Movie Analysis and Insights

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Summary

This notebook will dive into which successful films a business interested in creating original movies should look into emulating. This notebook will give insight into what genres of films are most successful, what kinds of films are the highest rated, as well as which of the top films of the last decade are the highest grossing. With this information, a business would have actionable, tangible insights that they will be able to put to use in a multitude of ways.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

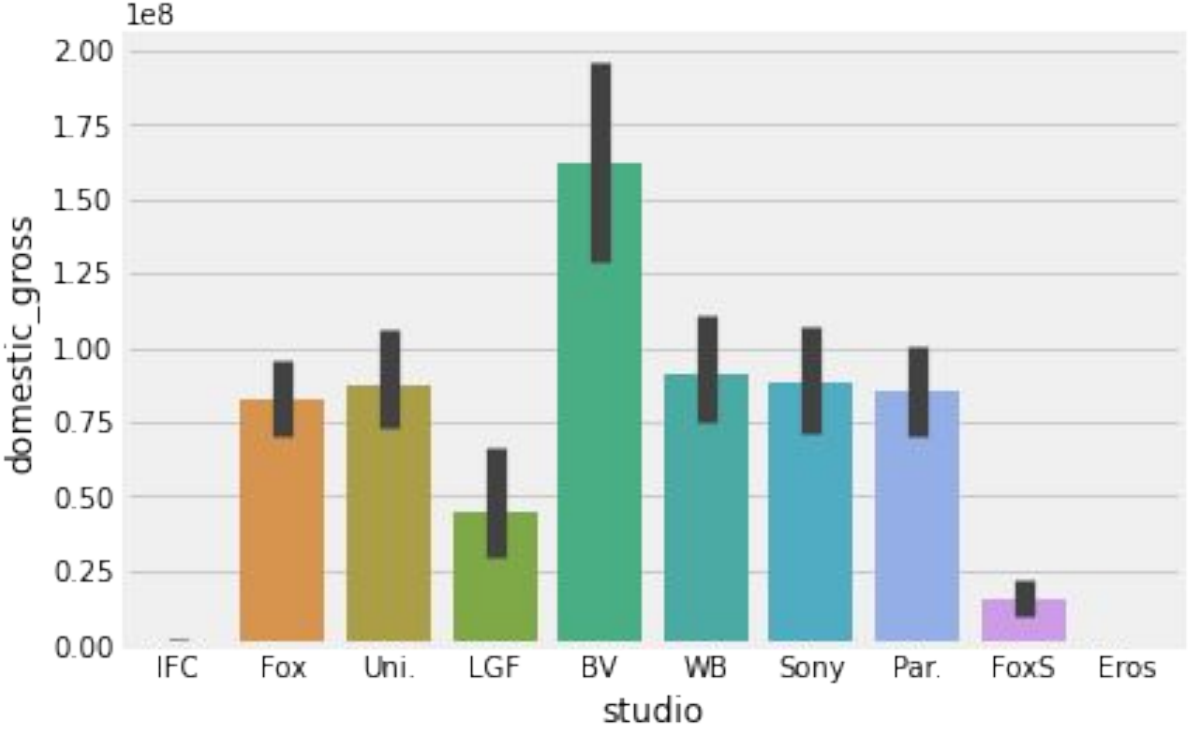
Business Problem

-What movies should you be making?

-Where do you start?

-Which movies gross the highest, or rate the best?

These are the questions the data and this presentation aims to address and answer.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domestic_gross
IFC
Fox
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LGF
BV
WB
Sony
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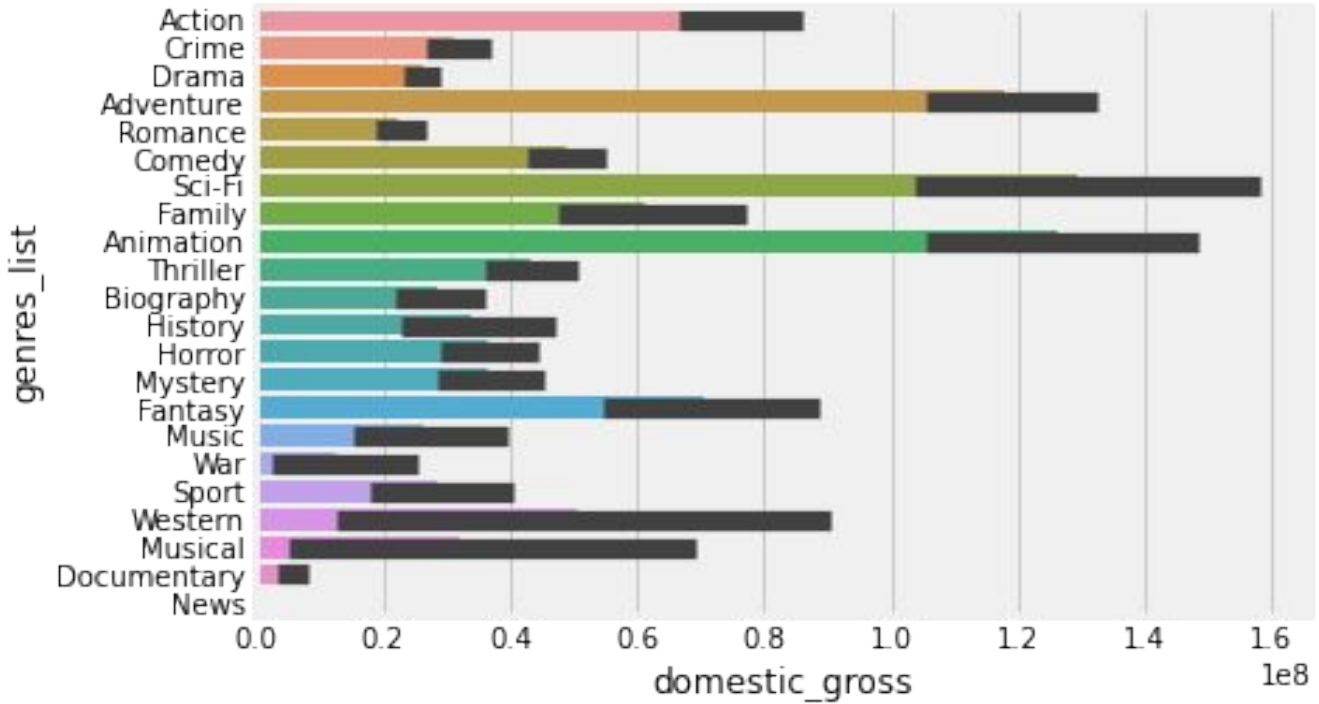
Eros
studio


Action
Crime
Drama
Adventure
Romance
Comedy
Sci-Fi
Family
Animation
Thriller
Biography
History
Horror
Mystery
Fantasy
Music
War
Sport
Western
Musical
Documentary
News
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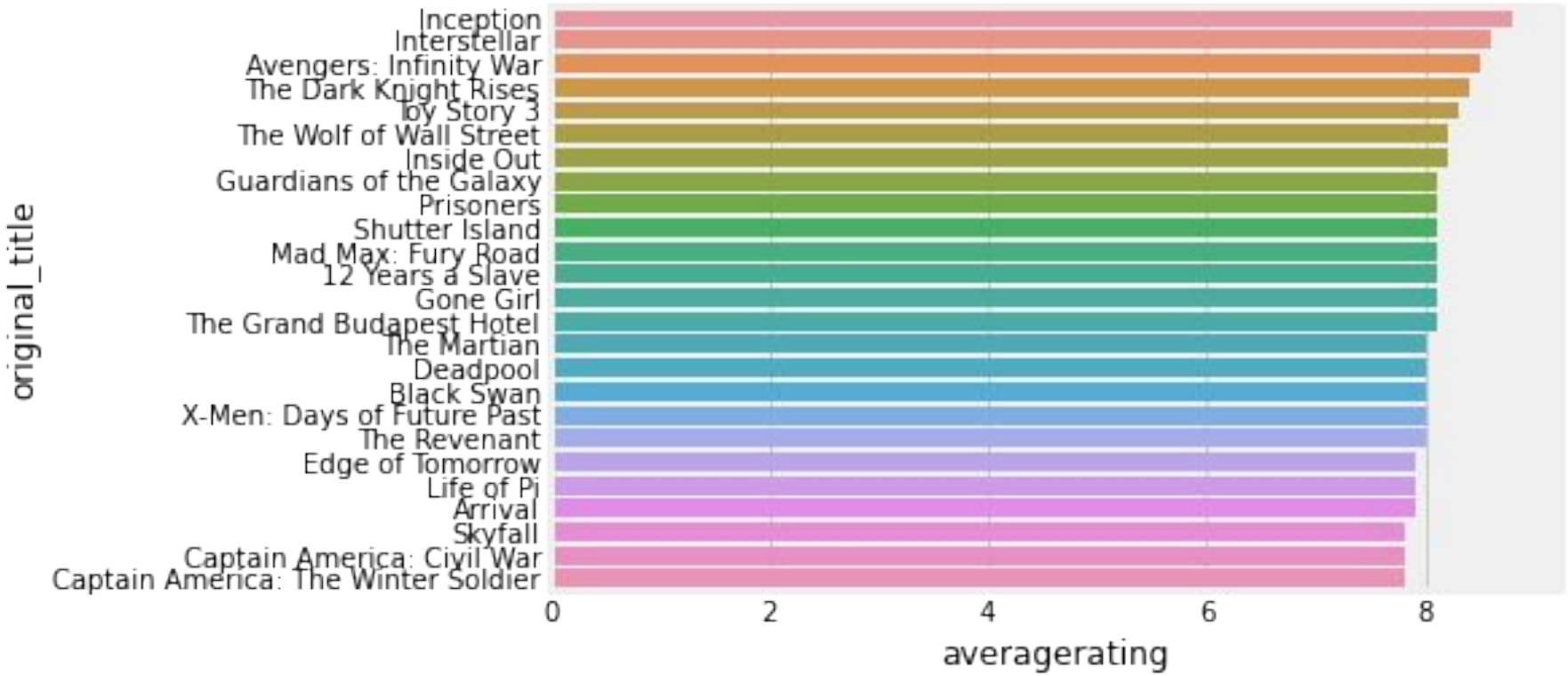
1e8
domestic_gross


Inception
Interstellar
Avengers: Infinity War
The Dark Knight Rises
Toy Story 3
The Wolf of Wall Street
Inside Out
Guardians of the Galaxy
Prisoners
Shutter Island
Mad Max: Fury Road
12 Years a Slave
Gone Girl
The Grand Budapest Hotel
The Martian
Deadpool
Black Swan
X-Men: Days of Future Past
The Revenant
Edge of Tomorrow
Life of Pi
Arrival
Skyfall
Captain America: Civil War
Captain America: The Winter Soldier
original_title
0
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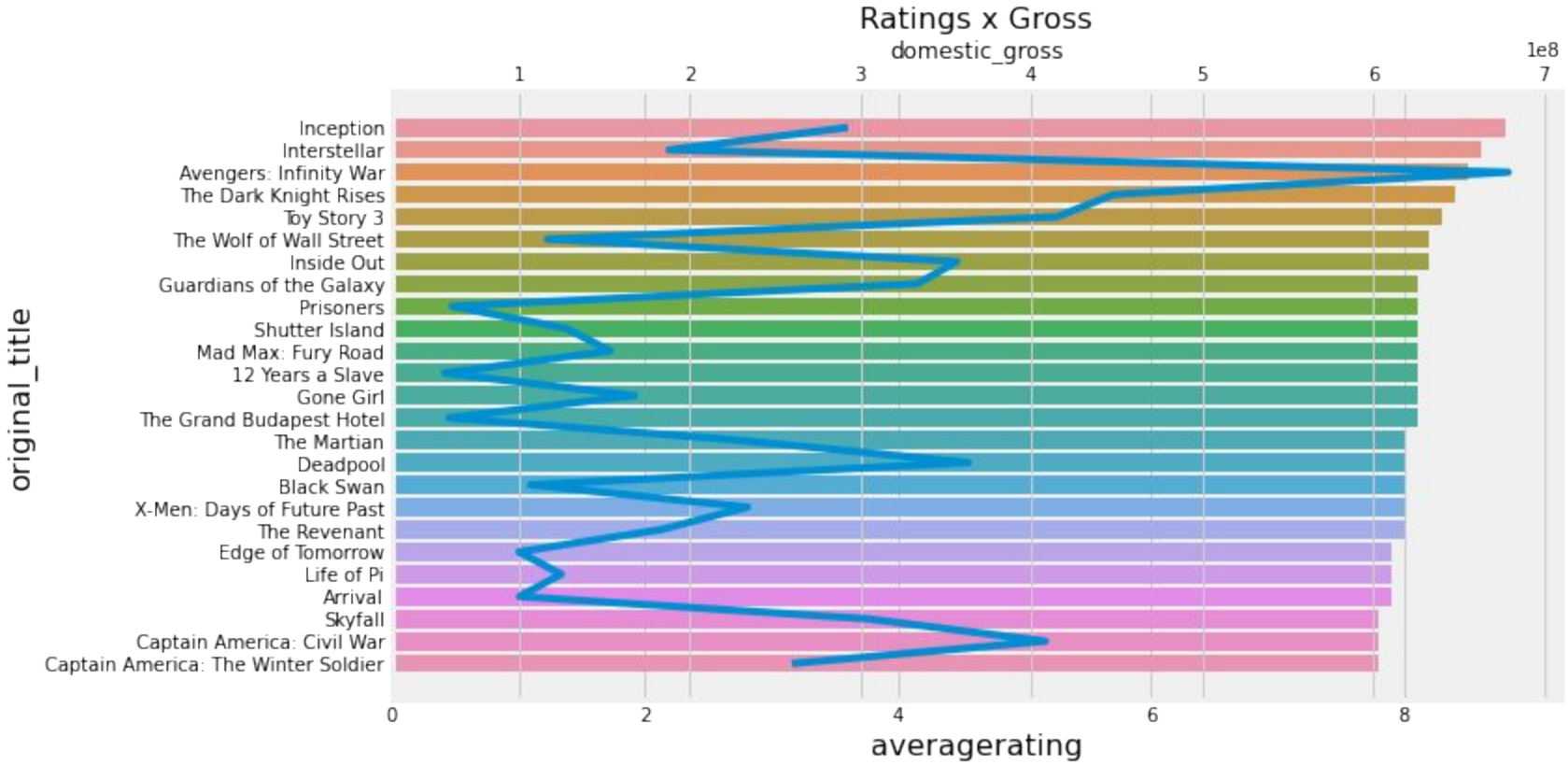
Ratings x Gross
domestic_gross
1e8
1
2
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7
original_title
Inception
Interstellar
Avengers: Infinity War
The Dark Knight Rises
Toy Story 3
The Wolf of Wall Street
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Guardians of the Galaxy
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Edge of Tomorrow
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averagerating

Data

- Out of the 20 highest rated movies (with a vote parameter of over 500,000 votes), the genre of movie that finishes first is Sci-Fi, followed by Animation and Adventure.
- Out of the 20 highest grossing movies, over half came out of Disney's studios. Another important characteristic of their movies is this: many of them are family-friendly as well as kid-friendly! Of the top 5 highest grossing movies of all time, 3 come from Disney (the other 2 from Fox). Of the top 10, Disney holds 6.

Methods

- The data included two tables from IMDB, and a table with movie gross of tens of thousands of movies. In order to whittle this data down, I started by removing any duplicate data that may have entered the tables.
- I merged all of these tables together, filtering out movies with poor ratings, too little reviews, as well as movies that did not meet the gross requirement.

Results

- Out of the top 10 studios, Disney(BV) makes the most domestic gross on average.
- I recommend Microsoft mimic Disney's business practices as much as possible. This includes collaborating with the actors, directors, and producers a part of their most successful titles.
- Out of the list of genres, Animation, Sci-Fi, and Adventure make up the greatest revenue across all titles collectively. If the end goal is maximum gross, I recommend creating titles in, at minimum, one of these three genres.

Conclusions

My analysis may not completely solve the business problems because there are multiple additional factors not completely taken into account, such as budget size, which cast and crew generate the most revenue consistently, which months are most popular for movies, as well as the fact that my data is mainly from one source, which most greatly impacts the reviews. However, I do believe this data and analysis provides enough to make an impactful step into the movie industry.

Thank You!

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