IMDB MOVIE ANALYSIS

Phase 1 Project

Project Description

IMDB is a popular movie website that provides movie details such as the title of the movie, the year of release, and movie revenue. The purpose of this analysis is to give actionable insights to Microsoft for their new movie studio. For this project, I used bom.movie_gross.csv.gz as my dataset for the analysis.
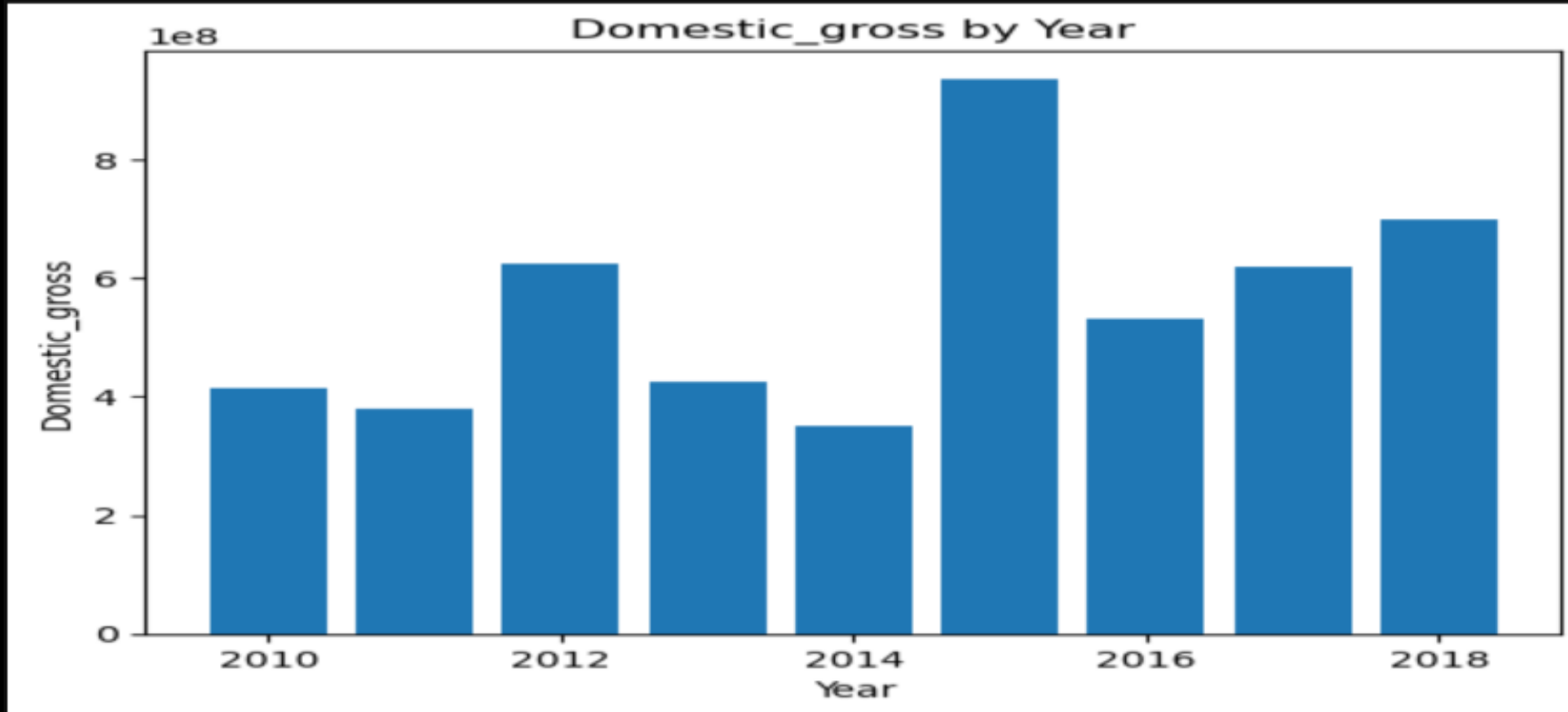
Questions based on dataset

1. What has been the trend of movies over the years?
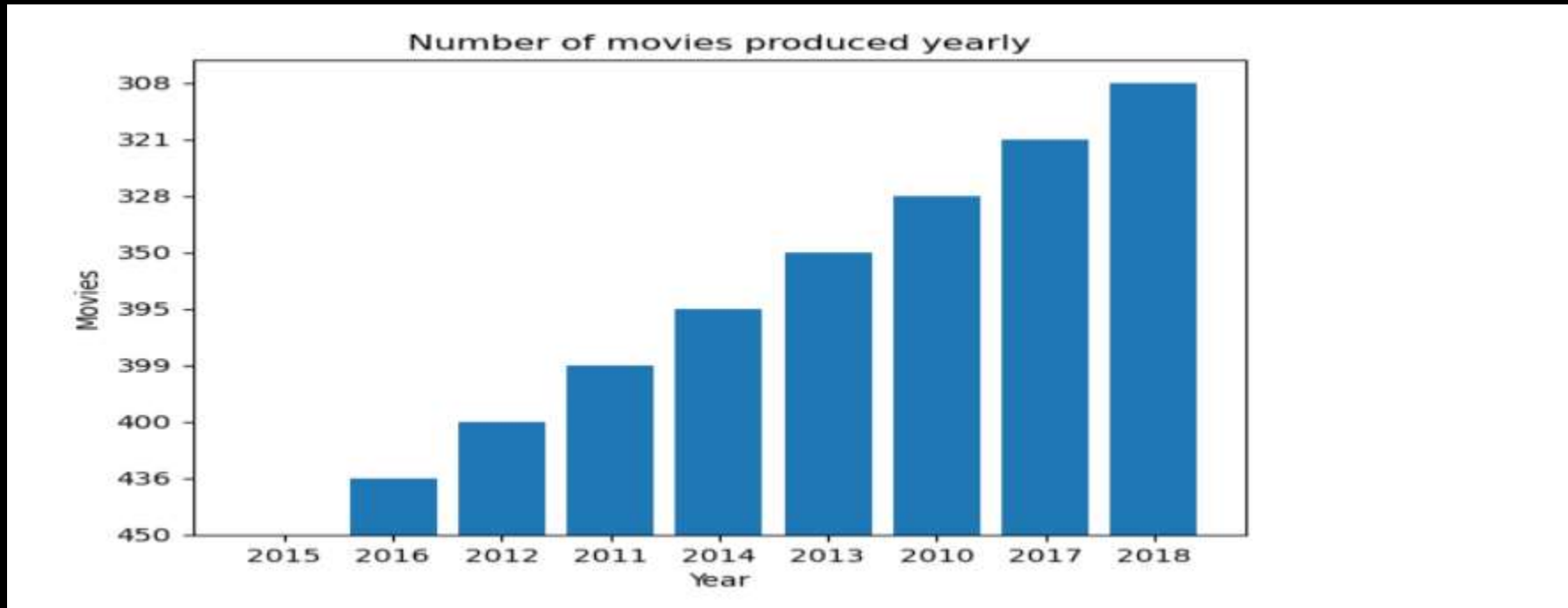
Over the years, the production of movies has increased, which shows that a lot of people are consuming the content. This is a good sign for Microsoft to start creating movies.

## 2. Has the revenue of the movies increased over the years?

Over the years the revenue have been fluctuating, however, the last year of data collection which was in 2018 the revenue was above average which is give a good prediction.

3. Which studio made the highest revenue?

Studio with the highest domestic gross
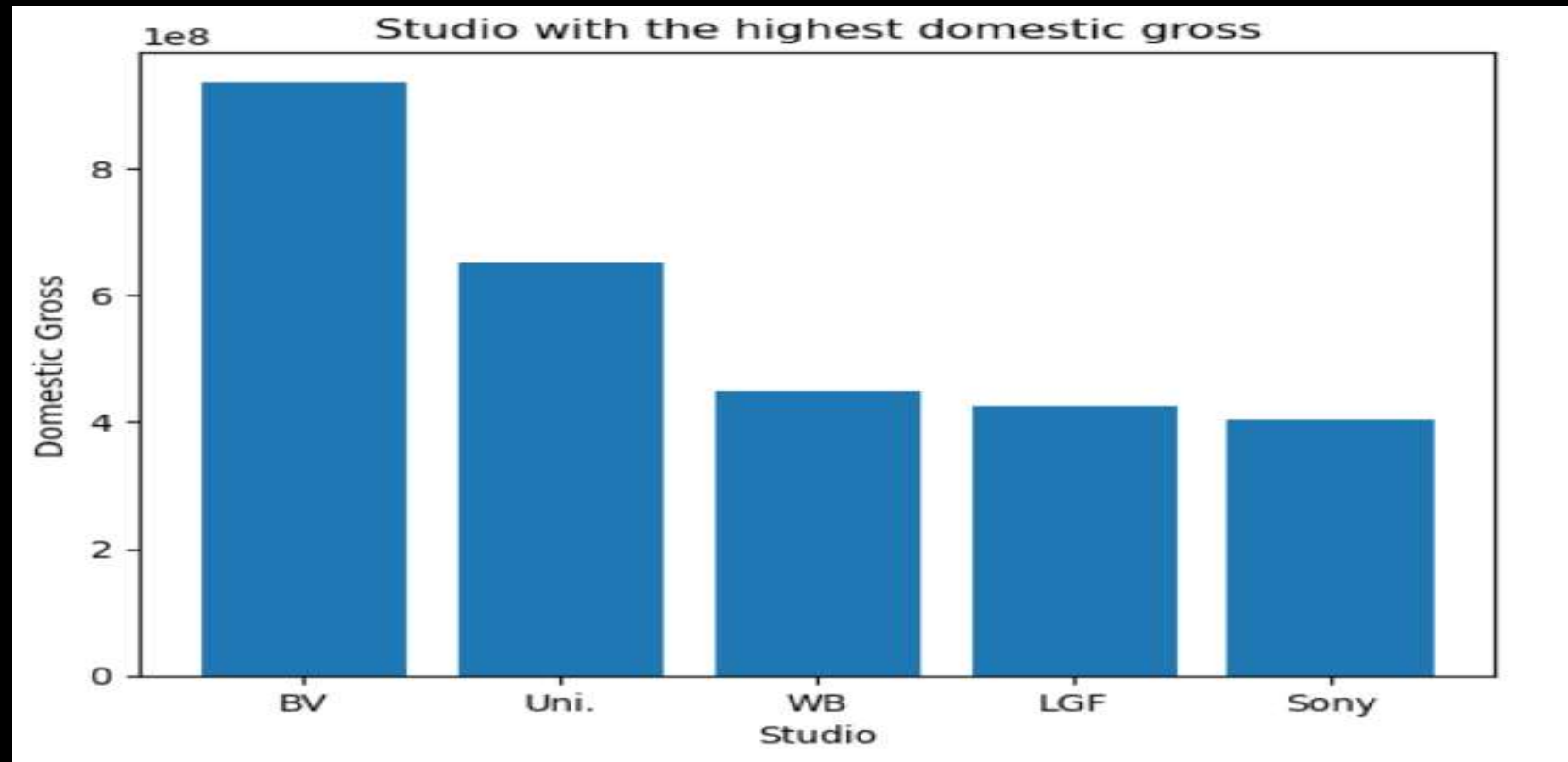
In this case, BV made the highest domestic gross. This is a good choice of studios to go to for movie production.

4. Which studios produced the highest number of movies?
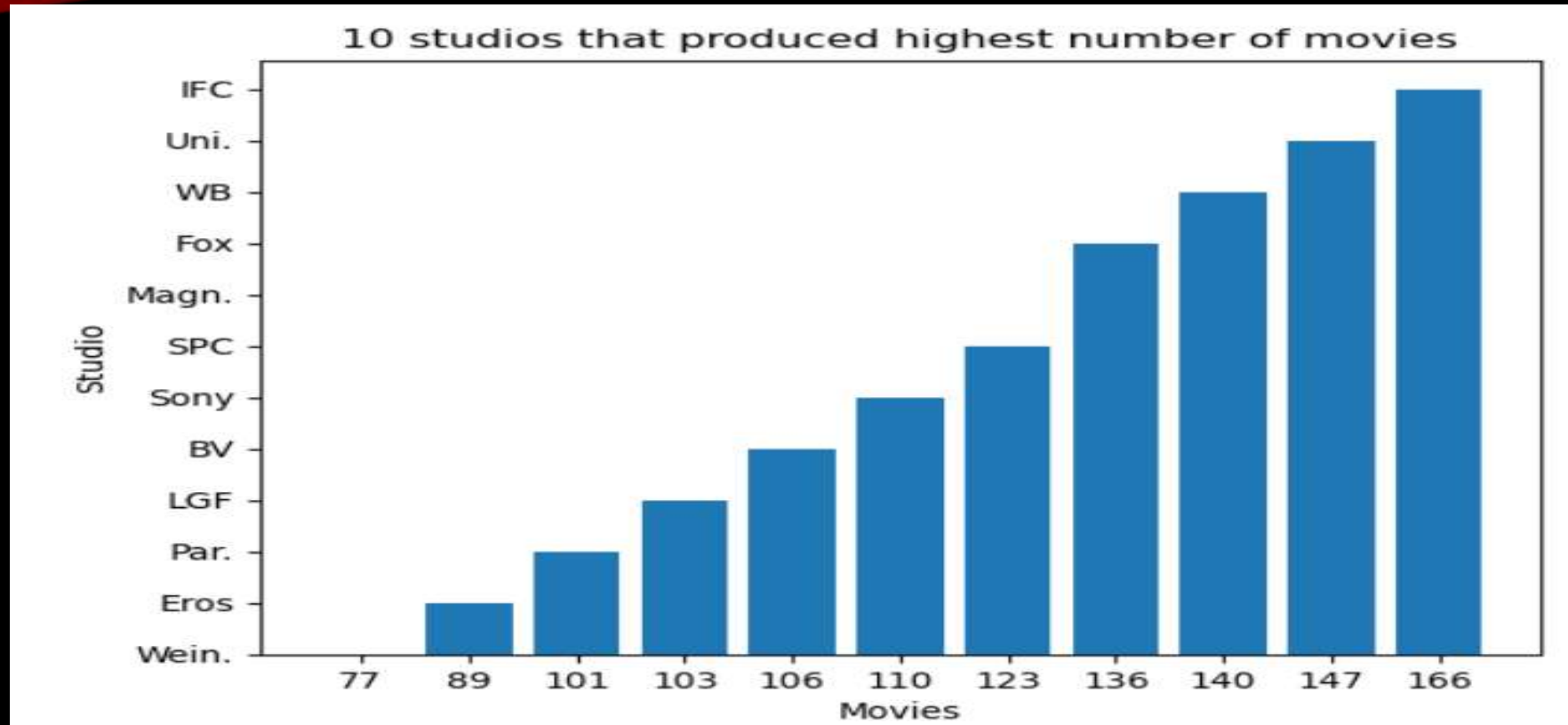
IFC is one of the studios that has produced a huge number of movies; however, it's not among the top studios with the highest revenue. BV has the highest revenue, although it has not produced as many movies as IFC. This shows that the number of movies a studio has produced does not define the returns it will give.

THANK YOU !