



NEW MOVIE STUDIO ANALYSIS

NAME: FREDRICK NTHURIMA

COURSE TITLE: DATA VISUALIZATION IN PYTHON

SCHOOL: MORINGA SCHOOL

PERIOD: JULY 2024

PROJECT 1: INDEPENDENT SECTION 1 PROJECT: EDA WITH PANDAS NEW

PROBLEM STATEMENT

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

OBJECTIVES

1. Explore the given data and/or find complementary data,
2. Obtain meaningful, actionable insights from it that will,
3. Help the new head of the studio decide What type of films to create?

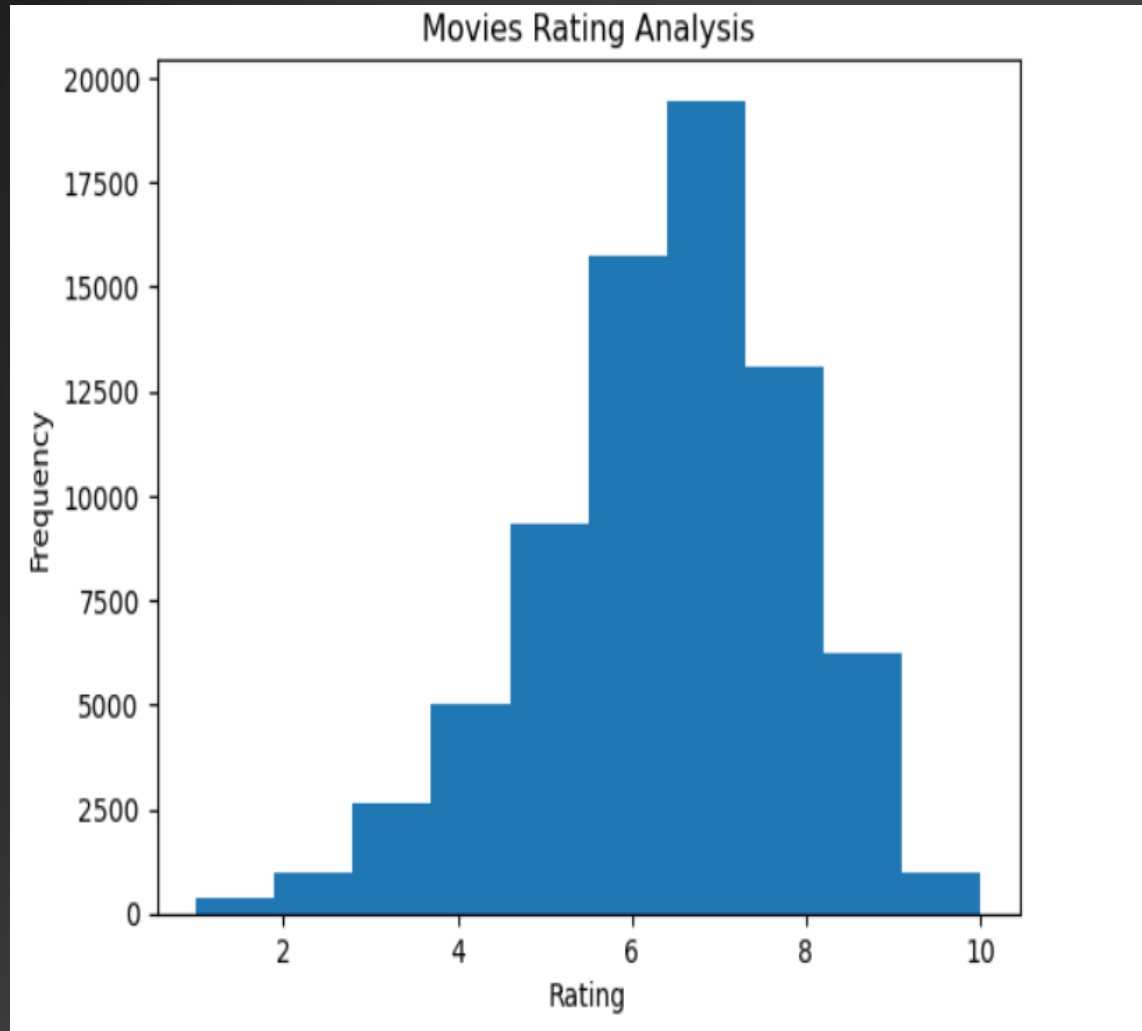
RESEARCH QUESTIONS

1. Which type of film is most rated
2. Studios producing the most films.
3. Top Studios making the highest gross income on average

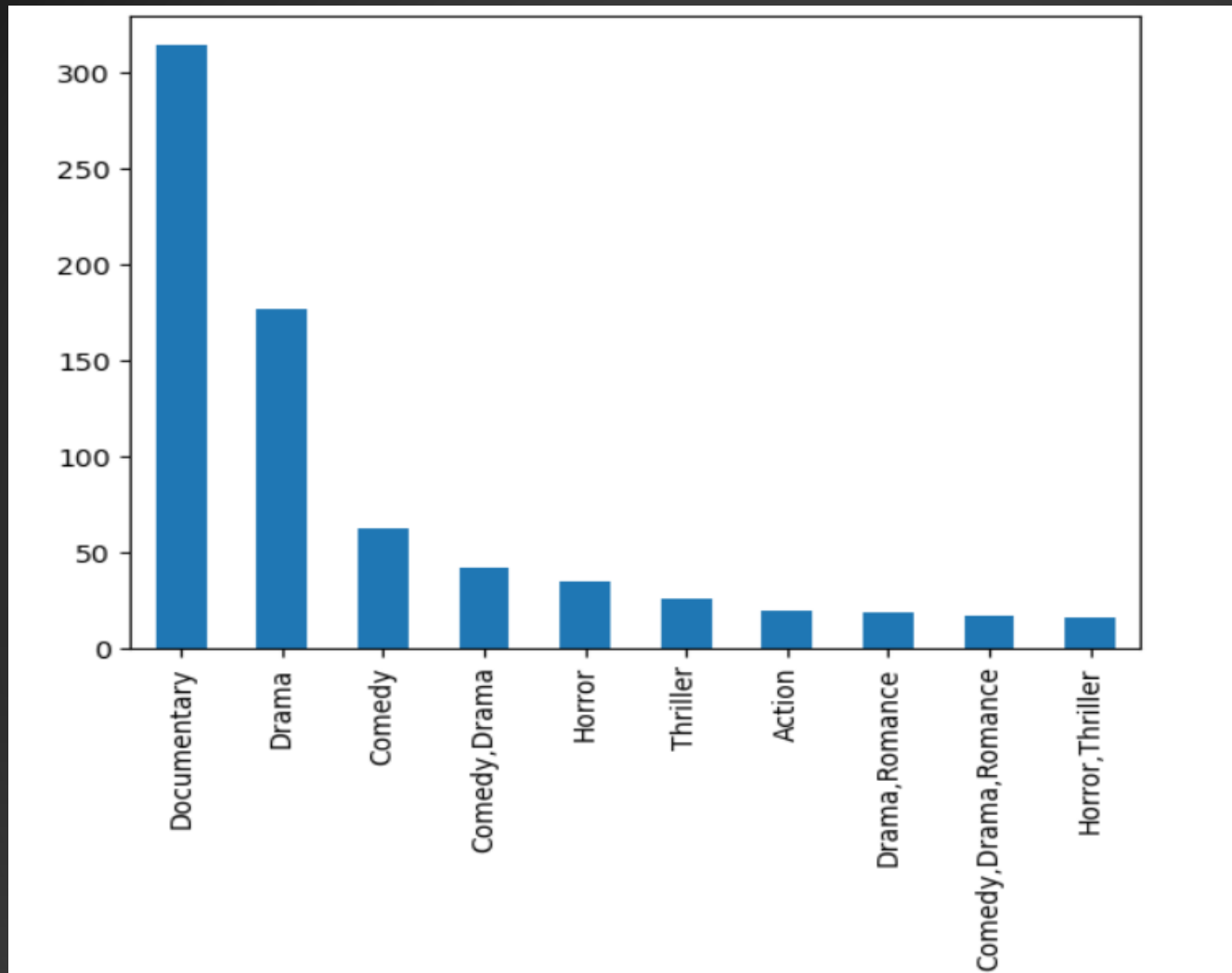
DATA SOURCE

- Box Office MojoLinks to an external site.
- IMDBLinks to an external site.
- Rotten TomatoesLinks to an external site.
- TheMovieDBLinks to an external site.
- The Numbers

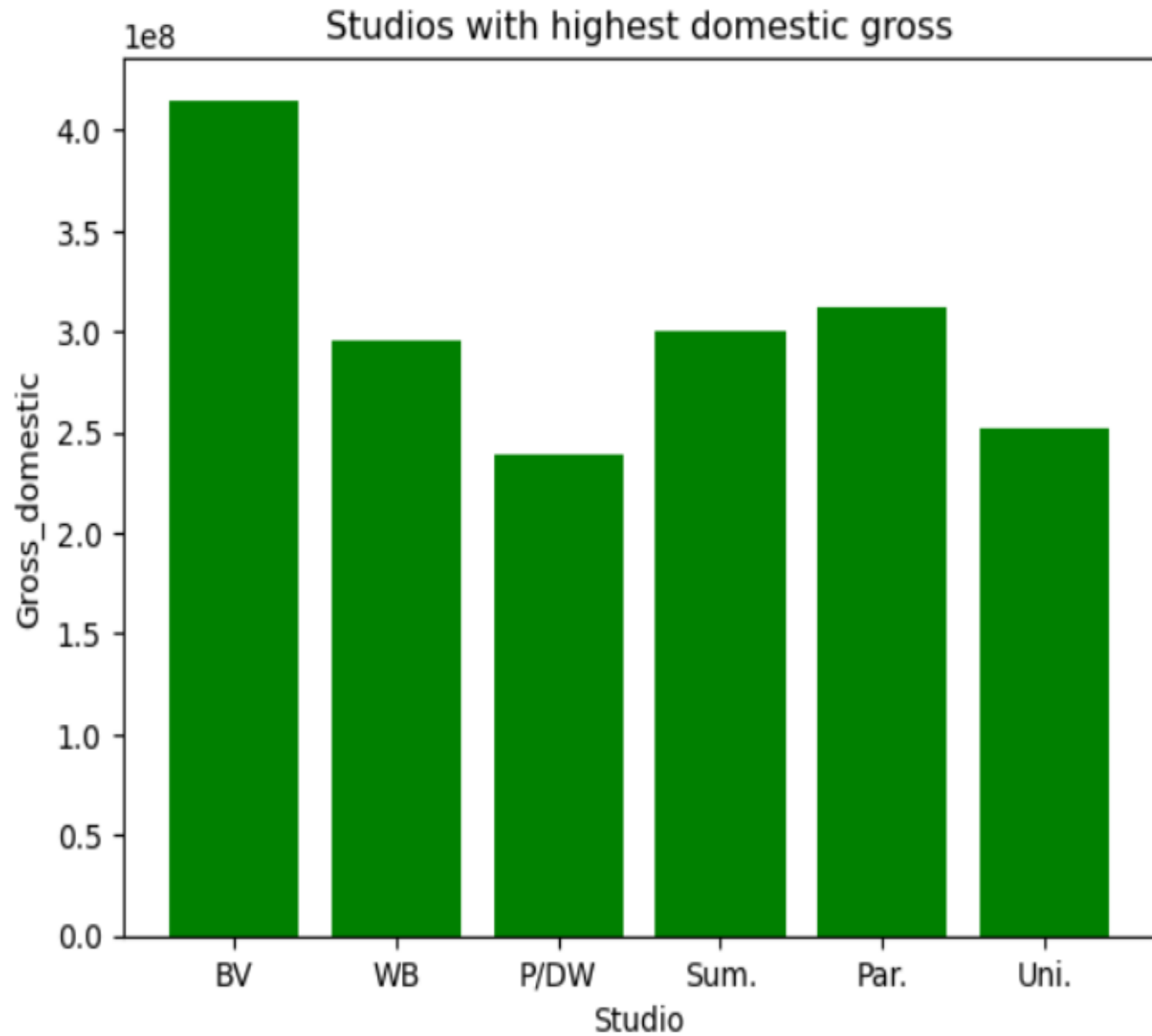
FINDINGS



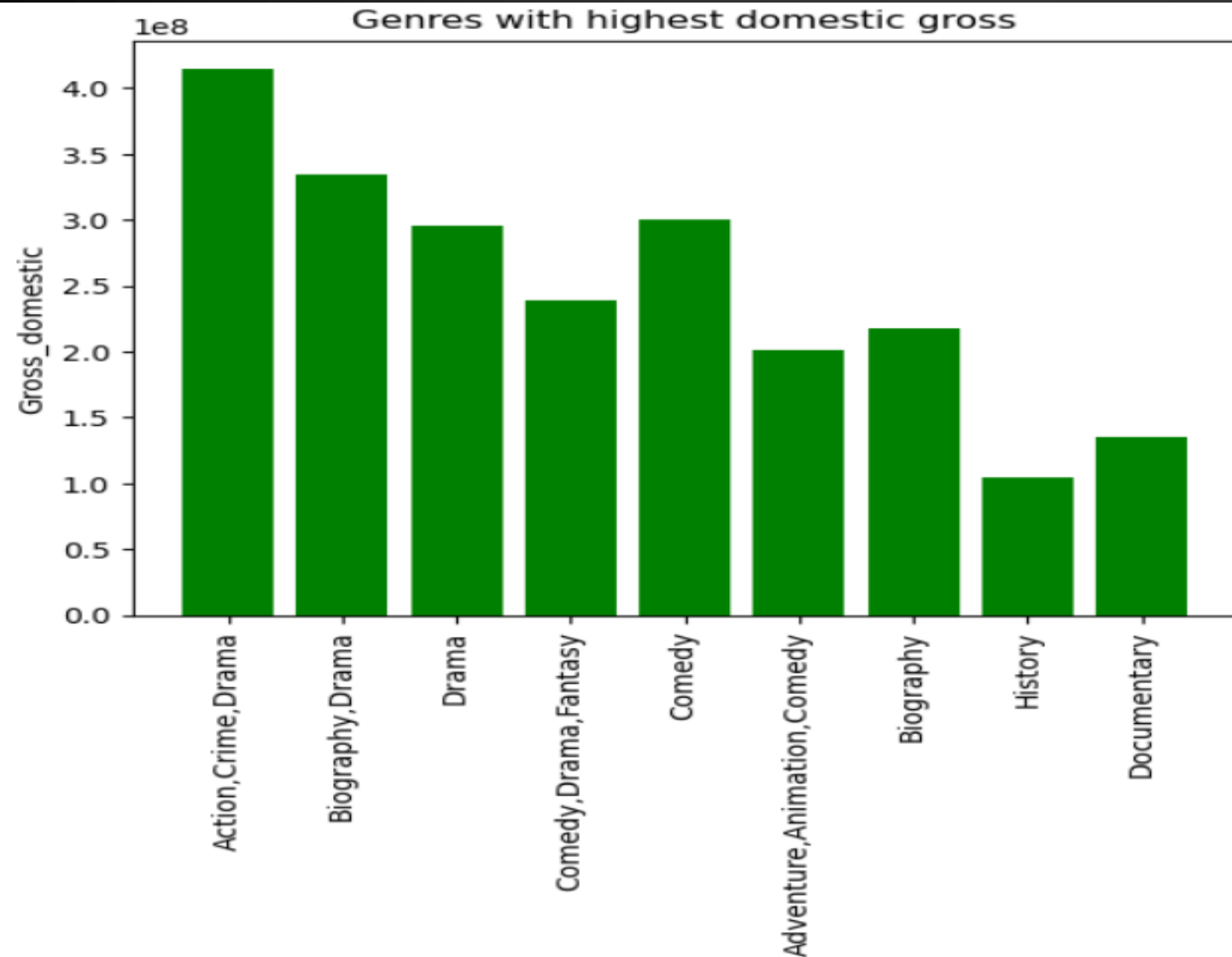
1. Most movies are rated 7.0 based on the histogram shown.



- Documentary is the most watched genres based on the barchart shown.

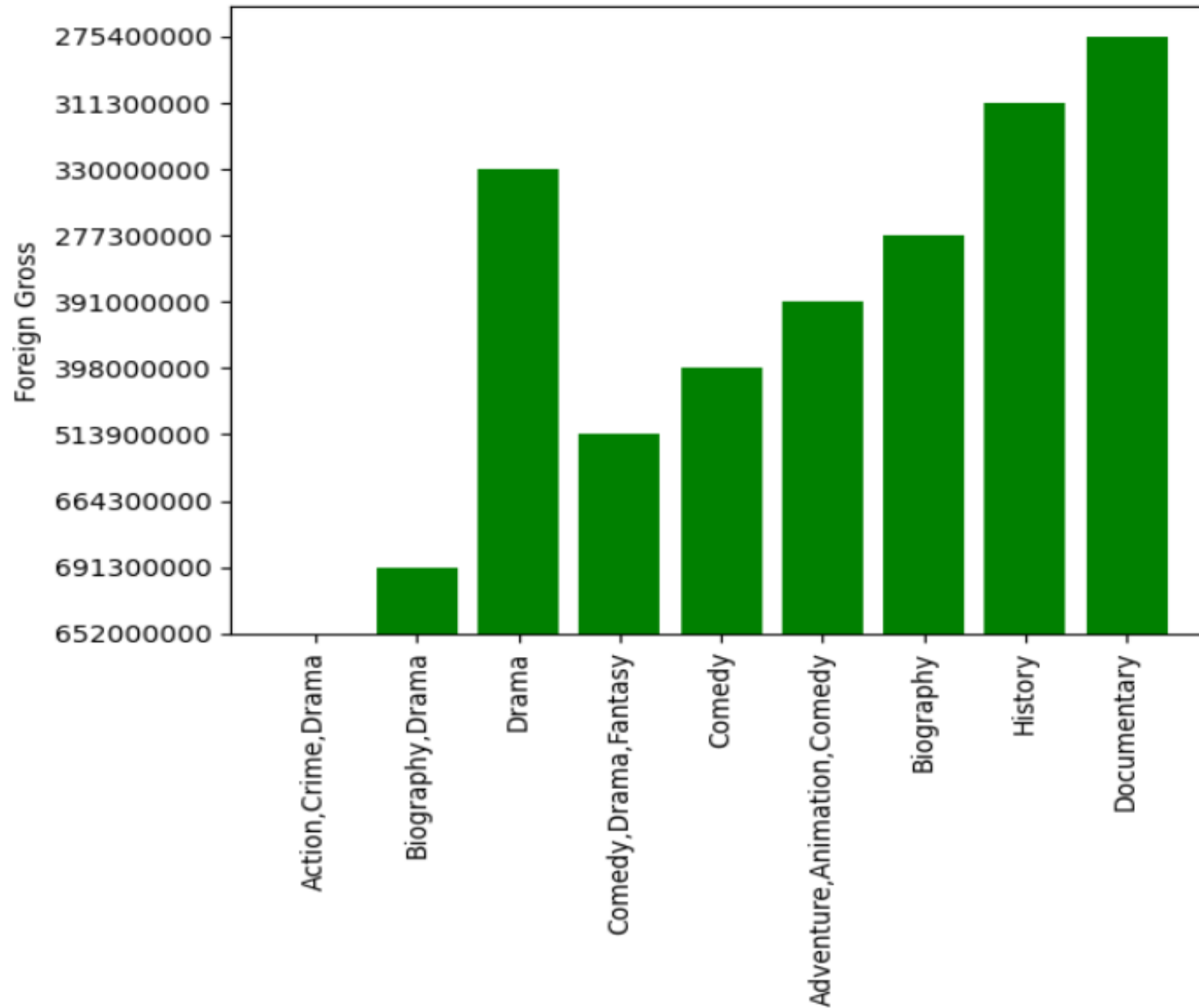


- BV studio has the highest gross domestic based on the barchart shown.



- Action, Crime and drama genres has the highest gross domestic based on the barchart shown.

Genres with highest Foreign gross



- Documentary genres has the highest foreign gross based on the barchart shown.

RECOMMENDATIONS

1. Produce movies of types with high ratings
2. Documentary movies are most frequent hence Microsoft should produce them too.
3. BV studio is one of the biggest competitors in the market of film production
4. Produce Action, Crime and Drama movies for local use since they have high RoI
5. Produce documentary movies for foreign market.

Thank you,