EXPLORING MOVIE GROSS EARNINGS, RATINGS, AND GENRE TRENDS

SUMMARY

- This project aimed to analyze a movie dataset to gain valuable insights into factors influencing movie success and revenue generation. The analysis involved exploring movie genres, release years, production budgets, and regional adaptations to understand their impact on audience satisfaction and financial performance. Descriptive visualizations, such as bar plots and scatter plots, were used to present key findings.

Outline;

Business problem,

The business problem in this project is to analyze movie data and develop a predictive model to forecast movie revenue accurately. By understanding the factors that contribute to movie success and revenue generation, the goal is to provide actionable insights to the movie industry for strategic decision-making and resource allocation.

Data

- The project utilizes three datasets;
- Bom.movie_gross.csv; it contains information about movie titles , studios, domestic and foreign gross revenue and release year.
- Title.basics.csv; Provides data on movie titles, genres and start years.
- Title.ratings.csv; provides data with avg rating and number of votes received.

Methods

- The analysis involves data preprocessing, merging data sets based on the common column which was tconst and also exploring relevant features such as movie genres, ratings, production budget and release years. I used descriptive analysis such as bargraph, heatmap, boxplots to understand the relationships between the variables and movie revenues.

Results

- The project provides insights into the most popular movie genre, the most voted movie genre and the movie title that has brought a lot of revenue their association with audience ratings and votes and also the impact of production budgets on revenue.

Conclusion

- Based on the analysis the project recommends the movie industry to focus on producing movies aligned with popular genres, invest in higher production budgets for potential revenue growth. Implementing predictive models has enhanced revenue forecasting accuracy, leading to more informed decision making.

Thank you

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