



# Movie Trend Analysis

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# The Project

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Supposing that, Microsoft has decided to create a new movie studio, but they don't know anything about producing movies.

In this project, I will do the data analysis and present to understand the movie industry trend better. Several questions need to be answered:

1. What is a popular movie?
2. What is a popular genre?
3. Does the popularity affect the gross?
4. What is the relationship between popularity and production budget?
5. Which studio produces movies the most?

# The Dataset

Box Office Mojo

IMDB

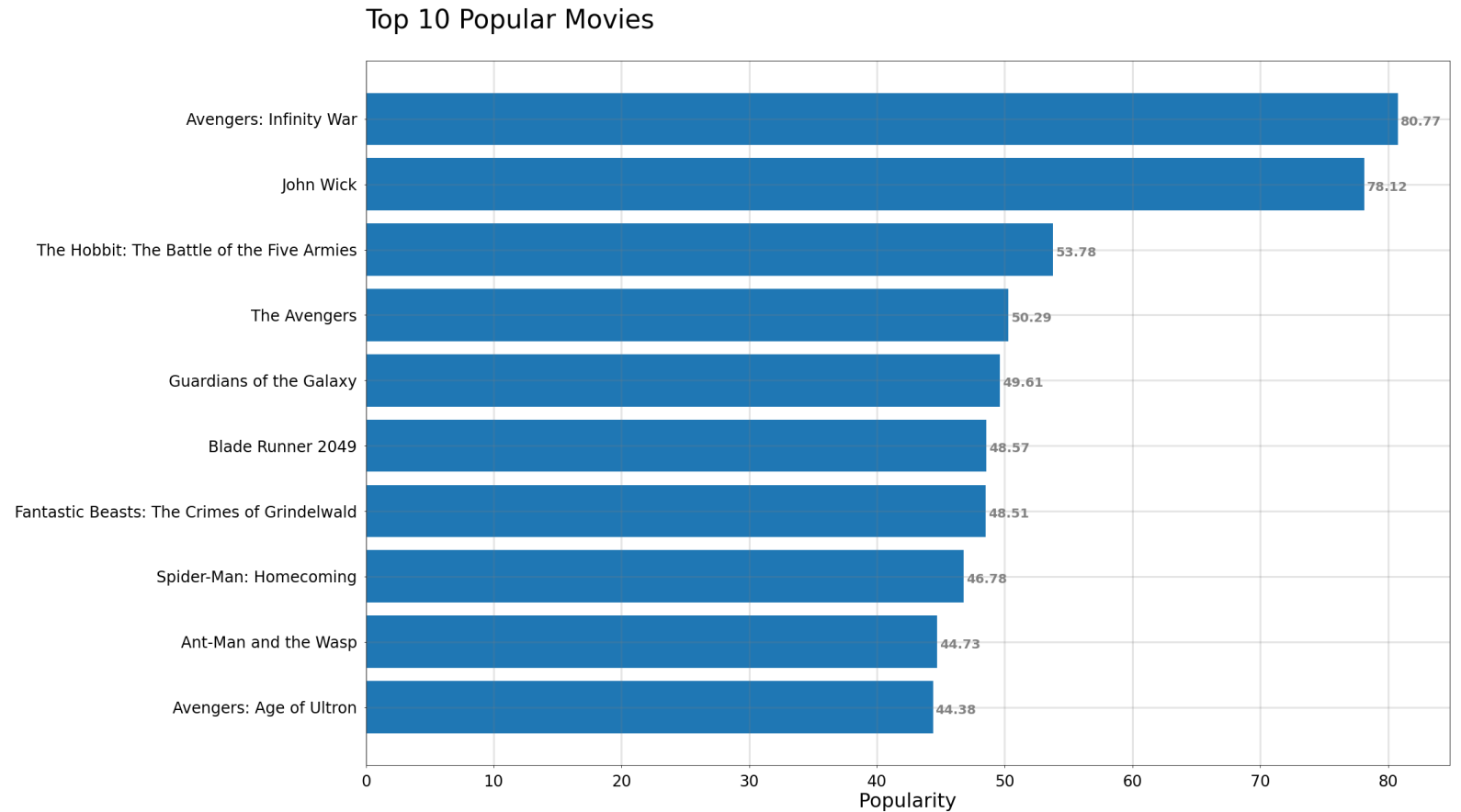
Rotten Tomatoes

TheMovieDB.org

# Popular Movies

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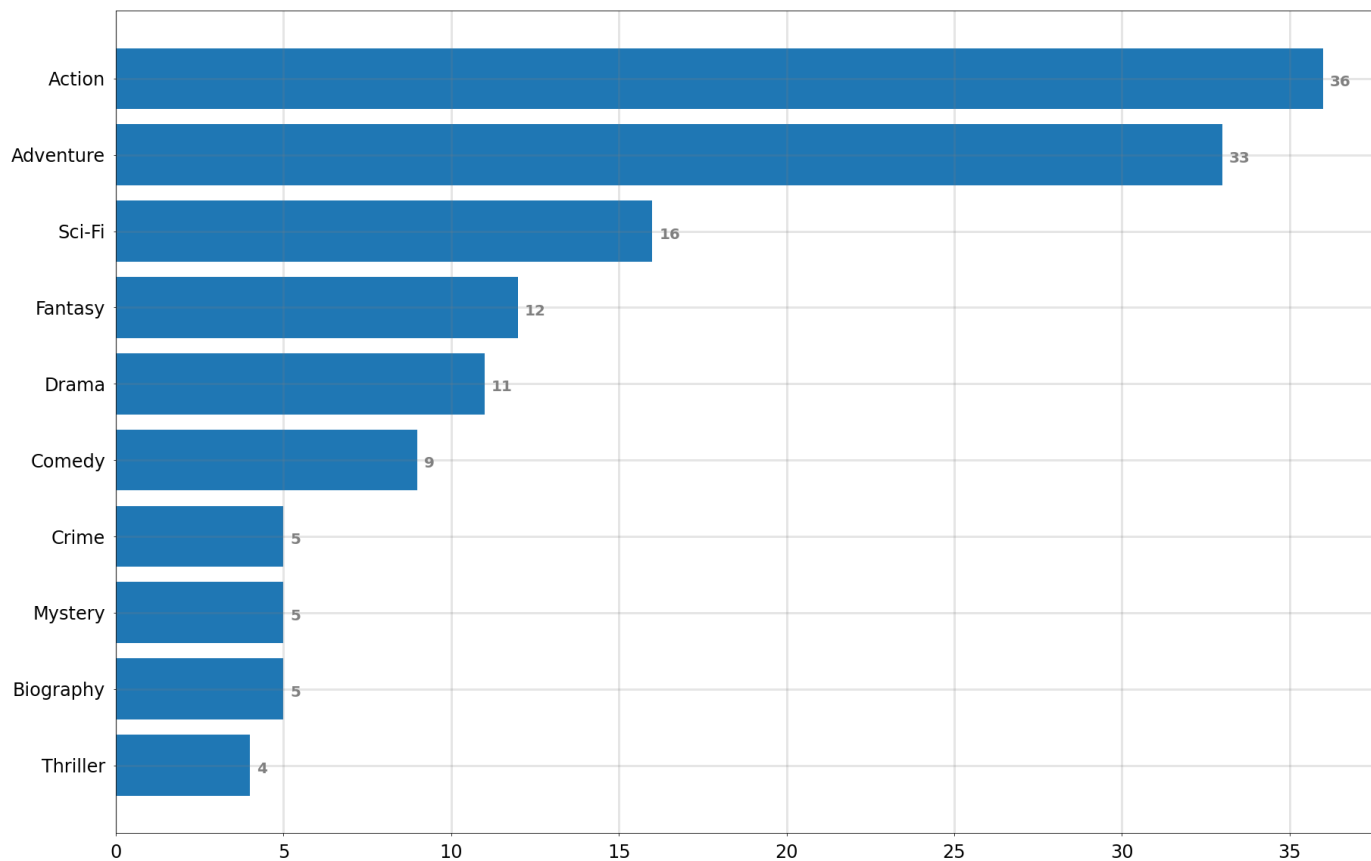
1. Avengers: Infinity war
2. John Wick
3. The Hobbit: The Battle of the Five Armies
4. The Avengers
5. Guardians of the Galaxy



# Popular Genres

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Top 10 Genres in Top 50 Popular Movies

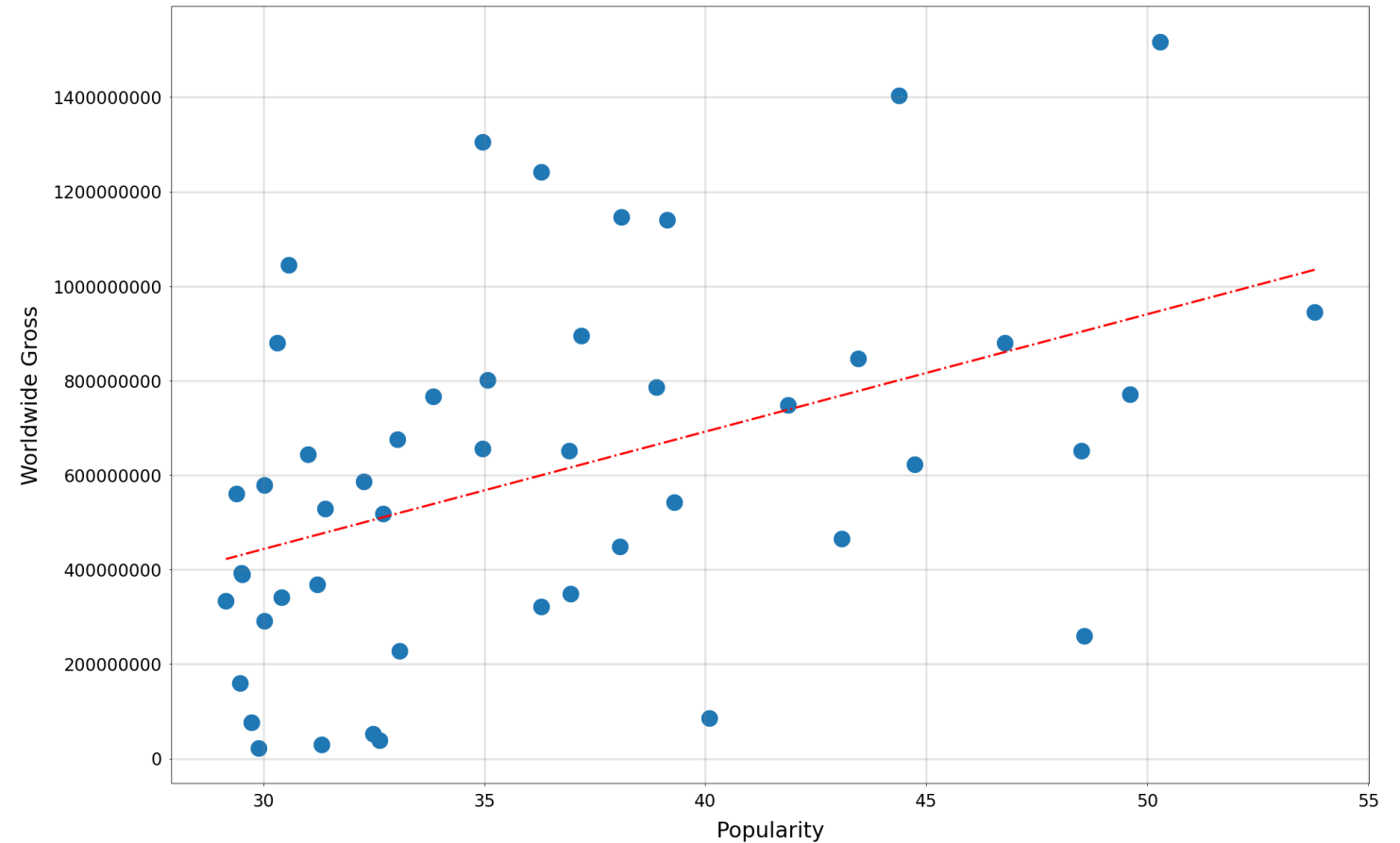


1. Action
2. Adventure
3. Sci-Fi
4. Fantasy
5. Drama

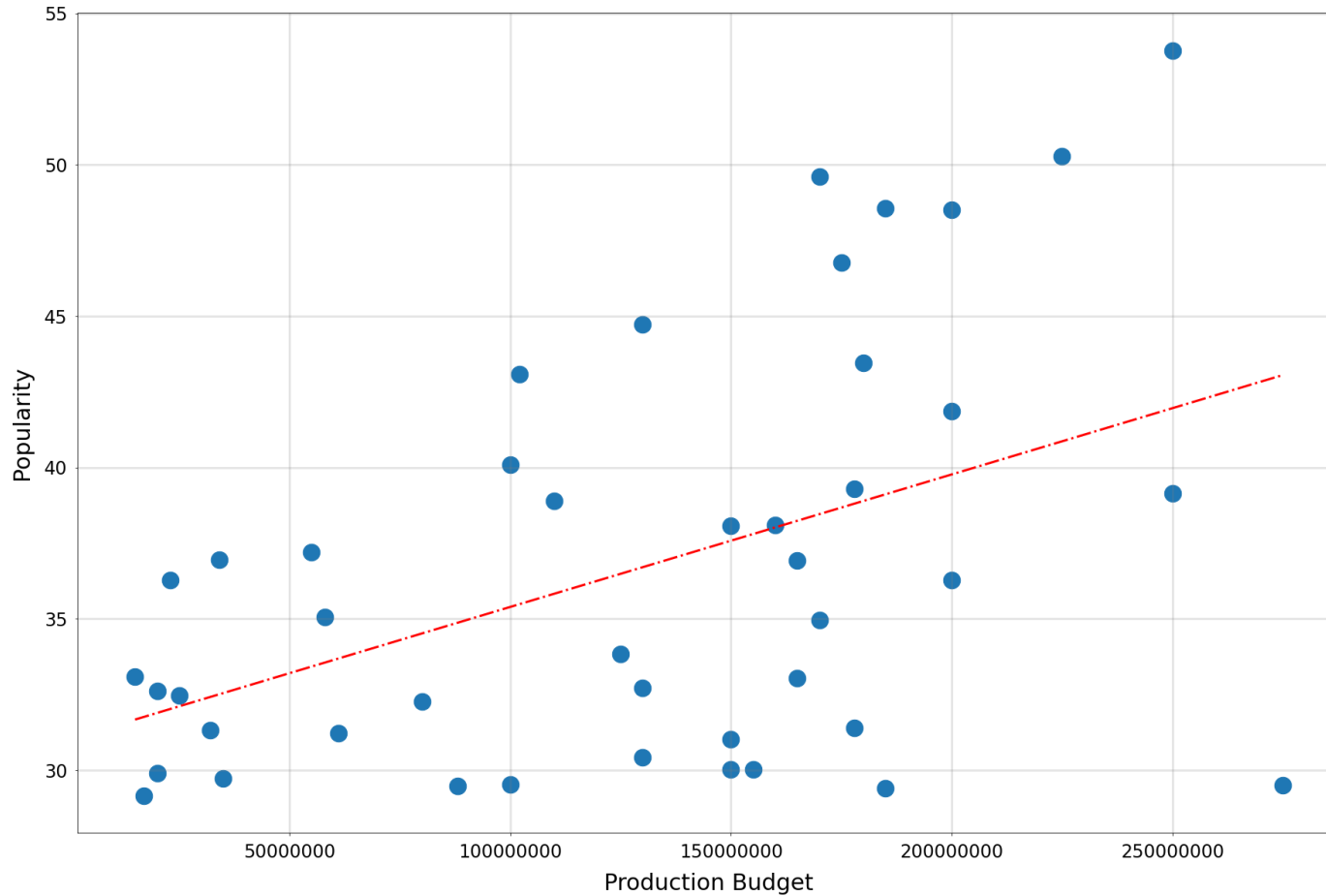
# Gross and Popularity

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Relationship between Worldwide Gross and Popularity of Top 50 Popular Movies  
(Popularity less than 55)



Relationship between Popularity and Production Budget of Top 50 Popular Movies  
(Budget less than \$300,000,000)



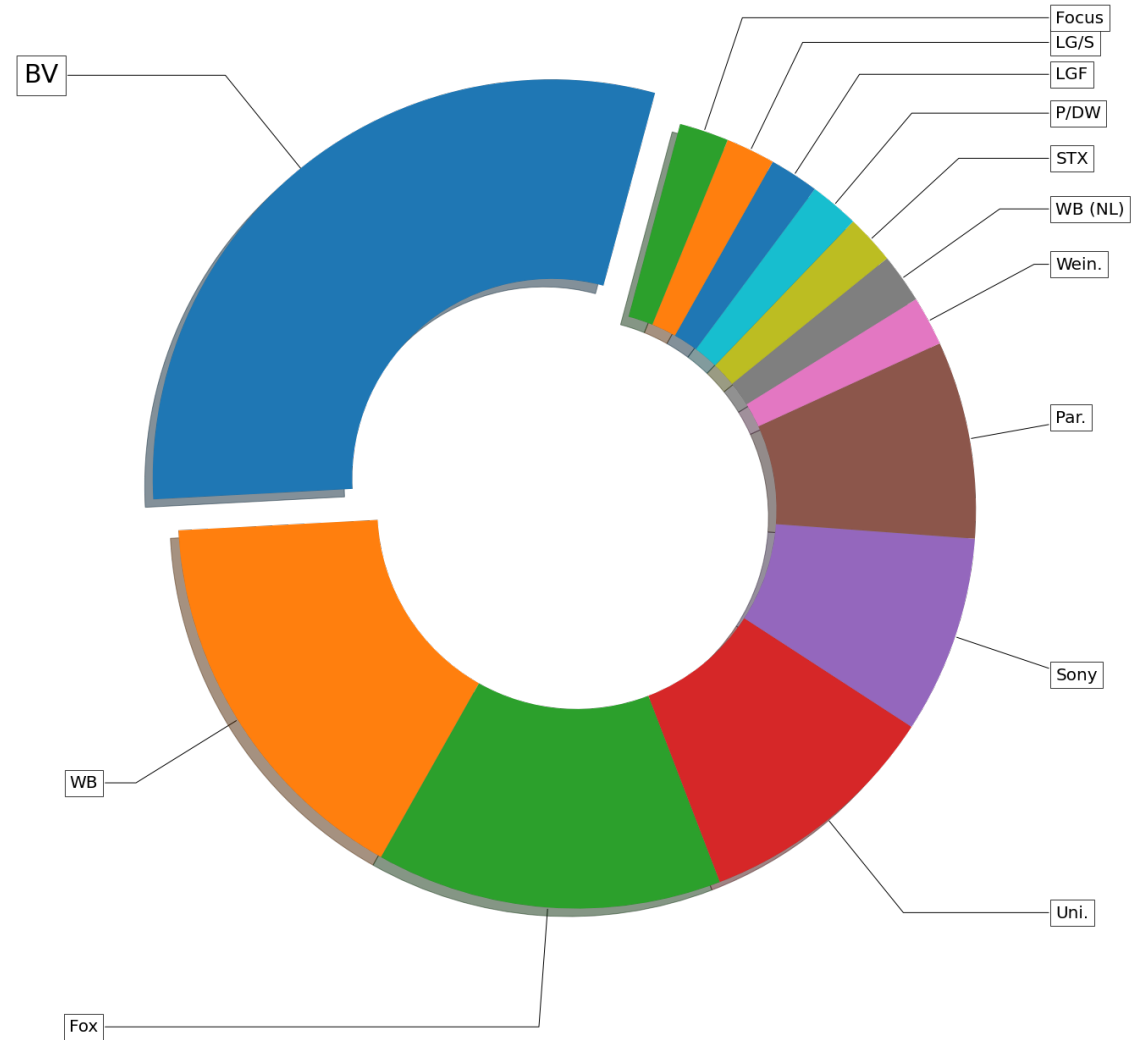
# Popularity and Budget

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# Productive Studios

1. Walt Disney (BV)
2. Warner Brother (WB)
3. Twentieth Century-Fox (Fox)
4. Universal (Uni.)
5. Sony

Top Studios from Top 50 Popular Movies





# Future Analysis

Including more factors such as:

- casts or producers.
- releasing time
- more specific budget range

Applying statistical model to predict more accurate result.



Thank  
you

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