INSIGHTS INTO THE CURRENT MOVIE INDUSTRY

1. BUSINESS UNDERSTANDING

- In the world of movies, content is king. My goal is to provide comprehensive analysis and visualizations for you to make the most informed decision on what content to produce.

- The data-driven insights I'll provide will enhance your decision-making on aspects such as audience preference, domestic and global success of different genres, preferred writers and directors.

Business Questions

1. Which genres of movies are the most popular?

2. Which directors and writers have had the most popular movies?

3. Which studios have the highest grossing movies?

2. DATA UNDERSTANDING

1. **TMDB MOVIES DATASET**

   This will give insight into which genre of movies is most popular.

2. **IMDB SQL DATASET**

   This will give insight into the best performing directors and writers of the most popular movies.

3. **BOM MOVIE GROSS DATASET**

   This will give insight into which movie studio performed the best in terms of gross sales.

3. DATA ANALYSIS METHODS

1. **Exploratory Data Analysis (EDA)**

   EDA involves investigating data sets to summarize their main characteristics, often using visual methods.

2. **Descriptive Analysis:**

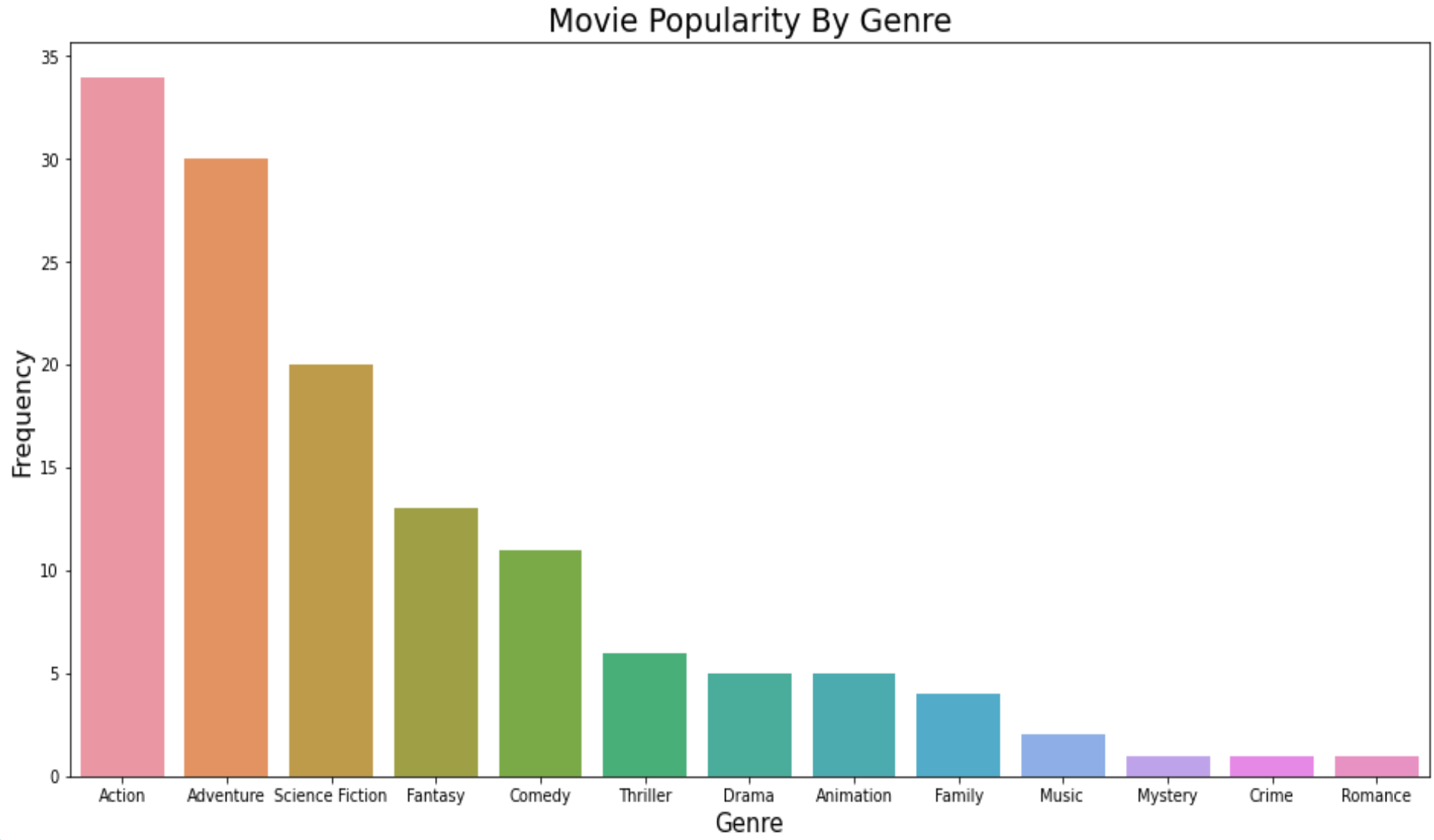
   Descriptive analysis summarizes and describes the main features of a dataset.

3. **Data Aggregation and Grouping**:

   Data aggregation method get summary statistics of data by certain categories.

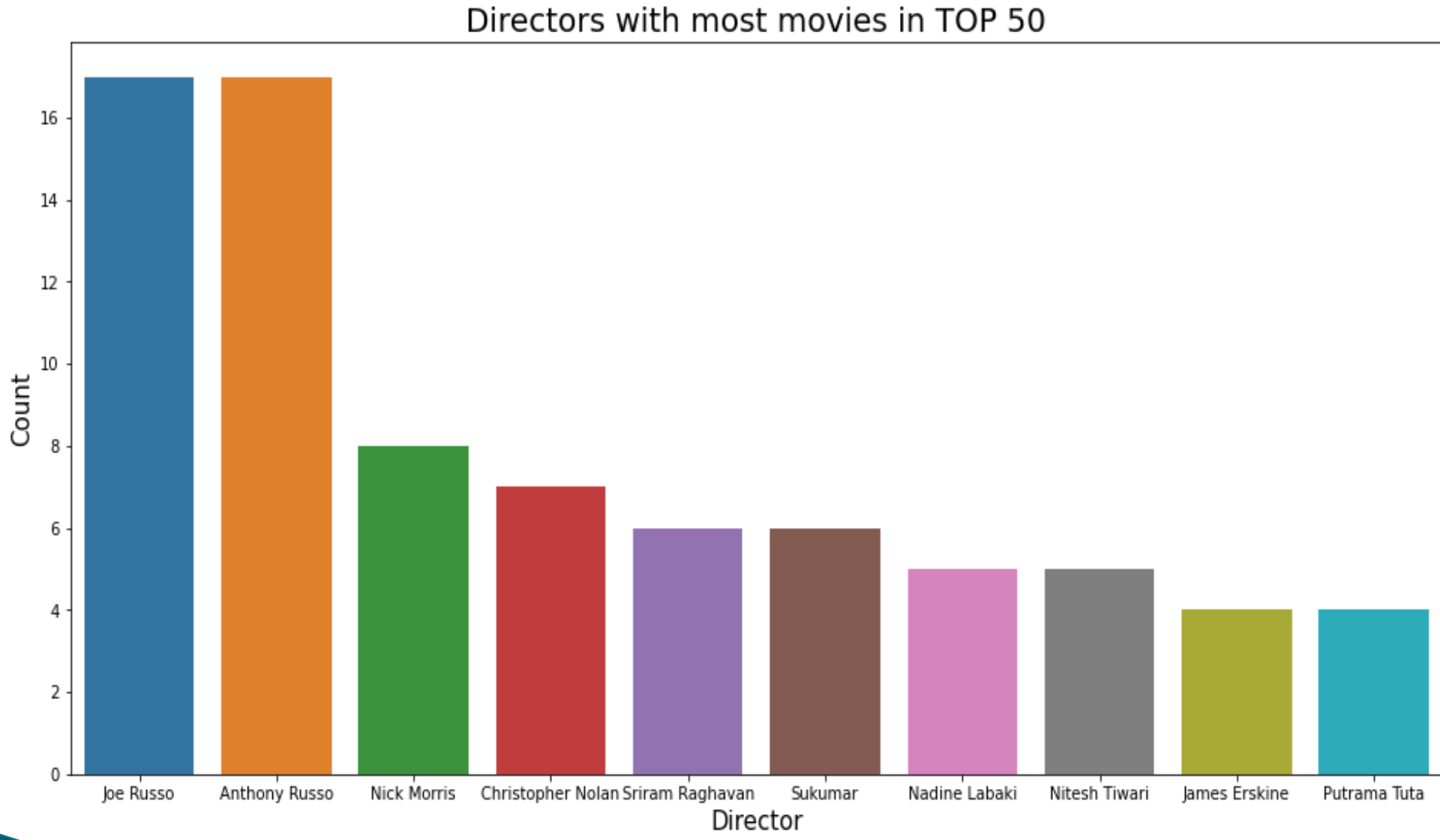
4. BUSINESS INSIGHT

1. The Top 5 movie genres by popularity are Action, Adventure, Science Fiction, Fantasy and Comedy. Allocate resources to the top genres and partner with the best studios and directors in these top genres.


Movie Popularity By Genre
Frequency
0
5
10
15
20
25
30
35
Action
Adventure
Science Fiction
Fantasy
Comedy
Thriller
Drama
Animation
Family
Music
Mystery
Crime
Romance
Genre

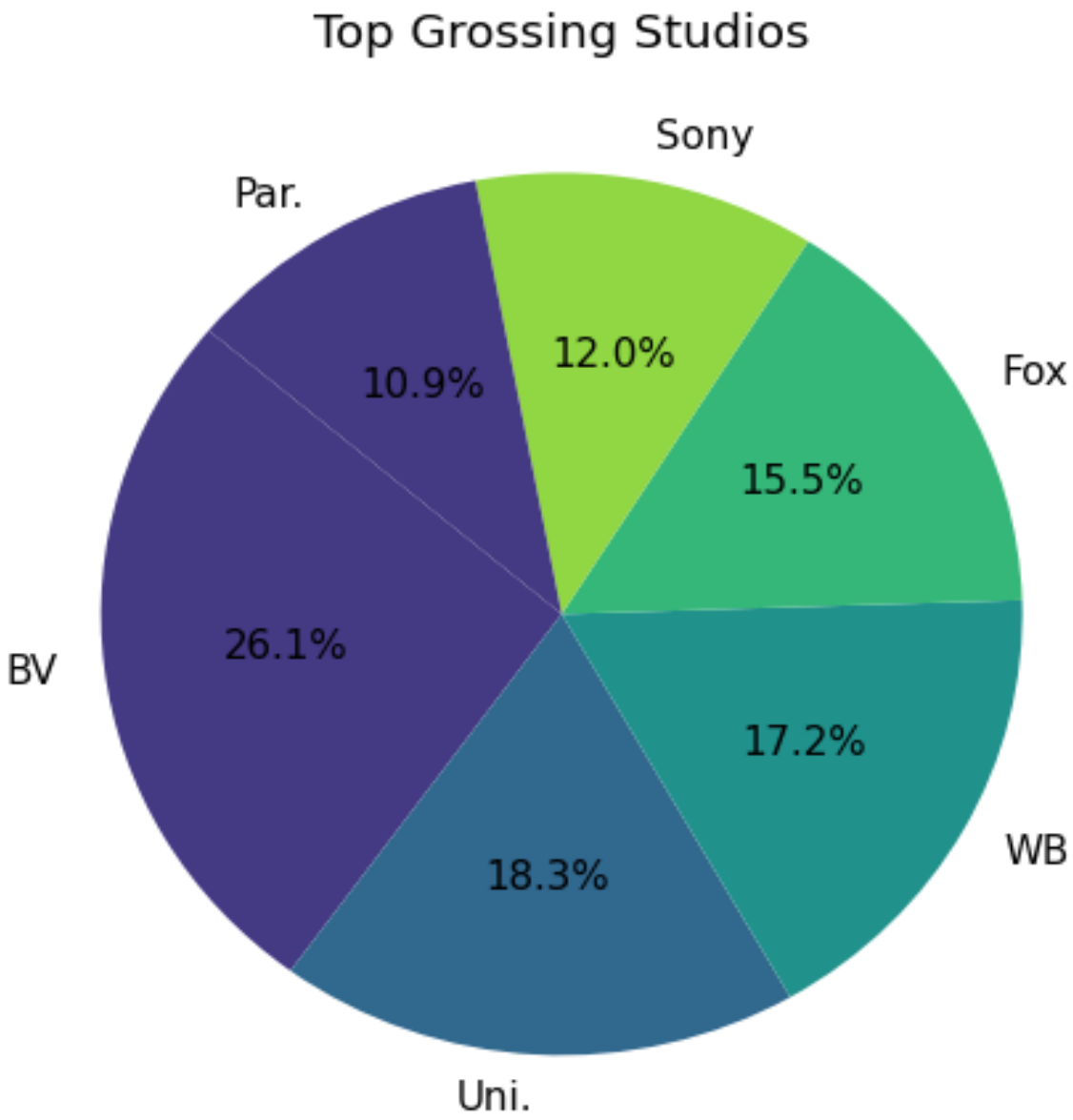
4. BUSINESS INSIGHT

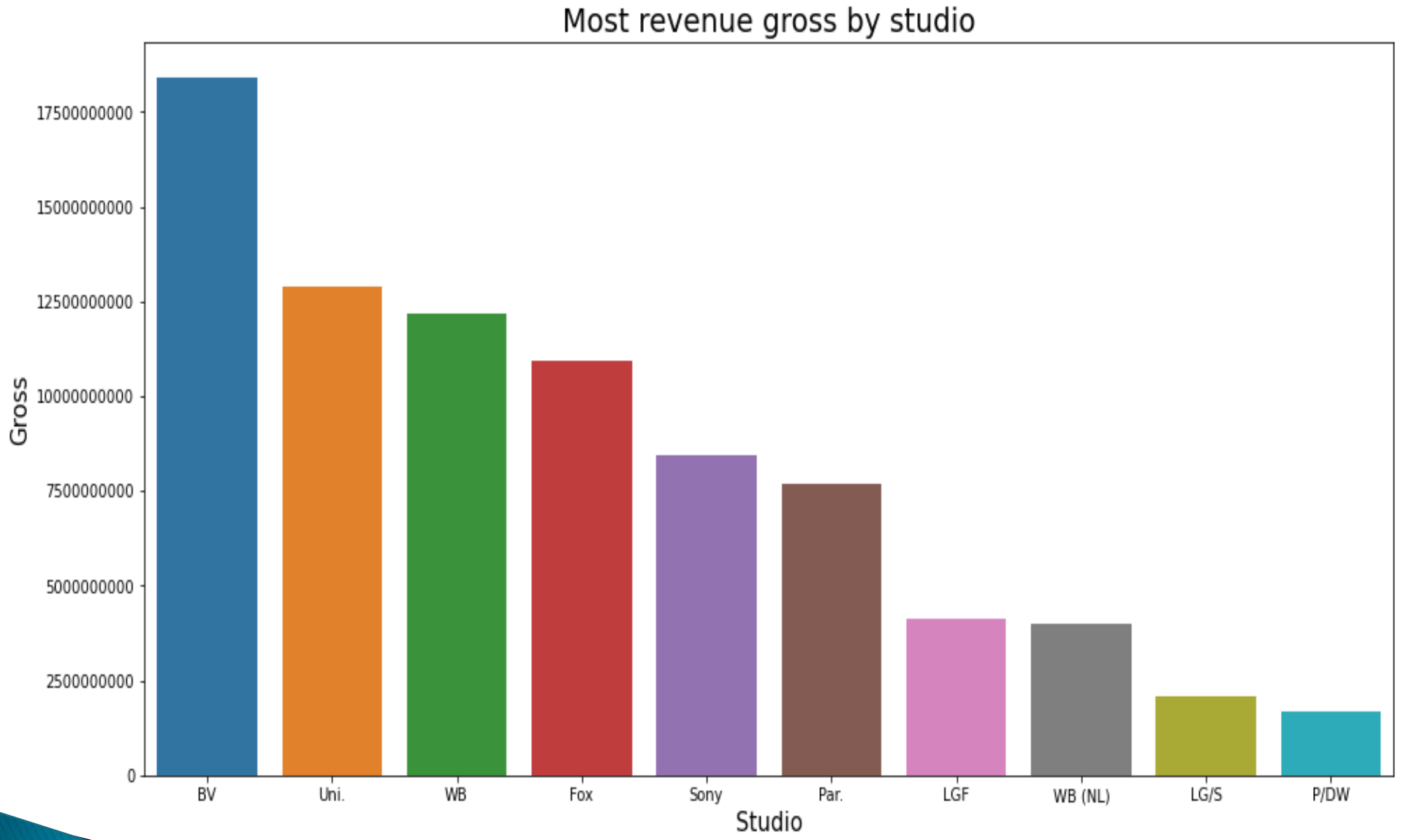
2. The Russo brothers, Nick Morris, Christopher Nolan and Sukumar are the directors with the most successful movies. Partner with these directors for better diversity in content and outreach to audience. A comprehensive visualization of the top 10 directors is shown below.


Directors with most movies in TOP 50
Count
0
2
4
6
8
10
12
14
16
Joe Russo
Anthony Russo
Nick Morris
Christopher Nolan
Sriram Raghavan
Sukumar
Nadine Labaki
Nitesh Tiwari
James Erskine
Putrama Tuta
Director

4. BUSINESS INSIGHT

3. Buena Vista is the top grossing studio, which is shown by its market share and ability to generate very popular movies. Buena Vista holds a significant market share of the movies industry in terms of gross sales. The pie chart and bar graph below shows the top grossing studios to partner with from a movie popularity standpoint:


Top Grossing Studios
Sony
Par.
Fox
10.9%
12.0%
15.5%
BV
26.1%
17.2%
WB
18.3%
Uni.


Most revenue gross by studio
Gross
17500000000
15000000000
12500000000
10000000000
7500000000
5000000000
2500000000
0
BV
Uni.
WB
Fox
Sony
Par.
LGF
WB (NL)
LG/S
P/DW
Studio