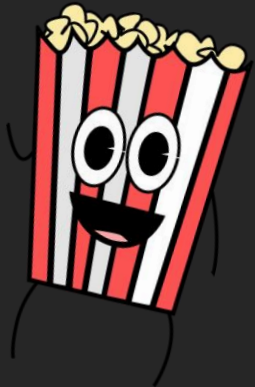
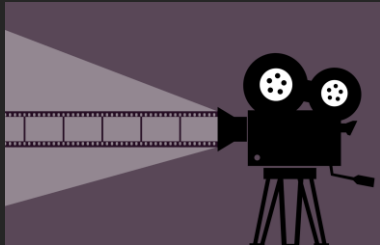


# Movie Data Analysis

Raizel Bernstein

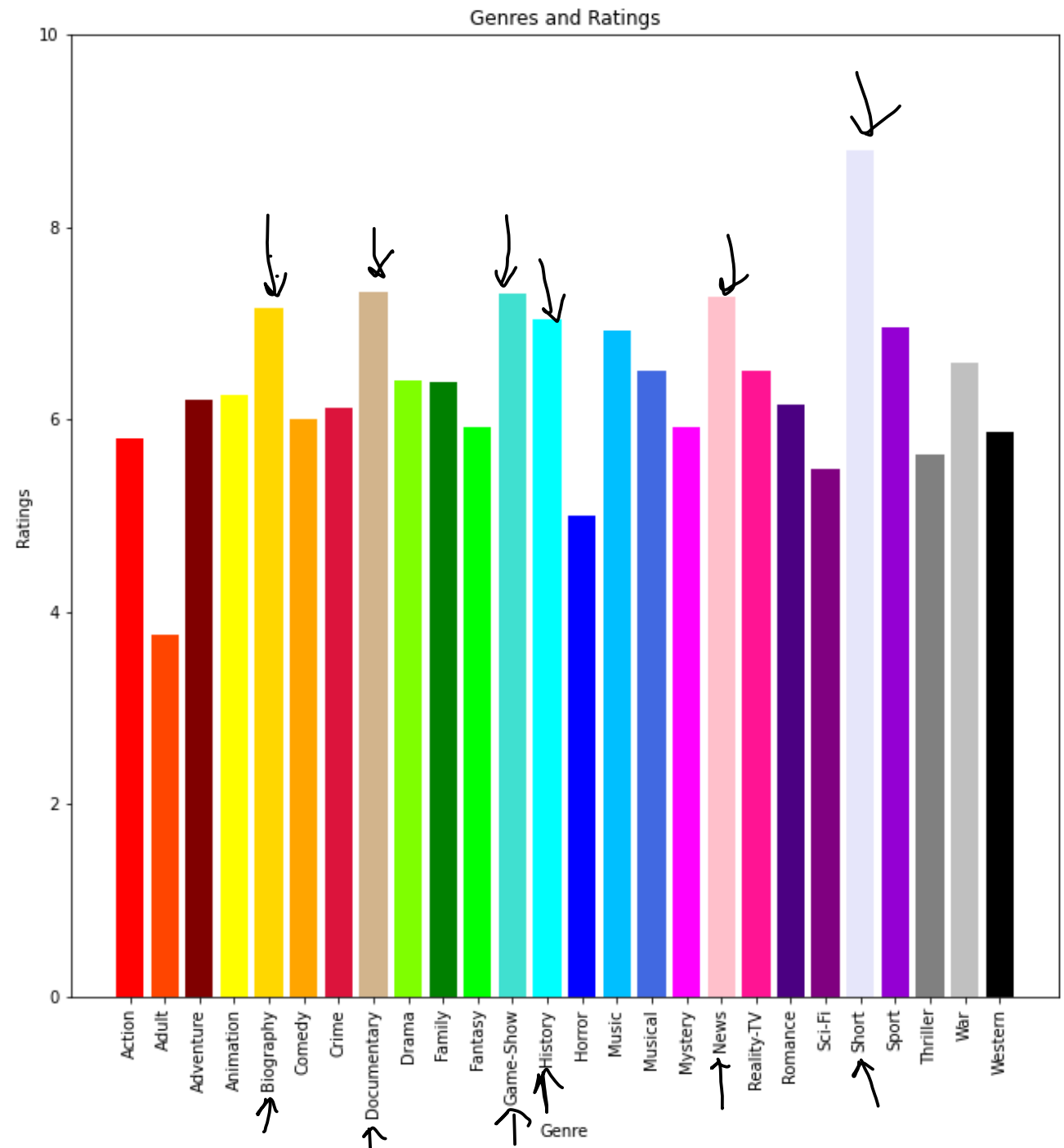


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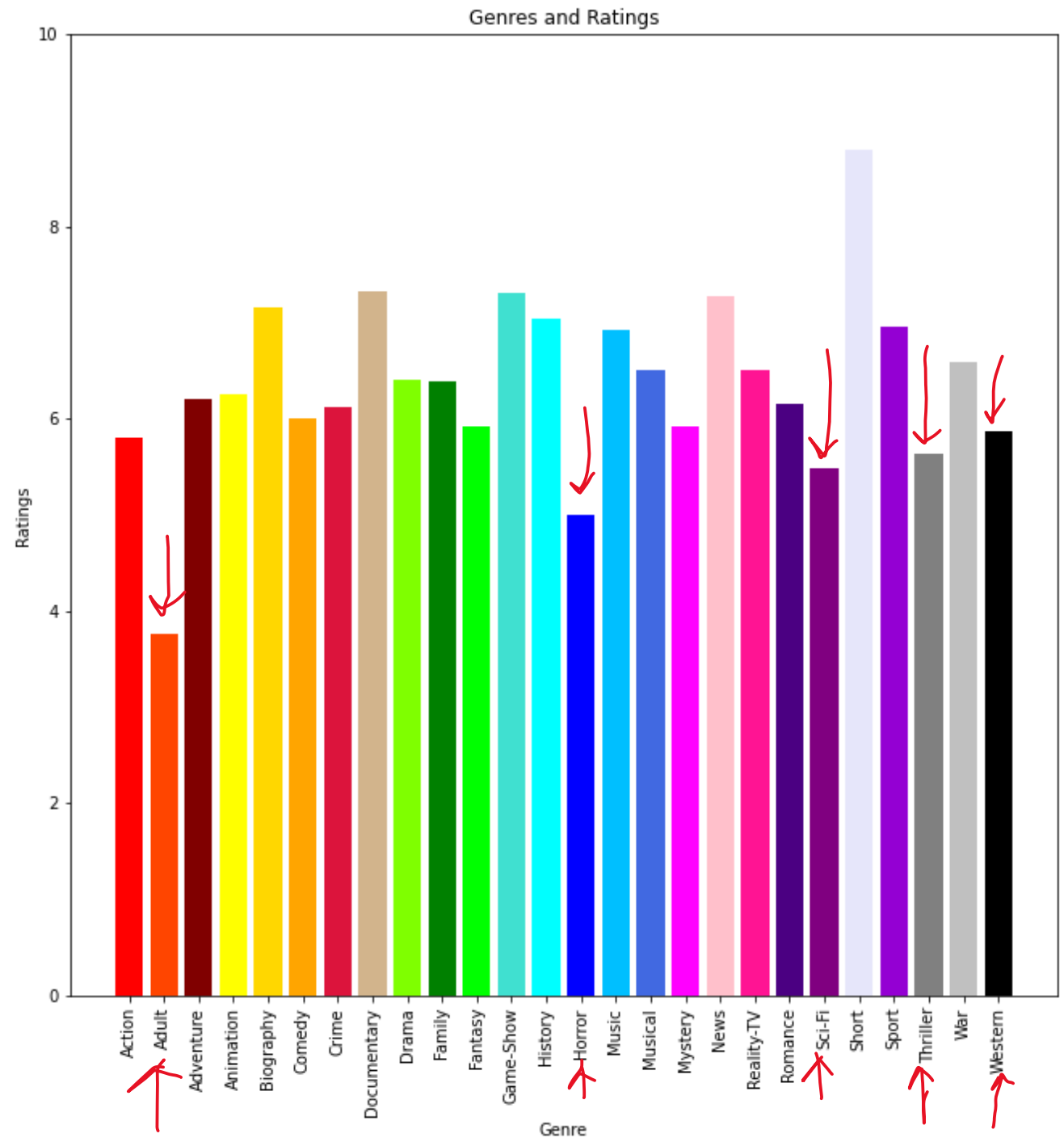
# Recommendations for Microsoft

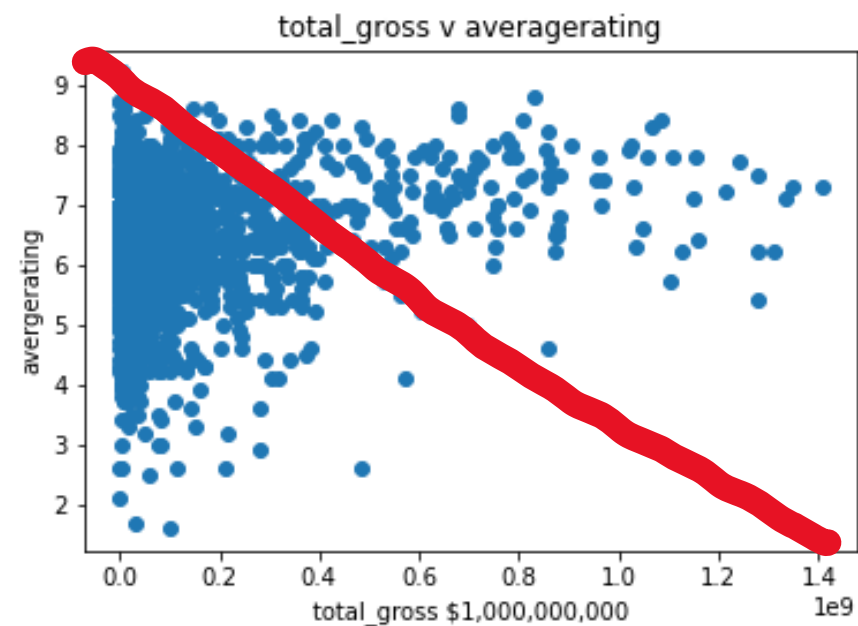
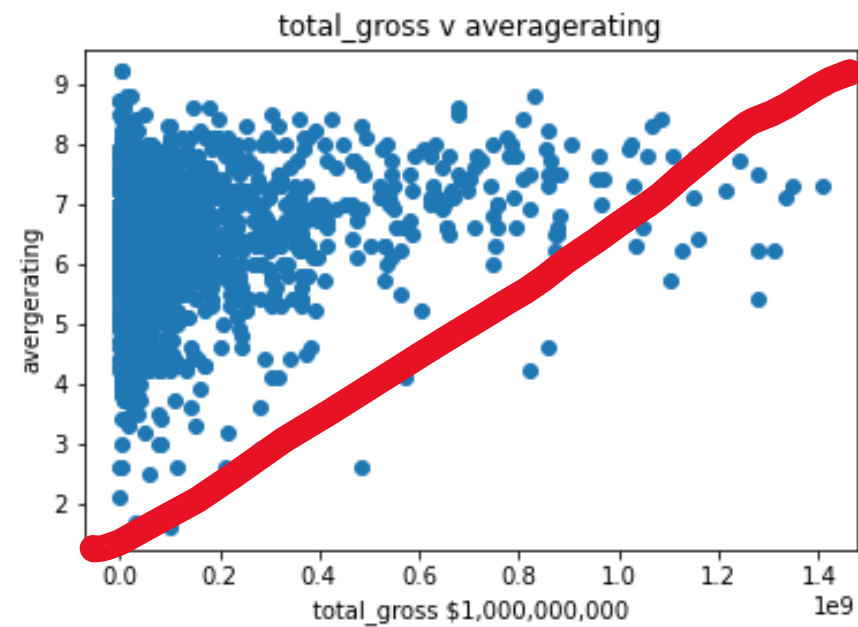
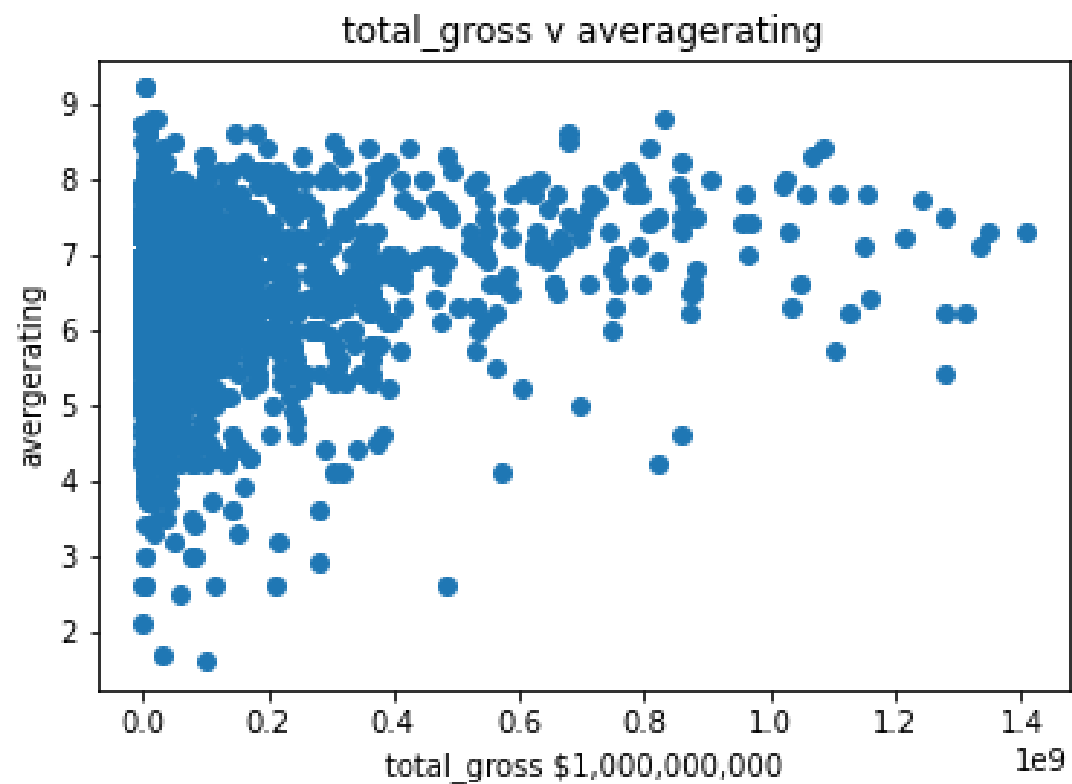
- Music, Sport, History, Biography, News, Game-Show, Documentary, and Shorts have the highest ratings (consumers like those genres the most)
- Western, Action, Thriller, Sci-Fi, Horror, and Adult have the lowest ratings (consumers dislike those genres the most)
- Just because people like a certain genre (seen in favorable ratings) doesn't mean that genre generates the most money
- Action, Adventure, Animation, Fantasy, Family, and Sci-Fi movies generate the most revenue

Which genres have the highest ratings?

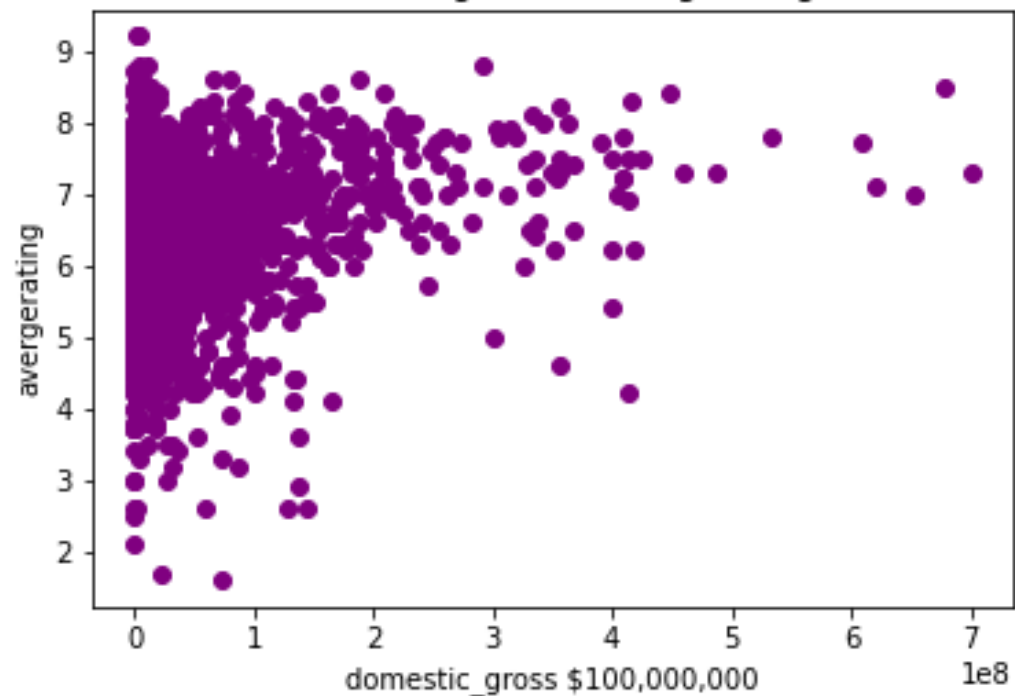


- Which genres have the lowest ratings?

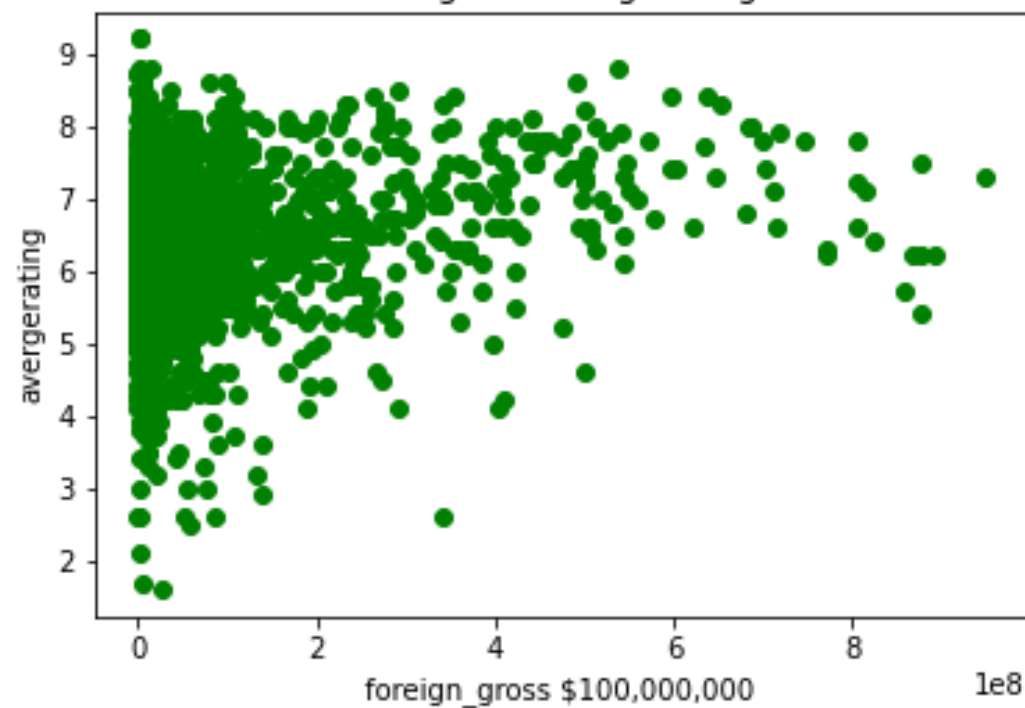




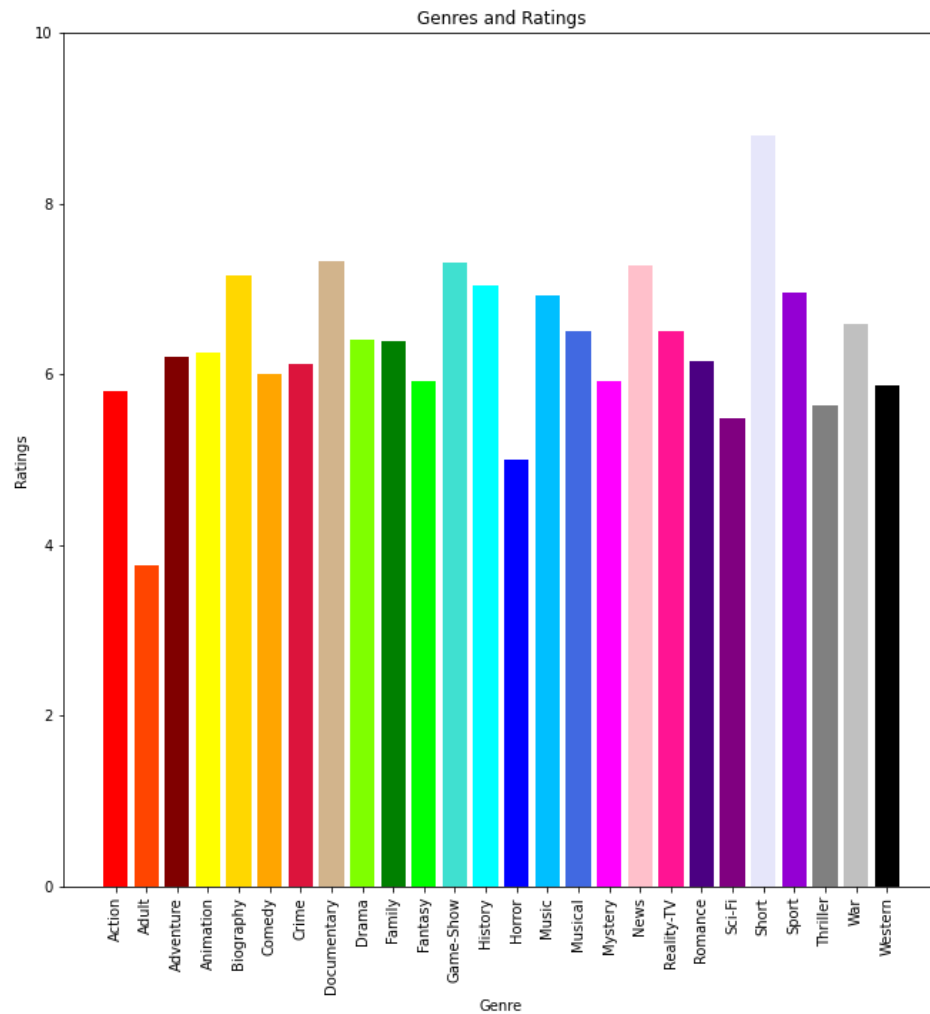
domestic gross v averagerating



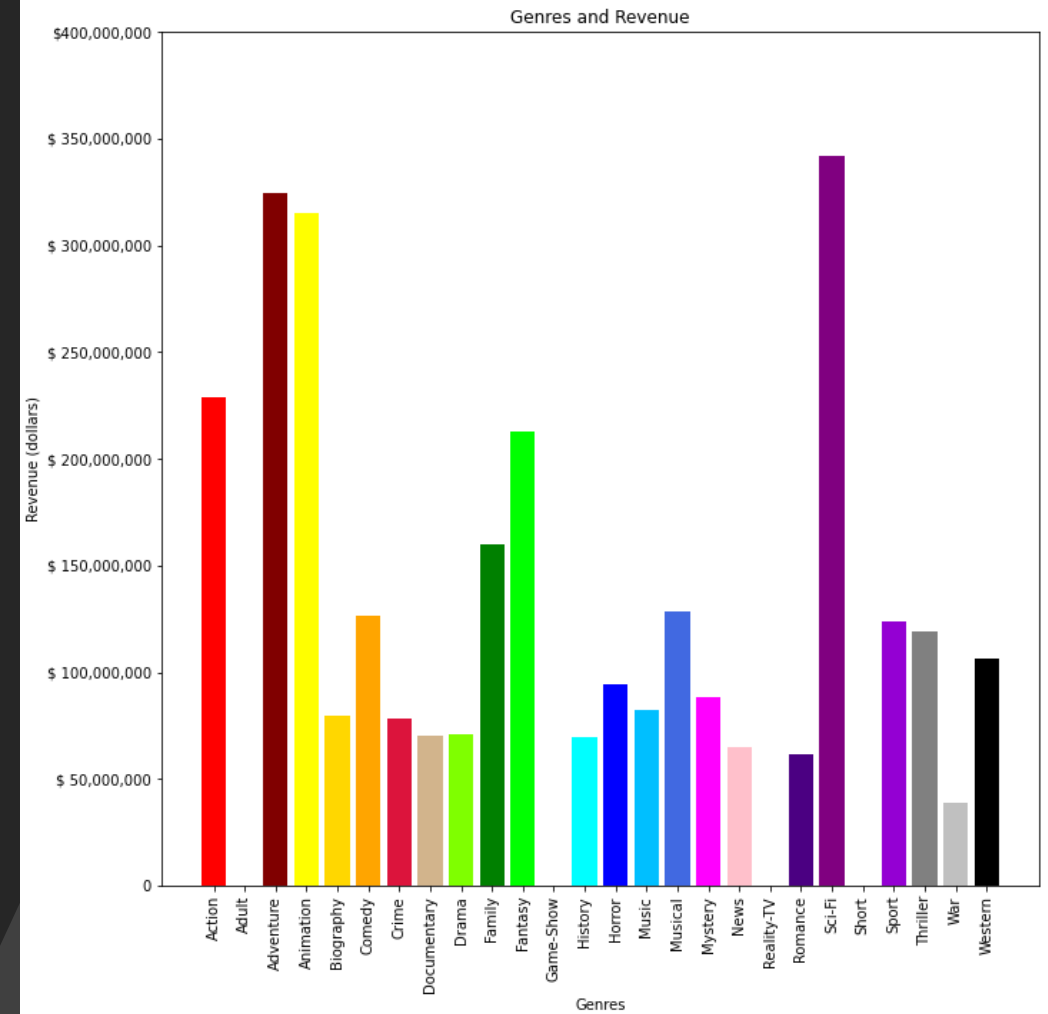
foreign v averagerating



## Each Genres Rating



## Money Made From Each Genre



# Further develop project

- Not Accounted for in the Data:
  - Movies cast
  - Advertising for the movie
  - Time of year movies released
  - Was the movie released during a pandemic
- Outliers could have skewed the data – extract outliers
- all sample sizes included – in the future I'd adhere to a minimum data size requirement so the mean is more reliable