

EXPLORATORY DATA ANALYSIS

**URBAN OSCARS
MOVIE STUDIO**

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URBANOSCARS

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OVERVIEW

The Urban Oscars Movie Studio is a Gerald & Sons Corp branch looking to create original video content. However, this project is new to the founders, so we must use the available data sources to get started regarding gross, popularity, and genre of movies to invest in.

BUSINESS UNDERSTANDING

Because the movie business is new to the head of the company, we need to explore and analyze the data sources available to translate those findings into actionable insights that the head of the company can use to help decide what type of films to create.

The questions to be answered should be:

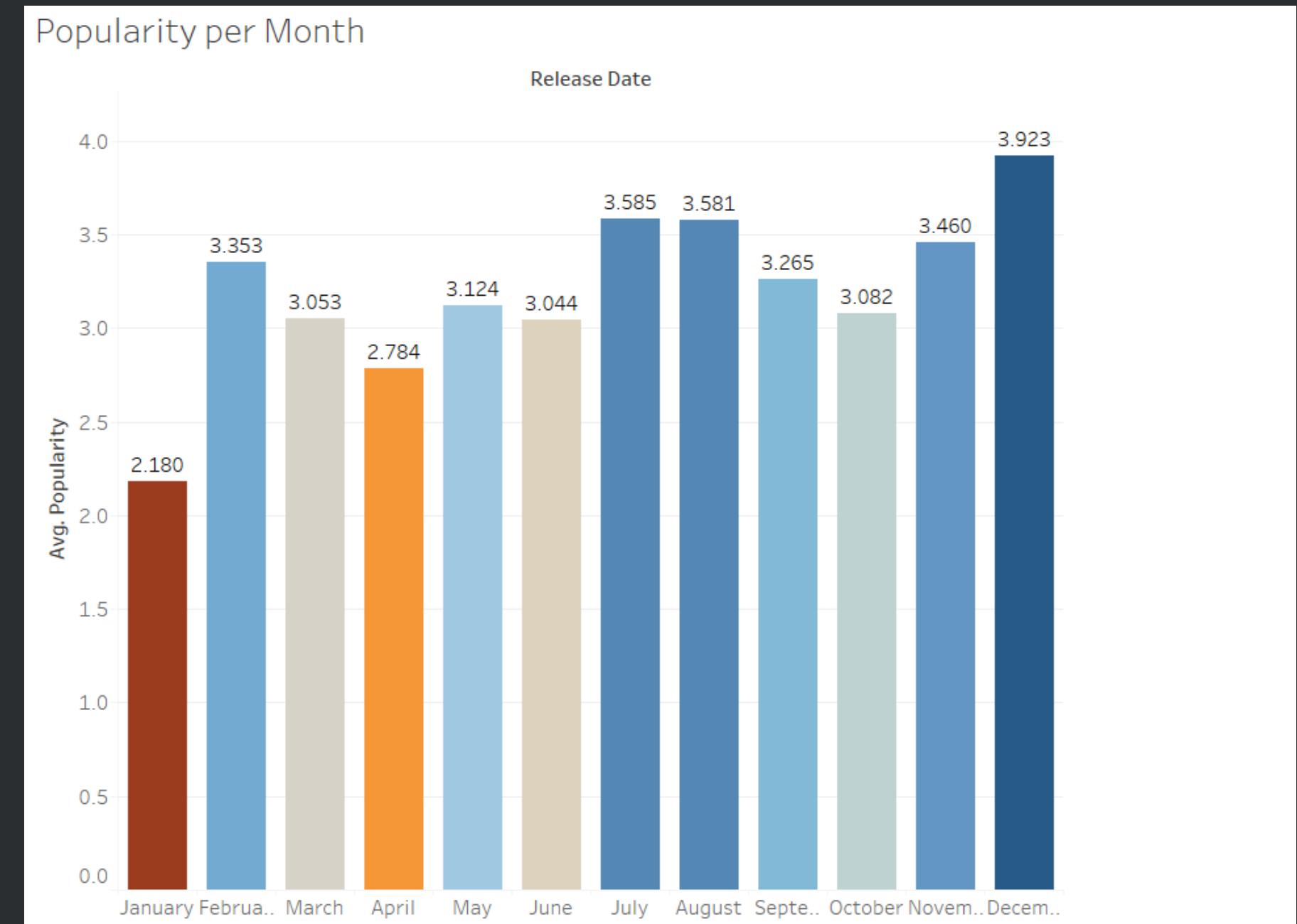
1. Which genre has the best rating
 2. What should be the allocated budget for producing the films
 3. In which months of the year should be considered when releasing a movie to maximize the company's profits
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DATA UNDERSTANDING

Our data sources are from IMDb, Rotten Tomatoes, Box Office Mojo, TheMovieDB, and The Numbers. These datasets contain the gross (worldwide & domestic), production budgets, movie ratings, popularity, genre, and many more. This information will help us solve business problems by analyzing and visualizing specific aspects that are vital to a business decision that will spearhead the goals of the company.

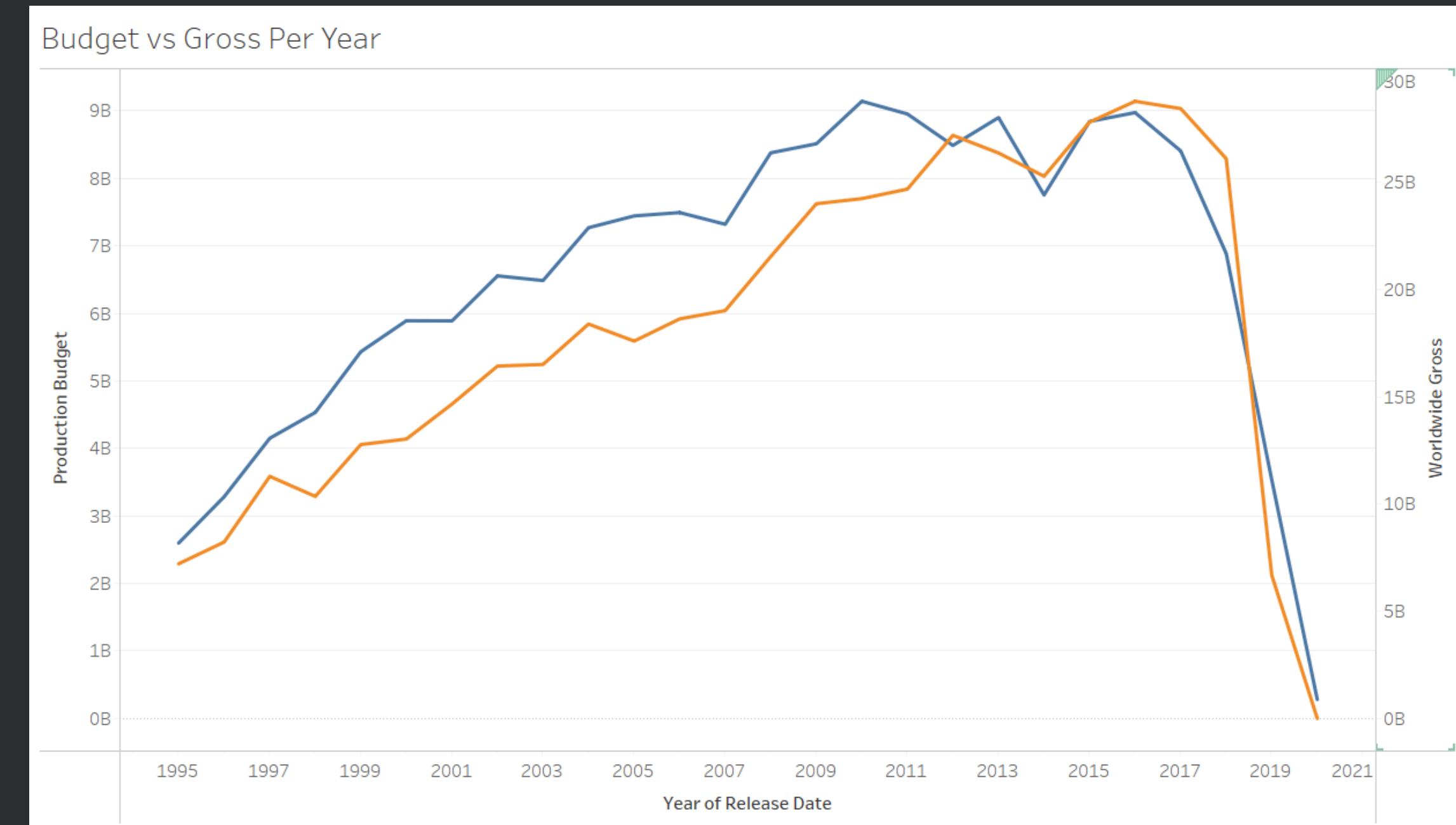
DATA VISUALIZATION

1. This is a graph showing how popular movies are ranked according to the month they was released.



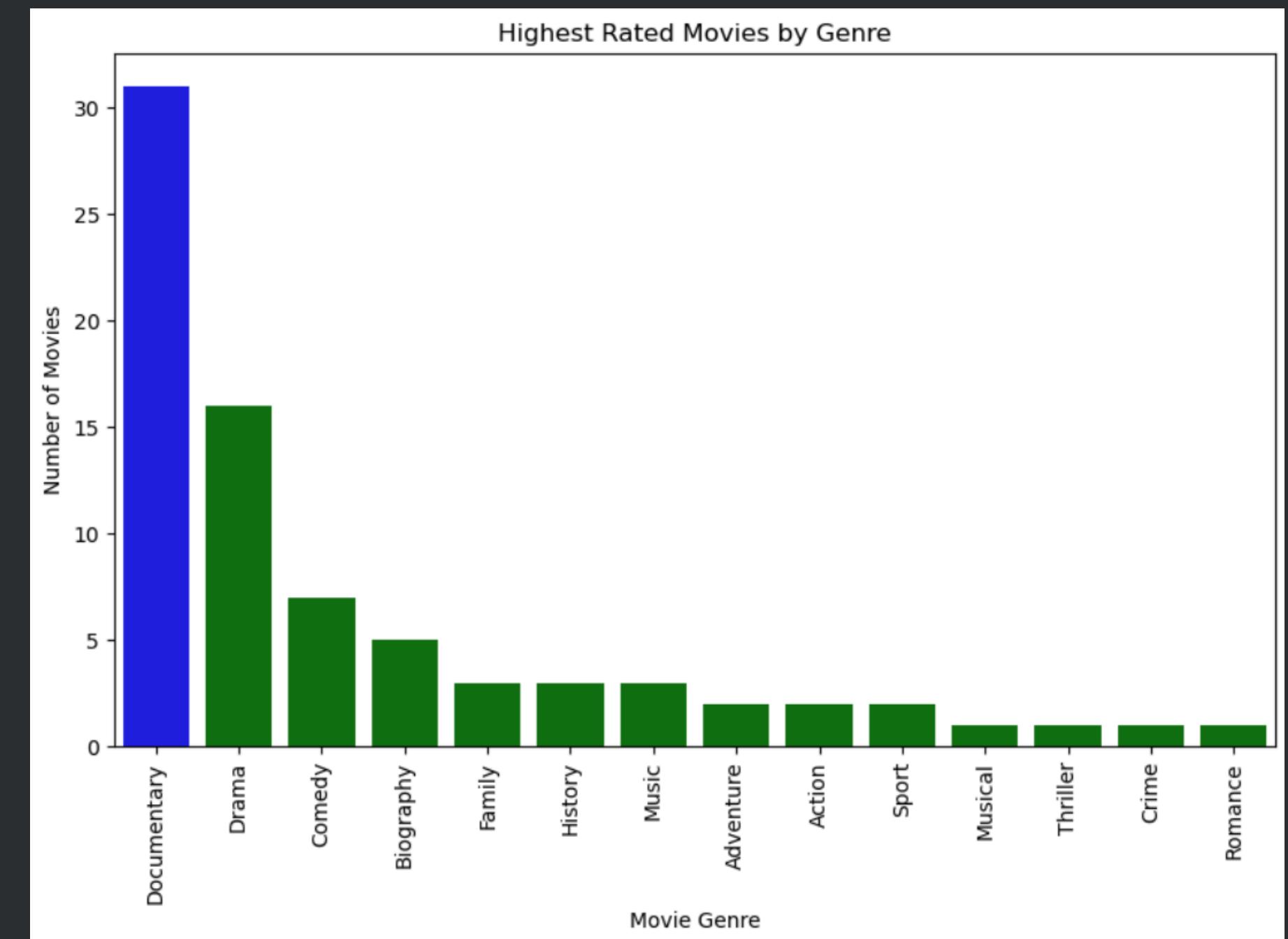
DATA VISUALIZATION CONT.

2. This is a graph showing the production budget vs worldwide gross grouped by the year the movies were released from 1995.



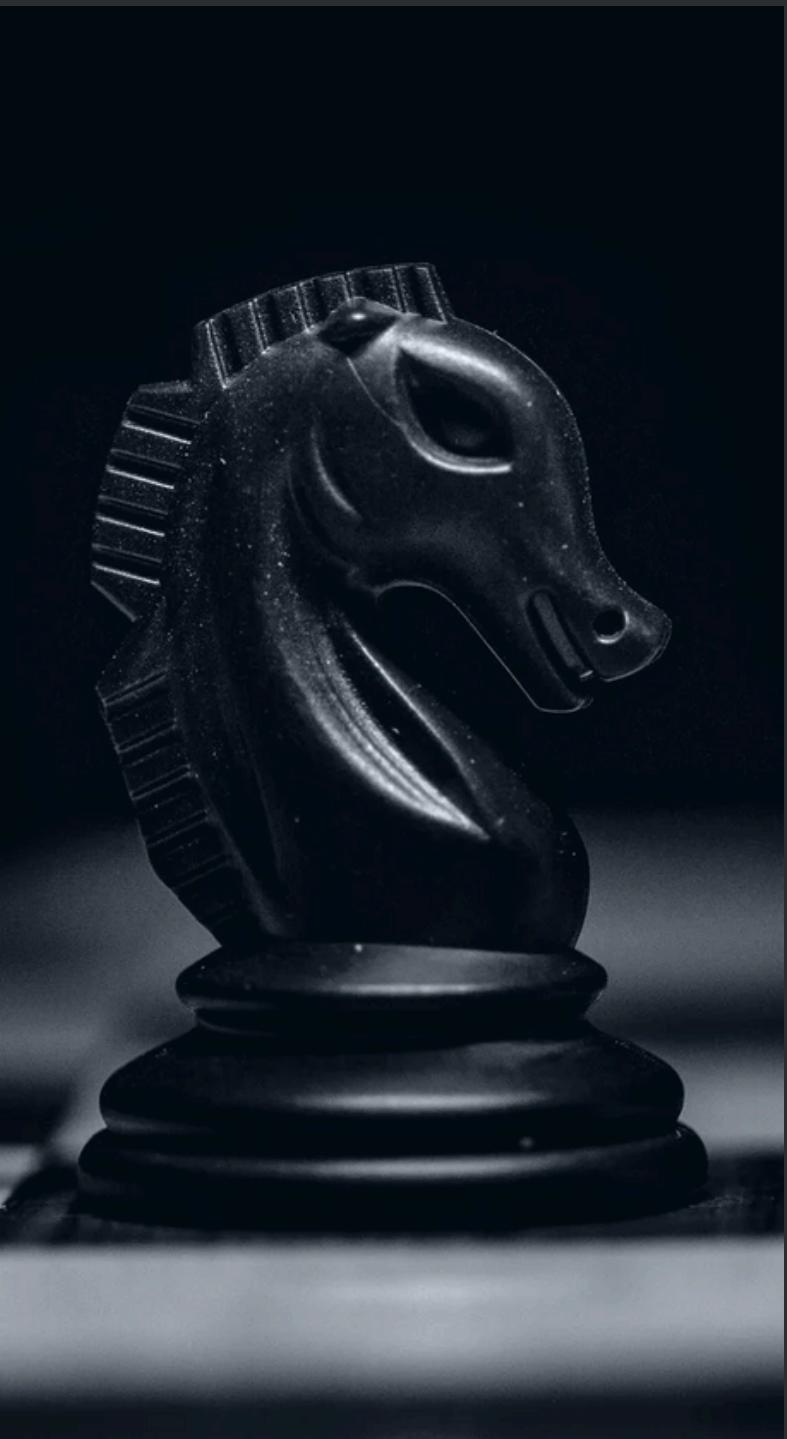
DATA VISUALIZATION CONT.

2. This is a graph showing the highest rated movies by their genres.



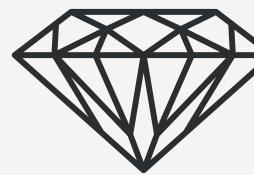
RECOMMENDATIONS

1. The most popular genre of film is Documentary: It has the most top-rated movies, so it would be a good and safe choice to prioritize documentary movies.
2. Using a budget of over \$100 million: The more one invests in a film, the more one gains from it through an increased gross. This then shows a greater ROI. It would be wise for the company to invest more in the budget to gain domestically and worldwide.
3. Releasing films in June, July, November and December. Urban Oscars should release films in the said months to optimize movie profits and ROI.



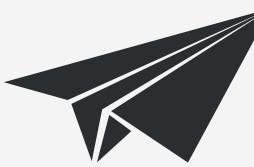


NEXT STEPS



TARGET

Producing movies that are popular and highly rated by voters.



TASK FORCE

Hire highly-rated directors that will help produce good films for viewers to enjoy.

THANK YOU

Thanks!