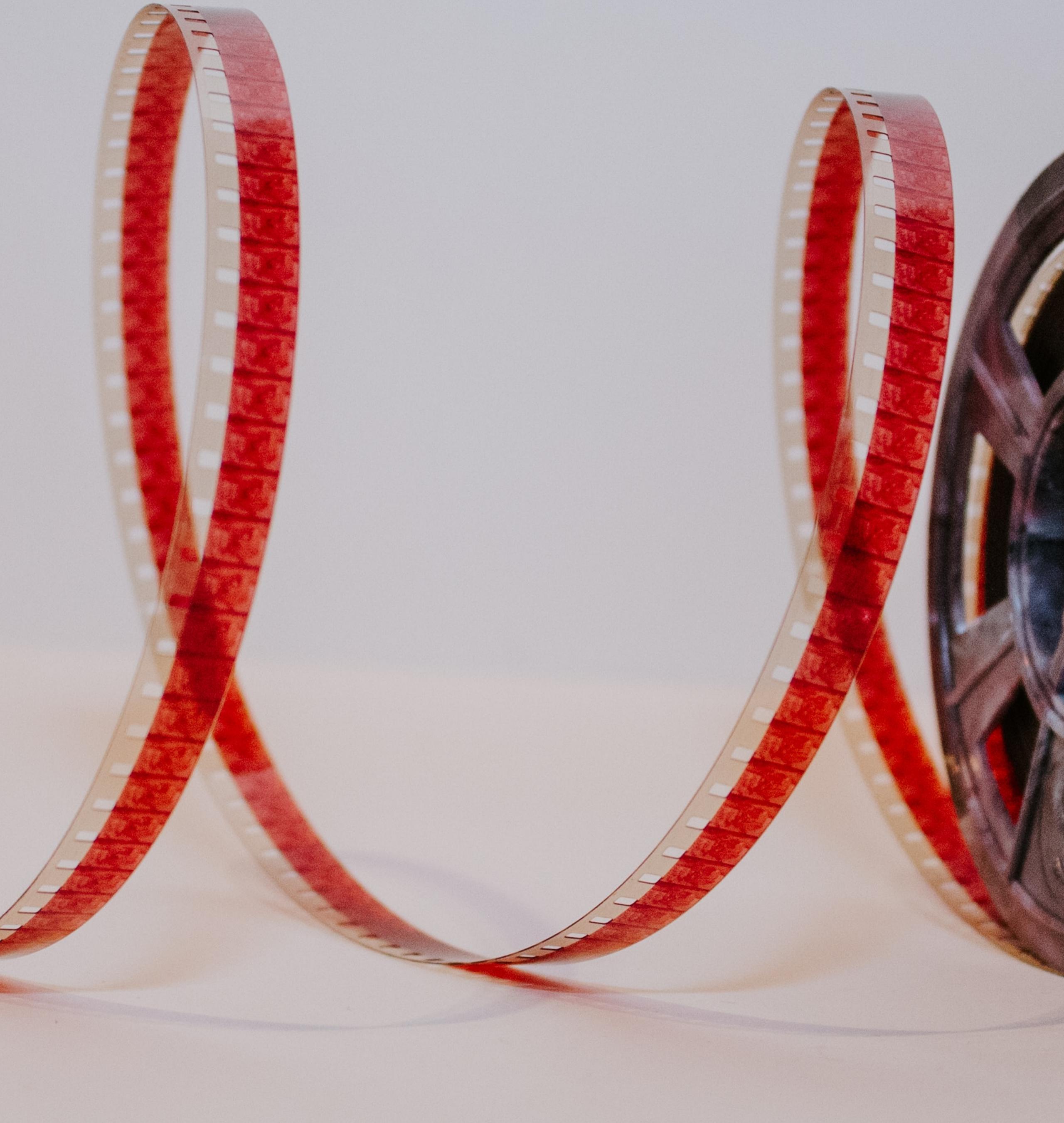


MOVIE INDUSTRY ANALYSIS

By Brittney Nitta-Lee





INTRODUCTION

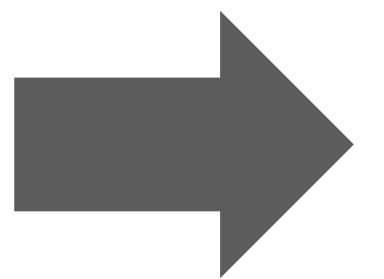
- This project will report findings from an analysis of datasets from IMBD and Rotten Tomatoes.
- IMBD (Internet Movie Database) is an online database of films, television series, home videos and video games.
- Rotten Tomatoes is a database that measures the quality for movies and television shows.

PURPOSE

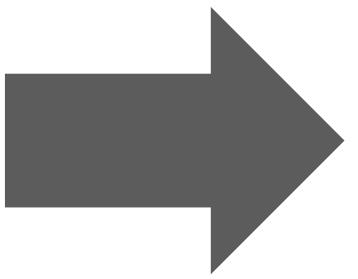
- This data analysis determines aims to answer three questions to make recommendations to Microsoft for their new movie studio.
- What genre of movies is the most popular based on ratings?
- What are the top-grossing movie genres?
- What are the most popular movie content ratings?

PROCESS

- 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

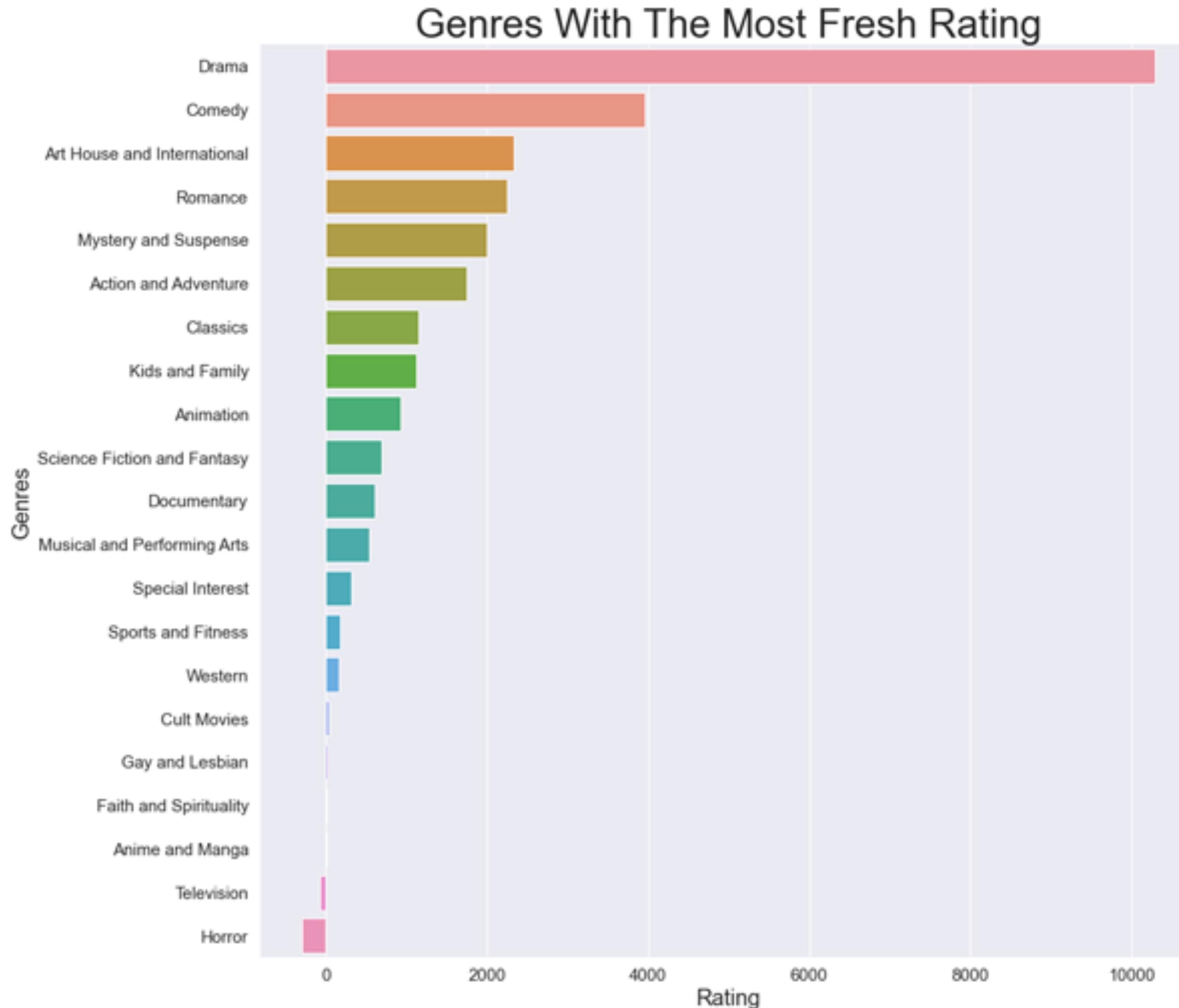


- Evaluation*
- Evaluate results based on three questions that were formed during the analysis

ANALYSIS

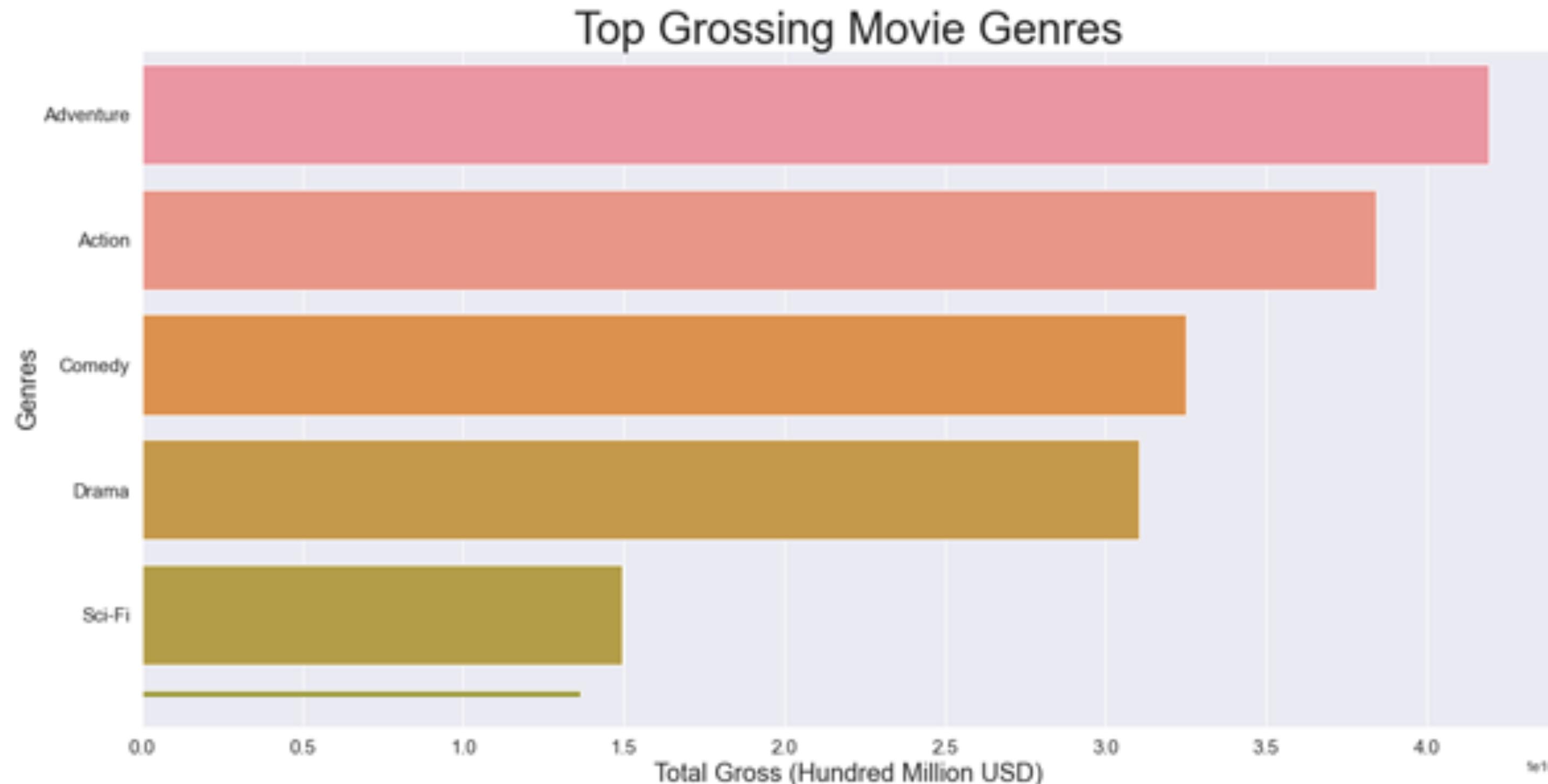


WHAT GENRE OF MOVIES IS MOST POPULAR BASED ON RATINGS?



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

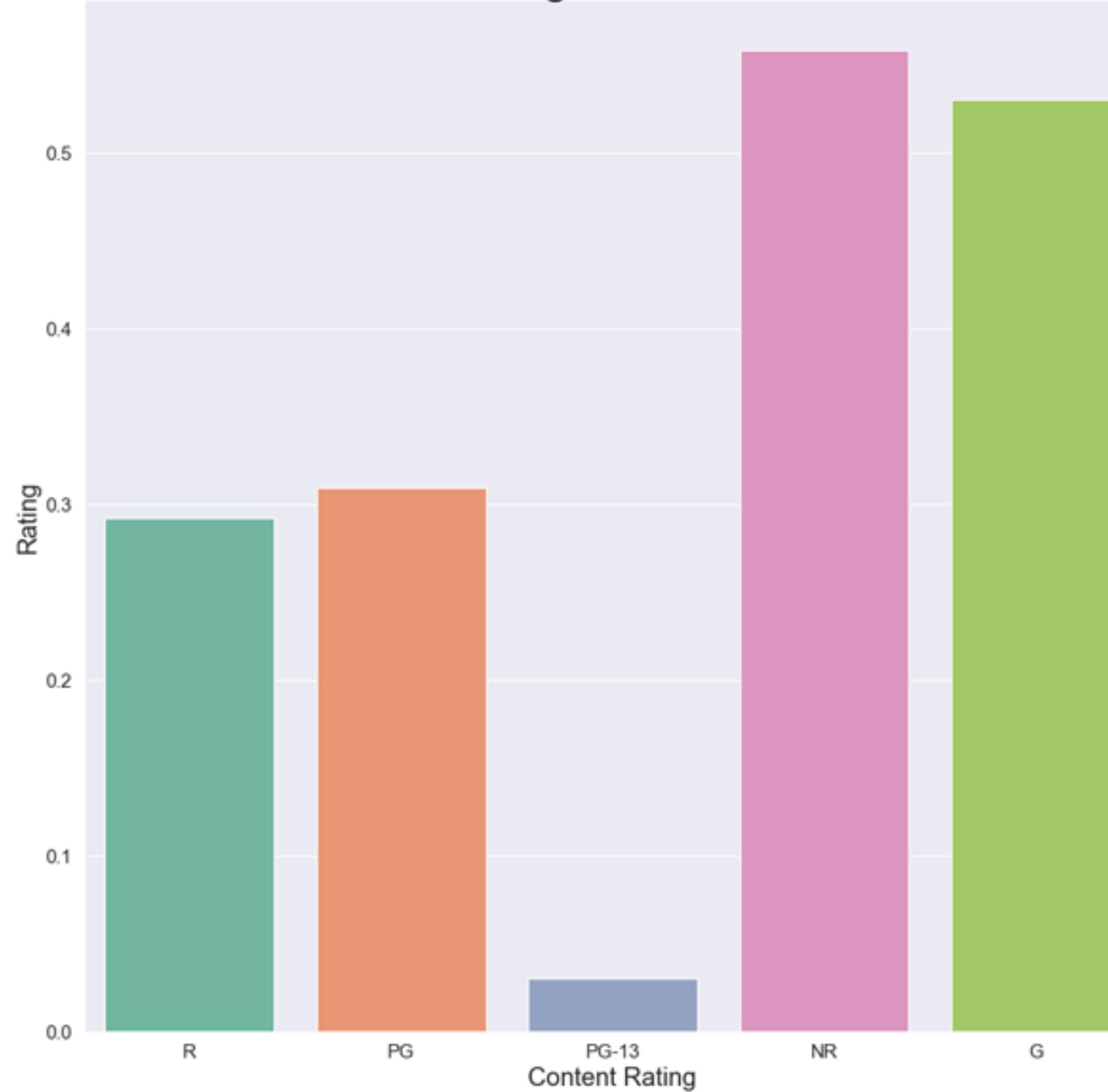
WHAT ARE THE TOP GROSSING MOVIE GENRES



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

MOST POPULAR MOVIE CONTENT RATING

Movie Content Rating With Most Fresh Reviews



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

RECOMMENDATIONS

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.



CONTACT INFORMATION

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