# The type of films you should create

# Summary

There is an observation of big companies creating original content and my company wants to join on the hype. So, it decided to create a new movie studio. However, it faces one major issue: it doesn't know anything about creating movies. My objective is to explore and find out what films are currently doing the best at the box office and further use these insights to help the head of the company's new movie studio to decide what type of films to create.

# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

# Business Problem

The company is interested in the movie industry. It created a new movie studio but they do not know anything about creating movies. They want to know what kind of movies are currently doing the best at the box office.

# Data

The data consists of an sql database that contains information about movies from IMDB such as the genre and average rating and a dataset of domestic gross income and foreign gross income of various movies from Box Office Mojo.

# Methods

In data preparation, I omitted data that were either irrelevant or were incomplete (missing values). I also removed duplicates that were in the data.

I used visualizations such as bar charts to show the various information that I would like to analyse and communicate.

# Results

My analysis showed that either making adventure, animation and/or sci-fi titles would be a good investments because of the following reasons:

1. They all have good average ratings. All the adventure, animation and sci-fi genres had good average ratings between 5-7, sci-fi being the lowest and adventure being the highest.
2. All 3 had the highest average total gross income (domestic + foreign), with adventure being the highest while sci-fi was the lowest among the three: with an average of over 1.75 million made each movie for every movie that was in one of the three genres.
3. They all have under 5000 titles that are produced. This means that there is a potential desire for consumers to watch movies from the three genres, possibly because the supply is limited. This is supported by the fact that they have good average ratings and have amazing gross incomes.

# Conclusions

Project limitations: Some of the data presented might have many underlying factors for a consumer to choose to watch a movie. Some of these factors can include: whether the consumer's favourite actors are in a movie, whether the movie is produced by the consumer's favourite producers, how old the movie is (the time that has elapsed since the movie's release date).

# Thank You!

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