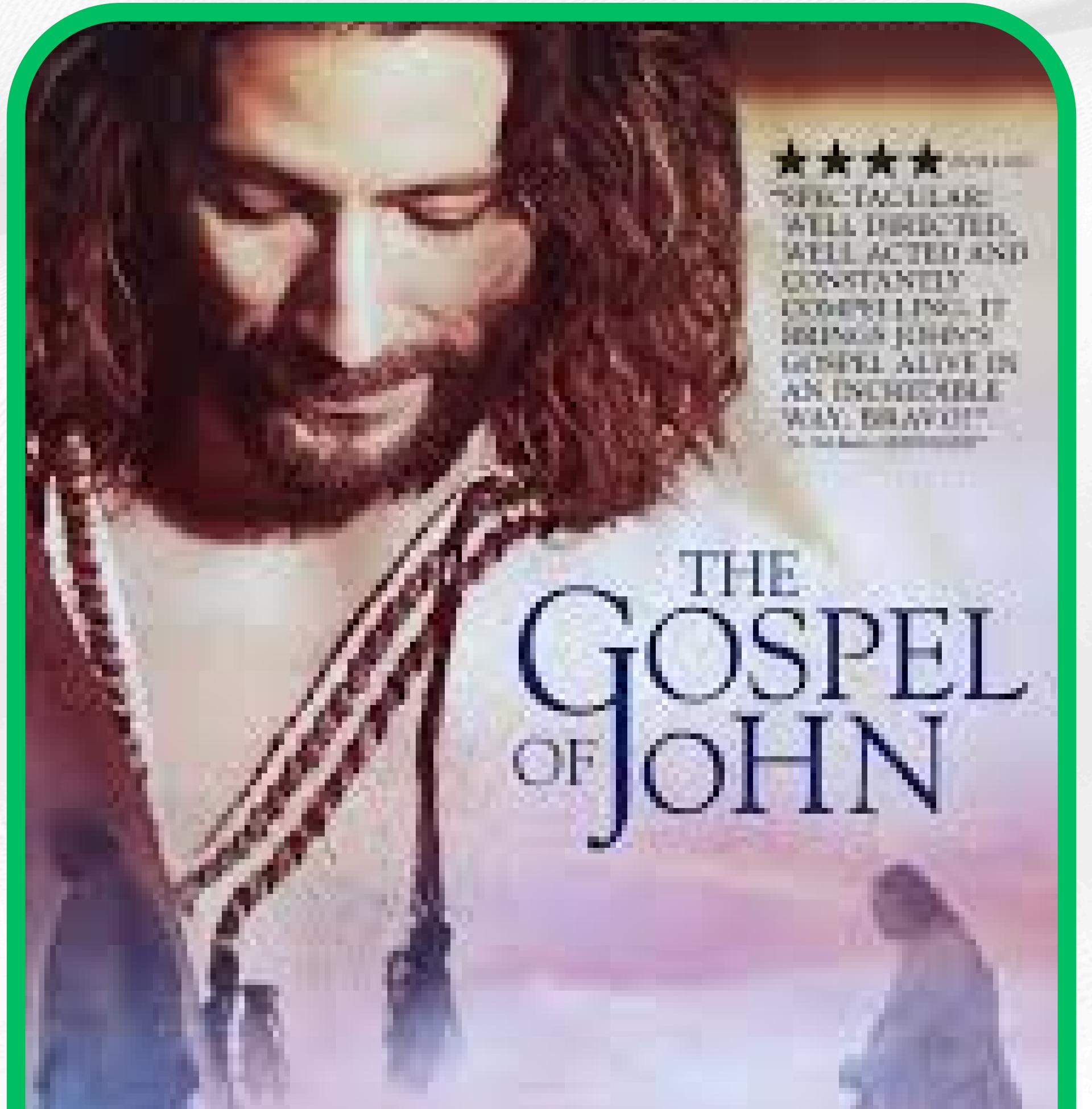
BUSINESS PROBLEM

Your company now 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 your company's new movie studio can use to help decide what type of films to create.



THE SOLUTION

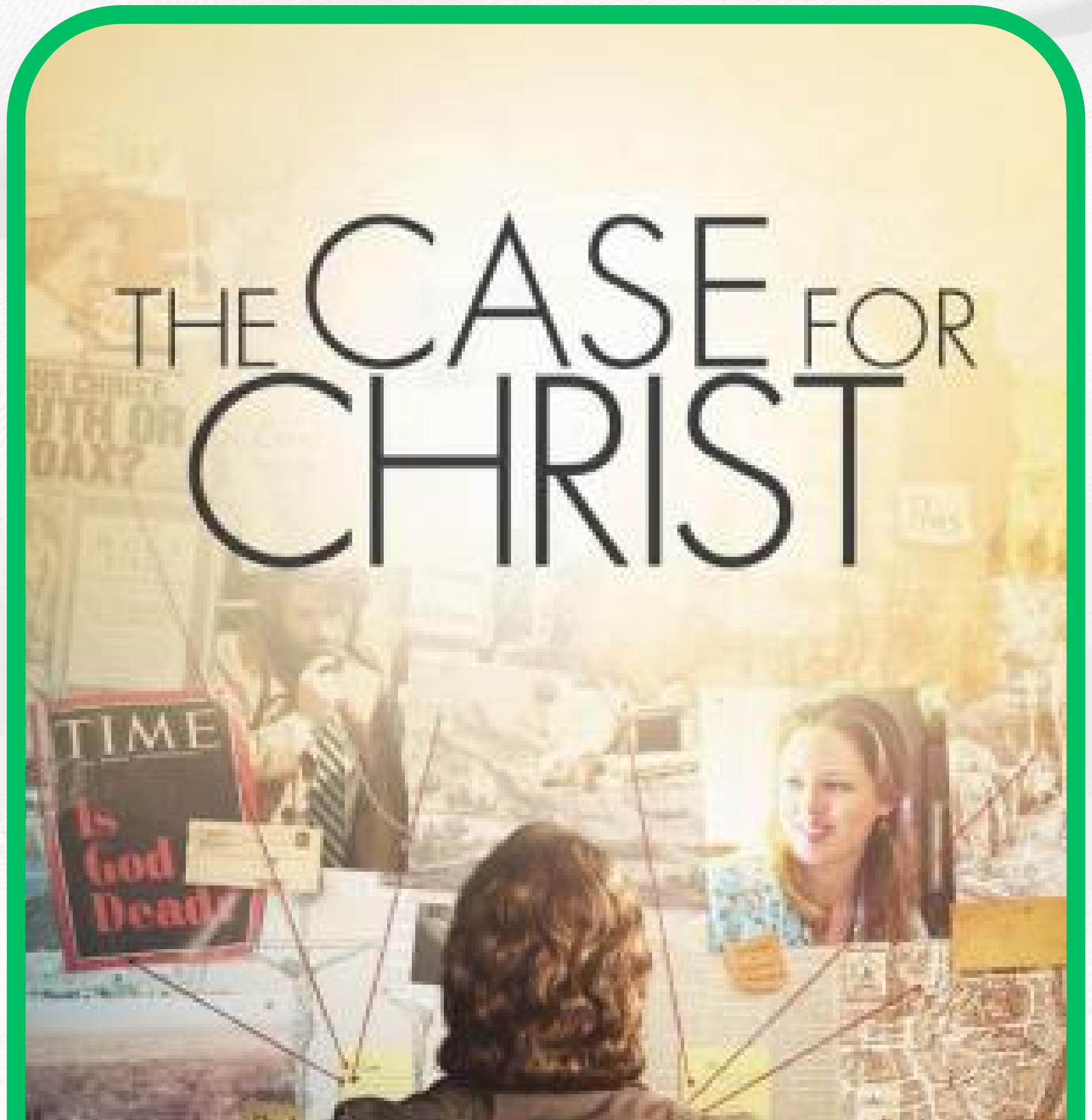
Elimu Kwa Wote(EKW) is a non-profit educational institution whose goal is to educate all people about the word of God. As a start the founders have been spreading this life giving message through songs, community outreach and skits. Recently it was suggested in one of their board meetings that EKW should tap into the movie industry to spread the message of God's love through thrilling , entertaining and mind boggling movies.



THE SOLUTION

One of the core values of Elimu Kwa Wote is Lifelong Learning. So it was established that before embarking on the process of creating bible based educational movies, an analysis of the movie industry should be done to establish the main movie genres that most people are watching.

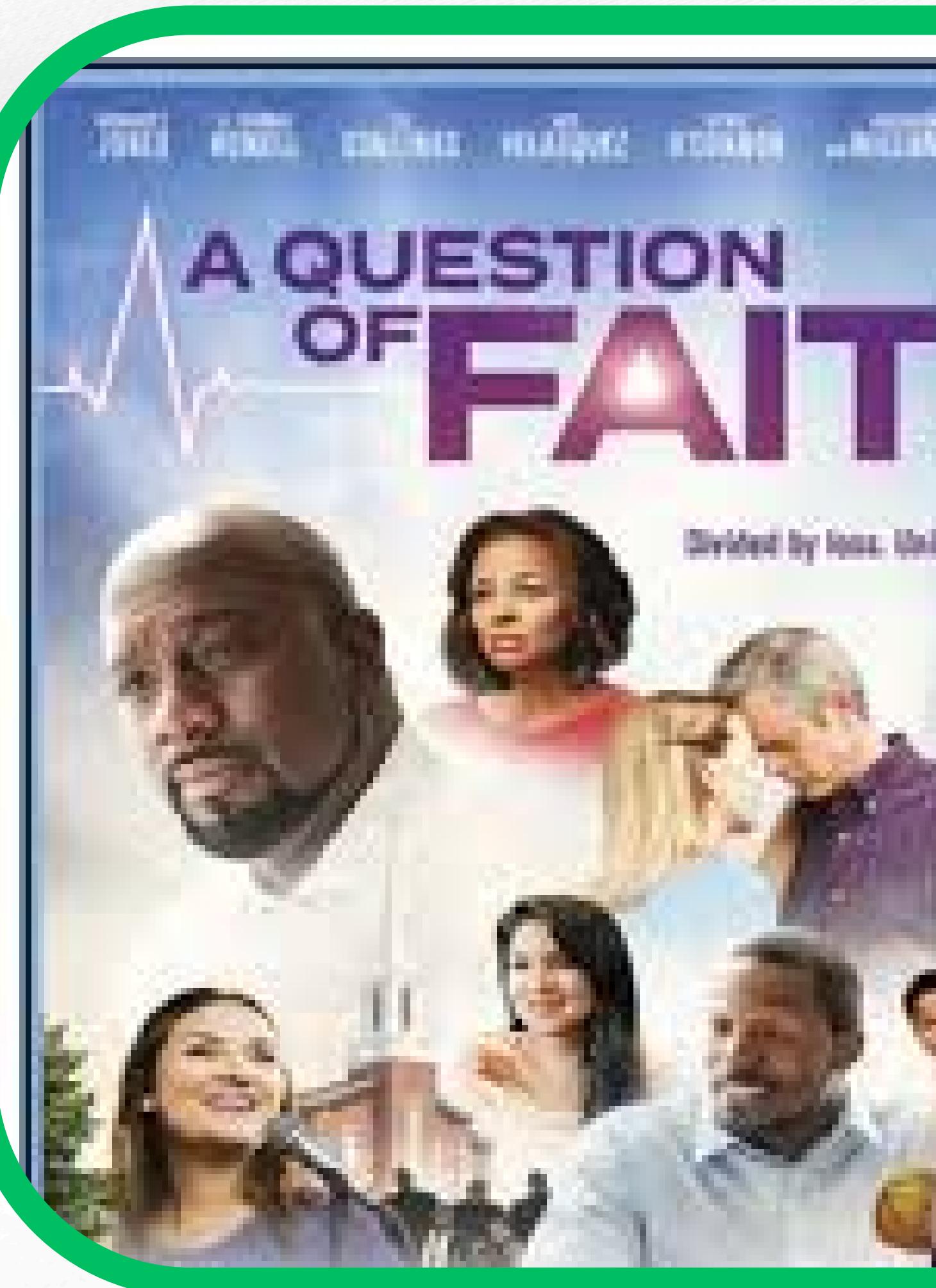
With the analysis results, the Elimu Kwa Wote movie committee will be able to pick out themes and stories in the bible that speak of topics and issues that are present in the world today and turn them into soul captivating stories so as to spread the life giving message of God's love to the world enjoyably and memorably.



THE DATA

The data that has been used to generate the insights comes from the following sources :

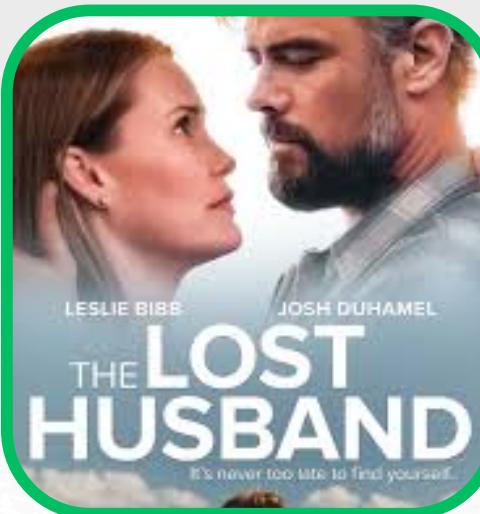
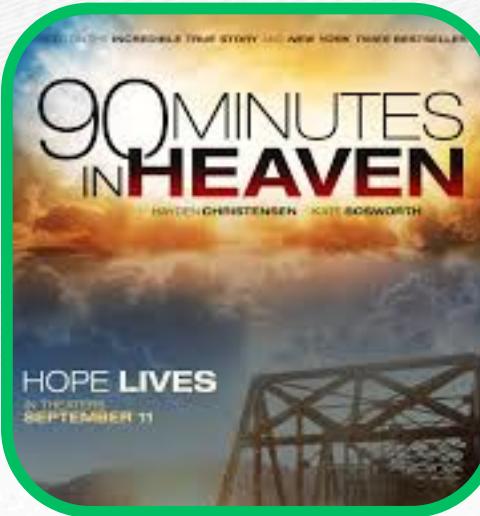
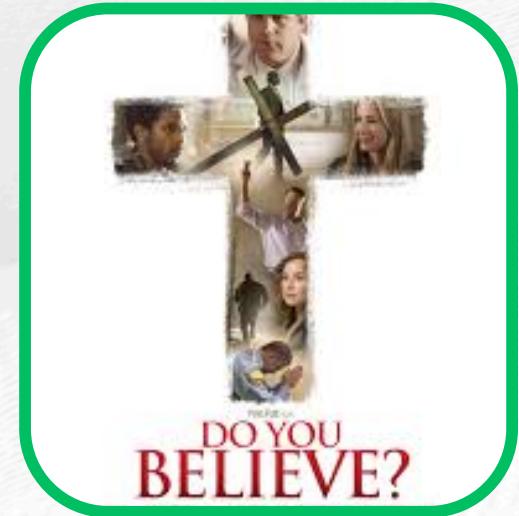
- IMDB
- TheMovieDB
- The Numbers



THE DATA FEATURES

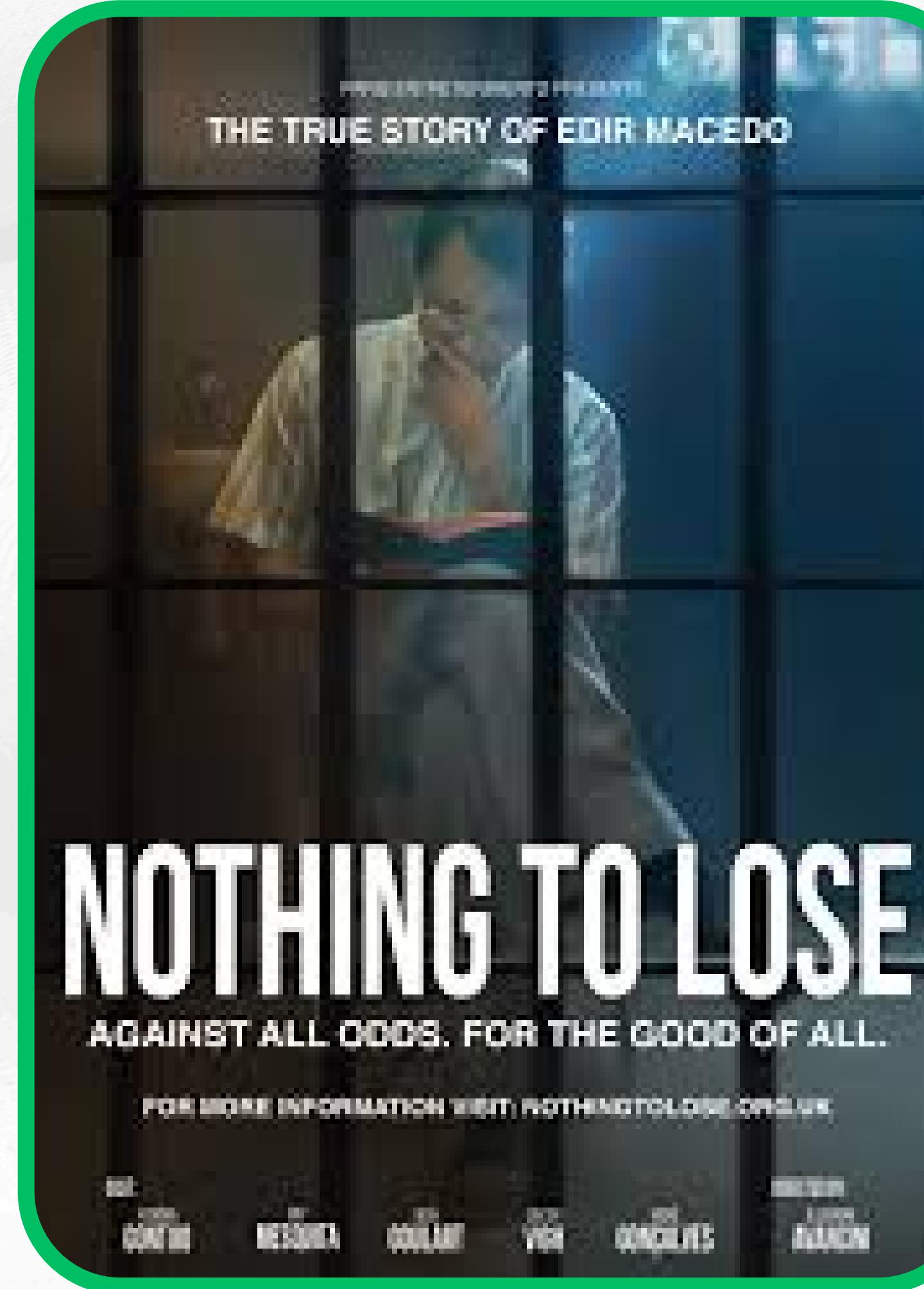
The features present in these data sources that are useful for the analysis include :

- Movie Title
- Genre
- Production Budget
- Domestic Gross
- Worldwide Gross
- Average Rating
- Release Date
- Runtime
- Popularity
- Vote Average
- Vote Count



THE OBJECTIVES

1. Determine the most popular movie genres.
 2. Determine the average length of movies for the most popular genre of choice.
 3. Identify the top grossing movies among the most popular genre of choice for later further analysis
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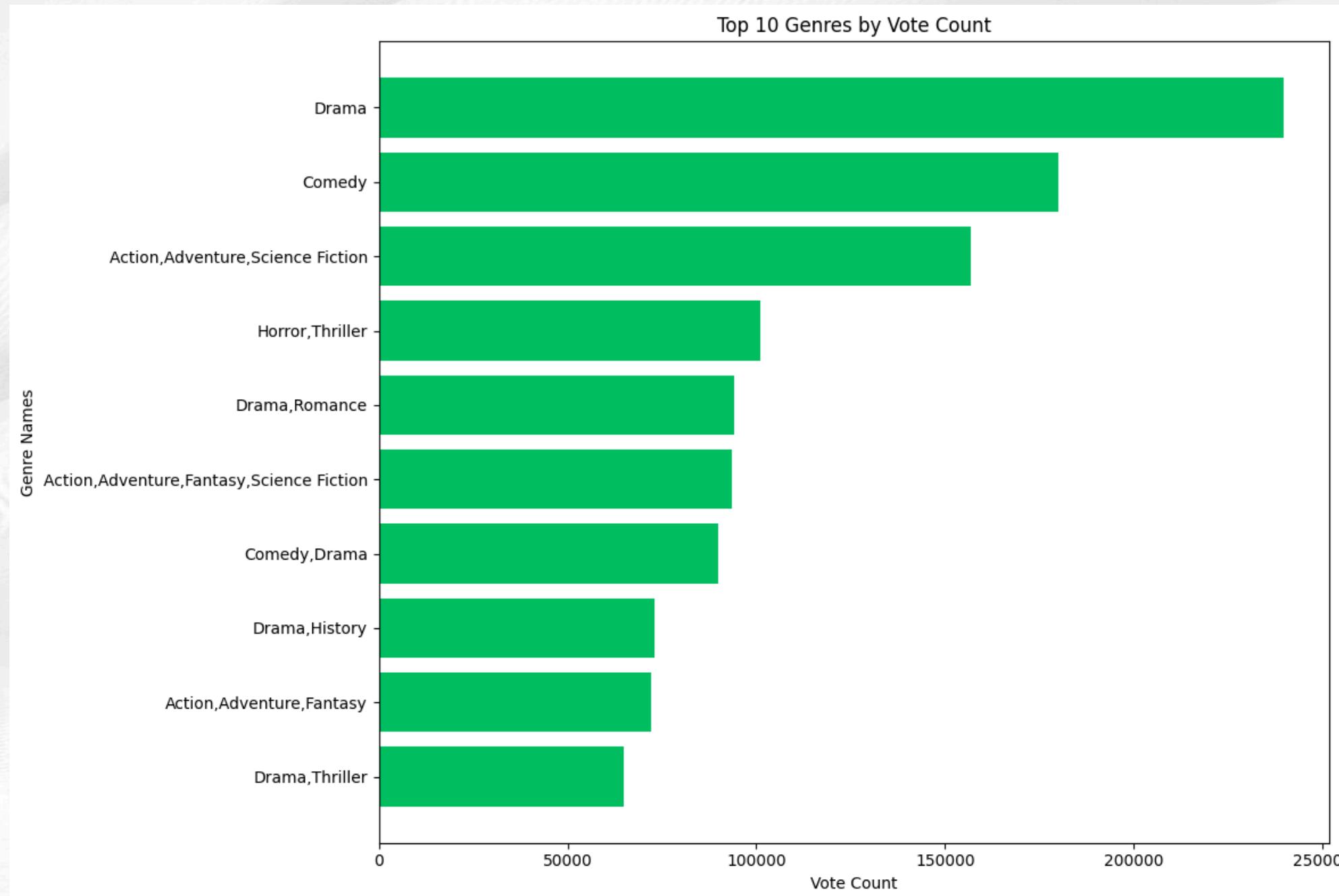




THE RESULTS

An Analysis of the movie industry presented to the Elimu Kwa Wote Movie Studio Committe.

THE MOST POPULAR GENRES

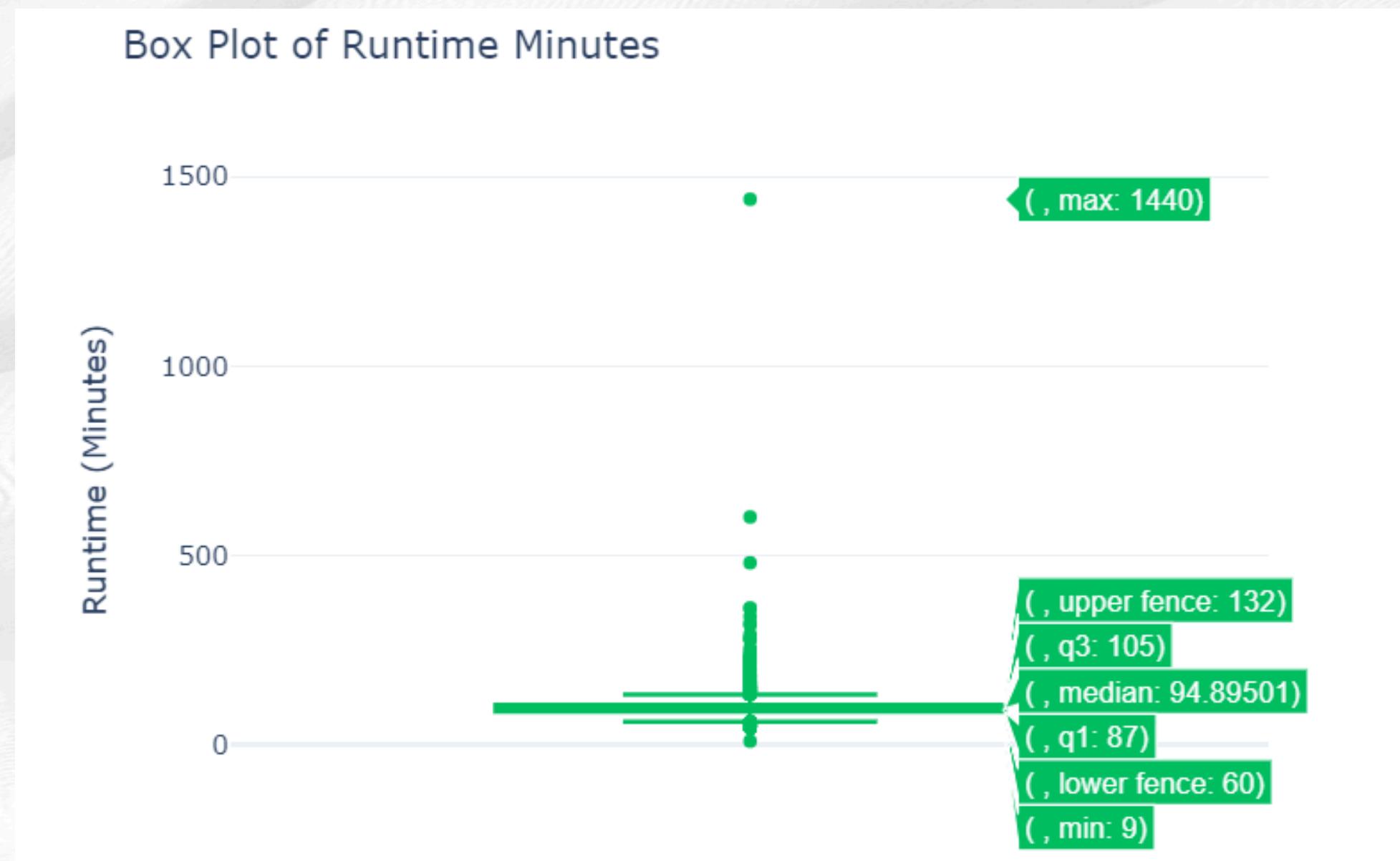


Source : TMDB

These are the most popular genres according to vote count.

- 1. Drama**
- 2. Comedy**
- 3. Fiction|Adventure|Science-Fiction.**
- 4. Horror|Thriller**
- 5. Drama|Romance**
- 6. Adventure|Fantacy|Science-Fiction**
- 7. Comedy|Drama**
- 8. Drama|History**
- 9. Action|Adventure|Fantacy**
- 10. Drama|Thriller**

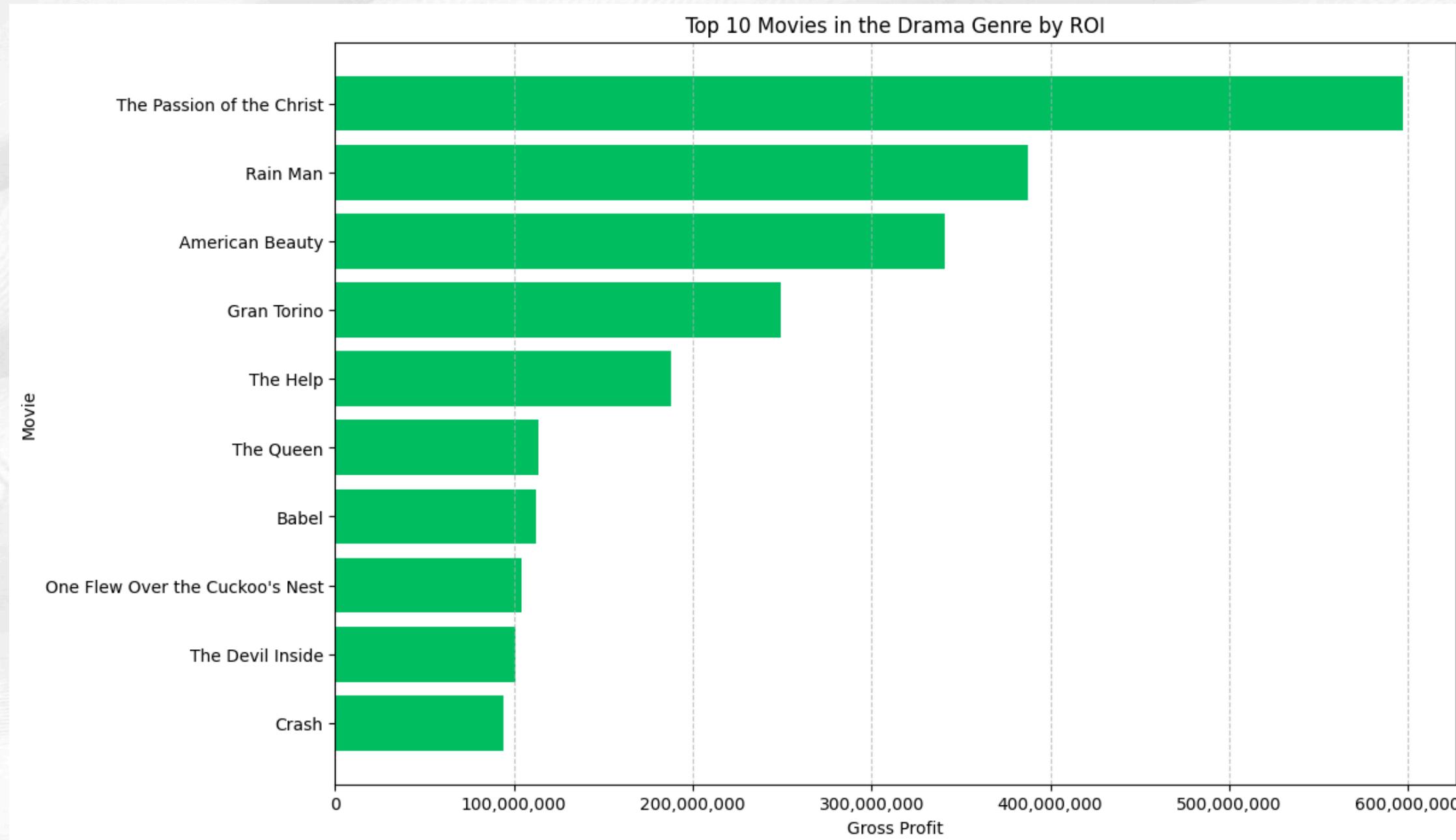
THE AVERAGE DRAMA MOVIE LENGTH



As seen in the box-plot seen in this box plot. Most movies in the drama movie genre have runtime of between 87 minutes and 105 minutes

Source : IMDB

THE TOP 10 DRAMA MOVIES



Source: The Numbers DB

The top 10 movies in the drama genre according to return on investment.

- 1. The Passion of Christ.**
- 2. Rain Man**
- 3. American Beauty**
- 4. Gran Torino**
- 5. The Help**
- 6. The Queen**
- 7. Babel**
- 8. One Flew Over the Cuckoo's Nest**
- 9. The devil inside.**
- 10. Crash**

THE RECOMMENDATIONS

1. FOCUS ON THE DRAMA GENRE

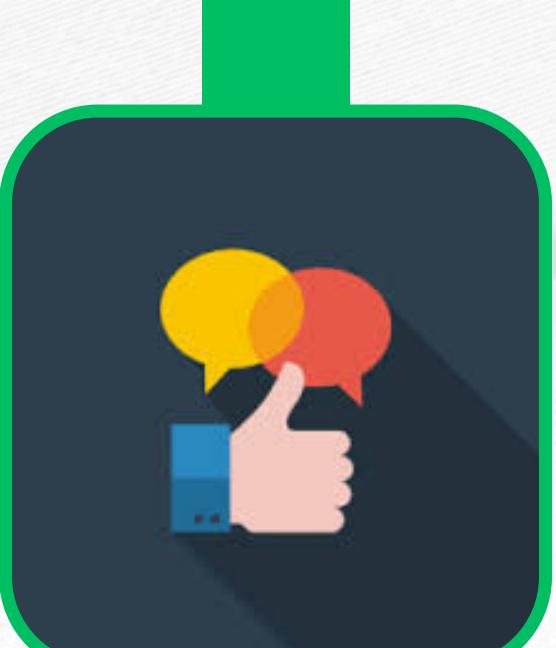
- As Elimu Kwa Wote, begins its movie studio, it is recommended that they begin with the production of drama movies as it has a large audience base

2. PRODUCE DRAMA MOVIES WHOSE LENGTH IS BETWEEN 85 MINUTES and 105 MINUTES

- This is the average range for movies in the Drama movie genre. Producing movies within this range will aid in keeping the audiences attention fixed for the duration of the movie, this will promote the uptake of the movies.

3. STUDY TOP GROSSING DRAMA MOVIES.

- Studying top-grossing movies such as The Passion Of Christ, Rain Man, and American beauty to gain insights on the current cinematic techniques. as well the major issues present in the society will help EKW to produce movies that will leave a lasting impact on the lives of many people to the glory of God



Any Questions?

THANK YOU

Feel Free to Reach out to me



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