

# MOVIE ANALYSIS

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# SUMMARY

Descriptive analysis of movies to see which type of genres is currently doing the best at the box office.



# Outline

- Business Problem
- Data & Methods
- Results
- Conclusions



# Business Problem



Microsoft decided to create a new movie studio.

They want to investigate which genre of movie has the highest box office revenue.



# Data & Method

Genres, profits, worldwide gross, number of votes and average rating and runtime minutes, from different data frames were analysed to answer the business problem and to see the most financially successful genres.

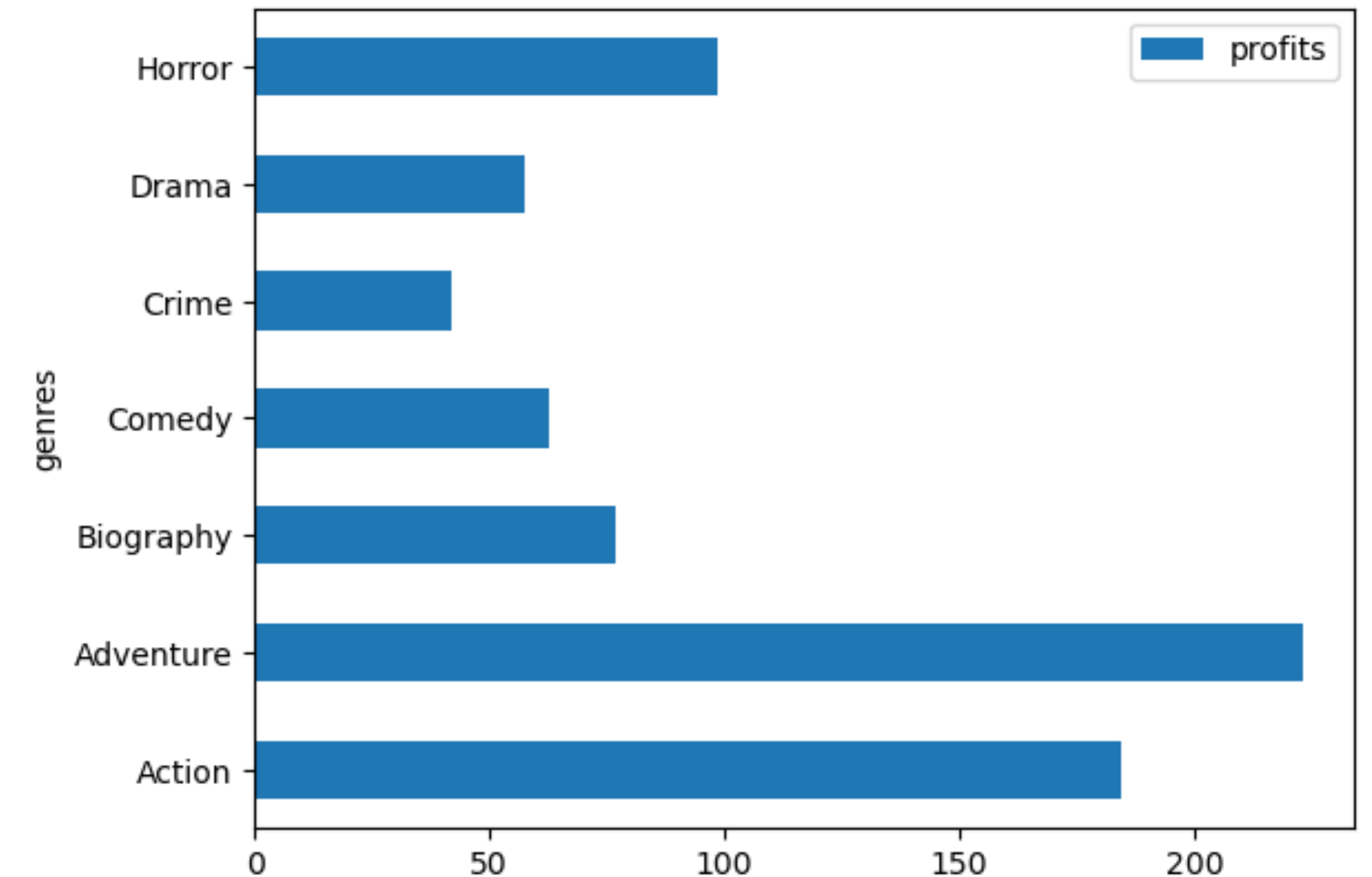
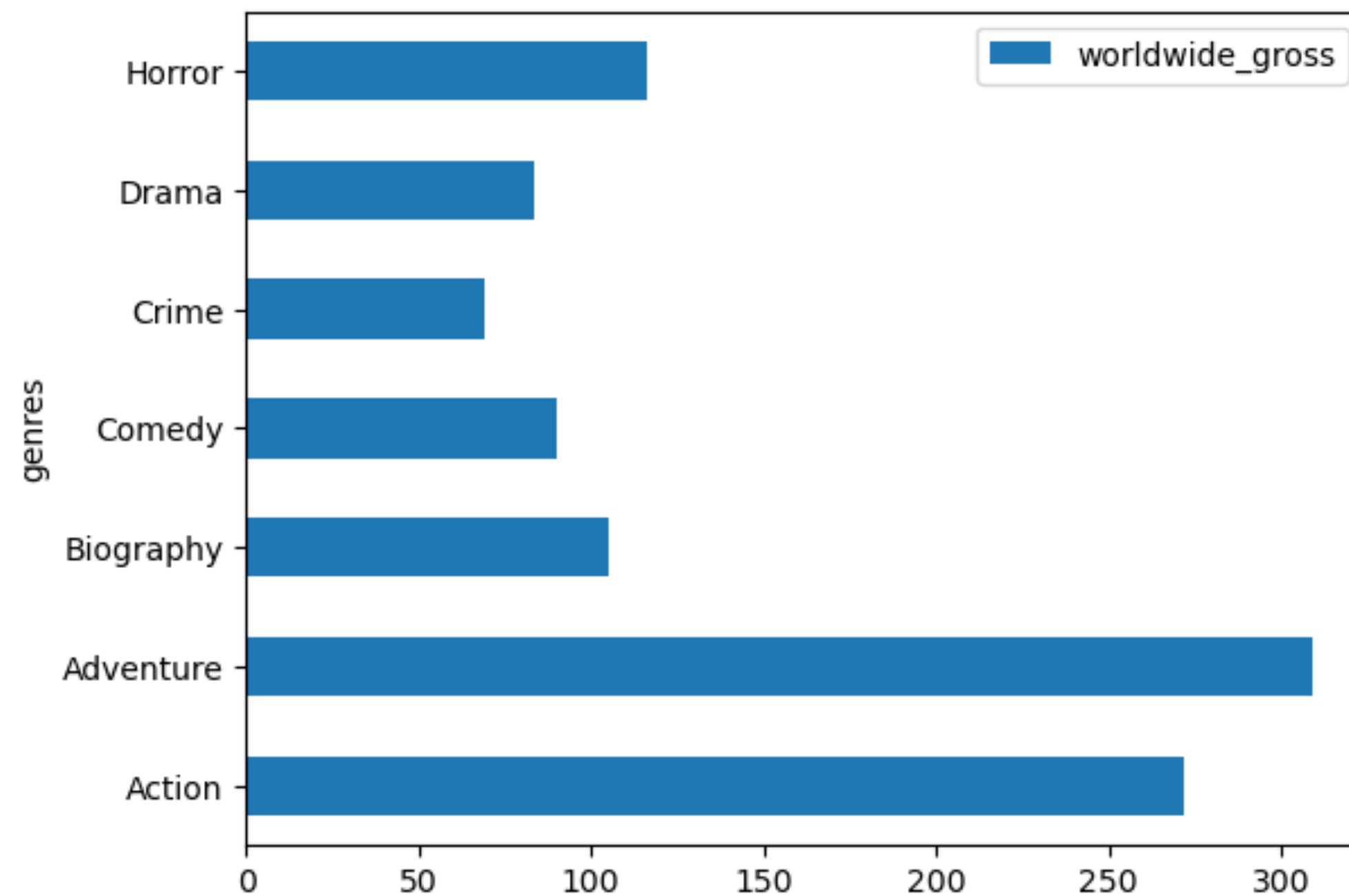
Data grouped by genre but only considered the genres that were present at least 50 times.

The graphs considering which movie had the highest profit and earned the most in the world, which genres were top-rated, and the movie's length about profit.



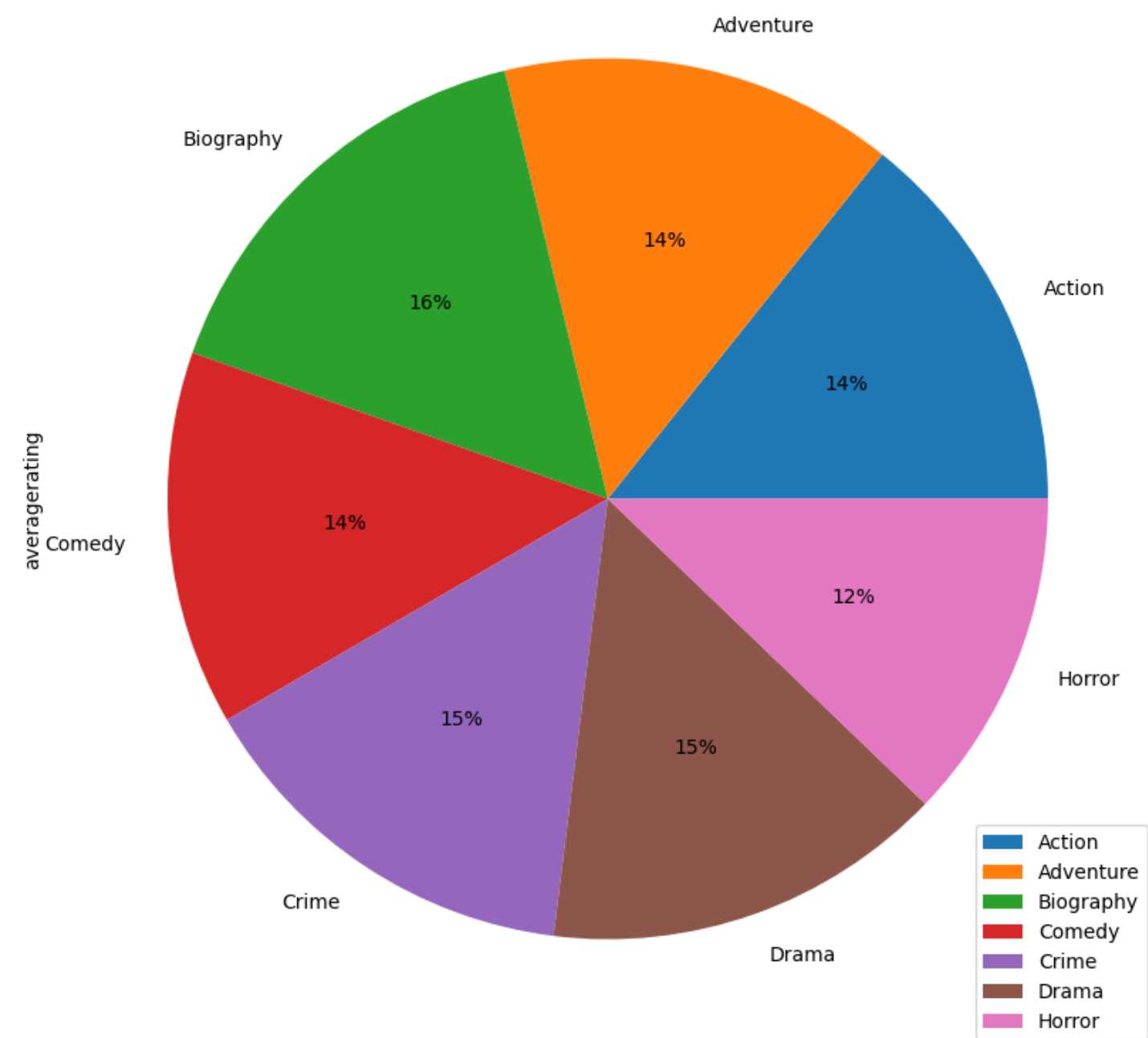
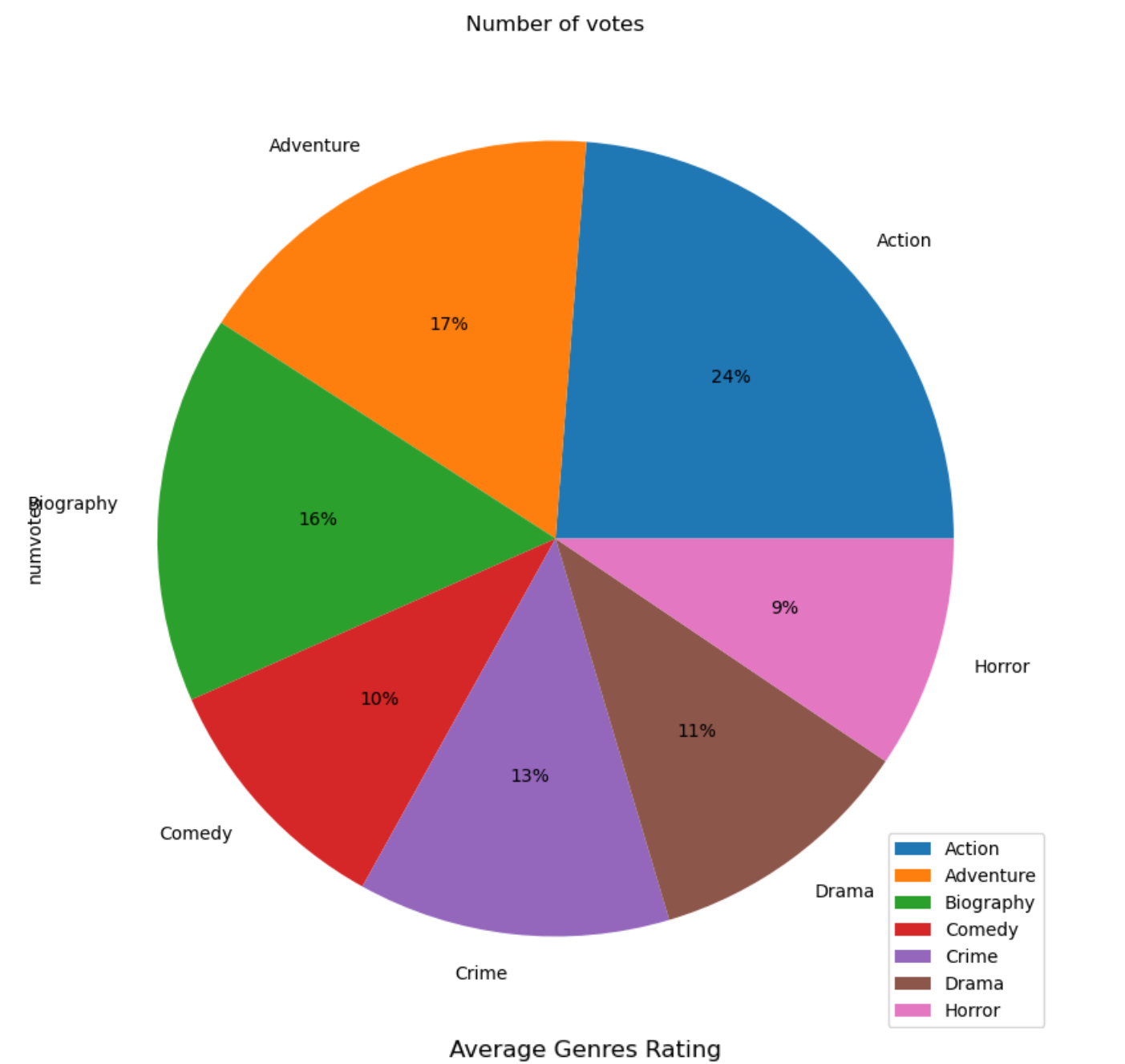
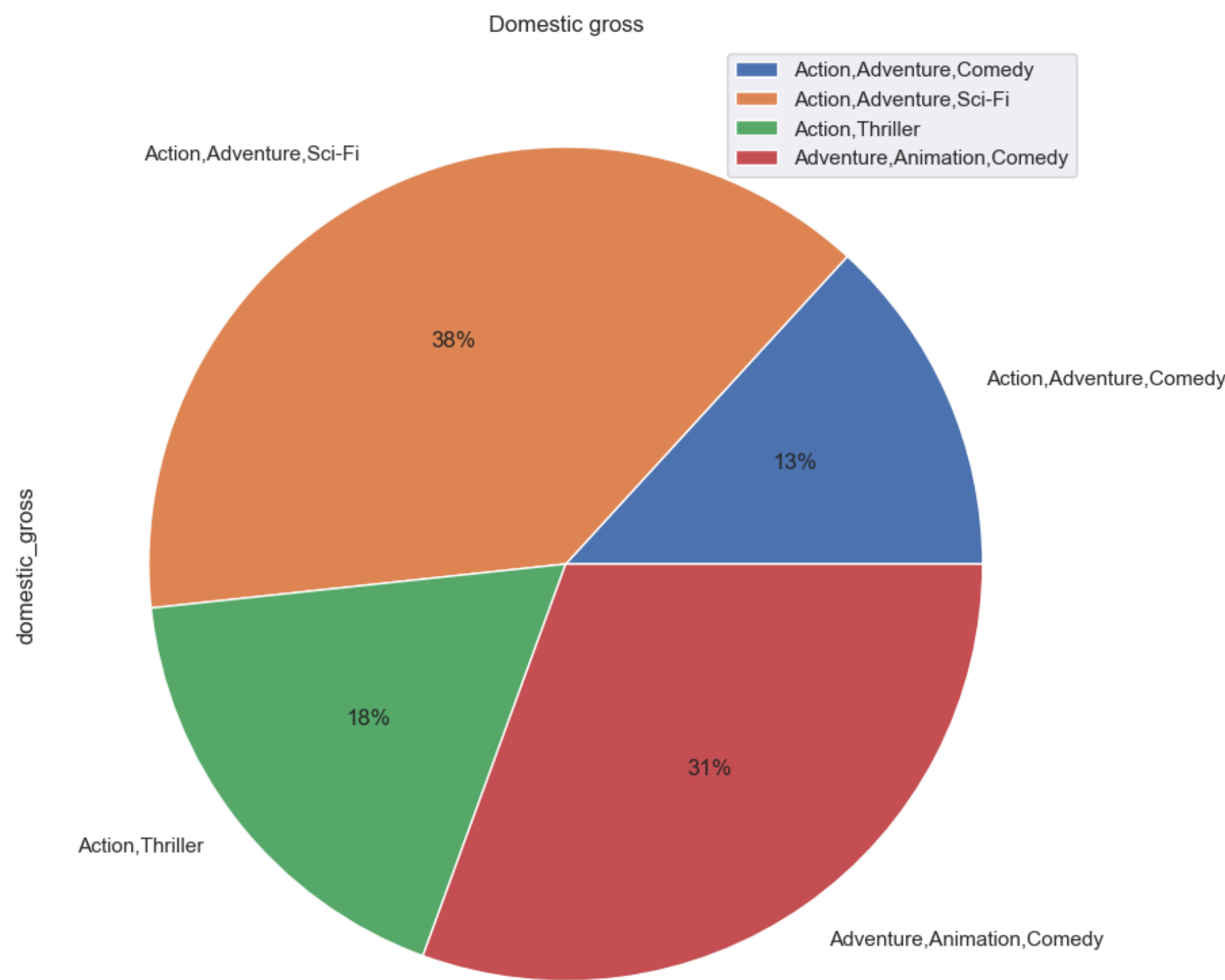
# Results

Action and Adventure are the most popular genres at the box office.



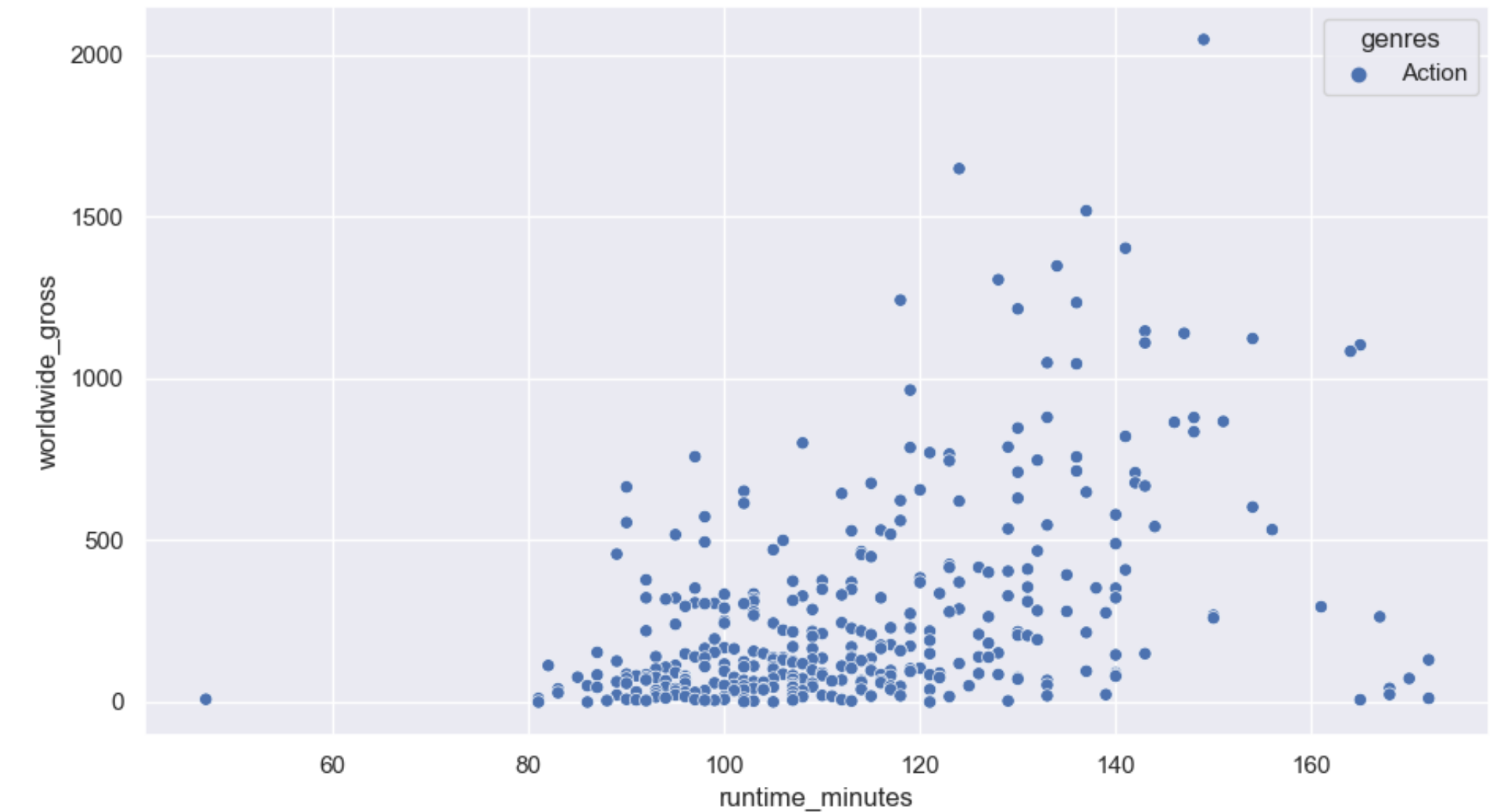
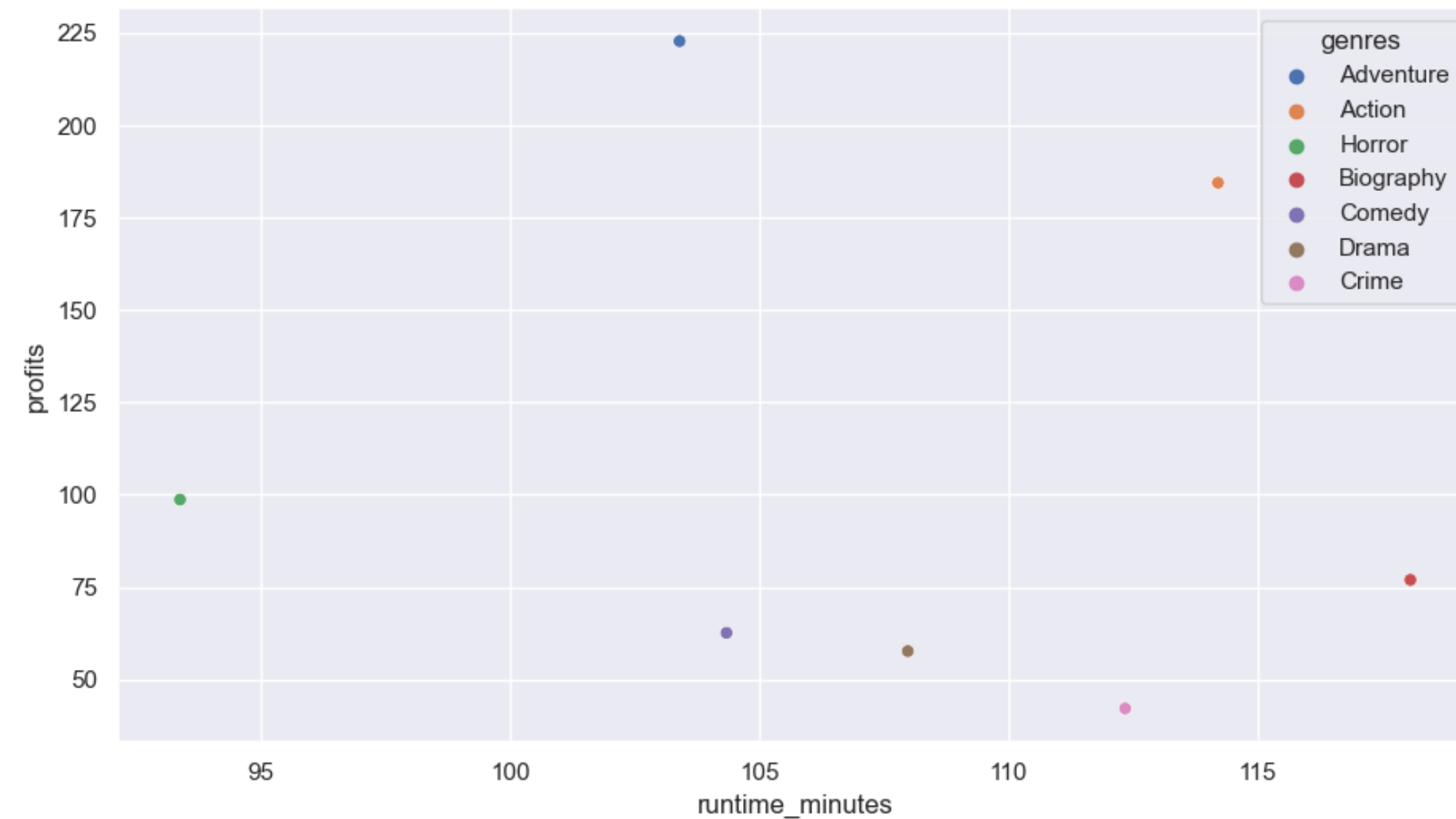
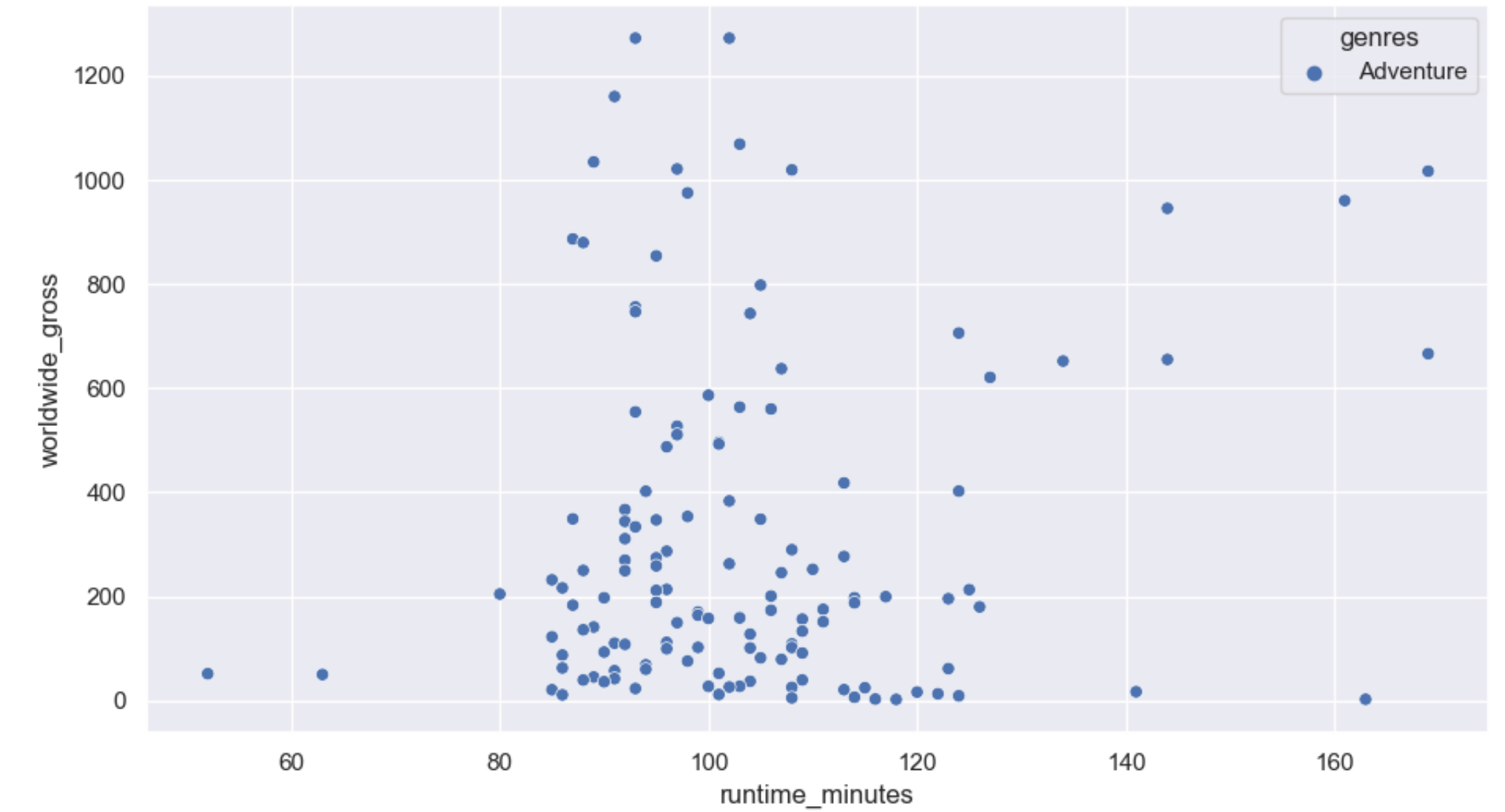
# Results

Adventure and Action are the genres that collect the most votes.



# Results

Length of the movies compared to the worldwide gross.





# CONCLUSION

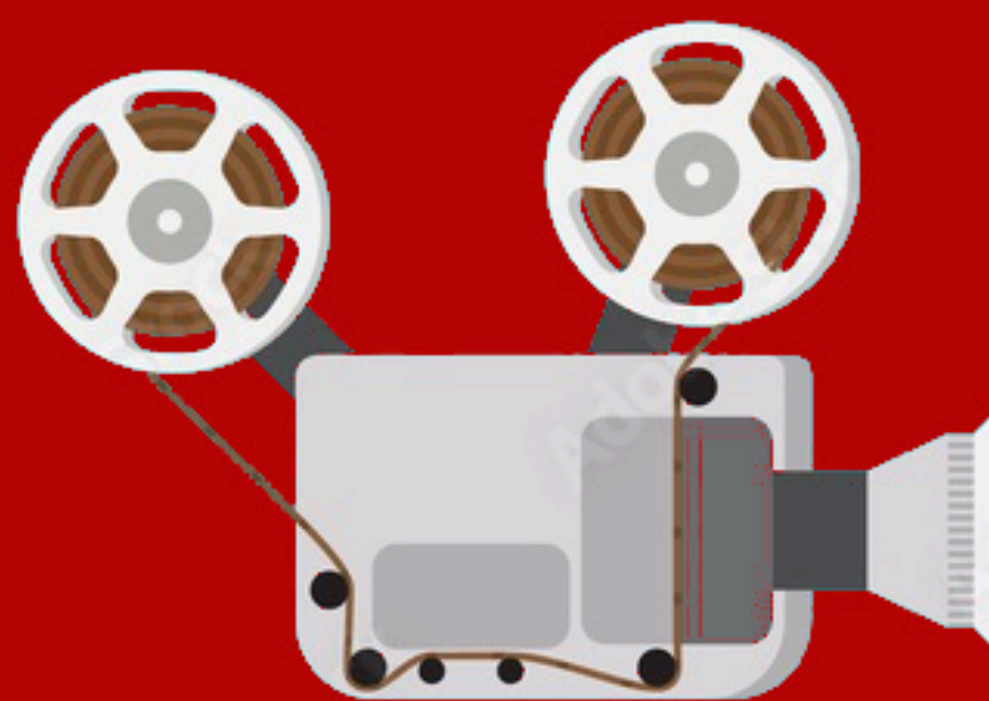
This analysis leads to three recommendations for choosing which kind of movie is best to produce:

- ★ Make Action and Adventure movies because they are currently the most appreciated by the public and generate the most significant revenues.
- ★ Make Adventure and Action films because they are the ones that get the most votes from the public.
- ★ Make films with a length between 100 and 140 minutes because they are the ones that get the highest grossing.

## Next Steps

Additional studies could provide further insights to improve the analysis further:

- ★ Check-in which month of the year the highest incomes are obtained to decide to release the film during that specific period
- ★ Check which actors and directors make the highest profits.
- ★ Check if the founded trend is consistent during a larger section of time.



**THANKS  
— FOR —  
WATCHING**

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