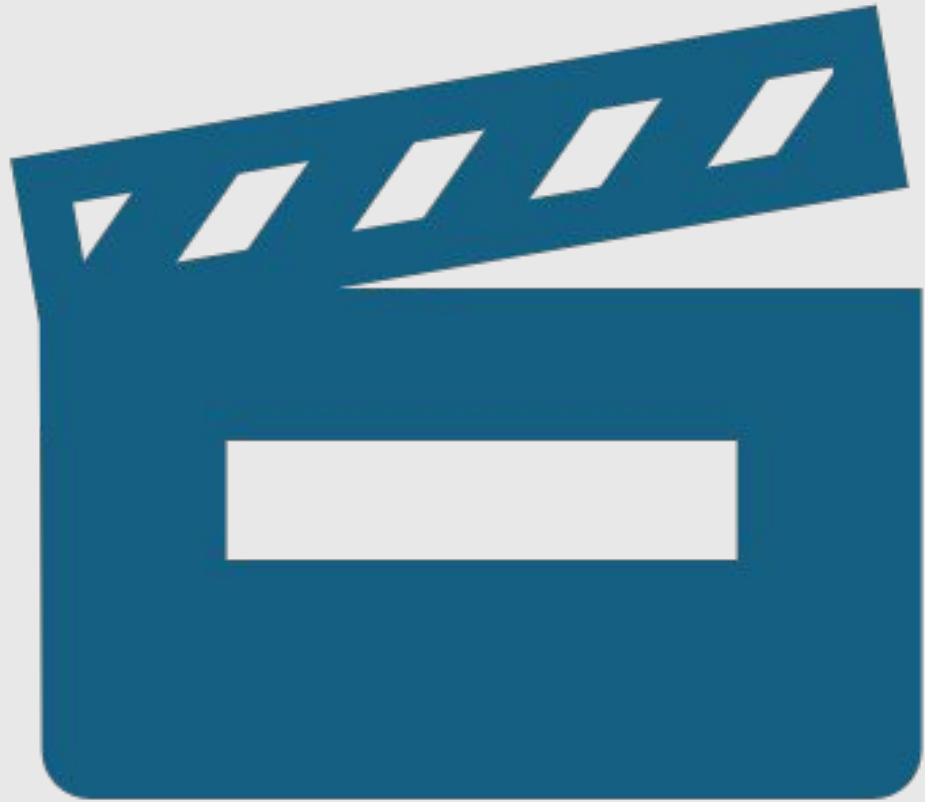


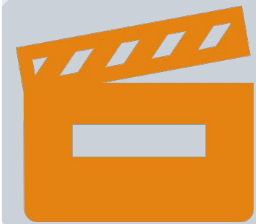
Making it in Hollywood

Analysis By Jordan Scriven

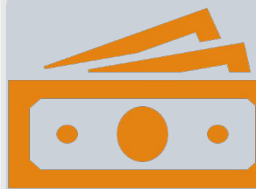




Goals of Creating Films



Make movies that audiences love



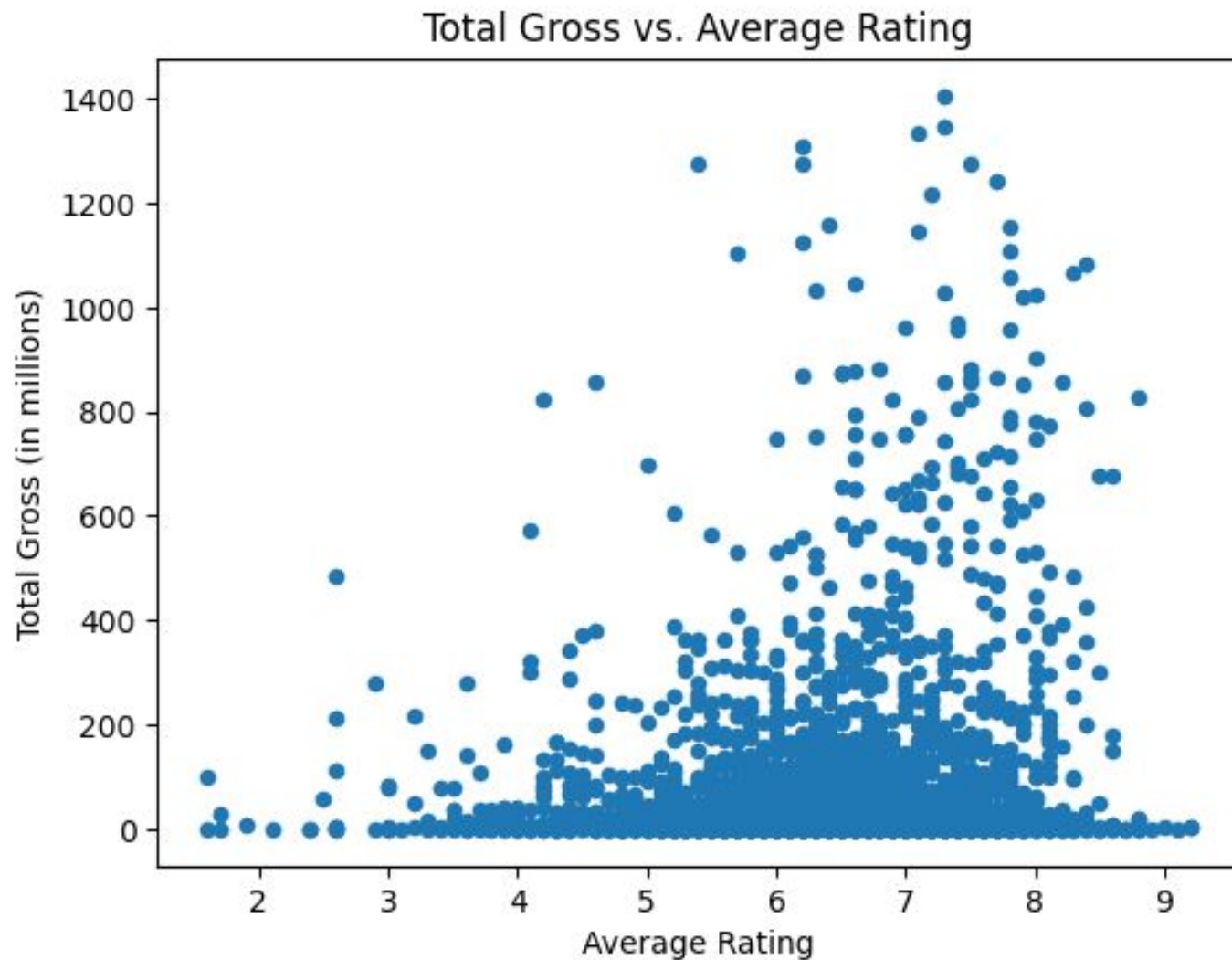
Earn profit

Data Understanding and Preparation

IMDb Files – Internet Movie Database
Box Office Results from 2010 through
2018

Data Cleanup

- Joining the two information resources together by using Movie Titles
- Connecting separate tables within the IMDb files to gather relevant information – genre, movie ratings
- Drop rows with blank information in our key factors
- Categorize movies with multiple genres as one movie per genre
- Create a total gross earnings column to combine the domestic and foreign earnings

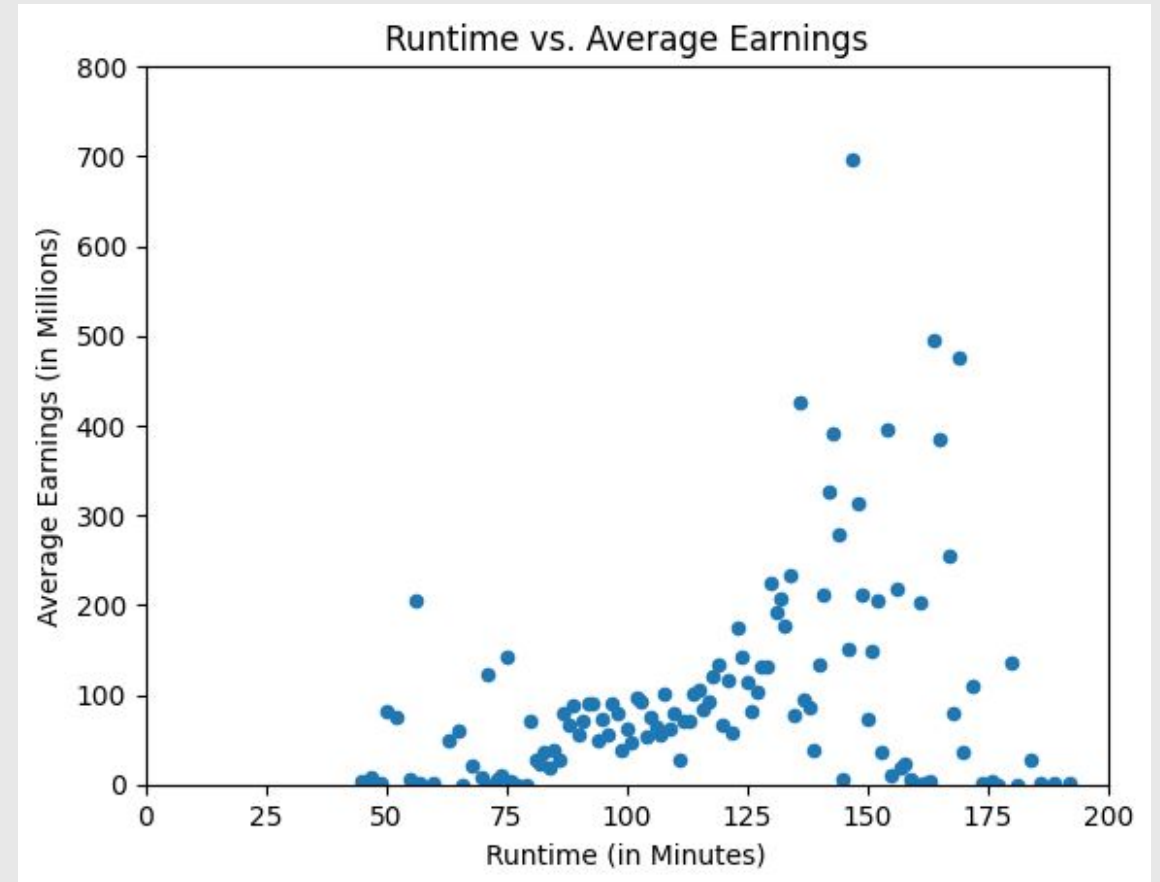
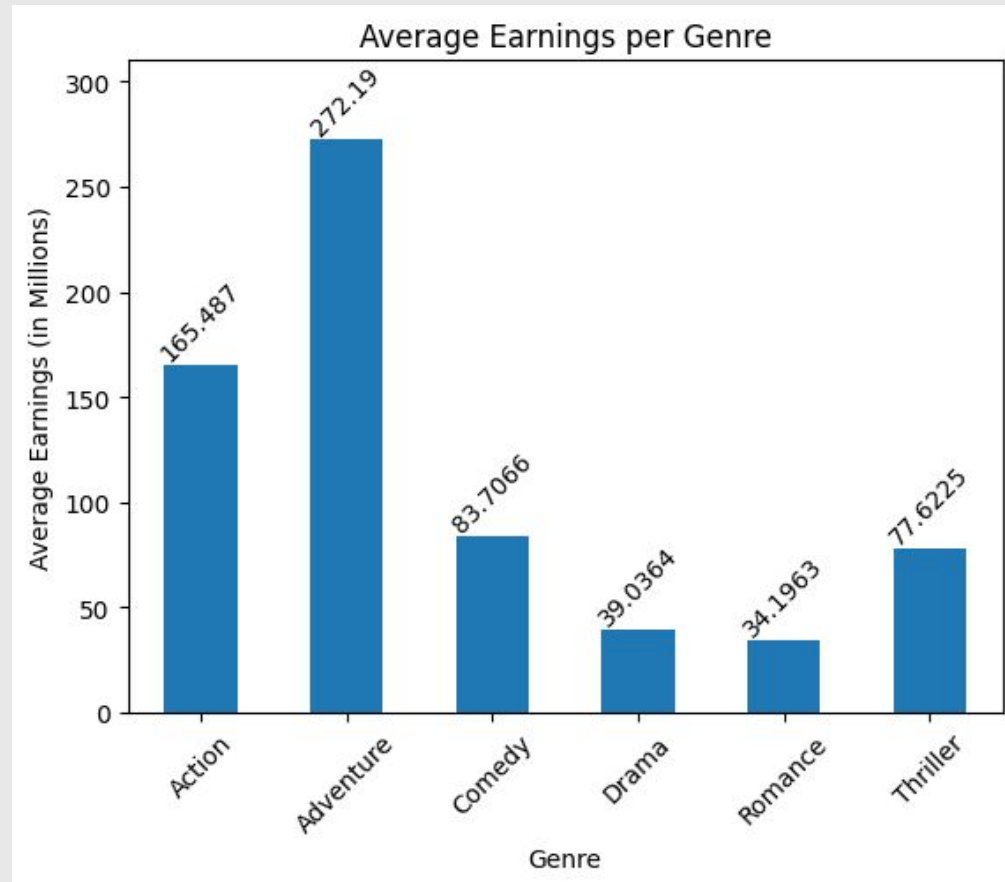


Data Analysis Results

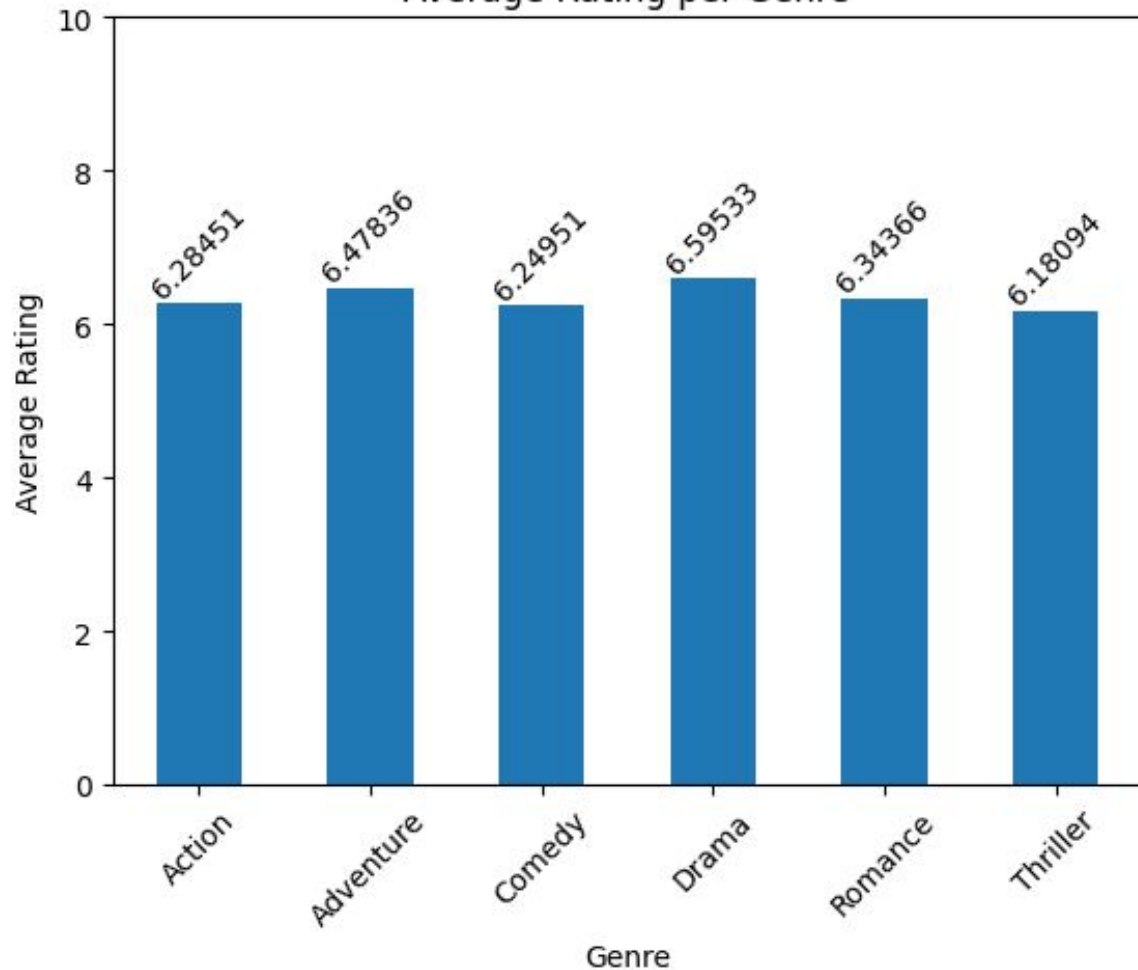
Do IMDb user movie reviews correspond with the total gross income for that movie?

Data Analysis Results

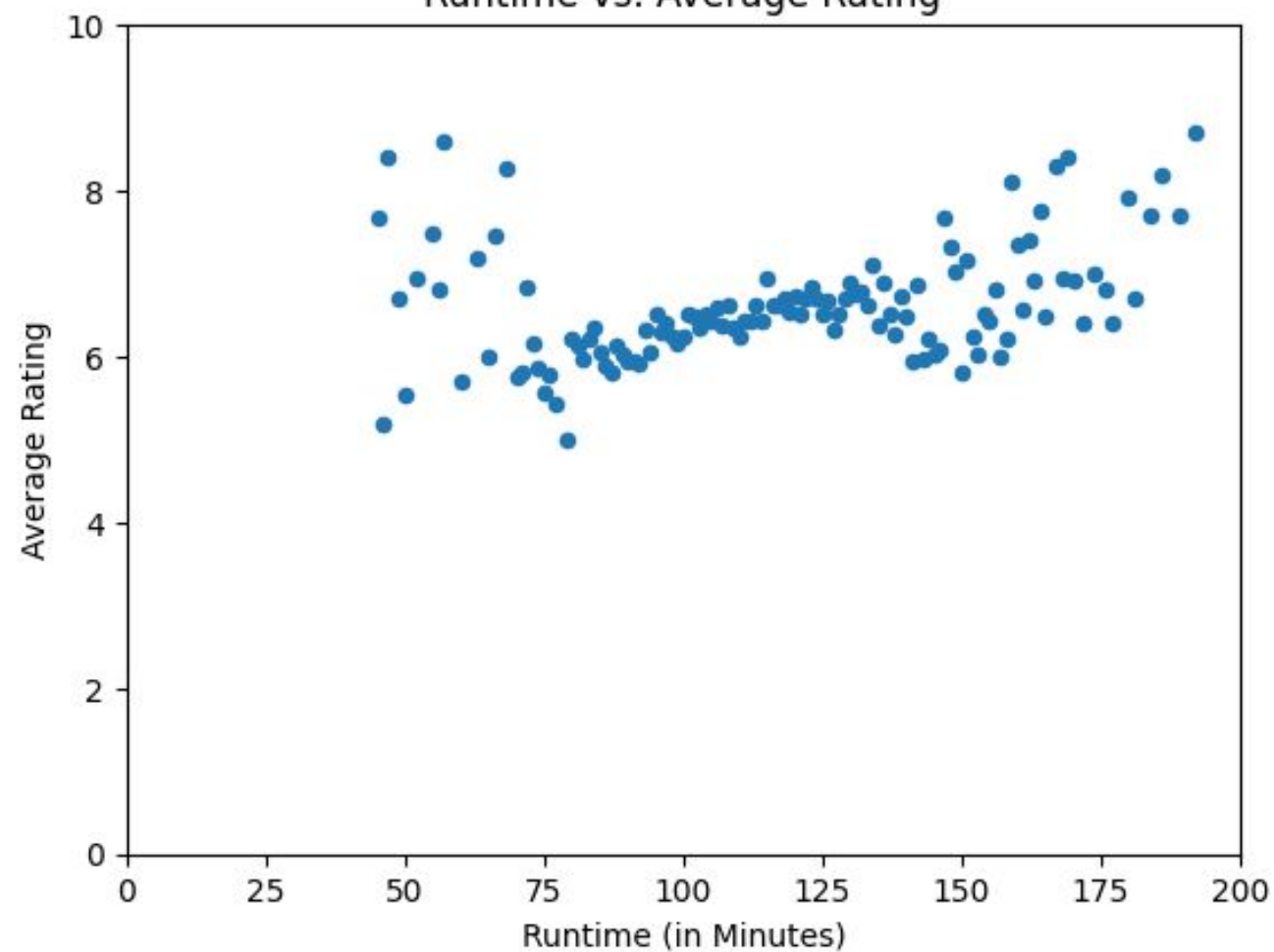
What effect do Genre and Runtime have on the Average Gross Earnings for a film?



Average Rating per Genre



Runtime vs. Average Rating



Data Analysis Results

What effect do Genre and Runtime have on the Average IMDb Ratings for a film?

Conclusions

All genres
are loved by
audiences

Adventures
make money

Watch your
runtime



Thank you!

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