



# MOVIE INDUSTRY ANALYSIS

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# INTRODUCTION

The movie industry is a huge and active sector of the economy, with a big impact on commerce, culture, art, and entertainment. It involves the development, production, distribution, and screening of movies or films.

# PROJECT GOALS

The project aims to help newcomer company to smoothly integrate into the movie industry so as to cope with the industries trends and competition

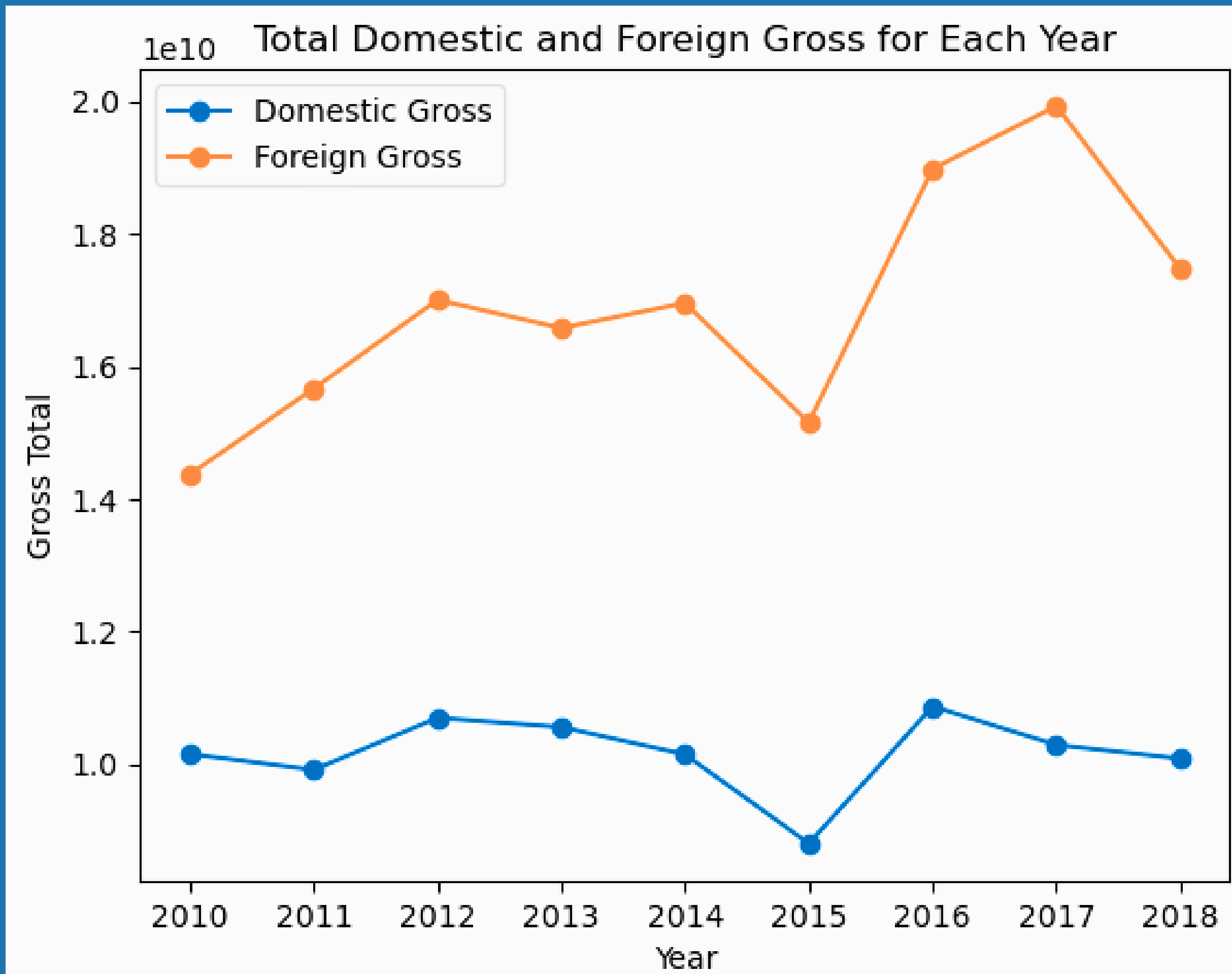
# DATA SOURCE AND EXPLORATION

The data was obtained from movie datasets such as;

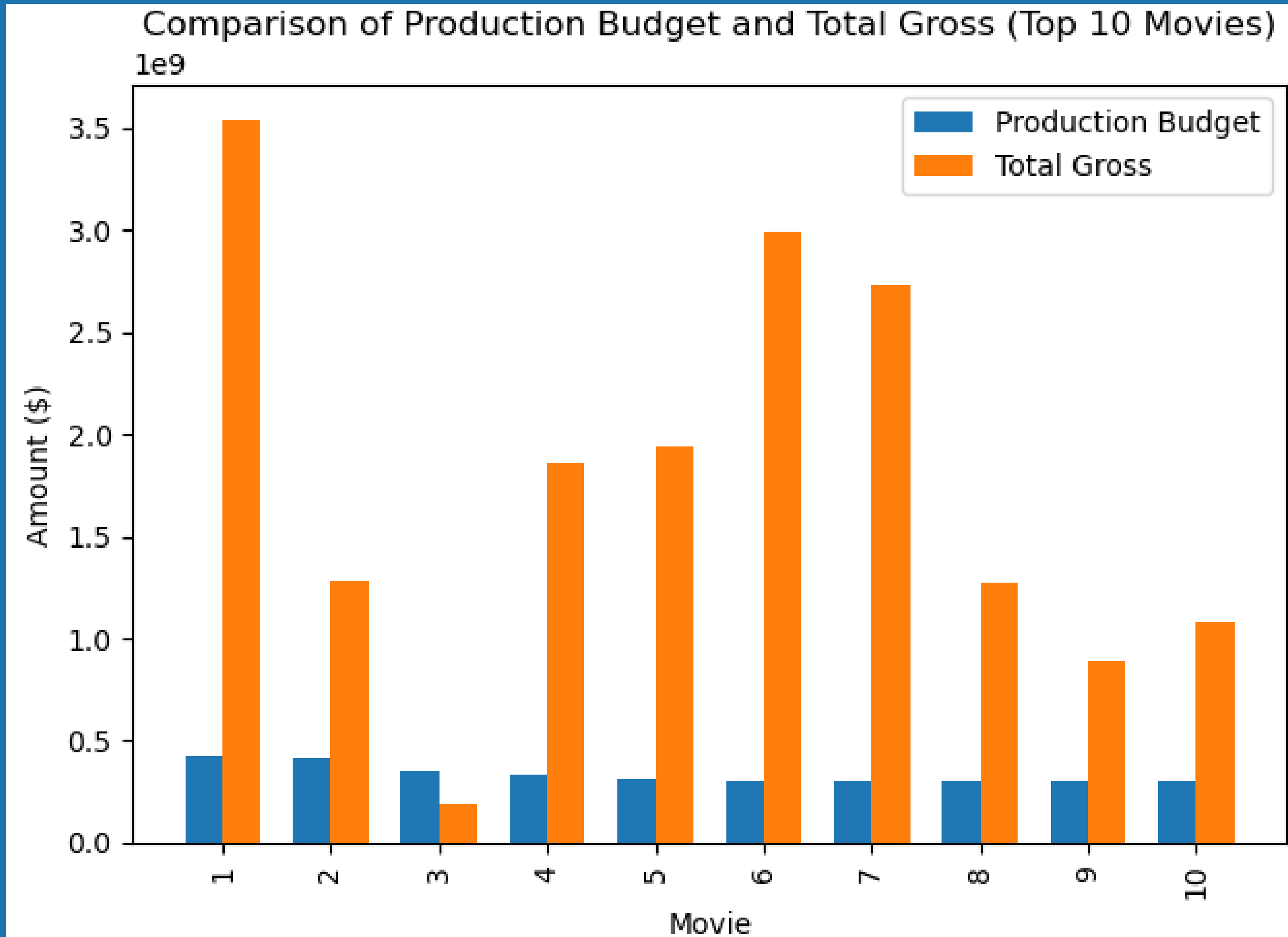
1. <https://www.boxofficemojo.com/>
2. <https://www.imdb.com/>
3. <https://www.rottentomatoes.com/>
4. <https://www.themoviedb.org/>
5. <https://www.the-numbers.com/>

Merging datasets to gain valuable information to understand the movie industry was necessary to gain valuable information.

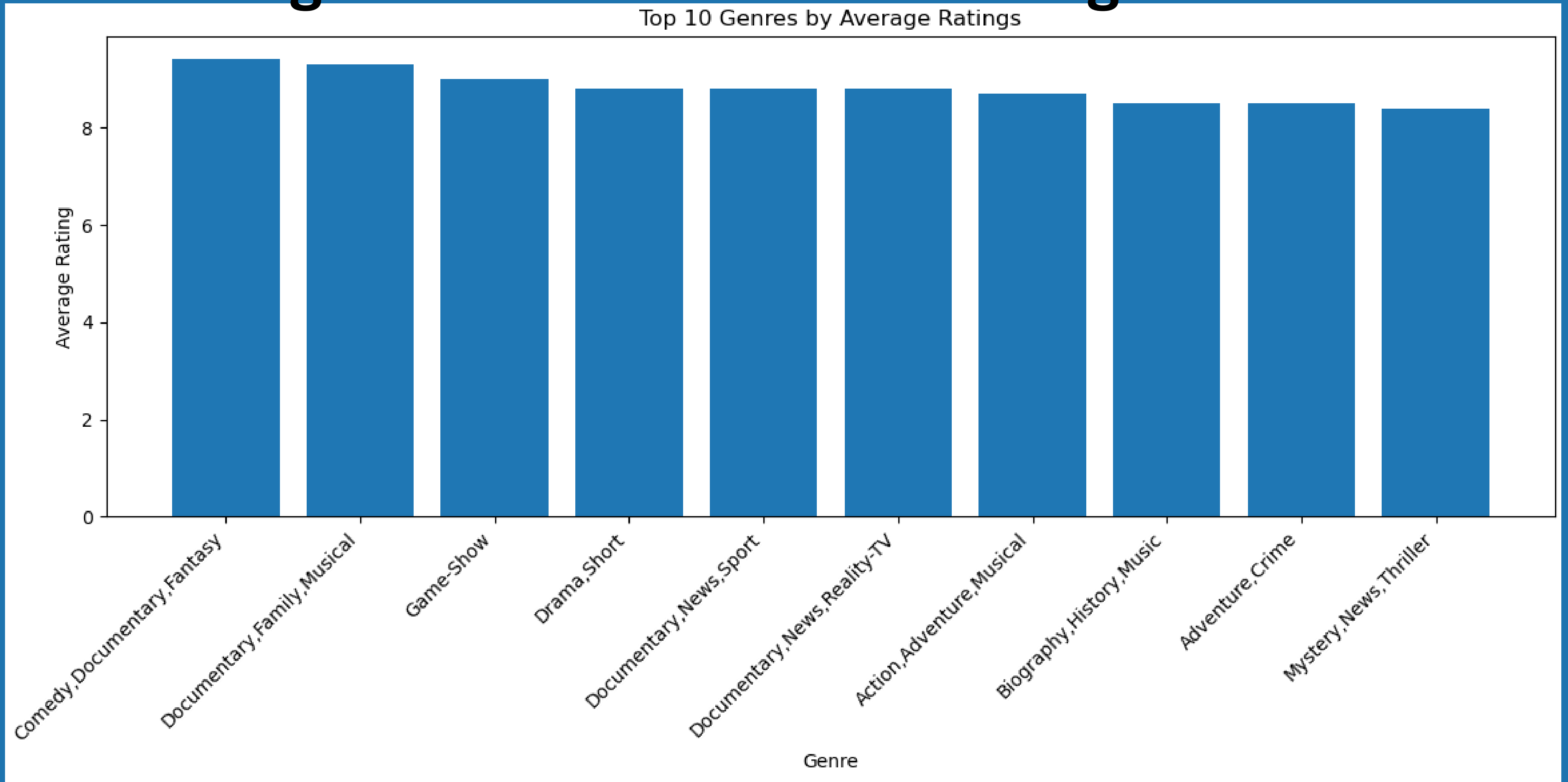
# Domestic and Foreign Gross comparison



## 2. Production budget and total gross of Movies



# 3.The best genres based on movie ratings





# RECOMMENDATIONS

- Focus more in marketing in the foreign market
- Think critically in budgeting phase and maintain the budget baseline while focusing more in marketing
- Movies made should be focused on the top 10 genres