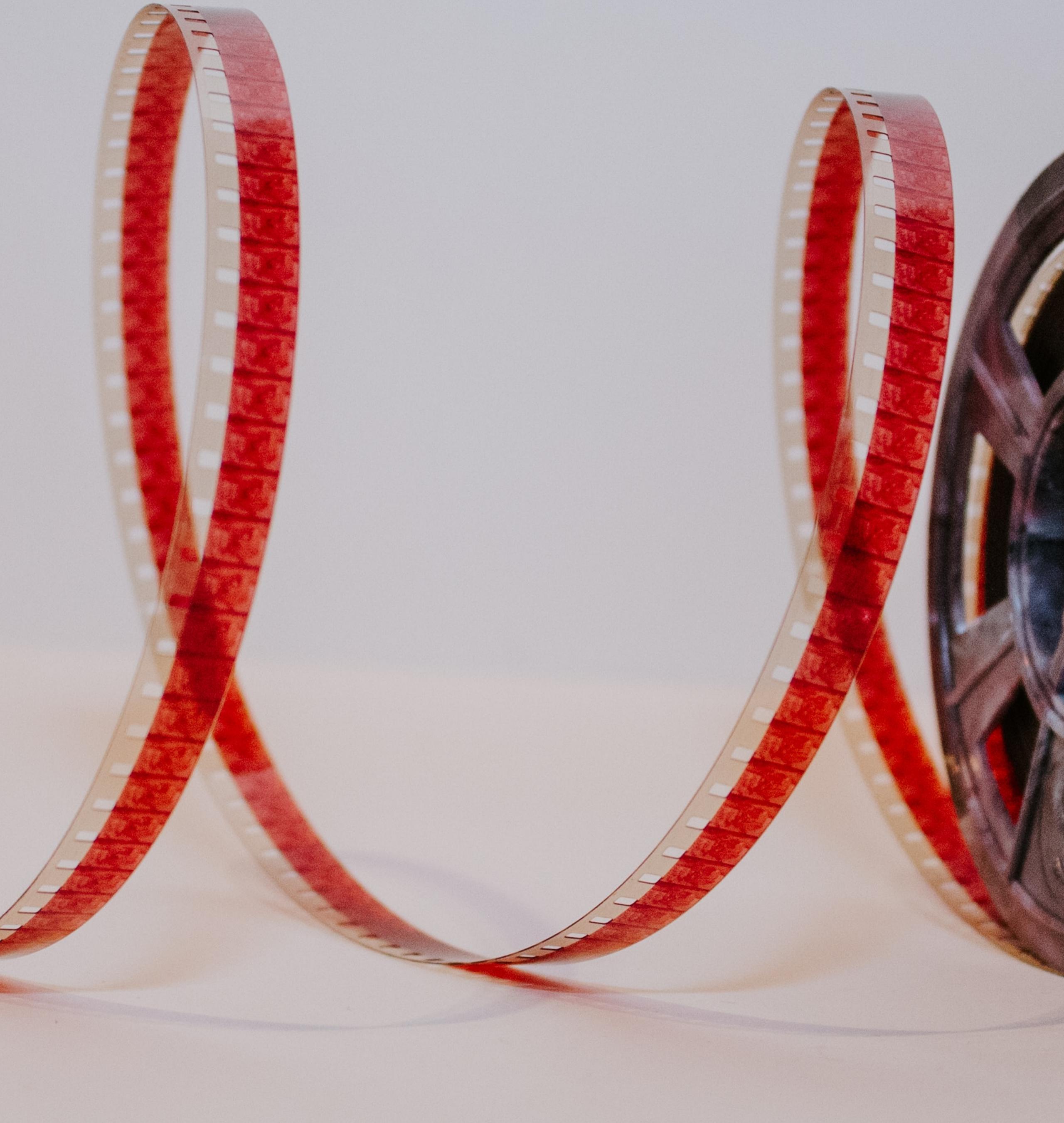


# MOVIE INDUSTRY ANALYSIS

*By Brittney Nitta-Lee*





## INTRODUCTION

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- This project will report findings from an analysis of datasets from IMBD and Rotten Tomatoes.
- IMBD (Internet Movie Database) is an online database of films, television series, home videos and video games.
- Rotten Tomatoes is a database that measures the quality for movies and television shows.

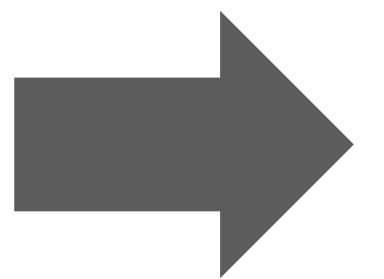
# PURPOSE

- This data analysis determines aims to answer four questions to make recommendations to Microsoft for their new movie studio.
- What genre of movies is the most popular based on ratings?
- Does movie runtimes affect profitability?
- What are the top-grossing movie genres?
- What are the most popular movie content ratings?

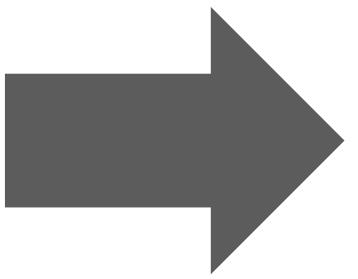
# PROCESS

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- Data cleaning*
- Removing duplicate or irrelevant data
  - Handling missing data
  - Creating data frames



- Exploratory Data Analysis*
- Creating visualizations of the data
  - Forming three questions to determine recommendations



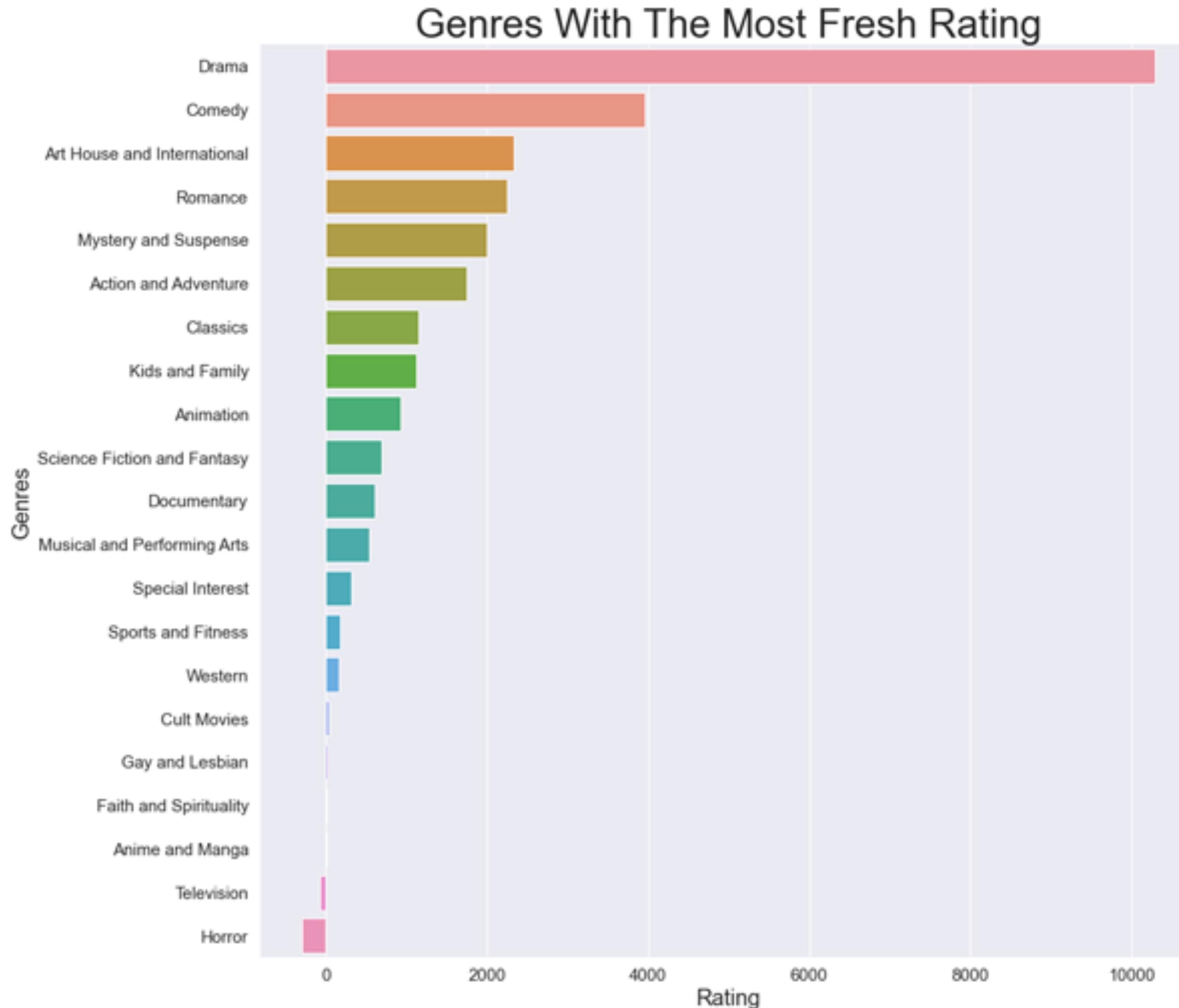
- Evaluation*
- Evaluate results based on three questions that were formed during the analysis

# ANALYSIS



# WHAT GENRE OF MOVIES IS MOST POPULAR BASED ON RATINGS?

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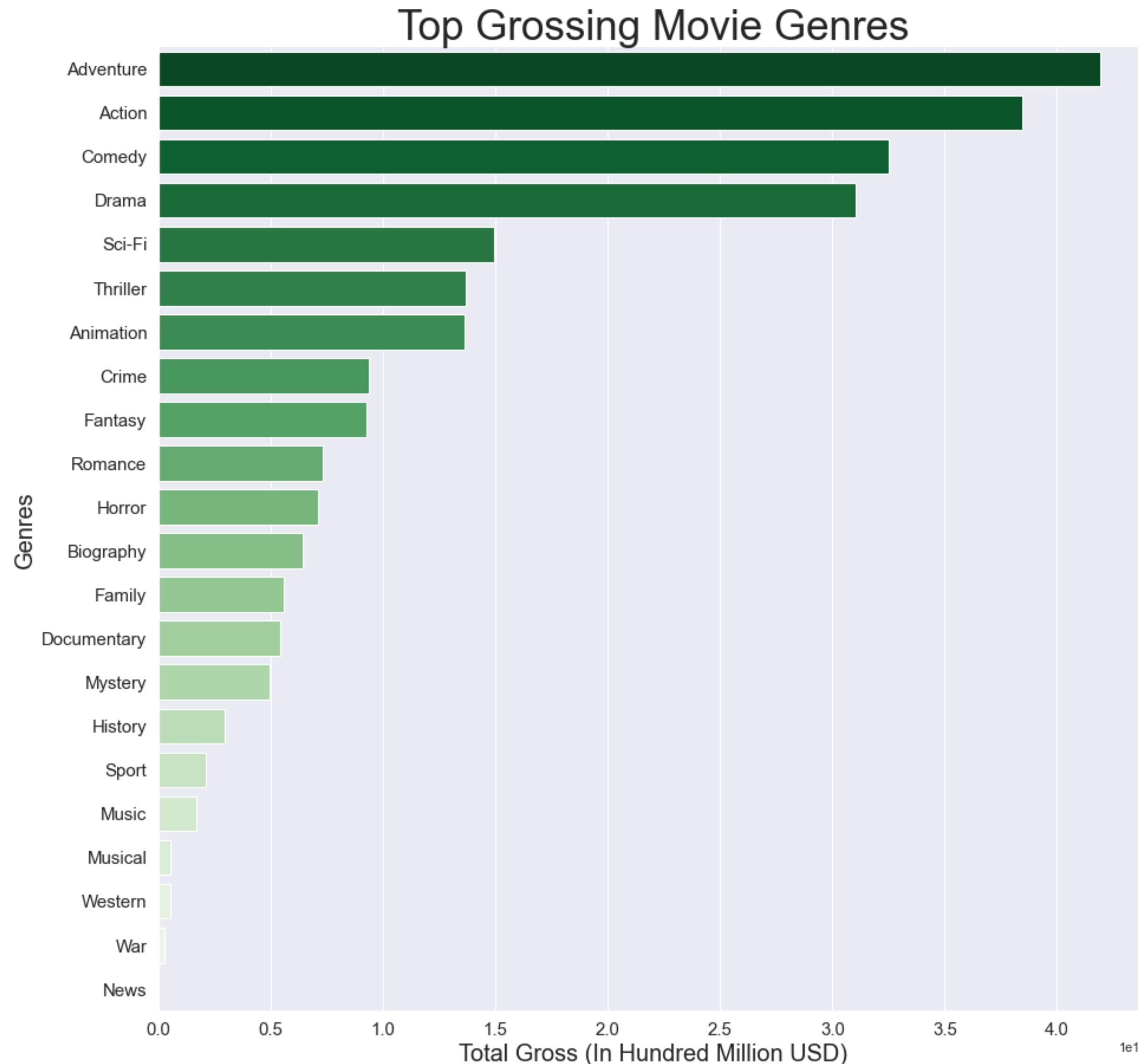
*Drama and comedy are the most popular genres in the movie industry.*

# DOES MOVIE RUNTIMES AFFECT PROFITABILITY?



*Most genres have a movie runtime between 80 to 140 minutes. Majority of the films do not gross more than a hundred million dollars. Though, films that do gross more than a hundred milion have a runtime between 100 to 180 minutes.*

# WHAT ARE THE TOP GROSSING MOVIE GENRES

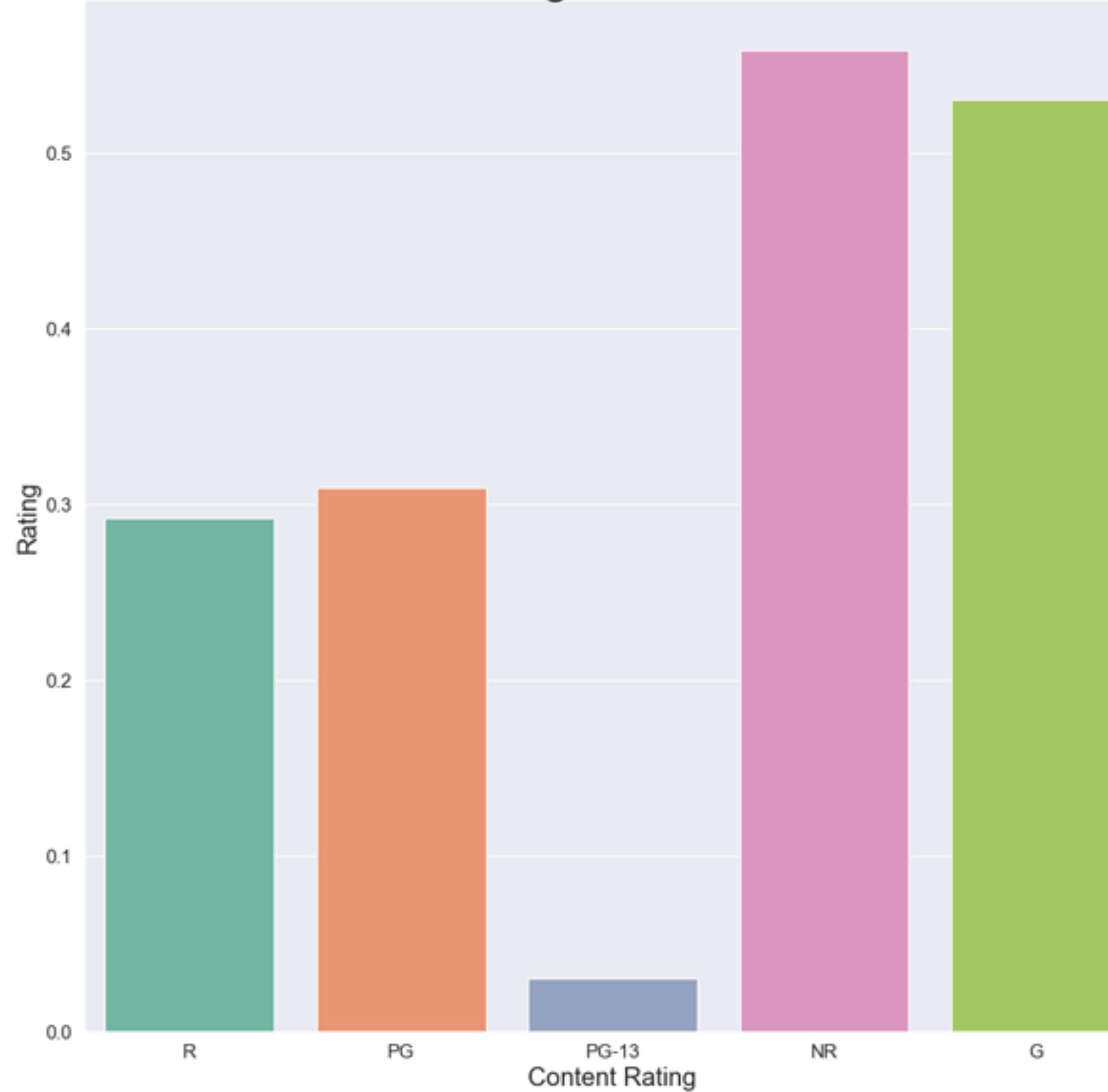


*Adventure, Action and Comedy  
are the top grossing movie  
genres.*

# MOST POPULAR MOVIE CONTENT RATING

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Movie Content Rating With Most Fresh Reviews



*Not rated films and G-rated films has the highest user ratings.*

# RECOMMENDATIONS

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## Genres

*Microsoft should create either drama, comedy, adventure or action films. Adventure and comedy films are both the highest top grossing genre. Drama could also be considered since it has the highest user rating.*

## Content Rating

*The highest rated movies are either not rated or a G rating. Microsoft should focus on creating movies that are Unrated or has a G-rating.*

## Runtime

*The highest-grossing films have a runtime of just over 2 hours. But, the ideal runtime length of a movie is 100 to 160 minutes.*

# FUTURE IMPROVEMENT IDEAS

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- Production cost of films
- Median total gross of actors
- Deeper analysis of genres and animation films
- Revenue from streaming platforms such as Netflix





# CONTACT INFORMATION

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