PROJECT 2: MOVIE TYPES PERFORMANCE REPORT

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DATA SCIENCE

OVERVIEW

The project aims at looking at various film-based datasets and coming up with recommendations on films that are performing great in the industry and the circumstances under which the films are performing well. It will look at the various studios, movie genres and movie budgeting and how they influence movie performance.
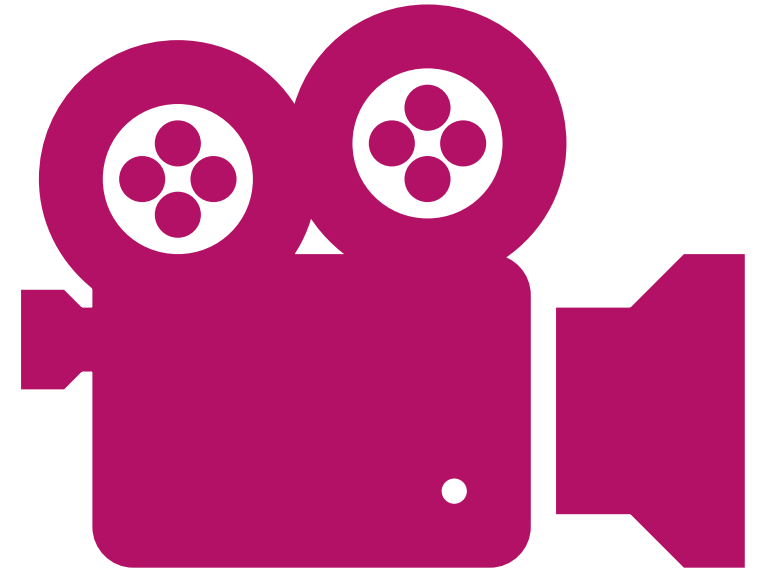
The end goal is to help the company be aware of the expectations in the film industry, budgeting for the films and how their studio popularity should be using data driven insights

BUSINESS UNDERSTANDING

▶ Profit wise, the film industry is one of the best as films are watched globally but good knowledge of the industry is also vital as it ensures that;

❖ Proper budgeting for a film is done.

❖ The most influential studio is chosen.

❖ Proper planning for the movie i.e. appropriate runtime for the movie.

❖ Good marketing to ensure films reach both local and global markets.

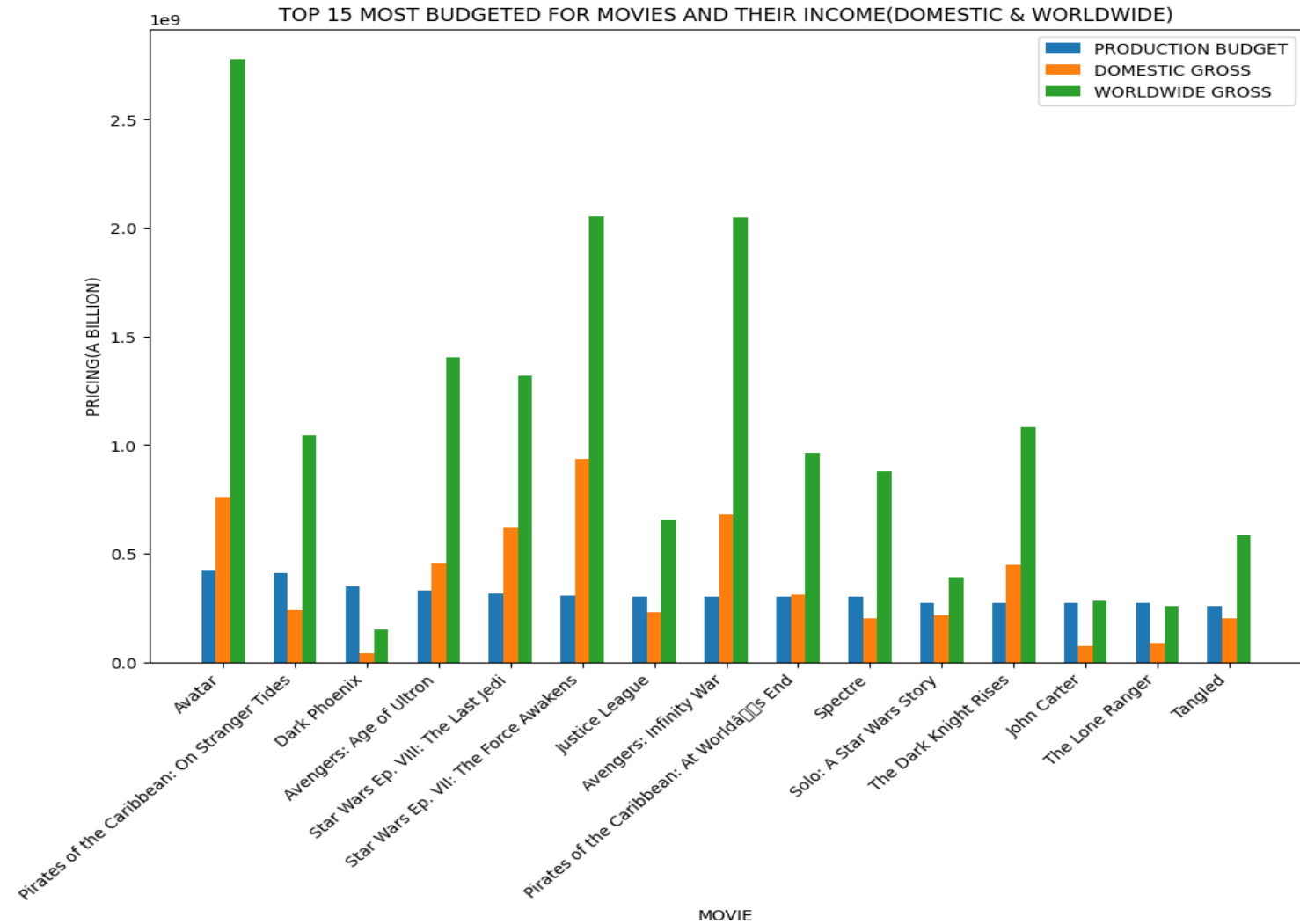For the company, being aware of this would ensure the company remains relevant in the market.

DATA UNDERSTANDING

▶ The datasets I used are from TN movies, BOM movies and IMDB movies. All this sources analyse types of movies and their incomes. Some common columns from this datasets are:

❖ Year – Represents the date of release, gross throughout the year in question among others.

❖ Foreign and Domestic gross

❖ Genres

❖ Rating of films and runtime

I cleaned the data by dropping columns with many missing values and also rows with missing values. Some columns had bad formatting making it impossible to perform numeric function, I also handled this by converting them to numeric.
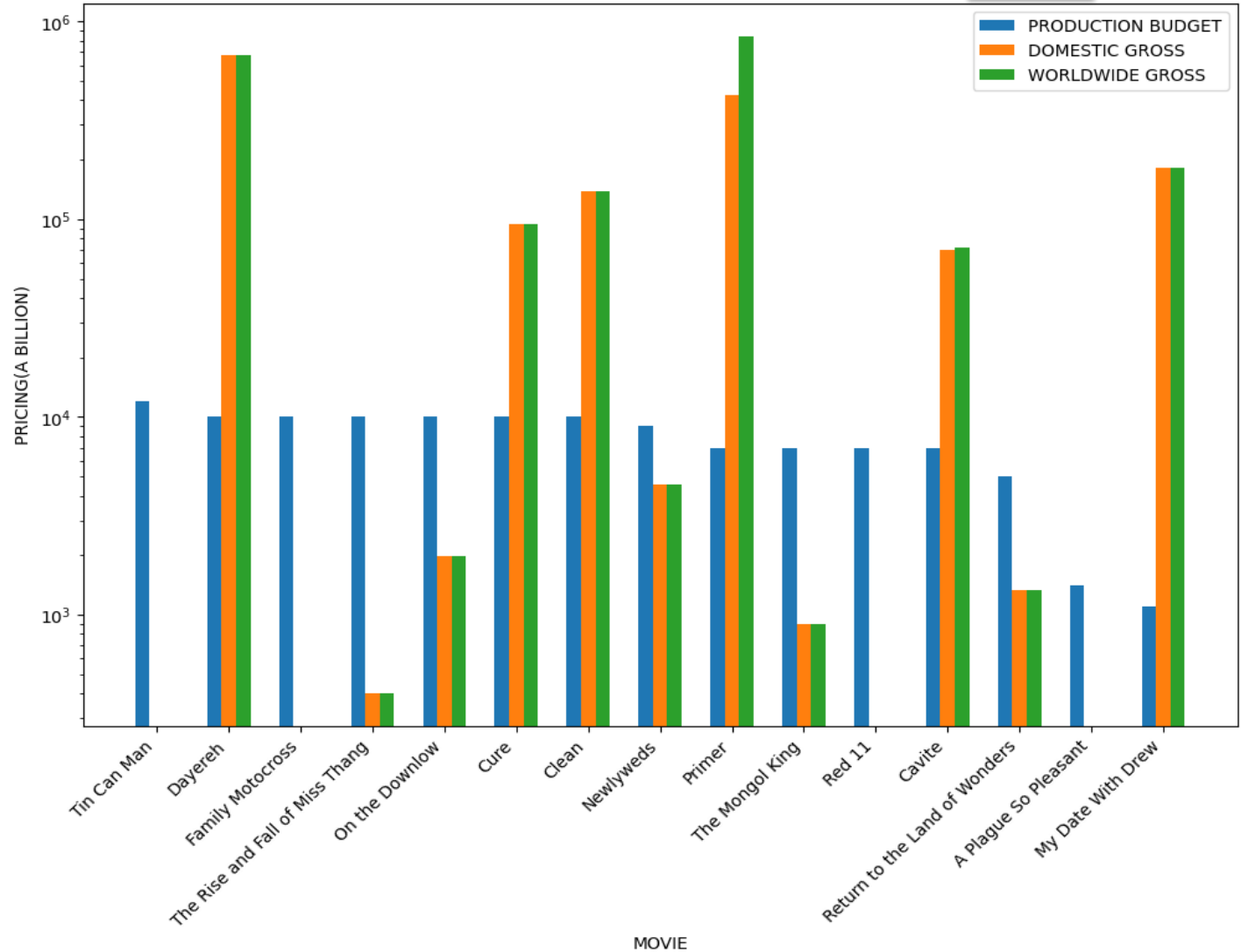
FILM TYPE PERFORMANCE BASED ON BUDGETING

▶ In this visualization we took the top 15 best budgeted movies. It's evident that a film type that is well budgeted for performs well in the market. And that is evident through the number of domestic gross and worldwide gross accrued by the well budgeted for films
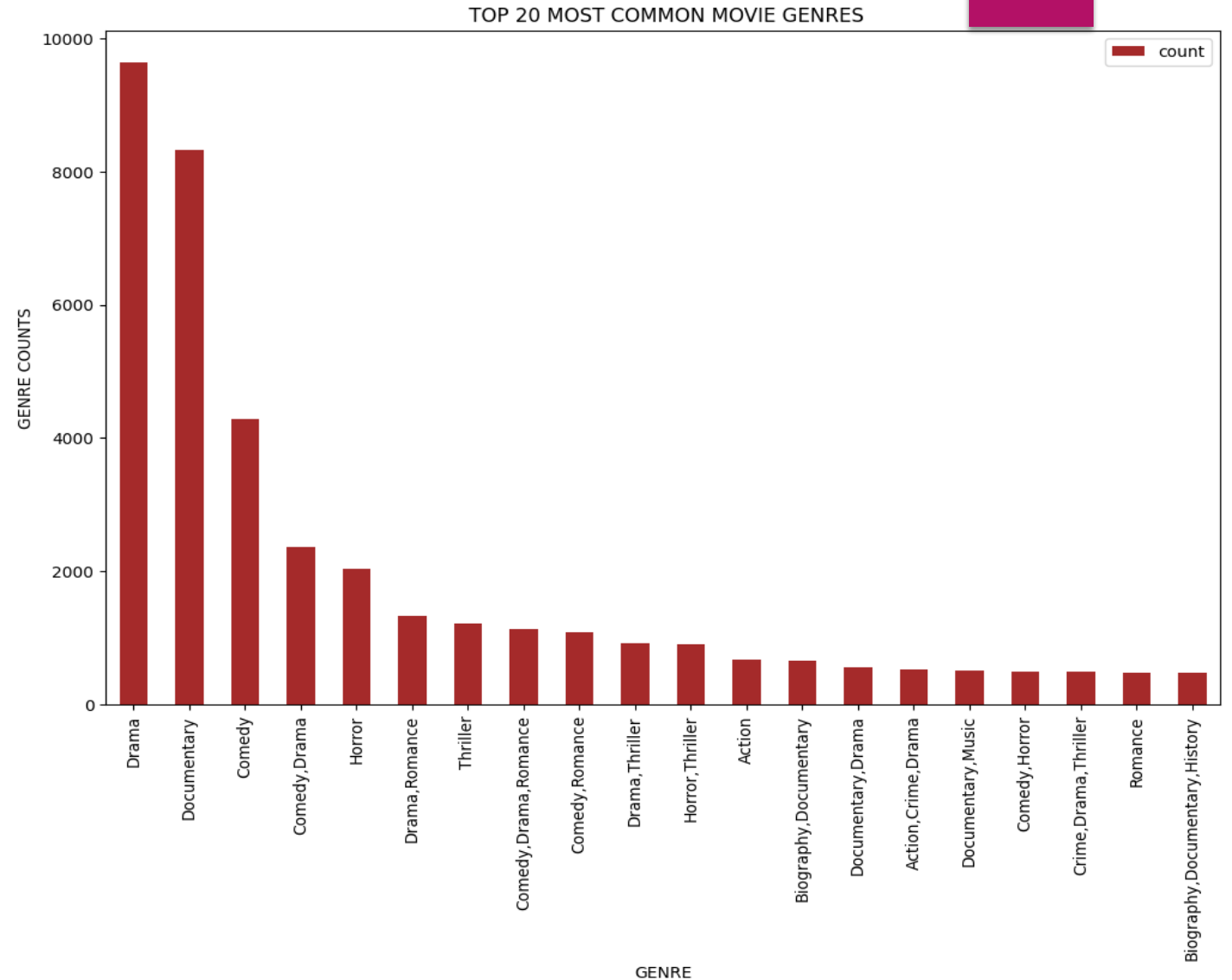

TOP 15 MOST BUDGETED FOR MOVIES AND THEIR INCOME(DOMESTIC & WORLDWIDE)

FILM TYPE PERFORMANCE BASED ON BUDGETING

▶ Unlike the good well budgeted for movies, movies with a low budget don't perform well in the market with some not generating any profits from the two markets.
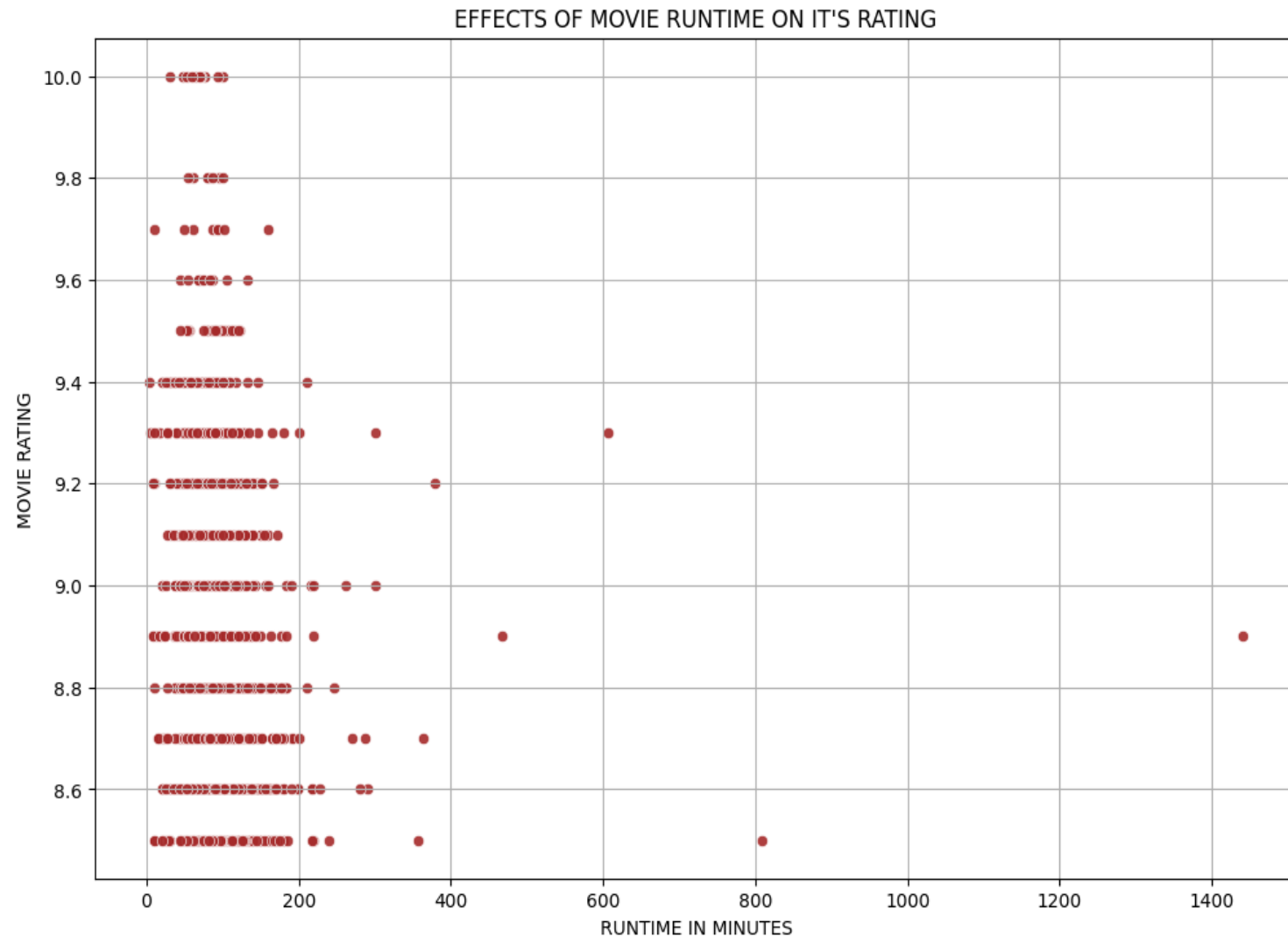
TYPES OF FILM GENRES MOST WATCHED

▶ On matters film type, people have preferences for the type of genres to watch. This visualizations explains the most common films preferred by people.
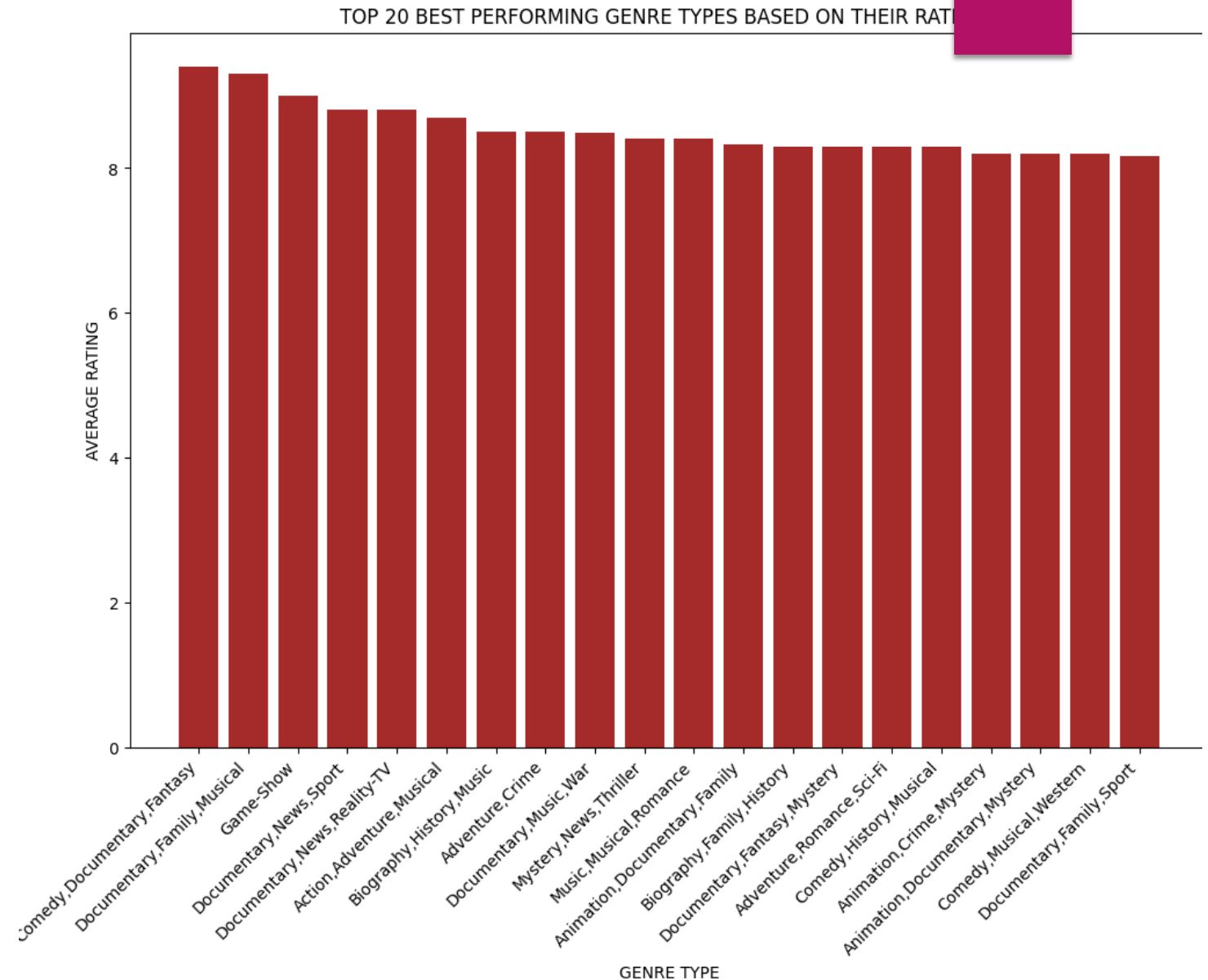
FILM TYPE BASED ON RUNTIME

▶ This visualization proves that films types with a runtime of up to 200 have a high average rating. Higher rating does not reflect good profit's but they represent audience preferences which is essential for the success of the studio.

EFFECTS OF MOVIE RUNTIME ON IT'S RATING

COMMON GENRES

▶ While choosing the type of film it's good to consider the genre type. In this visualization the most common genre types and their visualizations is shown

TOP 20 BEST PERFORMING GENRE TYPES BASED ON THEIR RATI...

RECOMMENDATIONS

► Based on my findings my recommendations are:

1. Come up with a strategy of making the studio common because from the data and visualizations it's clear that films types from popular studios are doing well profit wise.

2. A film rating of between 8 – 10 is good on matters film, so based on the data the film type should be one that has a runtime of 200 minutes as they have a good rating. Good rating means met audience preferences.

3. The film type should be one that will be embraced by the global market because from our data global market generates more profits than the domestic markets.

QUESTION AND ANSWER

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THANK YOU FOR YOUR ATTENTION AND TIME.