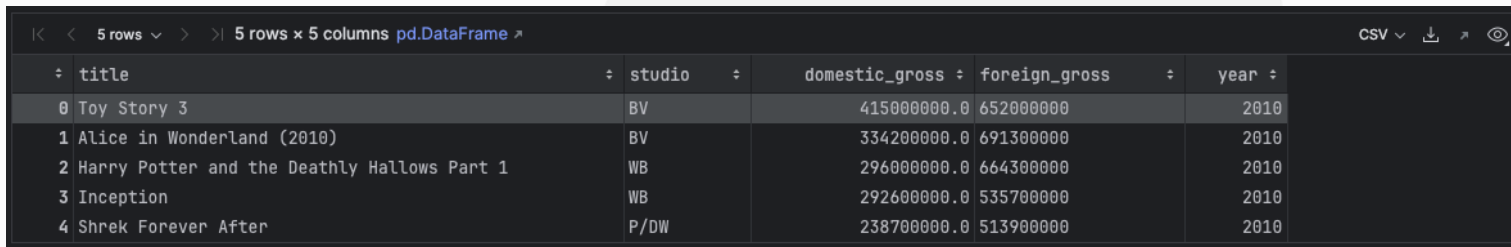

Movie Sales Analysis



Data Overview

Representation of the data



5 rows x 5 columns `pd.DataFrame`

	title	studio	domestic_gross	foreign_gross	year
0	Toy Story 3	BV	415000000.0	652000000	2010
1	Alice in Wonderland (2010)	BV	334200000.0	691300000	2010
2	Harry Potter and the Deathly Hallows Part 1	WB	296000000.0	664300000	2010
3	Inception	WB	292600000.0	535700000	2010
4	Shrek Forever After	P/DW	238700000.0	513900000	2010

Data brief description.

- **3387** movie titles entries
- **3382** studios entries
- **3359** domestic gross entries
- **2032** foreign gross entries
- **3387** year entries

Process in the Analysis phase

01

Business
understanding

02

Data
understanding

03

Data cleaning

04

EDA

05

Visualizations

06

Recommendations

Insights



Yearly movies sold

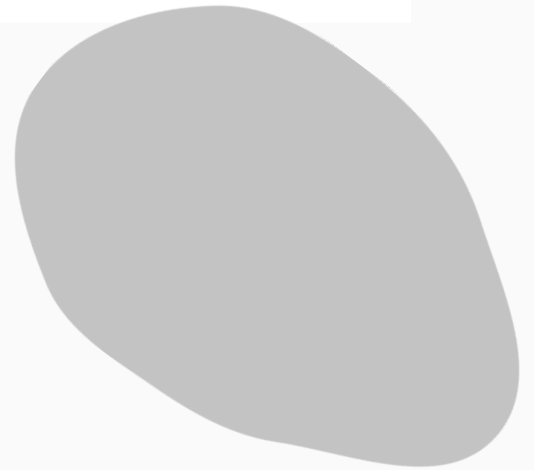
- 2015 had the highest number number of uniques movies sold followed by 2016
- 2018 recorded the lowest number of movies sold



Avengers was most sold movie



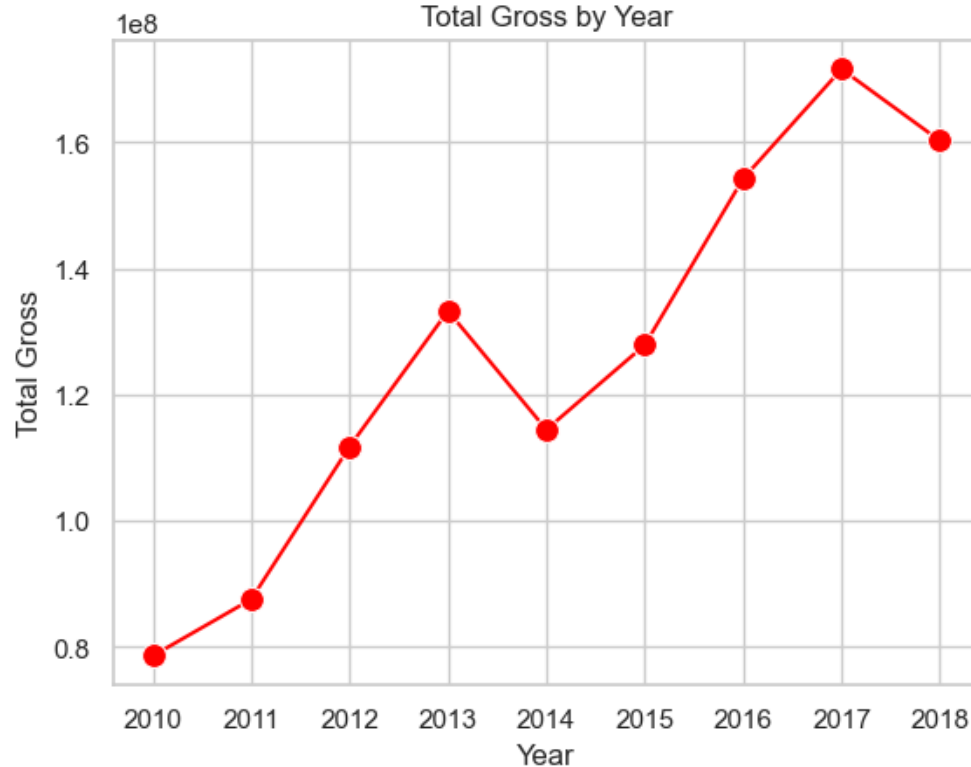
Avengers from BV studio recorded total gross of 1518900000 which was the most all time sold movie over the years



Top 5 Most sold movies → Total Gross

Movie Name	Studio	Total Gross
Marvel's The Avengers	BV	1.518900e+09
Avengers: Age of Ultron	BV	1.405400e+09
Black Panther	BV	1.347000e+09
Harry Potter and the Deathly Hallows Part 2	WB	1.341500e+09
Star Wars: The Last Jedi	BV	1.332600e+09

Movies Sales over the Years



- Movie business has been lucrative over the years, with increasing gross revenues with slight dip in 2014 and 2018

Recommendations

Best Movies to upsell

“Marvel's The Avengers” had the highest Gross sales, it is the movie to go for

Business

Focusing on movies with foreign gross has value, and movies a bit old in the market

Best Studios to work with

In terms of top sales, “BV” is the choice for movies business as its likely to get foreign and domestic viewership.

Worst Movies

Most recent movies without foreign gross sales, especially the ones from Grav and specifically “An Actor Prepares” performed the worst, so it isn't a good idea to stock it



The End
