Monetary Movie Industry Analysis

A descriptive analysis

Summary

- This project is an analysis of the movie industry. More specifically analyzing the monetary success of films with respect to movie genres, release dates, and movie studios in the United States.

- Findings will include most popular movie genres, monetarily successful release dates, and most profitable movie studios in the U.S.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

The business problem for this project is a report on the movie industry that will allow Microsoft producers to make informed decisions in the creation of their new movie studio.

In the U.S., success can be described through monetary means. Thus given the available data, we can create new insights into how to maximize profits using 3 separate analyses.
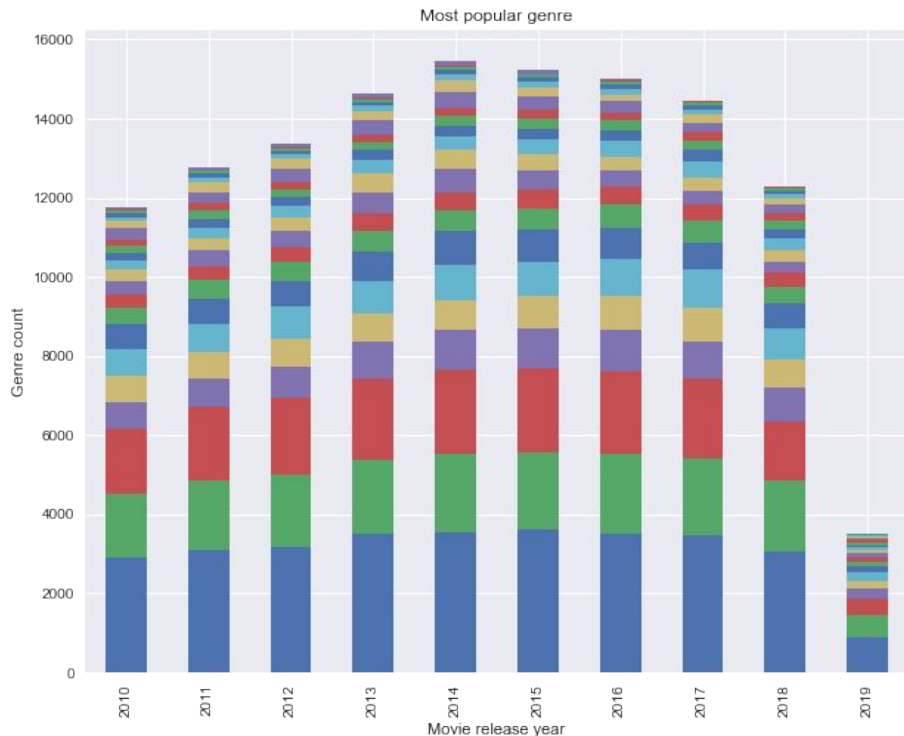
Data

- Within the movie industry data has been collected through individual companies such as IMDB, and Rotten Tomatoes.

- This available data mainly consists of text and integers. Pertaining to movie titles, genres, production budgets, etc.

Methods

- In this project, descriptive analysis was used. Including trends over time, and greatest count of specific categories.

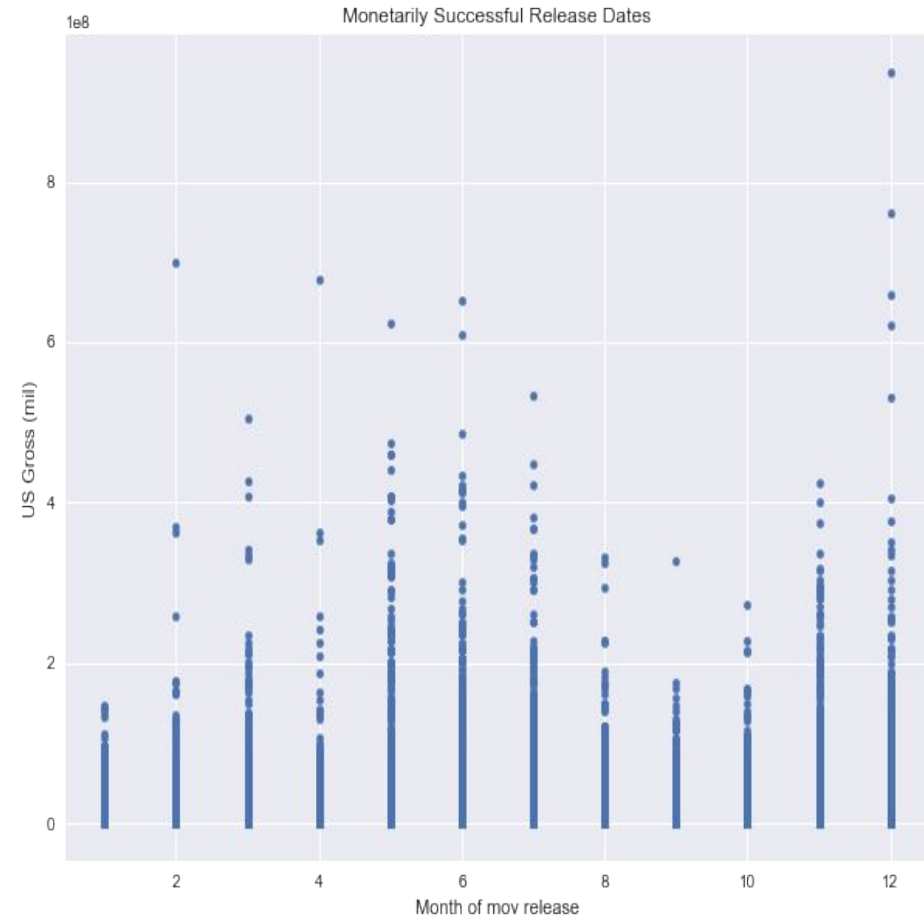- Using the Pandas Python library, data analysis and manipulation was carried out.

Results

Most popular genre

Analysis 1

Most Popular Genre
Drama, Comedy, Documentary
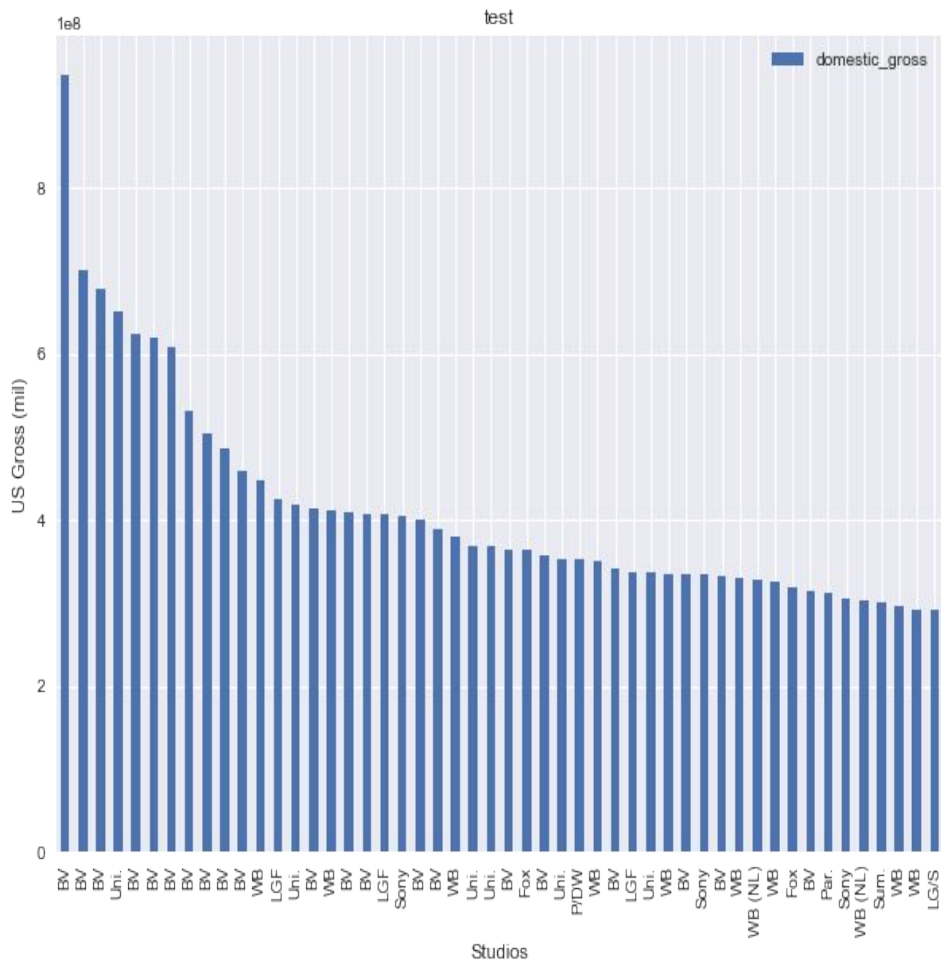
Monetarily Successful Release Dates

Analysis 2

Monetarily Successful Release Dates

December & June

Analysis 3

Top 50 movies studios in the U.S.

Buena Vista (BV), Universal Studios (Uni.)

Conclusions

Given these analysis, 3 recommendations can be made:

1. In order to maximize revenue a studio should consider making movies within in the Drama, Comedy, and Documentary genres.

2. In order to maximize revenue a studio should consider releasing films in either December or June.

3. In order to maximize revenue a new studio should consider doing further research into Buena Vista and Universal Studios. In order to understand why these studios have been more successful than other studios in the U.S.

Continued

- The business problem for this project is a report on the movie industry that will allow Microsoft producers to make informed decisions in the creation of their new movie studio.

- A successful film in the U.S. is one that yields maximum profit.

- Thus using these 3 analysis a producer can begin to make informed decisions into creating a new movie studio.

Next Steps

Further analysis could produce more accurate and current insights:

- Merging more data sets could yield more accurate information

- Design a new label for movies with multiple genres. Yielding more data, rather than dropping movies with multiple genres.

- New investigation into what specifically made the top 50 studios more successful than other studios in the U.S.

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Thank You!