Exploratory Data Analysis on Film Industry

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Findings

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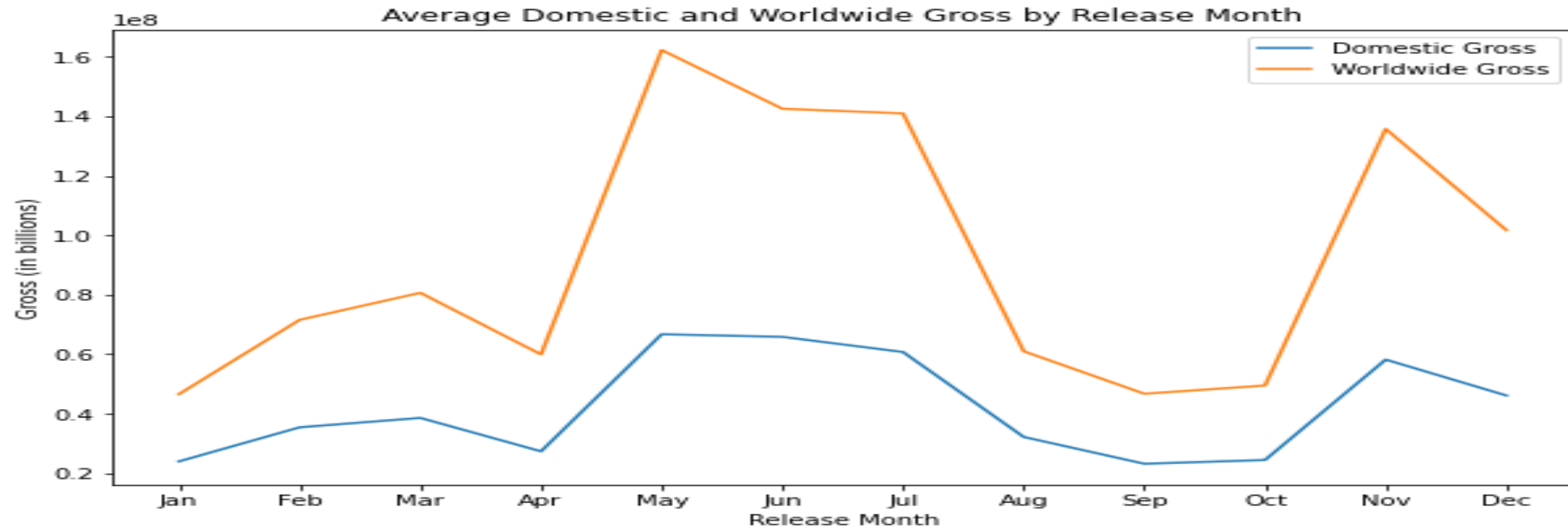
Providing suggestions to drive business decisions.

UNDERSTANDING THE DATA

▶ I used two versions of Movies Datasets in my study.

▶ Each record in the two dataset contains information about a movie, including its release date, budget for production, and income, which represent its features.

▶ I investigated variables with potential influences on movie success.
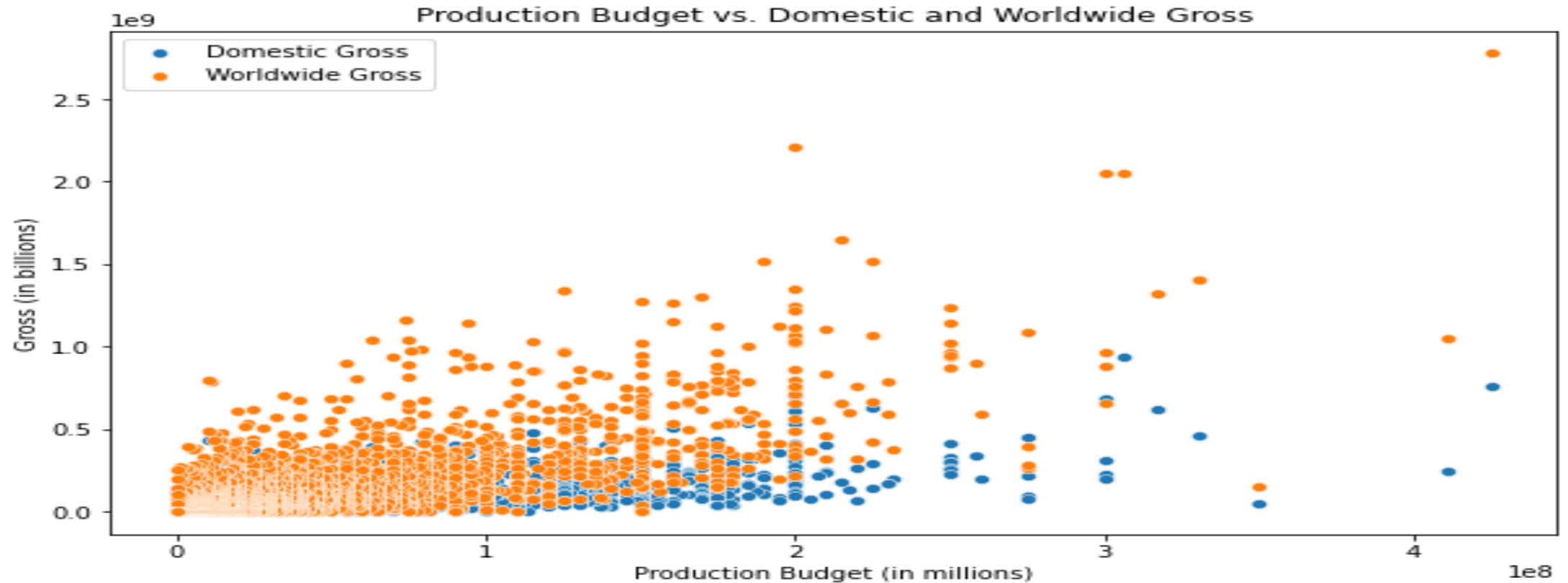
▶ Produced graphics to reveal intriguing relationships.

FINDINGS:

▶ Release date affects revenue. Films released in May tend to have higher box office success and therefore perform better financially.

▶ Higher-budget movies tend to generate higher revenue on average.

▶ The movie genre_id [28,12,35,14] is the most popular movie genre and has a high potential for success which leads to high box office revenue.

▶ There are different favorable months and seasons for producing each movie genre.

▶ The positive correlation between a film's popularity as measured by user votes indicates there is a tendency for the popularity and vote average to increase together.
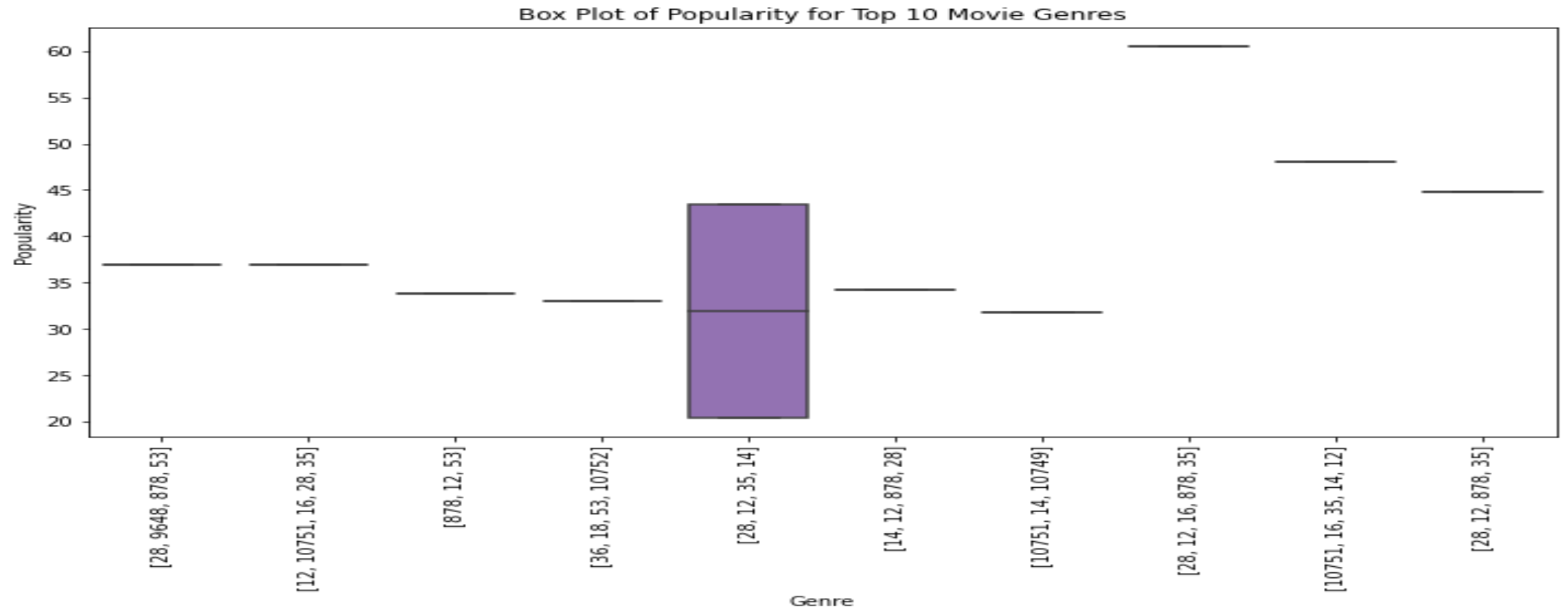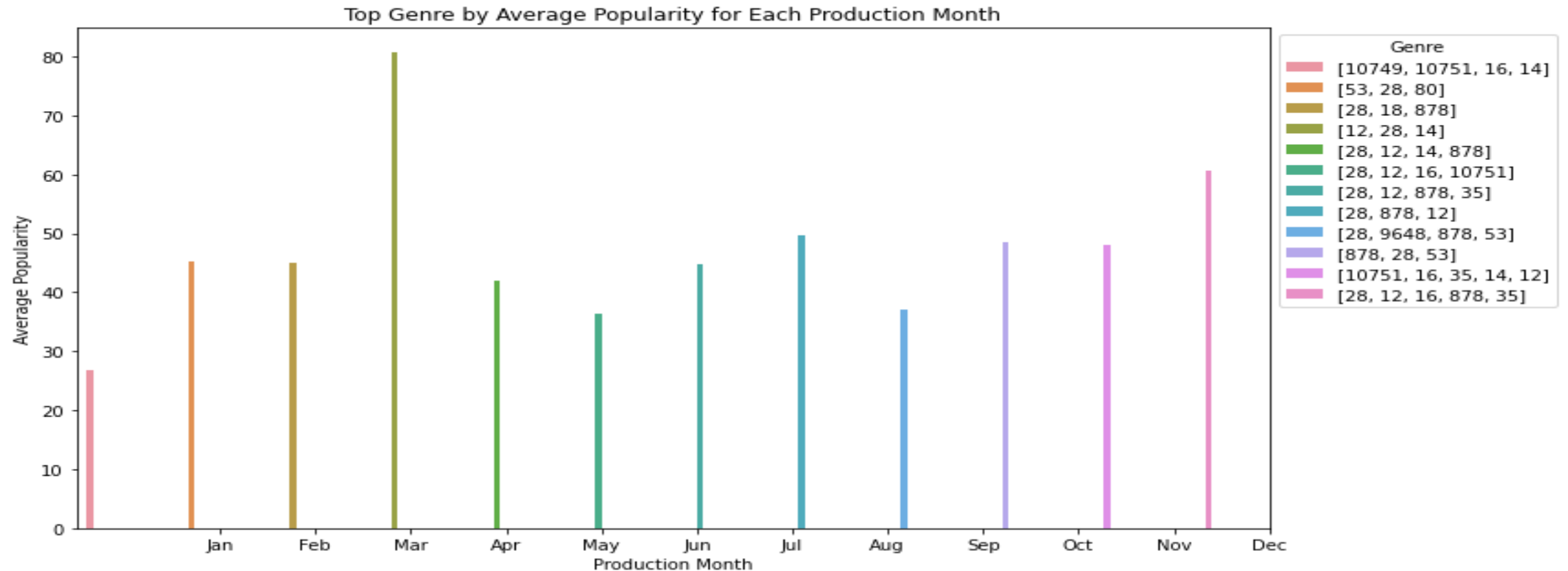
1. Release Date VS Revenue

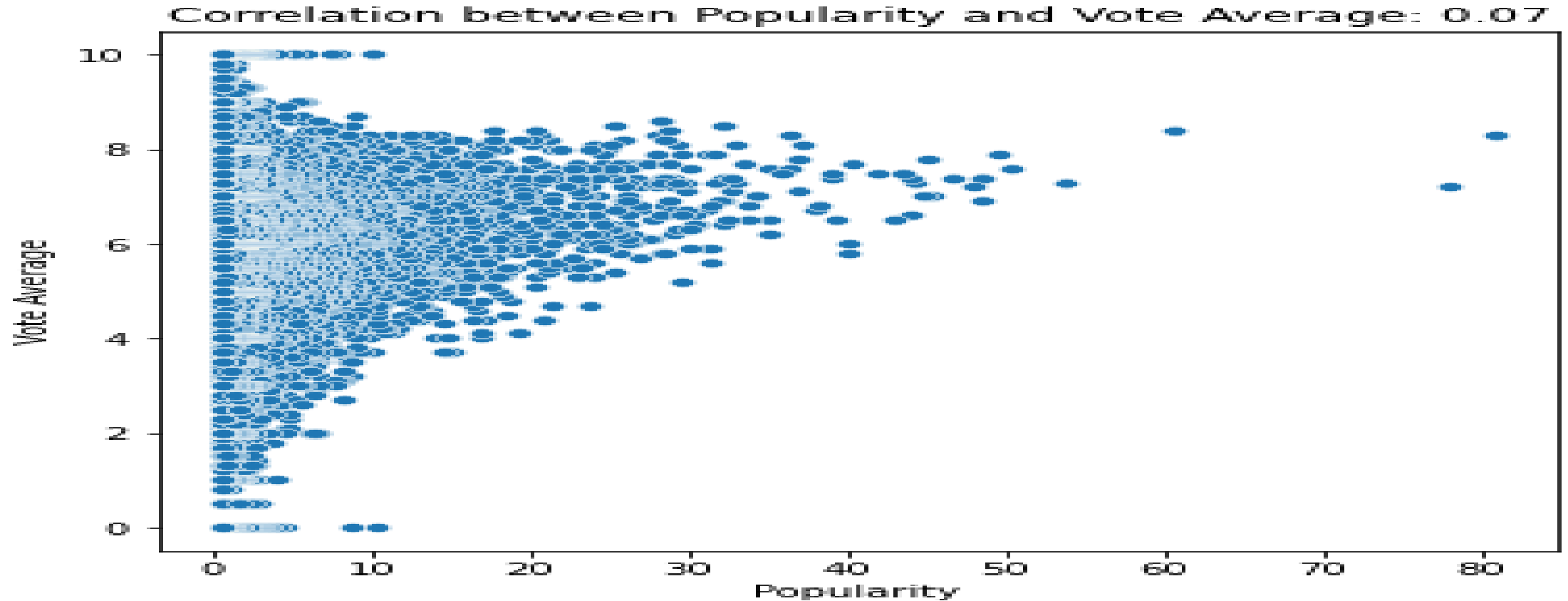Average Domestic and Worldwide Gross by Release Month

2. Budget VS Revenue

Production Budget vs. Domestic and Worldwide Gross

3. Genre VS Popularity

Box Plot of Popularity for Top 10 Movie Genres

4. Release Date VS Popularity

Top Genre by Average Popularity for Each Production Month

Genre
- [10749, 10751, 16, 14]
- [53, 28, 80]
- [28, 18, 878]
- [12, 28, 14]
- [28, 12, 14, 878]
- [28, 12, 16, 10751]
- [28, 12, 878, 35]
- [28, 878, 12]
- [28, 9648, 878, 53]
- [878, 28, 53]
- [10751, 16, 35, 14, 12]
- [28, 12, 16, 878, 35]

5. Popularity VS Vote Average

RECOMMENDATIONS

▶ Based on the visualized data, the recommended route for Microsoft's new movie studio is to focus on producing films with high popularity or better ratings since they tend to have a high potential for success and perform better financially.

▶ Microsoft's new movie studio should produce movies during the most favorable months or seasons for releasing films, taking into account competition and audience preferences.

▶ The studio should also produce movies within higher budget ranges since they have shown the highest returns on investment.