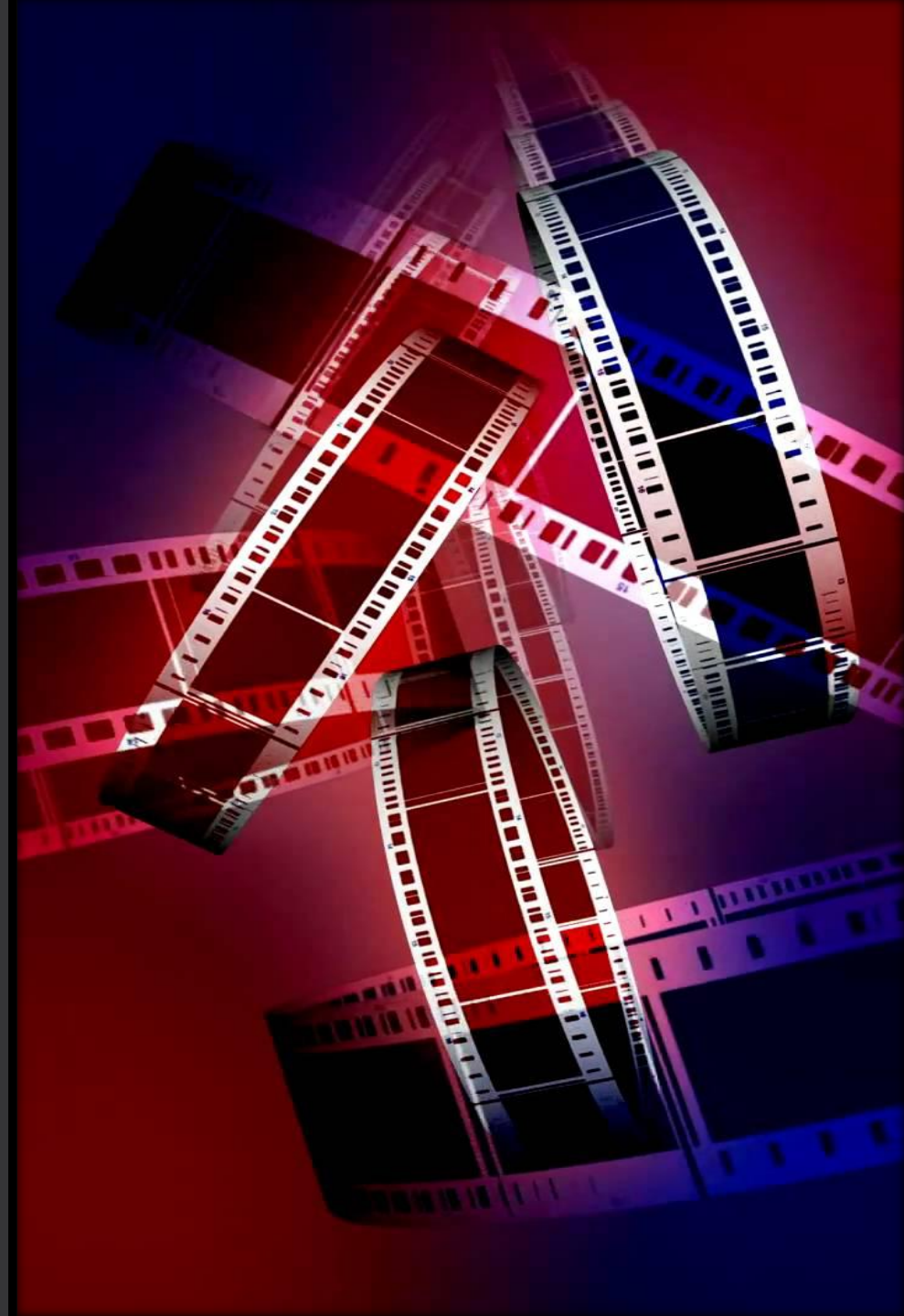# New Movie Studio Analysis for film production

Type of films for Strategic Investment

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Business Understanding

Objective:

The Project aims to help the company to create original video content and to get in on fun.

Goal:

Identify what types of films are currently doing the best at the box office..

Business Impact:

Informed decision-making to produce the best type of movies that people are interested and have good profit.

Data Understanding

Data Sources:

Our analysis combines IMDb's comprehensive movie metadata (ratings, genres, runtime) with TN Movie Budjet' verified and revenue data to identify high-performing film trends."

"Data sources: IMDb (SQLite) for movie attributes + tn Movie Budjet(CSV).

Key Features:

- Avarage Rating, Number of votes
- Ordering, Tittle, region , Genres
- Incident and accident reports
- Operator information

- Production Budjet
- Domestic Gross, Worldwide Gross
- Start year

Data Challenges

Missing values

Inconsistent formats

Feature engineering, cleaning and Transforming.

Need for merging multiple datasets
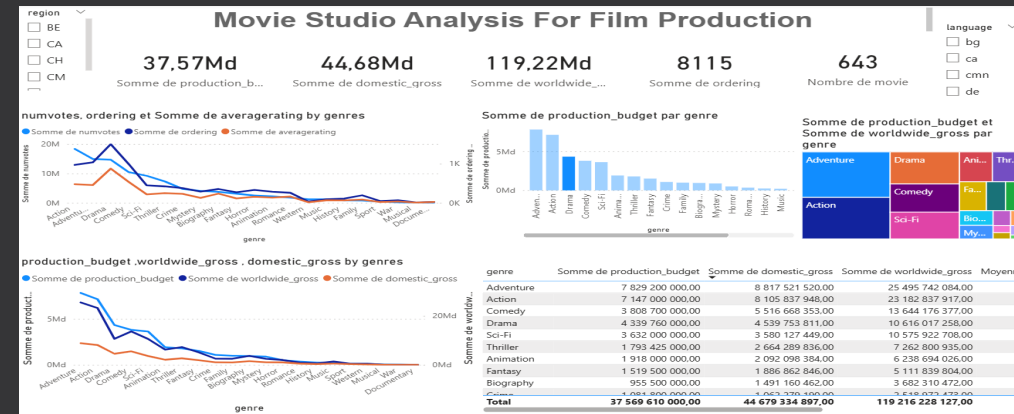
Data Challenges

Steps Taken:

- Removed duplicates
- Handled missing values
- Standardized the data.

Imputation Techniques:

- imputation for numerical features
- flagging for categorical fields
- Unknow string feacture

Outcome:

- Clean, unified dataset ready for analysis

Data Analysis

- **Risk Scoring Methodology**:
  - Calculated incident rate per 1,000 flight hours
  - Adjusted for aircraft age and usage intensity

Insights:

  - Certain manufacturers had consistently lower incident rates
  - Newer aircraft models showed improved safety records

Visualization Preview:
  - Bar chart: Incident rate by aircraft model
  - Heatmap: Correlation between age and incident frequency

Movie Studio Analysis For Film Production

language ⌄

37,57Md	44,68Md	119,22Md	8115	643
Somme de production_b...	Somme de domestic_gross	Somme de worldwide_...	Somme de ordering	Nombre de movie

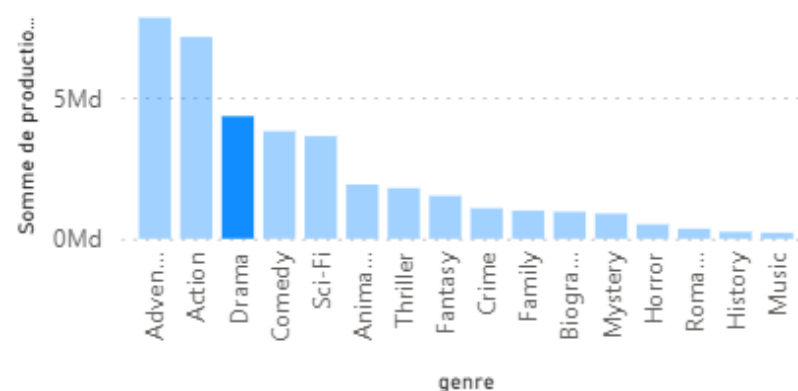## numvotes, ordering et Somme de averagerating by genres

● Somme de numvotes ● Somme de ordering ● Somme de averagerating
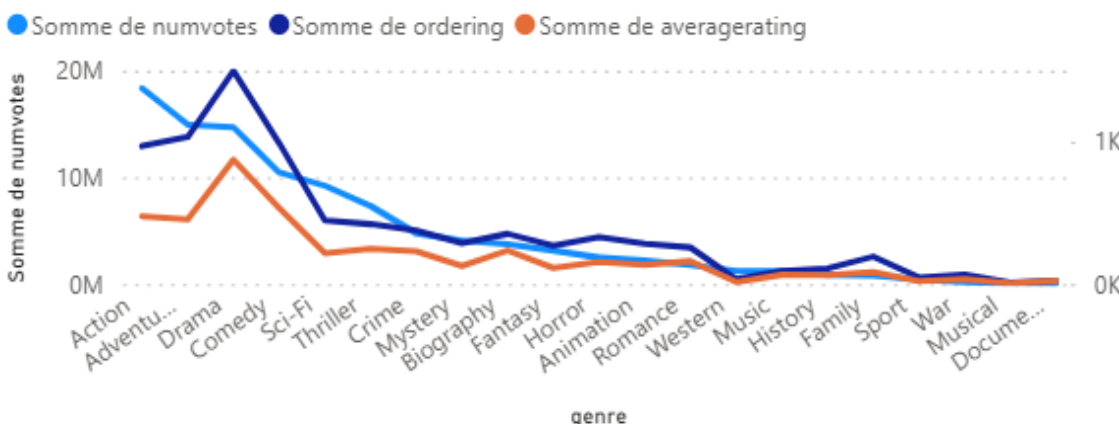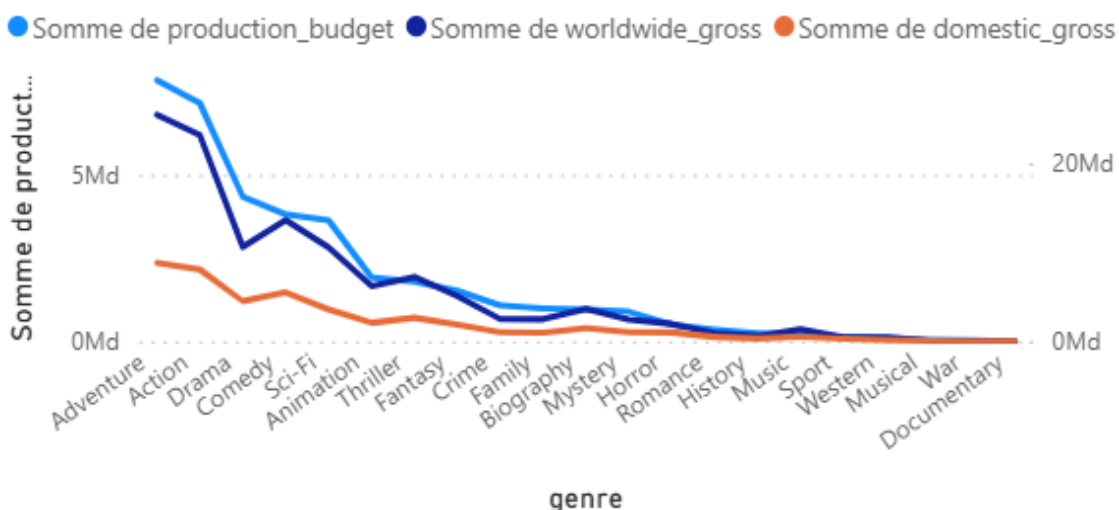

Somme de production_budget par genre

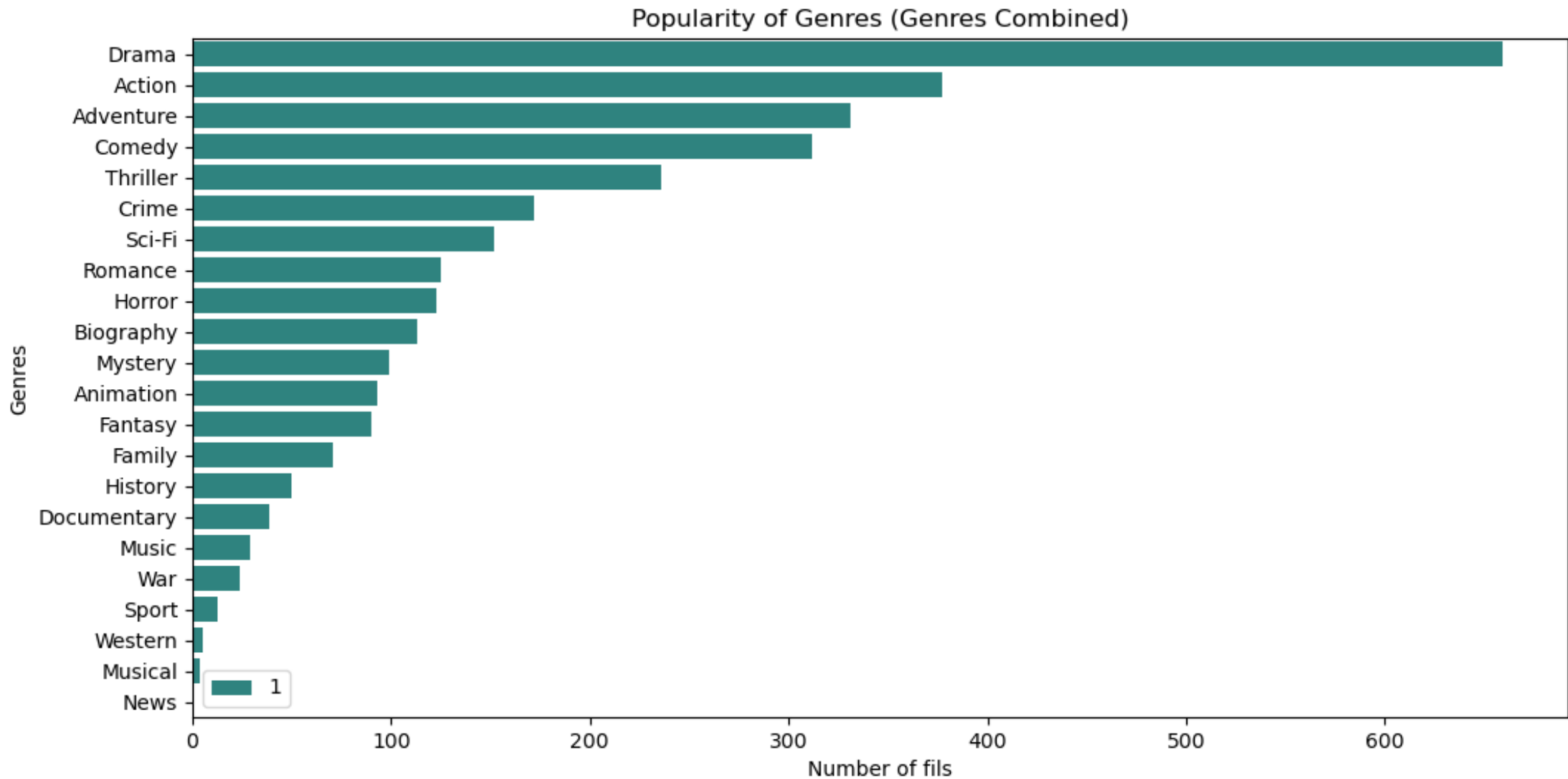## Somme de production_budget et Somme de worldwide_gross par genre

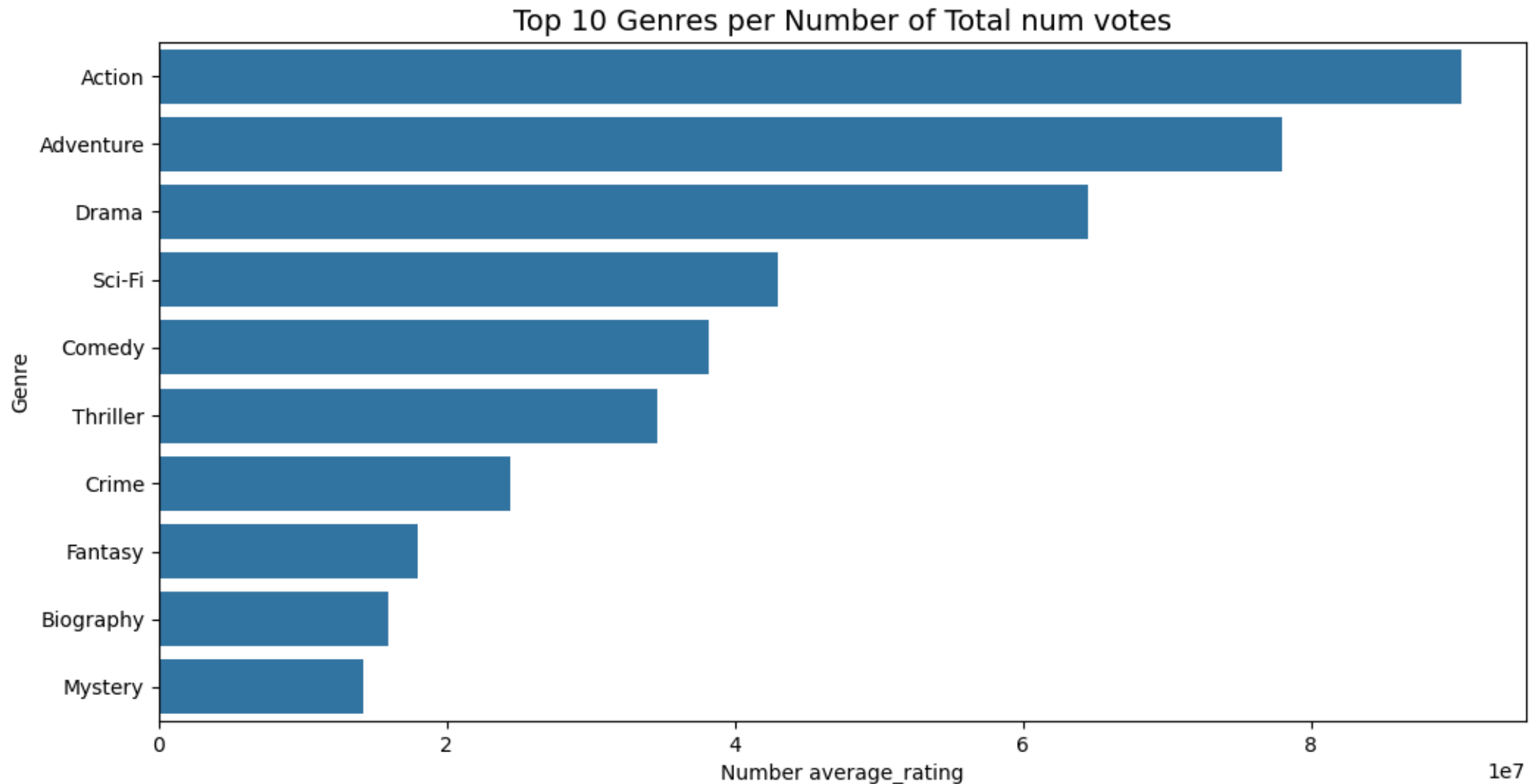## production_budget ,worldwide_gross , domestic_gross by genres

● Somme de production_budget ● Somme de worldwide_gross ● Somme de domestic_gross

genre	Somme de production_budget	Somme de domestic_gross	Somme de worldwide_gross	Moyenr
Adventure	7 829 200 000,00	8 817 521 520,00	25 495 742 084,00	
Action	7 147 000 000,00	8 105 837 948,00	23 182 837 917,00	
Comedy	3 808 700 000,00	5 516 668 353,00	13 644 176 377,00	
Drama	4 339 760 000,00	4 539 753 811,00	10 616 017 258,00	
Sci-Fi	3 632 000 000,00	3 580 127 449,00	10 575 922 708,00	
Thriller	1 793 425 000,00	2 664 289 836,00	7 262 800 935,00	
Animation	1 918 000 000,00	2 092 098 384,00	6 238 694 026,00	
Fantasy	1 519 500 000,00	1 886 862 846,00	5 111 839 804,00	
Biography	955 500 000,00	1 491 160 462,00	3 682 310 472,00	
Crime	1 081 800 000,00	1 062 279 190,00	2 518 972 473,00	
Total	**37 569 610 000,00**	**44 679 334 897,00**	**119 216 228 127,00**	

Data Analysis

Popularity of Genres (Genres Combined)

Data Analysis

Top 10 Genres per Number of Total num votes

Data Analysis

Top 10 Genres per Number of Total worldwide_gross

Data Analysis

Top 10 Genres per Number of Total production_budget

Recommendations

Movie Models to the Company

The most common genres are:
Drama
Comedy
Action
Thriller
Adventure
Romance
Documentory

However, the most successful genres (combining ratings and votes) are:
Action
Adventure
Drama
comedy.

Business Movie Summary

Grouping by Genres

- Drama
- Action
- Adventure
- Comedy

The most successful genres (production_budget and worldwide_gross

- Action
- Adventure
- Drama,
- comedy
- Thriller

Based on the Production Budget and Aorldwide Gross , we recommend producing Movie such as the movies below.

Next Steps

We recommend starting Action, Drama, Adventure and comedy . This allows the company to enter the market with minimal operational risk.

Find the report online on power bi services

Presentation -Phase_2 - Power BI

Thank You

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