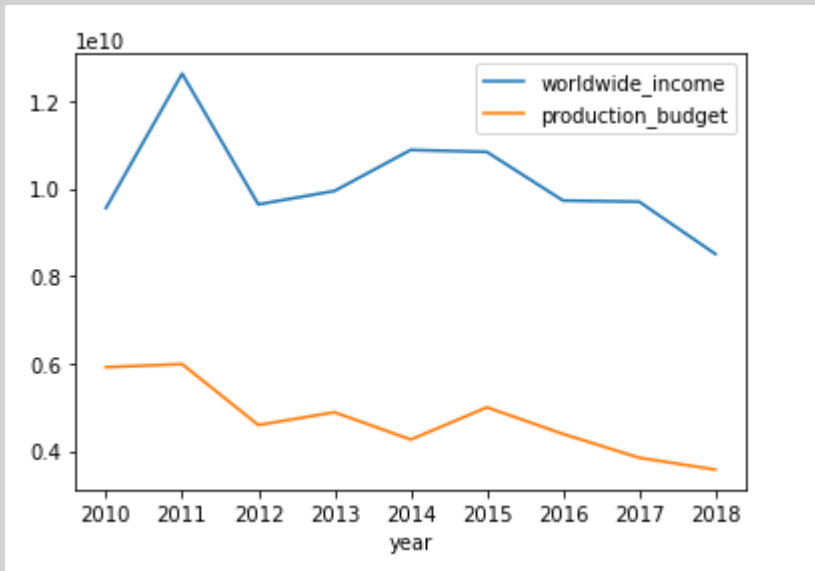# Movie Analysis

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Problem Statement

Microsoft is looking to get into the movie business and needs some recommendations to get started.

Data Sources

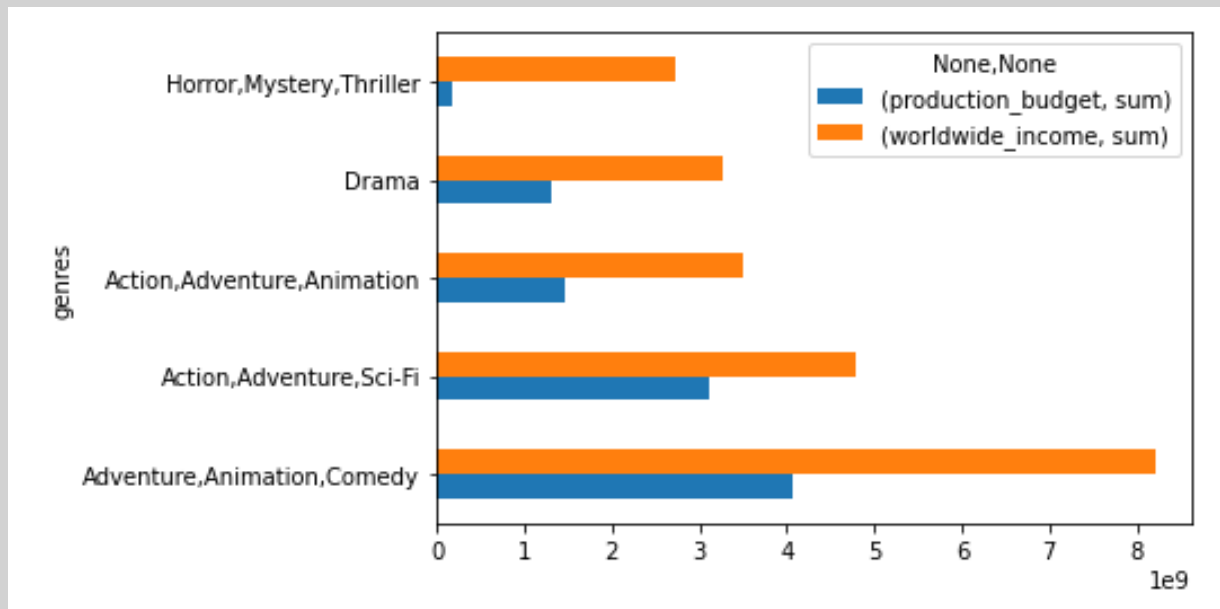The following sources were used

- The Numbers - budget by movie title
- IMBD – genre, writer, and director
- Box Office Mojo – studio

Methodology

- Used the following methods
  - Import Data– Glob
  - Data Cleaning – Pandas and Numpy
  - Data normalization - scipy
  - Visualizations – Mathplotlib and Seaborn
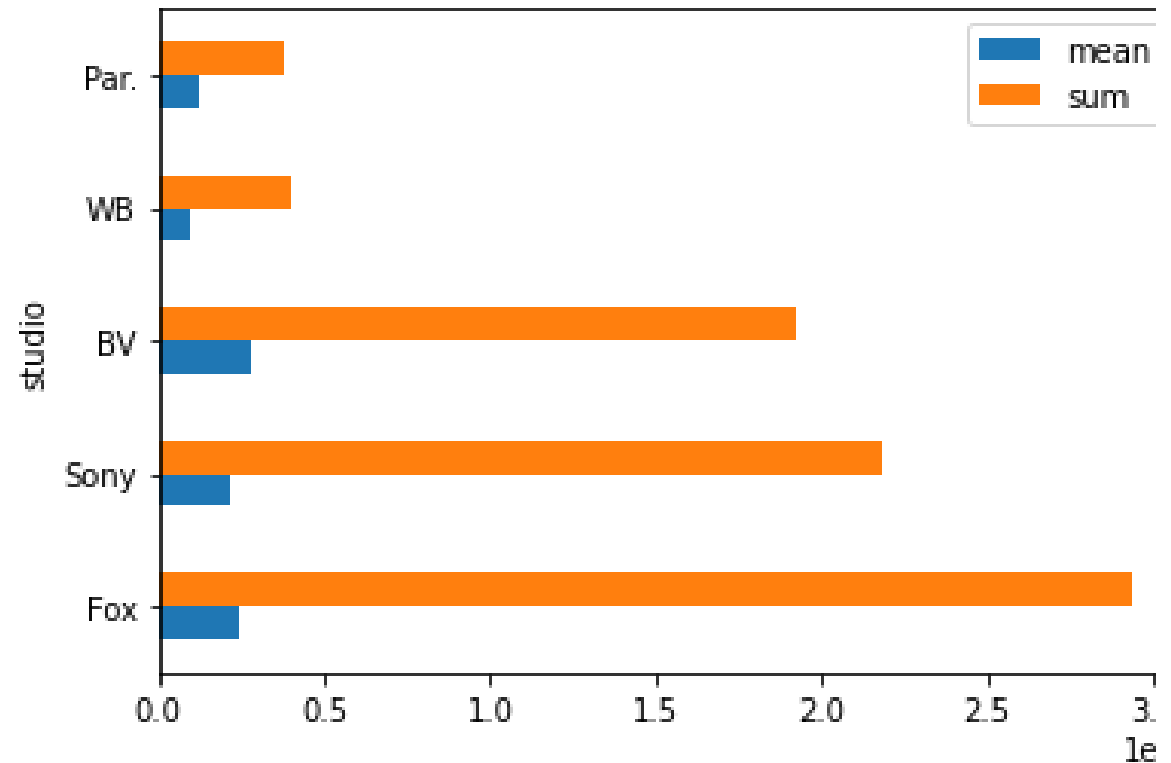
What is the Most Profitable Genre

- Highest income movie genre is Adventure/Animation/Comedy
- Looks like production budget and worldwide income are closely related

Which Studios make the most profitable adventure/animation/comedy movies?

Fox and Sony would both be good candidates.

studio	mean	count	sum
Fox	2.443953e+08	12	2932743236
Sony	2.181866e+08	10	2181866221
BV	2.748213e+08	7	1923748814
WB	9.869397e+07	4	394775864
Par.	1.254218e+08	3	376265432

Which Directors Make the highest ROI for the best performing genre

directors	mean	count	sum
nm0757858	3.438663e+08	3	1.031599e+09
nm0331532	3.895658e+08	2	7.791317e+08
0261,nm0615780,nm2320658	5.193839e+08	1	5.193839e+08

Recommendations

1.) Adventure/Animation/Comedy is the best genre by income generated

2.) Fox is the studio which has the most financial success creating this grenre.

3.) Director id nm0757858 has created the highest number of movies and generated most income.

Next Steps

Look at relationship between vote count / popularity and worldwide income.

Predict the total income per vote.

Thanks!