Film Industry EDA

Authors: Colin Pelzer, Daniel Burdeno, Emiko Naomasa, Piotr Czolpik

Summary

- Finding a place in the market for a new original content creation studio.

Outline

- Microsoft's new studio
- Data scraped from IMDb and The-Numbers.com
- Using python libraries to perform EDA
- Our recommendations for a new studio
- Moving forward

Business Problem

- Microsoft has expressed interest in creating their own movie studio, they've tasked us with finding the best way to carve their place in the market
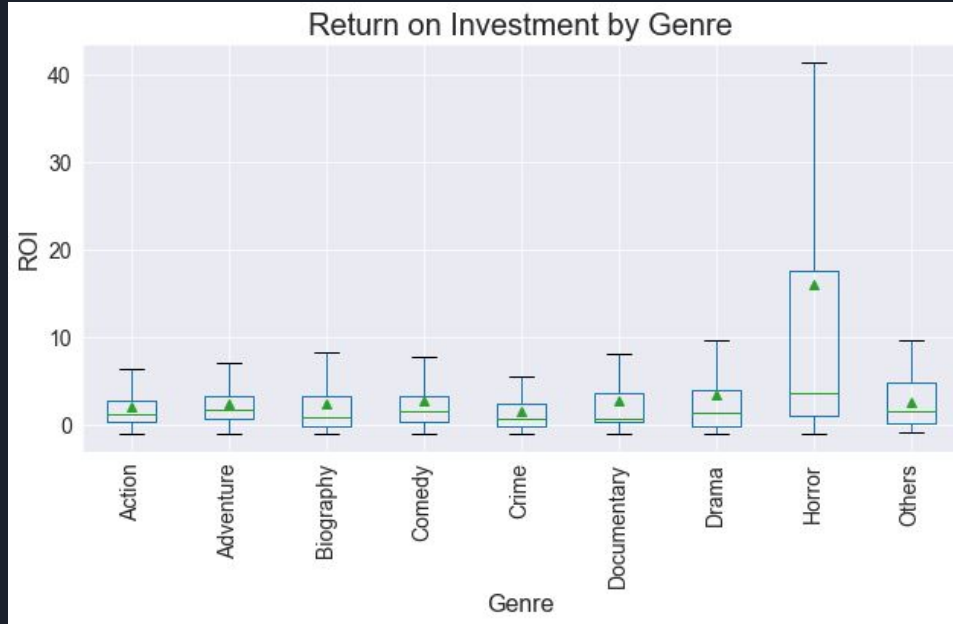
Data

- Used data from IMDb and The-Numbers.com
- Using python libraries such as; pandas, numpy, matplotlib, and seaborn, we cleaned, prepped, and visualized the data
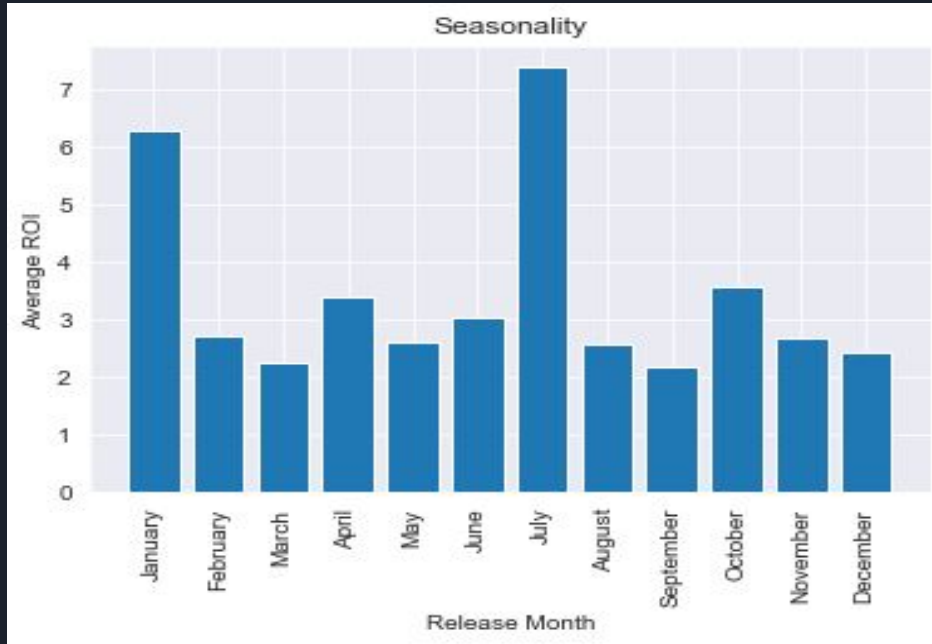
Recommendation # 1

- We found that certain genres have a higher ROI

Return on Investment by Genre

Recommendation # 2

- It's no myth that the seasons control consumer habits

Recommendation # 3

- Certain directors have found more success than others

Conclusion

Email: pelzercolin@gmail.com

GitHub(s): @ZenBurrito