MOVIE STUDIO ANALYSIS

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AGENDA

- CONTEXT AND BACKGROUND

- INSIGHTS

- RECOMMENDATIONS

CONTEXT AND BACKGROUND

- The main goal of the project is to come up with insights to help Viusasa to start and excel in the movie business.

- For this project, I used exploratory data analysis to generate insights to help decide what type of films Viusasa should create.
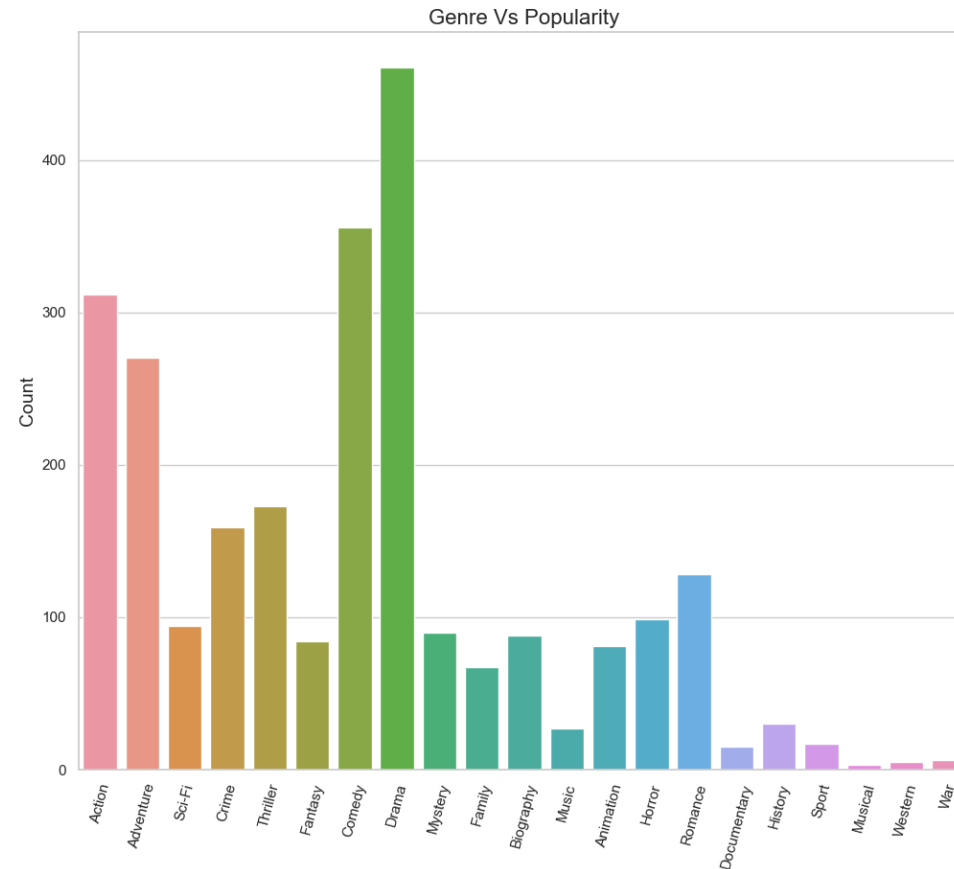
DATA SOURCES

- I used data from IMDB, Box Office Mojo, The Numbers, Rotten Tomatoes, and TMD. IMDB data was a database that I accessed using SQL. The other files were csv files.
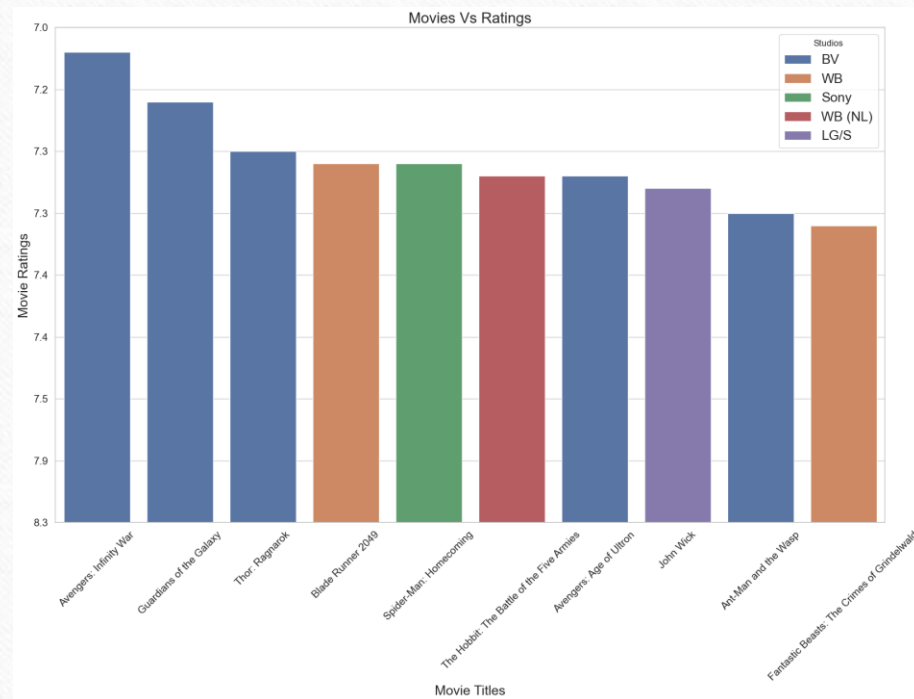
- The other files were csv files.

INSIGHTS

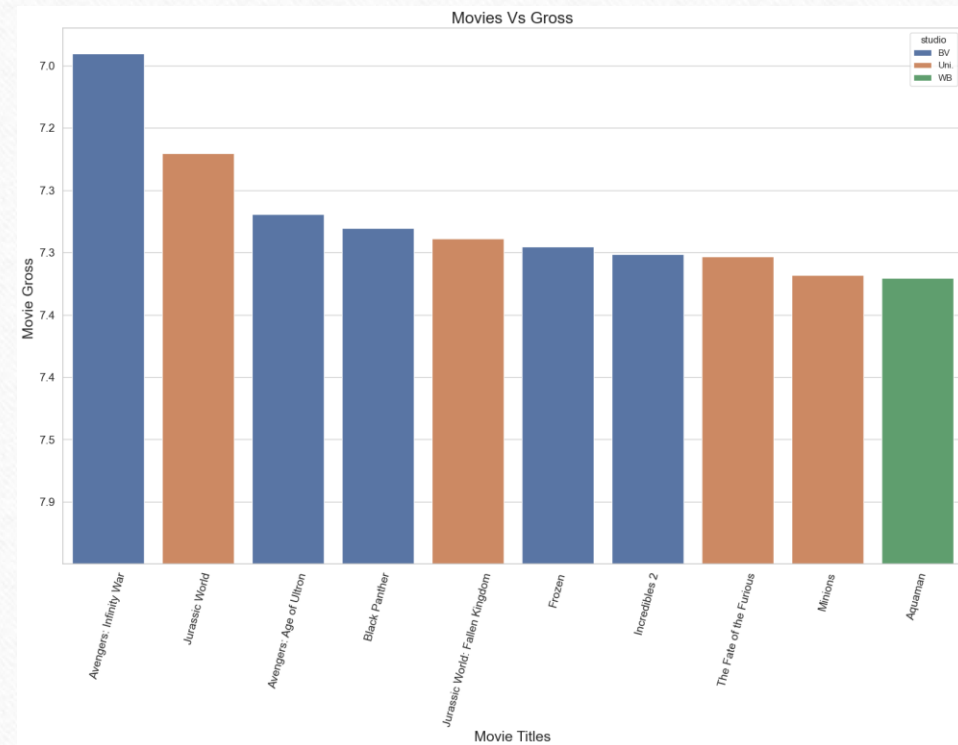As we can see from the image that comedy, drama and action are the top 3 most watched genres.
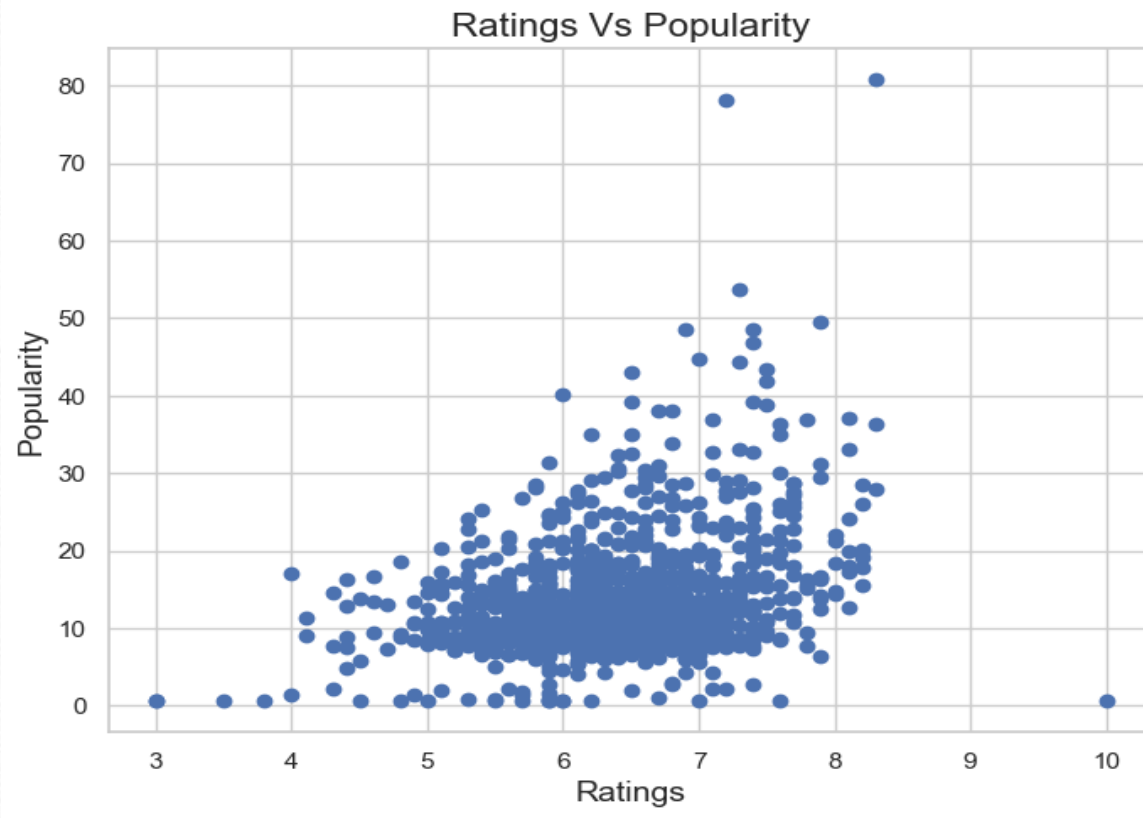
TOP RATED MOVIES

Movies Vs Ratings

- BV studios have the highest rated movies making them suitable for benchmarking, and they also have the highest gross among all studios.

HIGH GROSS MOVIES

- BV Studio also has the highest gross among all studios.

Popularity vs ratings

Ratings Vs Popularity

- If popularity is increased movies tend to have the highest ratings according to the scatter plot.

Relation between profits and production budget

A high production budget yields more profits.

Recommendations

- Based on this data, it would be beneficial to focus our resources on producing more popular genres of films such as comedy, action, and dramas.

- Increasing popularity through reviews among the movies released should yield more ratings and gross income.

- Movie studios are extremely profitable but require huge investments.

THANK YOU

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