



Module 1 – Movie Project

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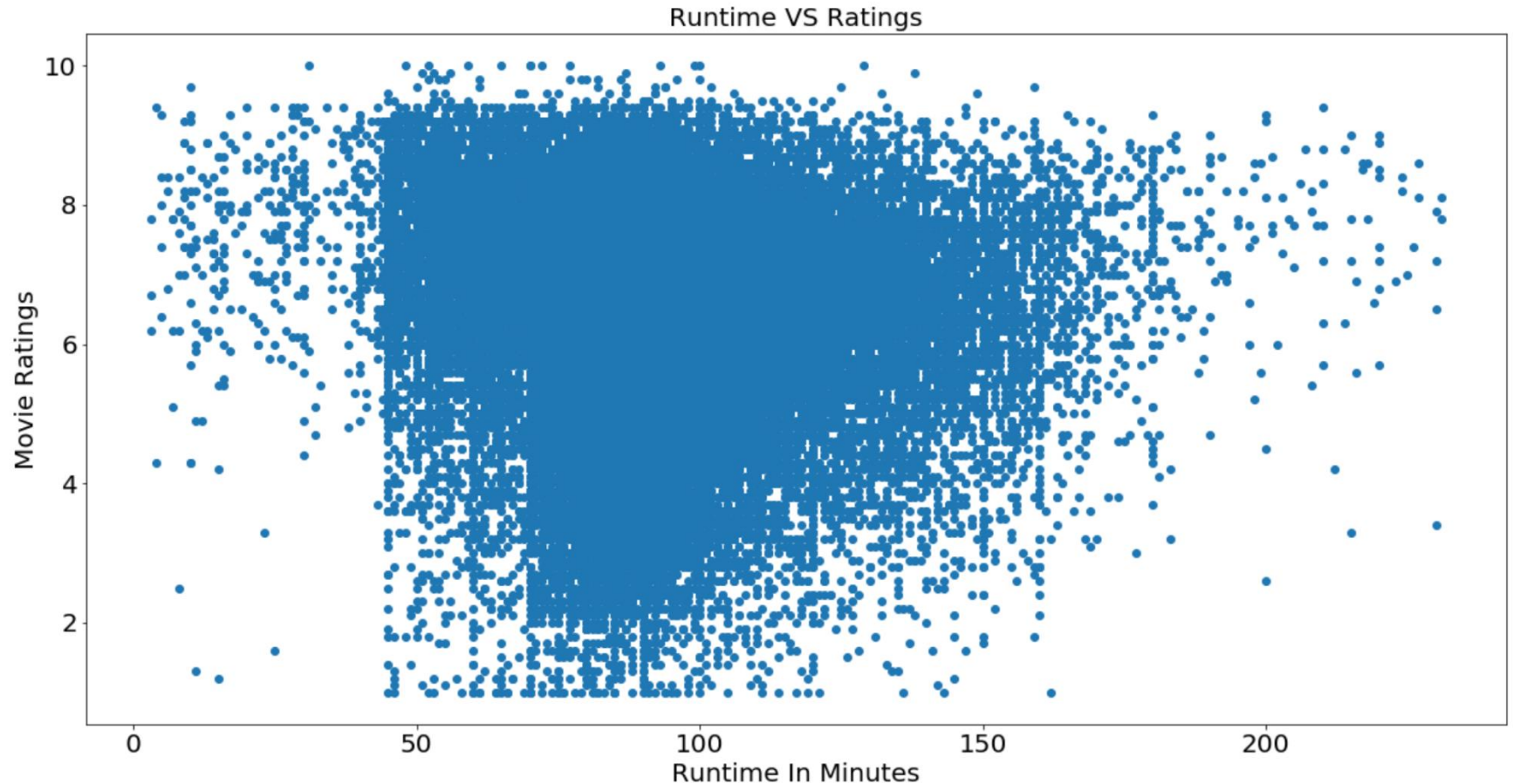


Overview

- Microsoft has decided to create a new movie studio and has tasked us to doing data analysis on data relating to the movie industry.
- We will be exploring the following features and how it relates to the ratings and revenues that a movie make.
 - Genres
 - Directors
 - Runtime

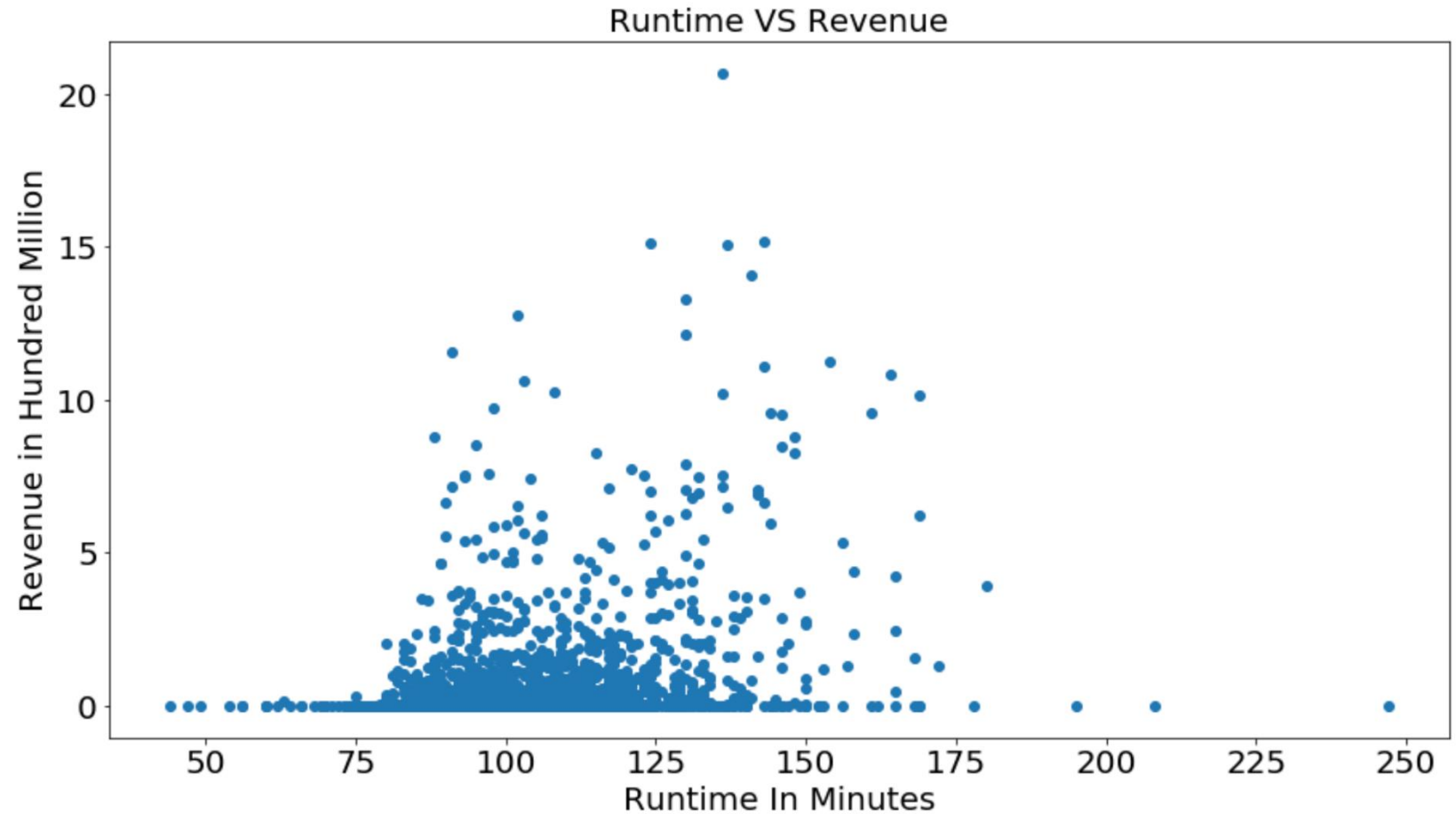
Does runtime effect movie ratings?

- Calculated the correlation of movie ratings and runtime in minutes to be - 0.04842749
- No correlation between runtime and ratings.

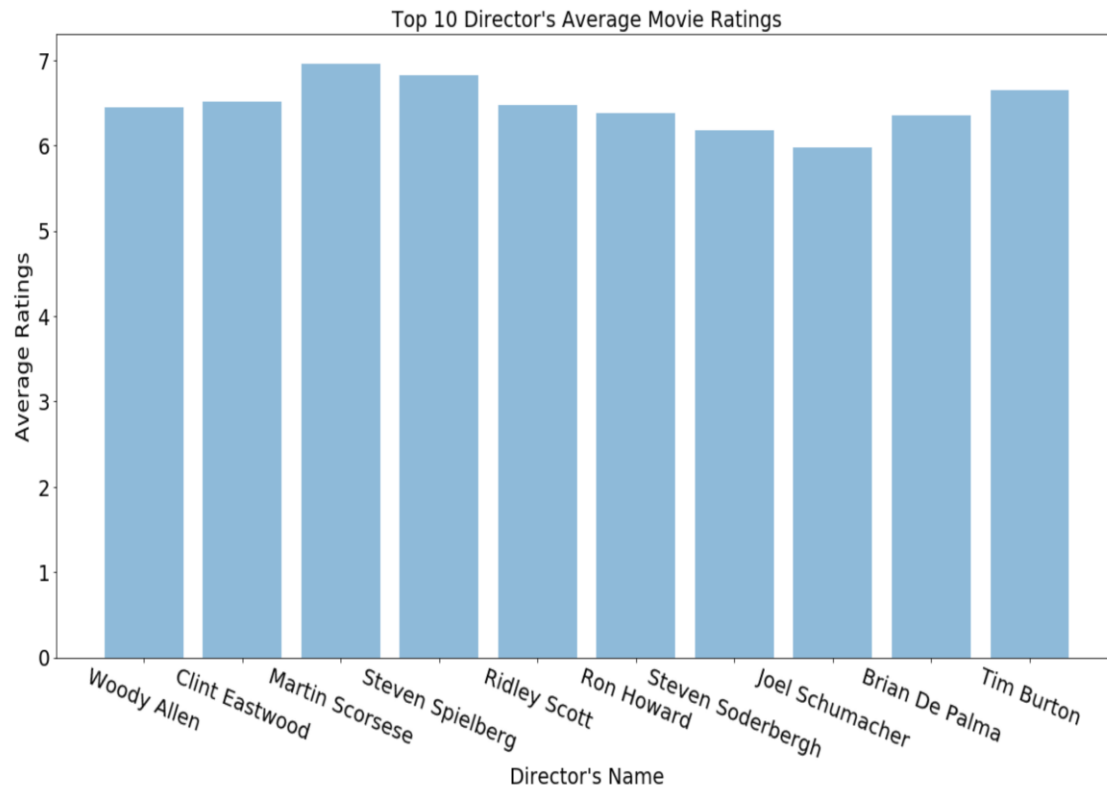


Does runtime effect movie revenues?

- Calculated the correlation of movie revenue and runtime in minutes to be 0.31924
- No correlation between runtime and revenue.

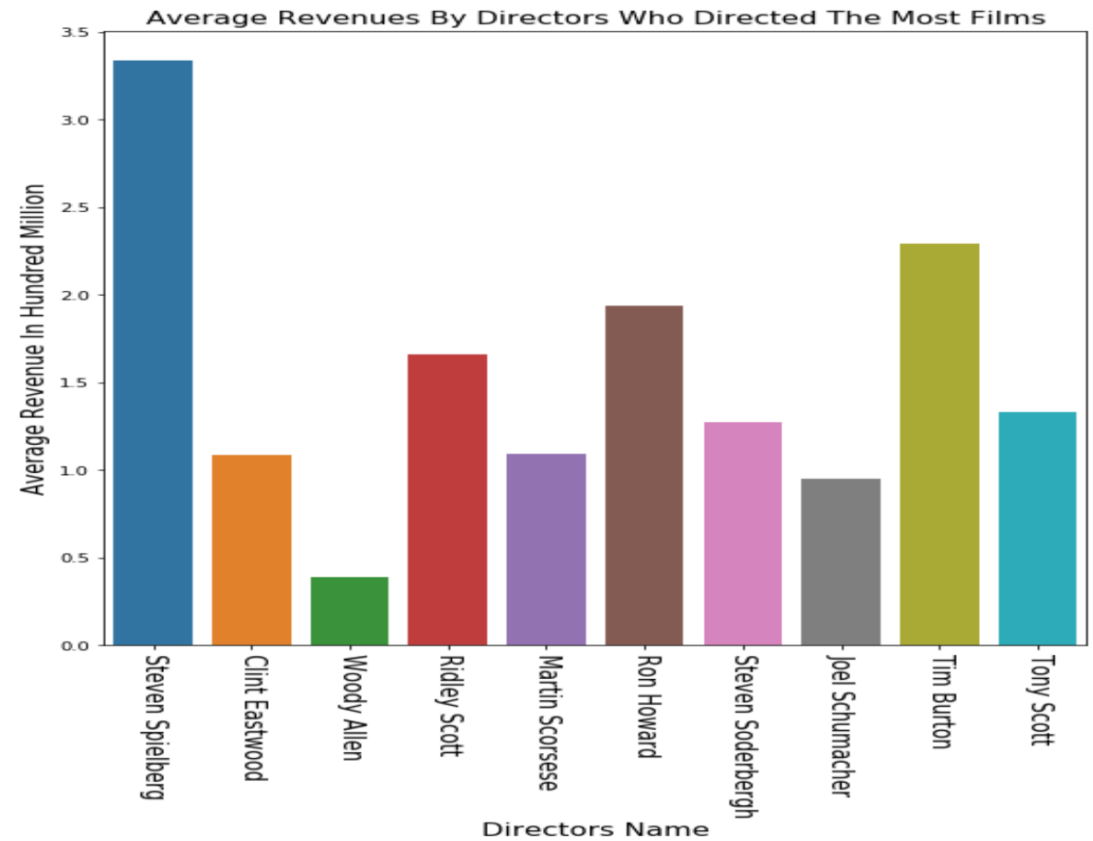
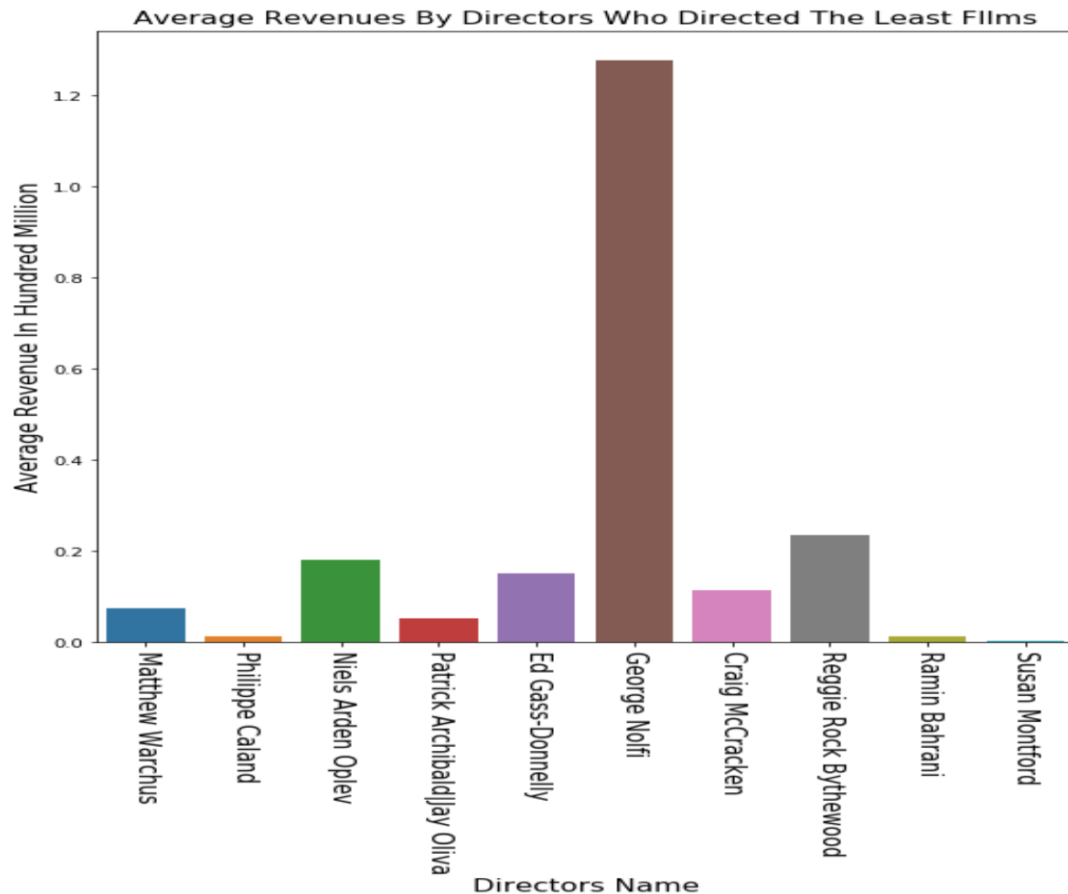


Does directors effect movie ratings?

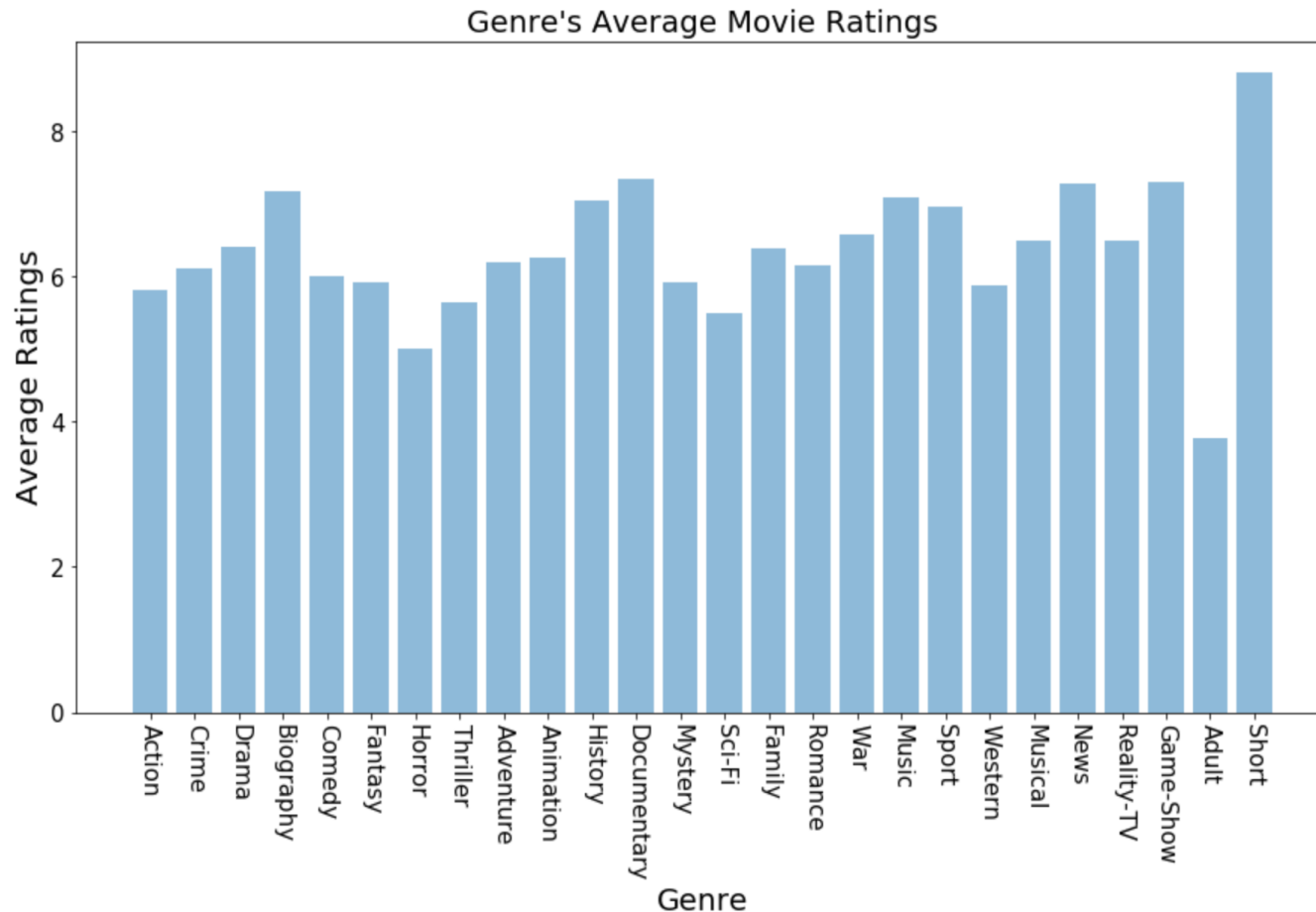


- The average movie ratings were about the same for top 10 directors.

Does directors effect movie revenues?

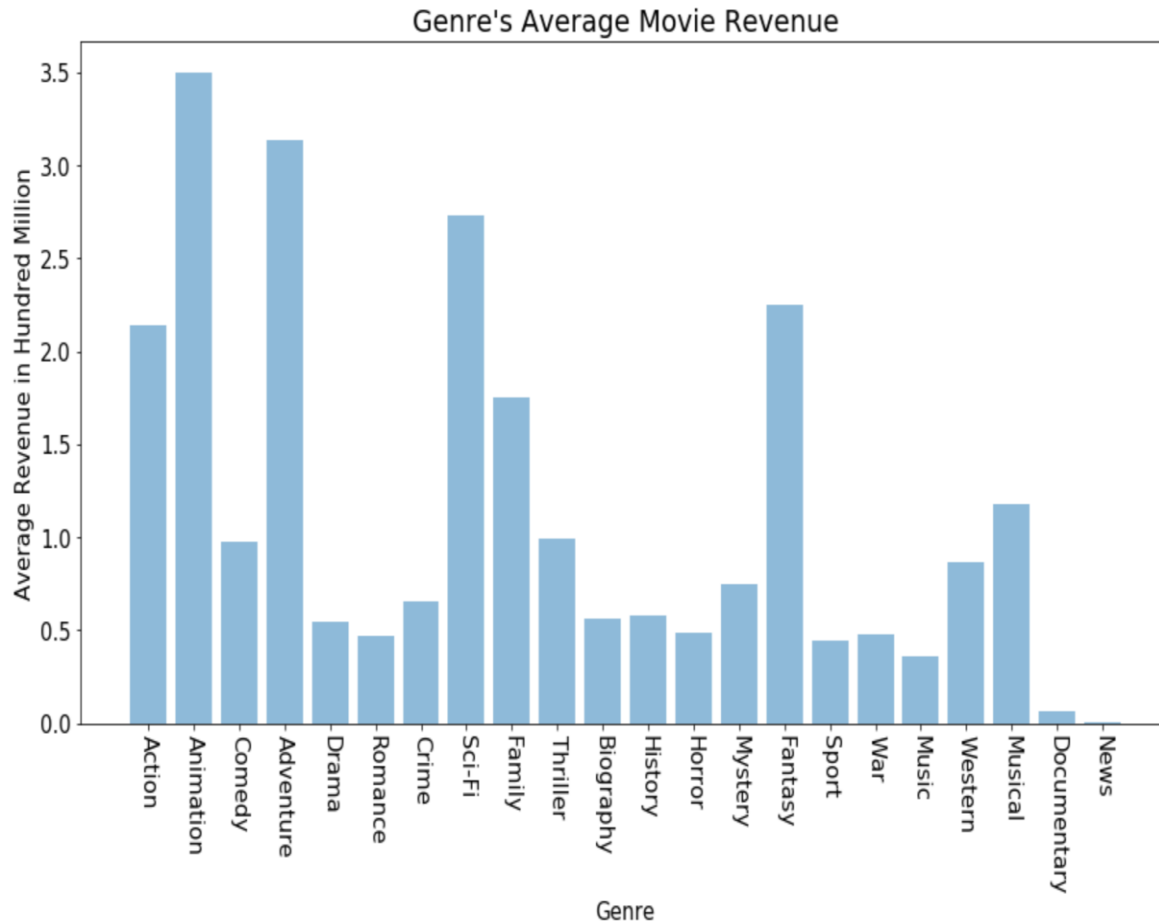


Do genres effect movie ratings?



- Short films, documentary, game shows, news and biography are the top 5 genres that yield the highest average ratings.

Do genres effect movie revenues?



- Animation, adventure, sci-fi, fantasy and action are the top 5 genres that will yield the highest average revenue.

Summary

- Directors – Hiring popular directors will tend to yield a higher revenue for movies.
- Genres -
 - Animation, adventure, sci-fi, fantasy and action genres will yield the highest revenue.
 - Short films, documentary, game shows, news genres will yield the highest ratings on movies.

Next Steps

Although we have investigated a few features with respect to movie ratings and revenues. There are still many features that are worth analyzing. For example:

- Time the movie is released
- Movie budget
- Actors
- Domestic vs international



Thank You