

Film Analysis Project

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Summary

We have been charged with helping Microsoft determine which types of films do best at the box office and what to keep in mind as they begin a new movie studio. We'll use two datasets to compare film attributes, garnered profits, and the people behind our most beloved films. Microsoft can use the following descriptive analysis to determine what genres of original content they'd like to focus on, which competitors are the most revered, and who they'll want on their team.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft has decided to start a new movie studio, but needs to know how to create movies and what makes a film stand out from the pack.

Data

- **The Numbers' Film Budgets** - shows us monetary numbers worth considering when planning to produce a film.
- **IMDB's Top 250 Films** - this dataset shows us the 250 most popular films on IMDB.com and many of the film's attributes.

Methods

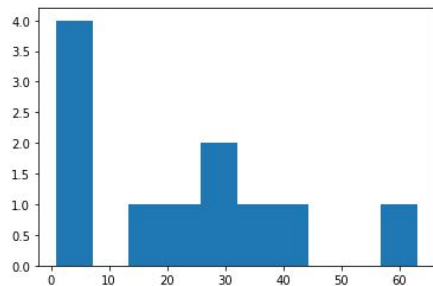
We extracted and cleaned attribute data across the world's top 250 films to find trend lines and learnings Microsoft must keep in mind in their new endeavor. We also calculated worldwide return on investment and merged this data with our top films and their attributes to generate unique findings. Lastly, we identified the very top storytellers based on their frequency in top films and determined the studios behind the scenes.

Results

When going through our results, it's very important to highlight there tend to be clear winners across film attributes.

```
# visualize the range of repetition across primary genres
```

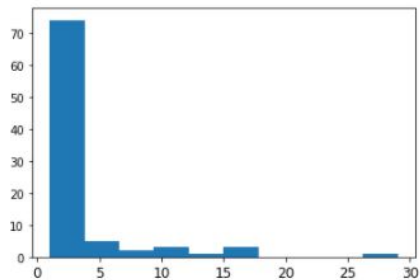
```
plt.hist(genre_df.Genre1.value_counts());
```

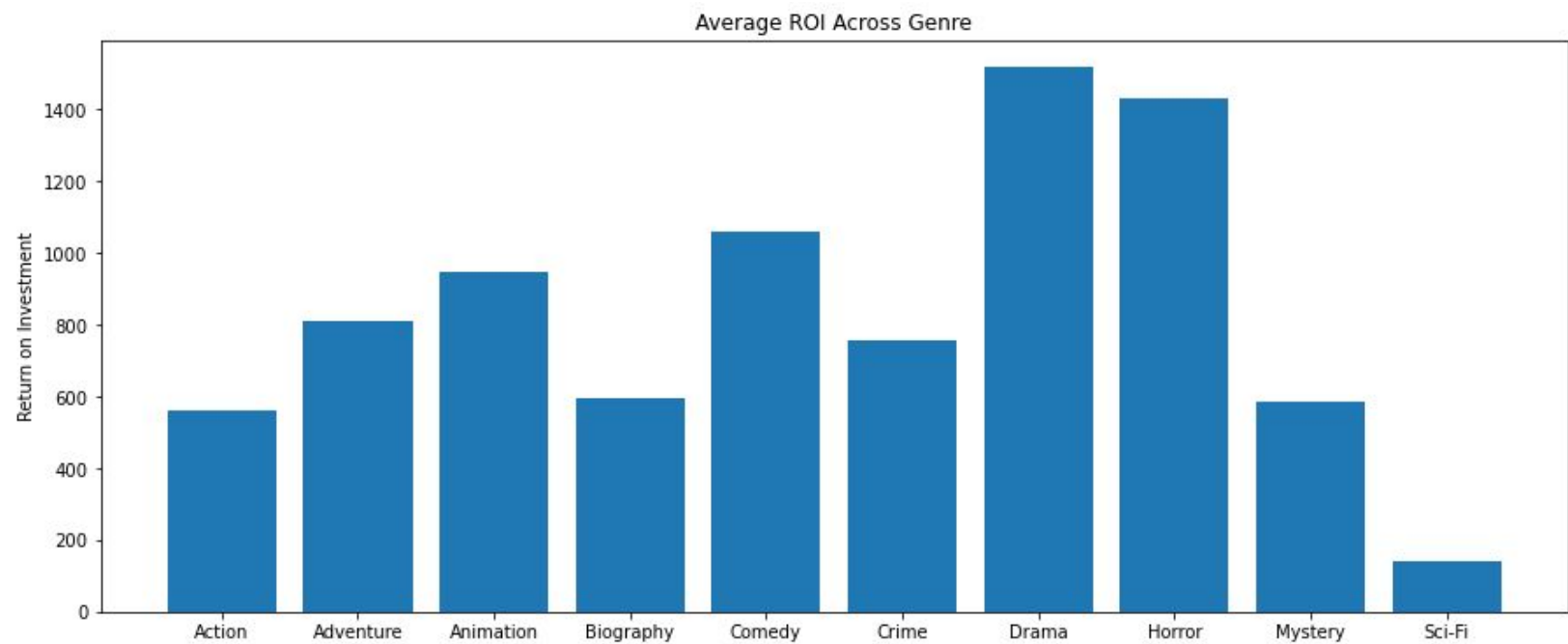


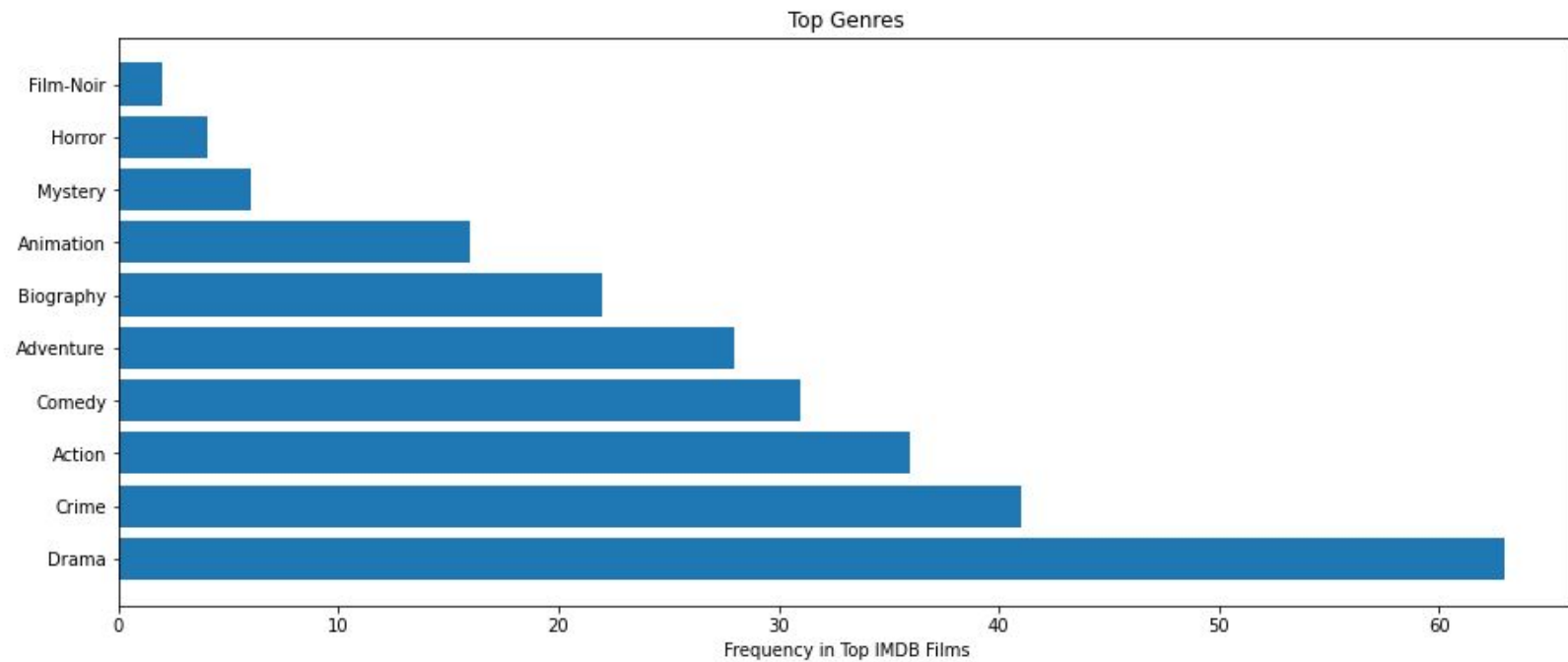
	Genre1	Genre2	Genre3
count	250	227	149
unique	11	20	17
top	Drama	Drama	Thriller
freq	63	90	29

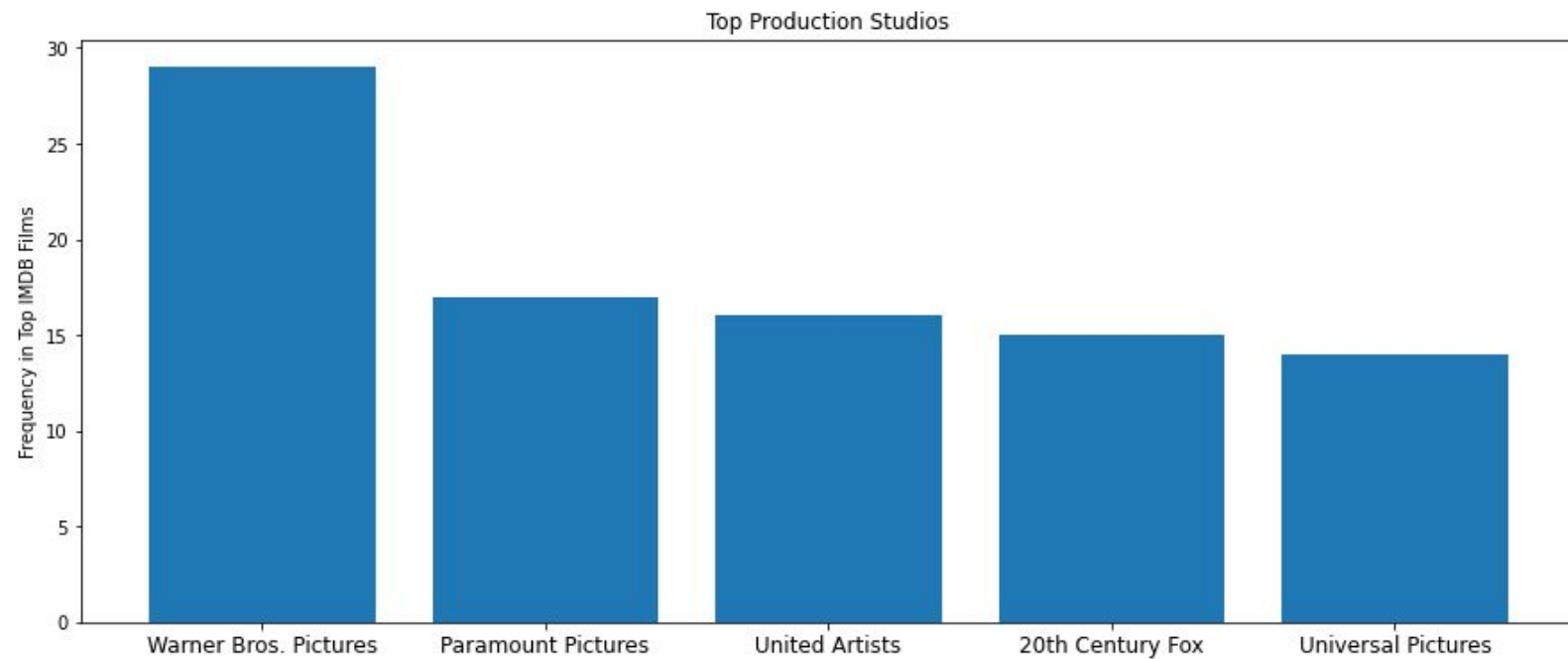
```
# visualize the range of repetition for production companies
```

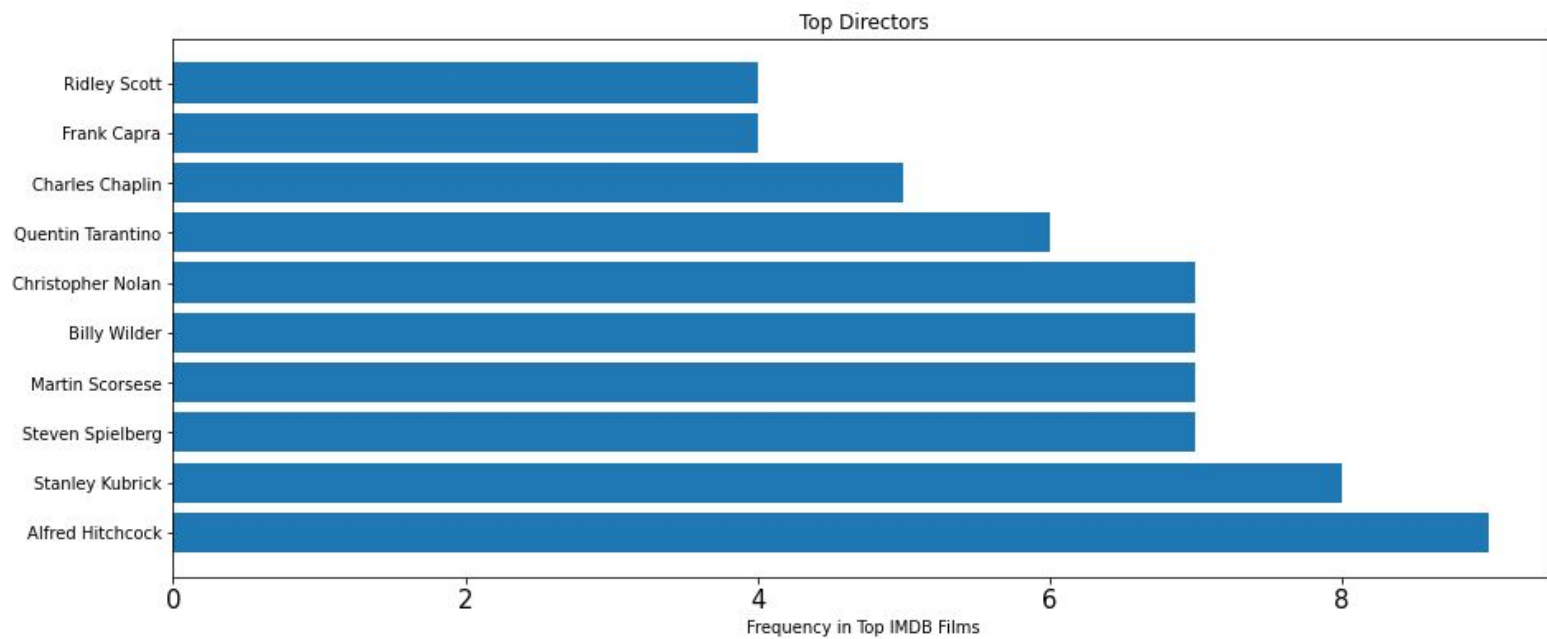
```
plt.hist(singular_studio_total.value_counts());
```

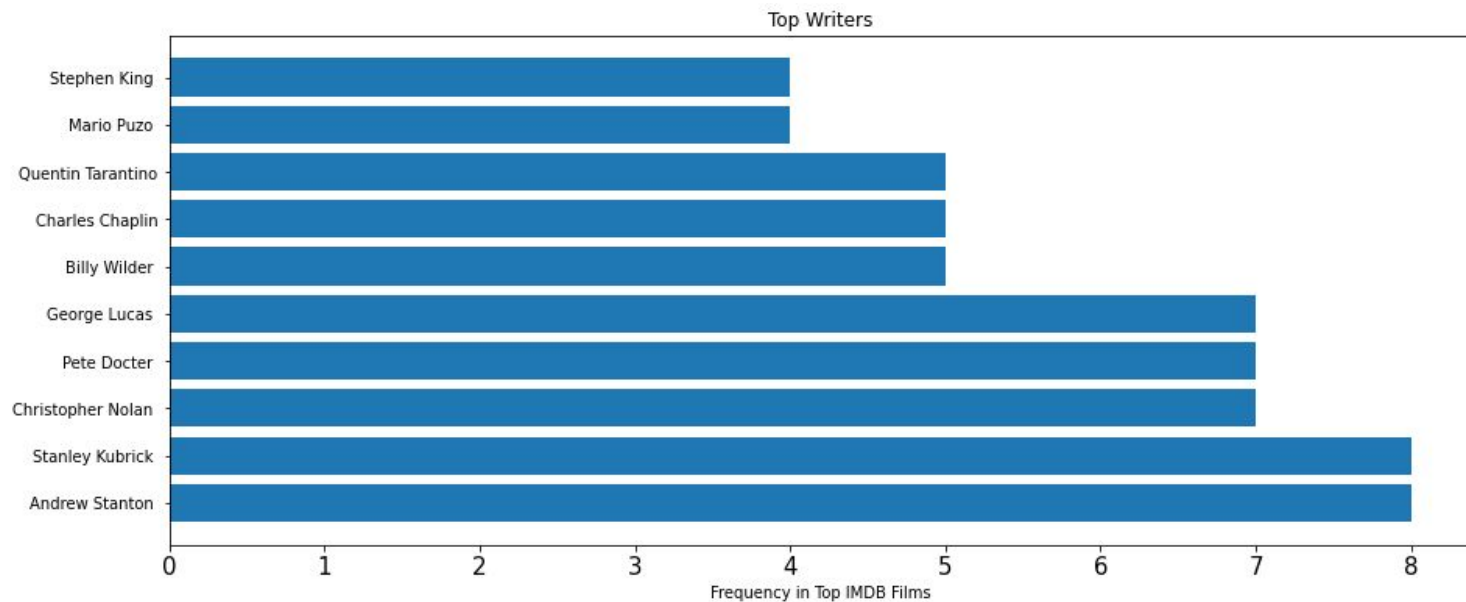


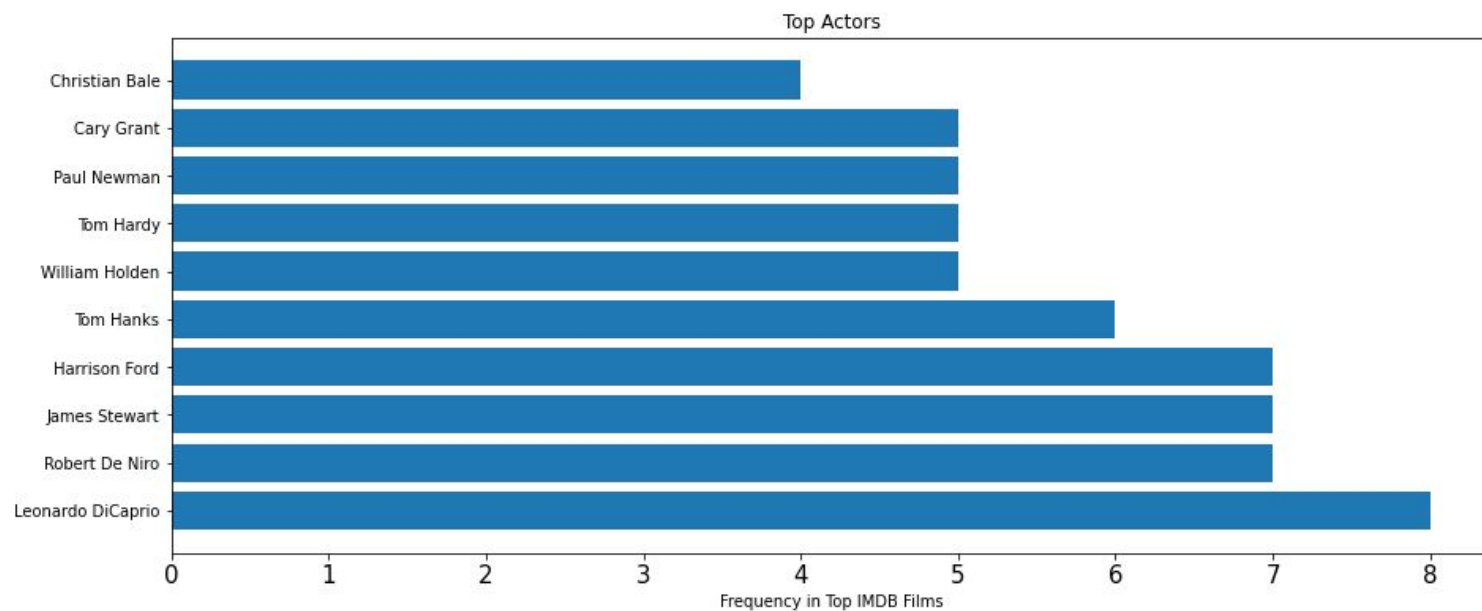












Conclusions

- Hire revered storytellers
- Poach and/or collaborate with executives at the top studios
- Focus on drama with your content and your wallet
- Budget for multiple writers per film

Thank You!

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