

# MOVIE DATA ANALYSIS

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## Summary

- Finding which genres of the movies perform well in the dataset to receive the most public attention
- Determining the total gross (\$) of genres to find most profitable film type
- How should we publish the movie for best profit?
- Is it the best time to publish a movie?



## Outline

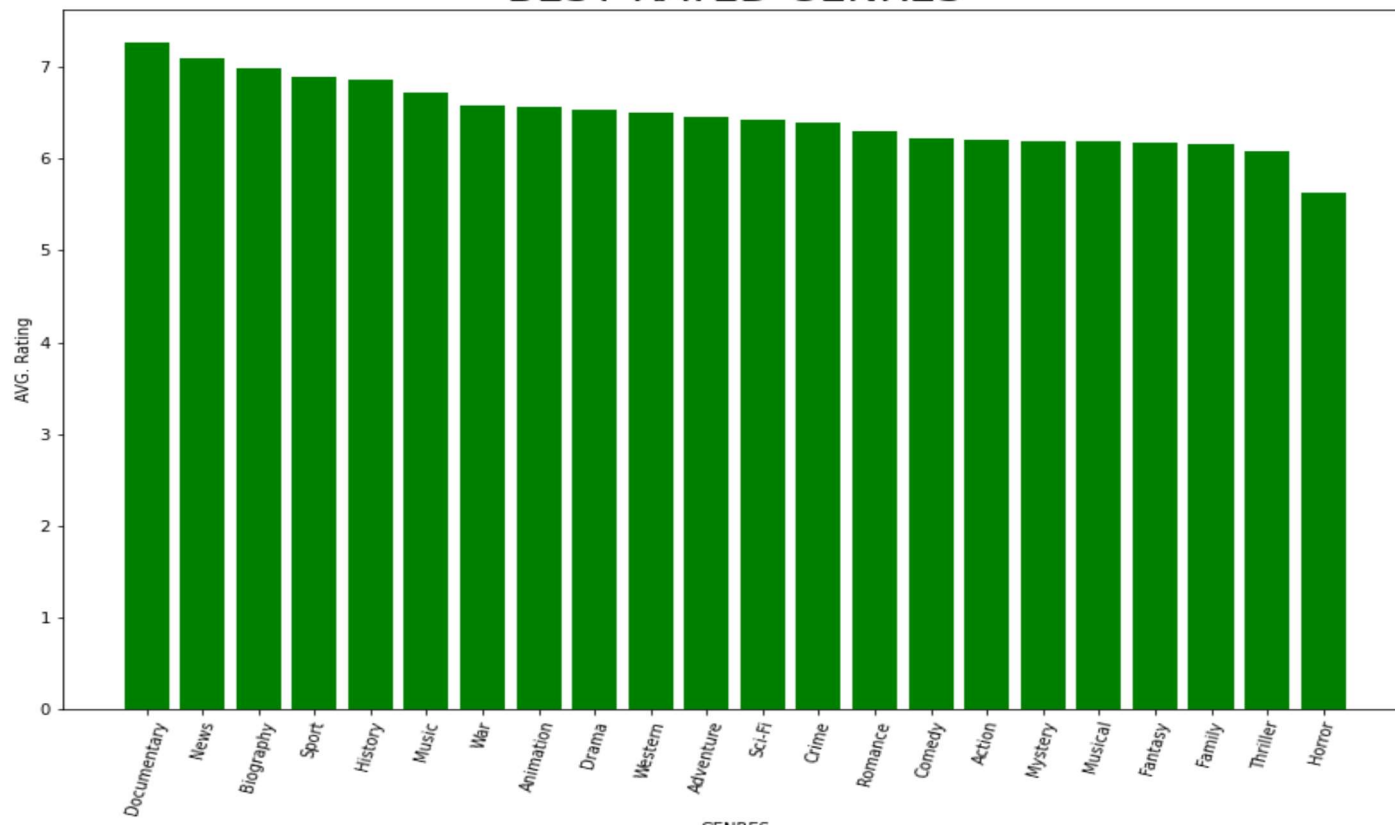
- Business Problem
- Best Rated Genre & Profitability
- The most Profitability Aspects
- Conclusion

## Business Problem

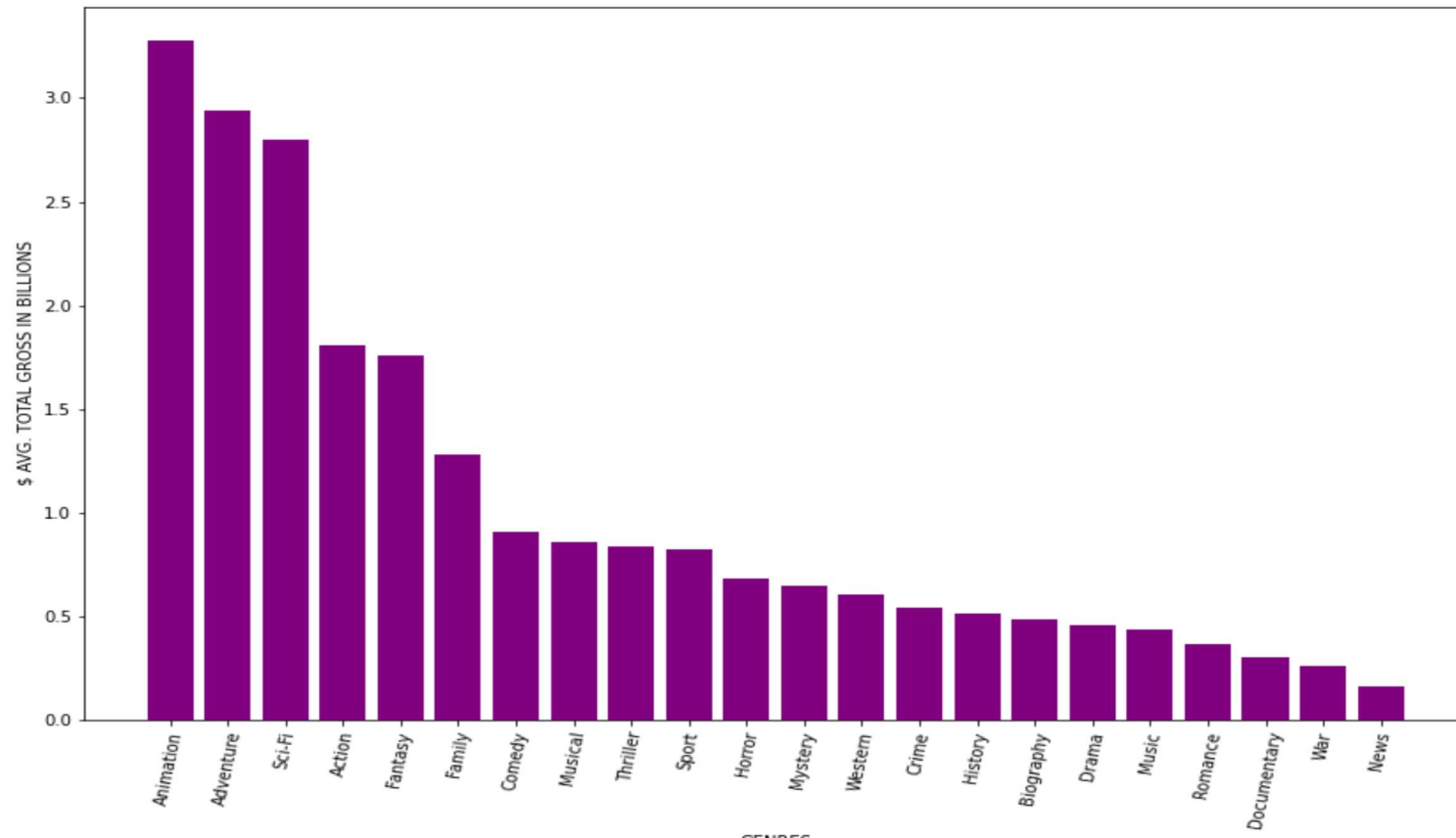
- Microsoft wants to enter movie business.
- Finding the best film type



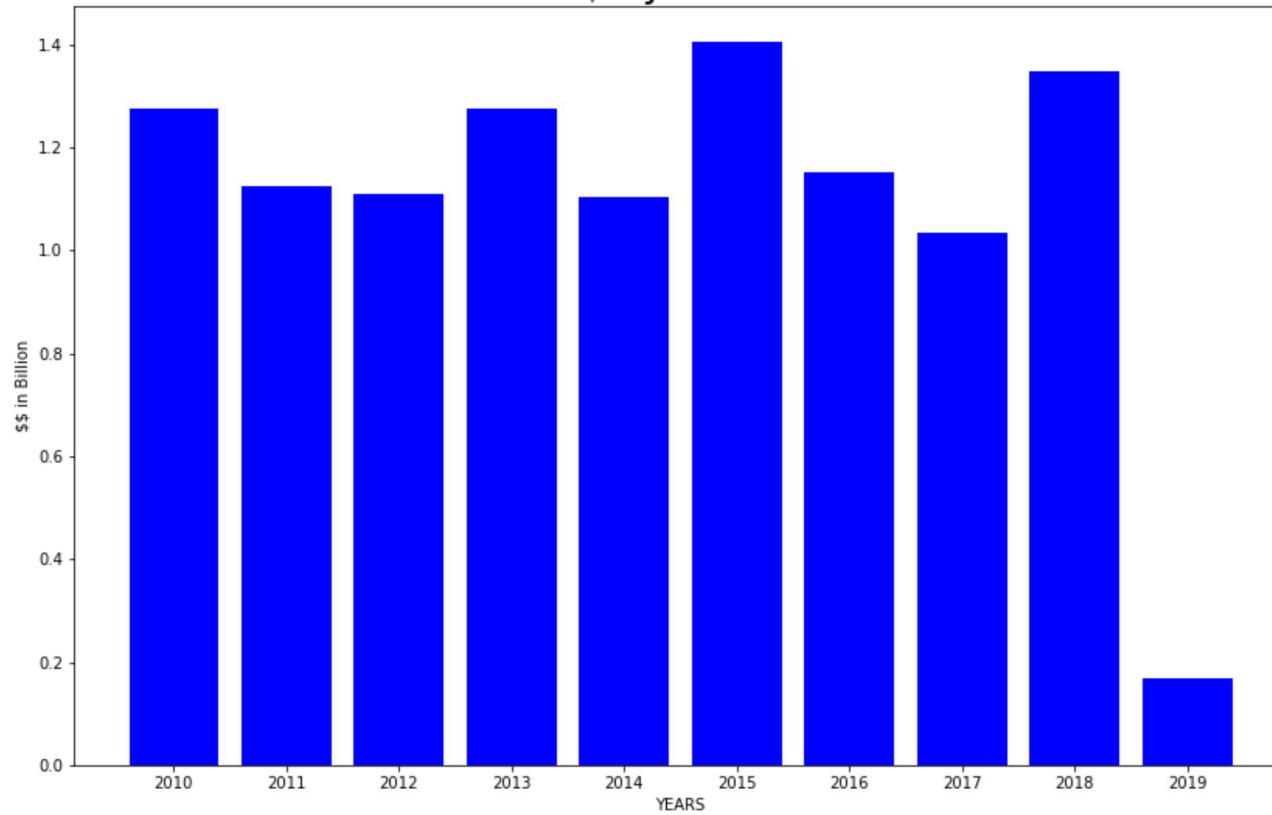
## BEST RATED GENRES



## PROFITABILITY

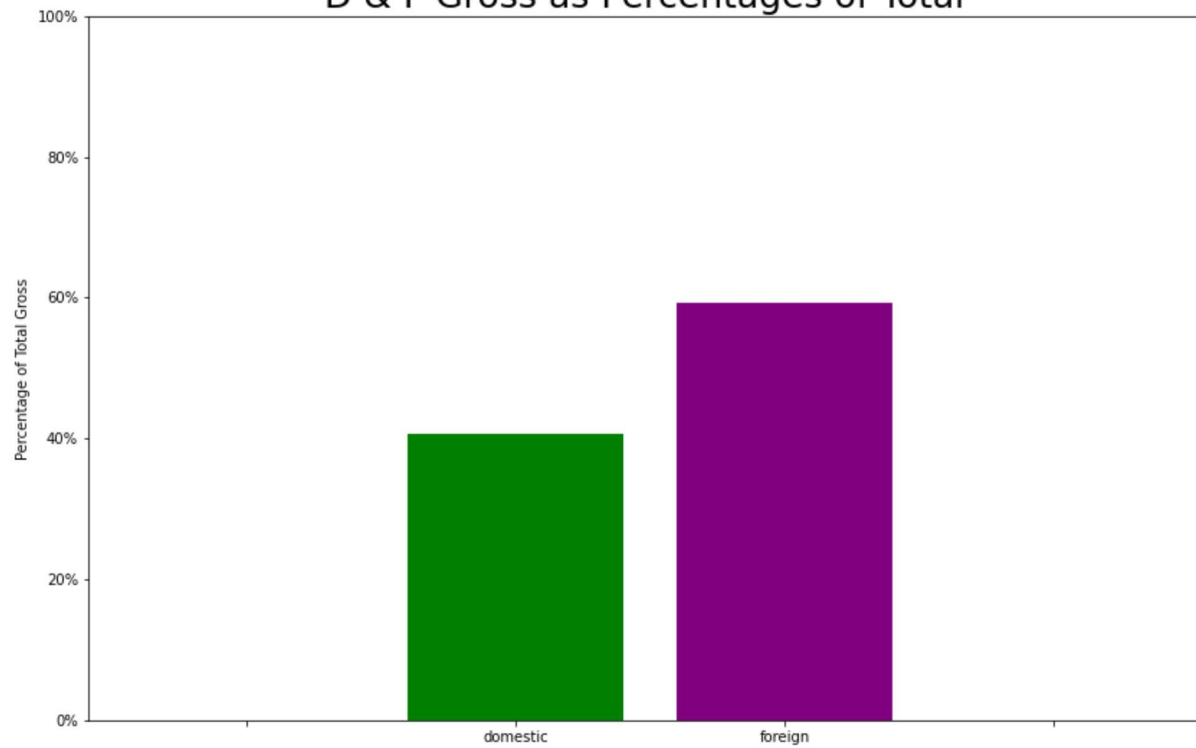


\$ by YEAR



The most profitable  
movies by year

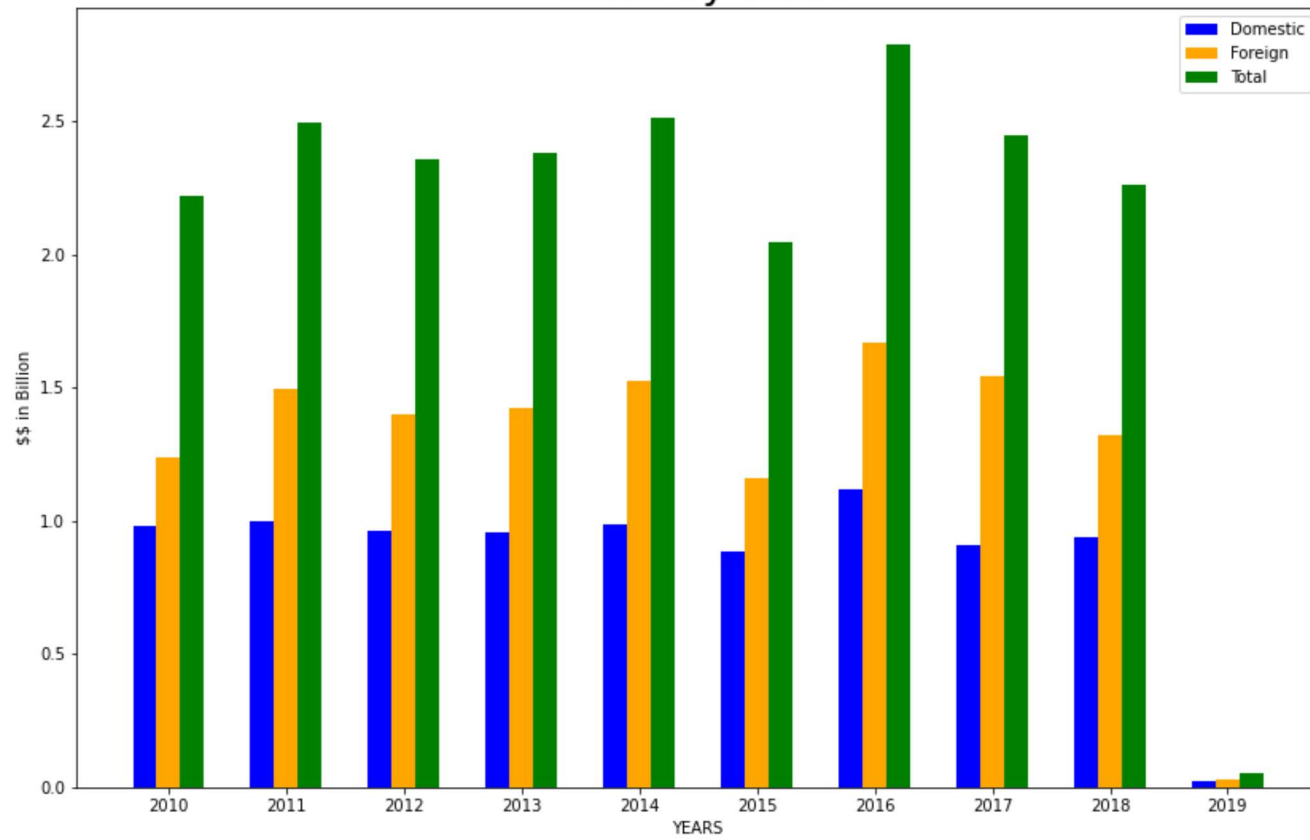
D & F Gross as Percentages of Total



Comparing the domestic gross and foreign gross over total gross percentage



Gross by YEAR



# Conclusions

- **Determining the data gives us info about the ratings on the genres which aren't a criteria for the profit of the genres.**
- **While top profitability genres are the Animation, Adventure and Sci-fi, the recommendation is to start a movie business on these genres.**
- **Movie should publish worldwide to increase profit.**
- **Movie business is not doing well. We should wait until the market get back to normal**
  
- **Genres to Avoid: According to data analysis any genres under \$2 billion profits. Such as Action,Fantasy,Comedy..etc.**

THANK YOU!

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