

# Movie Analysis





# Business Problem

Explore what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of your company's new movie studio can use to help decide what type of films to create.

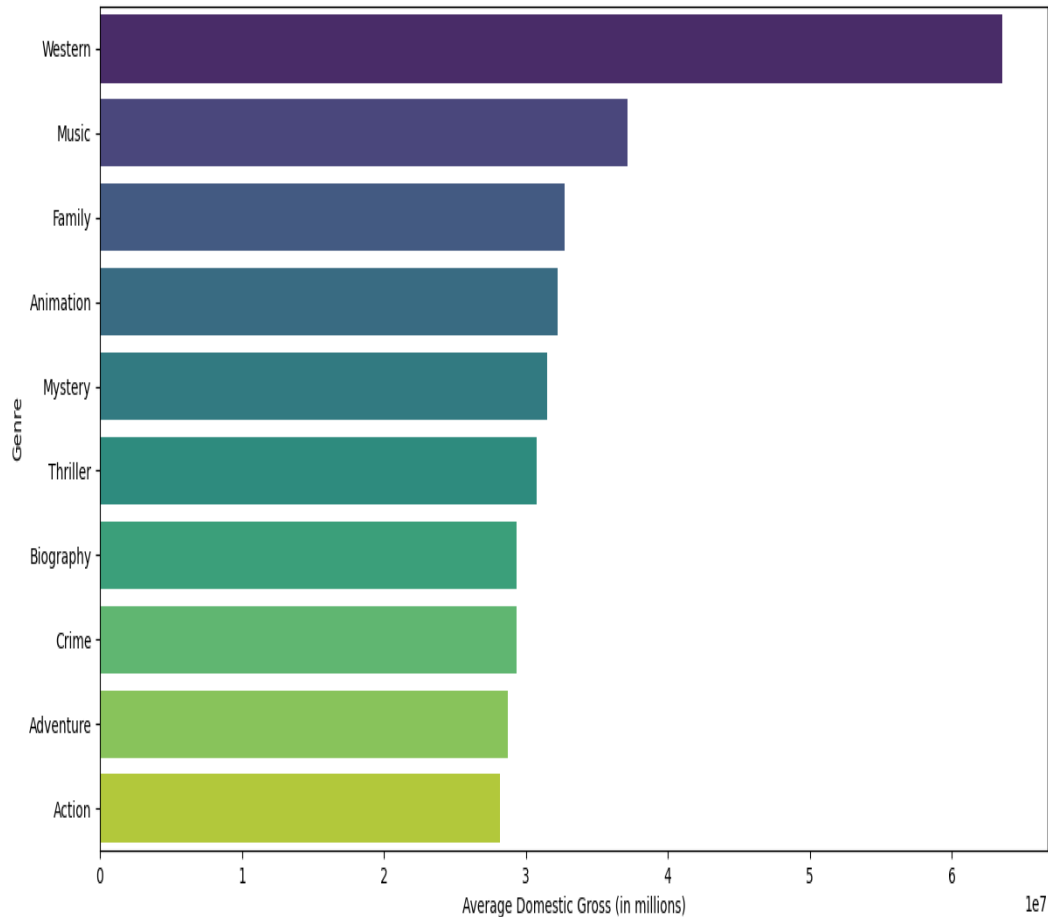
# Data

The data used was obtained from im.db. This contained basic movie information (e.g. movie title, directors, genre, movie ratings). Box office gross, a CSV file containing movie financials (e.g. gross revenue foreign and domestic,)

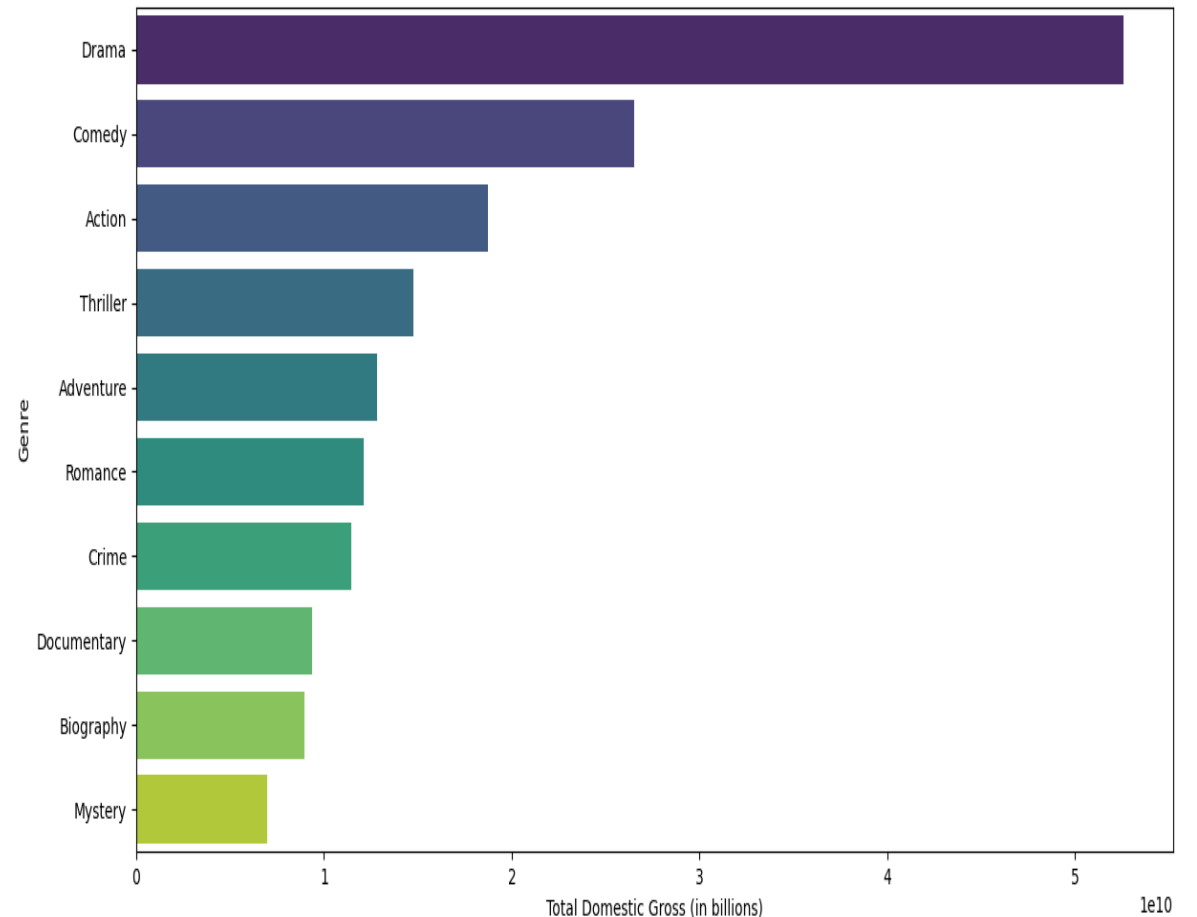


# Top 10 Genres by Avg and Total Domestic Gross

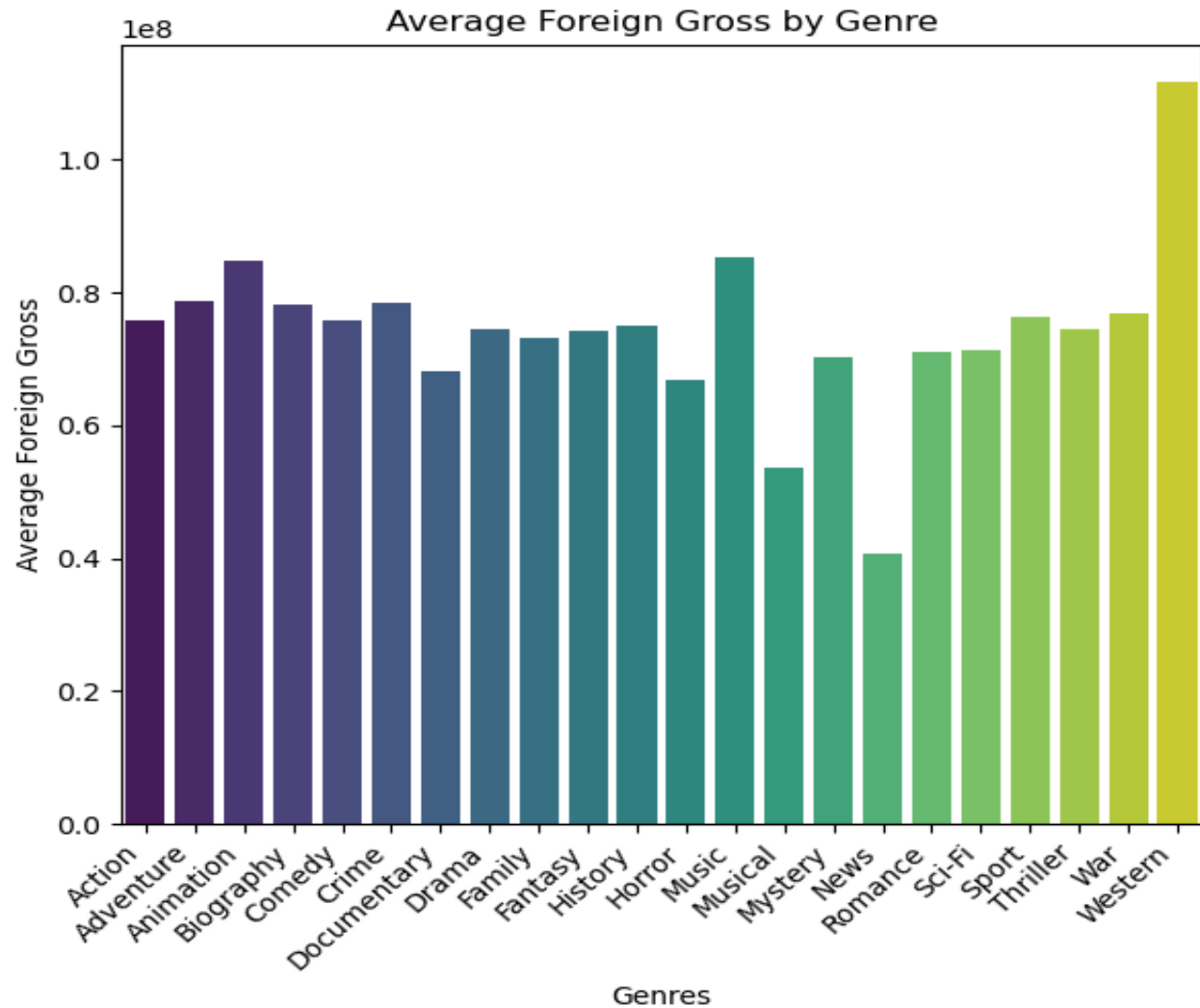
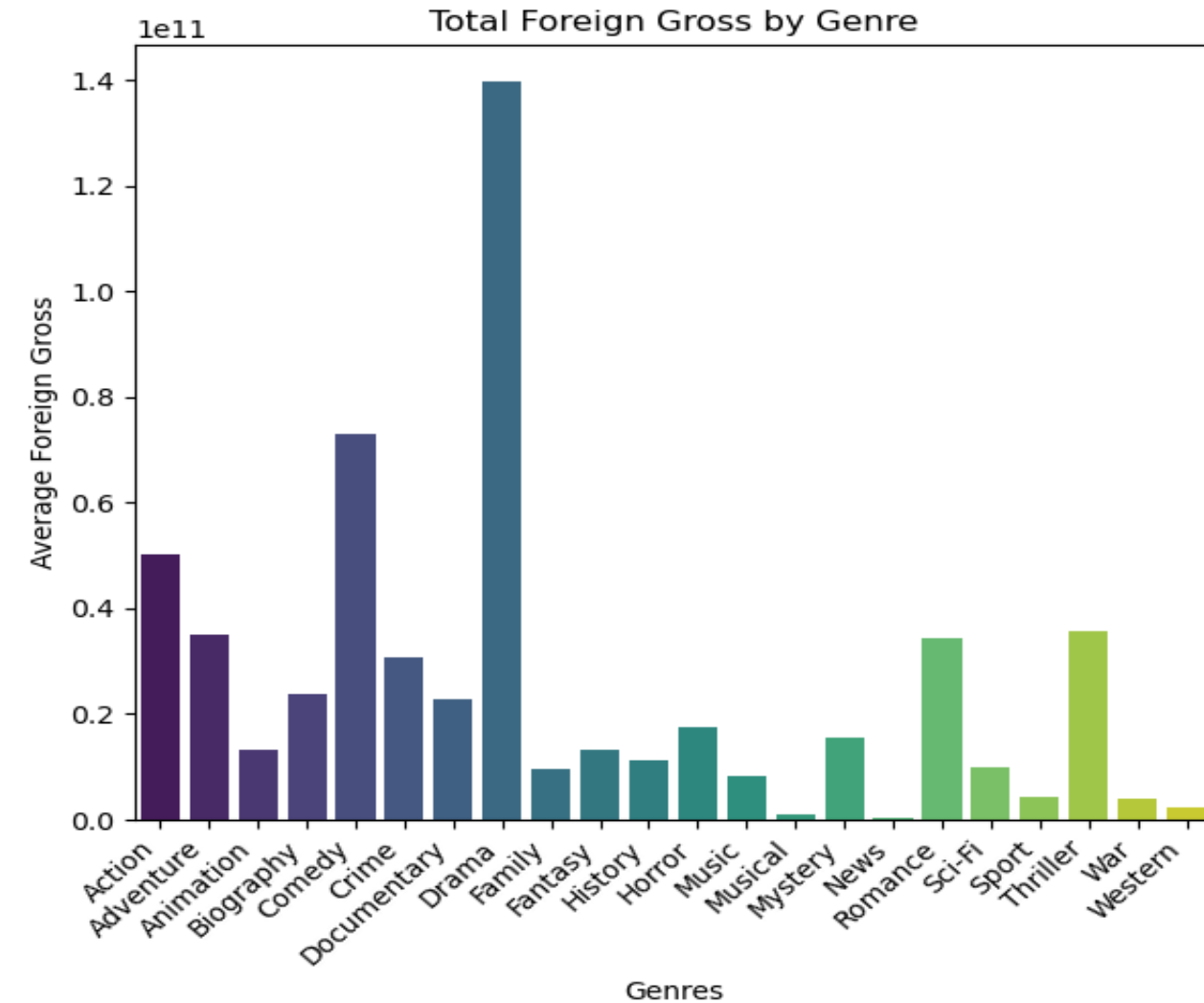
Top 10 Genres by Average Domestic Gross



Top 10 Genres by Total Domestic Gross

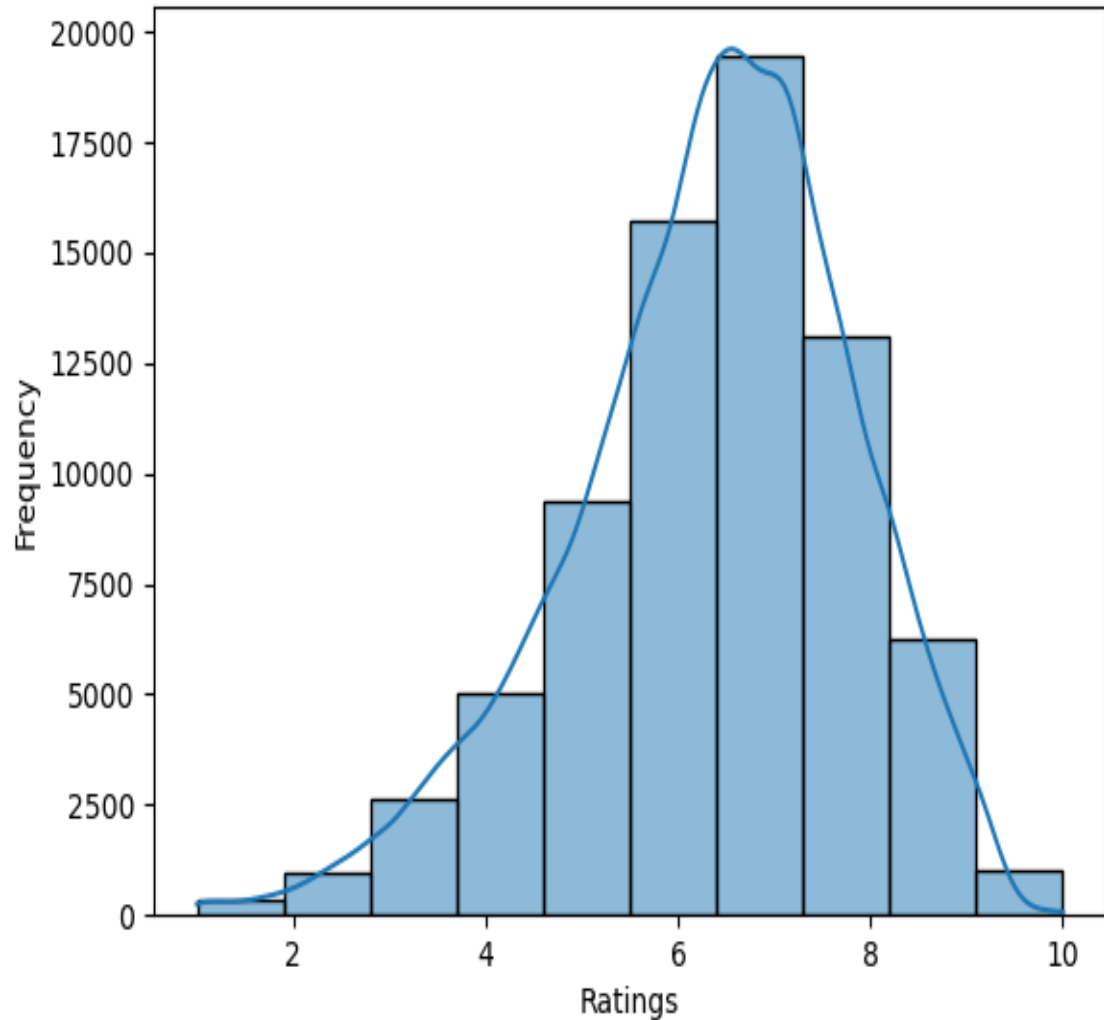


# Foreign Box Office Success by Genre

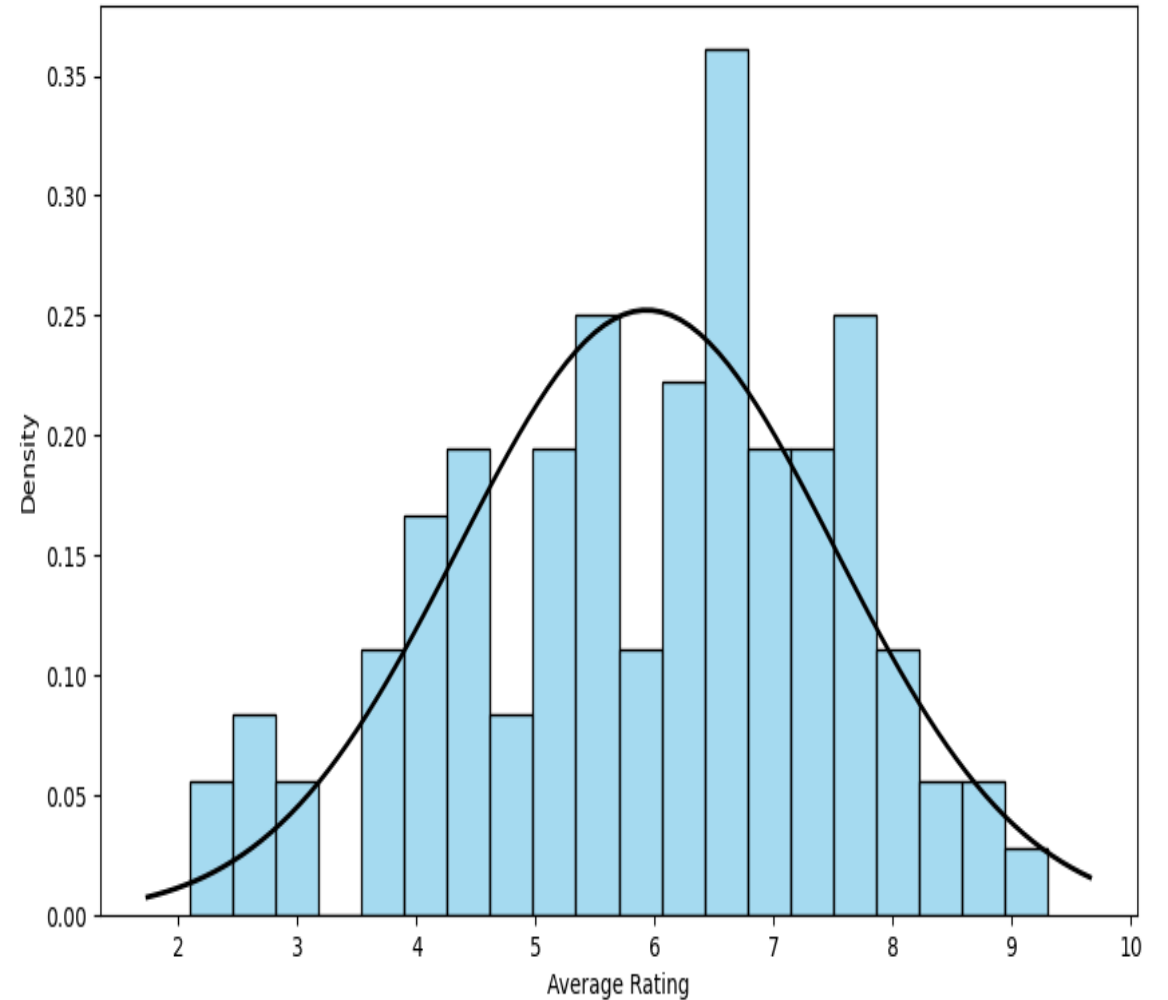


# Distribution of Movie Ratings

Distribution of Movie Ratings



Normal Distribution Fit for Average Ratings





# Recommendations

We can derive several actionable insights to address the business problem based on the analyses performed.

1. High Total Gross: Drama and Western consistently show the highest total gross.
2. Average Ratings and Votes: Prioritize genres like Comedy and Drama. Both have high engagement and favorable audience ratings.
3. Hypothesis Testing Results: Invest in Drama and Comedy Genres. They perform well in terms of audience ratings and engagement.

# Conclusion

Three Genres to Focus on to  
Maximize Revenue:

1. Drama
2. Comedy
3. Western

