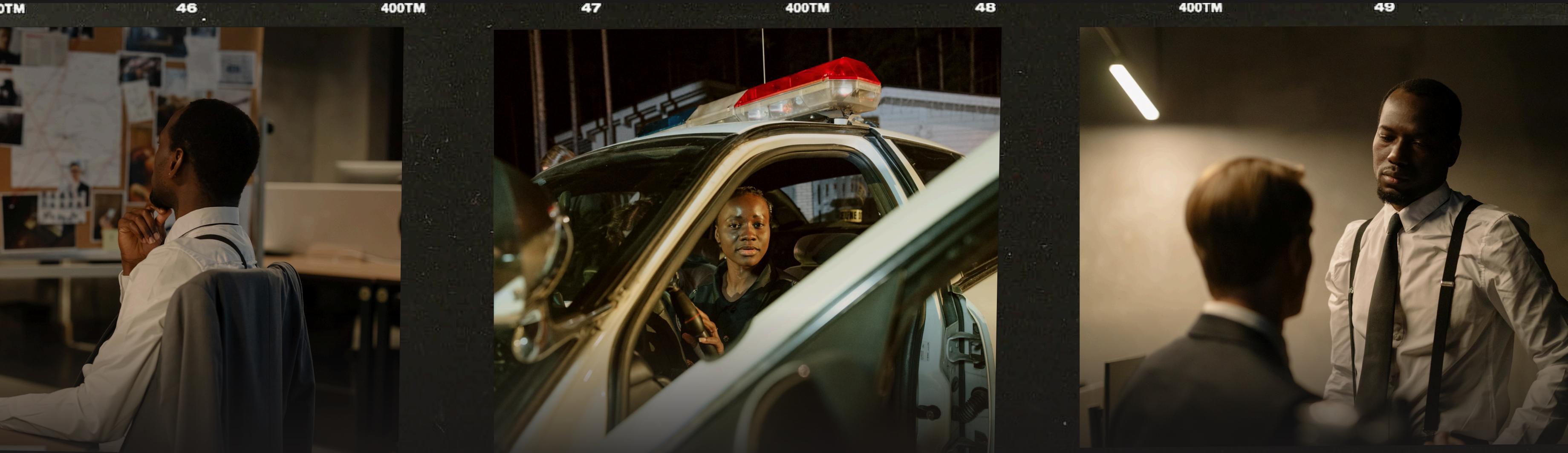




MOVIE STUDIO ANALYSIS

ABOUT THE PROJECT



Our company now sees all the big companies creating original video content and we want to get in on the fun. We have decided to create a new movie studio, but we don't know anything about creating movies. In this project we will be exploring what types of films are currently doing the best at the box office and translating those findings into actionable insights that the head of our company's new movie studio can use to help decide what type of films to create.

DATA UNDERSTANDING

For this project we had 5 data sources:

1. BOM.MOVIE_GROSS.CSV(BOX OFFICE MOJO)

This dataset provided insights into the revenue generated by different films, which was crucial for understanding which genres and types of films are currently successful.

2. MOVIE INFORMATION DATA (RT.MOVIE_INFO.TSV.GZ)

This dataset contained details about each movie, including genre, release date, and other relevant attributes that can help categorize and analyze the performance of different types of films.

3. MOVIE BUDGETS DATA (TN.MOVIE_BUDGETS.CSV.GZ):

This dataset provided information on the production budgets of films, which was important for calculating the return on investment (ROI) and understanding the financial success of different types of films.

4. REVIEWS DATA (RT.REVIEWS.TSV.GZ):

This dataset included critic and audience reviews, which were used to assess the reception of different types of films and correlate ratings with box office performance.

5. IMDB (IM.DB)

This is a zipped folder that contained a database called im with data regarding movies. This data included what category it falls under, the director, actors involved, movie ratings, running time etc.



DATA ANALYSIS

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We came up with the following 3 questions to aid in guiding our data cleaning and data analysis:

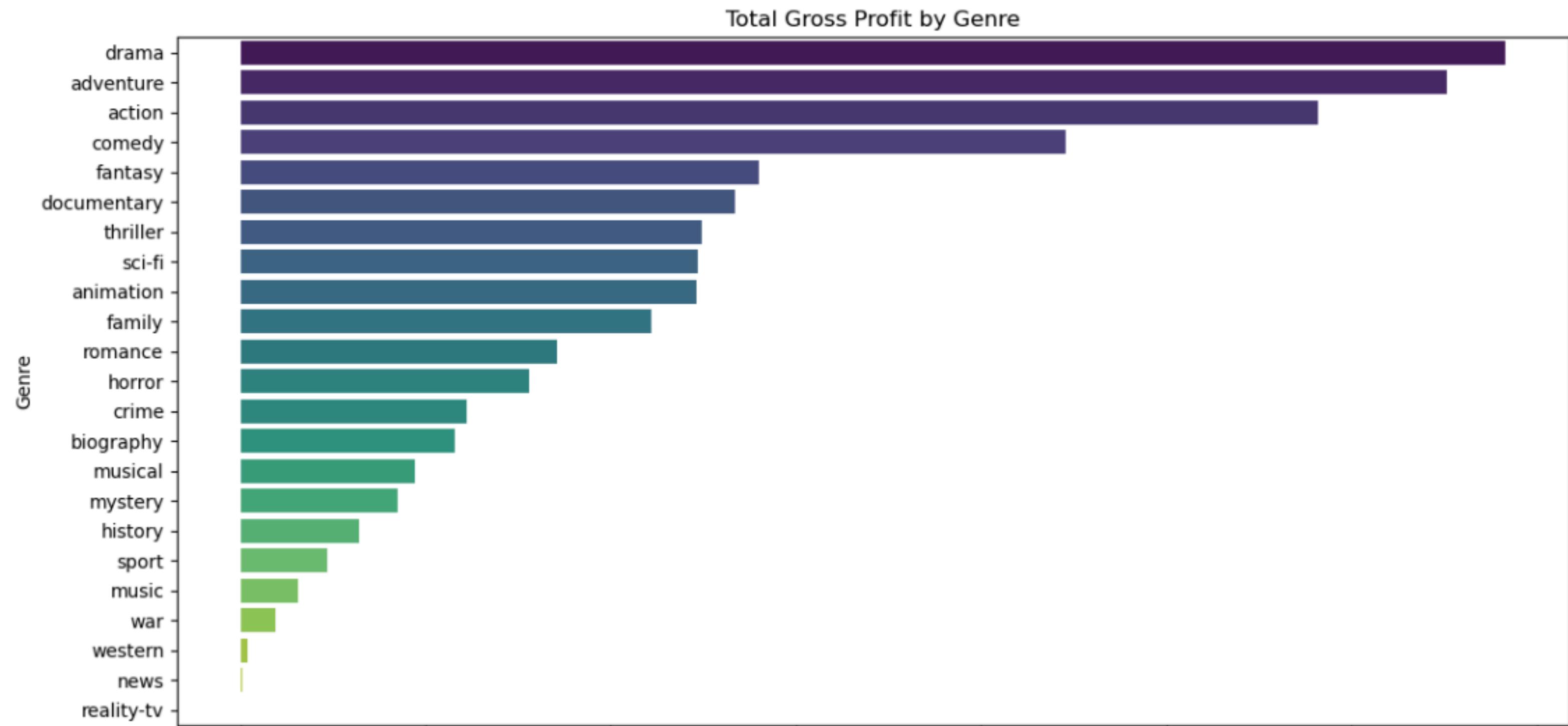
1. What is the total profit made by movies depending on the genres? and which genres have the most profit?
2. What is the most popular movie genre among customers?
3. When is the most appropriate time to release a movie in order to make the most amount of profit?

DATA ANALYSIS

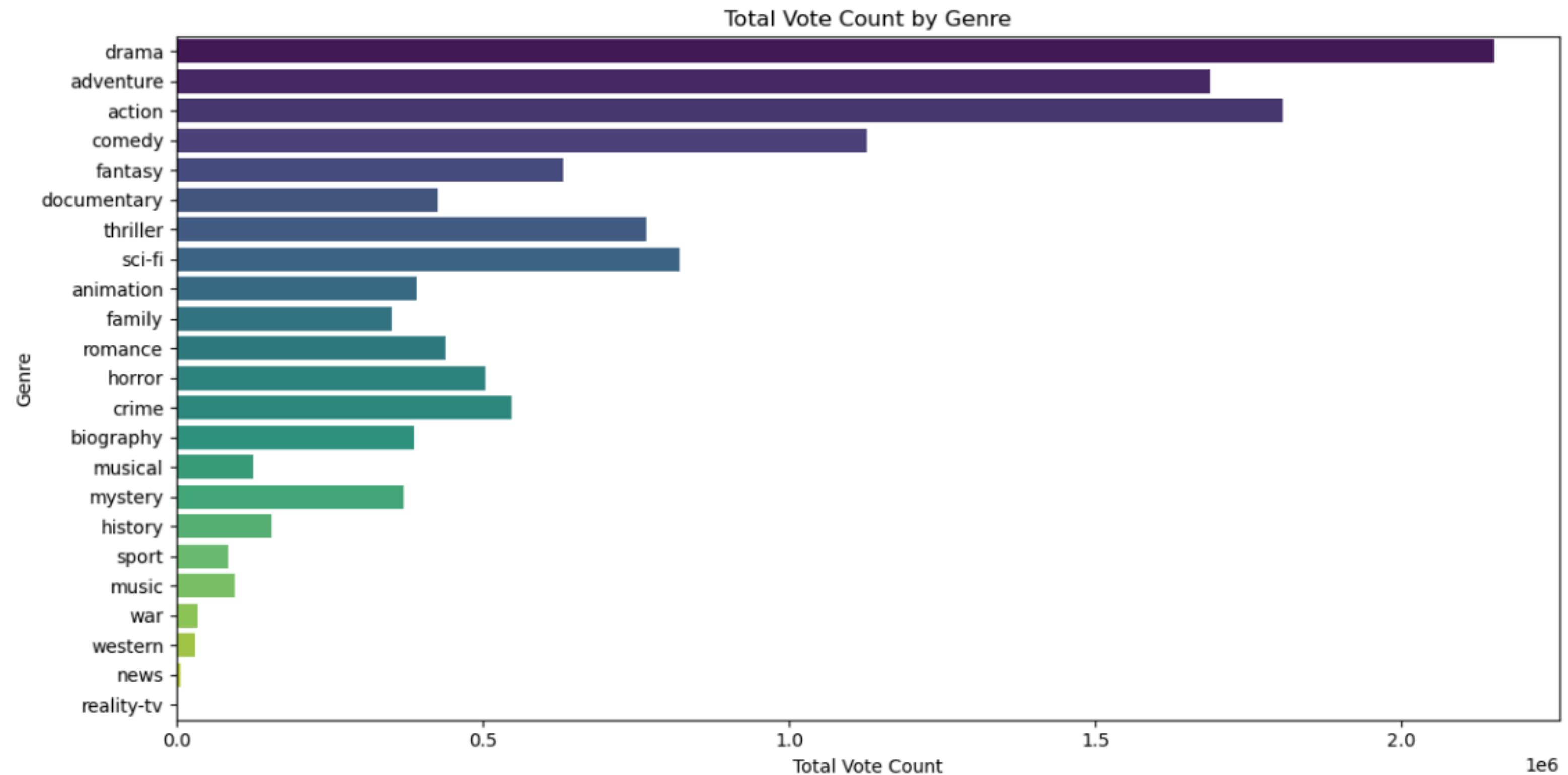
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- We started by checking the columns contained in various tables of interest in the Database. Then,
- We created a column in the movies budget called Gross Profit(total gross profit - production budget)to help us know if we made true profit . We then visualized our findings.
- We then merge the movie_basics table and the movie ratings table to find most popular movie genre among customers.
- We used the movie budgets table to find the most appropriate time to release a movie.

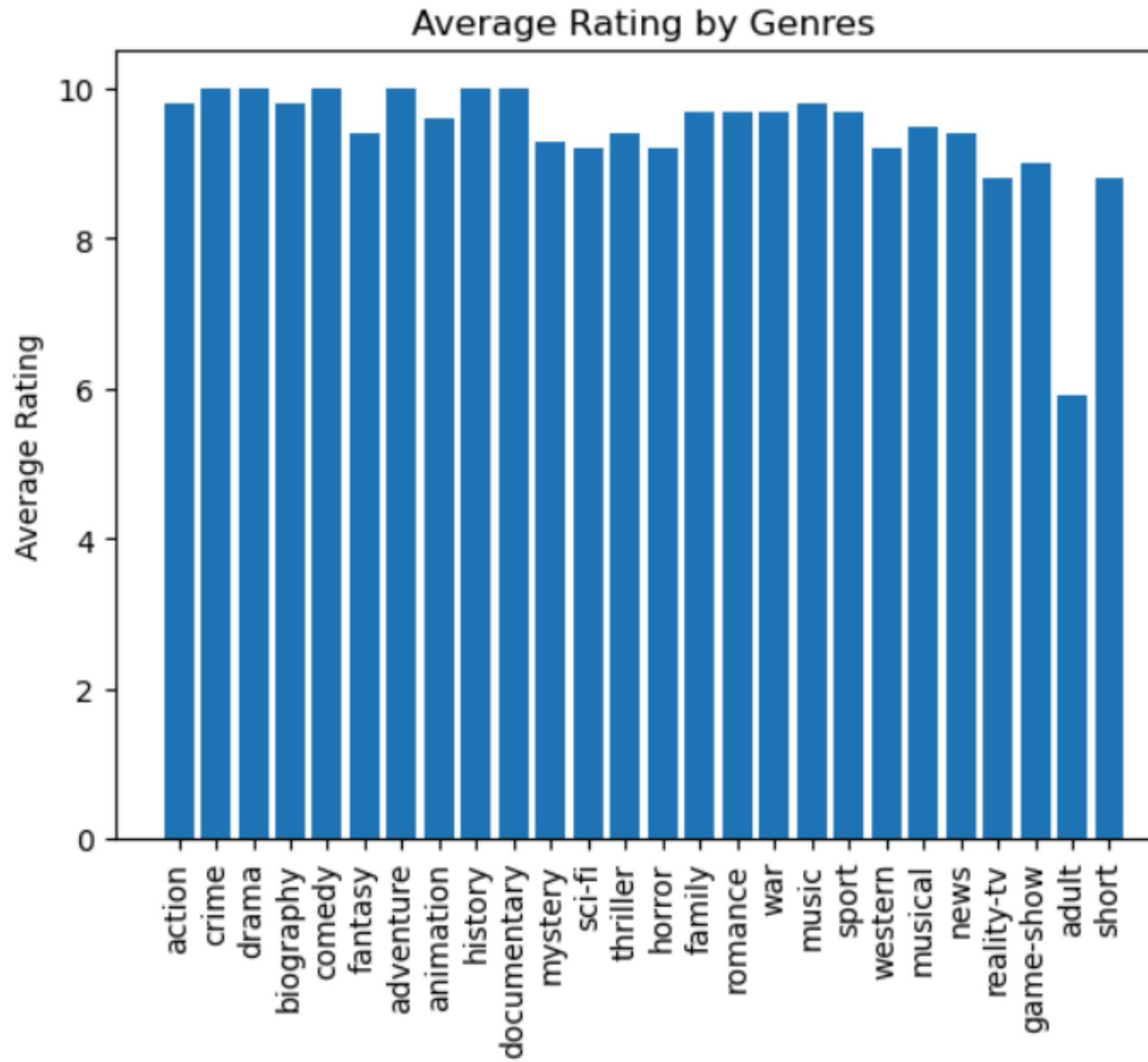
GROSS PROFIT BY GENRE



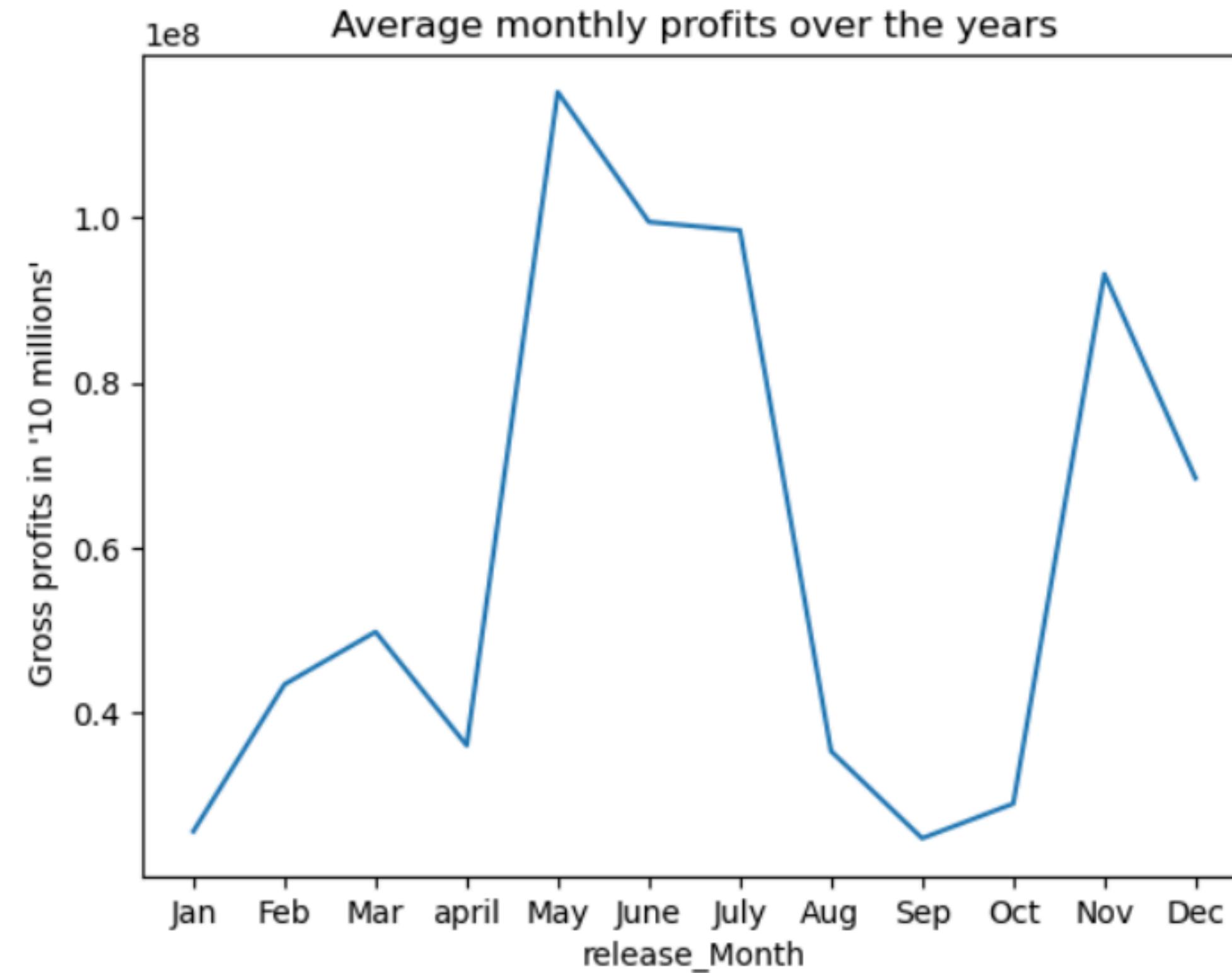
VOTE COUNT BY GENRE



RATINGS BY GENRES



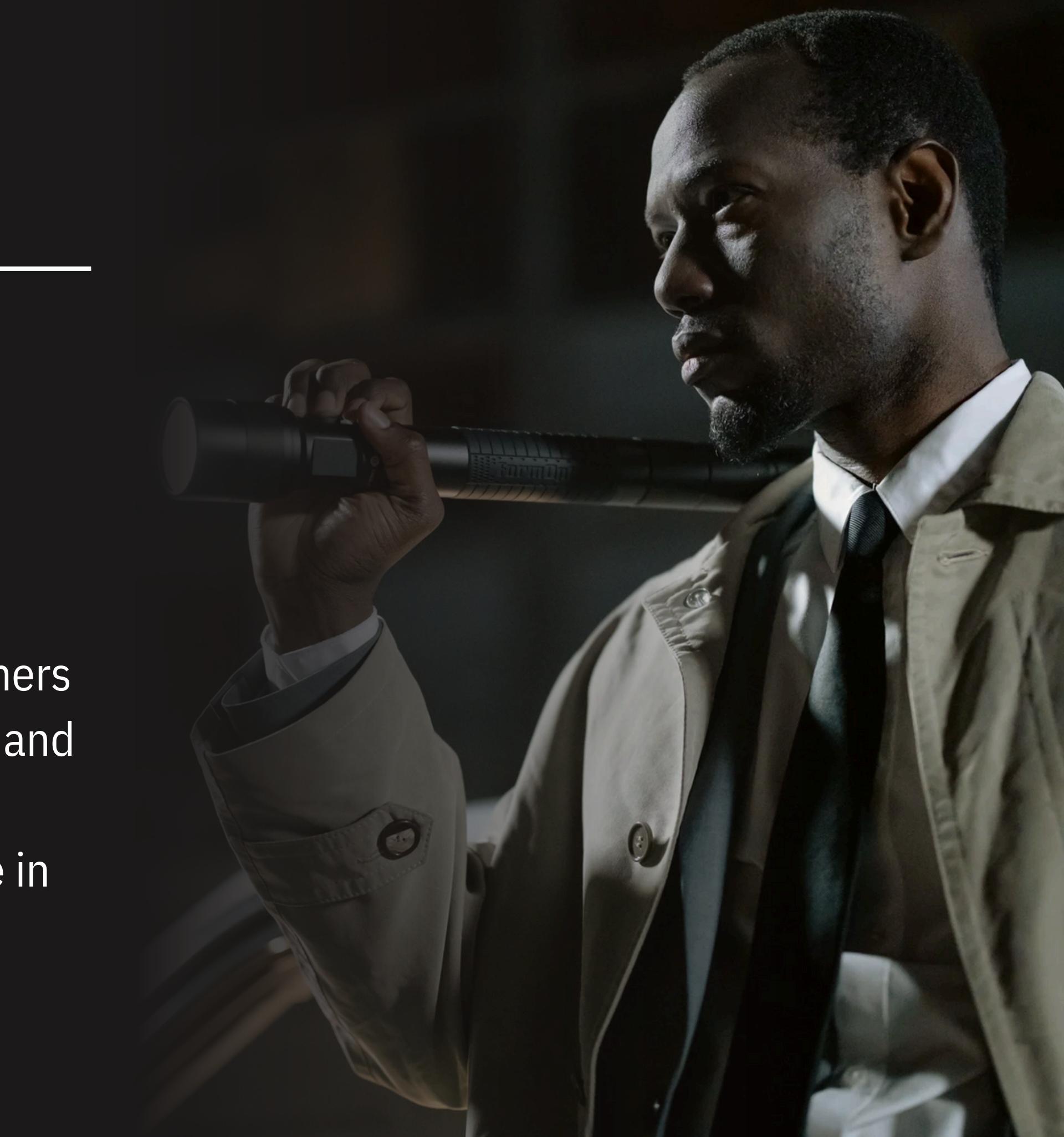
MONTHLY PROFITS BY YEARS VIZ



CONCLUSIONS

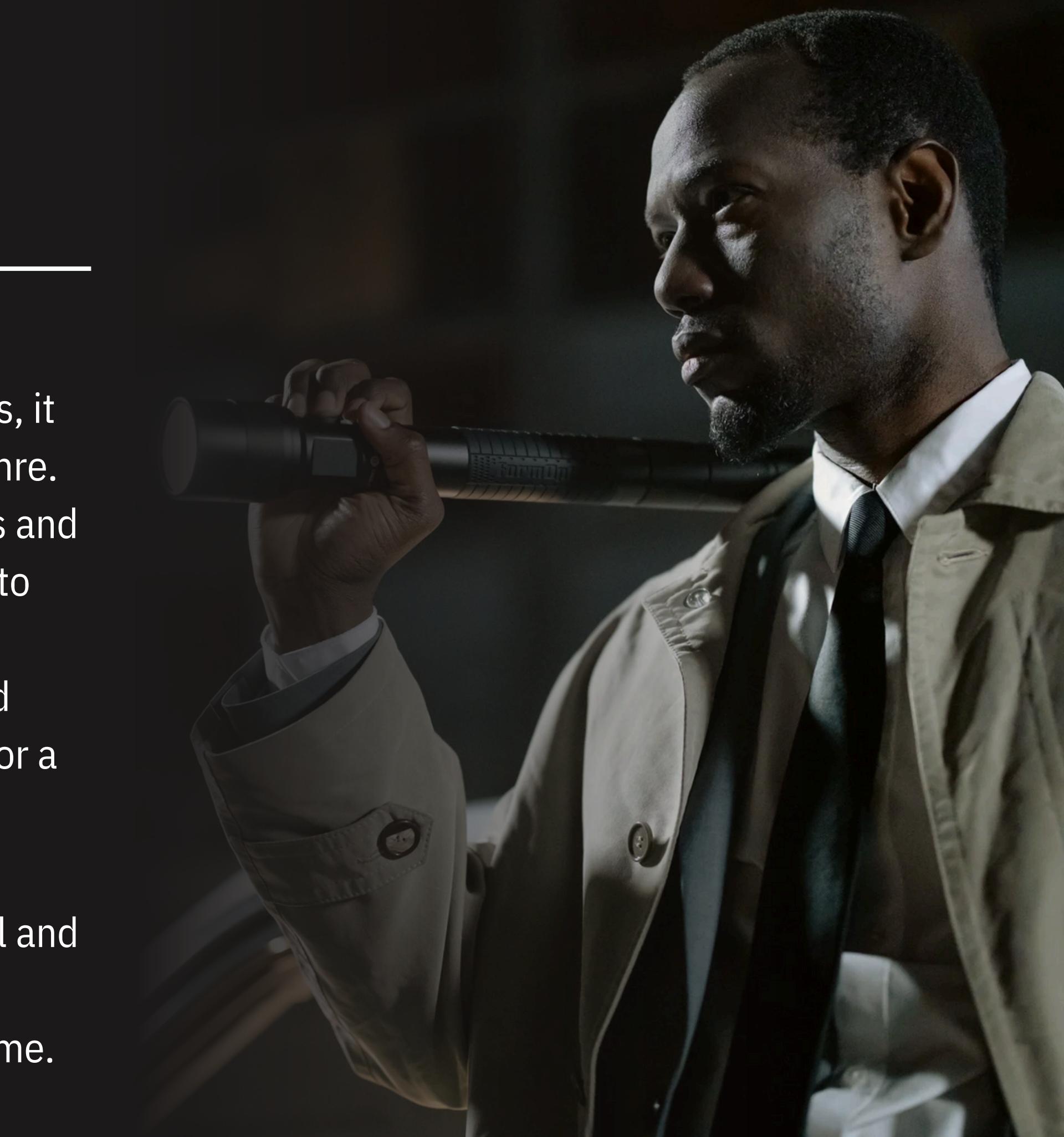
Based on our findings :

- The top 5 most profitable genres to start with are; Drama, Adventure, Action, Comedy and Fantasy.
- The most popular movie genre among customers is the Drama genre followed by documentary and comedy genres .
- The most appropriate time to release a movie in order to make the most amount of profit is months of April and November.



RECOMMENDATIONS

- Given that the company is new to the movie business, it would be advisable to start with a mid-tier movie genre. This approach will help build rapport with customers and establish the company's studio name. A good genre to venture into would likely be thrillers, Sci-Fi, and animation. These genres are moderately popular and profitable—not the highest, but substantial enough for a beginning studio.
- For release dates, consider launching movies in April and October. These months have shown higher profit margins, likely due to customers having more free time.



THE TEAM

This project was done by a team of five Data Science Students at
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THANK YOU