

The background is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes, some with highlights and shadows, scattered across the surface. In the upper center, there is a faint, circular, embossed-style logo that appears to be a film reel or a similar cinematic symbol.

THE MOVIE INDUSTRY

THIS PROJECT AIMS TO USE EXPLORATORY DATA ANALYSIS TO GENERATE
INSIGHTS FOR A BUSINESS STAKEHOLDER AIMING TO VENTURE INTO A
NEW LINE OF BUSINESS

PROBLEM STATEMENT

- THE MOVIE INDUSTRY IS AS COMPETITIVE
- AS DEPENDENT ON INTERNAL AND EXTERNAL FACTORS AS ANY OTHER INDUSTRY.
- NEED FOR KNOWLEDGE MANAGEMENT SYSTEM ON THE INDUSTRY
- MAIN CHALLENGE IS THE UNCONTROLLABILITY OF THE PRODUCT
- THERE IS NOW WAY TO PREDICT HOW THE AUDIENCE WILL INTERACT WITH IT



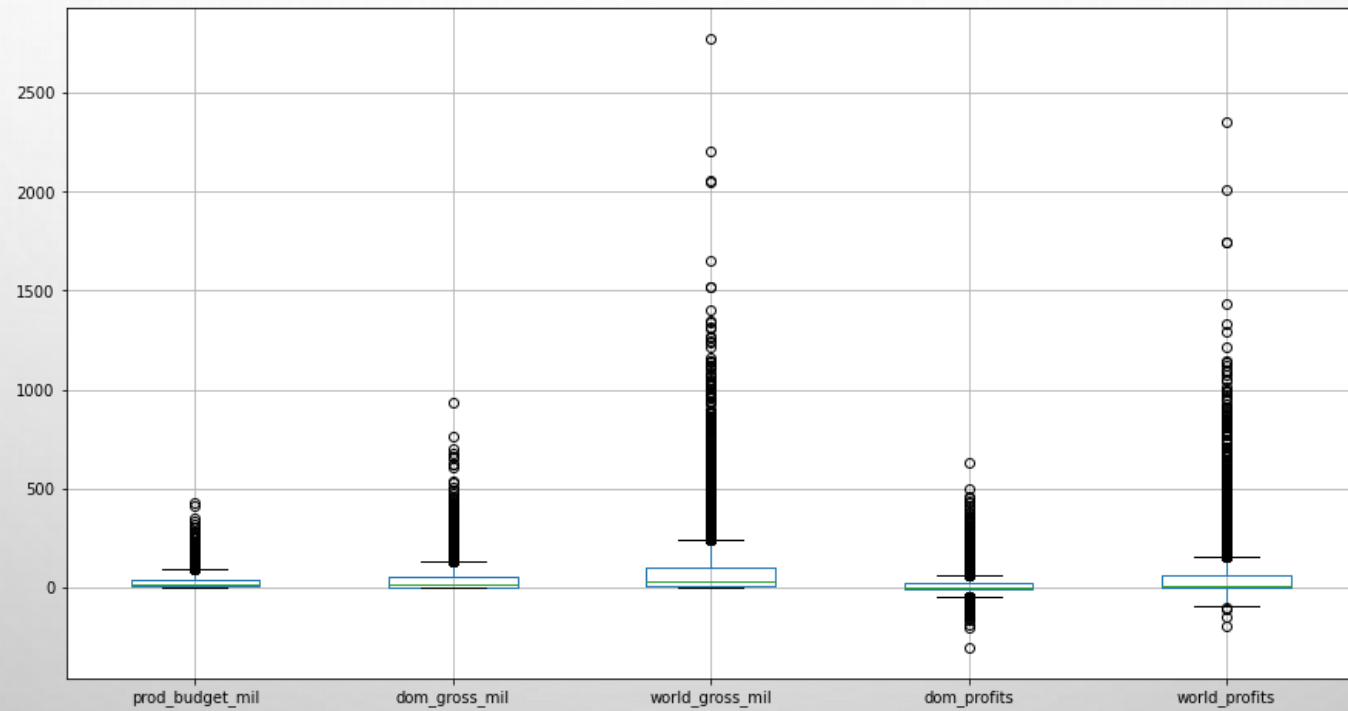
DATA UNDERSTANDING

- OPEN EACH OF THE DATA SETS TO SEE WHAT COLUMNS THEY CONTAIN
 - MAIN GOAL OF ANY BUSINESS IS MAKING PROFITS
 - AN IDEAL DATA SET SHOULD HAVE PRODUCTION BUDGETS AND REVENUE GENERATED
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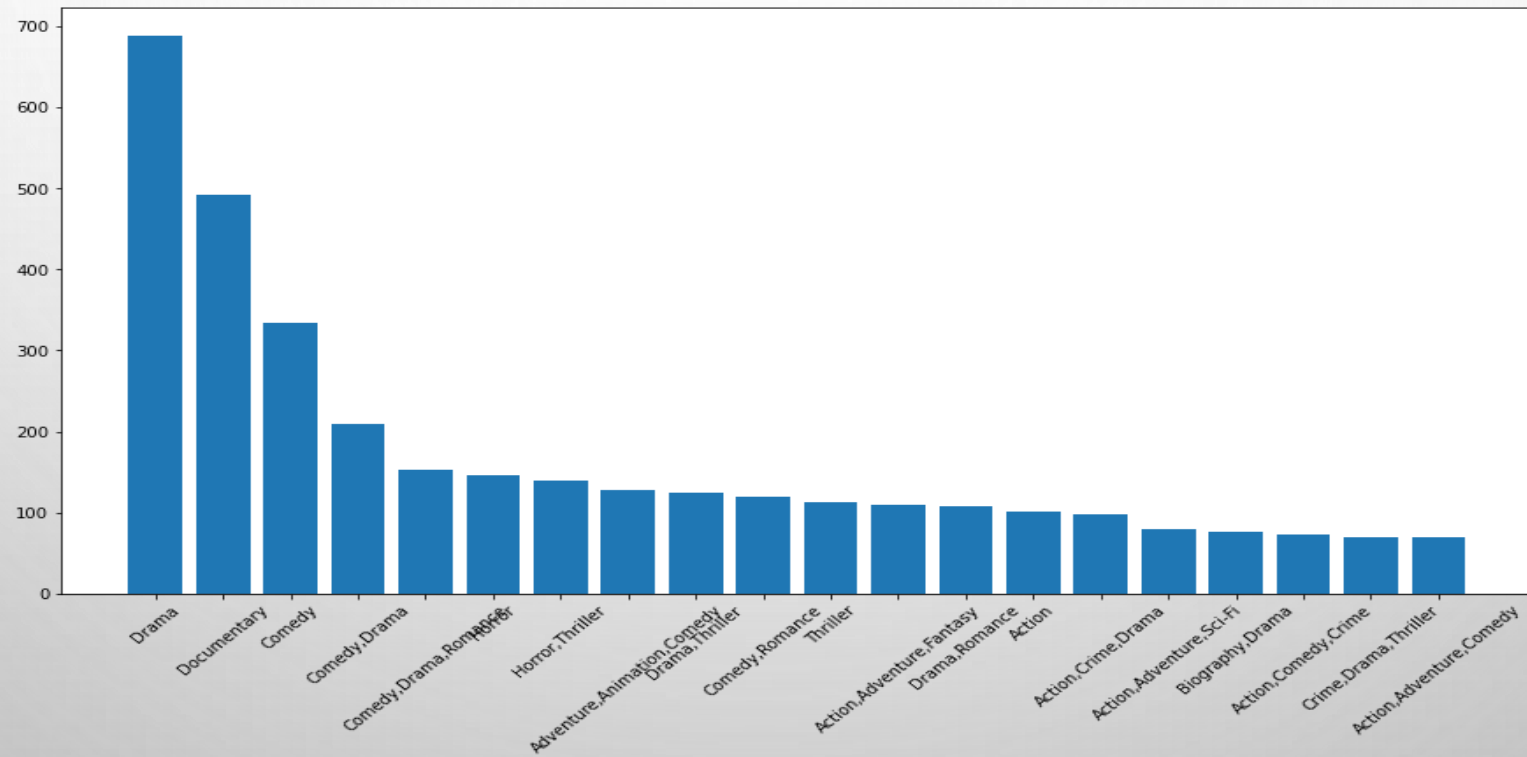
DATA CLEANING

- CHECK FOR DUPLICATE
- DROP IF ANY
- MISSING VALUES ; DROP/REPLACE
- DTYPES
- CONVERTING THE FINANCIAL FIGURES TO MILLIONS
- CALCULATING ROI
- JOINING DATASETS
- GROUPING INTO GENRES FOR VISUALIZATION

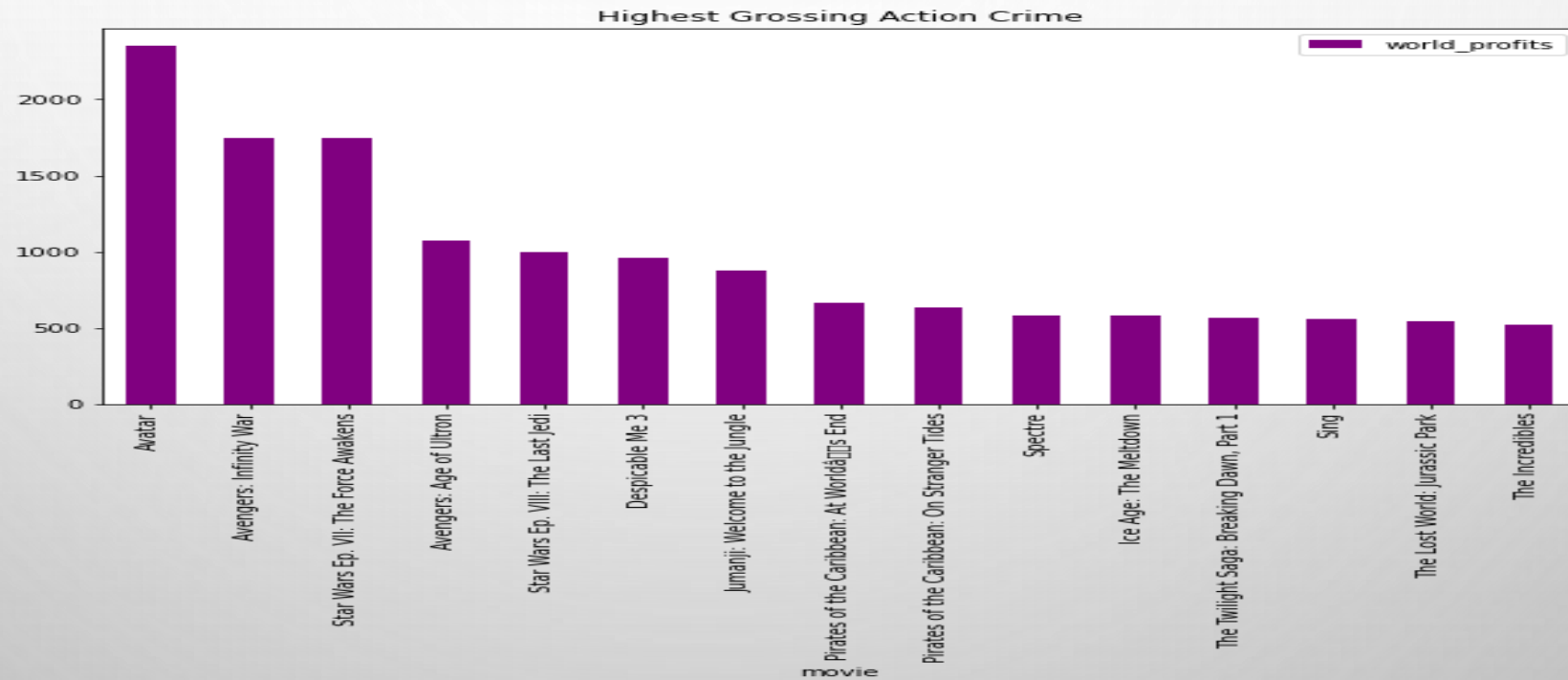
DATA VISUALIZATION



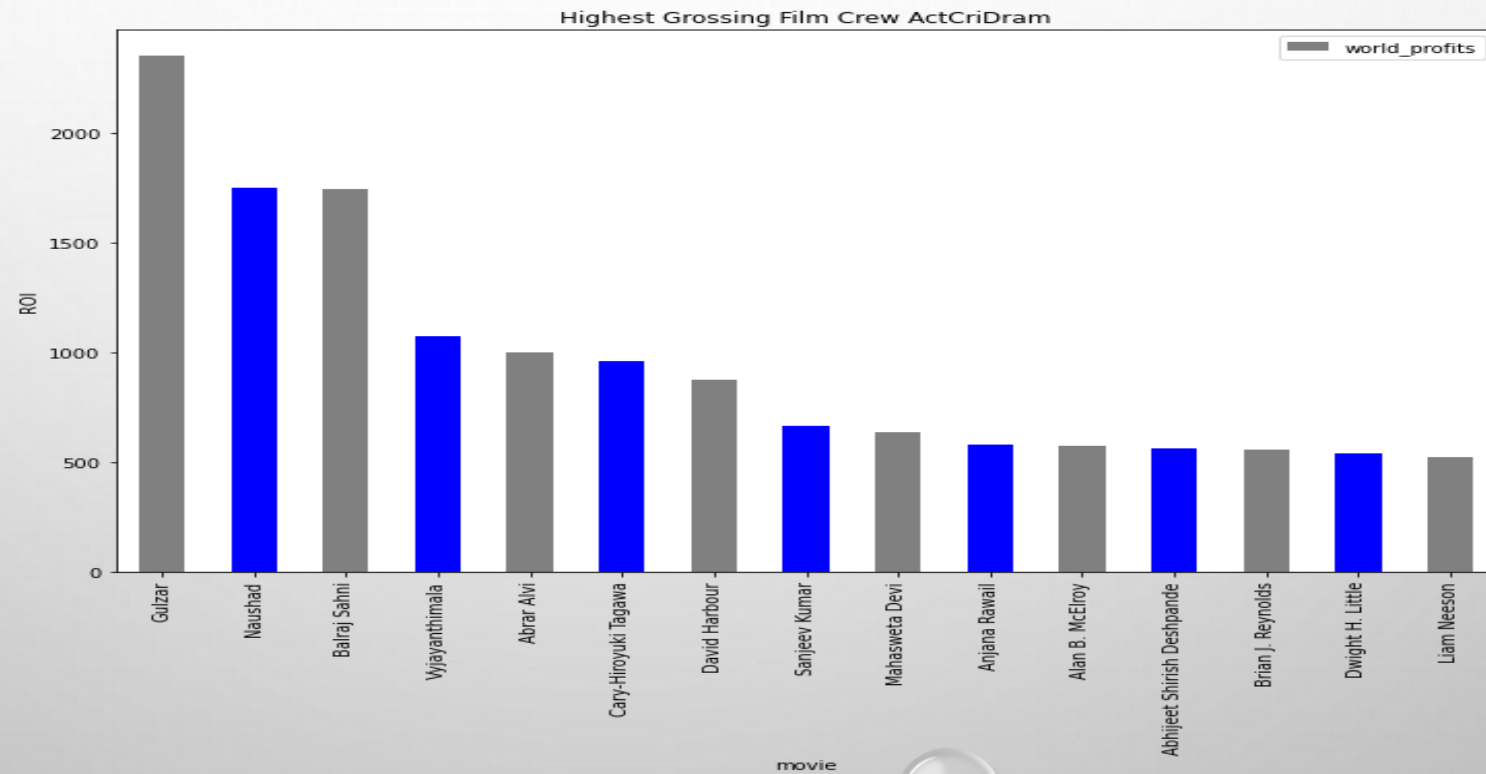
GENRES BY VALUE COUNTS



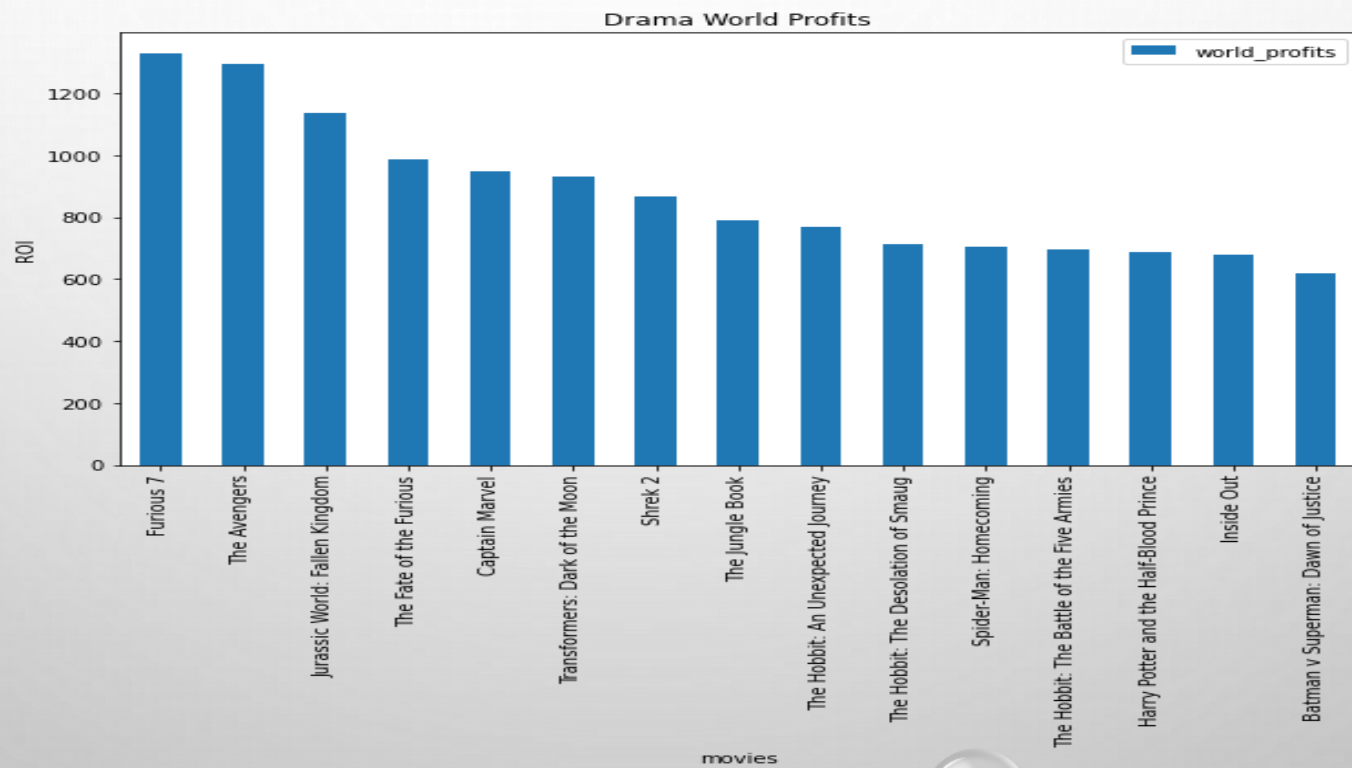
ACTION-CRIME-DRAMA



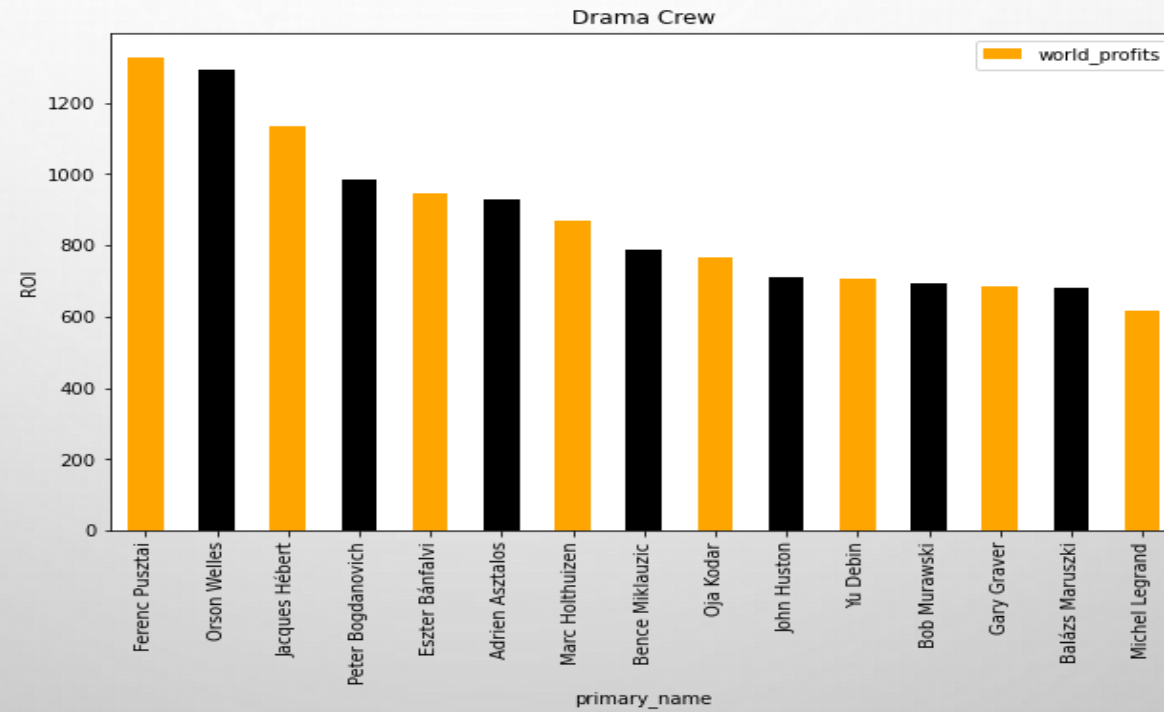
CREW



DRAMA



DRAMA CREW



FINDINGS

- MOVIES UNDER THE GENRE 'ACTION, CRIME, DRAMA' HAD THE HIGHEST ROI
- WORLD EARNINGS BETWEEN 2351 MILLION AND 98 MILLION.
- THE PRODUCTION BUDGET BETWEEN 425 MILLION AND A MINIMUM OF 2.5 MILLION
- THE ROI IN THIS CATEGORY IS FIVE TIMES OVER THE PRODUCTION COST
- THE HIGHEST PROFITABLE MOVIES ARE: **AVATAR, AVENGERS: INFINITY WARS STAR, WARS EP. VII: THE FORCE AWAKENS, AVENGERS: AGE OF ULTRON** THE CREW BEHIND THESE MOVIES ARE **GULZAR(WRITER), NAUSHAD(COMPOSER), BALRAJ SAHNI(ACTOR), DAVID HARBOUR(ACTOR), CARY-HIROYUKI TAGAWA(ACTOR) ABRAR ALVI(WRITER), LIAM NEESON(ACTOR)**
- THE SECOND MOST PROFITABLE GENRE WAS THE DRAMA CATEGORY
- ROI BETWEEN 1328 MILLION ALMOST HALF THAT OF 'ACTION, CRIME, DRAMA'.
- THE THIRD PROFITABLE GENRE WAS "COMEDY, DRAMA, ROMANCE" ROI OF 1047 MILLIONS.
- GENRES SUCH AS FAMILY AND ANIMATION RETURNED NEGATIVE ROIS
- COULD BE DUE TO THE FACT THAT THE SAMPLE SIZE FOR THESE GENRES WAS VERY SMALL COMPARED TO THE REST.

AREAS OF FURTHER STUDY

- MANY OTHER COMPOUNDING FACTORS THAT AFFECT THE MOVIE INDUSTRY
- THESE FACTORS INCLUDE
- : ACTORS ROLE,
- THE UNCONTROLLABILITY OF THE INDUSTRY,
- INFLUENCE OF SOCIAL TRENDS ON MOVIE VIEWERSHIP,
- MARKETING ESPECIALLY ONLINE TRAILERS
- EFFECTS OF PIRACY ON THE MOVIE INDUSTRY
- CRITIQUES RECEPTION.



RECOMMENDATIONS

- THE REVOLUTION IN VISUAL F/X IN THE MOVIE INDUSTRY
- MICROSOFT IS AMONG THE INDUSTRY LEADERS IN THE TECH INDUSTRY FROM ADVANCED CLOUD AND AI TOOLS
- A WISE MOVE TO PRODUCE ACTION, CRIME, DRAMA MOVIES WITH A PRODUCTION BUDGET OF AROUND 250 MILLION
- HIGHER PRODUCTION COSTS MORE THAN TRIPLES THE WORLDWIDE ROI.
- RECOMMEND HEAVY FINANCIAL ASPECT IN AREAS SUCH AS SPECIAL VISUAL EFFECTS
- CONSIDER OPENING A PRODUCTION STUDIO
- RECOGNIZE THE ROLE THE MAJOR HOLLYWOOD STUDIOS HAVE IN SHAPING THE MOVIE INDUSTRY
- THE STUDIOS GENERATE MARKETING AND PUBLICITY.
- A GREAT FILM PRODUCTION
- WORKING WITH THE TOP WRITERS, DIRECTORS, COMPOSERS AND ACTORS IN THIS GENRE.