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README.md



BUSINESS PROBLEM [↗](#)

To conduct a detailed market analysis of the current box office trends and advise the findings into actionable insights for Microsoft's new movie studio.

PROJECT OVERVIEW [↗](#)

This project used the tmdb movies and tn movie budgets to understand if the popularity/rating of a movie was dependant on the production budget.

THE DATA [↗](#)

The data used to analyse was from:

- [IMDB](#)

CONCLUSION

1. Popularity of the cast can greatly impact the general success of a movie.
2. Films with higher production budget tend to yield a higher ROI both domestically and worldwide.
3. Movies with a higher production budget have a higher popularity among viewers

RECOMMENDATIONS

1. Production of movies with universal storylines to appeal to a larger audience. 2. Invest in good quality movie production equipment which greatly attracts more viewers. 3. Intensely invest in marketing to yield higher returns.

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● Jupyter Notebook 100.0%