



Film Industry EDA

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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

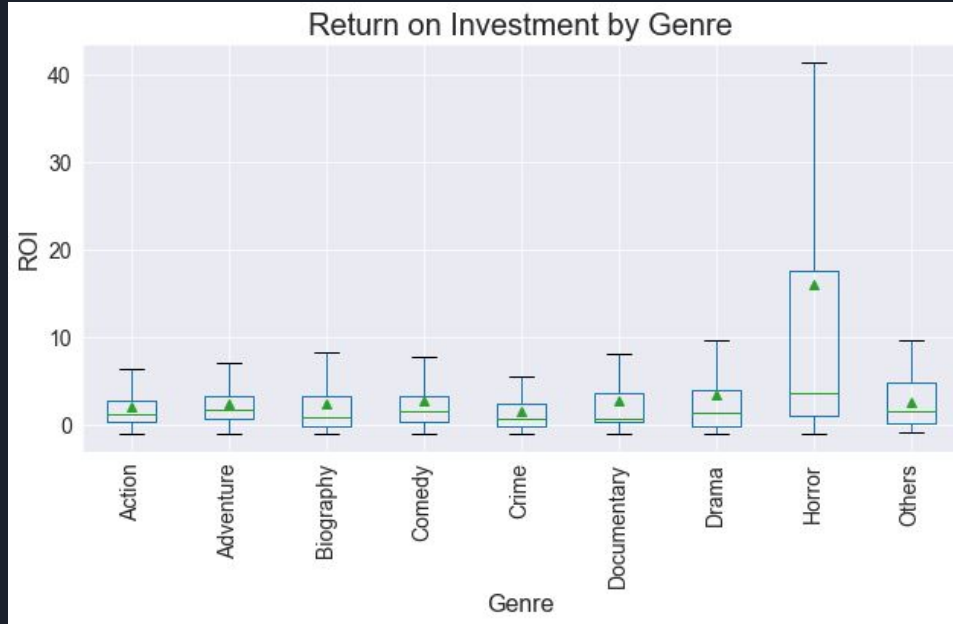


Data

- 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

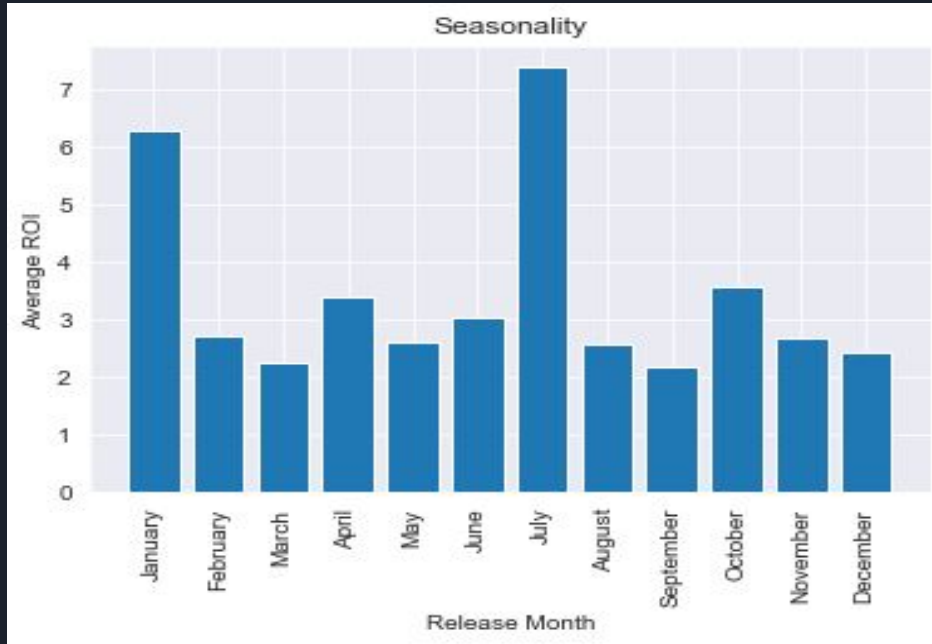
Recommendation # 1

- We found that certain genres have a higher ROI



Recommendation # 2

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

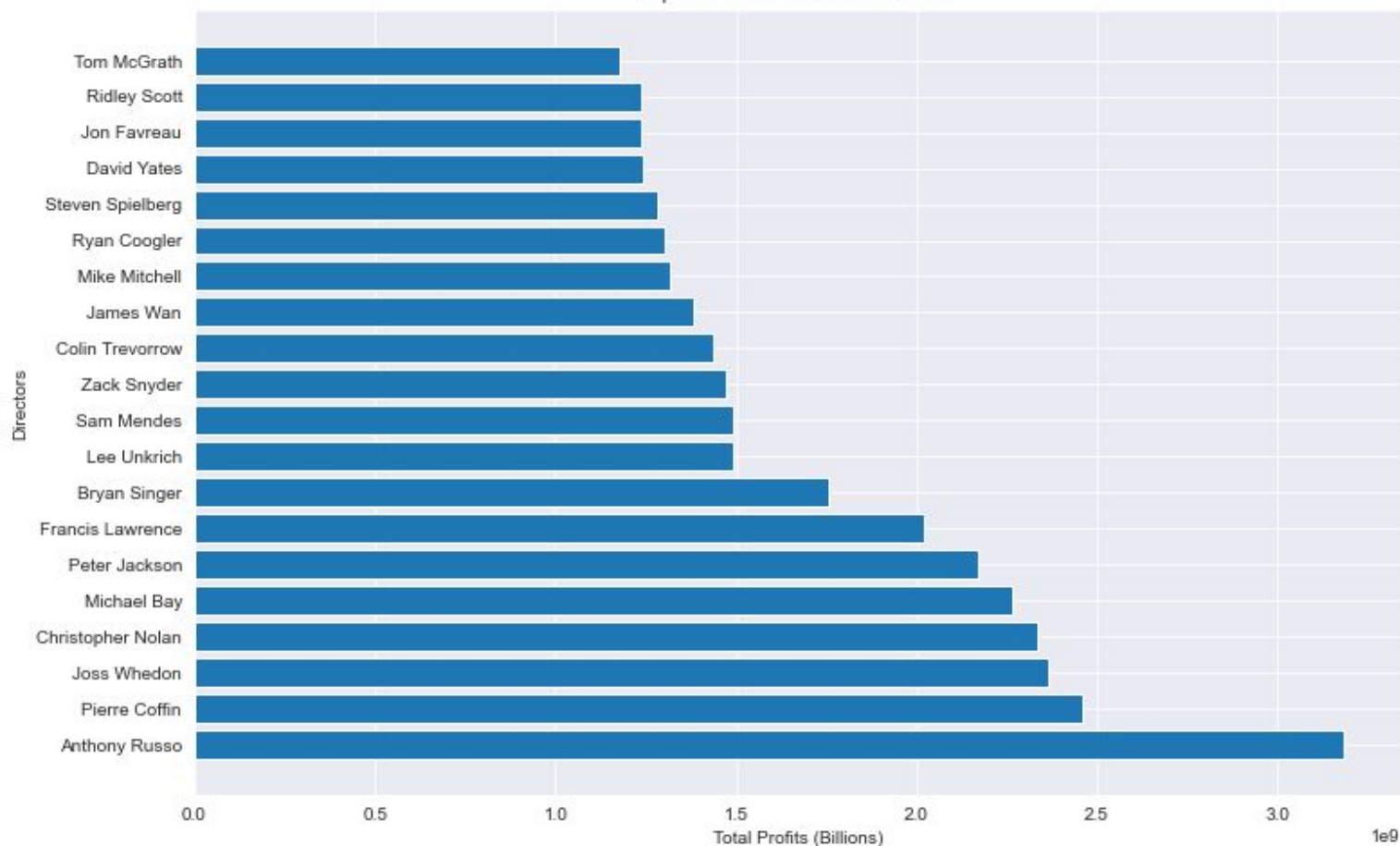




Recommendation # 3

- Certain directors have found more success than others

Top 20 Directors from 2010-2021





Conclusion

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