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README

# Phase-2-Project

## Business Understanding

In this hypothetical scenario, our company has decided to expand into content creation, i.e. films. We will analyze over 100 years of film data to determine indicators of success and offer this consultation to our company.

We define success as:

- total gross
- total profit
- ROI

Cue's to movie success we will consider are:

- runtime
- budget
- year produced
- genre

This Project utilizes the following datasets:

- Box Office Mojo
- IMDB
- Rotten Tomaotes
- TheMovieDB
- The Numbers

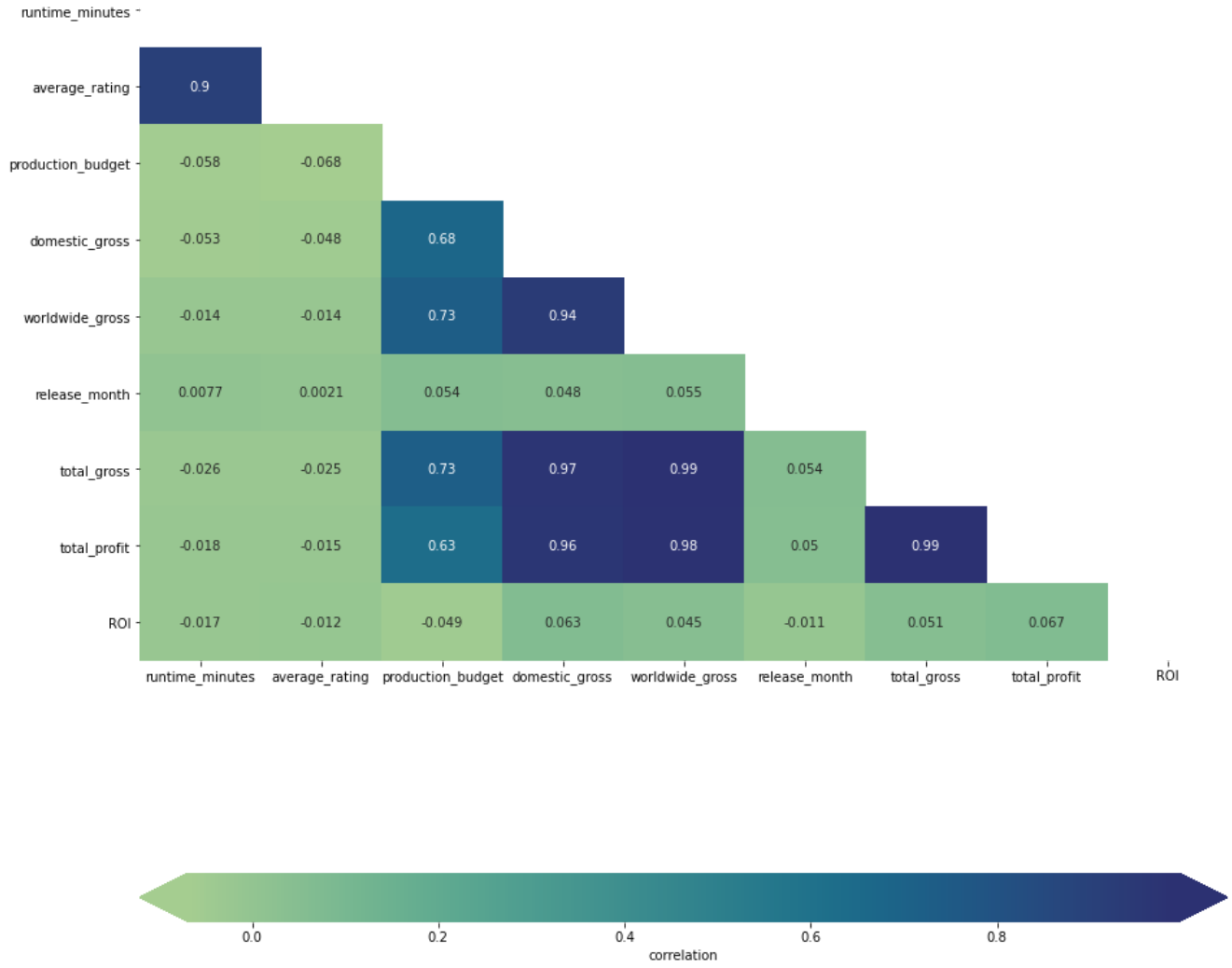
We have over 100 years of film data from multiple datasets. To get started, we will explore the datasets indivdually and consolidate the important columns.

## Initial EDA

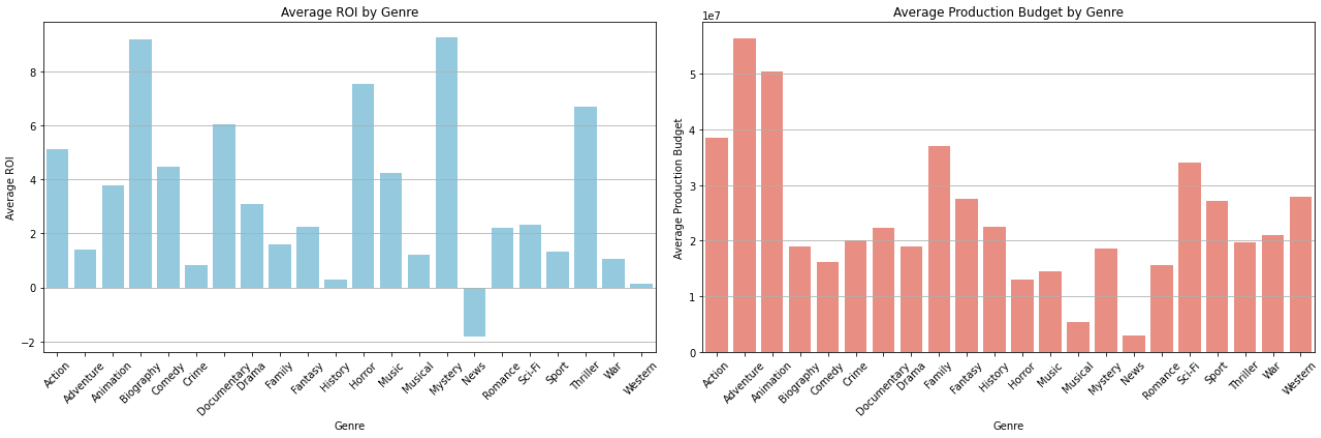
Loading the datasets as individual df's to clean and prepare columns for analysis. Once we determine which columns we will use, they can then be joined together for analysis. It's important that we do this now, so we don't run into issues performin regression analysis and creatong visuals.

## Data Analysis

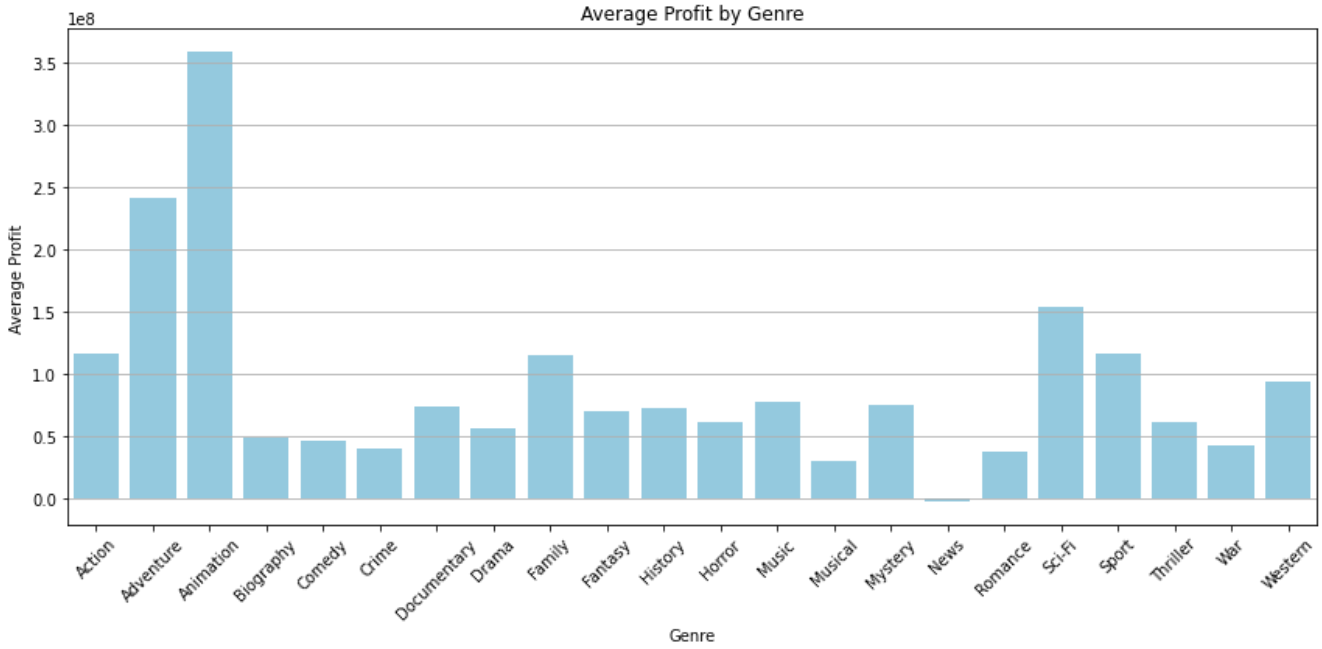
We will analyze this data in a variety of ways to best understand it. Charts, graphs, and regression analysis will help us interpret the data and project future trends. A correlation heatmap can show us the strength of correlations between different variables in our dataframe. We can see links between budget, profit, gross, ROI.



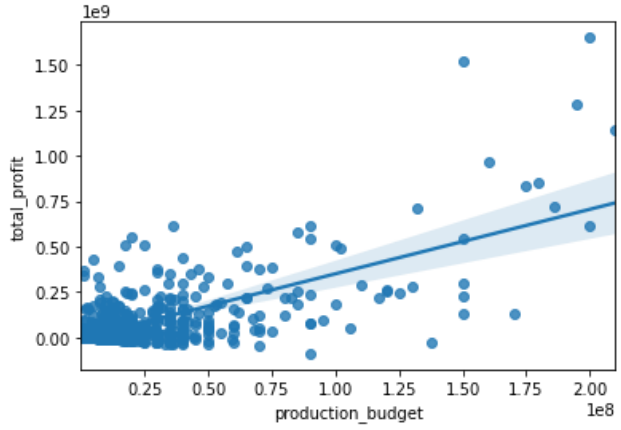

In comparing ROI and Budget, we can see that movies that had a larger budget typically had solid returns as well.



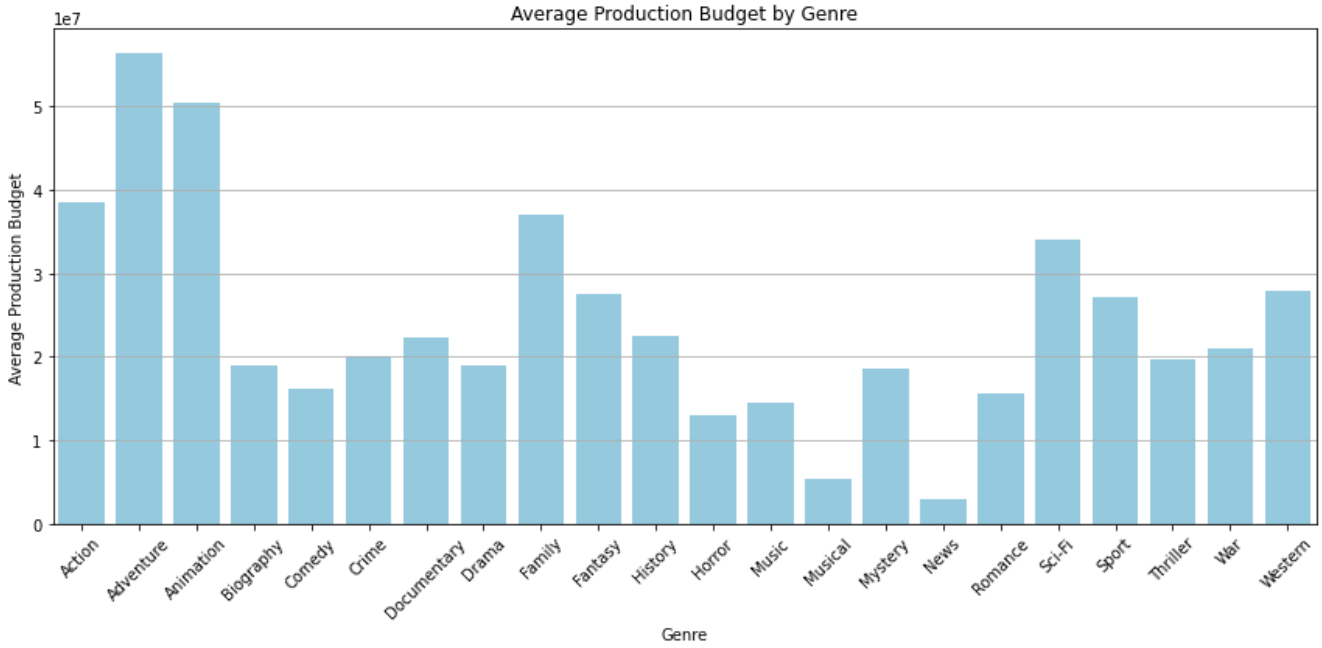

Now we can infer that higher budgets lead to more profit, which substantiates what we saw in the previous images.



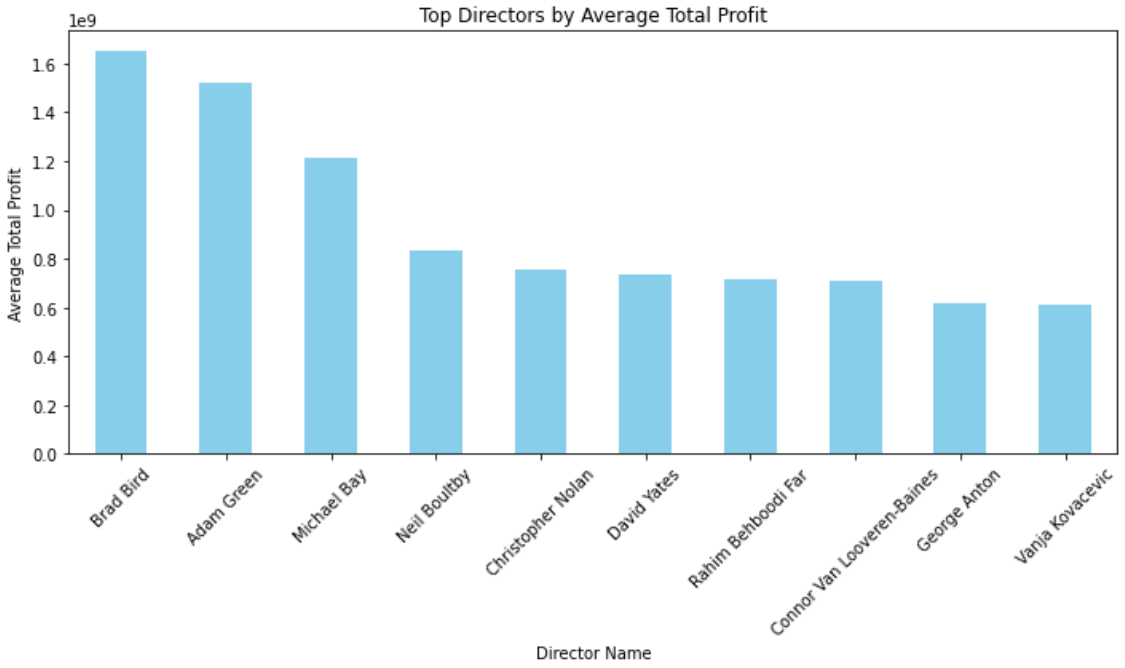

lastly, we have a strong regression analysis showing us that increased budget leads to increased profits.



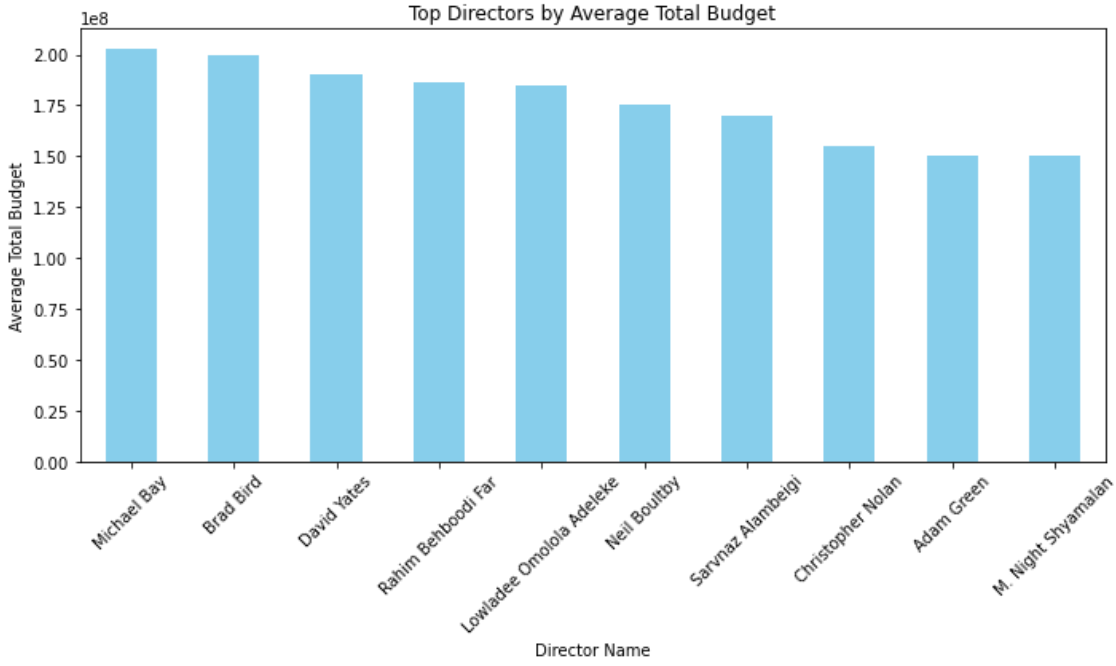

Now, let's analzye what accompanies higher budgets. We can see that animation and adventure movies have large budgets-compared to Mystery and documentary movies.




Now, let's look at some information on the leading directors. Maybe we can figure out of a specific director is a cash




cow or not.

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