



# Hit Movie Project

Group 8

- John McDowell - “Square”
- Jeremy Ocain - “Circle”
- Latifou Amoussa - “Triangle”
- Jose Mendez - “X”



# Why Hit Movies?

- We all enjoy movies, but what makes them hits?
- What is our definition of a “hit”?
- This analysis attempts to dissect what is a critical hit based on Metascore data and a Monetary hit based on Net Profit.



## Data Sources

1. CSV file from Kaggle - IMDb movies.csv
2. Pandas / Python / Sqlalchemy / Scikit-learn
3. SQLite to clean and integrate data
4. Tableau for visualizations and final presentation



# Purpose

- Is a movie a hit based on simply Metascore, Gross Income or a mixture of these outputs?
- Is there a seasonality effect in place?
- Does higher budget increase hit probability?
- Has there been a significant change in profitability for movies over the decades analyzed?
- Is there any correlation by genres?