

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green color. They are positioned diagonally, with the blue one partially covering the green one.

Moringa School Individual Project

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INTRODUCTION



Objectives

1. Understand Box Office Success Factors

2. Provide Actionable Insights

3. Inform Decision-Making:

4. Optimize Financial Returns



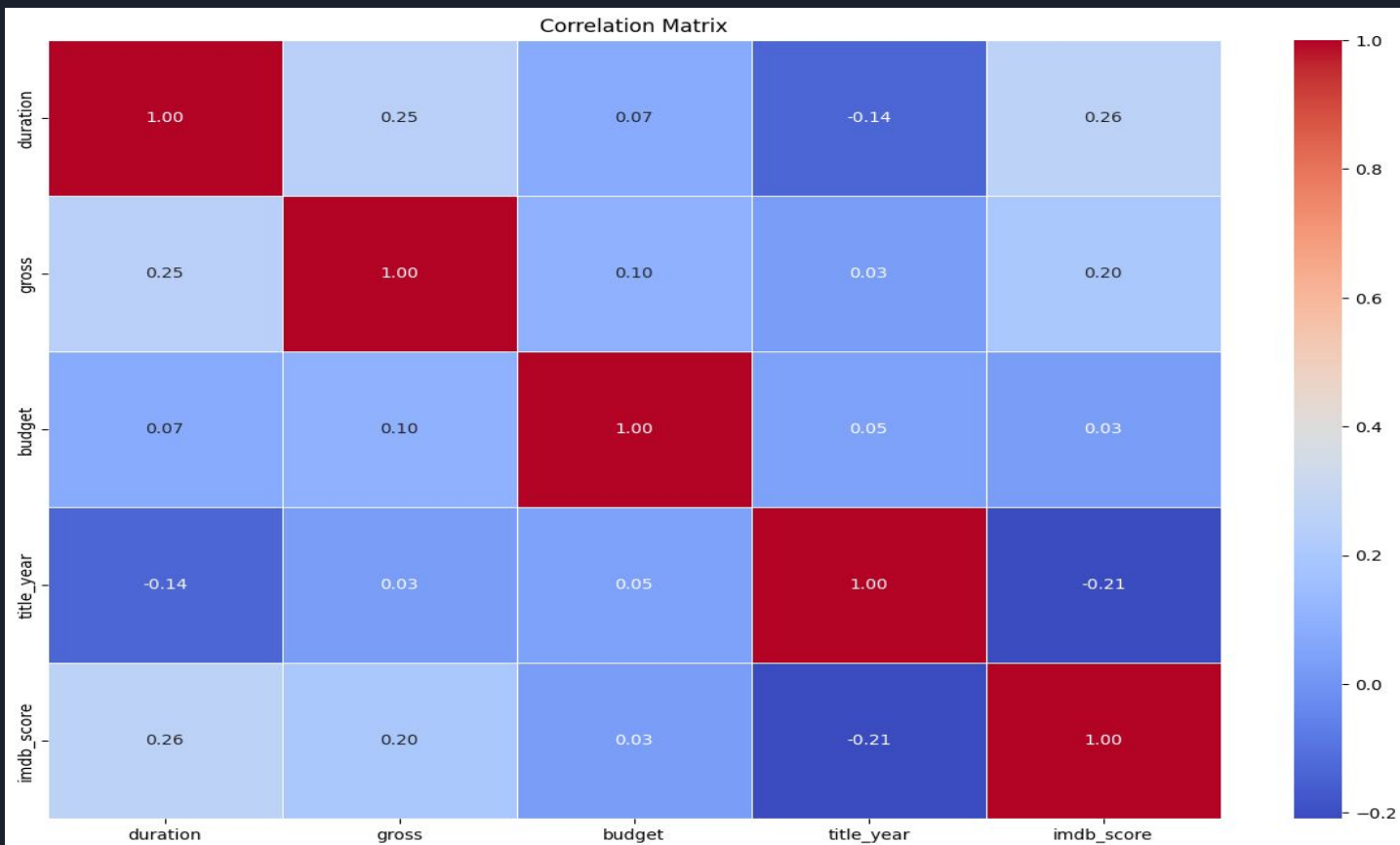
Steps

- Data Loading
- Data Inspection
- Data Cleaning
- Exploratory Data Analysis (EDA):
- Summary and Reporting



Summary and Insights

Correlation heatmap





Correlation interpretation

The correlation heatmap uses colors and number to show association between variables

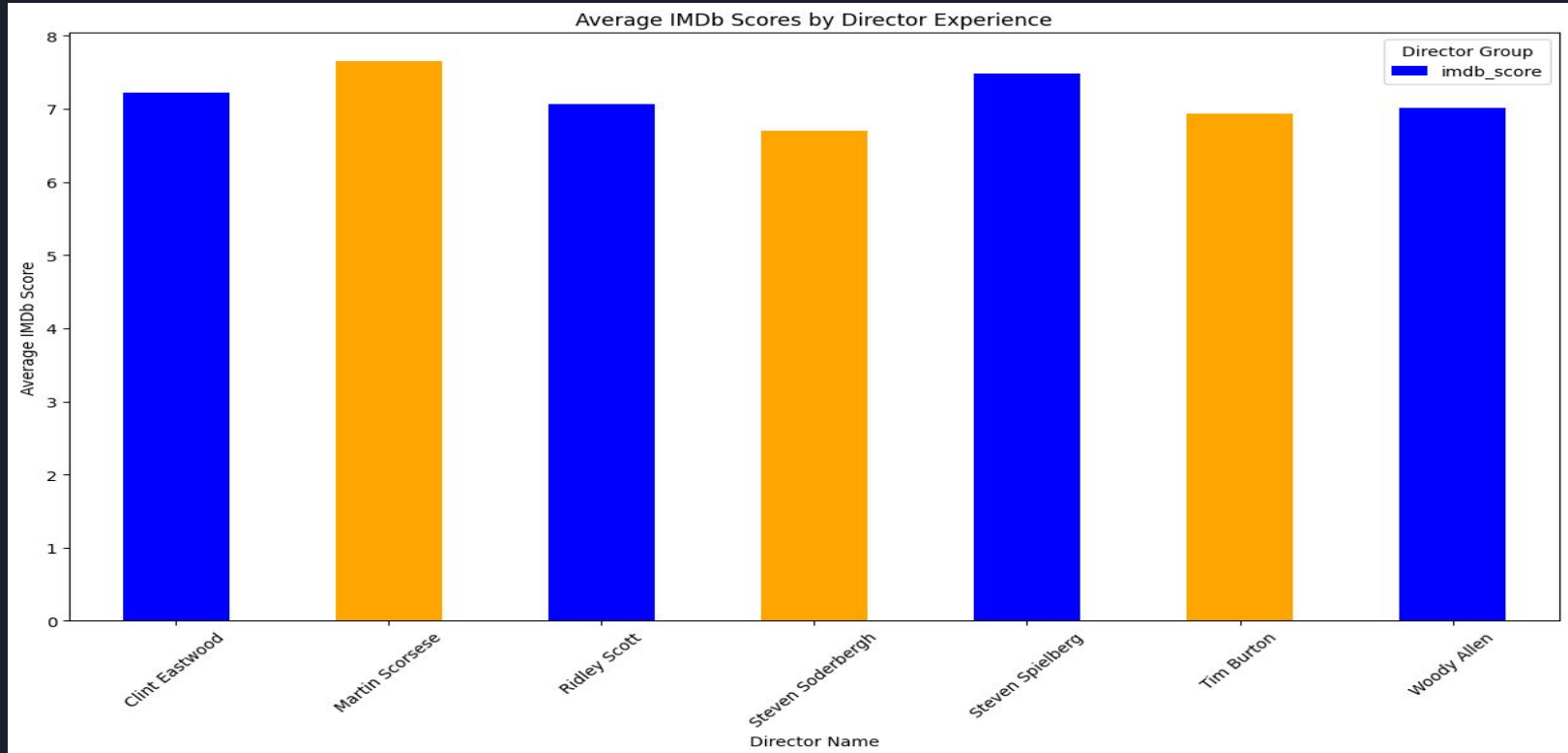
It ranges from 1 to -1

1 indicates very strong correlation -1 weak correlation

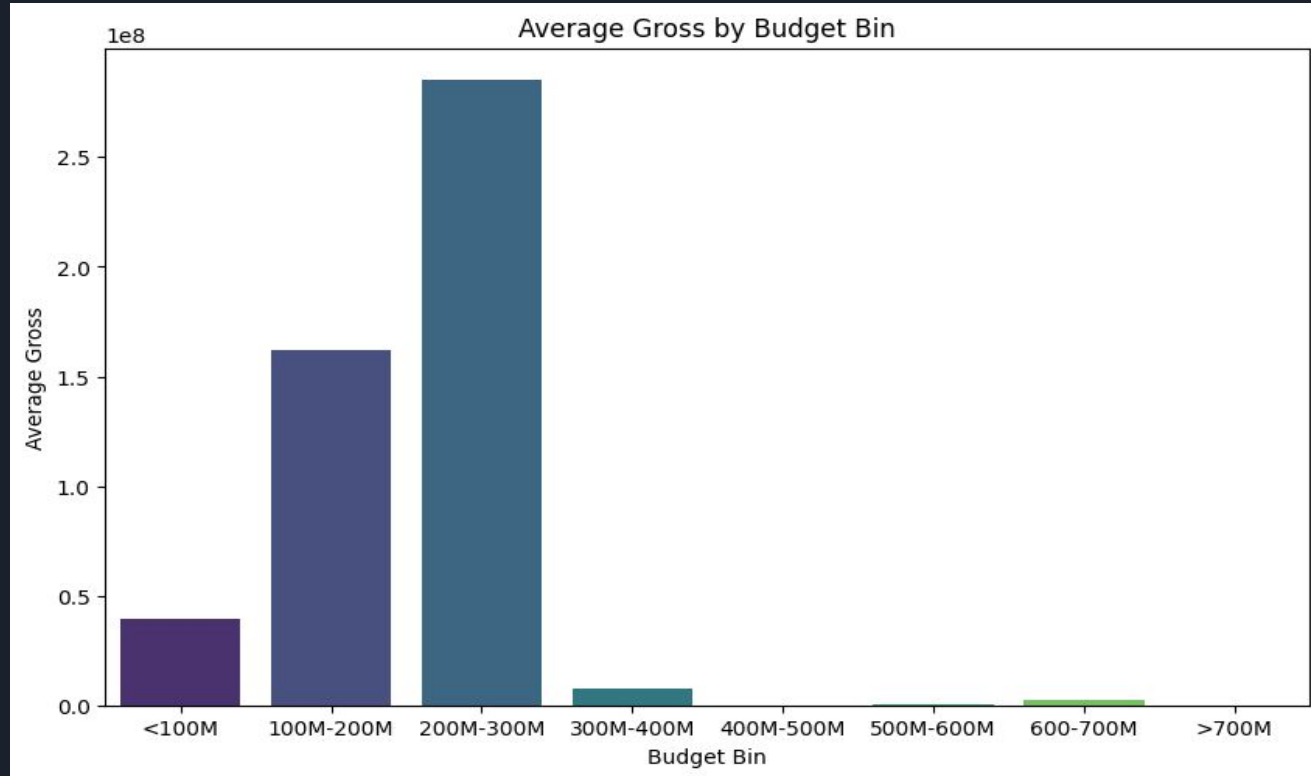



Recommendations

1. The correlation between directors and IMDb scores underscores the pivotal role of directors in shaping a movie's quality. This analysis emphasizes that the choice of a director significantly influences the overall excellence and reception of a film, reinforcing the importance of directorial expertise in achieving higher IMDb ratings.

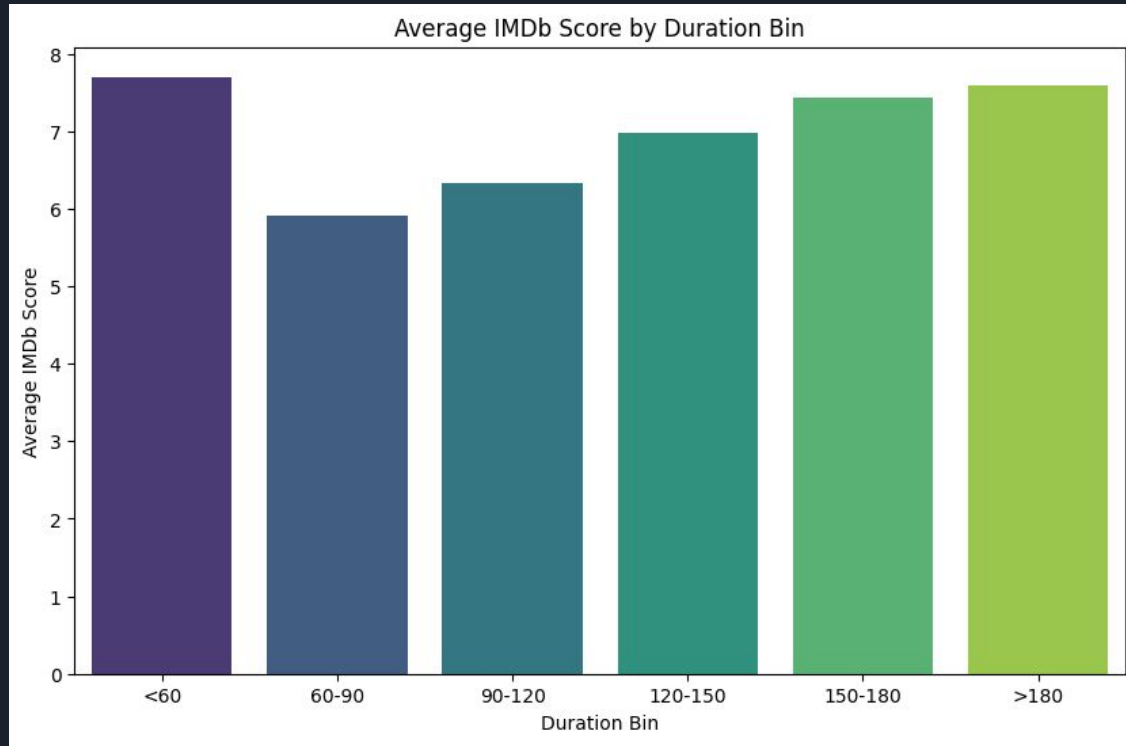


2..Based on the analysis of gross to budget, the optimal budget range for maximizing box office earnings is identified between 200M and 300M. Investing within this range is associated with the most favorable financial returns for movie productions.





3. The examination of movie duration in relation to IMDb scores reveals that films with a duration less than 60 minutes achieve an average rating of 7.7. For movies lasting between 150 and 180 minutes, the average IMDb score is 7.5, while those exceeding 180 minutes attain a score of 7.6. This analysis suggests that shorter and longer durations are associated with slightly higher ratings compared to movies of intermediate length.



4. It is recommended to prioritize movies with higher IMDb scores, as they tend to yield increased gross earnings. However, caution is advised in the 500M- 600M gross range, as despite positive IMDb scores, a significant reduction in earnings is observed. Proactive decision-making is encouraged to optimize financial outcomes.

