

Entering the Movie Industry



Movie Data Analysis

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Summary

Analysis on the Movie sample data showed that:

- Adventure or animated movies make the most money
- Identified potential crew with best previous works
- People are excited to watch comedy, drama, horror, documentary and thriller
- The ideal runtime is ~109 minutes



Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



Business Problem

- Identify highest grossing films
- Hire the right people
- Ensure engaging genre
- Limit movie runtime





Data Characteristics:

- Genre and box office for over 27,000 movies
- Professions for over 300,000 movie crew
- Genre, average rating, number of movie voters and runtime for 71097 movies

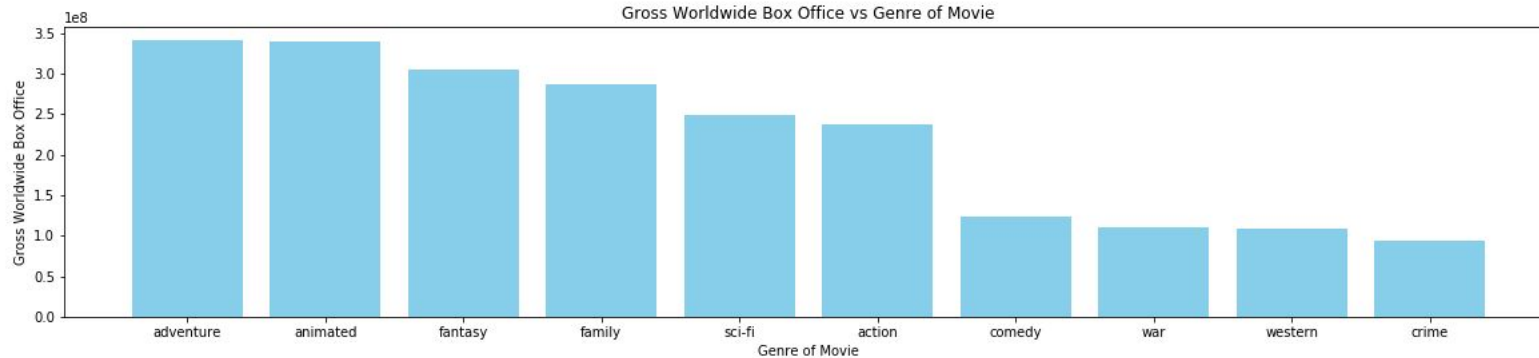
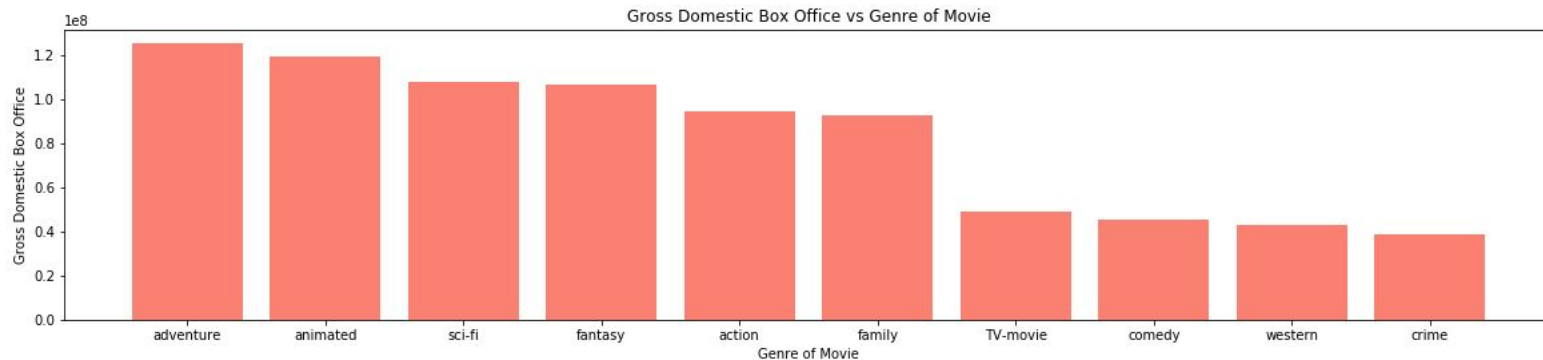




Results



Question 1 - What genre does best at the box office?





Question 2 - Who was a part of highly rated films?

TOP 5 ACTORS

- #1: Lance Vogel
- #2: Mark Alan Campbell
- #3: Seth Michael
- #4: Luke Telfer
- #5: Benji Riggs

TOP 5 ACTRESSES

- #1: Cristina Duarte
- #2: Donna Schulte
- #3: Vickie Doerr
- #4: Diane Ferranti
- #5: Aurora Sharon Lewis

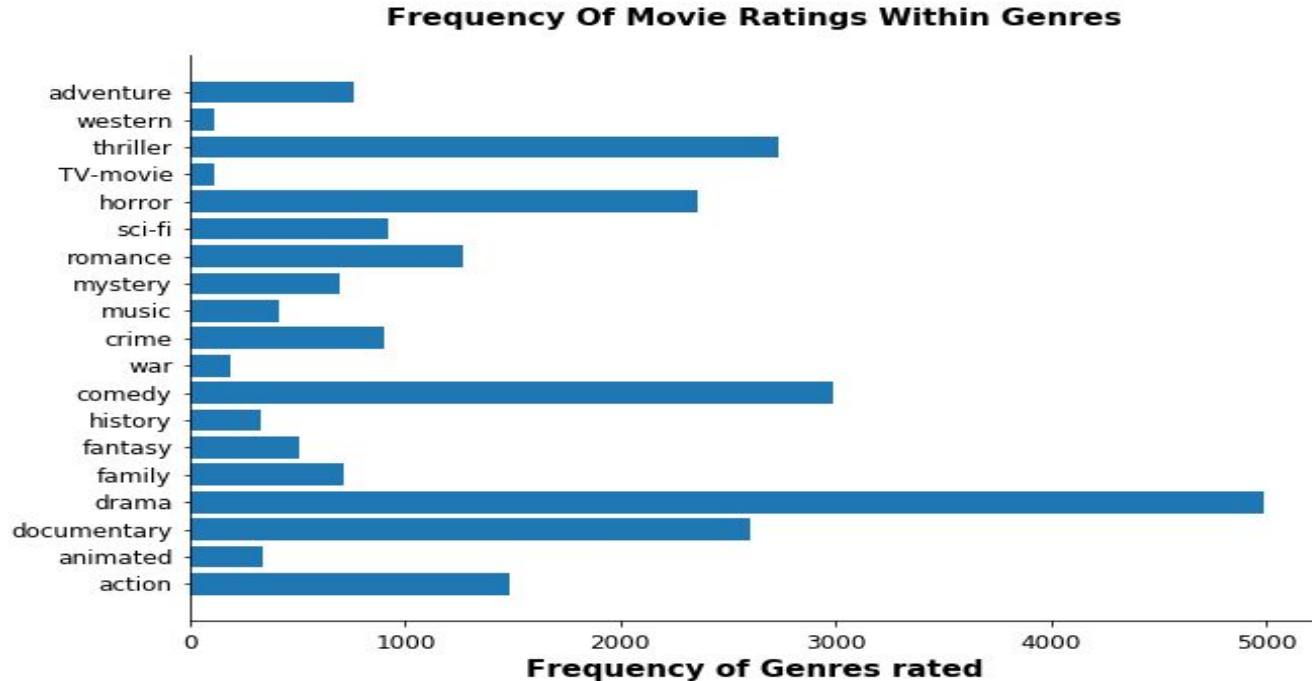
TOP 5 DIRECTORS

- #1: Cristina Duarte
- #2: Michiel Brongers
- #3: Masahiro Hayakawa
- #4: Daniel Alexander
- #5: Vickie Doerr

TOP 5 WRITERS

- #1: Cristina Duarte
- #2: Lance Vogel
- #3: Michiel Brongers
- #4: Daniel Alexander
- #5: Don McClendon

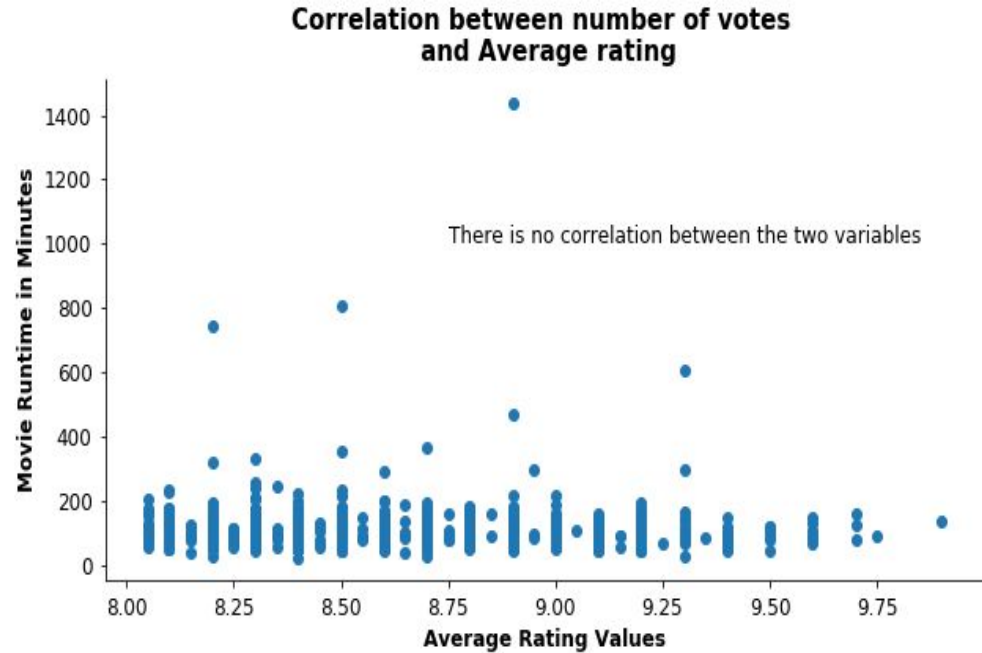
Question 3- What genre of movies are people most excited about voting on ?





Question 4 - Are movie ratings affected by movie runtimes ?

- The average movie run time for all movies rated higher than 8 points is 109 mins.





Conclusions

- Adventure or animated movies make the most money
- Identified potential crew with best previous works
- People are excited to watch comedy,drama, horror, documentary and thriller
- The ideal runtime is ~109 minutes

Next Steps

- More data
- Less missing data
- Data focusing on Covid-19 times

Thank You!