PHASE 1 PROJECT PRESENTATION

Project Overview:

This project uses exploratory data analysis to generate insights for a business stakeholder.

Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Objectives

1. What genres have the movies that are best rated.
2. What languages have the best selling movies.
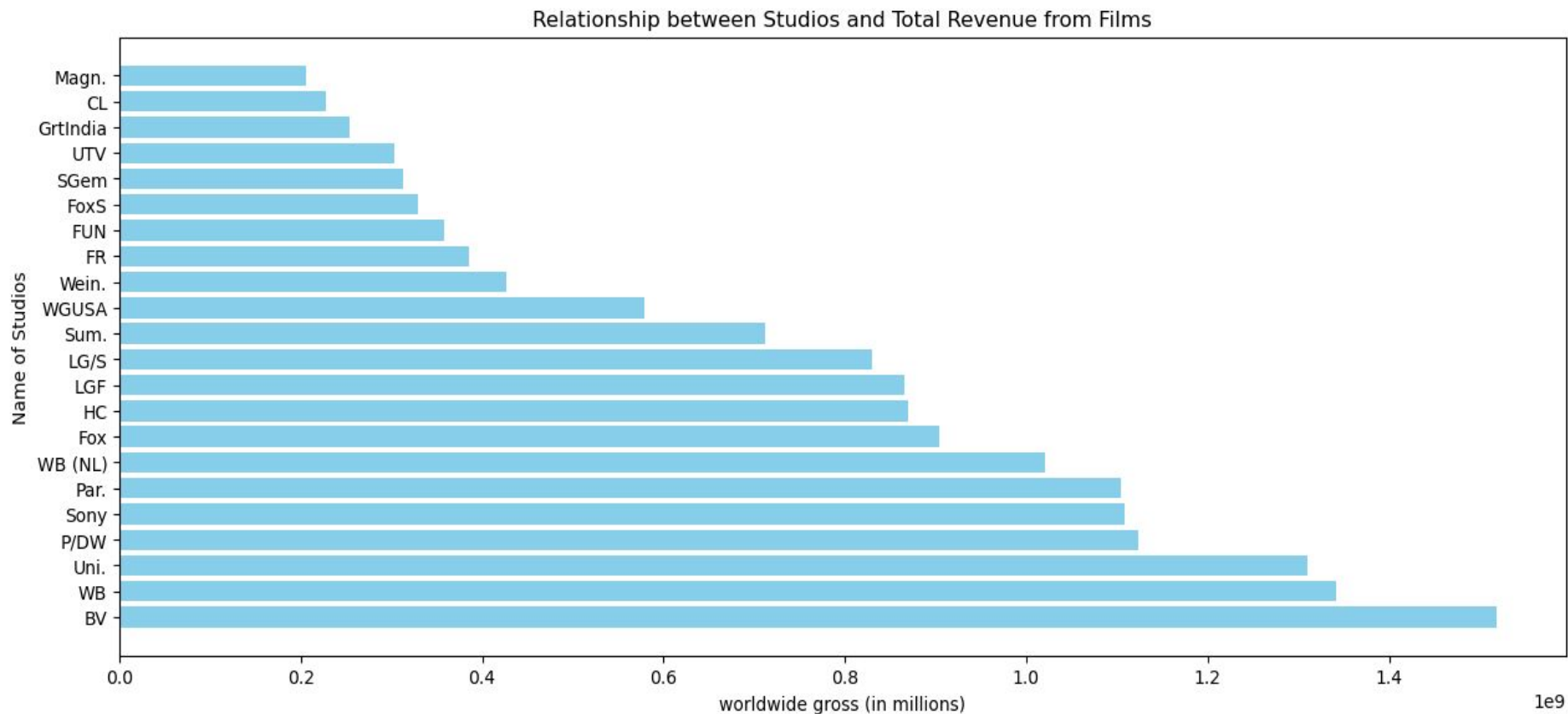3. What what studio has produced the best selling movies.

The Data

Box Office Mojo
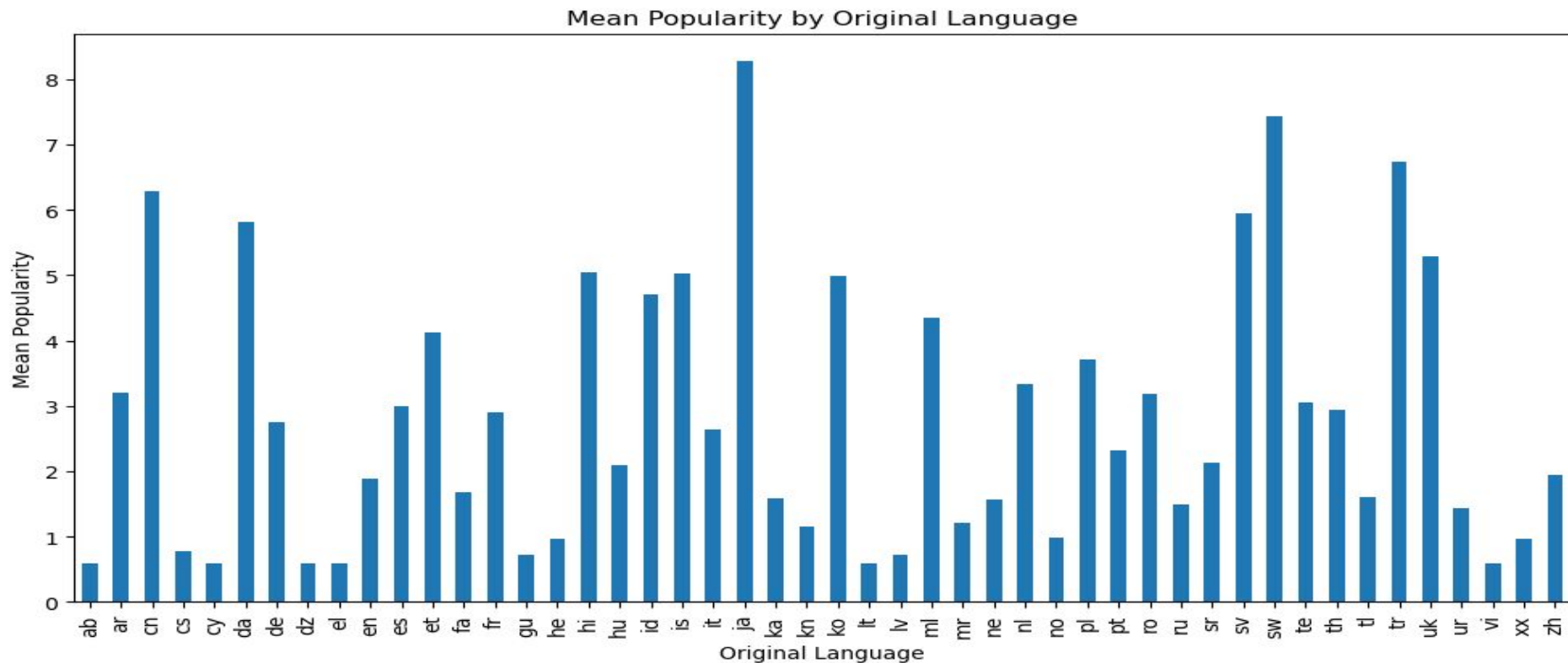
IMDB

Rotten Tomatoes
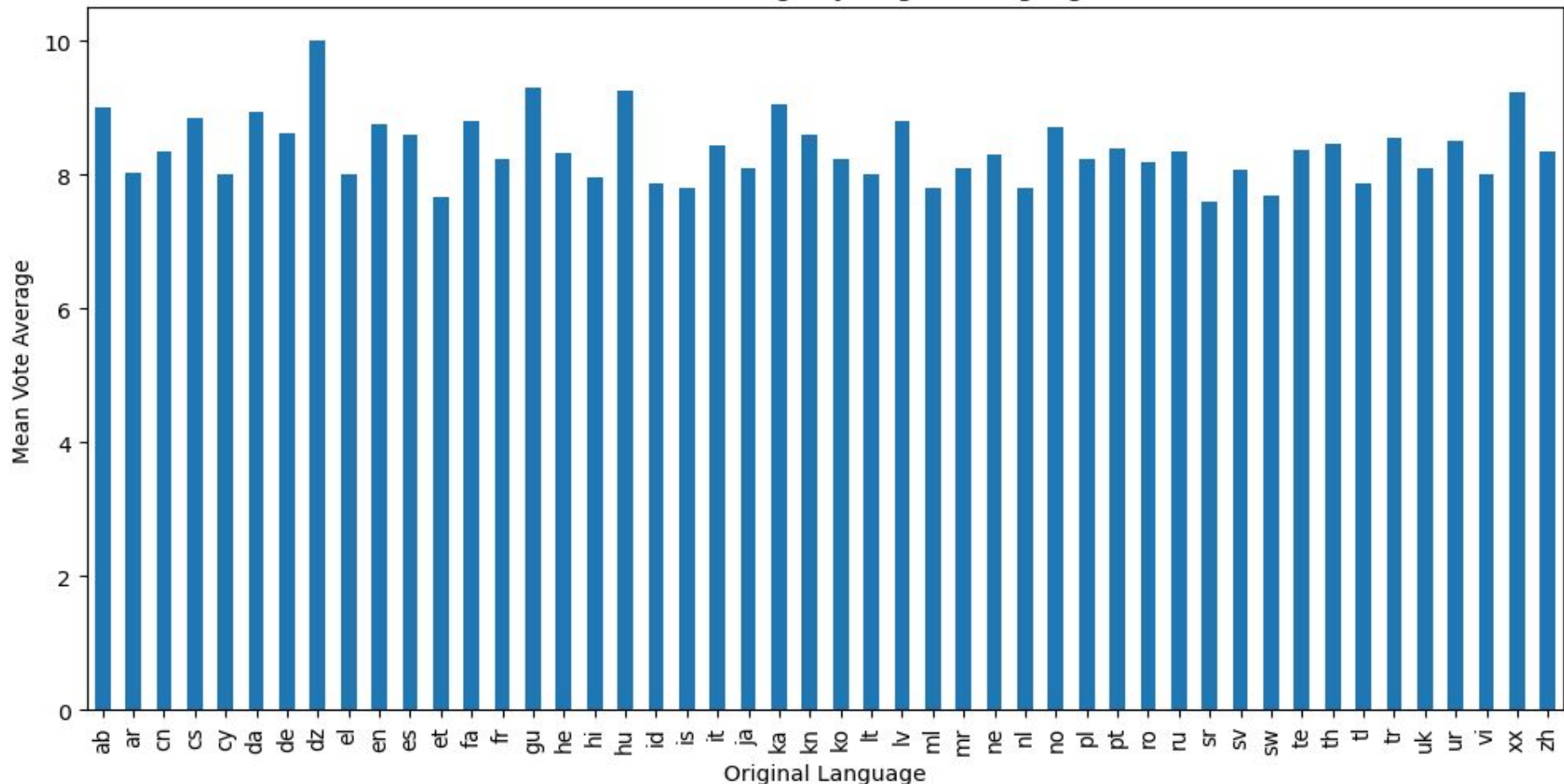
TheMovieDB

The Numbers

BOX OFFICE MOJO ANALYSIS

Relationship between Studios and Total Revenue from Films

BV studio had produced the movies with the highest worldwide gross followed by WB studio.

THE MOVIEDB DATA ANALYSIS

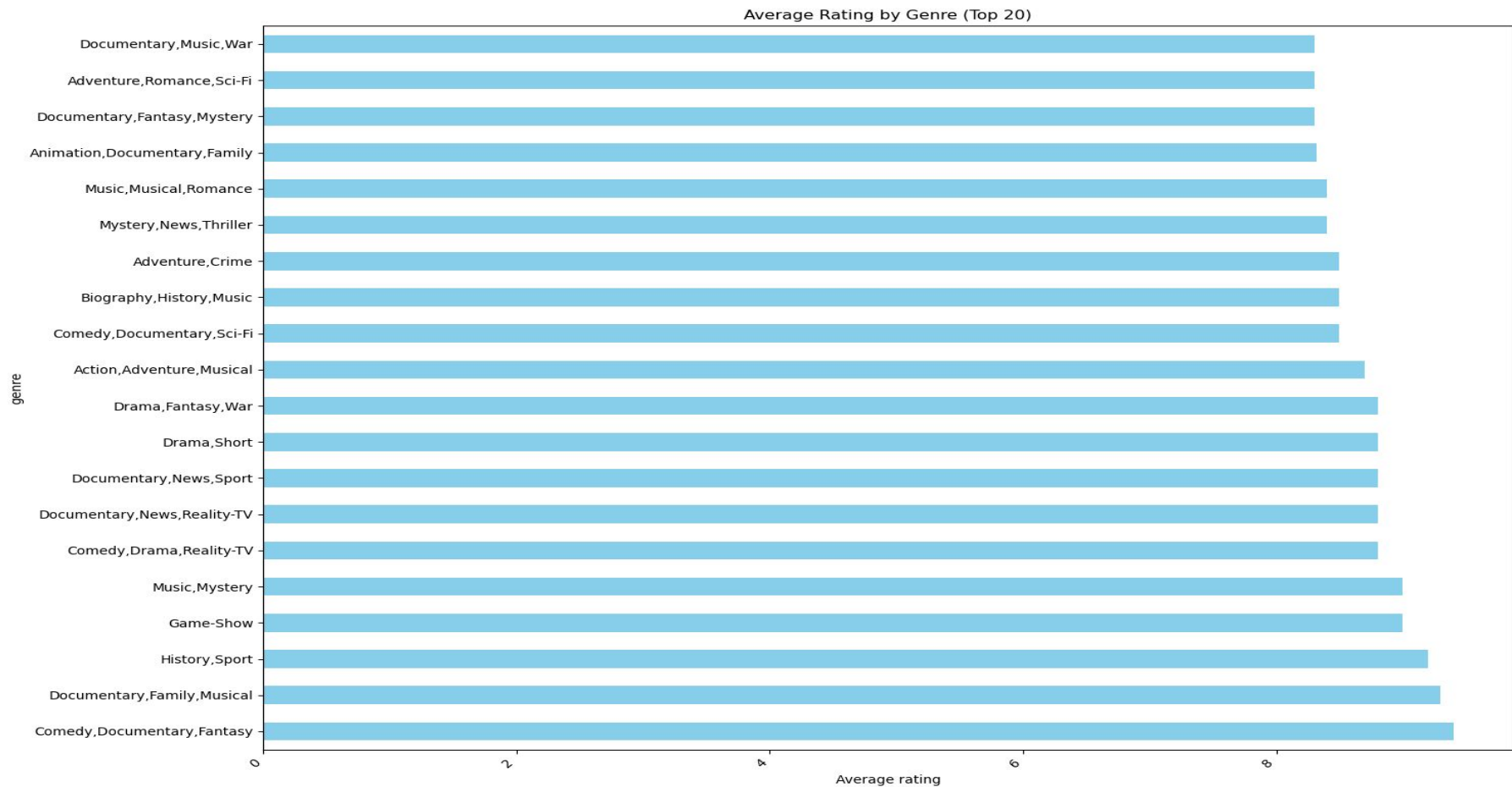Mean Popularity by Original Language

Mean Vote Average by Original Language

Japanese language movies had the highest mean popularity while the Dz language movies had the highest mean vote average.

IMDB DATA ANALYSIS

Average Rating by Genre (Top 20)

Comedy, Documentary and fantasy genre movies had the highest average rating followed by the Documentary, Family and Fantasy genre movies.

Conclusion

BV studio had the highest worldwide gross followed by WB studio. Ja language movies had the highest mean popularity while the Dz language movies had the highest mean vote average. Comedy, Documentary and fantasy genre movies had the highest average rating followed by the Documentary, Family and musical genre movies.

Recommendations

Focus on High-Rated Genres like Comedy, Documentary and fantasy to maximize audience satisfaction and critical acclaim. This strategy aligns with creating content that resonates positively with viewers and critics alike.

Partner with studios like BV na WB because of their high worldwide gross. This will help them establish themselves in the movie industry.

Produce movies in languages that have been used to produce popular movies or movies with high mean vote averages because they are likely to be watched by many people. A Language like ja has been used to produce the most popular movies while dz has been used to produce movies with the highest mean vote average.