

Movie Attributes That Contribute to High Box Office Revenues.

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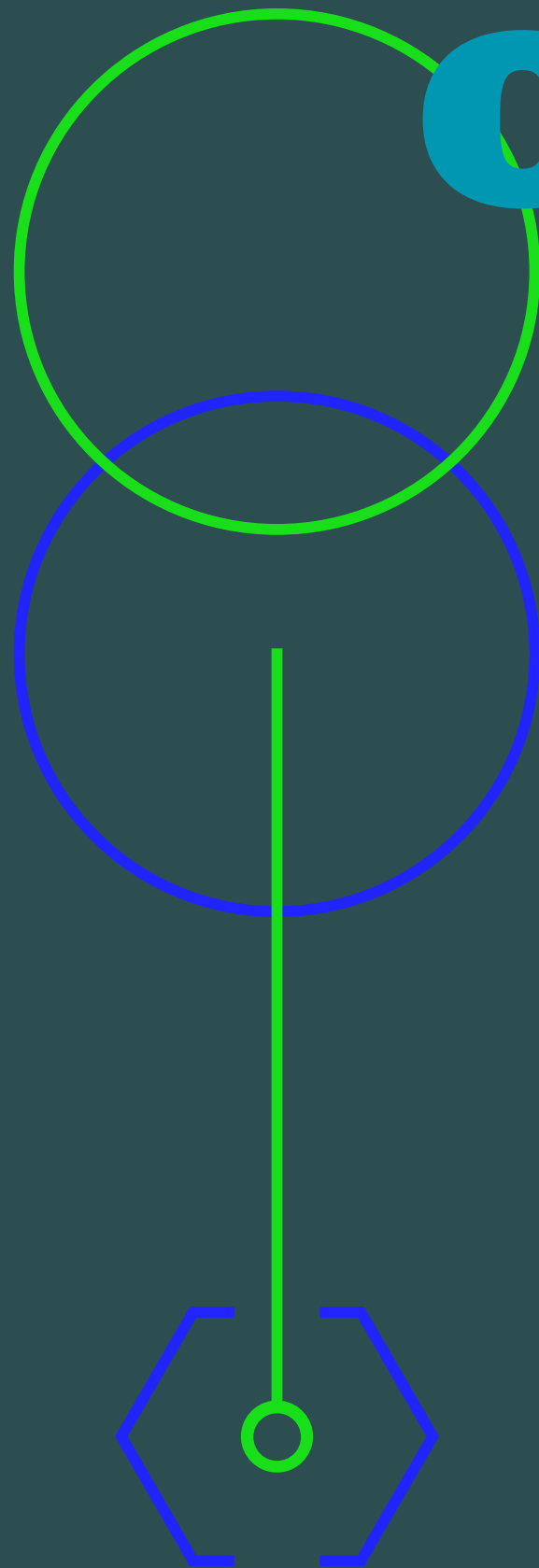
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MARCH 2023



Overview

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- ***Problem Statement.***
- ***Objectives.***
- ***Analysis***
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- ***Thank you.***



Introduction

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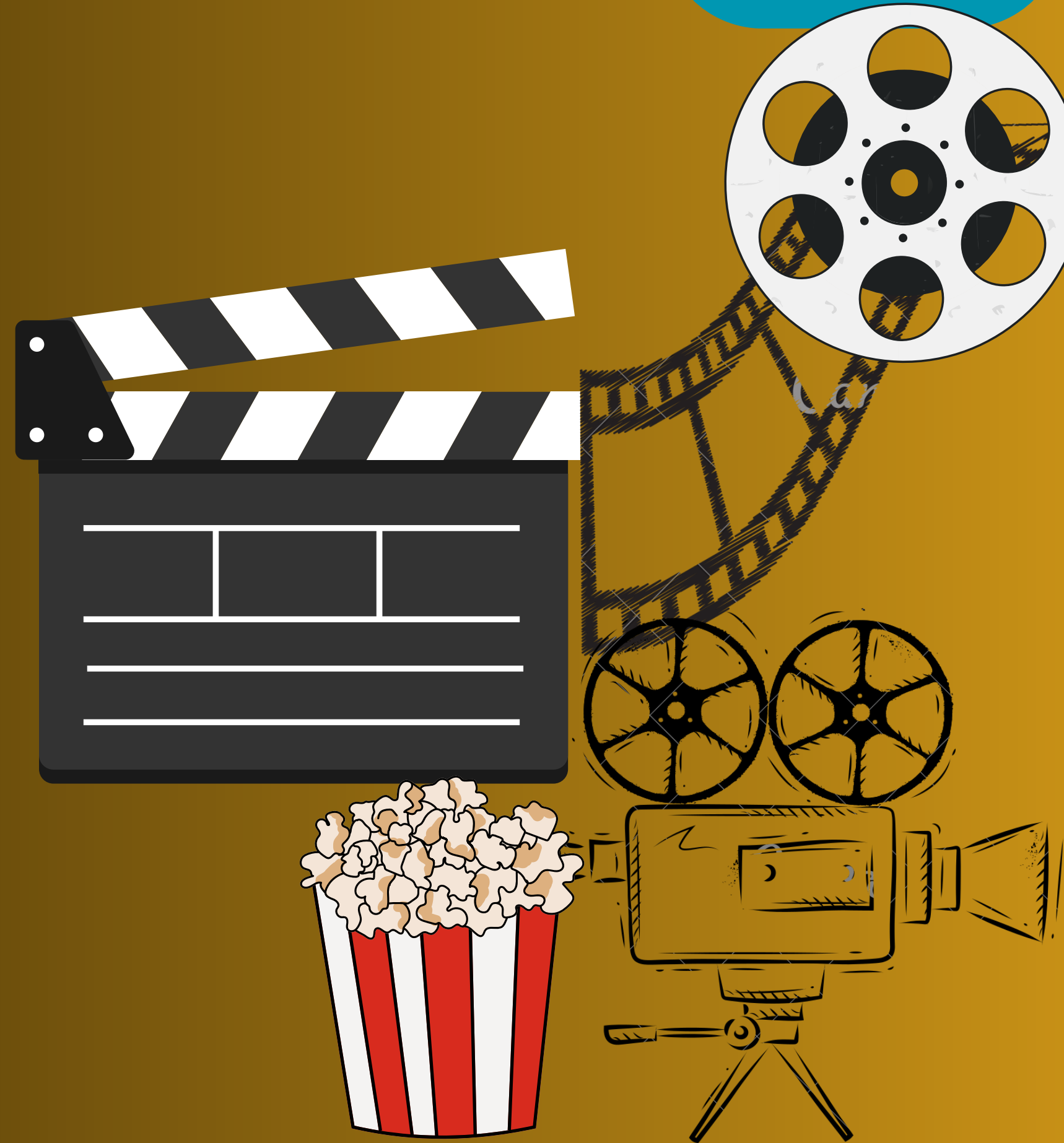
Film Industry over the years has accrued high revenues over the years, and this has made movie studios accumulate high profits from movie production in the form of revenues.

Microsoft, a renowned software production company, has decided to venture into movie production and compete to become the best.



Problem Statement

To address this venture into movie production, we will be investigating the best-selling movie types at the box office and the top production crew that Microsoft should align with in order to achieve high box office revenues



Main Objective

- ***To Investigate the best-selling movie types, the best movie production crews, and the top movie production studios.***

Specific Objectives

- ***Identify the movie genres/types that produce high gross income in box offices.***
- ***To list the top professionals (Producers, Actors, Directors) who are linked to the most high-grossed movies.***
- ***To list the best movie production studios to partner with .***

Data Understanding

The datasets used in this project were sourced from various movie databases and websites such as:

- TheMovieDB
- Rotten Tomatoes.

The two main data sets used were:

- bom.movie_gross.csv
- im. db database

These two data sets yielded the following attributes that were used in the analysis: **movie titles, gross sales, production studios, producers, actors, and directors.**



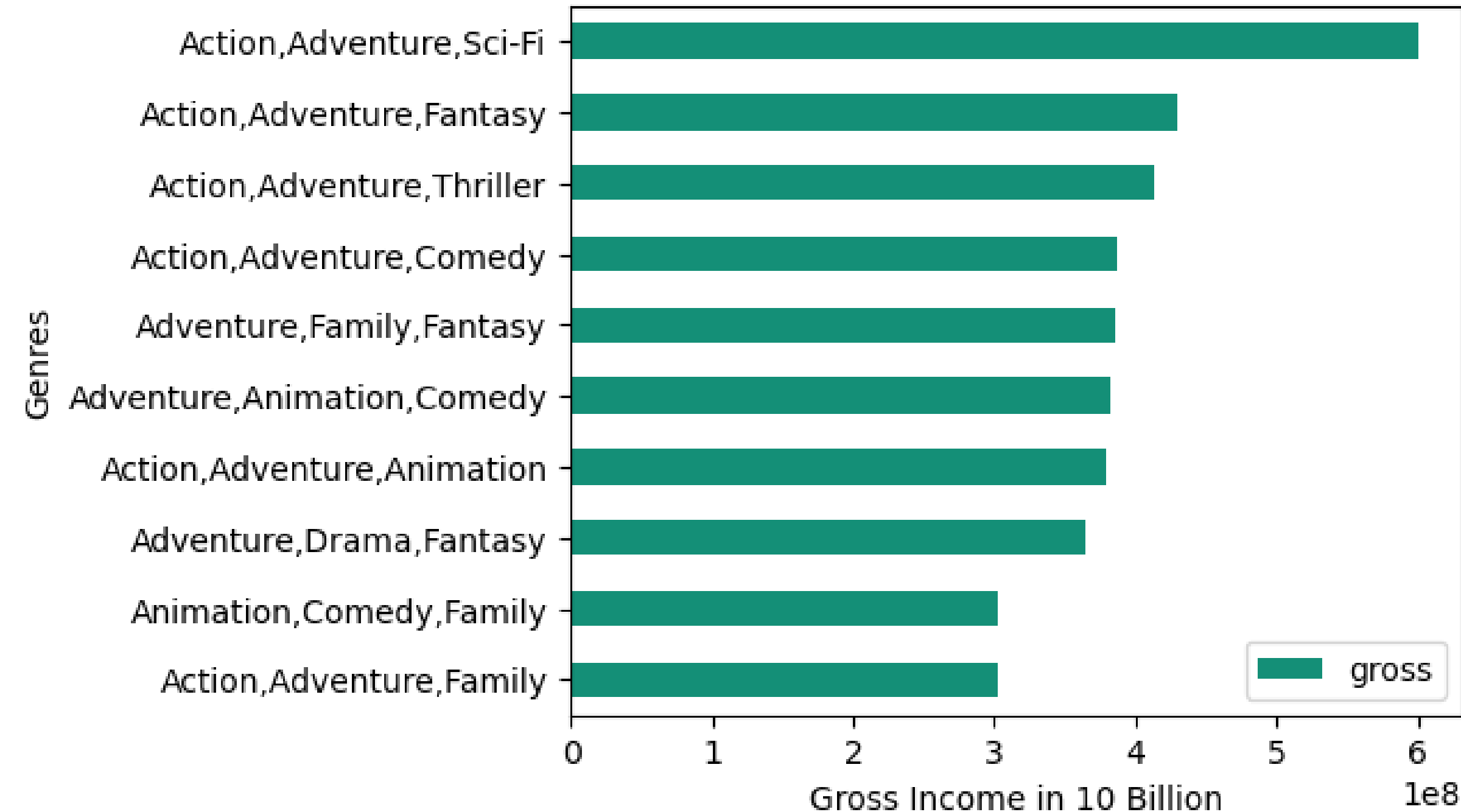
Data Analysis

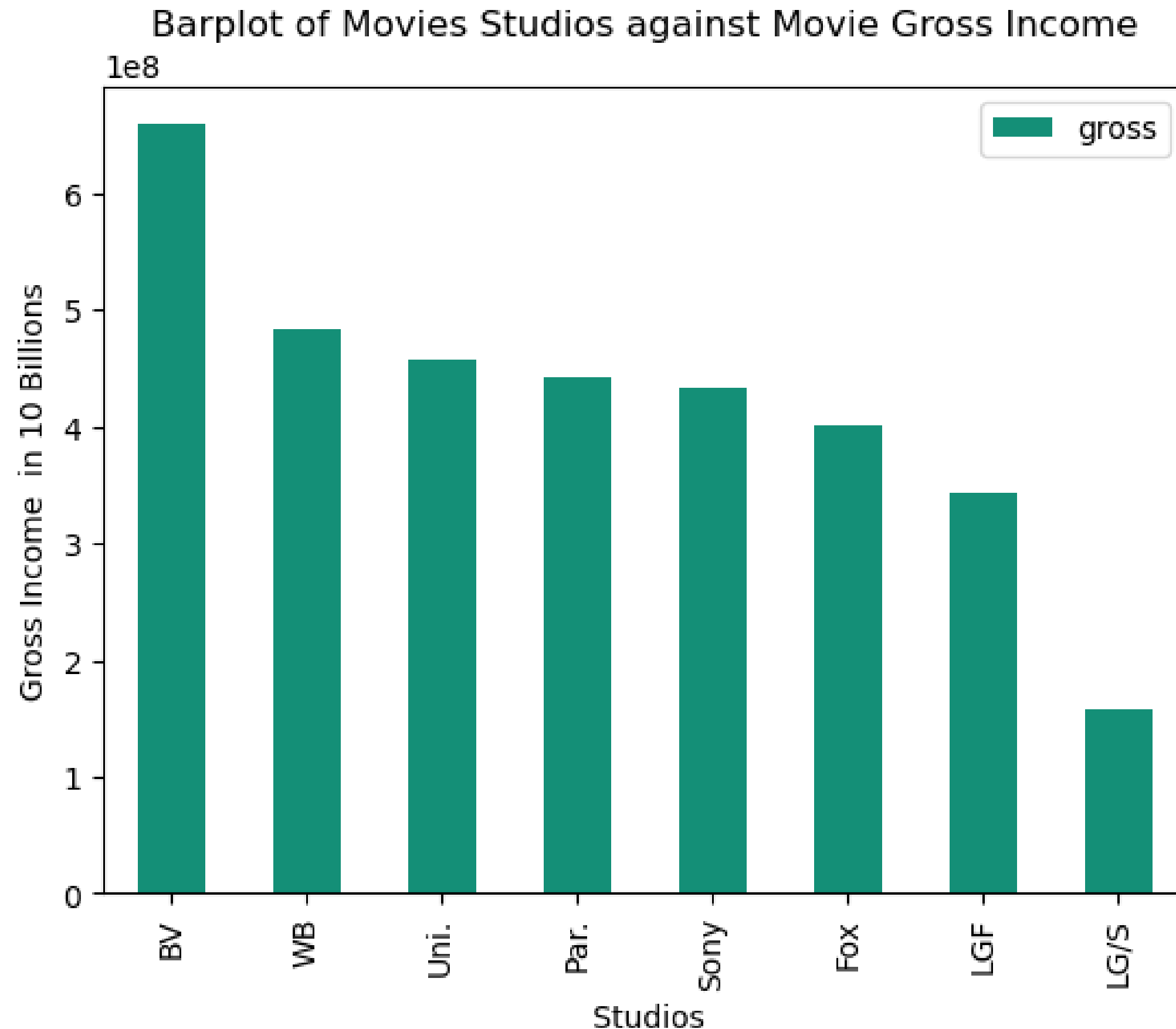
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The leading movie mixed-genre is : (Action, Adventure, Sci-Fi)

Barplot of Genres against Gross Income





The top 8 movie production studios ;

1: BV - Walt Disney Studios

2: WB - Warner Bros. Entertainment

3: Uni. - Universal Pictures

4: Par. - Paramount Pictures

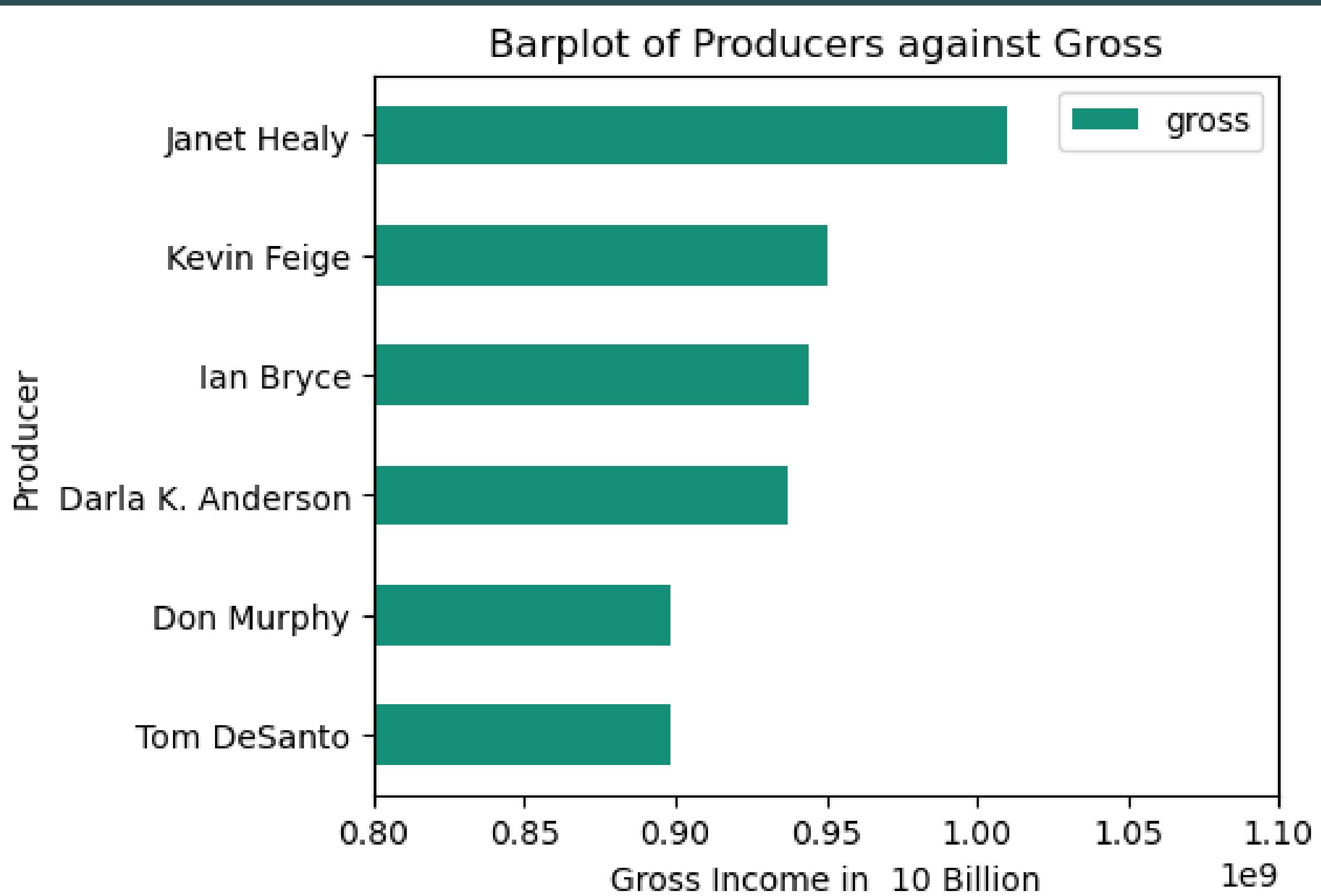
5: Sony - Sony Pictures

6: Fox - 20th Century Studio

7: LGF - Lions Gate Entertainment

8: LG/S - Gaumont Film Company

3 Top movie producers associated with highly-grossed movies



The top 6 best movie producers are;

1: Janet Healy

2: Kevin Feige

3: Ian Bryce

4: Darla K. Anderson

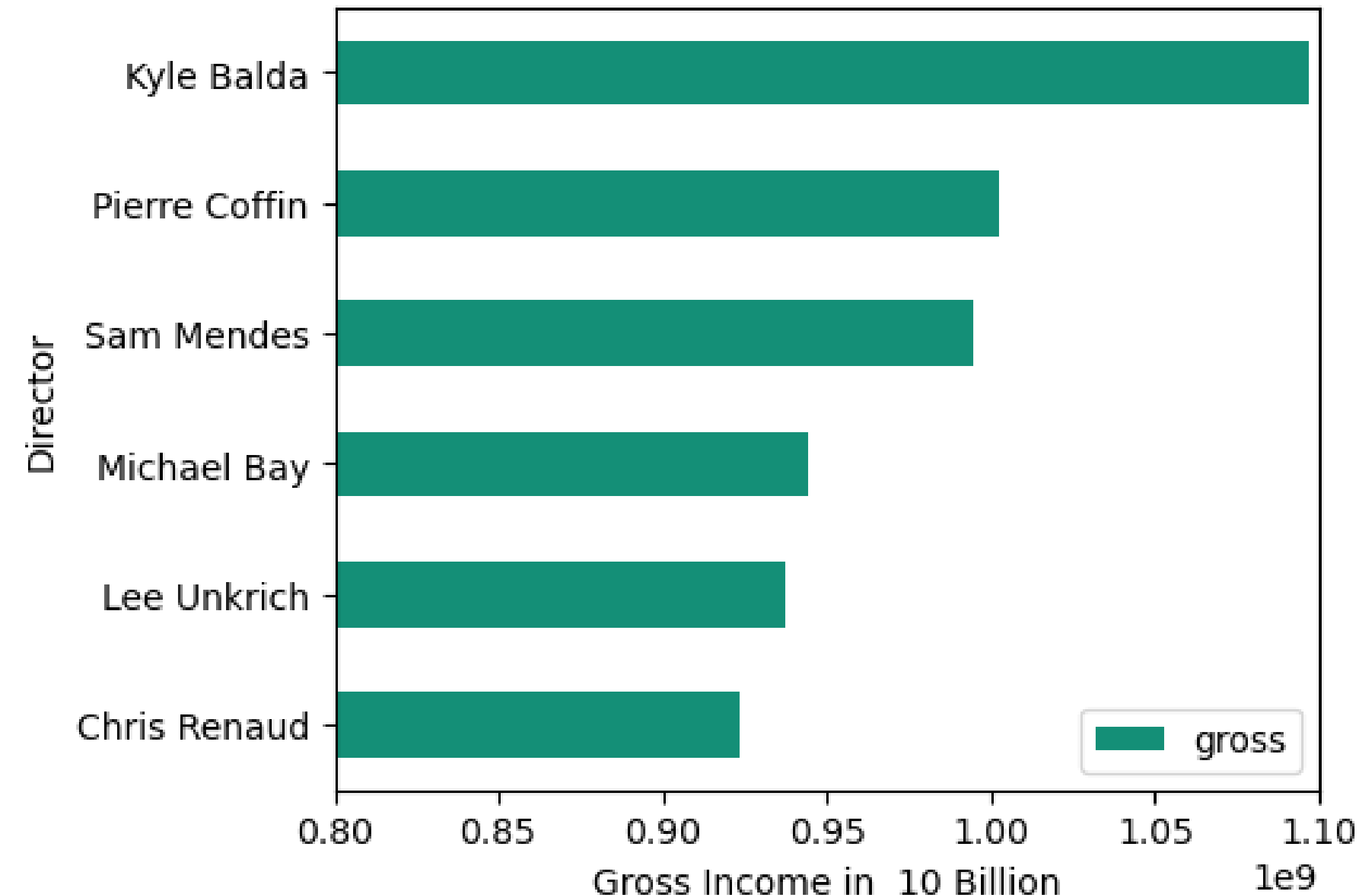
5: Don Murphy

6: Tom DeSanto

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Top movie directors associated with highly-grossed movies

Barplot of Directors against Gross



The top 6 best movie directors are;

1: Kyle Badla

2: Pierre Coffin

3: Sam Mendes

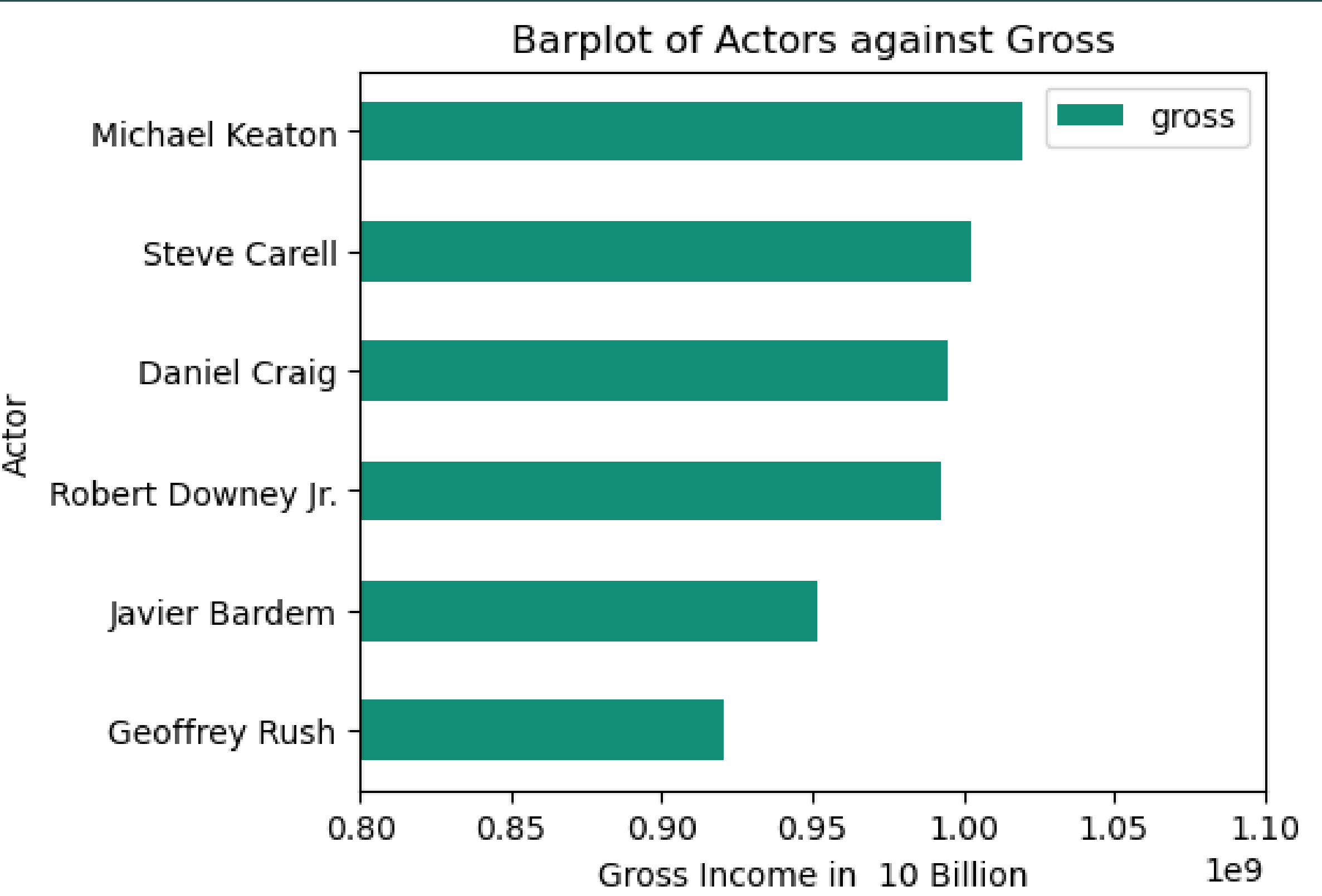
4: Michael Bay

5: Lee Unkrich

6: Chris Renaud

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The best movie actors associated with highly-grossed movies



The top 6 best movie directors are;

- 1: Michael Keaton
- 2: Steve Carell
- 3: Daniel Craig
- 4: Robert Downey
- 5: Javier Bardem
- 6: Godfrey Rush

Conclusions

- The top most-selling movie genre is: "Action, Adventure, Fantasy".
- The best-experienced movie producer of the above-mixed genre is: Janet Healy
- The best-experienced movie director is: Kyle Balda
- The top 3 experienced movie actors are Michael Keaton, Steve Carell, and Robert Downey Jr.
- The top best movie-producing studios are Walt Disney Studios Motion Pictures and Waner Bros

Recommendations

- The company should specialize its movie production in (Action, Adventure, Sci-fi) mixed-genre
- The company should consider hiring Janet Healy, as the lead producer for their movie productions.
- The company should consider hiring Kyle Balda as director, to coordinate their movie productions.
- The company should consider this list of actors to be their lead actors during movie productions ; [Michael Keaton, Steve Carell, Robert Downey Jr., Javier In case of a partnership in movie production the company should consider Walt Disney Studios or Warner Bros. Entertainment production studios.

The End

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