Problem Statement:

We live in a Generation of technology where multiple sources of entertainment are available to us without much effort. There is one thing that has been going on since numerous decades though and that is Movies. As far as I can remember since the black and white era to the modern day colour movies with crazy visual effects and animations, unrealistic movies seemingly look realistic to our eyes, and we as the audience are awestruck either in shock or amazement or crying our eyes out.

Every Movie is unique in its own way. Many of them turn out to be massive hits that win the audience over worldwide, whereas some turn to be major flops even after a good star cast and a huge budget.

So, I decided to look into what makes movies so attractive to the audience, that no matter what, they have to go see it on the big screen.

What can we say about the success of a movie before it is released? Are there certain companies (Pixar, Disney) that have found a consistent formula? Given that major films costing over $100 million to produce can still flop, this question is more important than ever to the industry. Film aficionados might have different interests. Can we predict which films will be highly rated, whether or not they are a commercial success?

This is a great place to start digging in to those questions, with data on the plot, cast, crew, budget, and revenues of several thousand films.

Aim: To look for patterns between the given columns in the dataset that give us, as the audience, an idea that which movie can reach commercial success and be entertaining at the same time. What are the factors that are needed to be focussed upon that make the experience of watching a movie worthwhile?