FILM PRODUCTION PROJECT.

For
Microsoft film production.

Overview

Microsoft sees all the big companies creating original video content and they want to get in on the production. They have decided to create a new movie studio, but they don’t know anything about creating movies. I am charged with exploring what types of films that are currently doing the best at the box office. I will then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Business Understanding

Film production is a very expensive venture but it can be very profitable when the movie produced entices the targeted audience. You may find that certain kind of genres in films are more preferred to others. Some films may be exciting to the audience but due to their runtime length of minutes they may dislike them. This project aims to explore the kind of movies that are doing well at the box office, and recommend those types of films to the head of Microsoft's new movie studio. We will also explore the current best movie studios from where we can draw our insights.

Objectives.

1. Establish the films that are doing best in the box office.
2. Investigate which movie studio earns the highest returns
3. Investigate the relationship between the genres and number of votes.

Data Understanding.

For this project we will work with two sets of data;
1. The movie gross data in the path (http://localhost:8888/edit/data/bom.movie_gross.csv)
Each record (row) in this dataset represents information about a film including the title, studio, domestic gross,foreign gross, and the year it was produced. Each feature (column) in this dataset is some attribute of that film.
2. A database data im.db in the path (http://localhost:8888/edit/data/im.db)
 this database contain the following 8 tables ; movie_basics, directors, known_for, movie_akas, movie_ratings, persons, principals, writers

for this project we will work with movie basics table and the movie rating tables to help fulfill our objectives for the study.

Each of the following three datasets will help us draw valuable insights and satisfy our objectives.

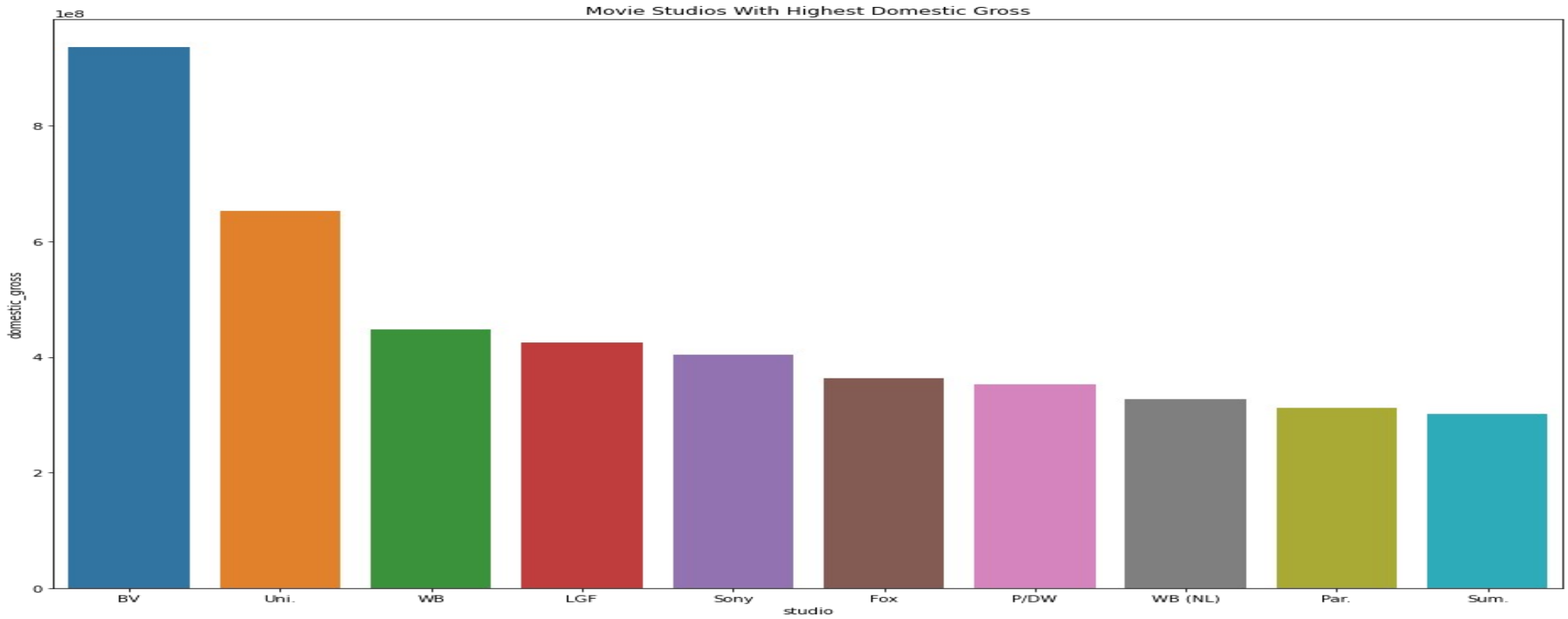
Data Preparations & Analysis

- I used python to do data analysis with the aid of some libraries like

1. pandas for data cleaning and analysis.
2. Seaborn and Matplotlib for visualization.
3. Numpy for analysis.
4. SQLite for queries in database.

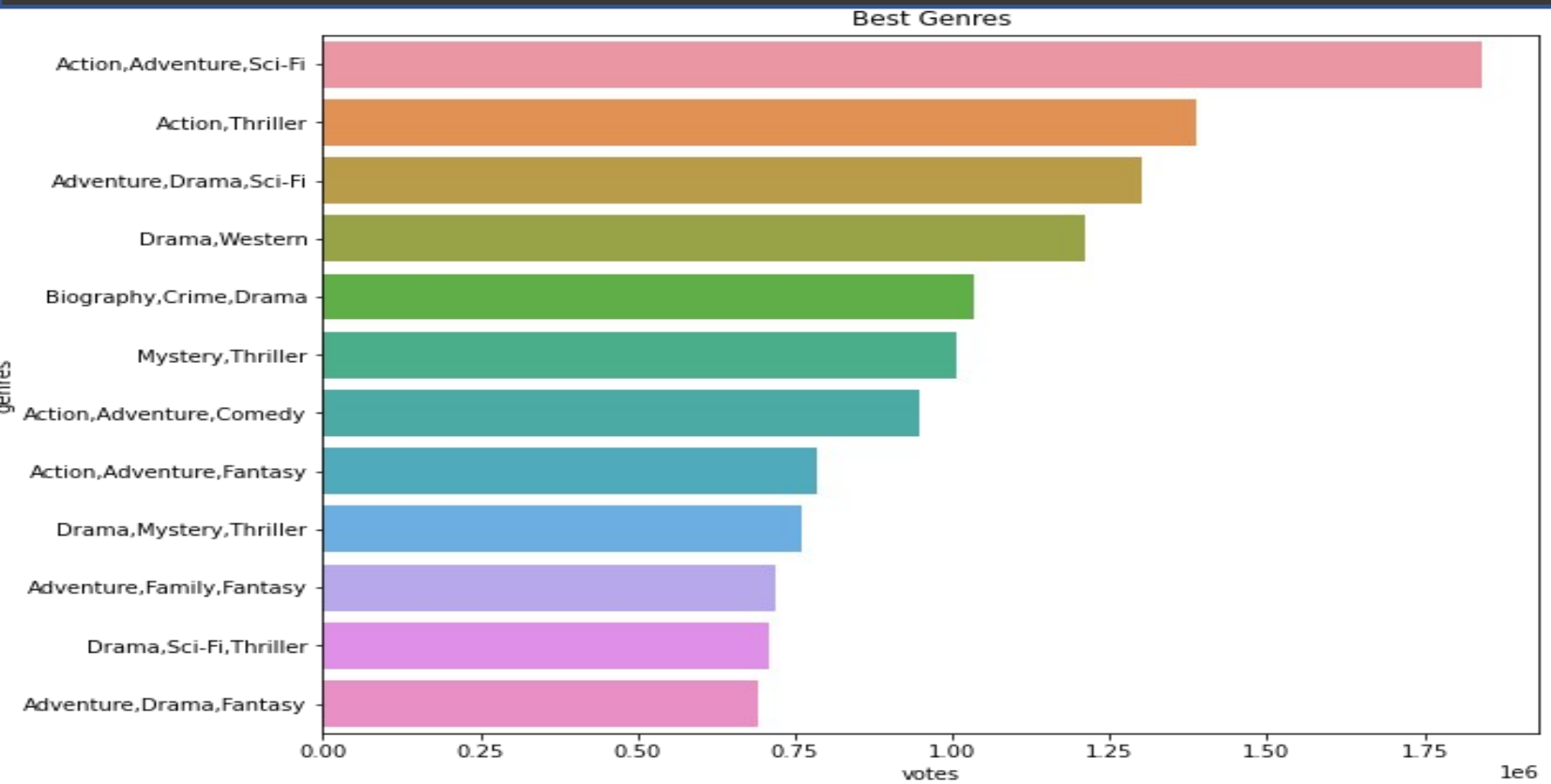
Findings

1. Best studio.



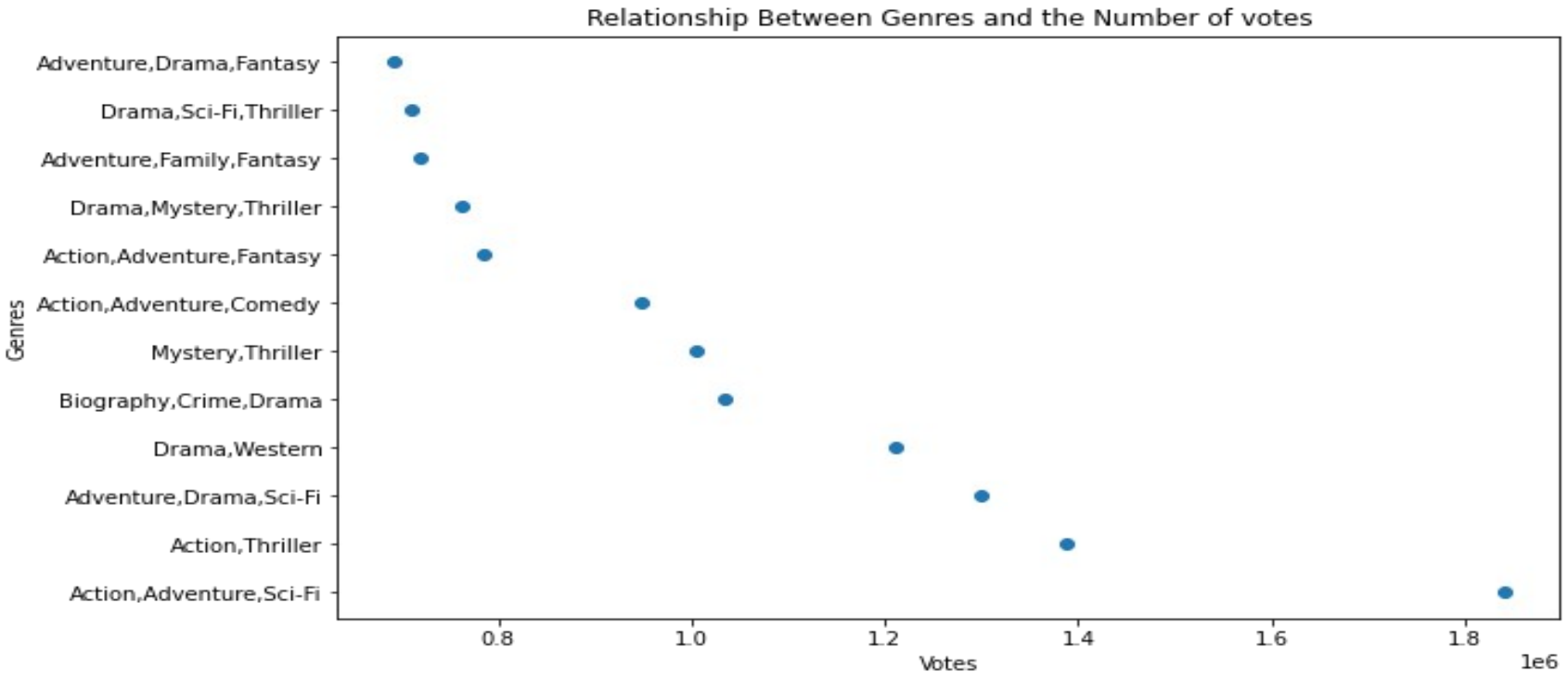
B.V. is the best studio as it has the highest foreign and domestic gross thus we can work with this studio for enhancement and production.

Best Genre.



Action, Adventure,Sci-Fi are the genres films that have the highest number of votes as compared to other genres.

Genres versus Votes.



The votes increases when approaching action,adventure and Sci-fi genres.

Recommendations

After the analysis, this is what we would recommend

1. The best studio to work with for production and enhancement of our studio is BV. This studio has the highest gross income.

2. The recommended genres of the film to produce is Action, Adventure. Sci_Fi. as it has the highest number of votes meaning most people tends to like it.

3. Recommend to produce a film with runtime of about 148.0 as films of this length have the highest number of votes.

Thank You

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