Project: Movie Analysis

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Microsoft sees the opportunity of creating original video content and they want to get in the new market.
- They have decided to create a new movie studio.
- The current business pain point is that they don't have much information about this new field and do not know what movies to create
- Rely on this projects to gain more insights about the current best movies for box office

Data

Sources:
- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB
- The Numbers

Information:
- Movie info: Name, Run time, Studio, Year, Actors
- Movie Quantity
- Rating
- Budget and Box Office Gross (Domestic, Foreign)
- Movie Types/Genres

Methods

- Cross Reference the datasets from different resources
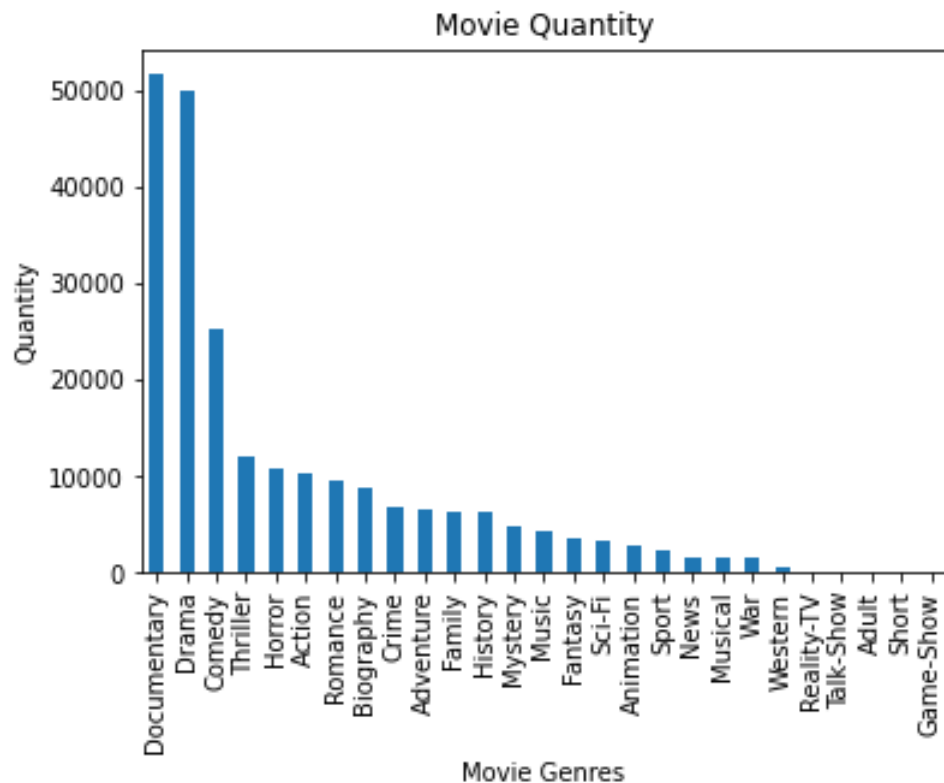- Perform Data analysis
- Visualizations

Results

Business insights to address:

- What types of movie contents are created the most(quantity) ?
- What types of movies have the highest ratings ?
- What types of movies have the best box office gross ?

Movie Genres:

- 'Action', 'Adult', 'Adventure', 'Animation', 'Biography', 'Comedy',
- 'Crime', 'Documentary', 'Drama', 'Family', 'Fantasy', 'Game-Show',
- 'History', 'Horror', 'Music', 'Musical', 'Mystery', 'News', 'Western'
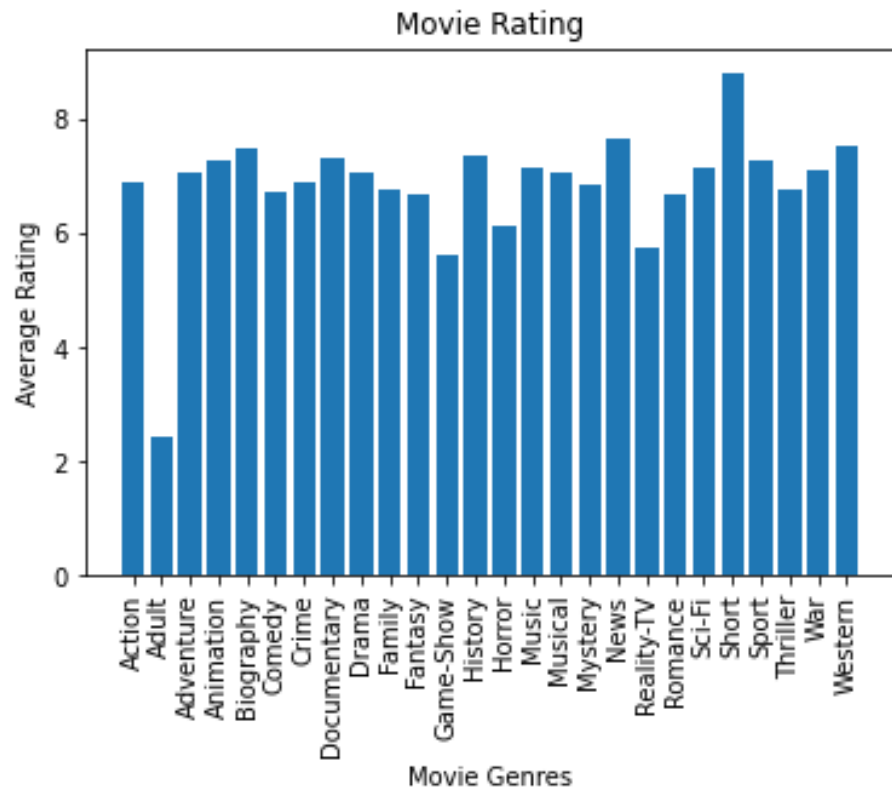- 'Reality-TV', 'Romance', 'Sci-Fi', 'Short', 'Sport', 'Thriller', 'War',

Results

Movie Quantity

Top 3 Movie Productions :
- Documentary   51640
- Drama   49883
- Comedy   25312
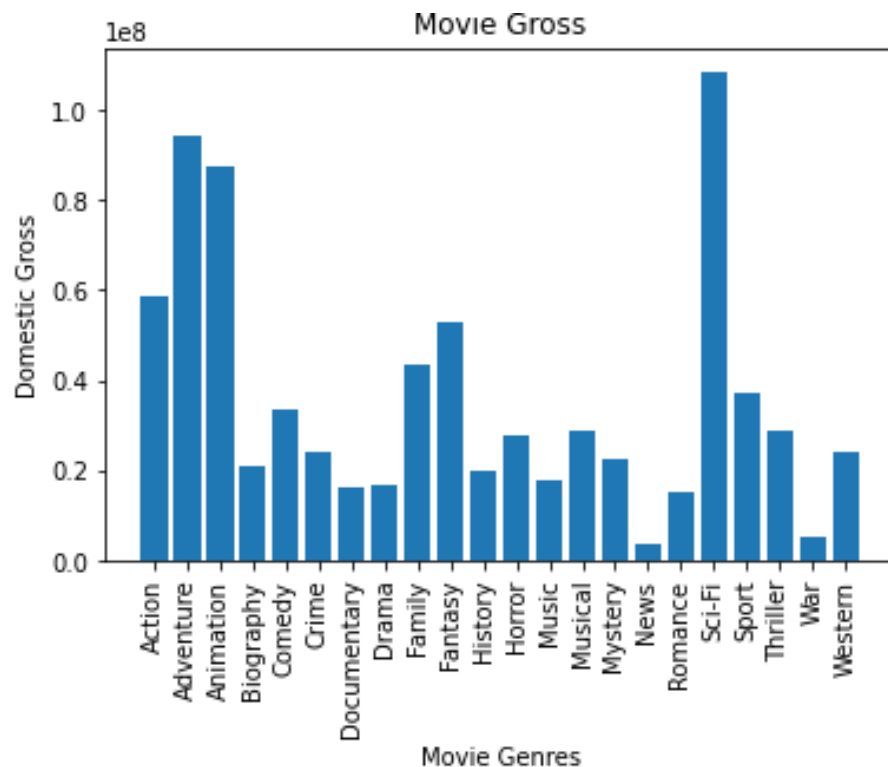
Results

Top 3 Movie Ratings :

- Short   8.92
- News   7.64
- Western   7.51

Results

Top 3 Gross Movies (domestic):

- Sci-Fi   10.8 million
- Adventure   9.44 million
- Animation   8.73 million

Conclusions

73052 Movies Analyzed

Recommendations:

- Movie Popularity (Quantity) :   Document, Drama, Comedy
- Highest Rating: Short, News, Western
- Gross :   Sci-Fi, Adventure, Animation

Future Study :

Movie budget, Released Time, Audience Age range

Thank You!

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