

MOVIE DATA EXPLORATORY ANALYSIS

TAI NGOC BUI



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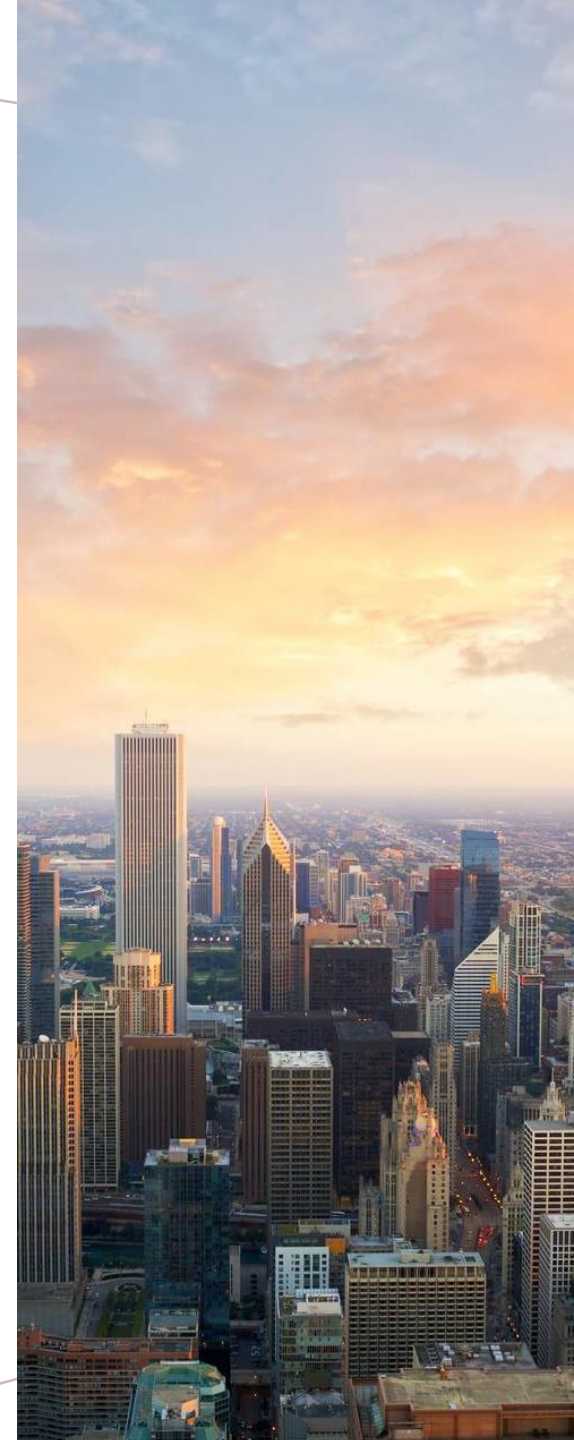
Business Understanding

Objectives

Data Understanding

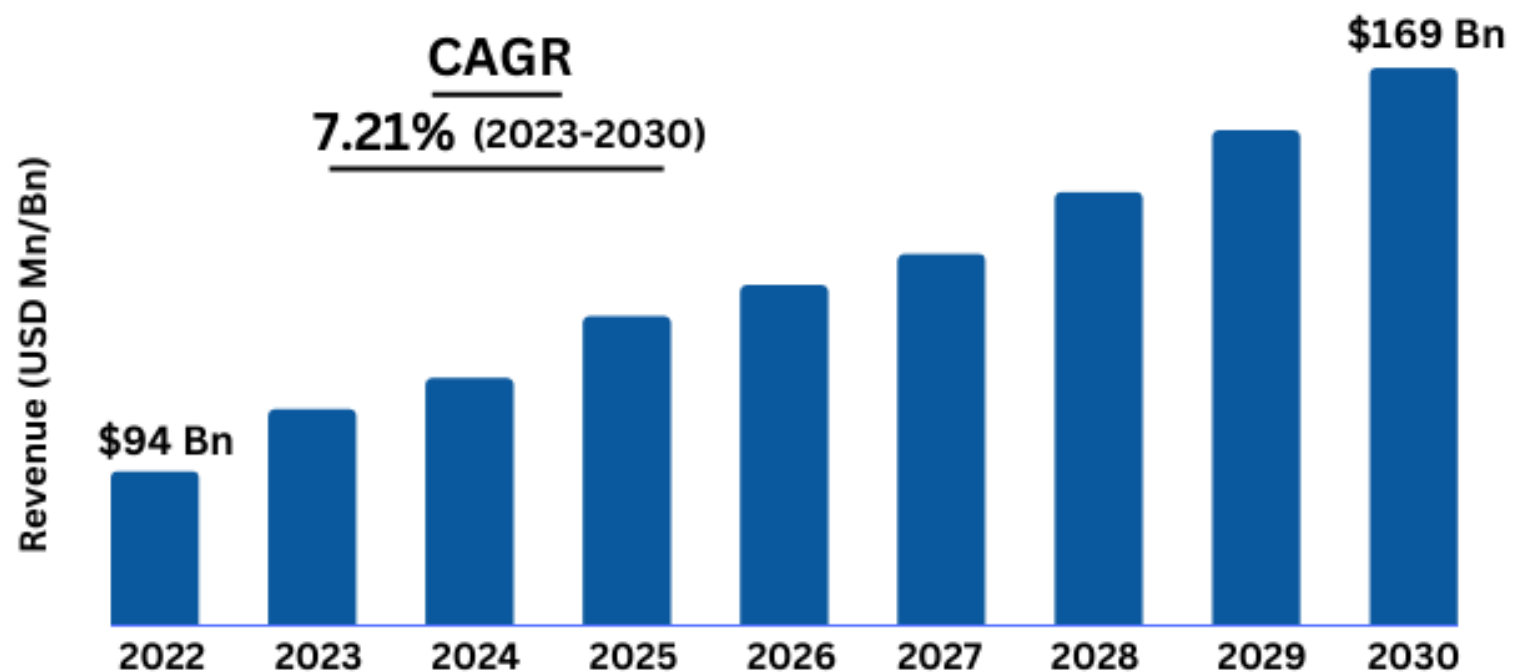
Exploratory Data Analysis and Recommendations

Q&A



BUSINESS UNDERSTANDING

Global Movies and Entertainment Market Size



OBJECTIVES

- PROVIDE DATA-DRIVEN EVIDENCE TO SUPPORT THE STRATEGIC INVESTMENT
- PROVIDE BEST STRATEGIES TO MINIMIZE THE OVERALL INVESTMENT RISKS



DATA UNDERSTANDING

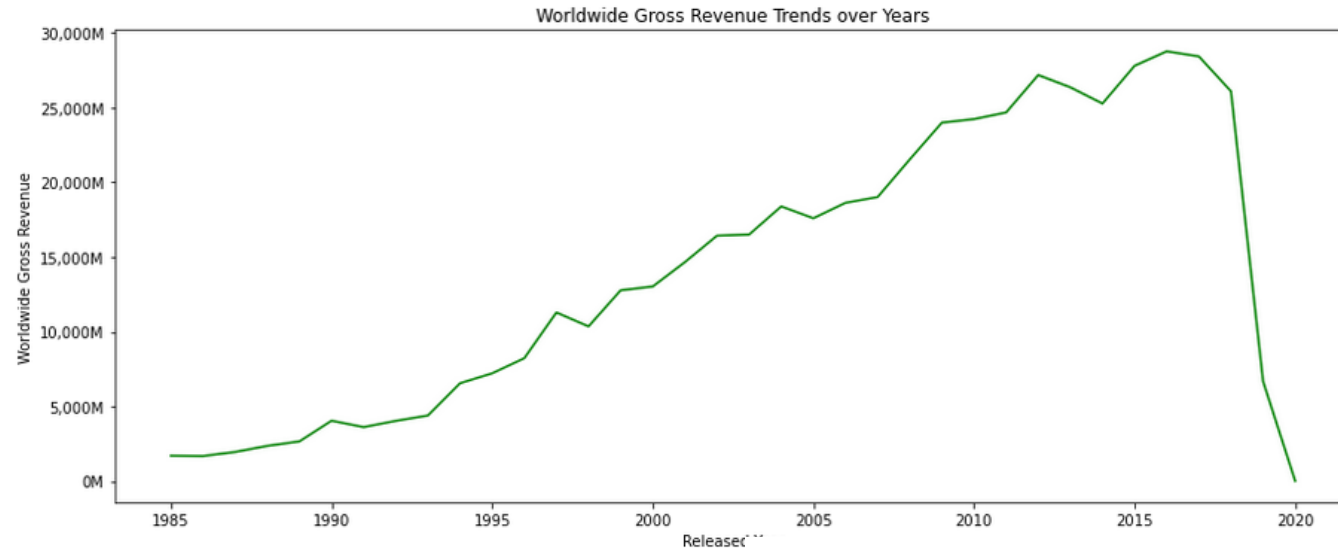
- Major fields in these datasets
 - Quantitative data:
 - Production budget
 - Gross revenue
 - Average ratings
 - Categorical data:
 - Movie genres
 - Regions



EXPLORATORY ANALYSIS

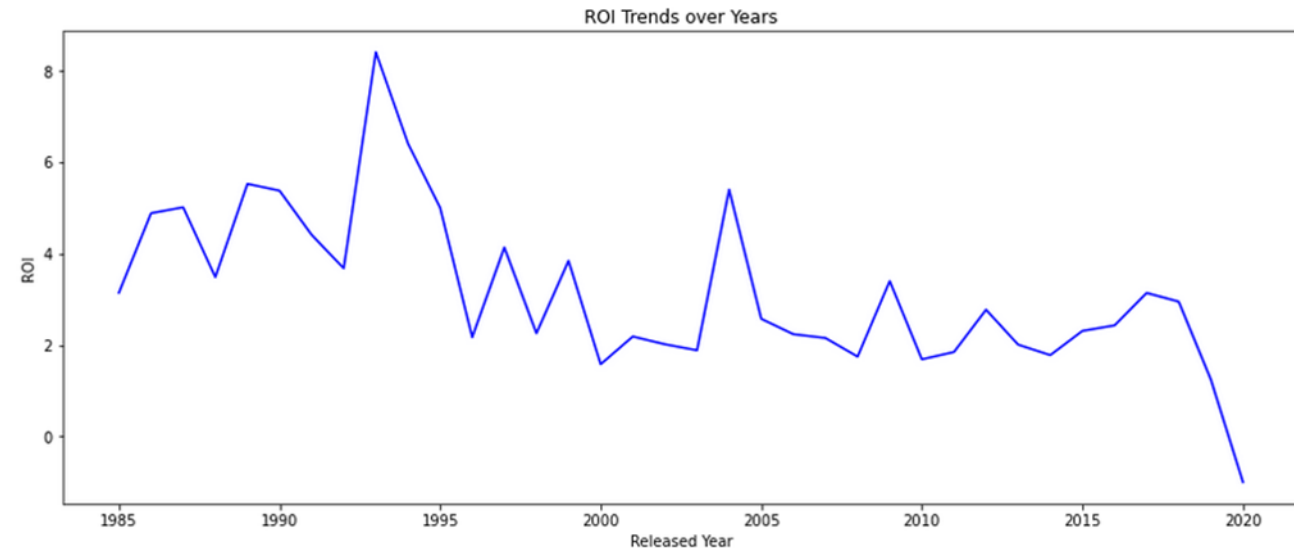
- General trends of the industry
- Return on investment (ROI) as measurement used to determine a movie's success
- Strategies to reduce investment risks: Picking the right month, right genres and right directors

OVERALL TREND

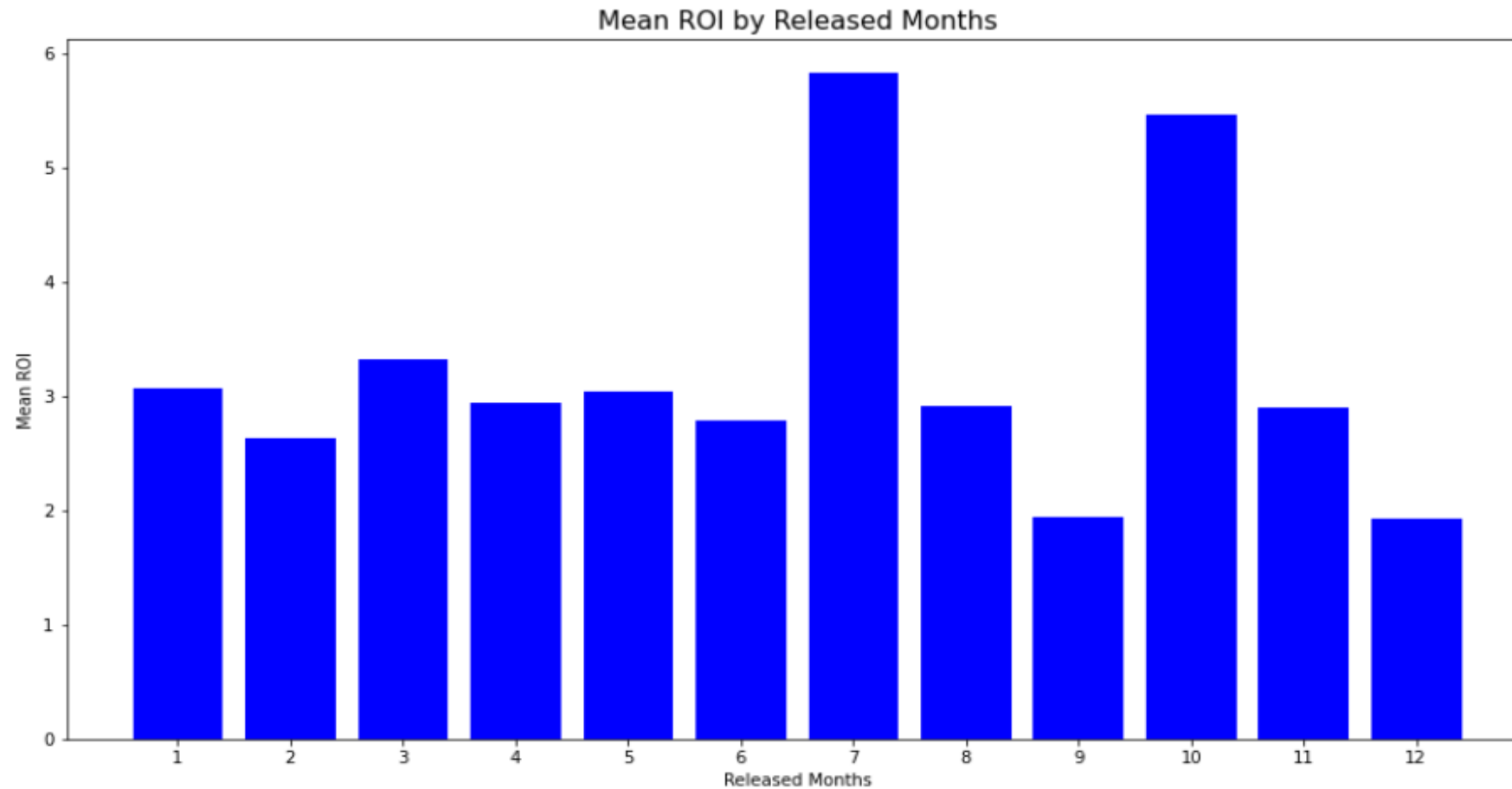


ROI removes bias factors such as inflation

ROI helps normalize the scale differences between blockbusters and smaller movies

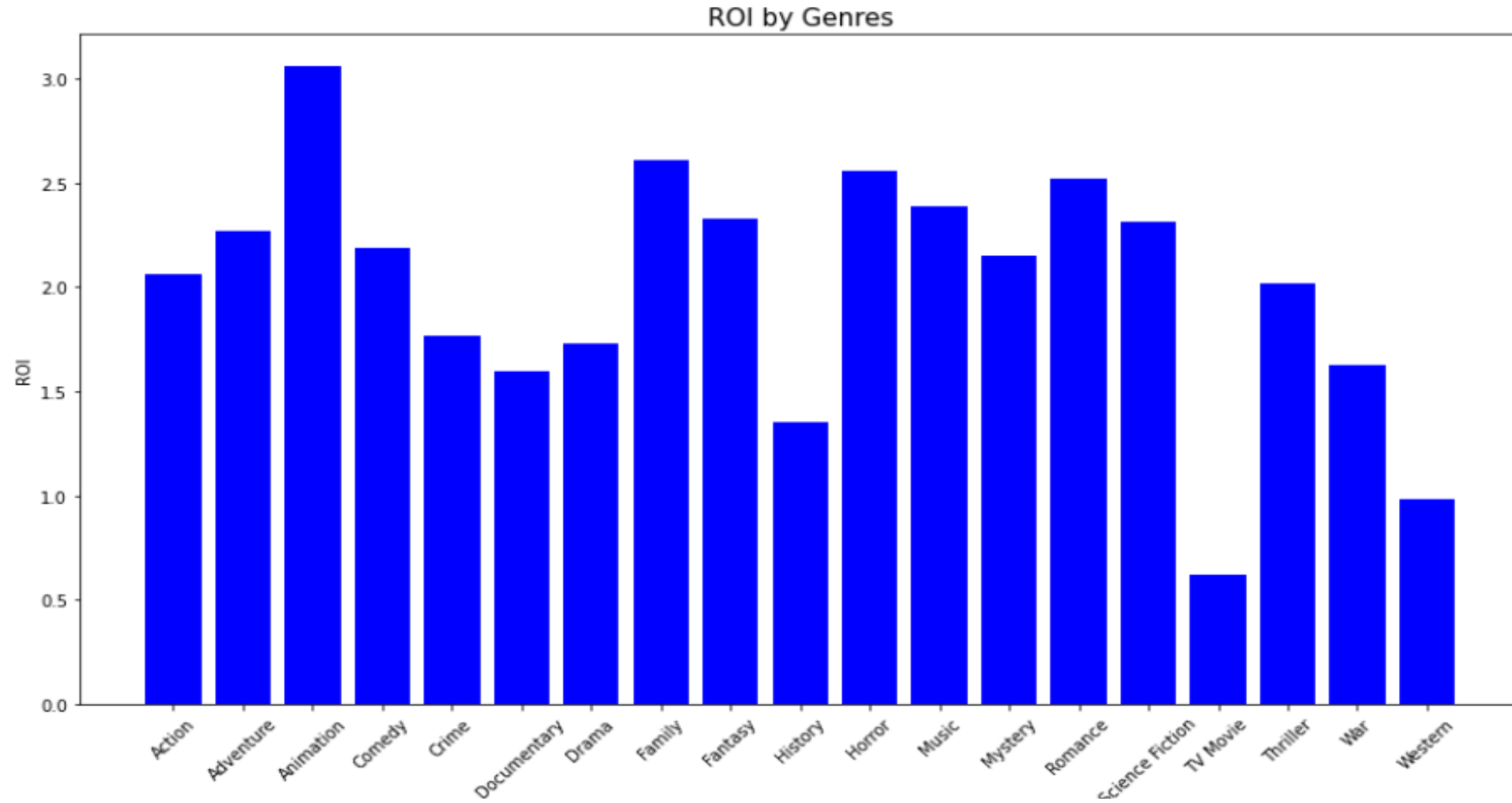


WHICH MONTH TO RELEASE?



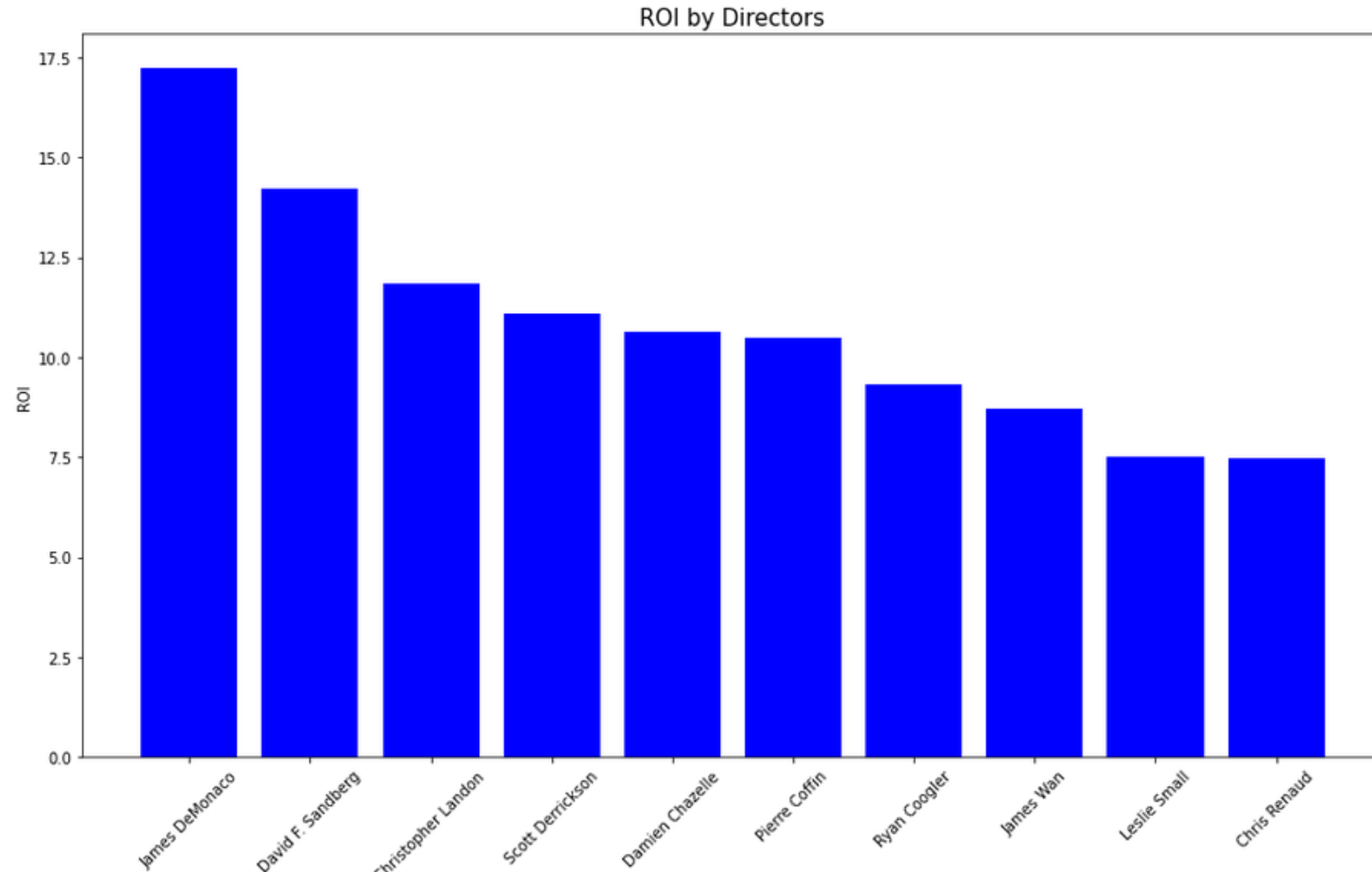
Releasing in **October** will avoid competition from blockbusters

WHICH MOVIE GENRES TO INVEST?



Animation, family, horror, and romance should be prioritized

BLOCKBUSTER DIRECTORS = SUCCESS?



James Demonaco, Christopher Landon and Damien Chazelle should be prioritized



THANK YOU Q&A?

Tai Ngoc Bui

<https://www.linkedin.com/in/tai-bui-ngoc/>