

Brijesh Kushwaha – Project Proposal

Executive summary –

Today many movies are released but some of them fail to hit the success mark. Many have good critic ratings but they fail to entertain the audience. Big budget movies are a headache to producers when it comes to success. I am a movie lover but I want to analyze why these movie fails and what is the trend for success. I have a movie ratings dataset at present and I want to dig it to get some insights.

Why –

The goal of my story is to clearly present the insights of success and failure of various movies in terms of budget, genre, year of release. My story will be in form of a visual presenting the correlation of different factors of a movie. I will clearly verify my data by giving real world examples and will relate to my story.

Who –

This presentation is intended for movie directors, producers, story writers. It will help them to take decisions on where to invest.

What –

Here is a [link](#) to my dataset which I have uploaded online. It's a csv file. I have choose this dataset because I think that the story that I will create from this will clearly explain my story.

How –

It will be a power point presentation.

Persona document (SS Rajamouli)-



Role –

Director.

Organization –

Telugu film industry.

Goals –

- Use movies data to help make more profitable decisions.
- Anticipate next moves in movie directing based on trends.

Challenges and needs –

- It is not easy to get rare insights in data.