

DATA SCIENCE PHASE 1 PROJECT

BY: Caroline Mbugua

Summary

In this project we will use data provided from the `imdb.title.basics`, `imdb.title.ratings` and `bom.movie_gross` to find out what movie genre is will give maximum profit in relation to the total profit it brings in as well as its ratings

Outline

- Business Problem
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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.

Data

Data used for this project is from:

- `imdb.title.basics`
- `imdb.title.ratings`
- `bom.movie_gross`

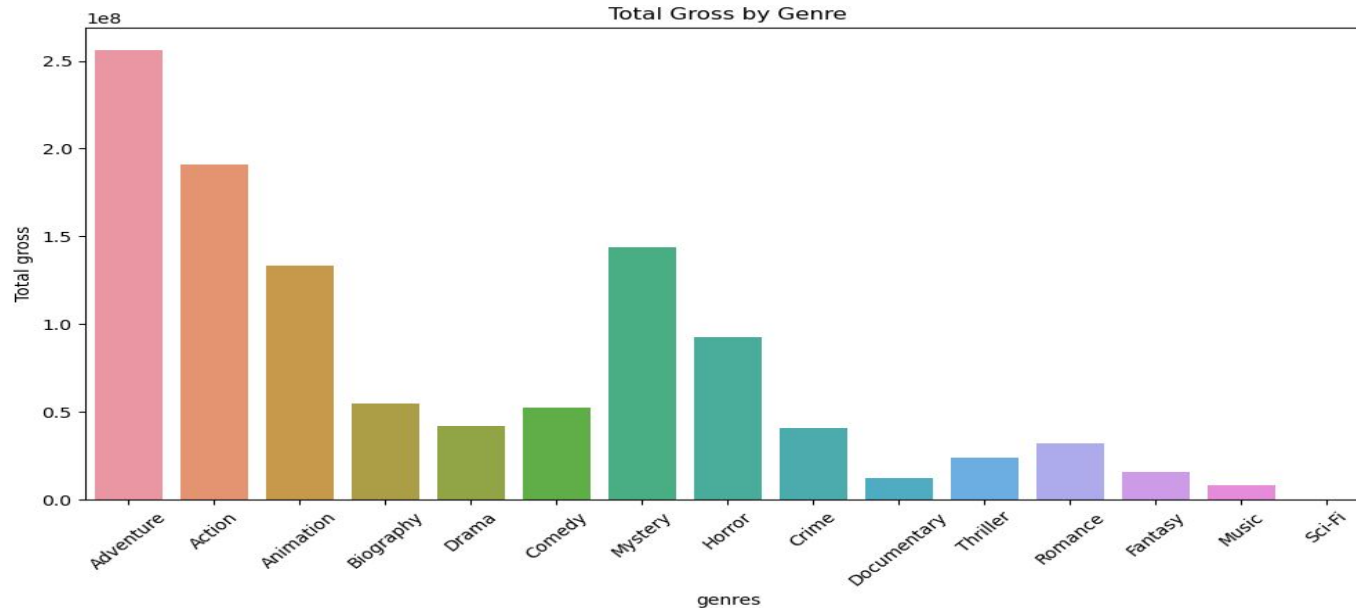
Methods

The data from the three tables is joined to form 1 table with below columns to allow easy analysis.

	title	studio	domestic_gross	foreign_gross	year	Total gross	runtime_minutes	genres	averagerating
0	Toy Story 3	BV	4.15E+08	6.52E+08	2010	1.07E+09	103	Adventure,Animation,Comedy	8.3
1	Inception	WB	2.93E+08	5.36E+08	2010	8.28E+08	148	Action,Adventure,Sci-Fi	8.8

Results

From the below chart the adventure genre generates the most income



Conclusions

Conclusion: Microsoft should consider Adventure genre in their new studio as it ratings and profit margin (total gross) offers the highest profitability of all available genres

Thank You!

Email:caroline.mbugua@student.moringaschool.com

GitHub: @username