

Which type of movie is the best?

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Introduction

- **Problem:** Which types of movies should the new movie studio make?
- **Solution:** Determine which movie genre makes the **most money** and which receive the **highest viewer ratings**.



The data

- Dataset from multiple sources.
- Includes Title, Year, Runtime, Genre, Gross Revenue, Ratings



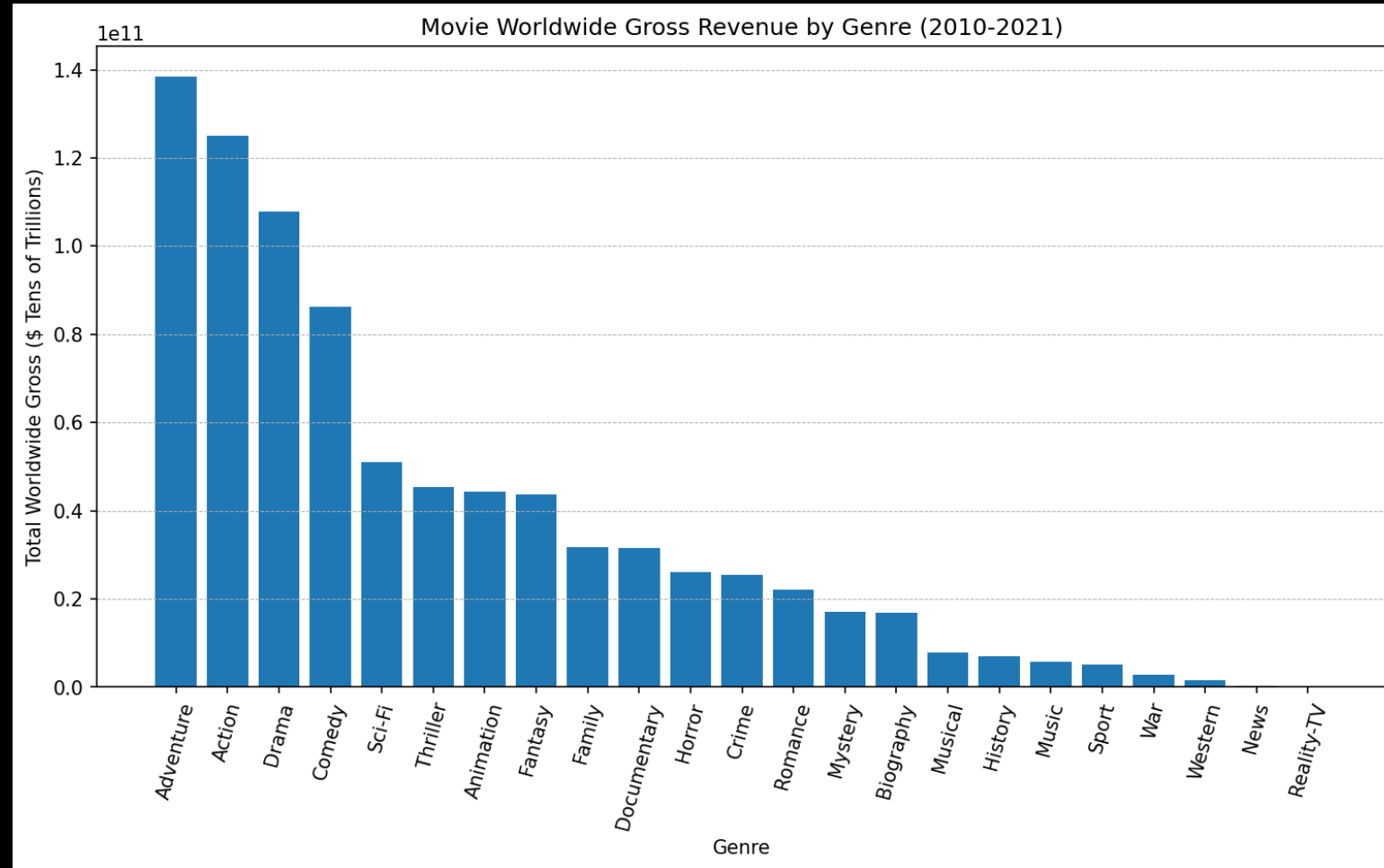
What's important

- **Which movies generated the most revenue?**
- **Which movies have the best ratings by viewers?**

Analysis

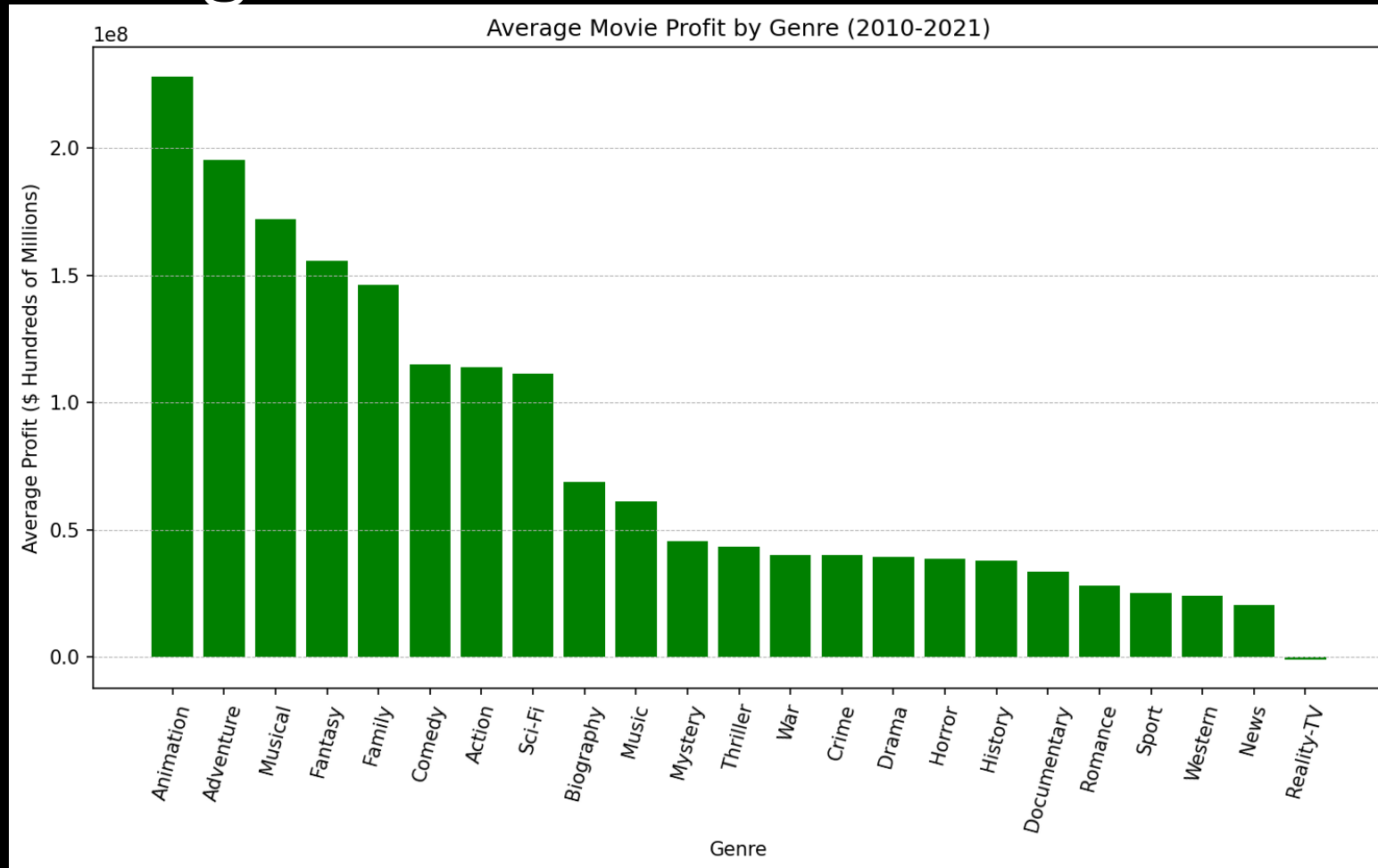
- Descriptive Statistics is used to determine findings, i.e. Mean
- Steps Taken:
 - Combining data sets based on Movie title
 - Identifying each movie by specified genre
 - Grouping by Genre

1st Finding



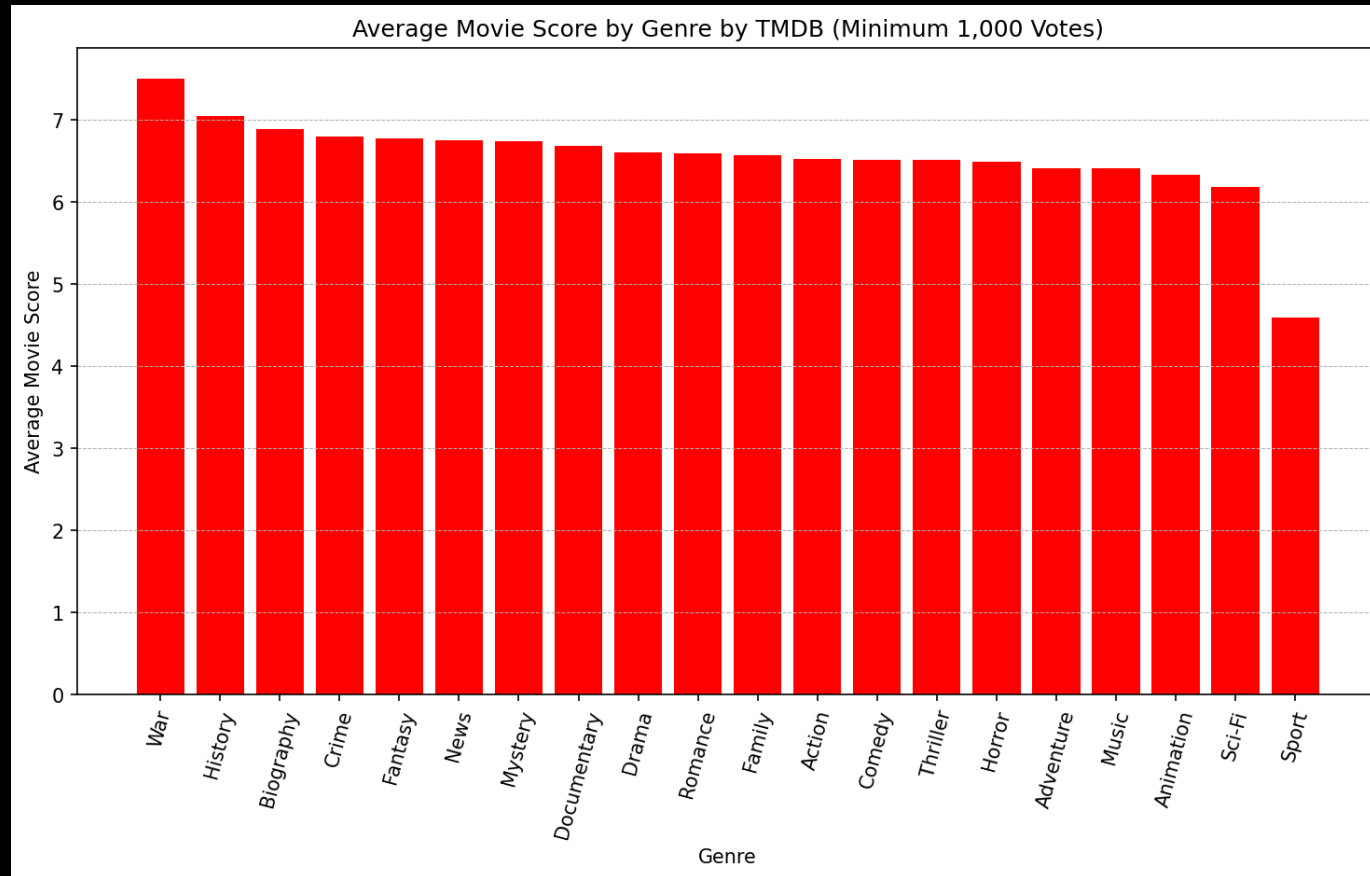
- Adventure, Action, and Drama earned the most revenue from 2010-2021

2nd Finding



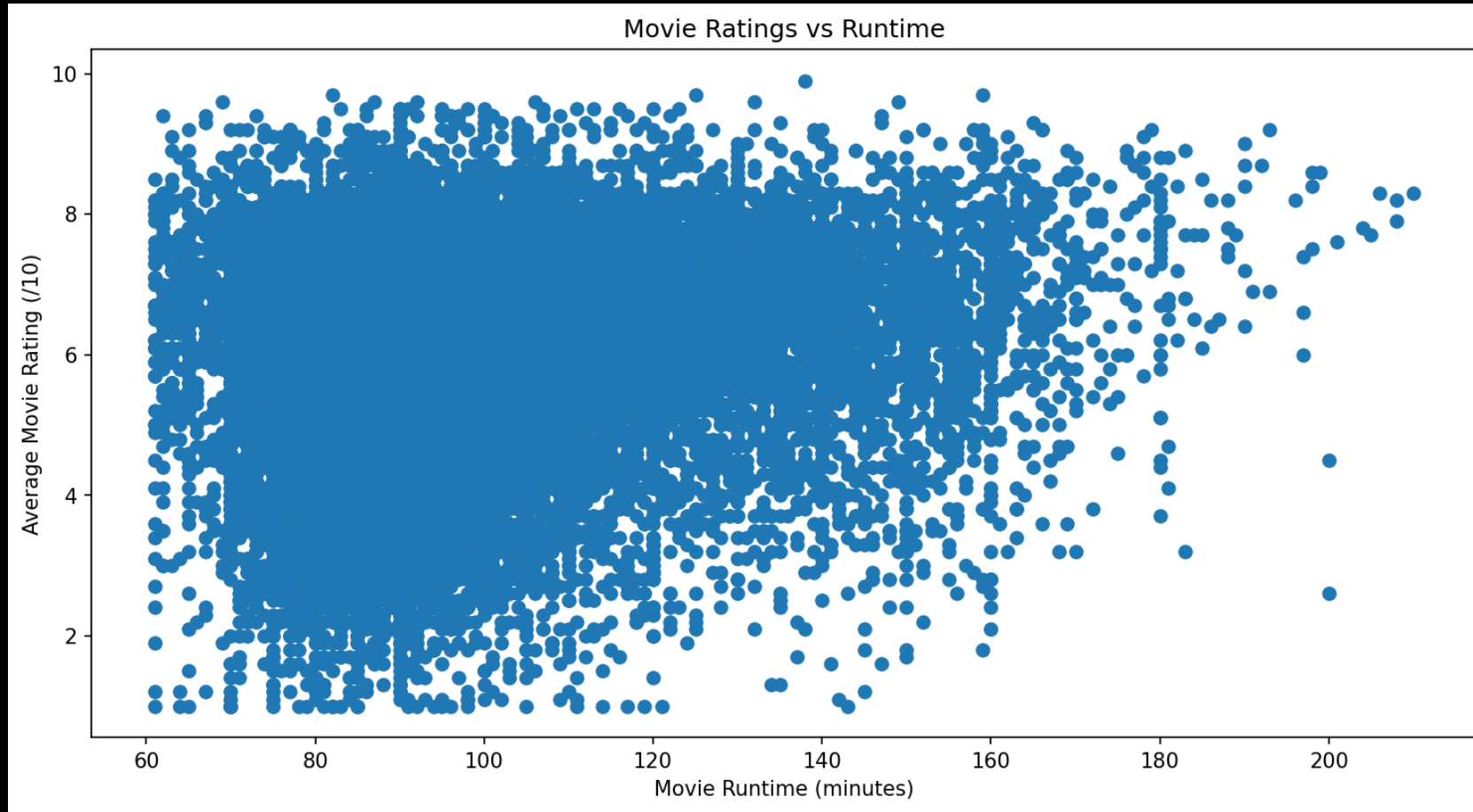
- Animation movies earned the most profit during 2010-2021

3rd Finding



- Movie ratings average out very similarly across genres

3rd Finding



- Runtime does not appear to have an impact of movie ratings

Recommendations

1. Make Action & Adventure movies to generate a lot of revenue.
2. Make Animated movies to ensure profits are made.
3. Focus on production quality and stories. Movie runtime and viewer ratings **DO NOT** have a major impact on financial success.

The next steps

- Which filmmakers and actors should we bring on?
- Are there specific individuals that have had consistent success?