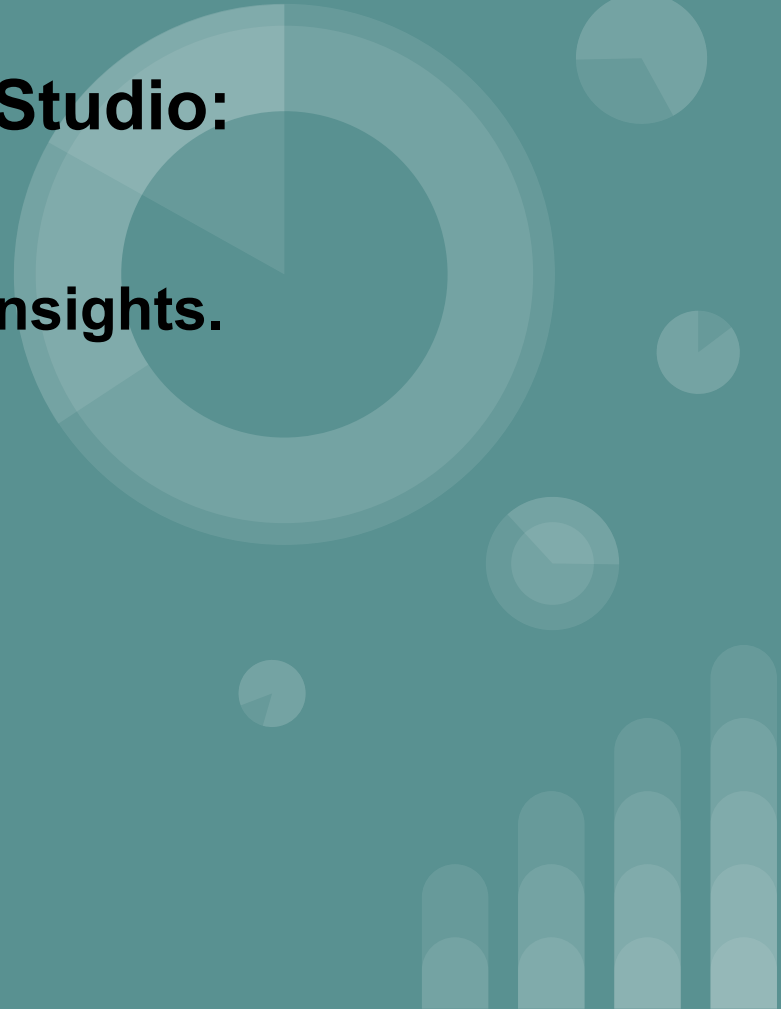


Creating a New Movie Studio:

Exploring Movie Data for Insights.

Dominic Njue





Summary

Analysis the current trends in the film industry and identify the types of films that are performing well at the box office with a view to creating a new Movie studio.

- Identify the most viewed movies for successful investment.
- Compare genres with ratings
- Compare genres with gross revenue



Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



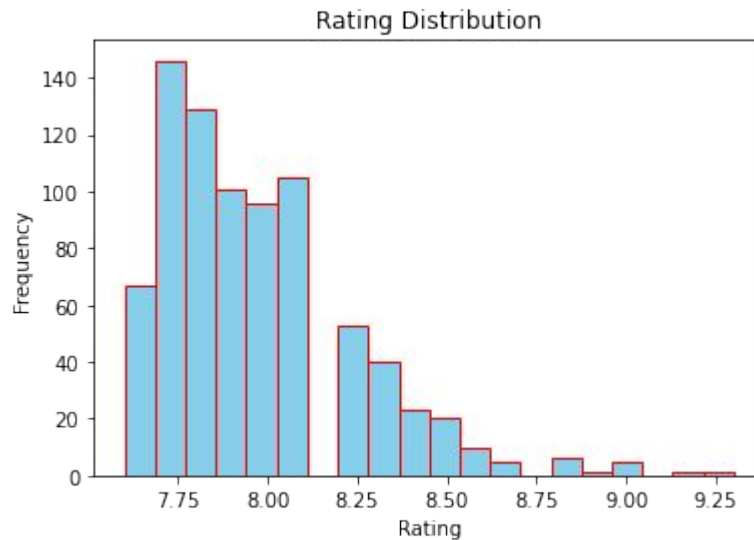
Business Problem

- Understand what types of films are currently doing the best at the box office.
- Understand how which genres generate more revenue than others.



Data

- Movie ratings data from IMDB with the top 1000 movies in the box office.
- Includes gross revenue from the production, movie rating and genre



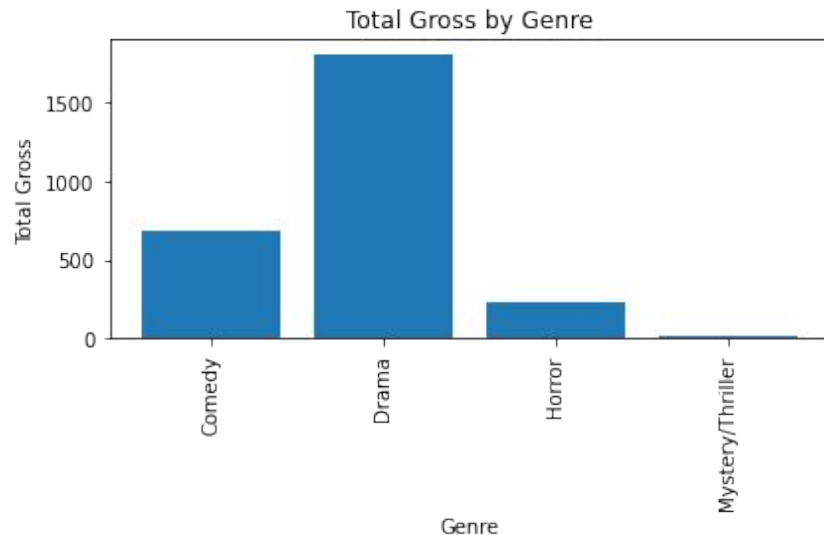


Methods

- Exploratory data analysis and correlation analysis to understand how the variables influence the gross revenue.

Results

- Drama category has the highest number of rating
- The drama category has the highest gross revenue
- The mystery/thriller category seemingly present a bad movie investment.





Conclusions

- Movies studio to consider Drama, Action adventure as the point of entry.
- Can mix this with Comedy.

Future Steps:

- Include analysis with datasets from other sources. Eg Rotten Tomatoes, Box office Mojo.



Thank You!

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