FINDINGS/RESULTS cont

1. ROI Leaders: Action and Adventure genres lead in return on investment (ROI), making them highly profitable.

2. Budget Allocation: Production budgets are highest for Comedy and Drama, reflecting their revenue potential.

3. Studio Performance: Universal Pictures has the highest average ratings, showcasing its strong audience appeal.

4. Release Timing: Average ratings peaked in recent years, suggesting growing audience satisfaction with newer movies.
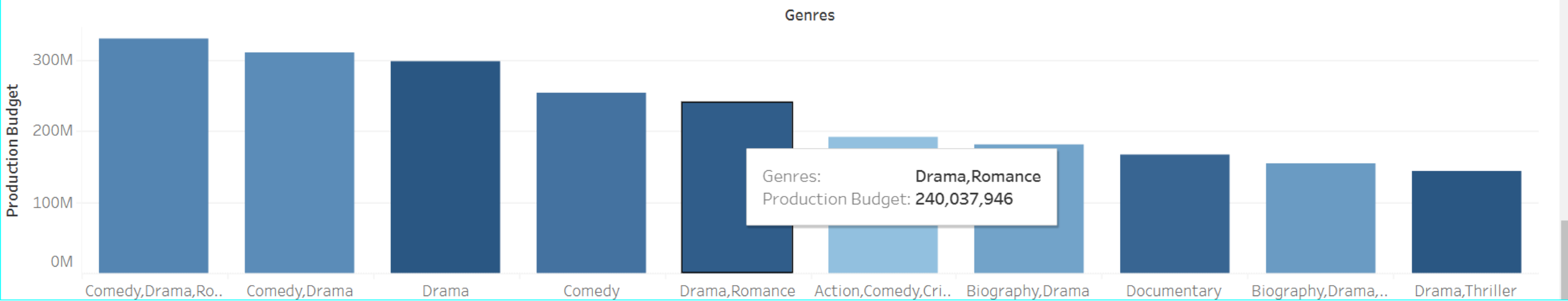
PROJECT TITLE

REAP BIG IN THE SKY!

DIVE INTO FILMS AND MOVIES!!!!

RECCOMMENDATIONS cont

1. Align release dates with peak audience periods by studying factors driving improved ratings in recent years.

2. Allocate higher budgets strategically to Comedy and Drama projects to maximize financial returns.

Genre vs Production budget

Genres

Production Budget (y-axis): 0M, 100M, 200M, 300M

Genres (x-axis): Comedy,Drama,Ro.., Comedy,Drama, Drama, Comedy, Drama,Romance, Action,Comedy,Cri.., Biography,Drama, Documentary, Biography,Drama,.., Drama,Thriller

Tooltip:
Genres: Drama,Romance
Production Budget: 240,037,946

OVERVIEW/OUTLINE OF THE PROJECT

❖In this project I seek to solve a business stakeholder problem who has been in aviation business but wants to expand it.

❖The main task is to help the head of aviation department on choice of aircraft to buy.

❖The aircraft should be safe and less risky to the company as well as well as its customers.

DATA UNDERSTANDING

RESULTS/FINDINGS

1. Revenue Drivers: Comedy and Action genres generate the highest total box office revenues, with Comedy grossing over $262 billion and Action and Adventure closely following.

2. Director Influence: Directors like Clint Eastwood and Steven Spielberg consistently produce movies with high average ratings.

3. Writer Impact: Writers like Woody Allen and Jim Jarmusch are associated with above-average ratings.

RECCOMMENDATIONS

1.   Prioritize Action and Comedy genres for future productions, as they have proven to be the most lucrative and widely appreciated.

2.   Partner with top-rated directors (e.g., Steven Spielberg, Clint Eastwood) and writers (e.g., Woody Allen) to enhance critical and audience reception.

3.   Optimize movie runtimes based on audience preferences; longer runtimes for Action and Adventure, and shorter runtimes for genres like Animation.

4.   Leverage Universal Pictures for distribution due to their strong track record in generating high ratings.
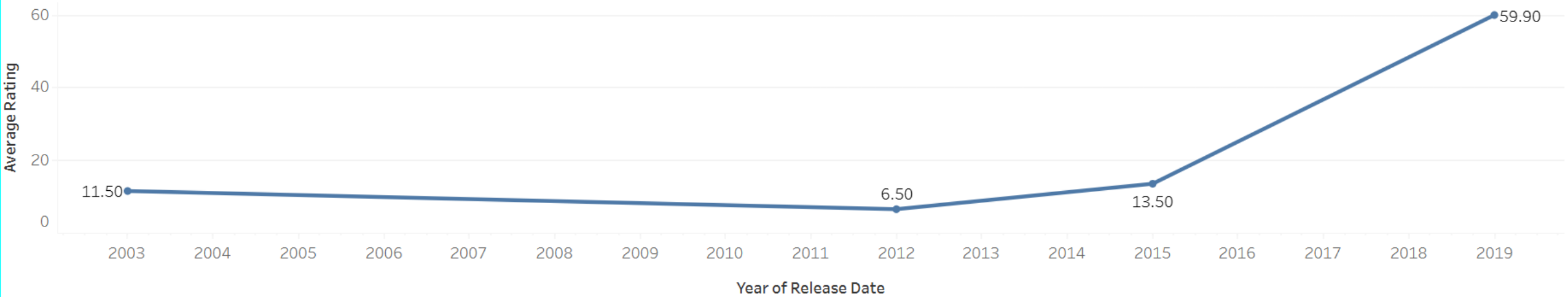
CONTACT INFORMATION

CONCLUSION

DATA PREPROCCESSING REPORT

HYPOTHESIS TESTING REPORT

MODELING AND EVALUATION

Release Timing Analysis

Average Rating vs. Year of Release Date

- 2003: 11.50
- 2012: 6.50
- 2015: 13.50
- 2019: 59.90

ACKNOWLEDGEMENT

DATA CLEANING REPORT

OBJECTIVES/GOALS

To analyze movie data and uncover key patterns in revenue, popularity, ratings, and director influence across genres, providing actionable insights for business growth and strategic decision-making.

enres vs total gross

Main Genre

26,238,110,017	Comedy
19,761,597,894	Action and Adventure
17,069,816,498	Drama
9,700,716,400	Art House and International
8,939,724,799	Classics