

MOVIE INDUSTRY

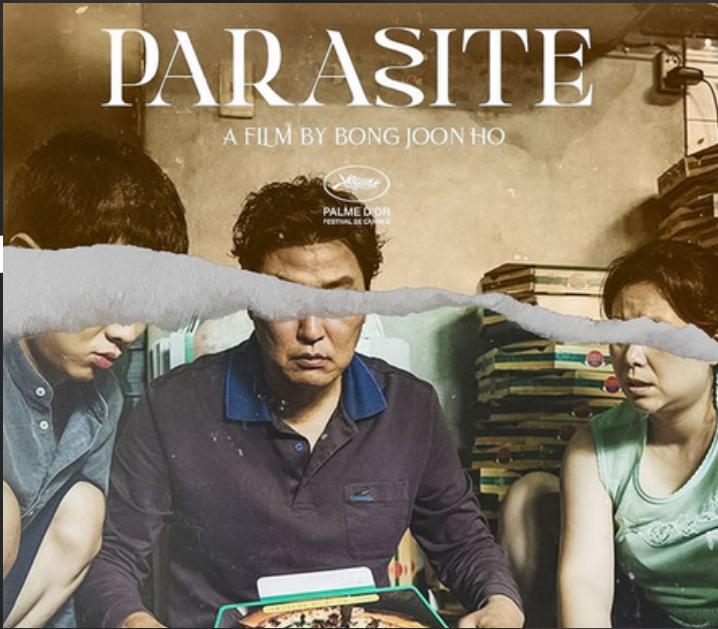
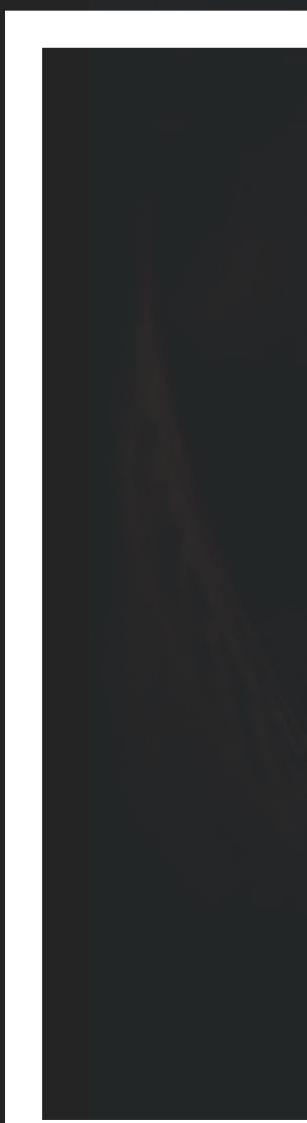
DATA ANALYSIS

OUR TEAM NAME

Jupiter III

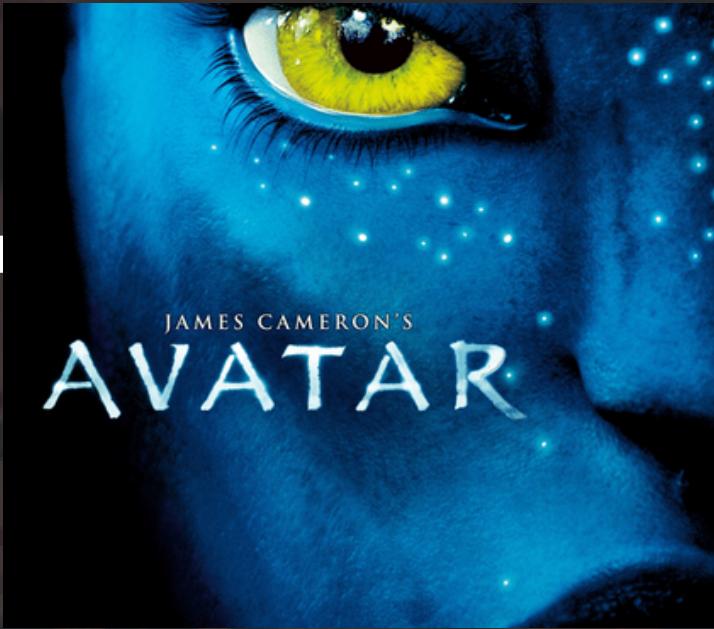
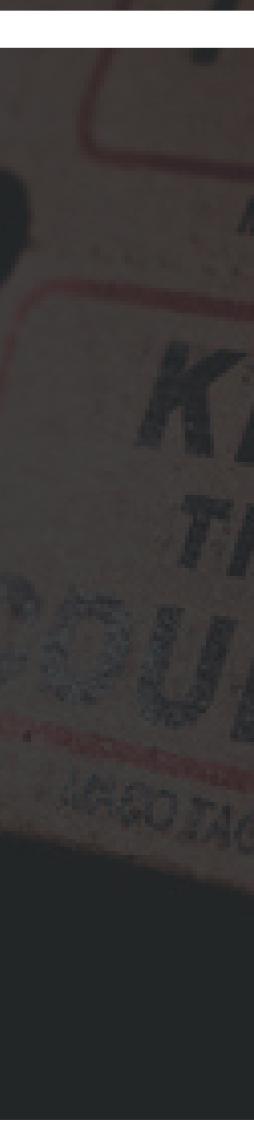


MEET THE TEAM



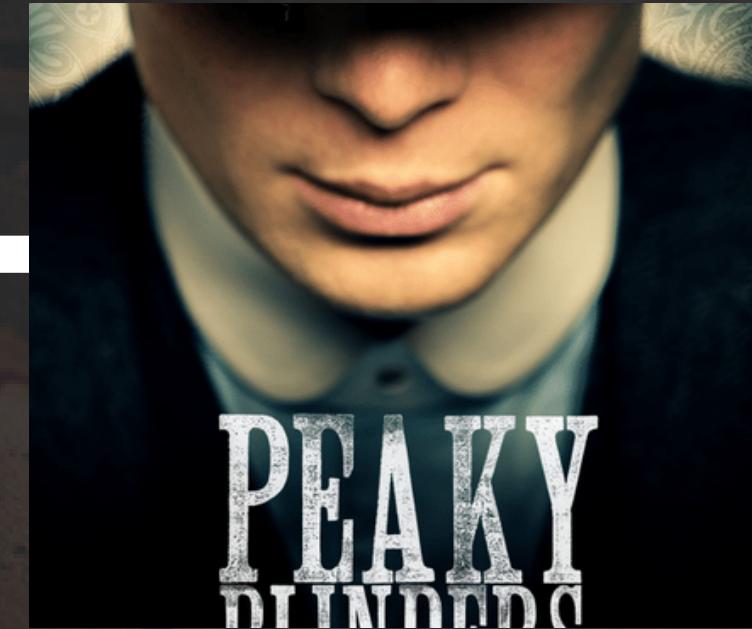
EZRA AREGE
TEAM LEAD

Python Analysis, Jira



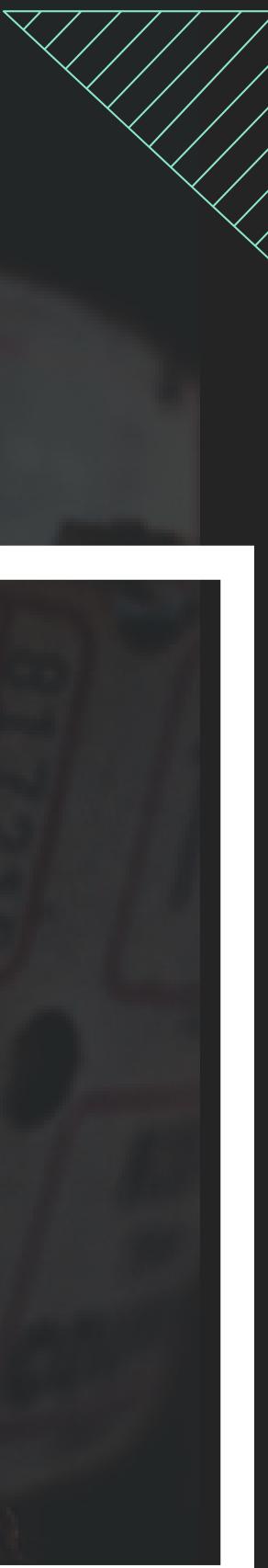
WILKISTER MBAKA
DATA ANALYST

Project Pitch, PowerPoint
Presentation

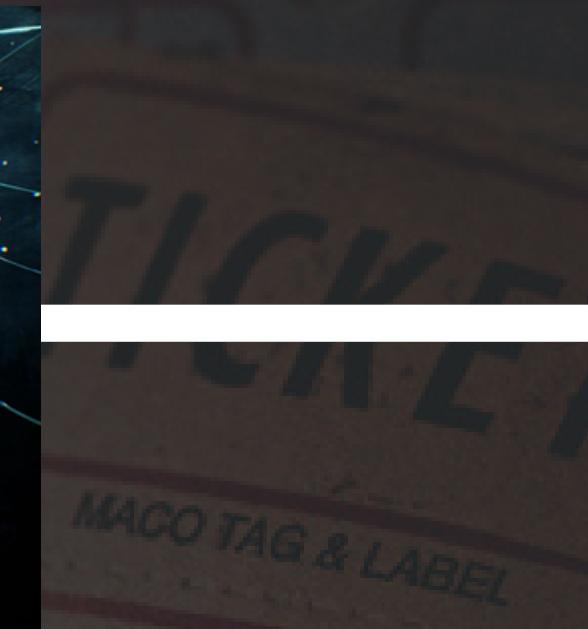
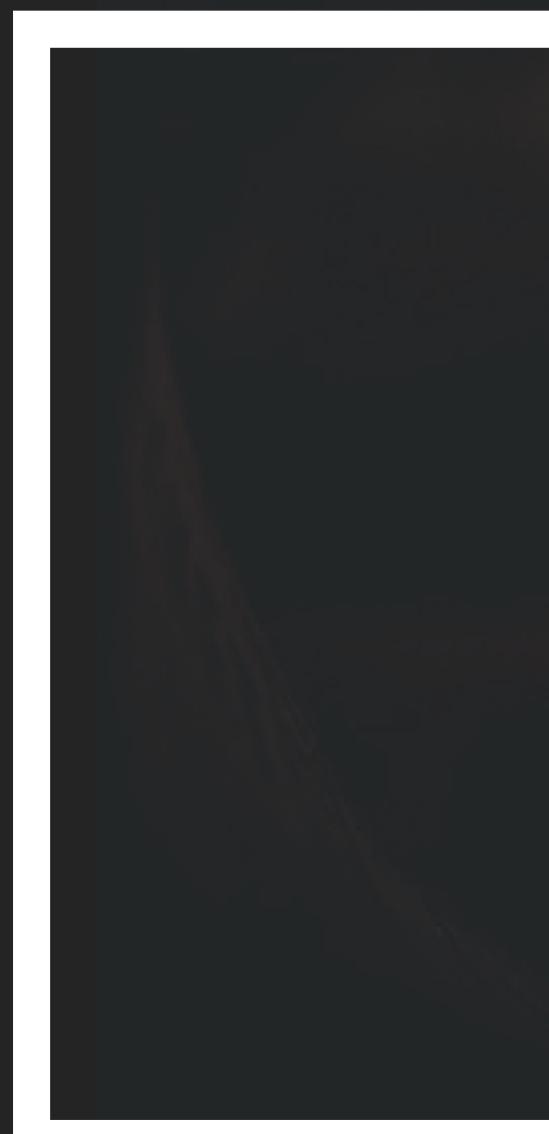


ABDUBA GALGALO
DATA ANALYST

Data Report



MEET THE TEAM



SAMUEL MUTUA

DATA ANALYST

Data Report

MARGARET GATHONI

DATA ANALYST

Python Analysis

CONTENT LIST

01 **PROBLEM STATEMENT**
What is the problem

02 **OBJECTIVES**
Our Goal

03 **ANALYSIS PROCESS**
Our Process

04 **RECOMMENDATIONS**
Our Recommendations



PROBLEM STATEMENT



“

**IS THE MOVIE INDUSTRY IN
DECLINE?**

”

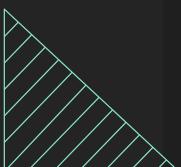
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**TO ANALYZE THE REVENUE OF
THE MOVIE INDUSTRY OVER THE
YEARS**

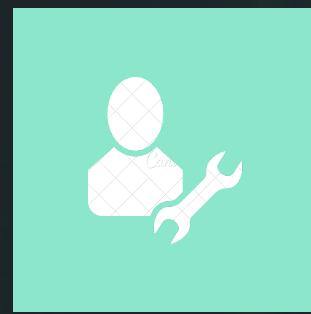
”



**OUR MAIN
OBJECTIVE**



OUR SPECIFIC OBJECTIVES



OBJECTIVE 1

To analyze the genre makes more money and is highly watched



OBJECTIVE 2

To determine which genre has the highest income to budget ratio



OBJECTIVE 3

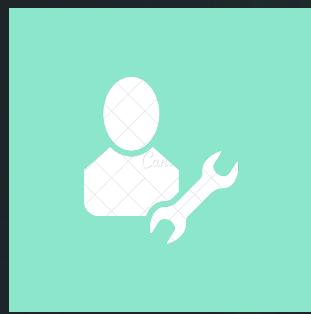
To determine which company has the best movie investments



OBJECTIVE 4

To determine which star's and director's movies have the highest possibility of income success based on previous successes

OUR SPECIFIC OBJECTIVES



OBJECTIVE 5

To determine which year was a good movie year and why



OBJECTIVE 6

To determine which genre has the highest income to budget ratio



OBJECTIVE 7

To determine the country of origin that produces the movies with the highest gross



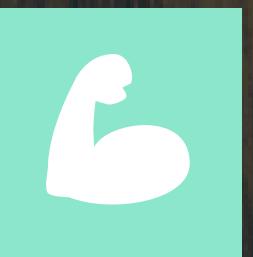
OBJECTIVE 8

Relationship between the user rating and the income of a movie.

MARTE ANALYSIS PROCESS



DATA UNDERSTANDING

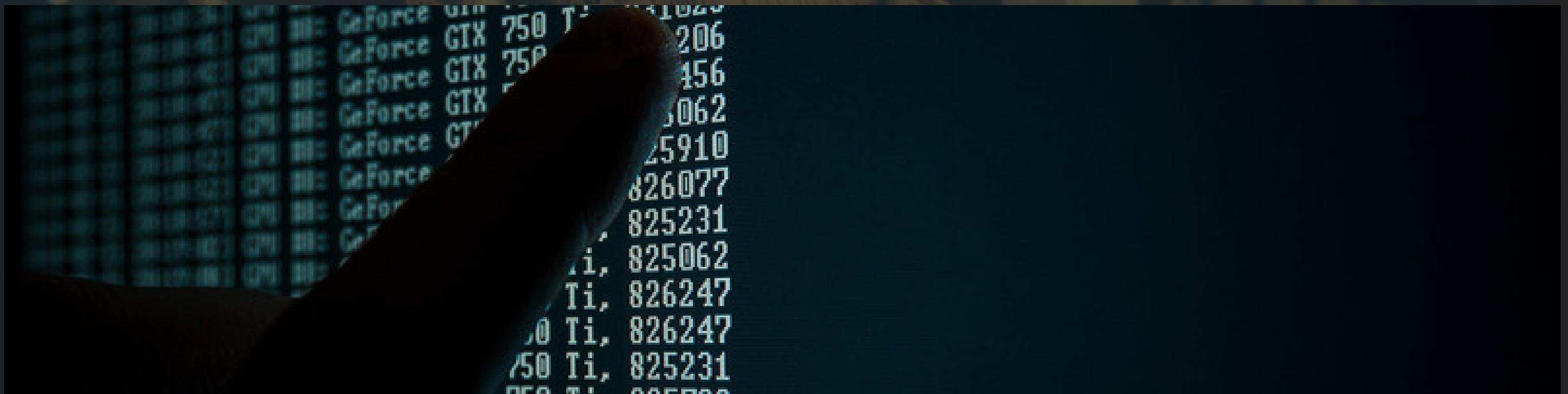


DATA DESCRIPTION

This data is named Movie Industry
and was acquired from kaggle.

ABOUT

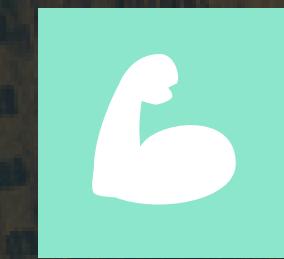
It has 10 columns and 7668 rows in the dataset.



DATA PREPARATION

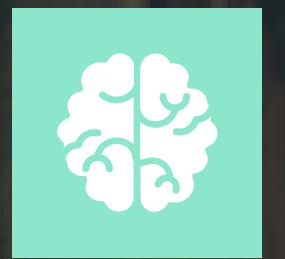
NULL VALUES

Null values were found in the data set and dealt with



CHECK FOR WHITE SPACES

The columns had no white spaces



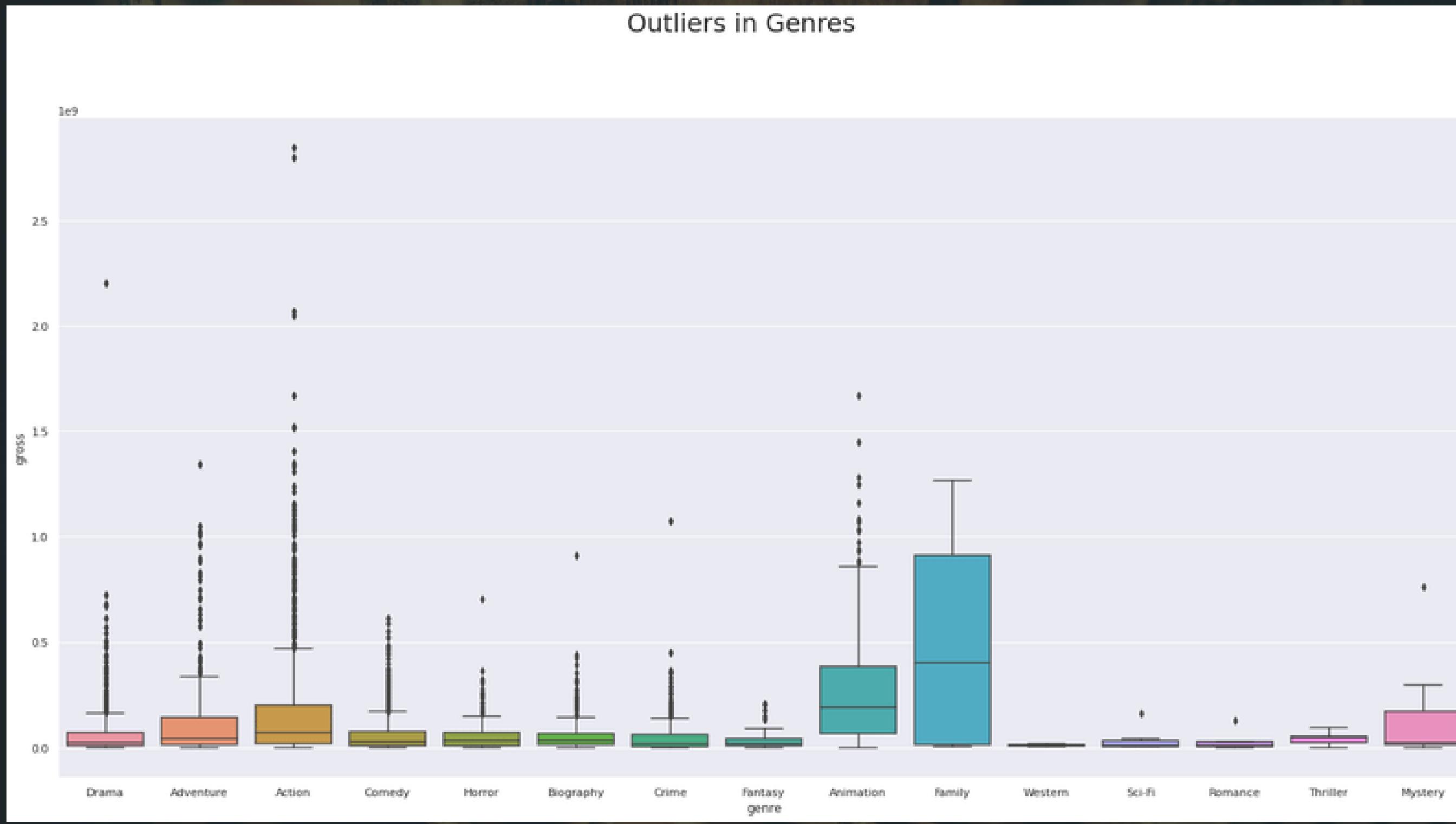
CHECK FOR DUPLICATES

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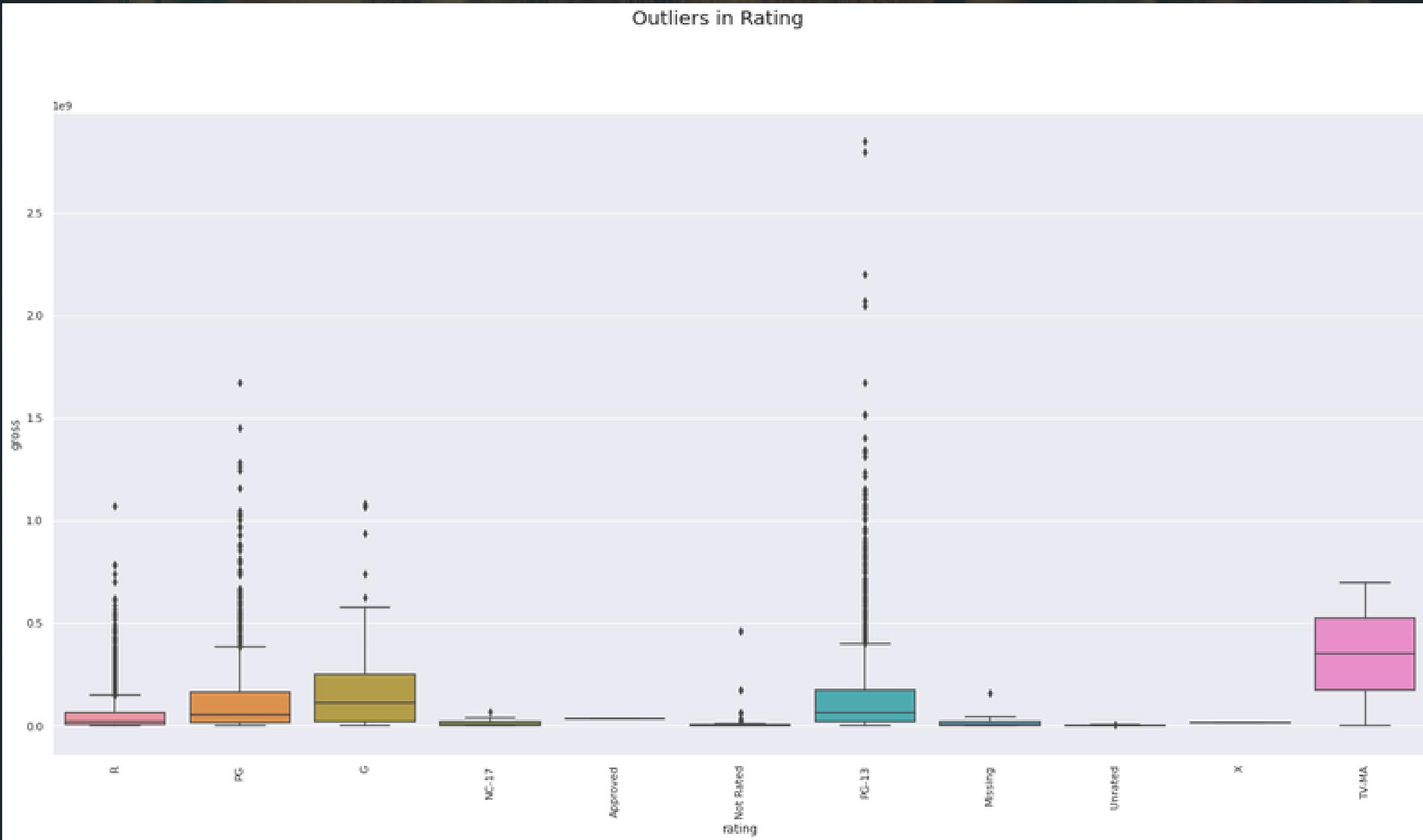
DATA ANALYSIS

CHECKING FOR OUTLIERS IN THE DATASET



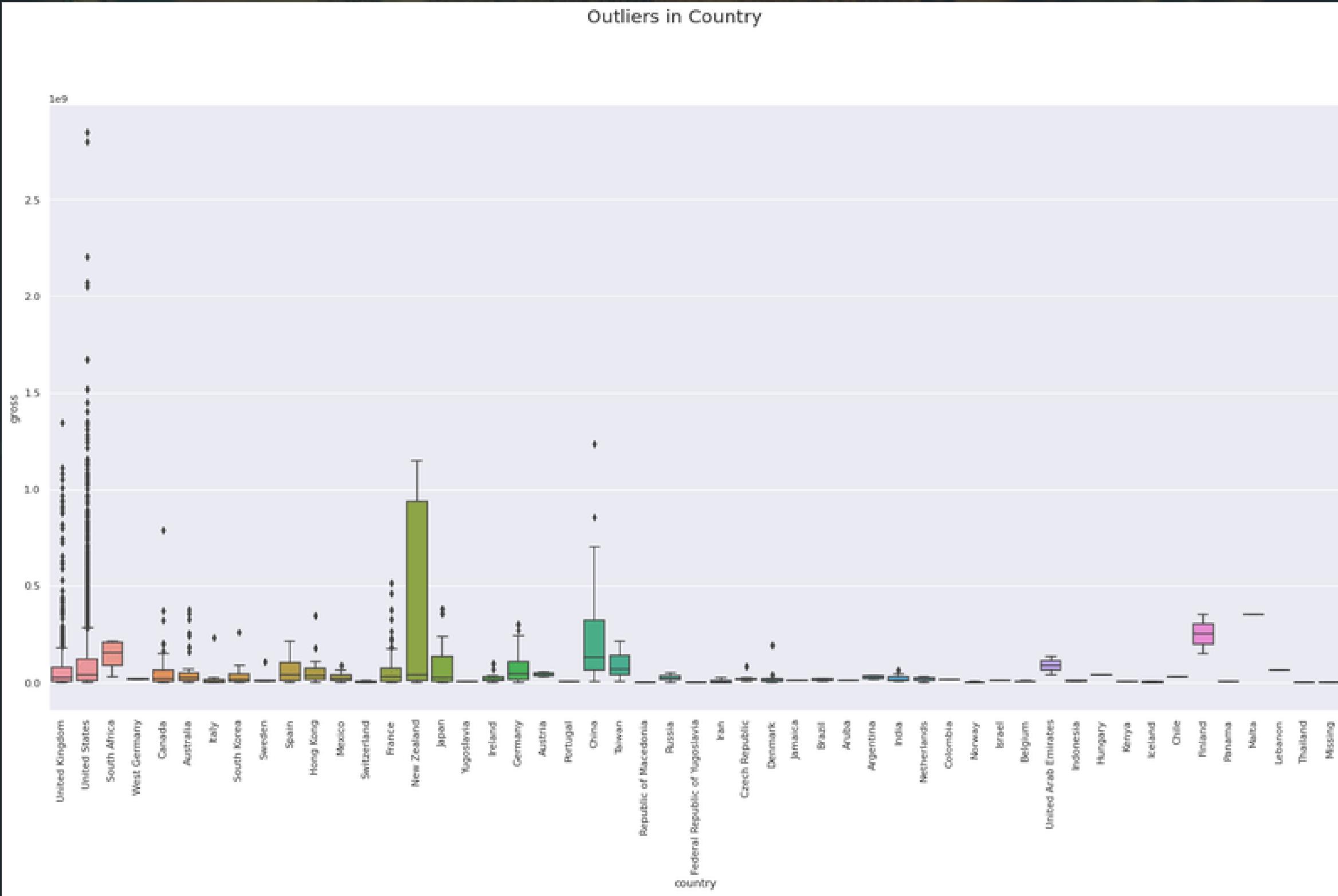
DATA ANALYSIS

OUTLIERS IN RATING



DATA ANALYSIS

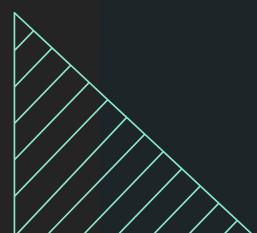
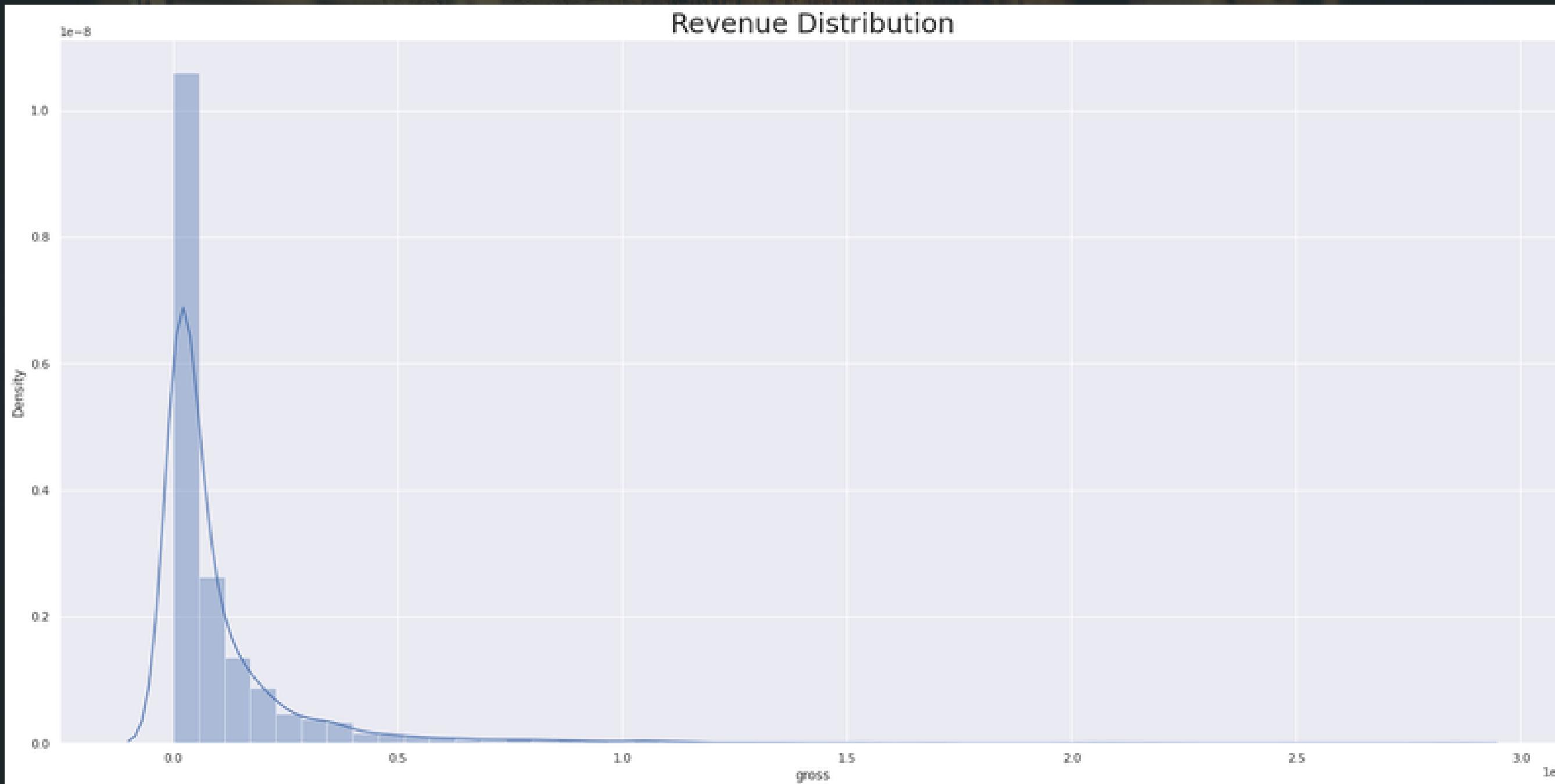
OUTLIERS IN COUNTRY



DATA ANALYSIS

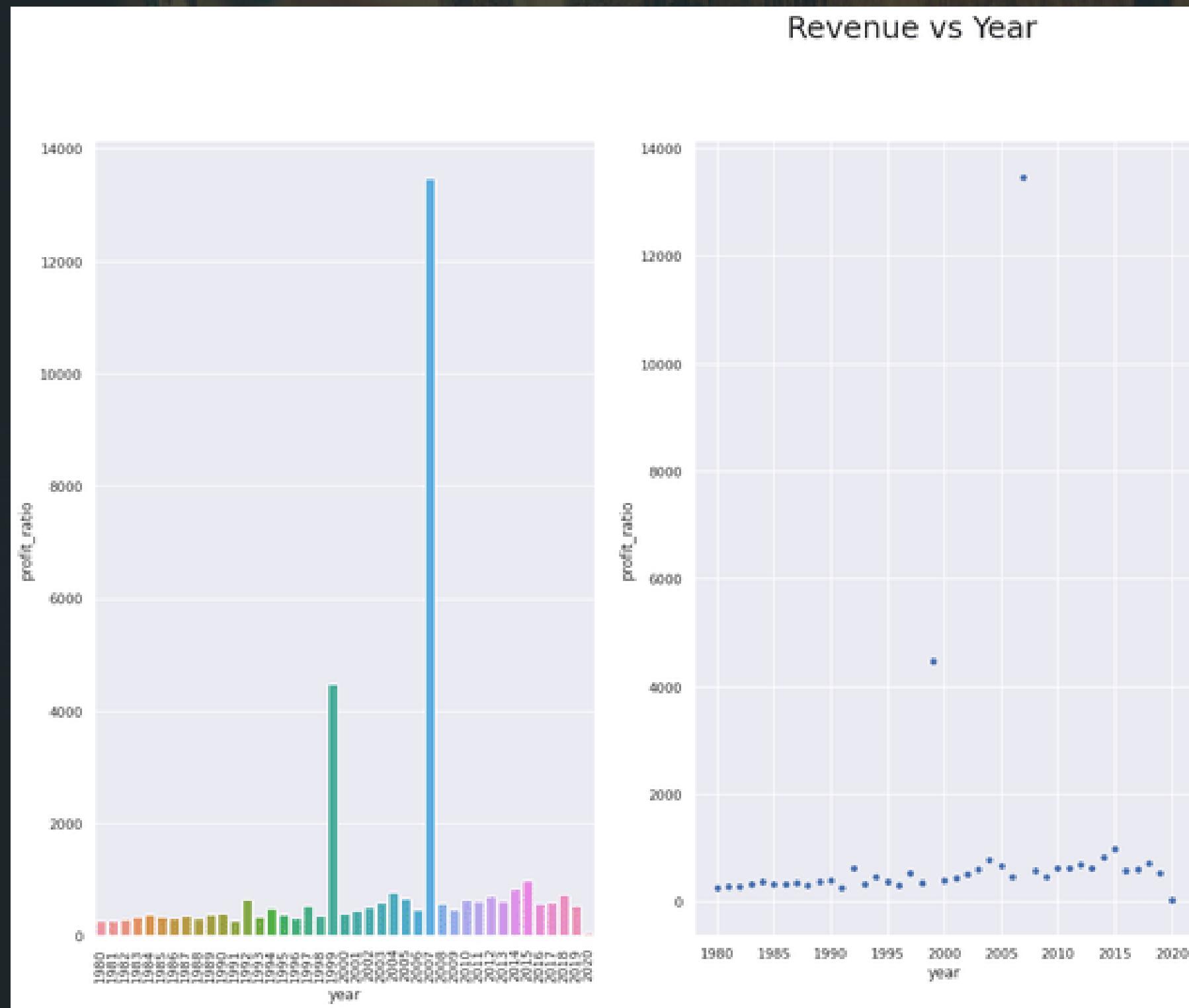
COMPUTATION OF UNIVARIATE ANALYSIS

I. Revenue distribution



DATA ANALYSIS

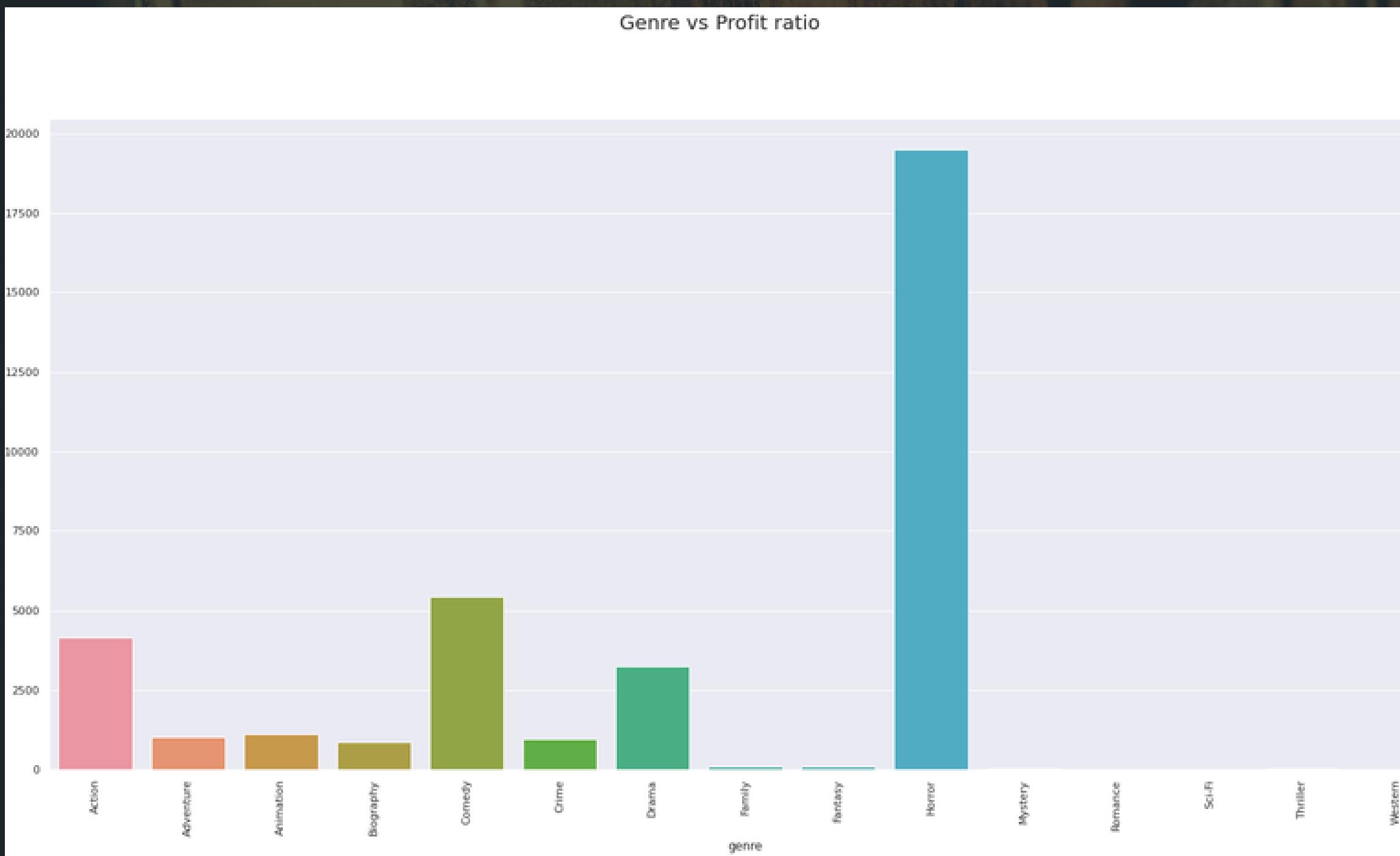
ANALYSIS OF THE REVENUE OF THE MOVIE INDUSTRY OVER THE YEARS



DATA ANALYSIS

ANALYZING THE GENRE THAT MAKES THE MOST MONEY

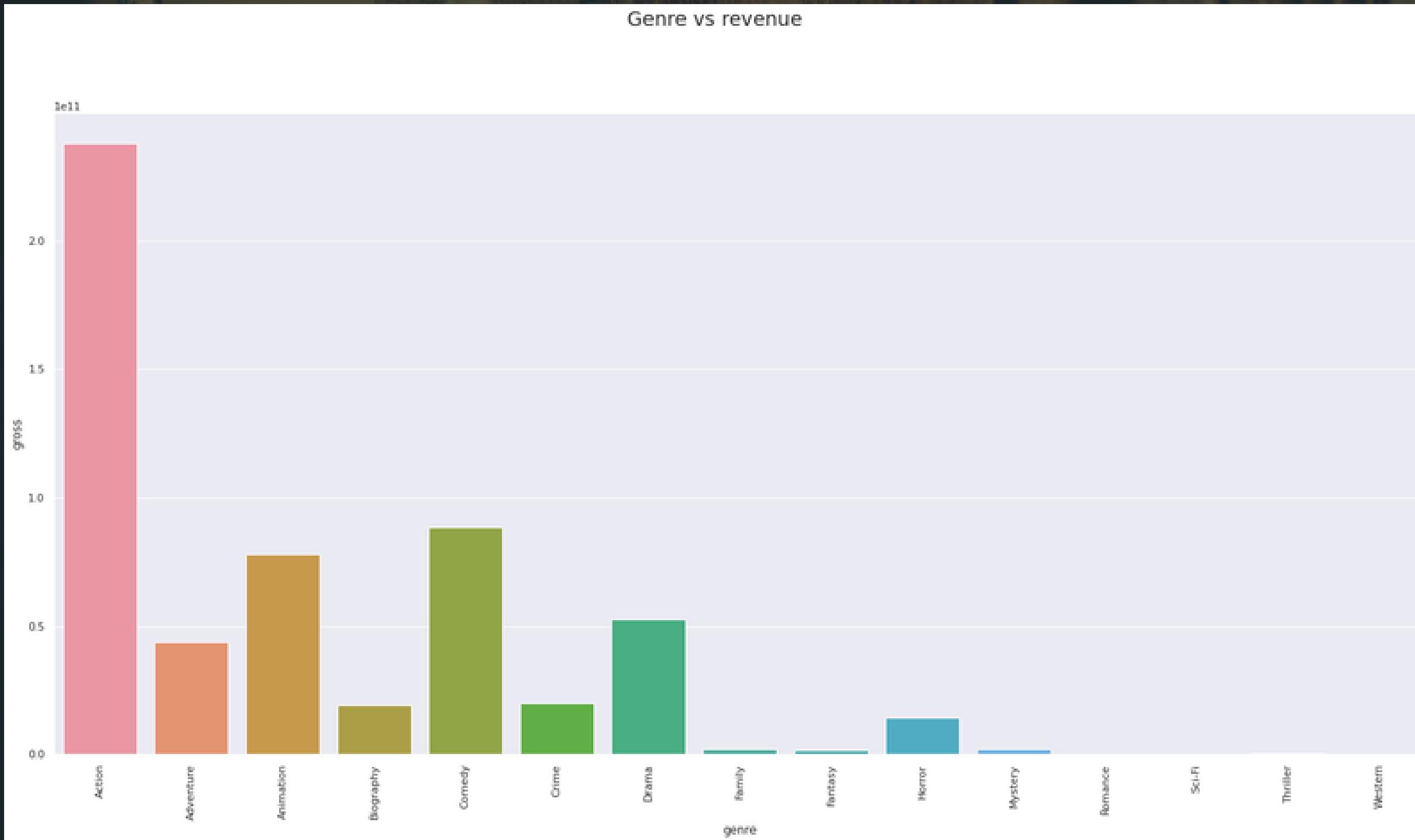
By Profit ratio



DATA ANALYSIS

ANALYZING THE GENRE THAT MAKES THE MOST MONEY

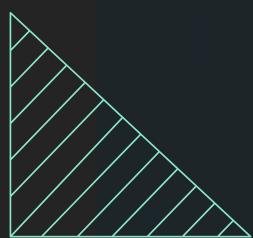
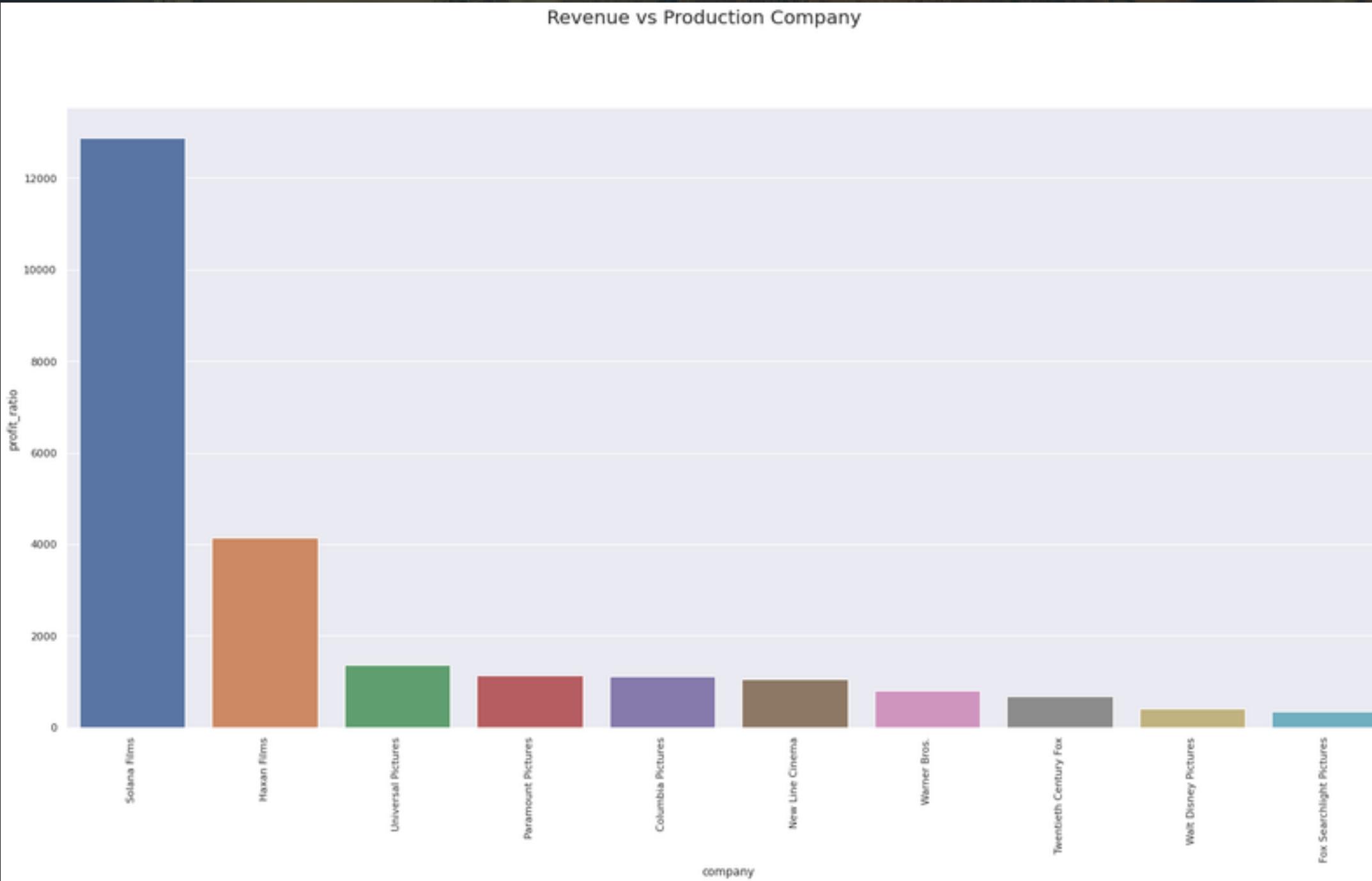
By Gross



DATA ANALYSIS

DETERMINING WHICH COMPANY HAS BEST MOVIE INVESTMENTS

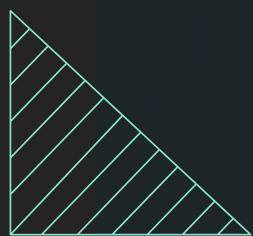
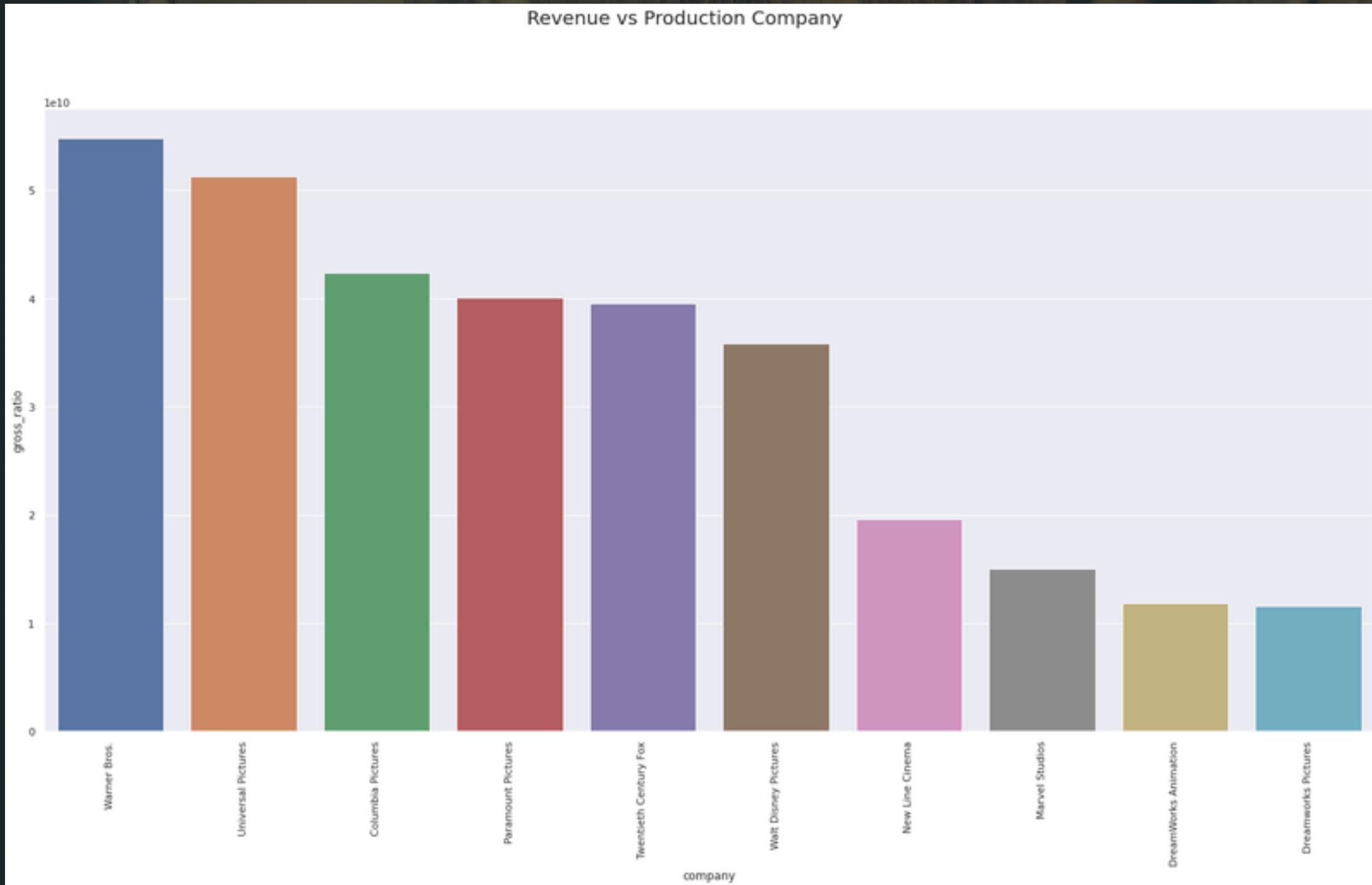
By Profit ratio



DATA ANALYSIS

DETERMINING WHICH COMPANY HAS BEST MOVIE INVESTMENTS

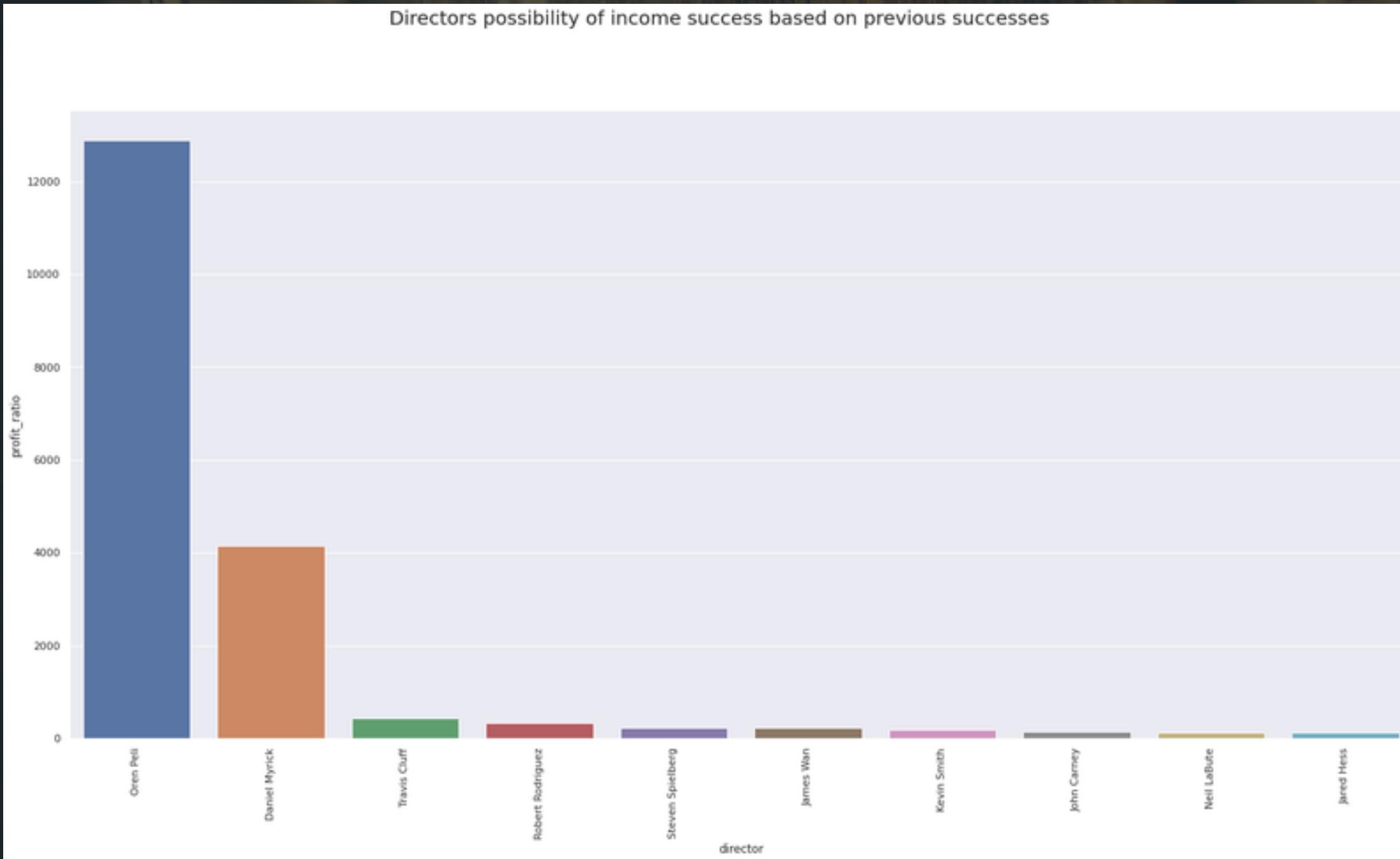
By Gross



DATA ANALYSIS

DETERMINING DIRECTOR'S MOVIES HAVE THE HIGHEST POSSIBILITY OF INCOME SUCCESS BASED ON PREVIOUS SUCCESSES

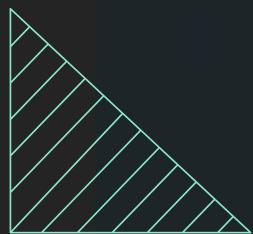
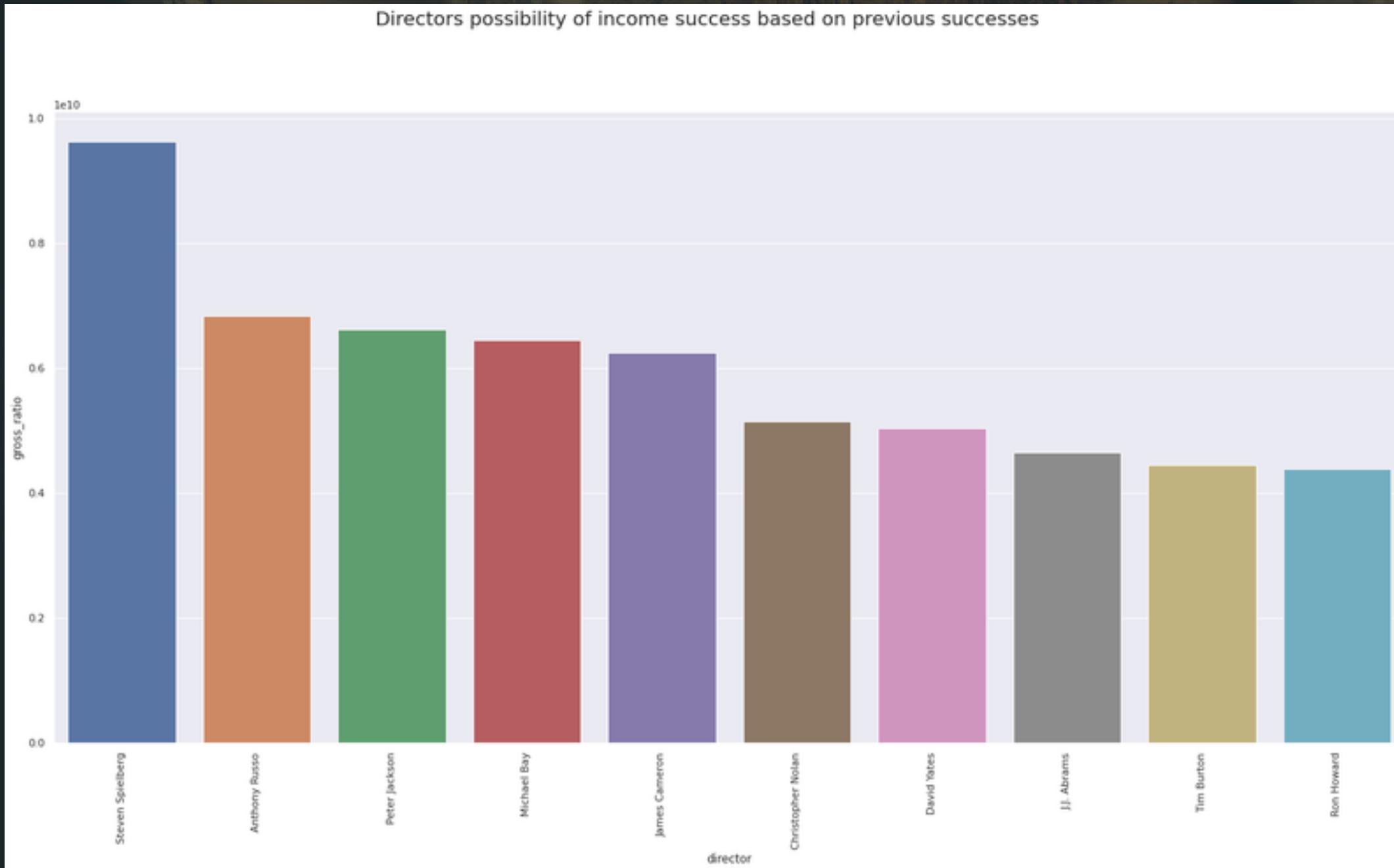
By Profit Ratio



DATA ANALYSIS

DETERMINING DIRECTOR'S MOVIES HAVE THE HIGHEST POSSIBILITY OF INCOME SUCCESS BASED ON PREVIOUS SUCCESSES

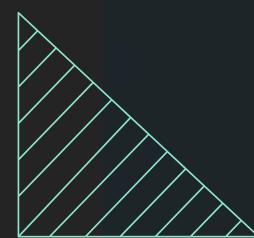
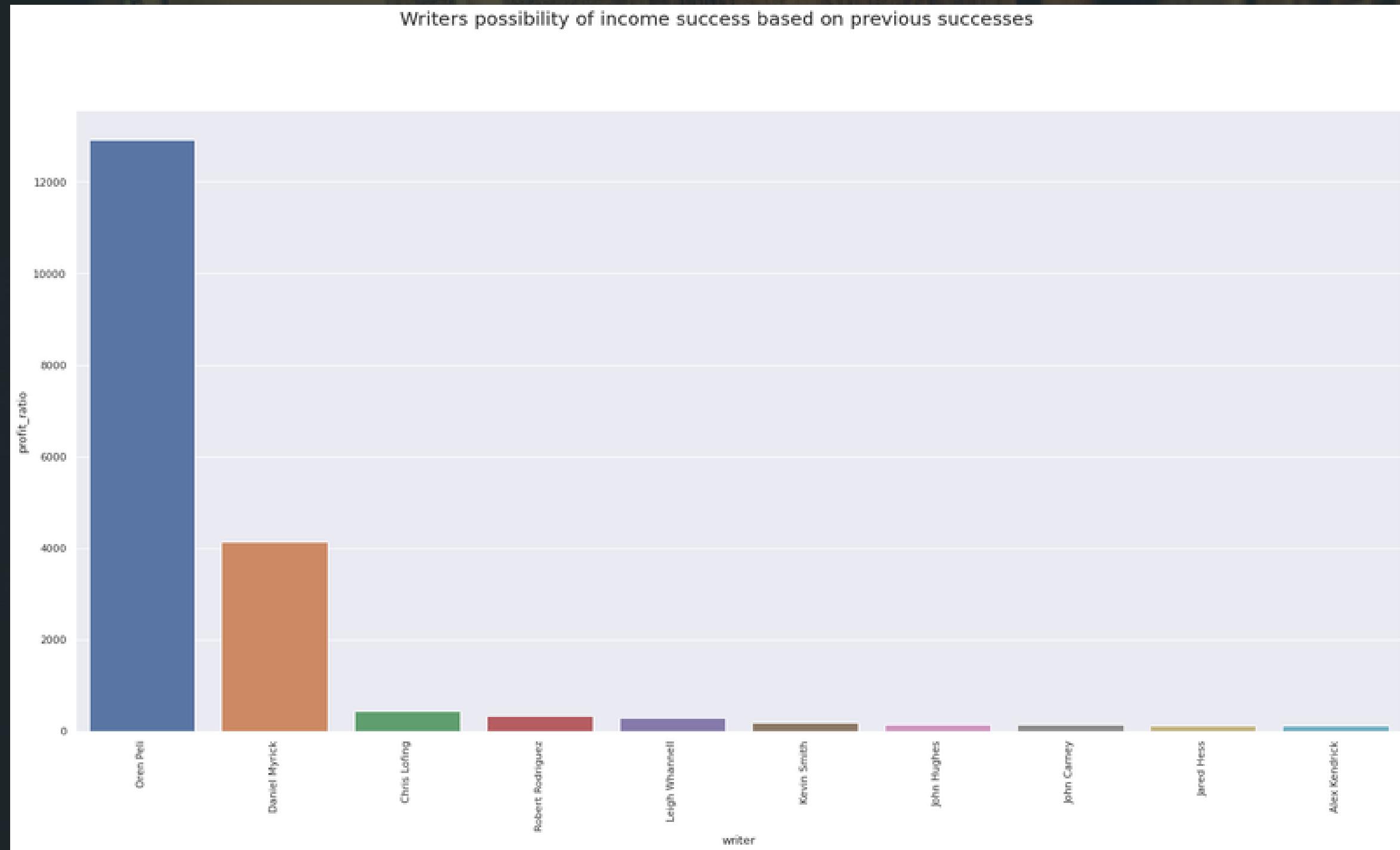
By Gross



DATA ANALYSIS

WRITERS POSSIBILITY OF INCOME SUCCESS BASED ON PREVIOUS SUCCESSES

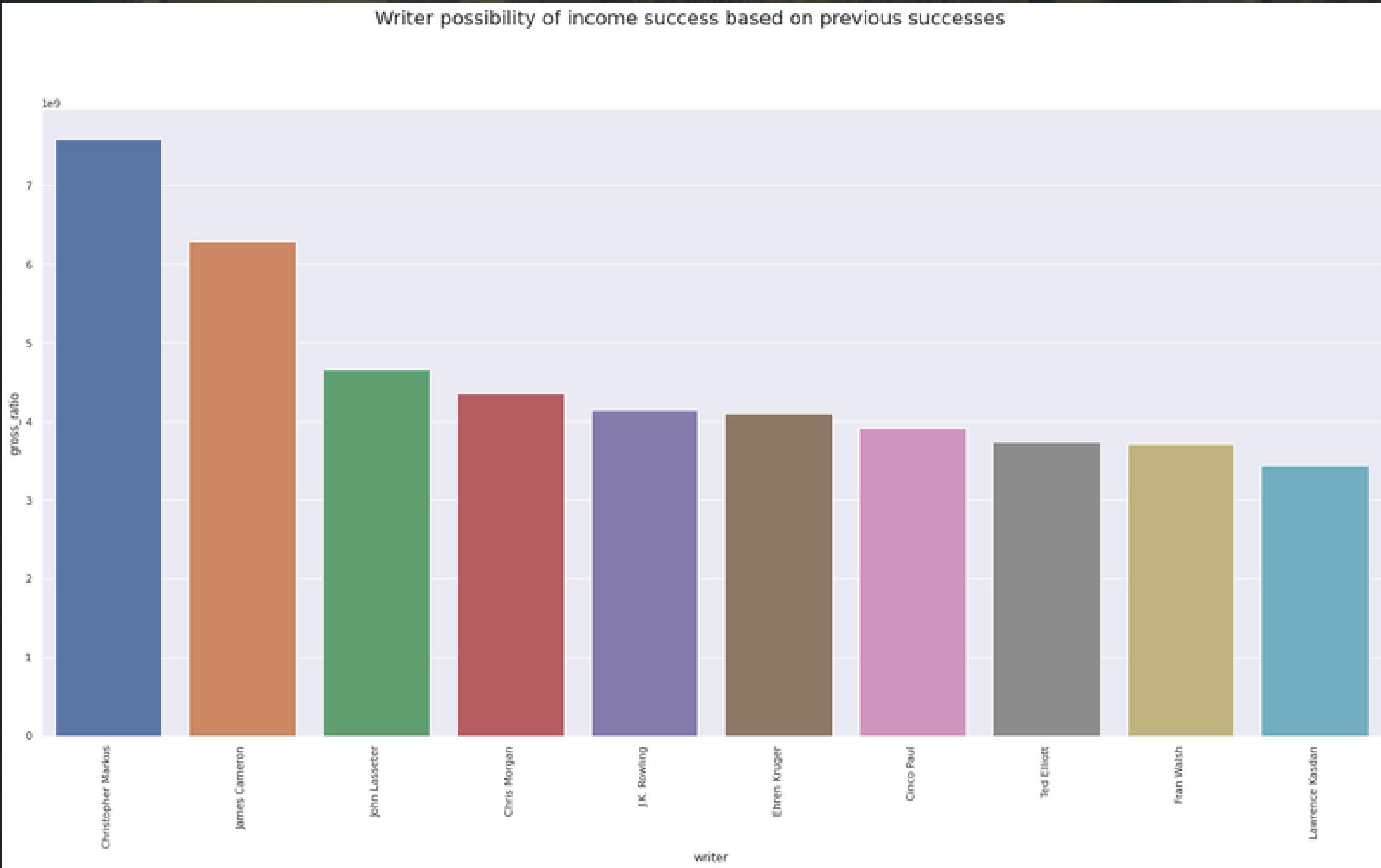
By Profit Ratio



DATA ANALYSIS

WRITERS POSSIBILITY OF INCOME SUCCESS BASED ON PREVIOUS SUCCESSES

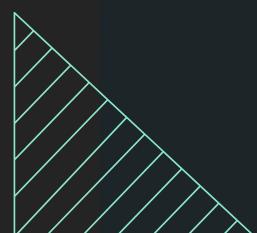
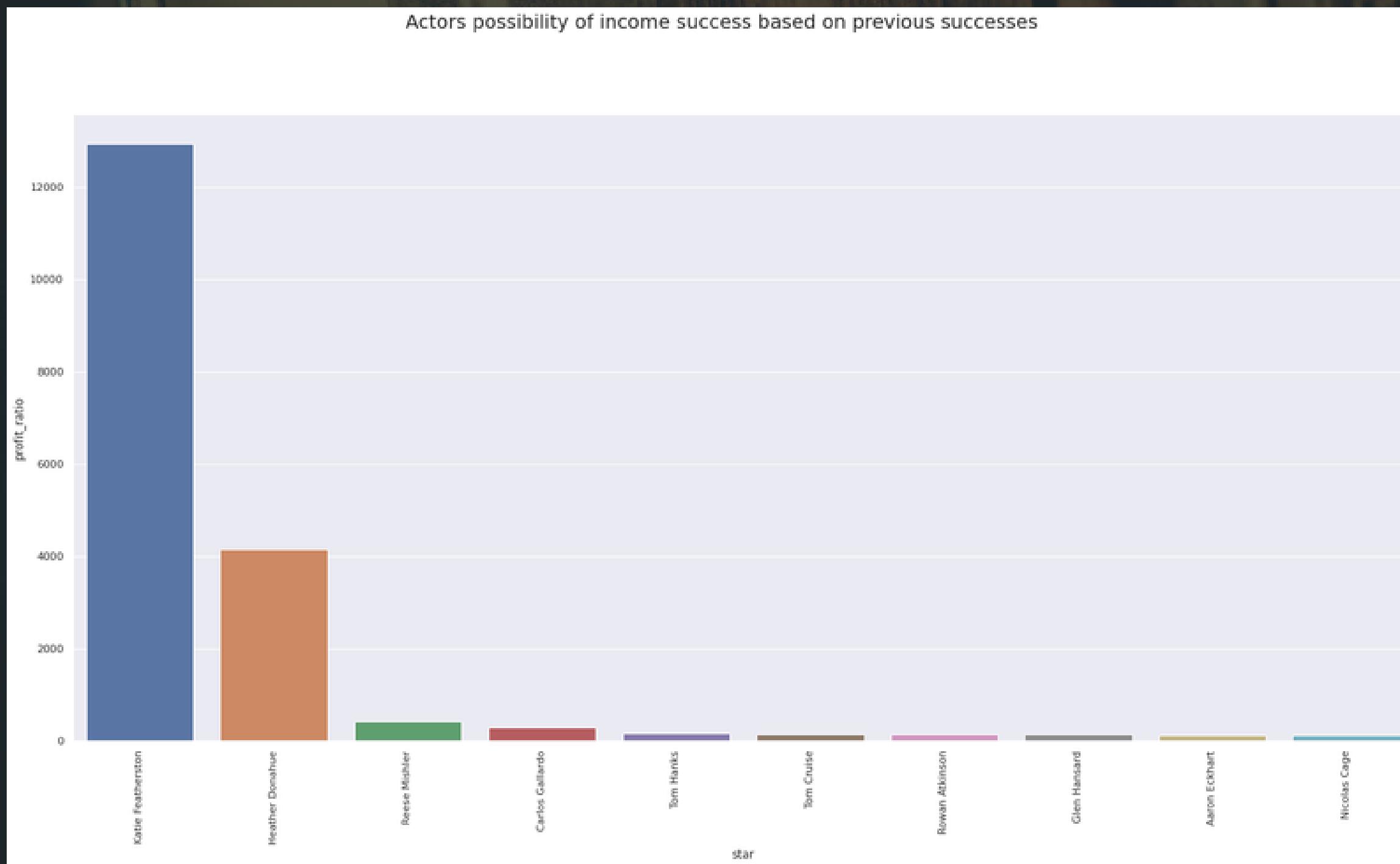
By Gross



DATA ANALYSIS

ACTOR'S POSSIBILITY OF INCOME SUCCESS BASED ON PREVIOUS SUCCESS

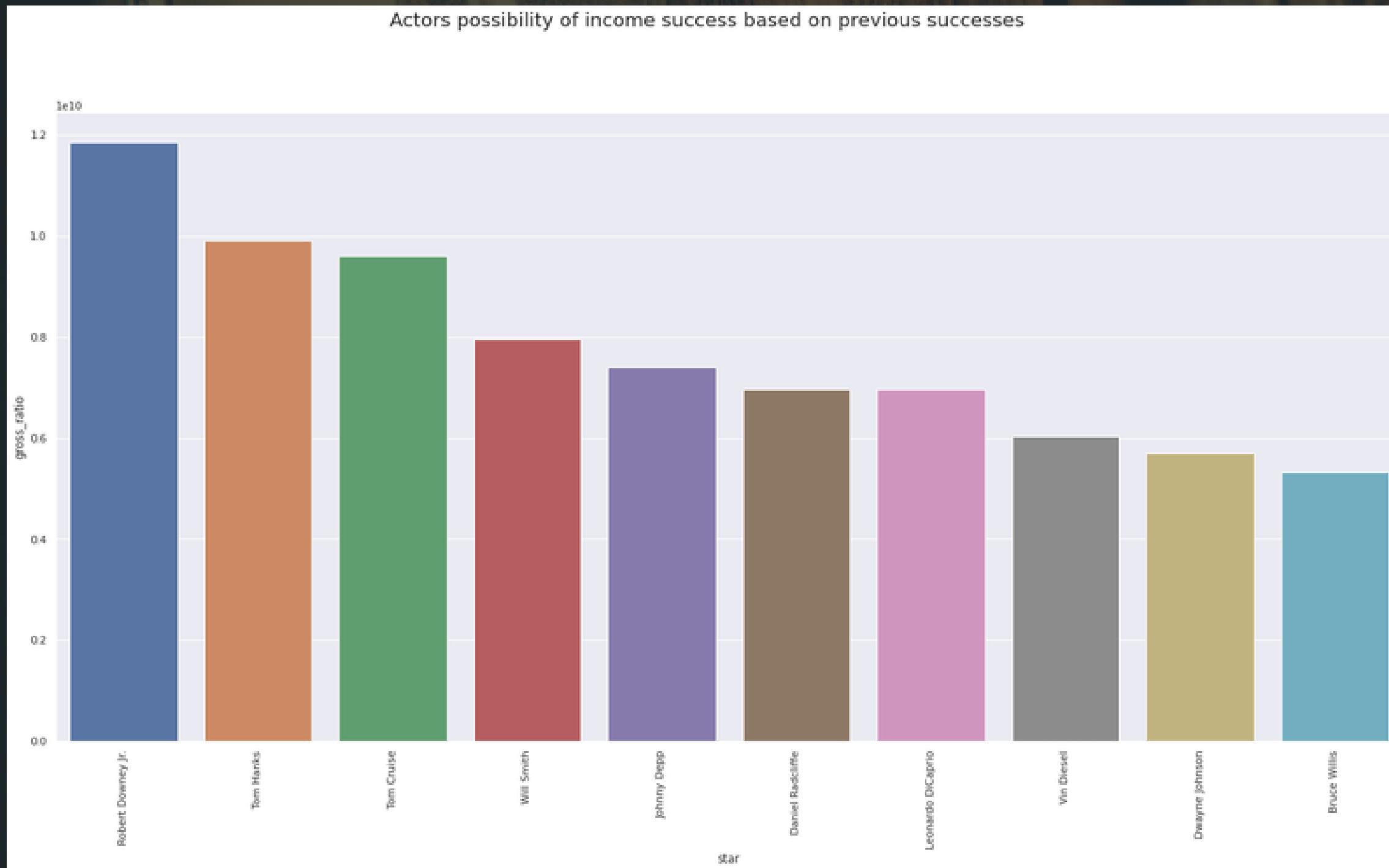
By Profit Ratio



DATA ANALYSIS

ACTORS POSSIBILITY OF INCOME SUCCESS BASED ON PREVIOUS SUCCESSES

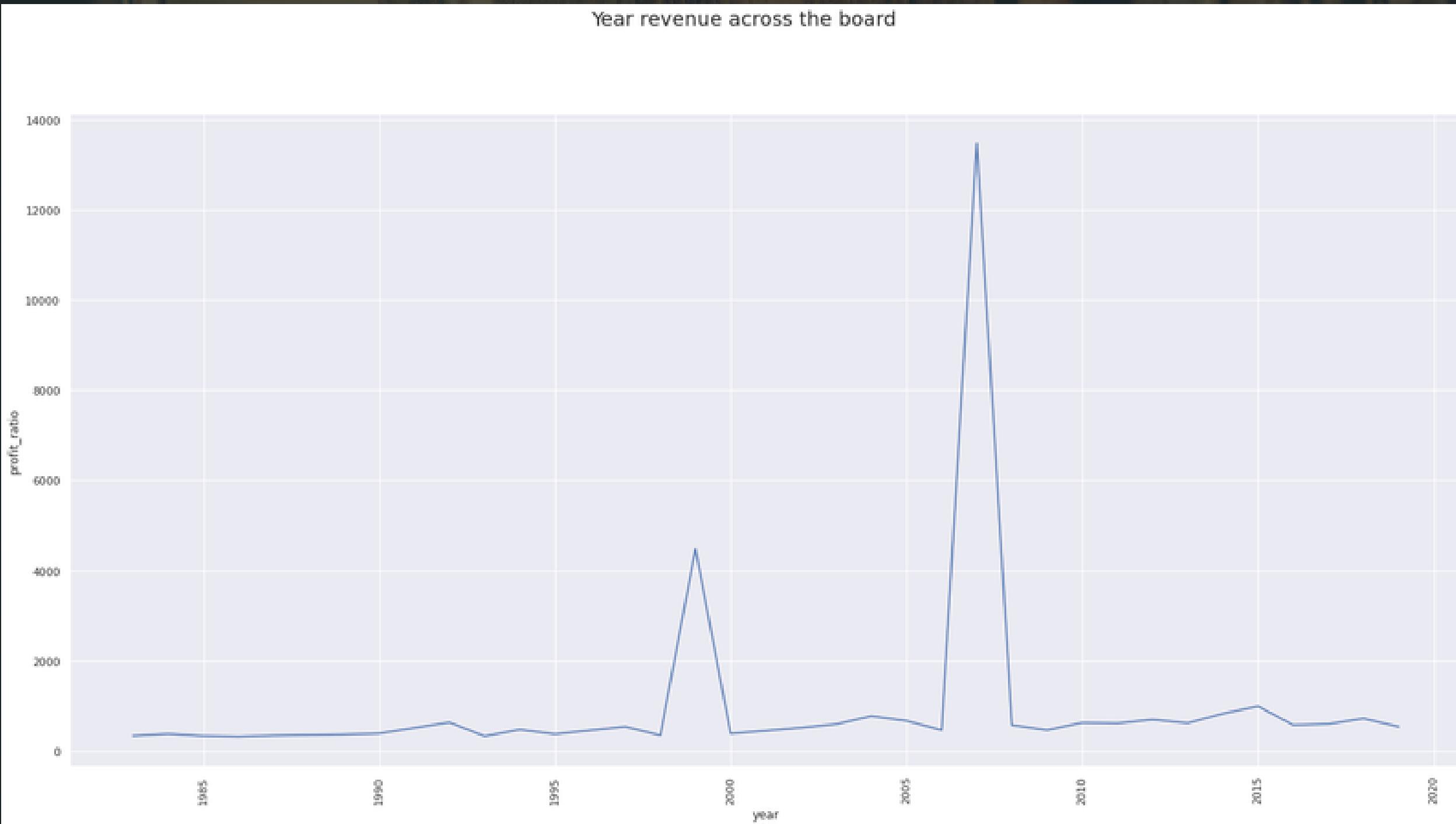
By Gross



DATA ANALYSIS

DETERMINING WHICH YEAR WAS A GOOD MOVIE YEAR

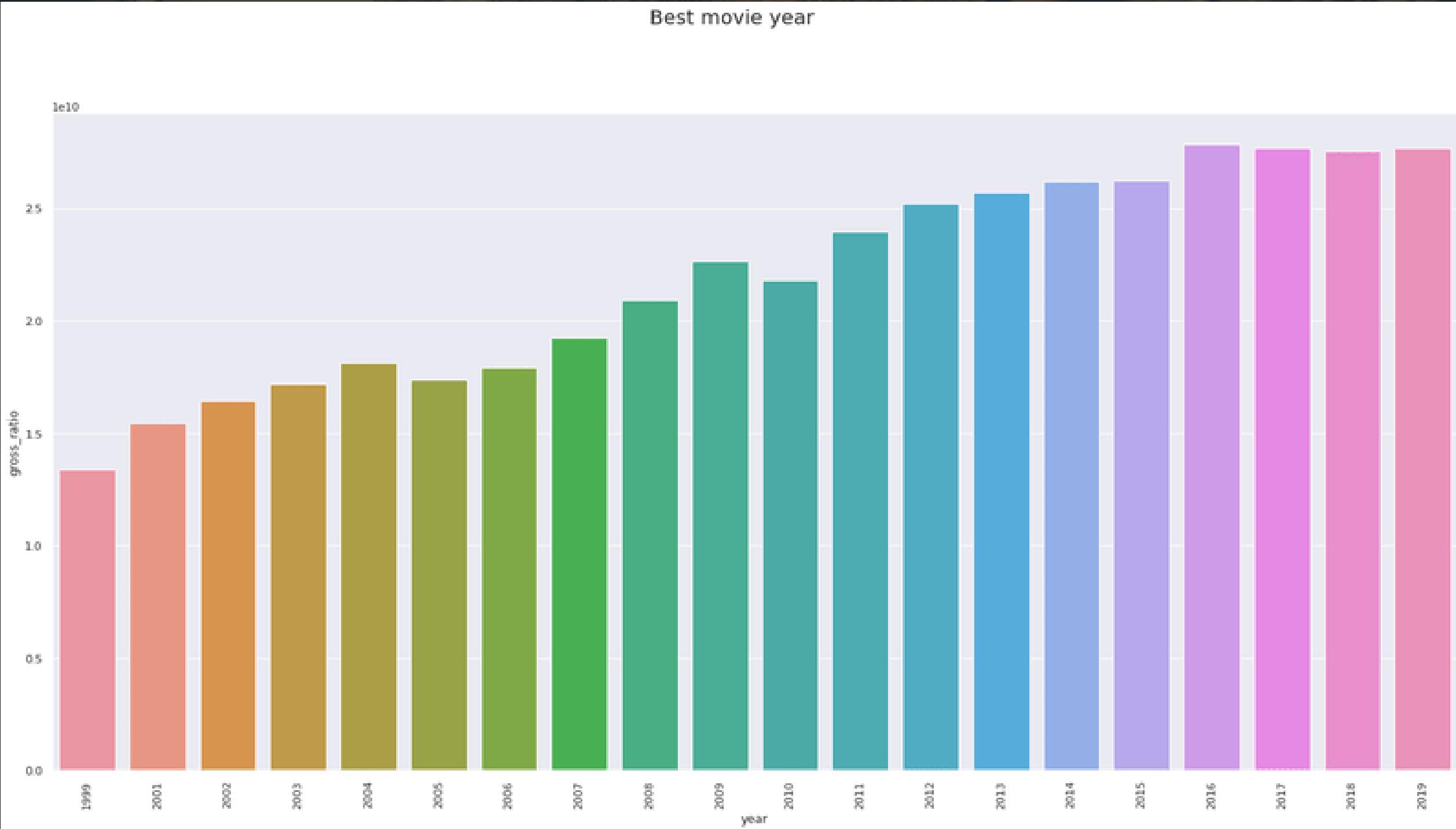
By Profit Ratio



DATA ANALYSIS

DETERMINING WHICH YEAR WAS A GOOD MOVIE YEAR

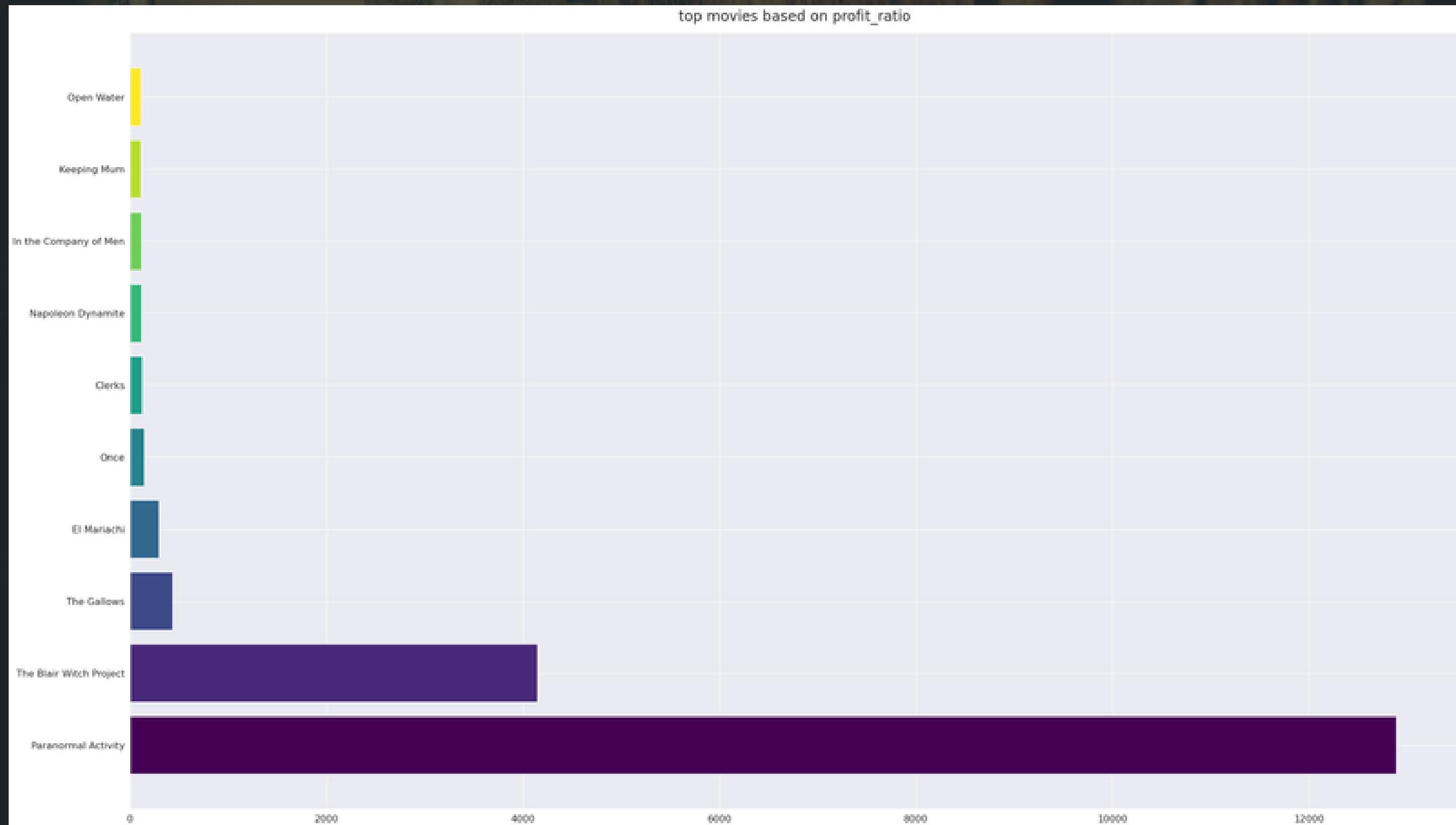
By Gross



DATA ANALYSIS

DETERMINING HIGHEST GROSSING FILM BY DIFFERENT ATTRIBUTES

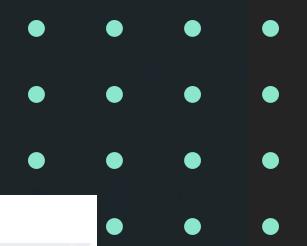
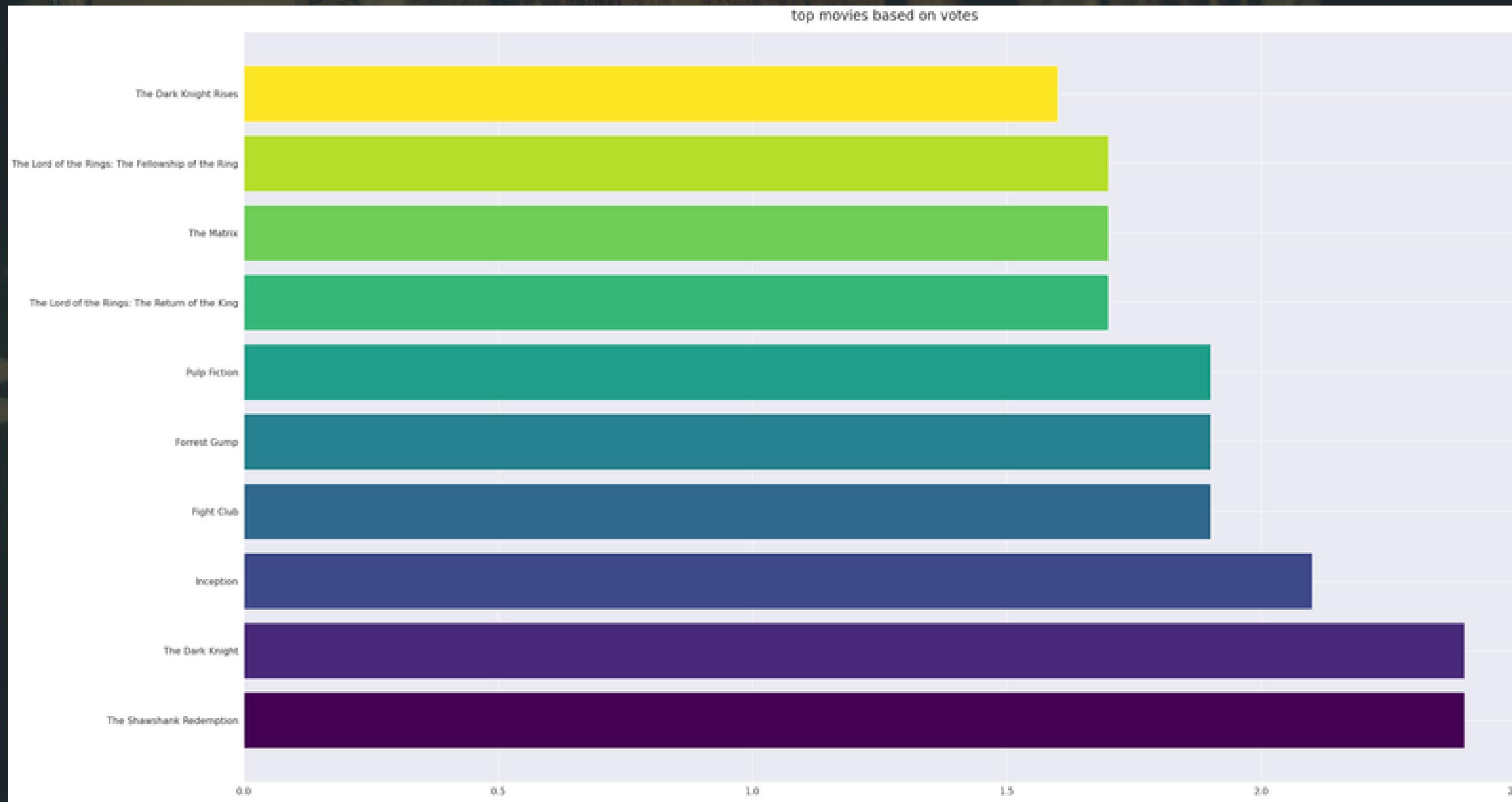
I. Top movies based on profit ratio



DATA ANALYSIS

DETERMINING HIGHEST GROSSING FILM BY DIFFERENT ATTRIBUTES

II. Based on votes



DATA ANALYSIS

DETERMINING HIGHEST GROSSING FILM BY DIFFERENT ATTRIBUTES

III. Top movies based on rating

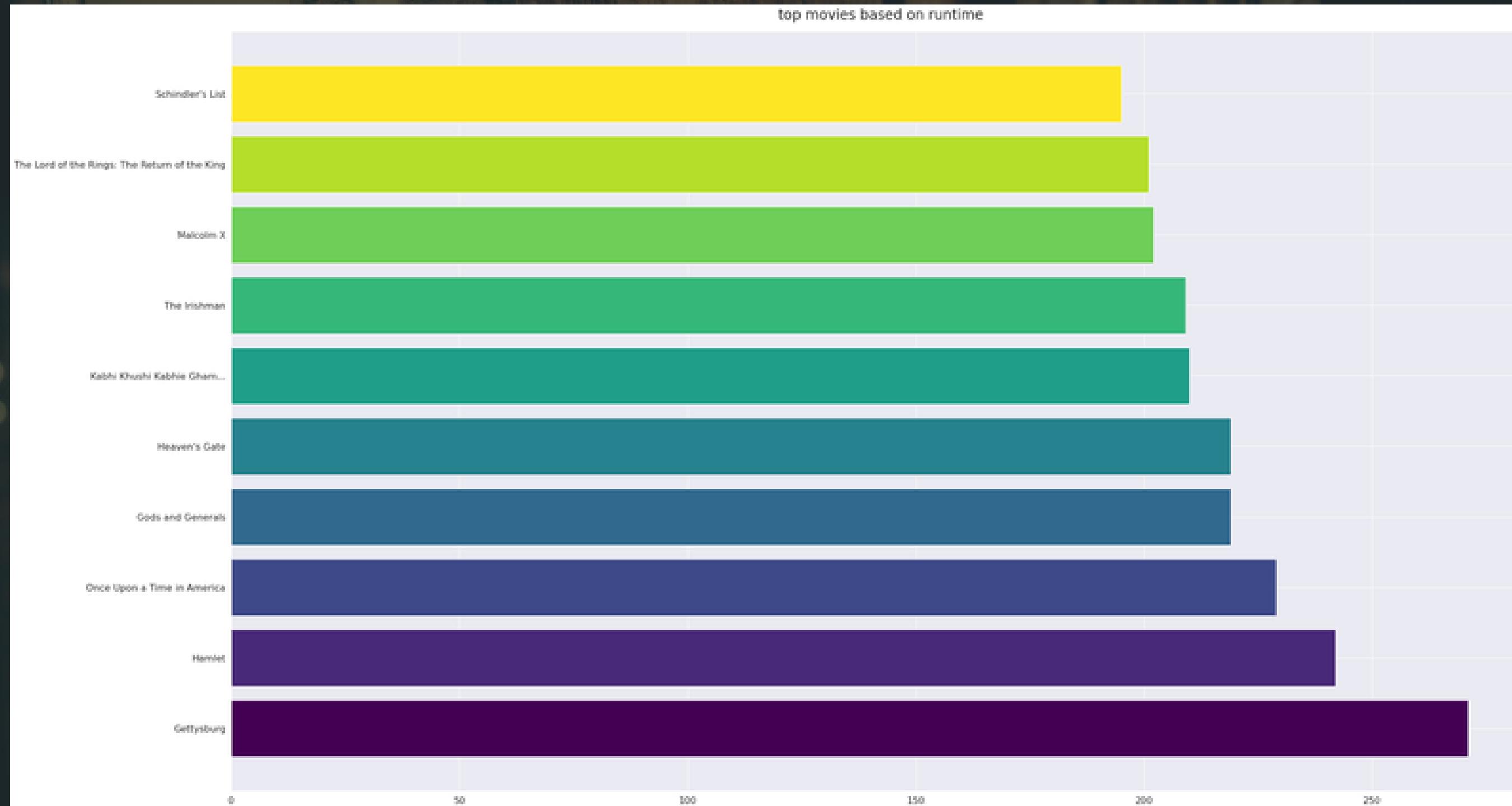


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DATA ANALYSIS

DETERMINING HIGHEST GROSSING FILM BY DIFFERENT ATTRIBUTES

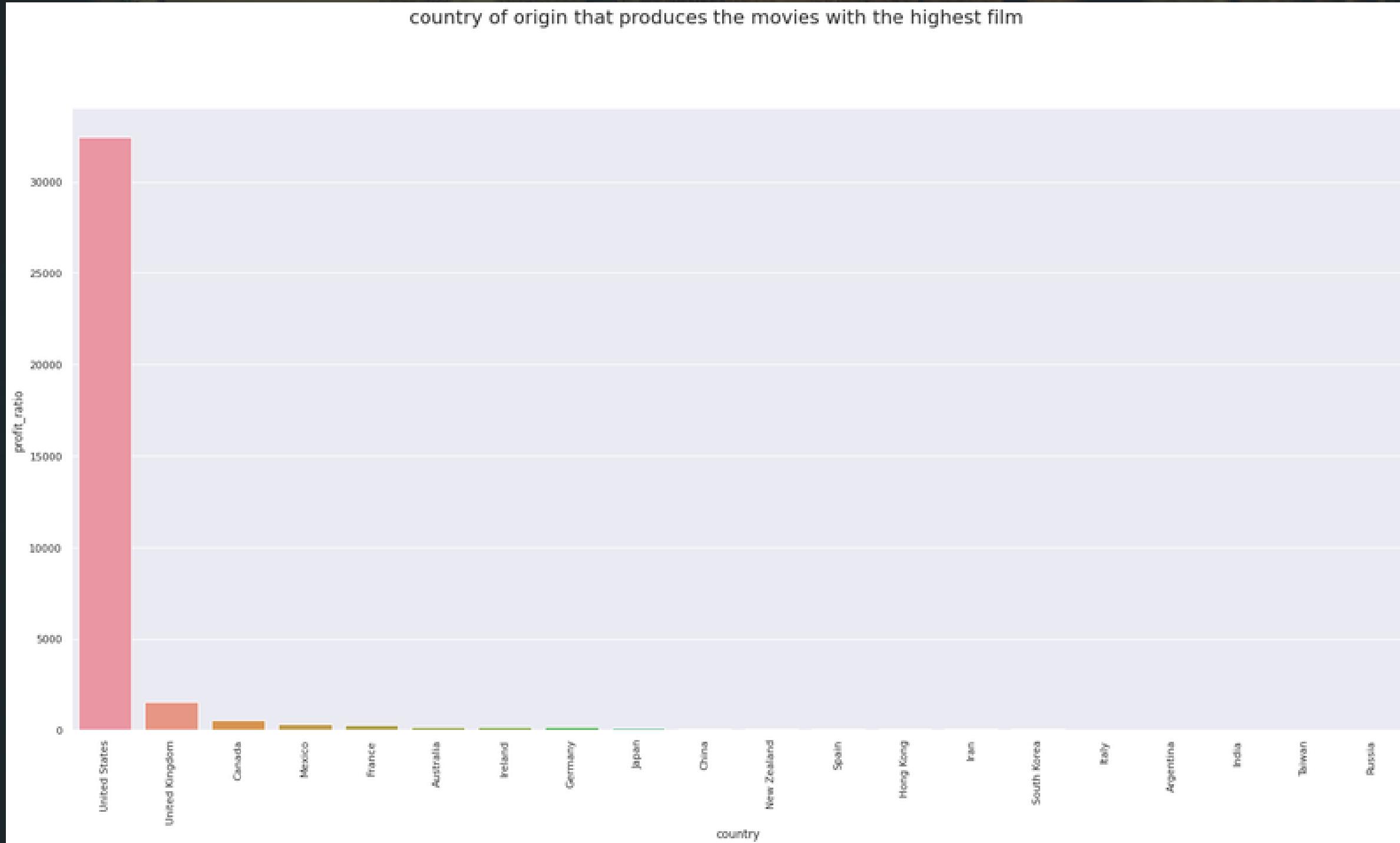
IV. Top movies based on runtime



DATA ANALYSIS

DETERMINING THE COUNTRY OF ORIGIN THAT PRODUCES THE MOVIES WITH THE HIGHEST REVENUE

country of origin that produces the movies with the highest film



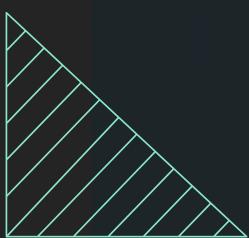
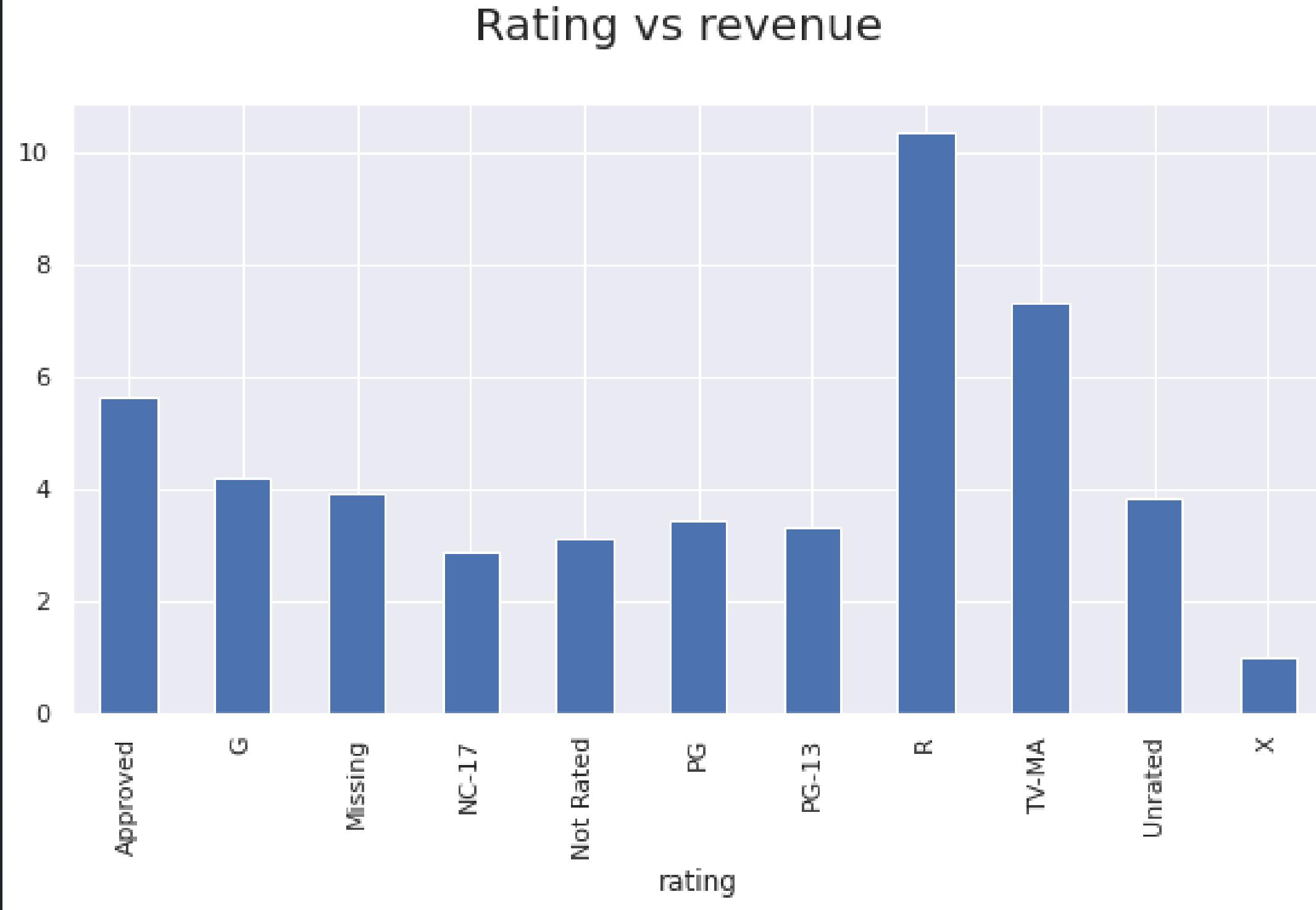
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DATA ANALYSIS

RELATIONSHIP BETWEEN THE USER RATING AND THE INCOME OF A MOVIE.

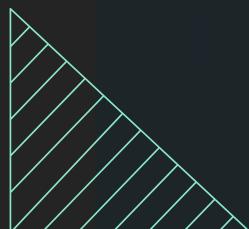


Rating vs revenue



RECOMMENDATIONS

- We recommend streaming services invest heavily on Action and Comedy Films since they had a high gross revenue to profit ratio.
- Streaming services should partner with these production companies i.e. Warner Bros, Universal Studios, Columbia Pictures and 20th Century Fox
- We recommend working with Steven Spielberg and Aaron Sorkin since he grossed a high revenue to profit ratio through their Action and Comedy films respectively
- The highest performing writers were Christopher Markus James Cameron.



MEET THE FACE



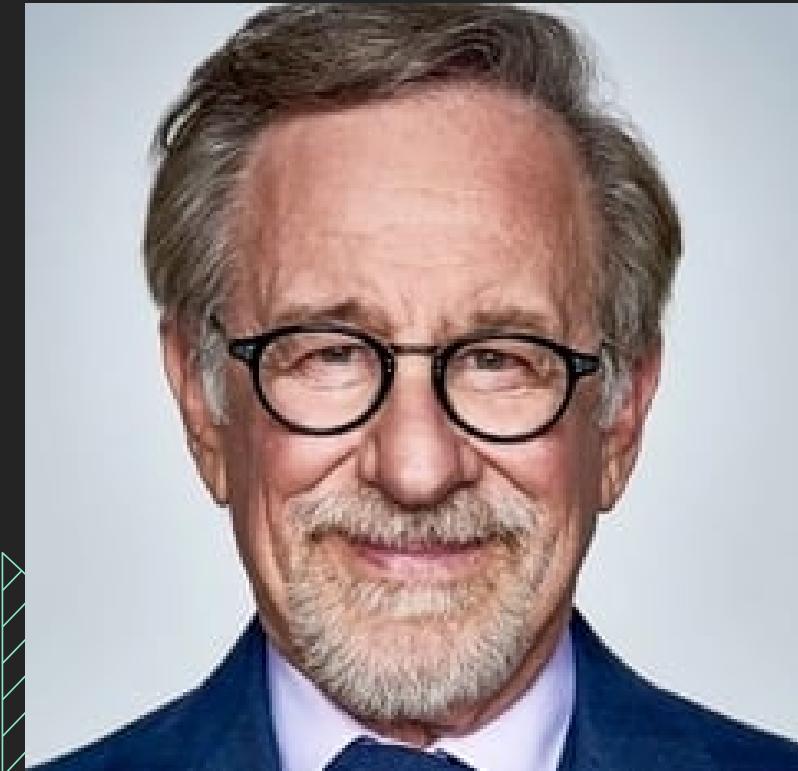
warner bros



Robert Downey Jr



Oren Peli



Steven Spielberg



Christopher Markus



Katie Featherston

MEET THE FACE



Avatar



Paranormal Activity



ANY QUESTIONS ?

