


Analysis of the Film Industry

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Hello!

I am Gabby Amparo

Beginner Data Science Student

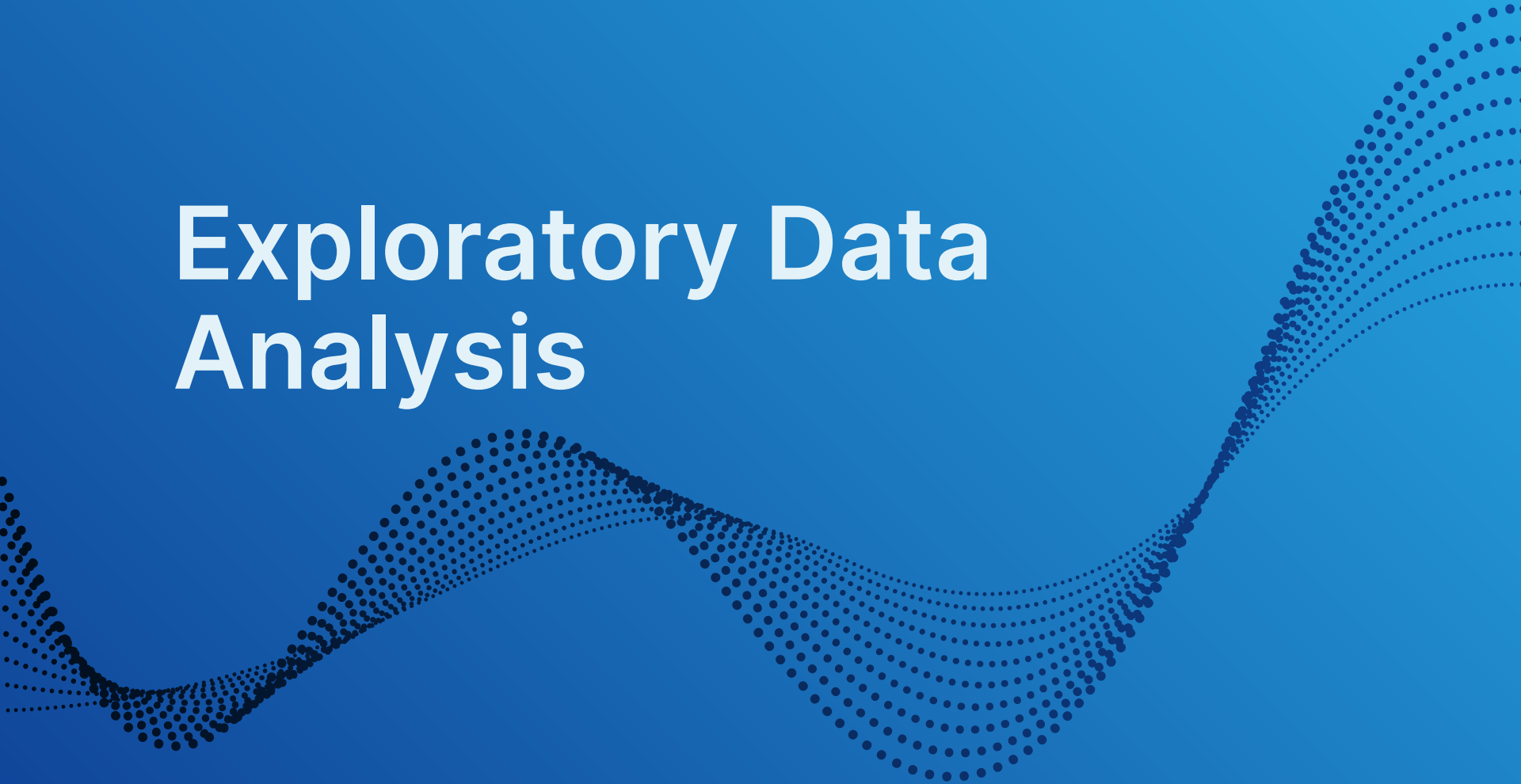


Objectives

- The objective of this analysis was to gain perspective and understanding of the film industry using data analytics
- The information provided will help Microsoft gain the knowledge needed to succeed in the film industry



Exploratory Data Analysis



Data Sources

- The data that was analyzed was obtained from three popular film industry database:
 - IMDb (Internet Movie Database)
 - imdb.title.basics.csv
 - imdb.title.ratings.csv
 - The Numbers
 - tn.movie_budgets.csv
 - Box Office Mojo
 - Bom.movie_gross.csv
- To conduct analysis, the files were imported into the Python programming language

Programs & Libraries

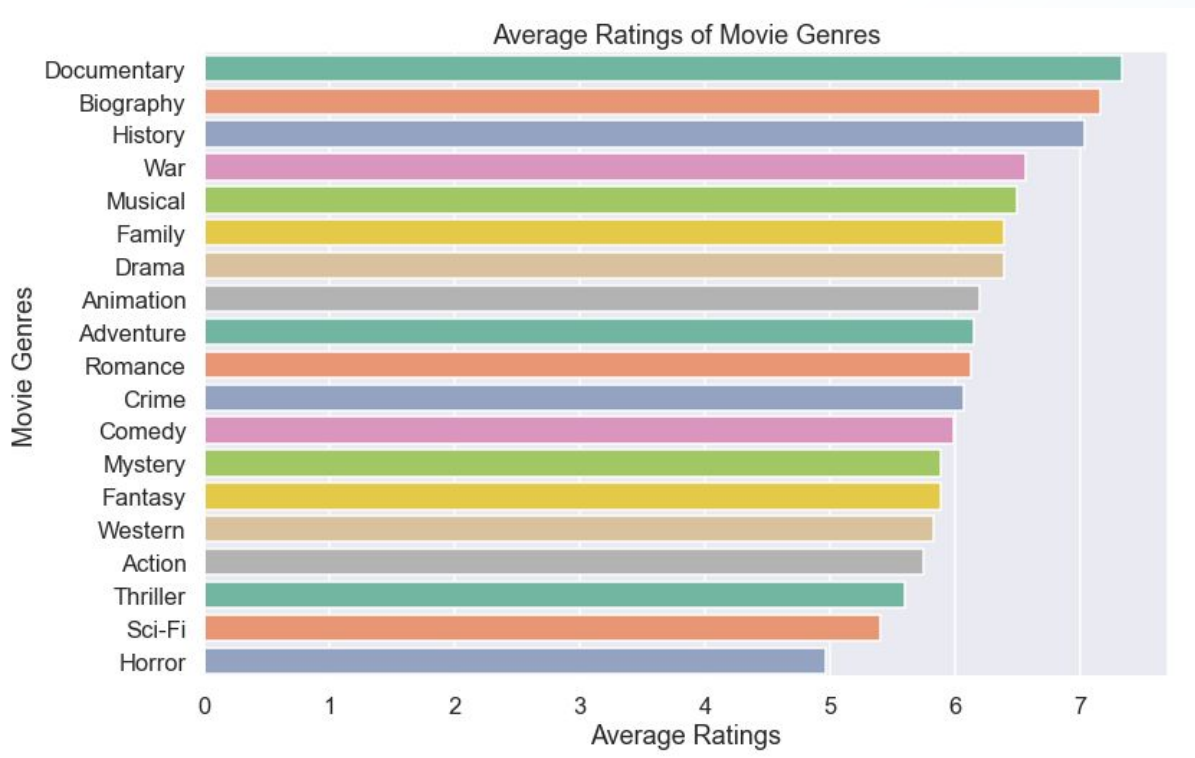
- The following software libraries were used within Python to conduct data analysis:
 - Numpy - for mathematical computation
 - Pandas - allows for data organization & analysis
 - Matplotlib - for data visualization
 - Seaborn - works with Matplotlib to make clean graphics



What Genres Have the Highest Average Ratings?



Average Ratings of Movie Genres



Conclusions & Recommendations

Conclusions

- top 5 genres in terms of ratings are Documentaries, Biographies, History, War, and Musicals.
- The lowest rated genres are Thrillers, Sci-Fi, and Horror.

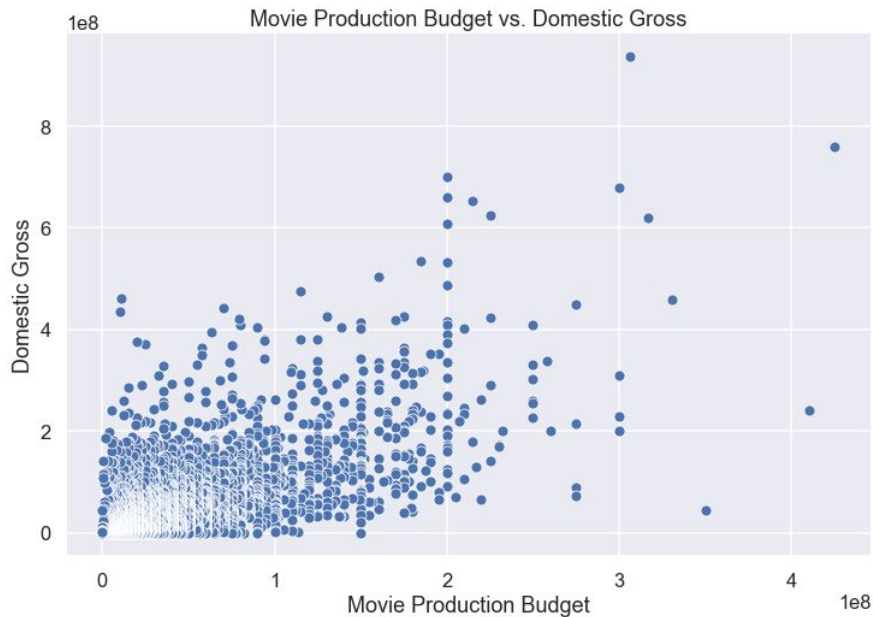
Recommendations

- Focus on low rated genres, they will be well received if they are good quality.

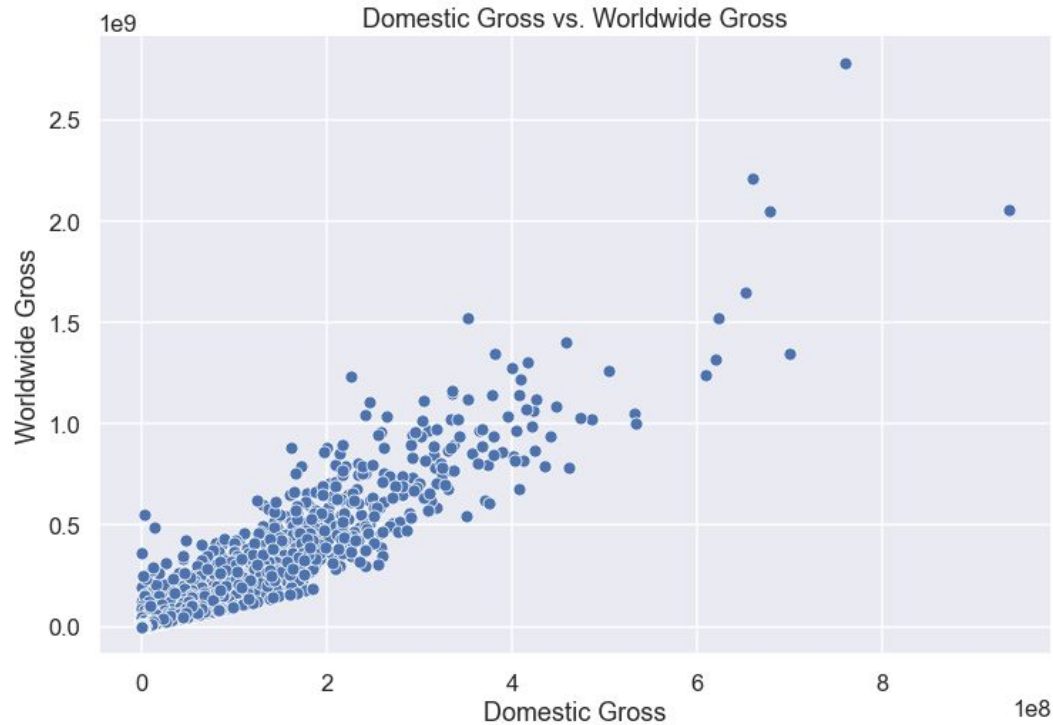
**Can a Larger Production
Budget Improve Domestic
and Worldwide Gross
Profits?**

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Movie Budget vs. Domestic Gross vs. Worldwide Gross



Domestic Gross vs. Worldwide Gross



Conclusions & Recommendations

Conclusions

- The correlation for worldwide gross vs movie production budget is 0.748306,
 - Higher than domestic gross vs movie production budget.
- Correlation is for worldwide vs domestic gross is 0.938853

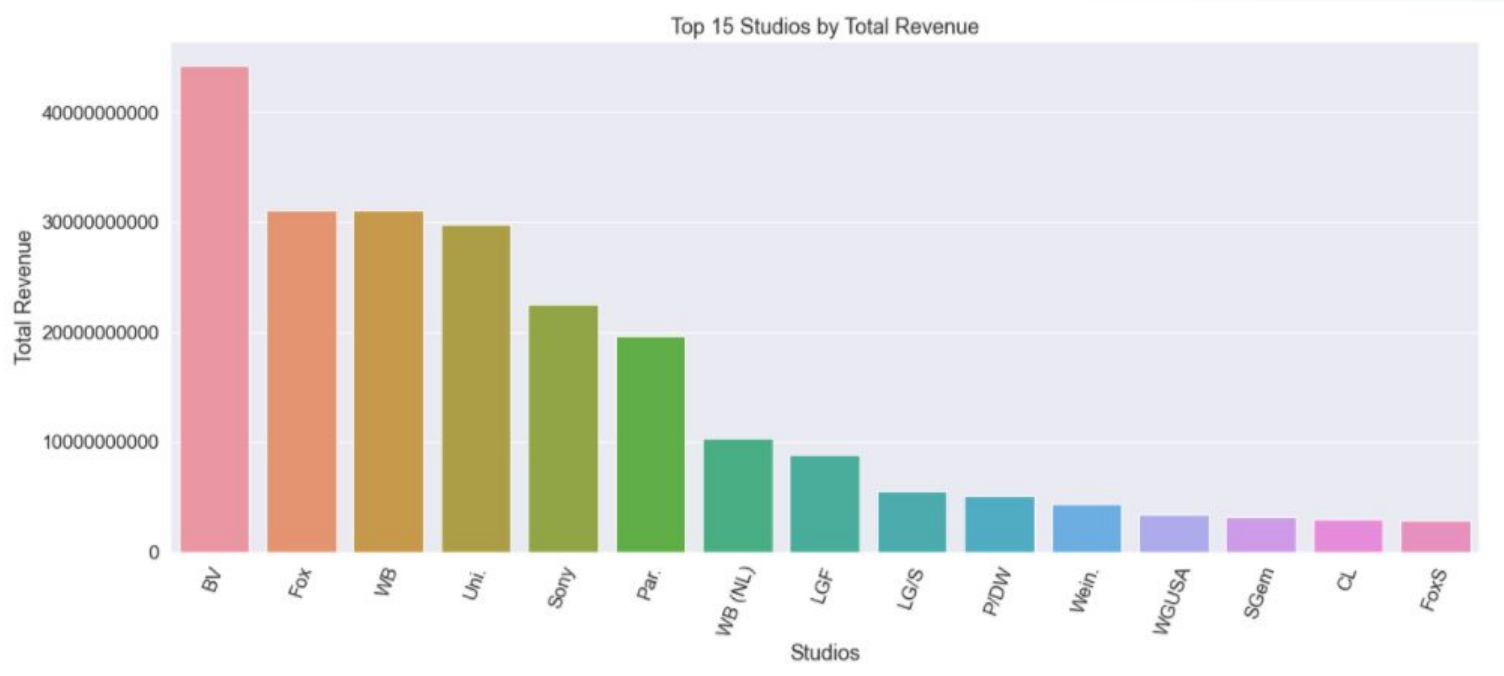
Recommendations

- International audiences are interested in movies with higher budgets
 - A-list actors, quality production team, graphics, etc.
- Domestic success determines foreign success

**What are the Top 15
Film Studios in Terms of
Total Gross Revenue?**

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Top 15 Film Studios by Total Revenue



Recommendations

- Create animation and action films to generate more revenue
- As well as finding good writers and producers to create a movie series that will be loved by audiences.
 - A good movie series makes sure that audiences will return again for the sequel.

Future Insights & Recommendations



Future Work/Recommendations

- Further data analysis of other datasets can determine
 - Which directors/producers/actors produce a lot of revenue?
 - Which genres produce the most revenue?
- My last recommendation would be to consider creating a Microsoft streaming services.
 - Streaming services allow for other media content like TV shows. Also they are not limited by a movie theater and allow users to access content from any device at anytime!

Thanks!

Any questions?

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