

# 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



# Outline

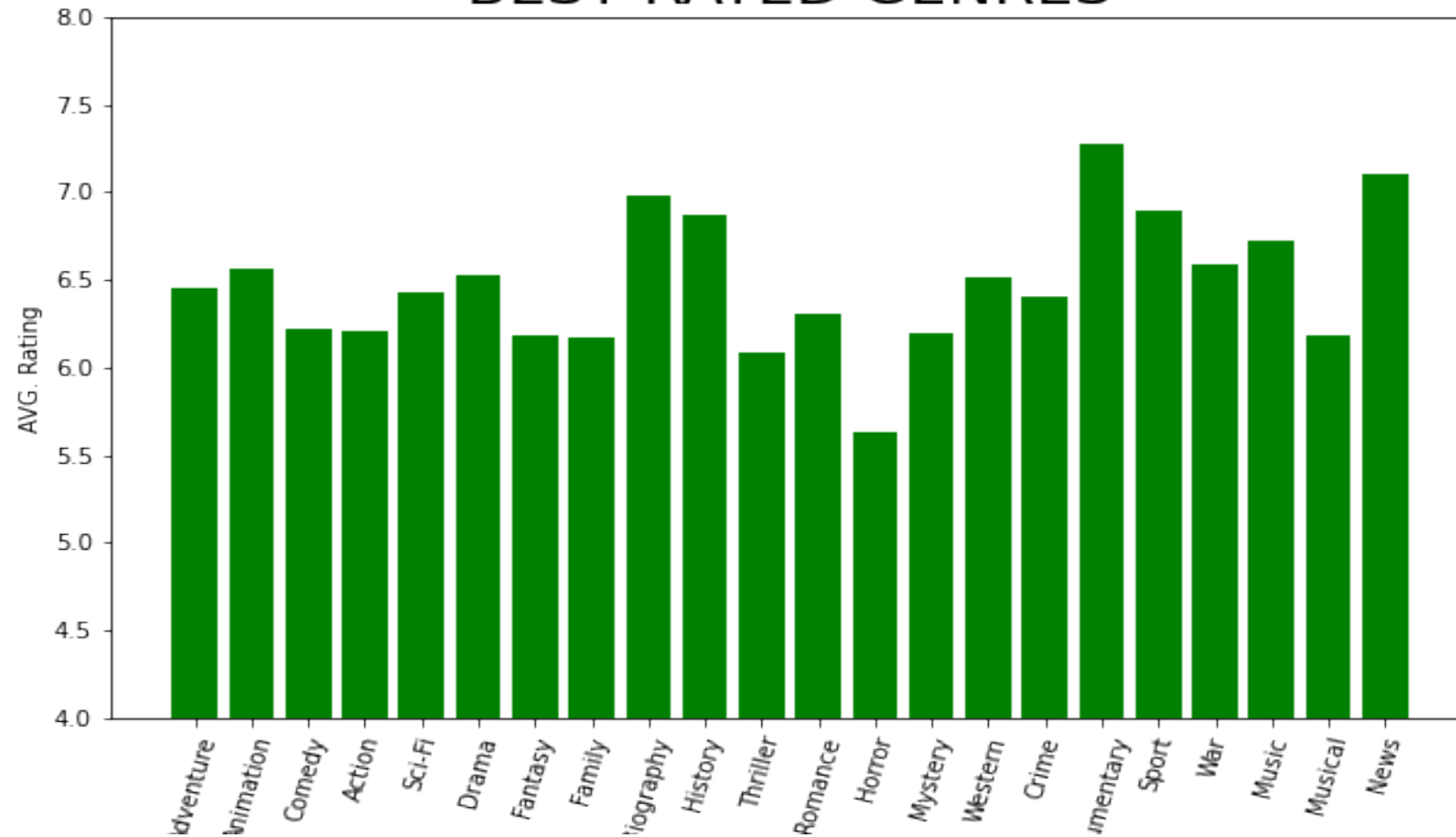
- Business Problem
- Best rated genre
- Profitability
- Conclusion

## Business Problem

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

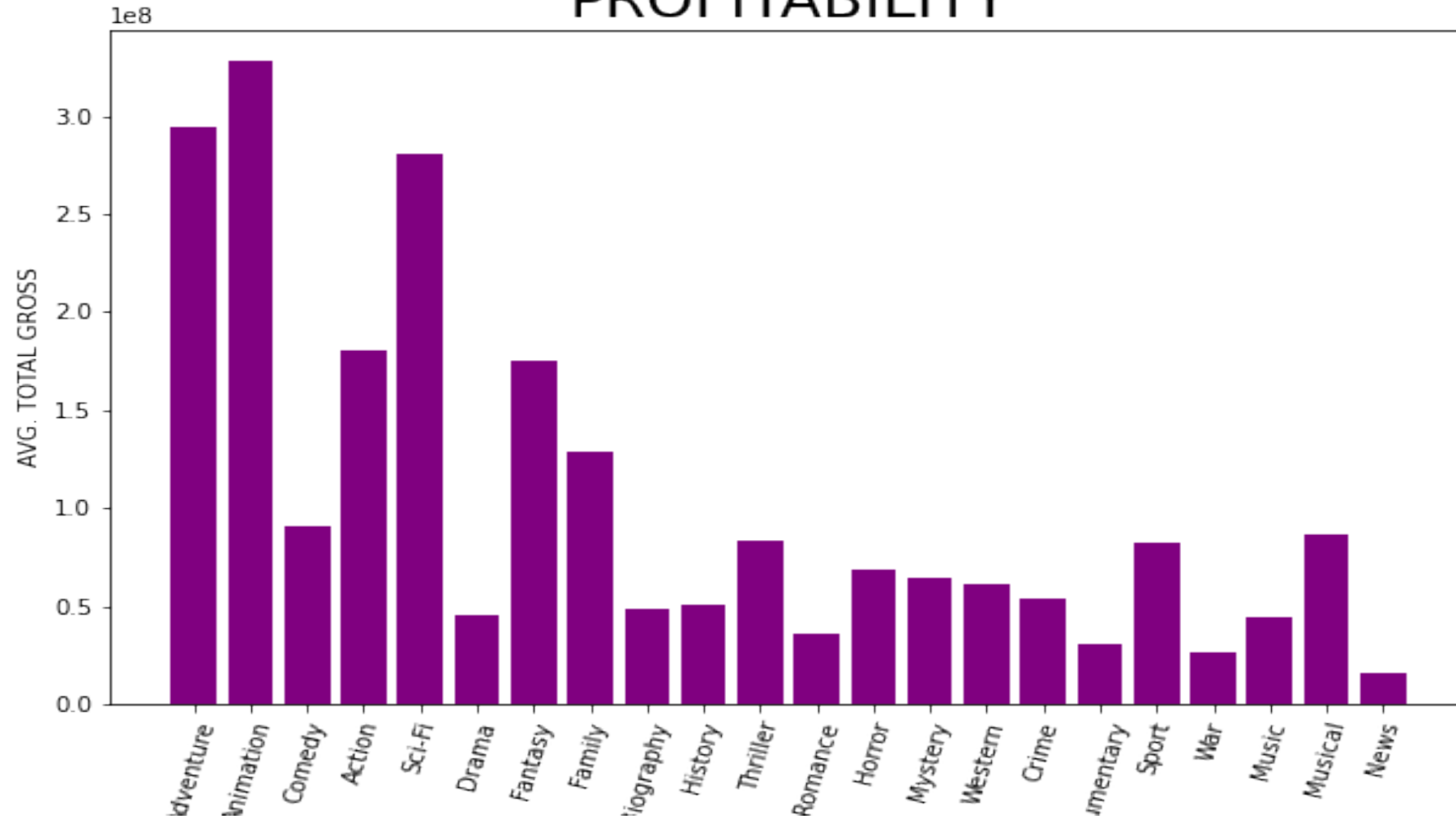


## BEST RATED GENRES



Min. rating 4

# PROFITABILITY



# 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 profitibility genres are the Animation, Adventure and Sci-fi, the recomendation is to start a movie business on these genres