

Project 1: Movies Industry Analysis

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What make movies most profitable?

OBJECTIVE:

- Which genre is most profitable?
- Are the highest rated movie most successful?
- Are the most popular movies most lucrative?
- Does the release date matter?

Preview of results

RANK	USER RATING	CRITIC RATING	GROSS (median)	POPULARITY (number of user votes)
1	Biography	Biography	Animation	Drama
2	Drama	Animation	Family	Action
3	Animation	Drama	Adventure	Adventure
4	Crime	Family	Sci-Fi	Sci-Fi
5	Thriller	Crime	Comedy	Crime

Most profitable and most popular movies are not the highest rated movies.

Dataset

- **Most popular English movies**
- **3000 movies in dataset**

Variables

- **Users ratings**
- **Critics ratings**
- **Number of votes**
- **Release date**
- **Gross**

Decades	1920s	1930s	1940s	1950s	1960s	1970s	1980s	1990s	2000s	2010s	total
Count	3	12	23	40	53	76	212	476	1031	1074	3000

Process outline

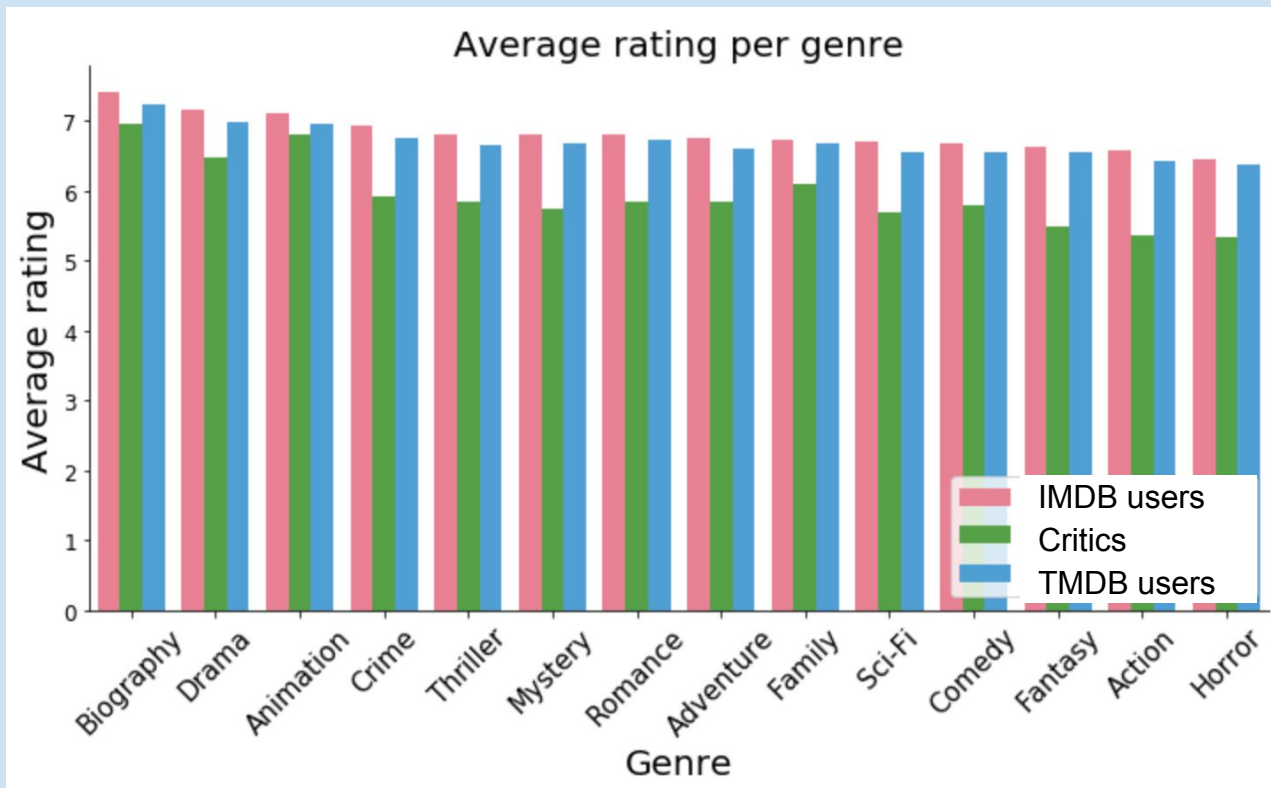
- Webscraping from IMDB
- Cleaning data
- Creating database
- Inserting data to database
- Summary of results
- Presentation



- API call for TMDb data based on IMDB movie id
- Cleaning data
- Exploratory data analysis

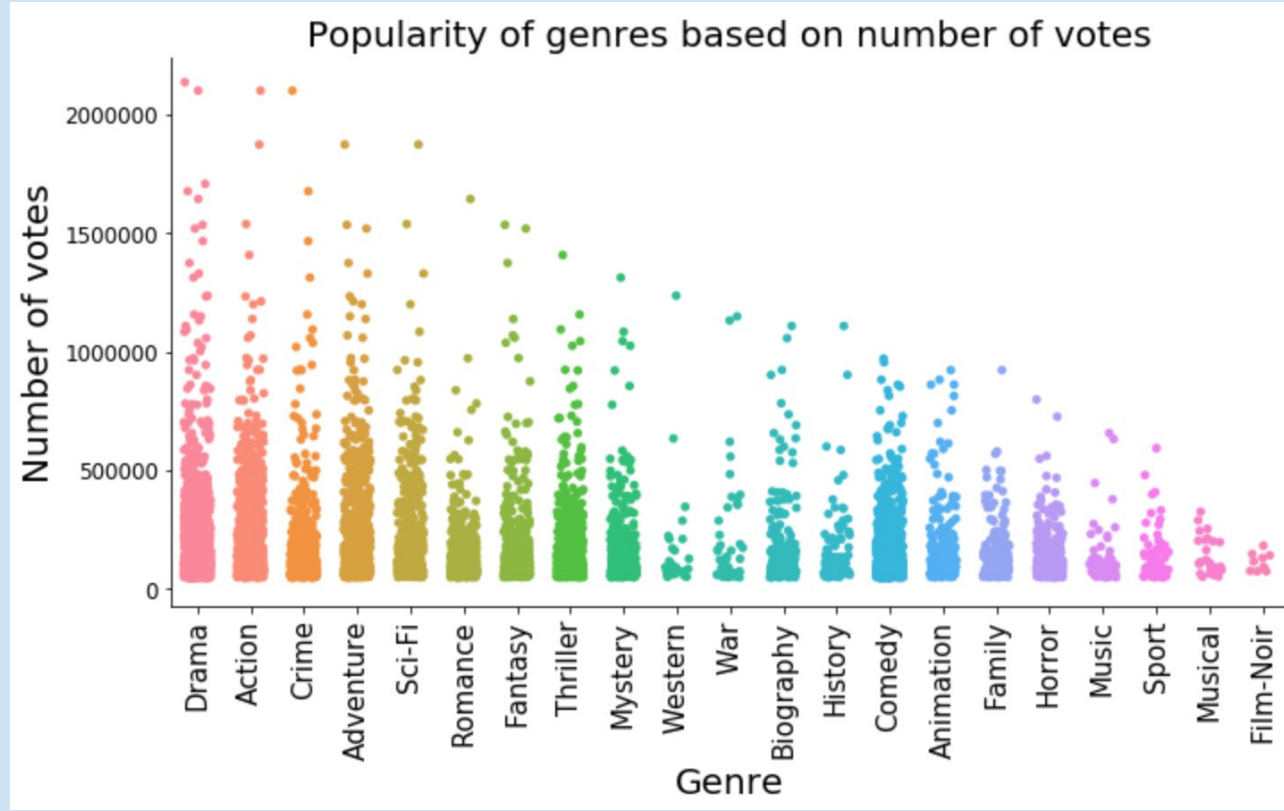
What genre have highest rating?

Rating varies between users and critics, but top 3 genres are Biography, Animation and Drama



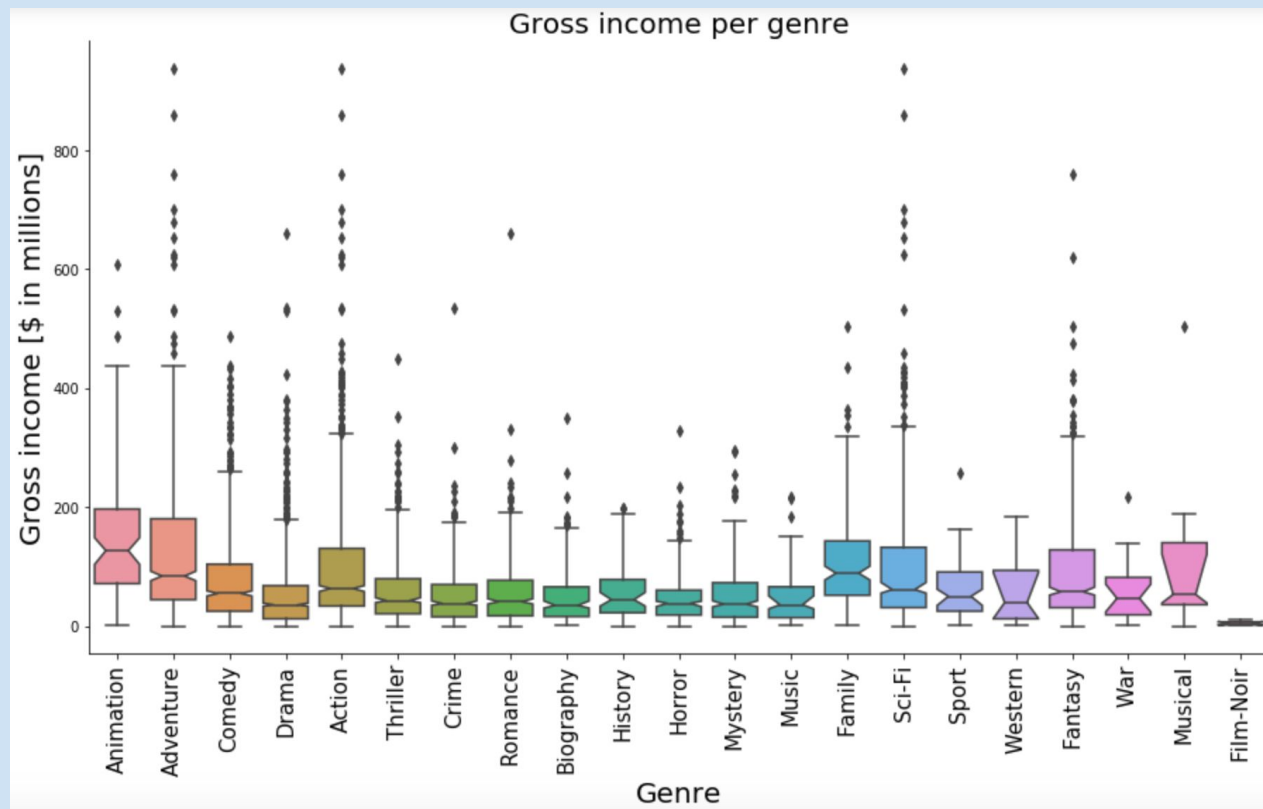
What genre is most popular?

IMDB users tend to vote more frequently for Drama, Action and Adventure movies



What genre is most profitable?

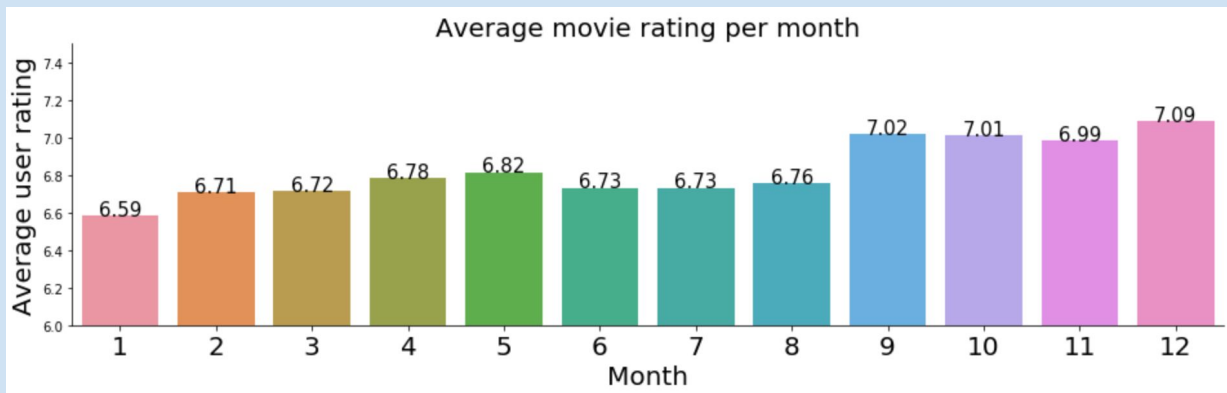
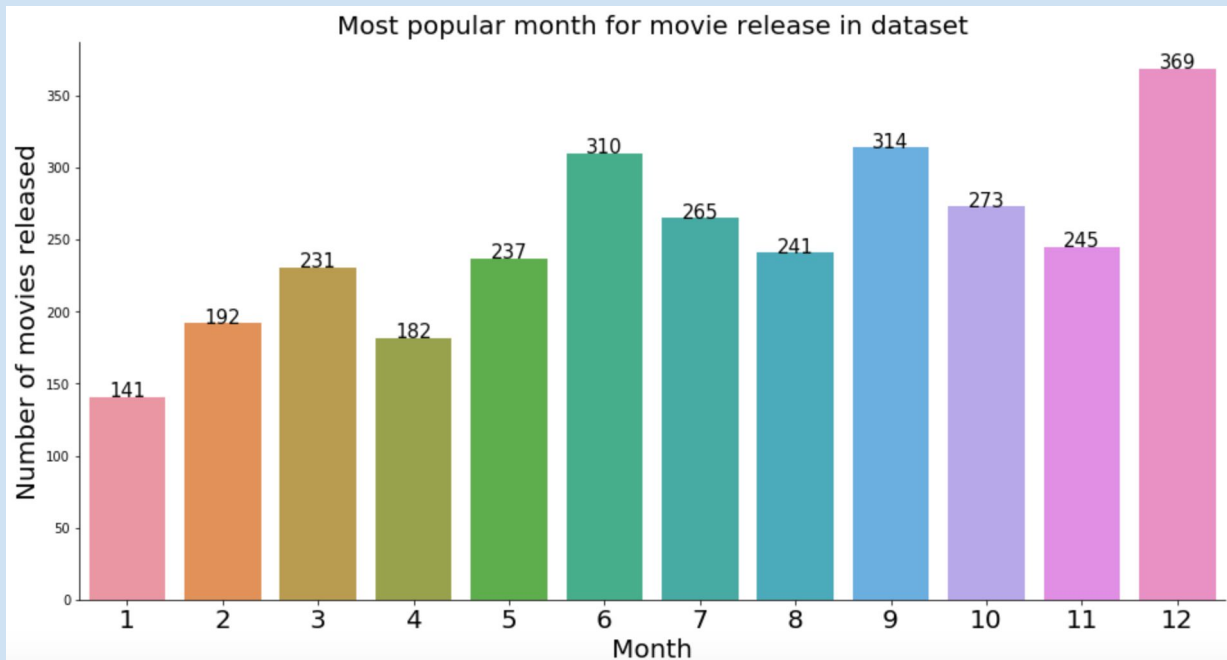
Based on median, top 3 most profitable genre are Animation, Family and Adventure.



Does the
release date
matter?

YES!

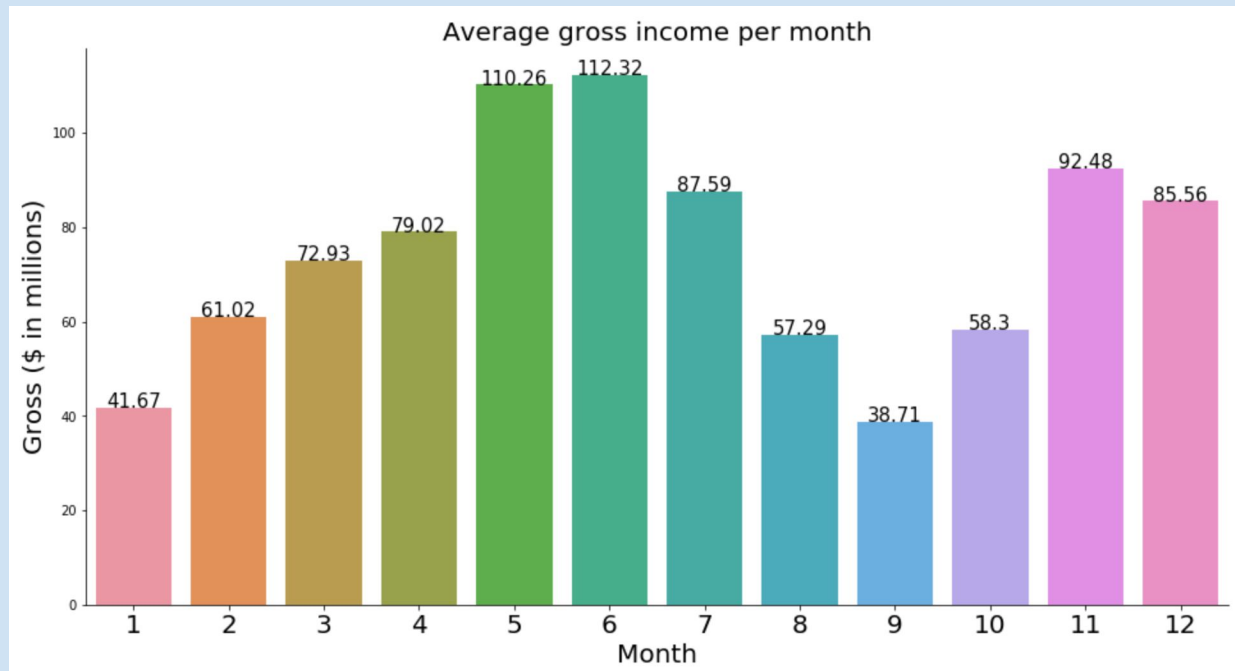
Most popular and
highest rated movies
are released in
December



Does the release date matter?

YES!

Most profitable
movies are released
in summer and
winter time



Summary

1. Analysis showed that highest rated movies are not always the most profitable ones
2. Based on median, top 3 most profitable genres are Animation, Family and Adventure. Drama, Action and Sci-Fi are also worth to invest in, because those are most popular within users and tend to have high gross income.
3. Release date of the movie have impact on income and popularity. Producers should choose summer and winter time frame to earn the most.