



General insights in the Movie Industry

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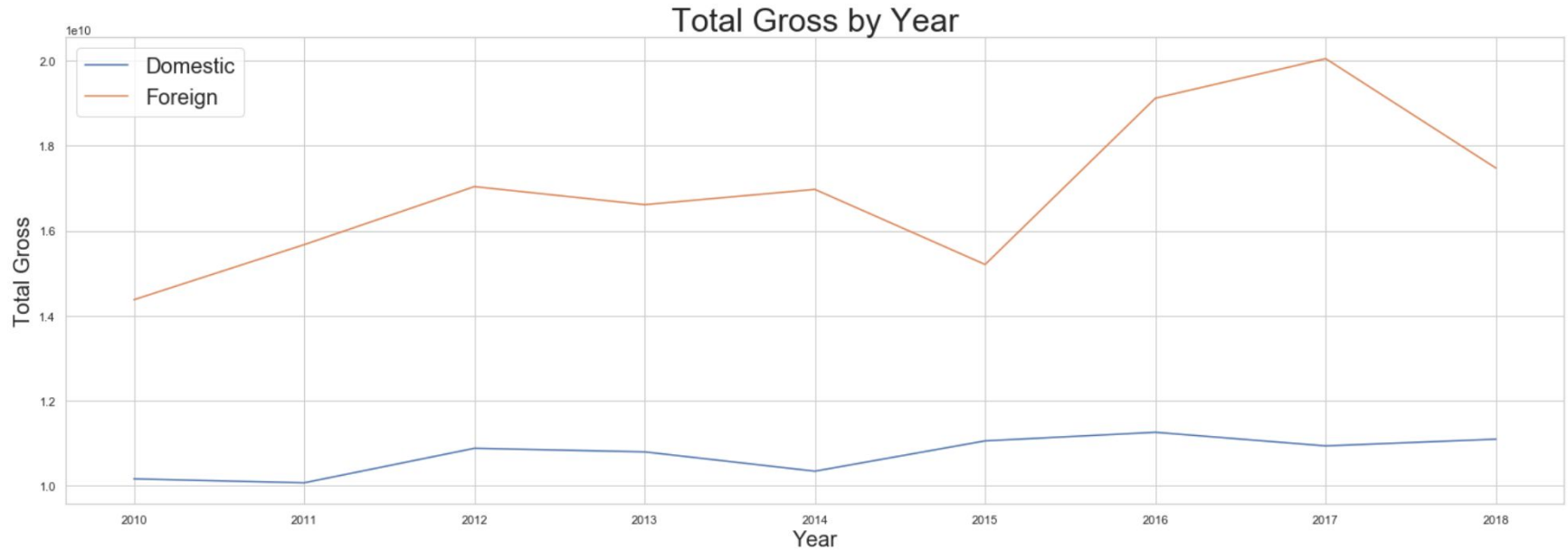
Project Overview

I decided to look into a range of topics that span from production to release that way we can understand the industry as a whole.

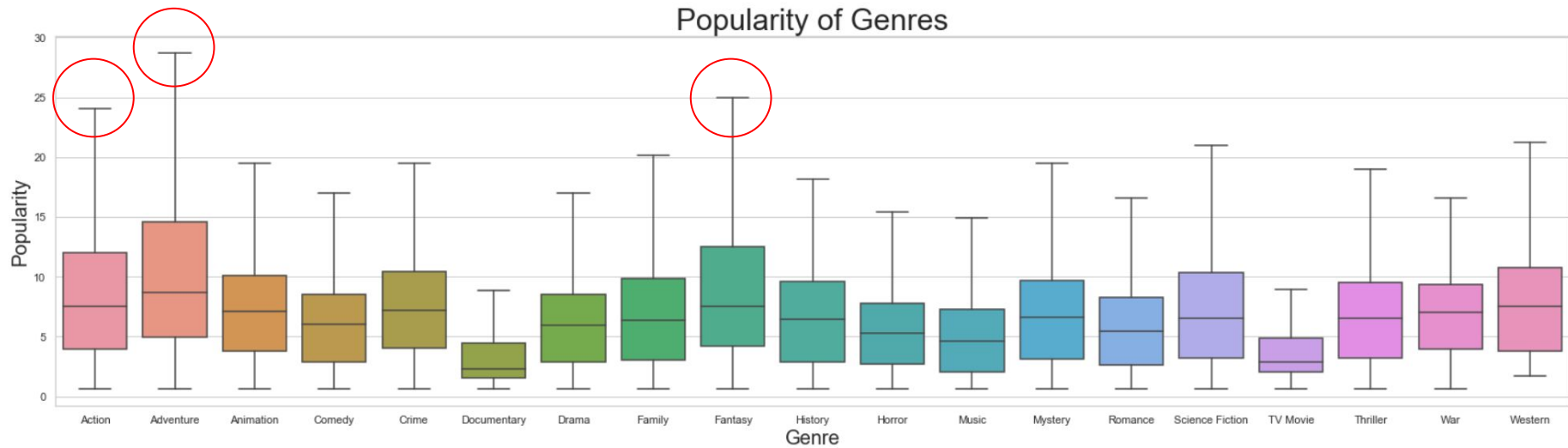
Topics that are covered:

1. The Market - Has the movie industry been growing or declining?
2. Content - What genres have been the most well received by audience?
3. Production Costs and Profit - Is there a correlation between production costs and profit?
4. Release Dates - Is there a certain time of year movies should be released for maximum profit?

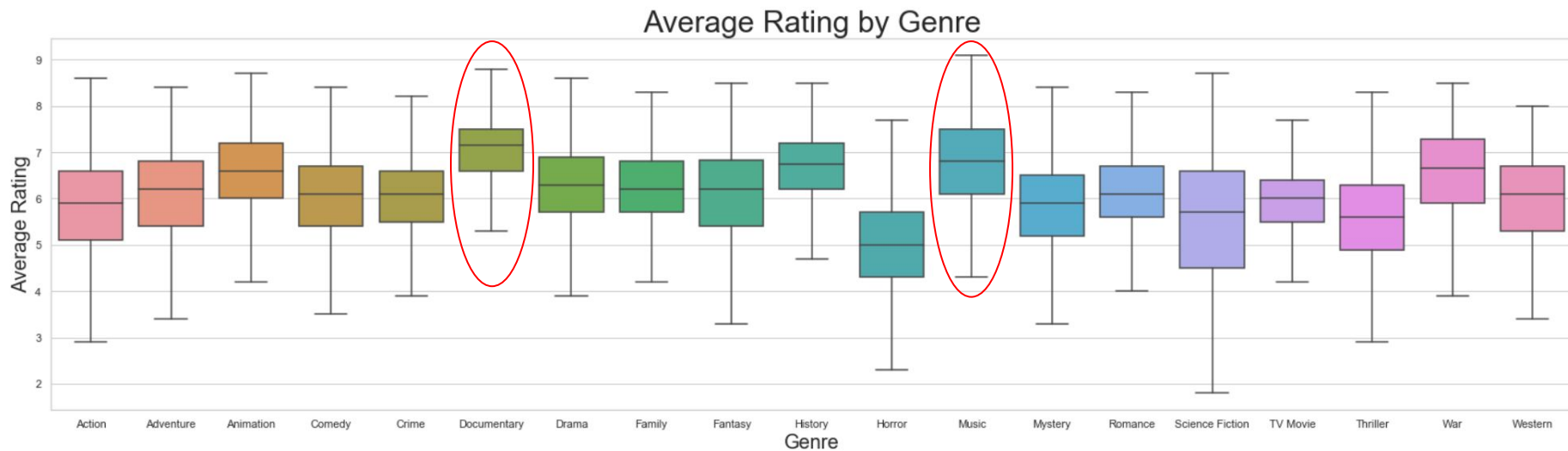
State of Overall Market



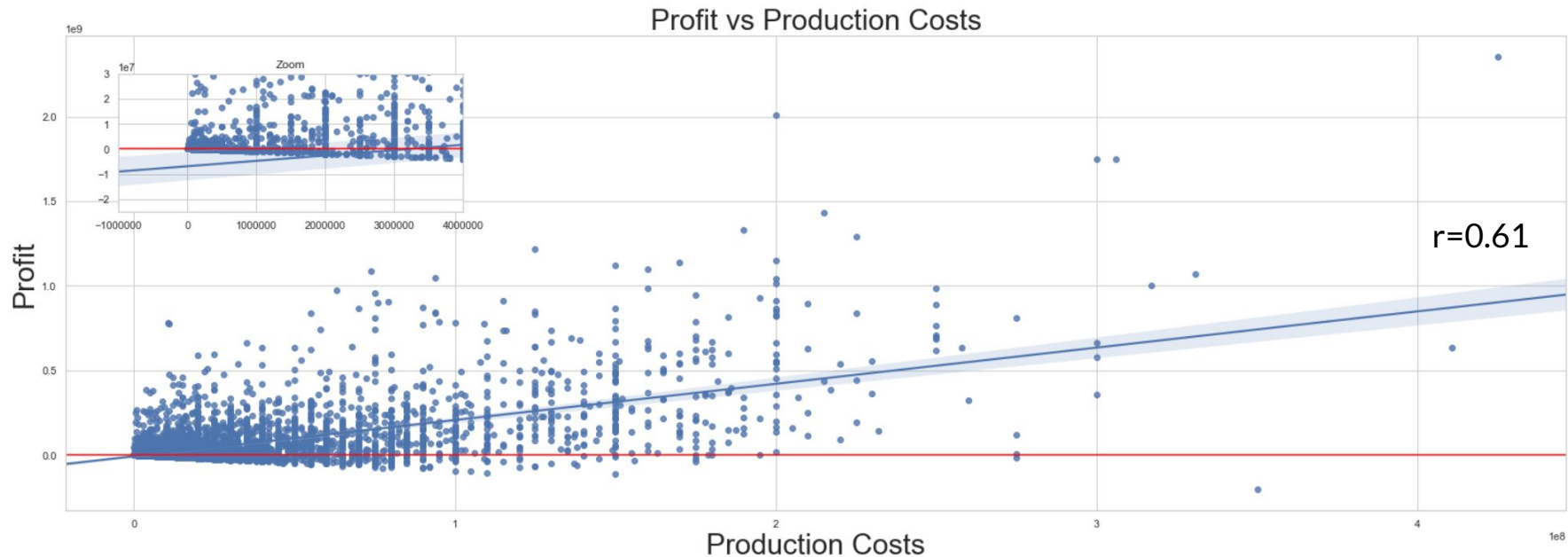
Which Genres are Popular?



Which Genres are well rated?



Correlation between budget and profit?

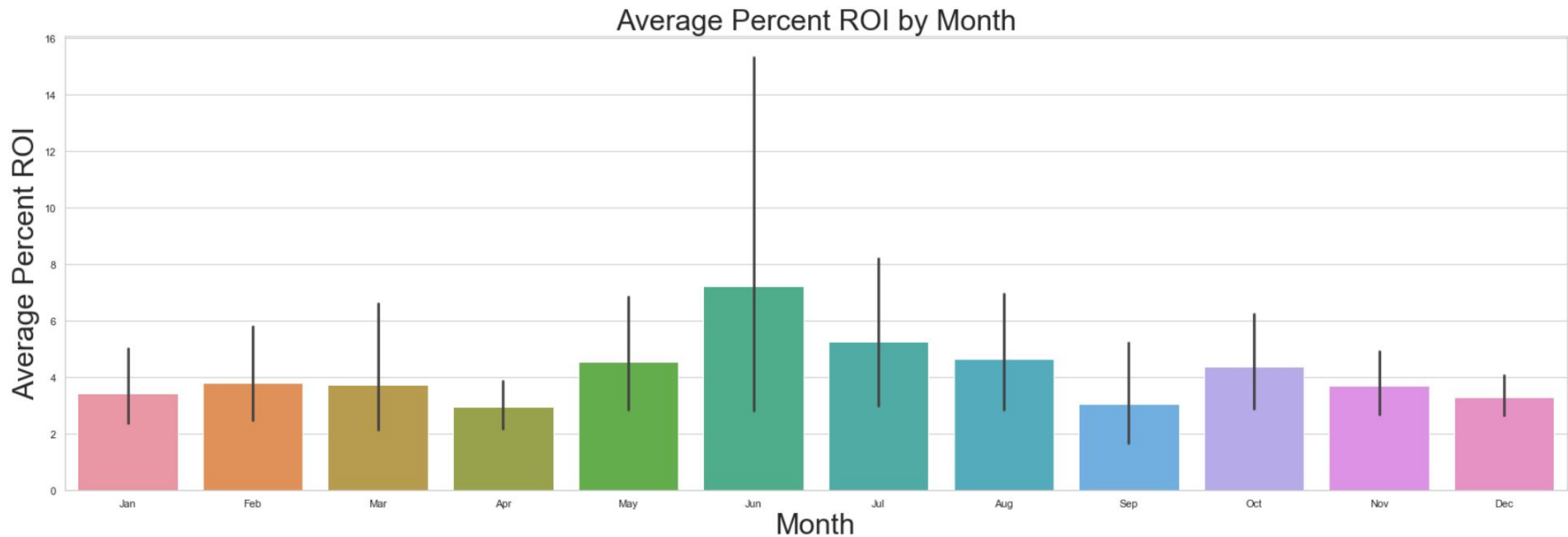




Best month to release a movie?



Best month to release a movie?





Summary

These are the recommendations I suggest based on the insights::

- Movie Genres to focus

- Action, Adventure, and Fantasy to maximize potential of making very popular movies
- Documentaries and Music to maximize potential of making highly rated movies

-Higher production costs does have a moderate positive correlation with profit but correlation doesn't necessarily mean causation.

-According to the best fit line the base budget should be 3.2 million.

-Best time to release a movie is June



Next Steps

- I want to see which directors/writers have the highest average ratings so they could possibly be hired.
- I want to look more into Profit vs Production Costs data to see if i can find a more optimal production budget
- I want to look at the foreign market, since it seems to be growing at a higher rate than the domestic.



Acknowledgments

Thank you

-Yish for guidance and answering all the questions I had on the project

-Everyone in online-ds-pt-070620

Resources:

TheMovieDB.org

Box Office Mojo

the-numbers.com

Links and contact info:

<https://github.com/stevenkyle2013/Movie-Project>

<https://www.linkedin.com/in/steven-kyle-b3b771158/>

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