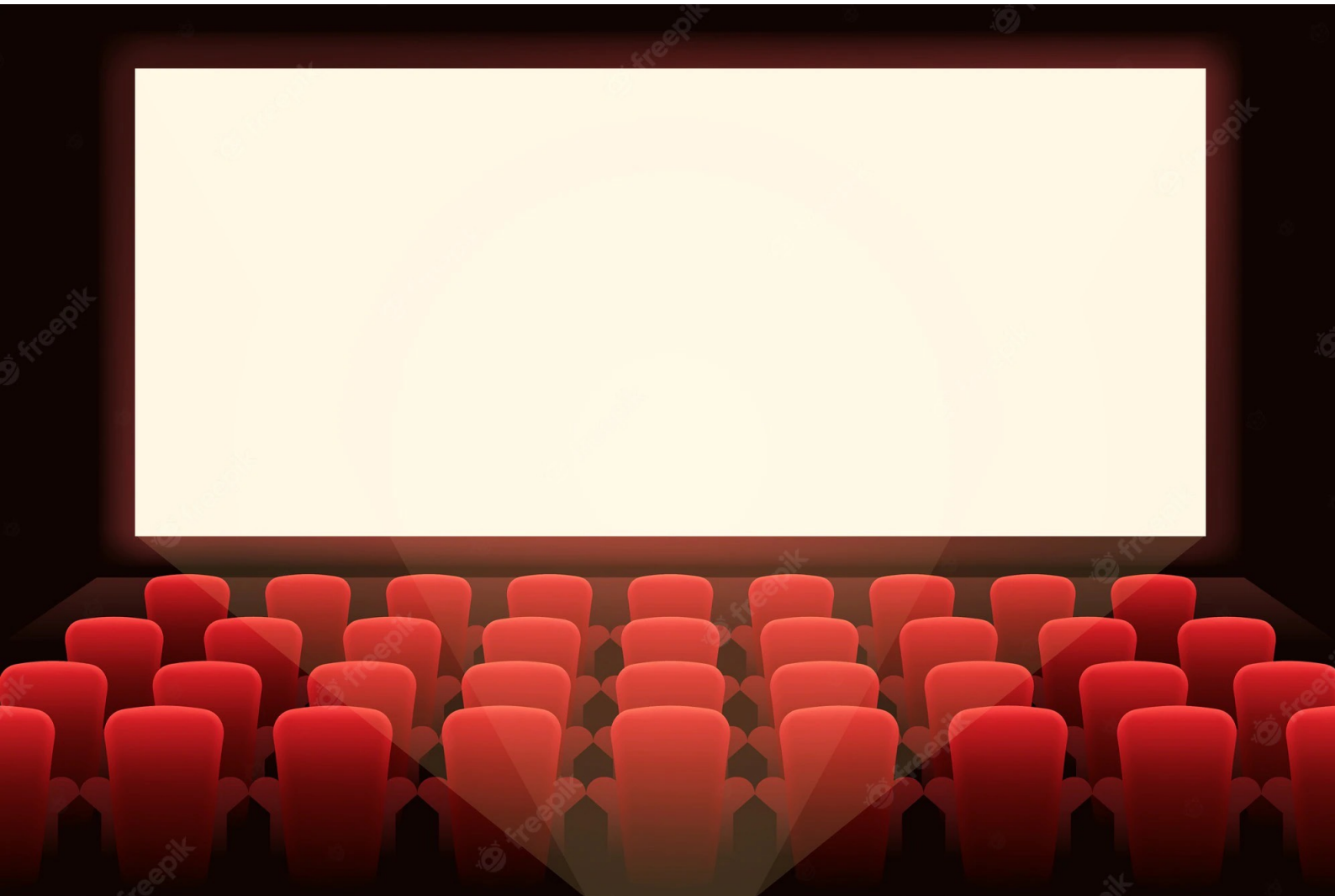


# MOVIE ANALYSIS



## Overview

The present project analyses what types of films are currently doing the best at the box office. This project uses descriptive analysis on data gathered from six different files. There were 197 genre combinations after cleaning data. Several parameters were considered to choose the most popular genre at the box office: profits, worldwide gross, number of votes, average rating, and runtime minutes. After the analysis, I recommend Adventure and Action as the most valuable movie genre. The Adventure films should also be about 100 minutes long while the Action ones should be between 120 and 140 minutes long, although it should be noted that the film that gained the most was 150 minutes long.

# Business Problem

Microsoft decided to create a new movie studio, but they needed some advice to understand which kind of genres sell more. Genres, profits, worldwide gross, number of votes and average rating and runtime minutes data were analysed to answer that question and to see the most financially successful genres.

## Data

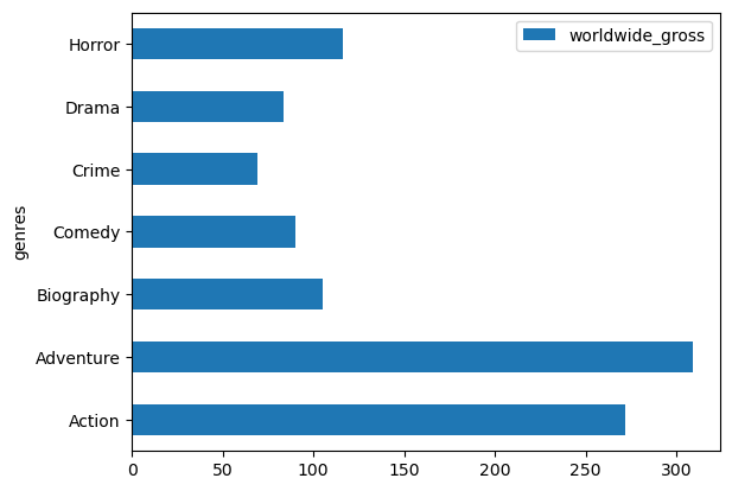
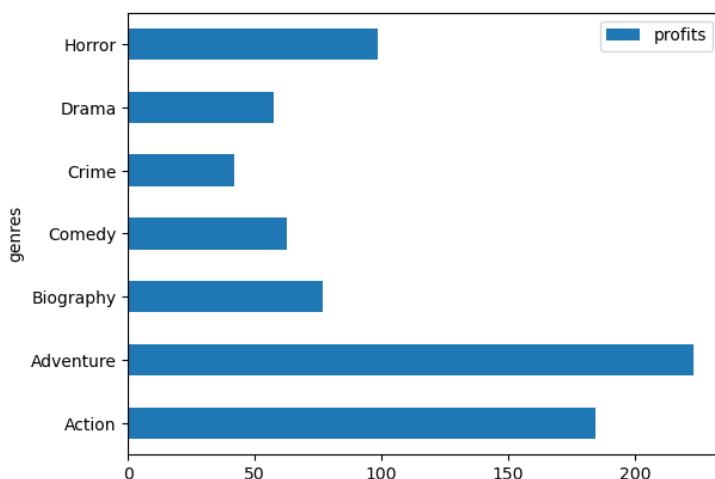
The data analysed come from the IMDb website (an acronym for Internet Movie Database), which contains information and statistics about movies. Information on IMDb comes from various sources, such as filmmakers, film studios, on-screen credits and other official sources.

## Method

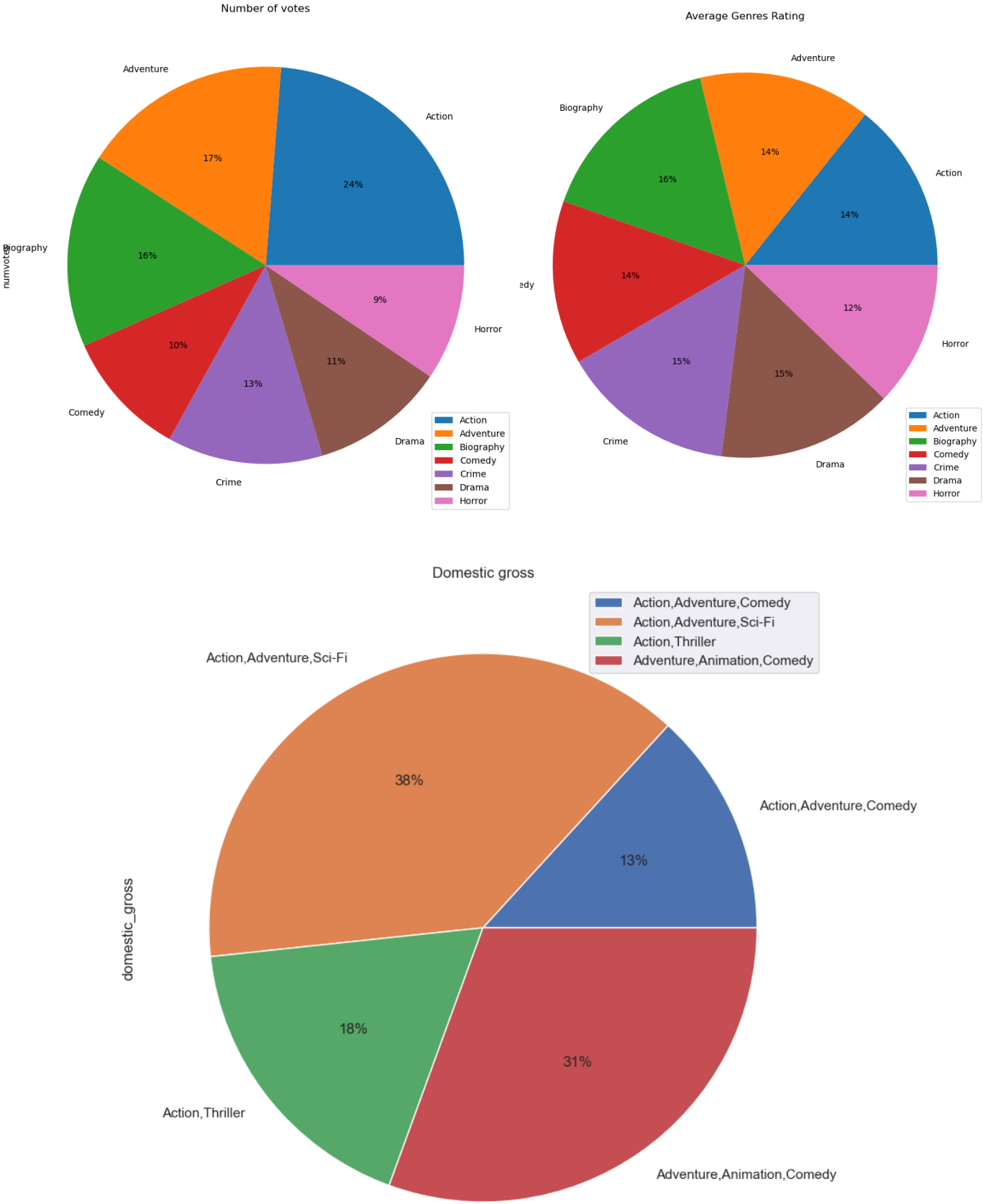
I used six files to verify which genres are most successful in making more profits. After checking all the data, I merged the data frames, removed the columns with null data, and divided the data by million to make reading the table clearer. I grouped the data by genre but only considered the genres that were present at least 50 times. I calculated the profit mean and sorted the data in ascending order. I made 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.

## Result

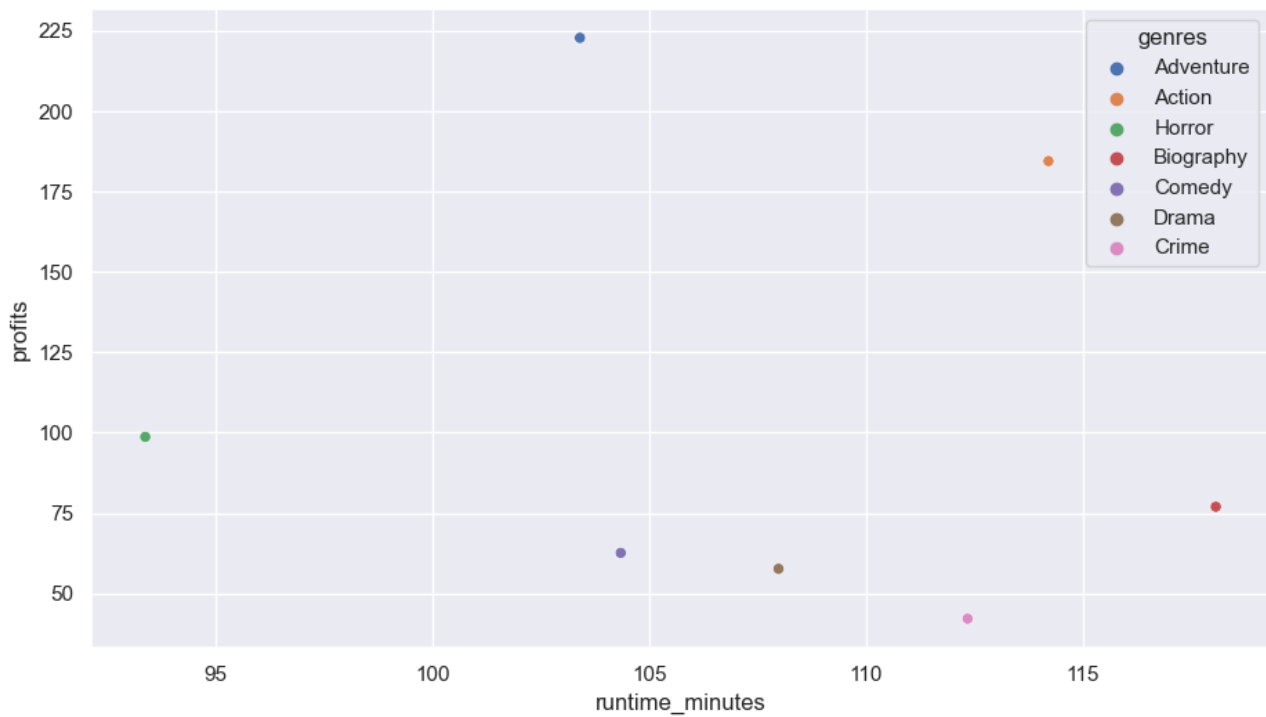
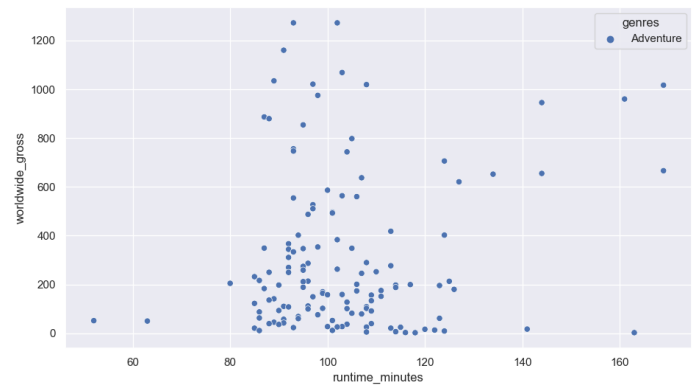
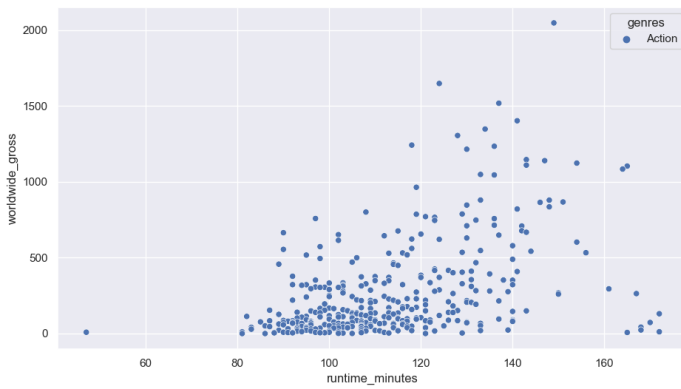
The analysis relates the different genres with profit and worldwide gross, demonstrating that Action and Adventure are the most popular genres at the box office.



Adventure and Action are the genres that collect the most votes. There isn't significant evidence regarding the average rating. It shows that people vote Adventure and Action are the genres that collect the most votes. There isn't significant evidence regarding the average rating. It shows that people vote fairly uniformly on different types of genres, so it would be wise to focus on other genres to offer a wider choice.



Compared to the worldwide gross, the length of the movies shows that the films that make the most money are between 120 and 150 minutes long for the action genre and between 90 and 110 minutes for the adventure genre.



## 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 movies 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.

It would be also useful Add other studies to improve this analysis:

- 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.