



# Movie Analysis

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# Business Problem

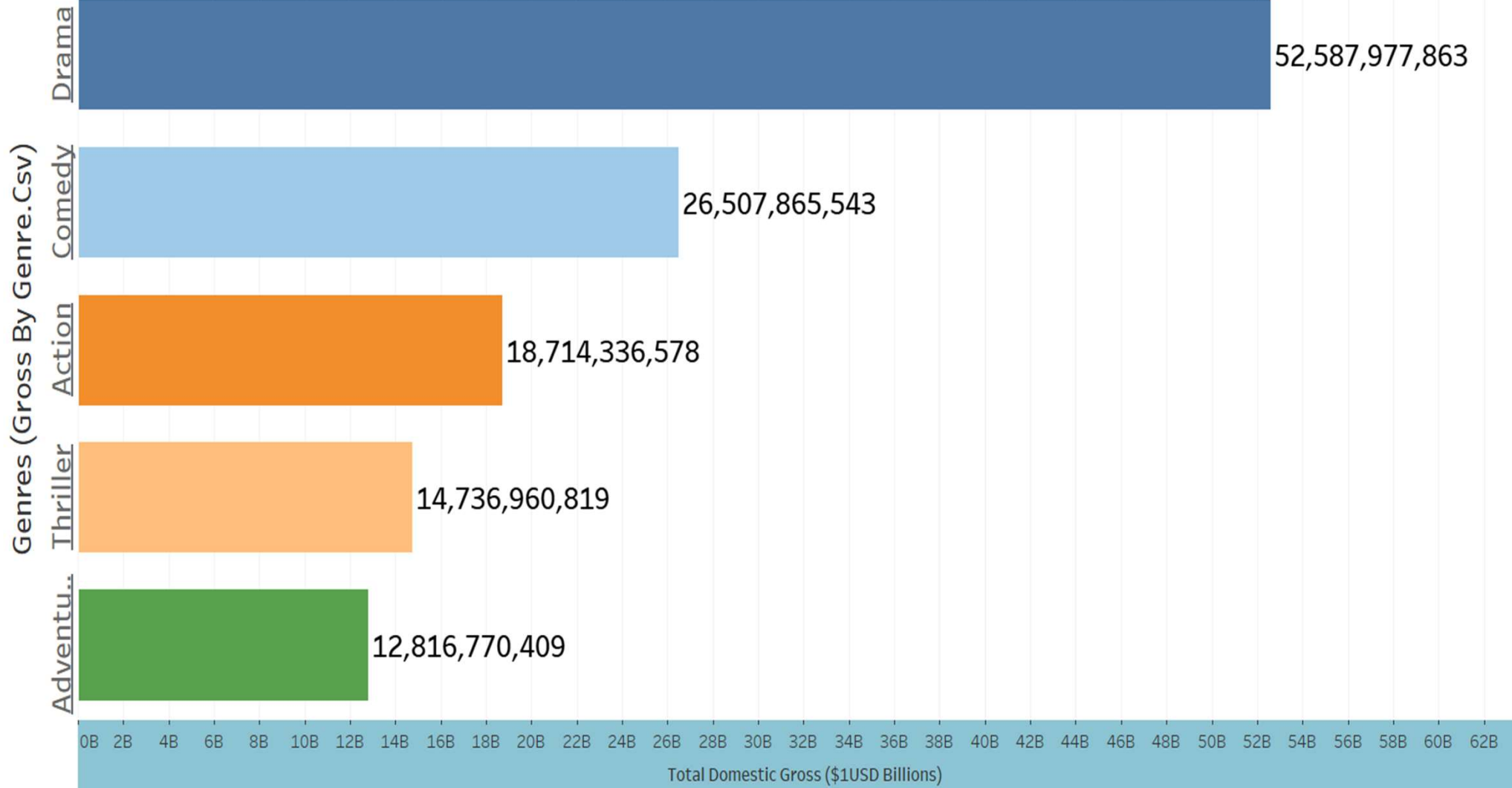


- Analyze the current top-performing film genres at the box office.
- provide actionable insights for the head of our new movie studio
- Make informed decisions about which types of films to produce.

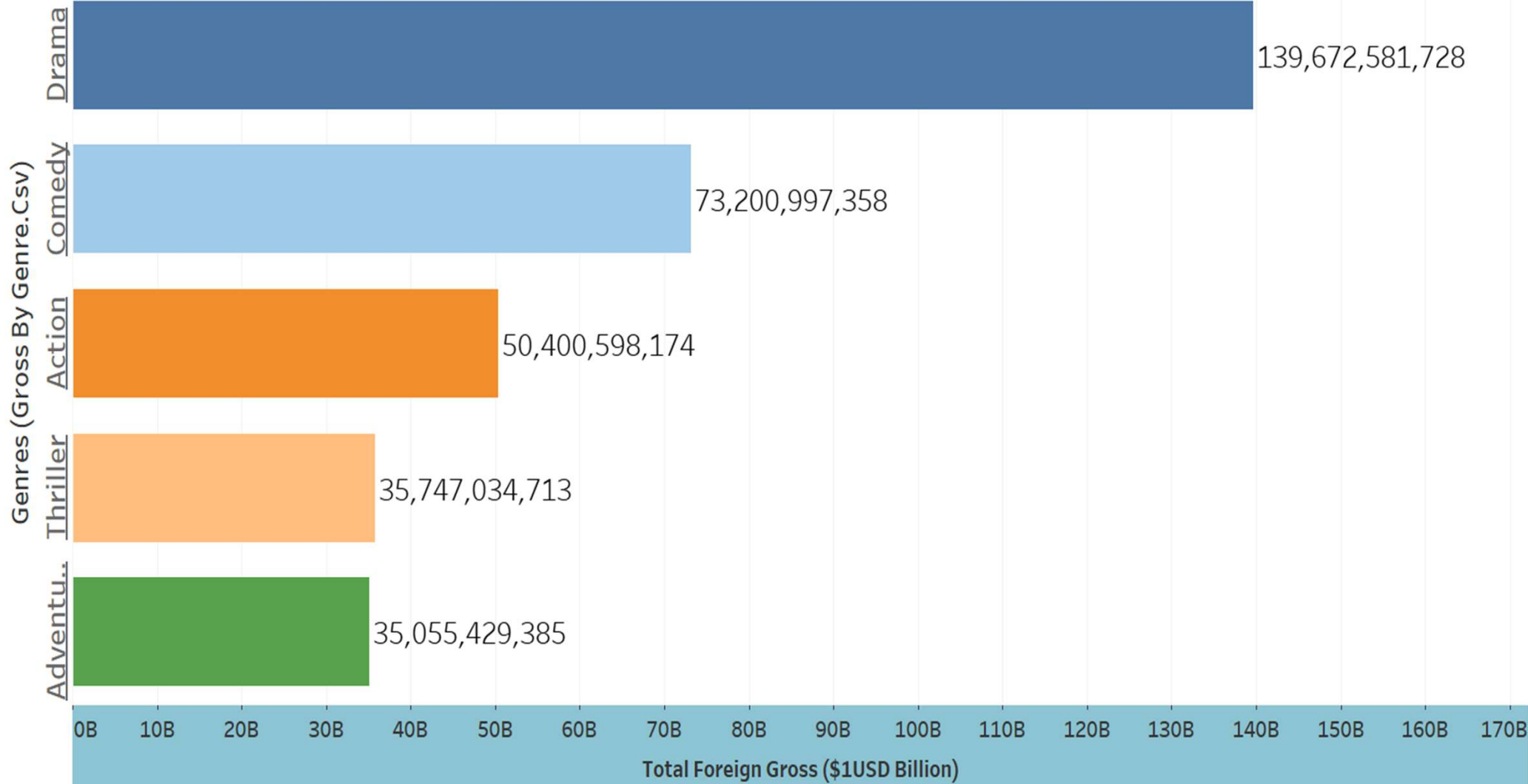
# Data

- im.db
  - movie title, genre.
  - Box office gross
    - gross revenue foreign and domestic.
- tn.movie\_budgets
  - Movie budgets, Directors

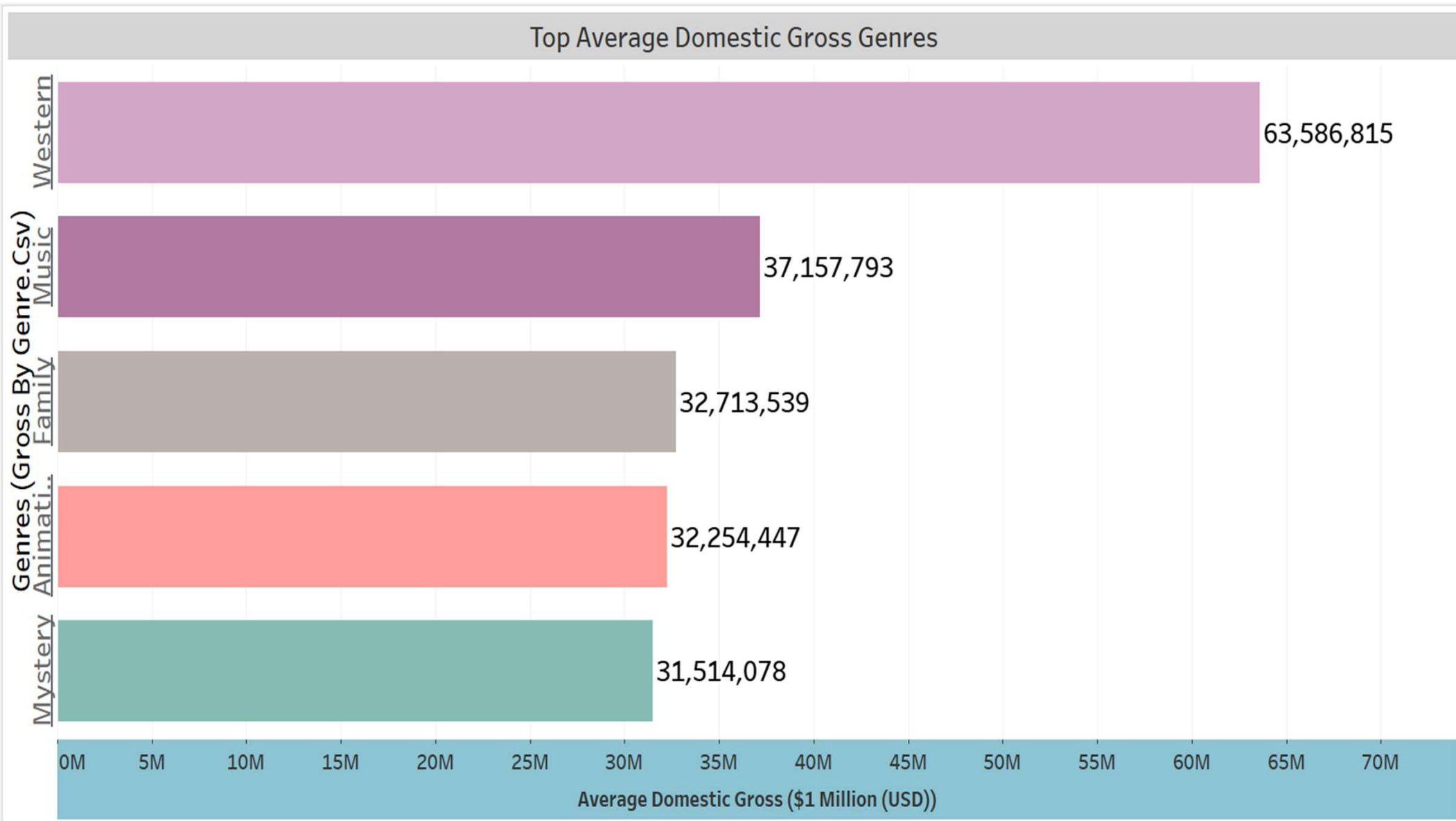
## Top Total Domestic Gross Genres

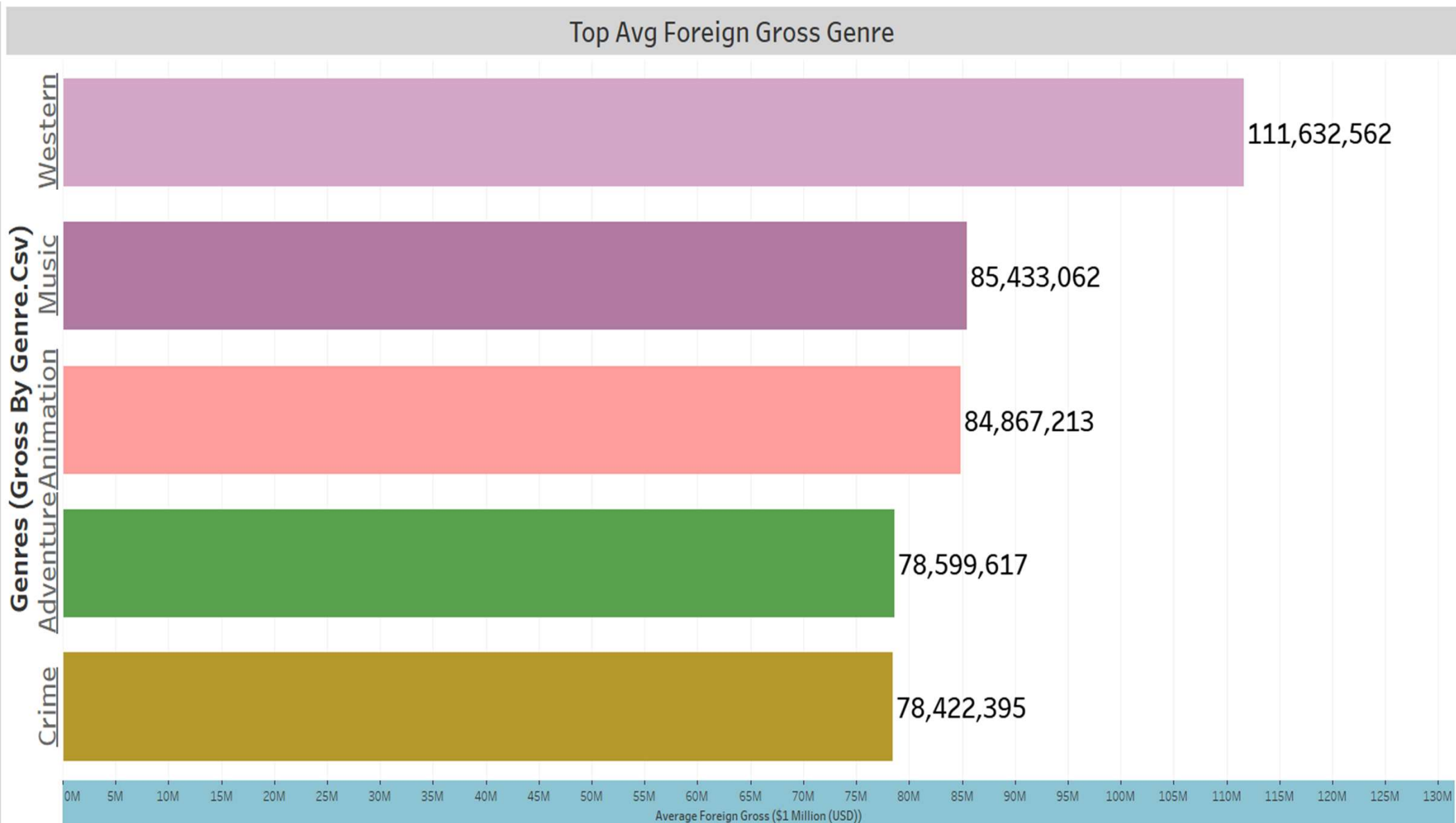


## Top Total Foreign Gross Genres

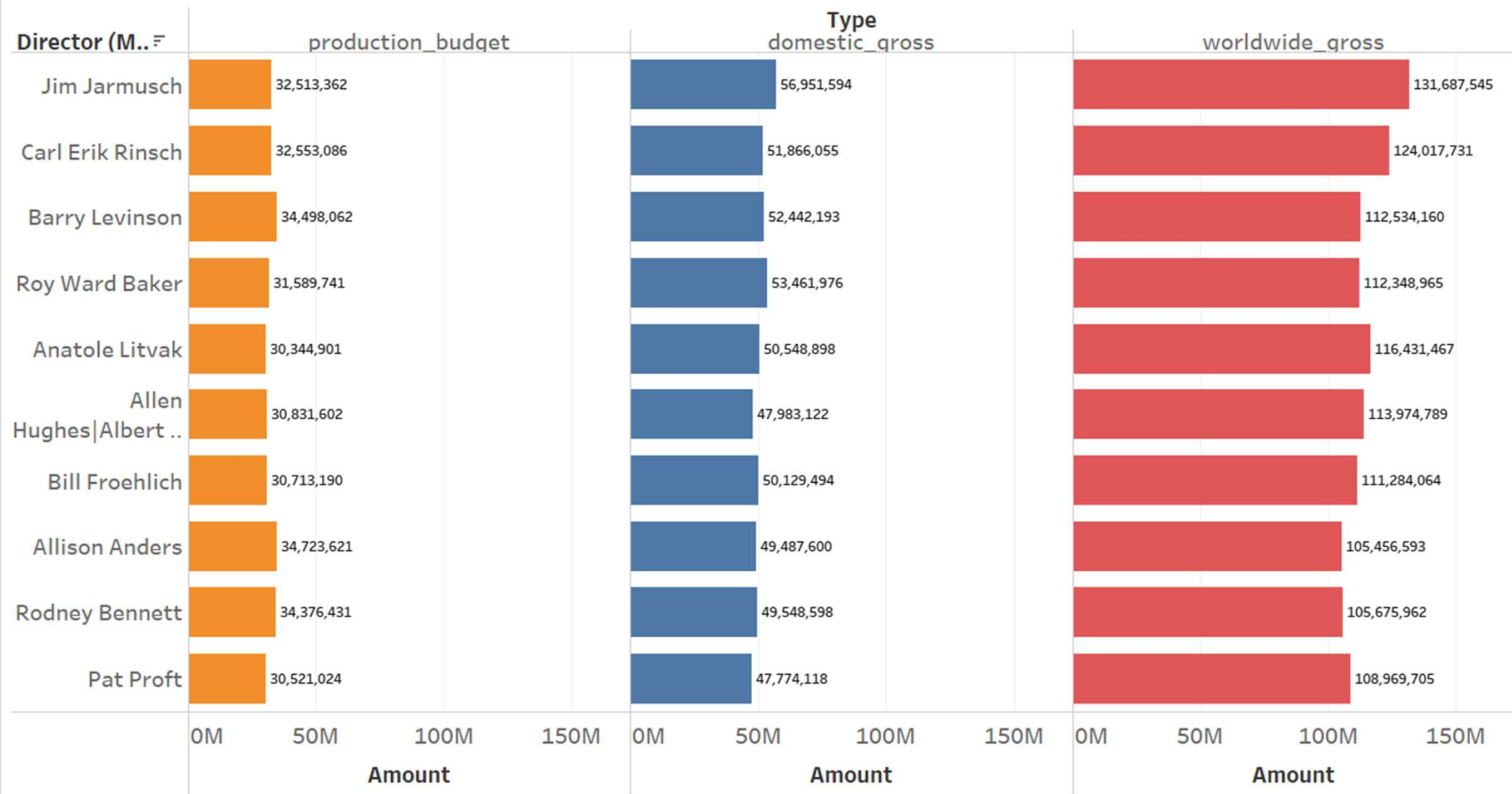








## Comparison of Production Budget, Domestic Gross, and Worldwide Gross by Top 10 Directors





# Recommendations



Based on the analyses performed.

1. High Total Gross: Drama and Western
2. Average Ratings and Votes: Comedy and Drama.
3. Hypothesis Testing Results: Drama and Comedy.

# Conclusion

The best genres to choose for maximum revenue

1. Drama
2. Comedy
3. Western

