

MOVIE DATA EXPLORATORY ANALYSIS

TAI NGOC BUI



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Business Understanding

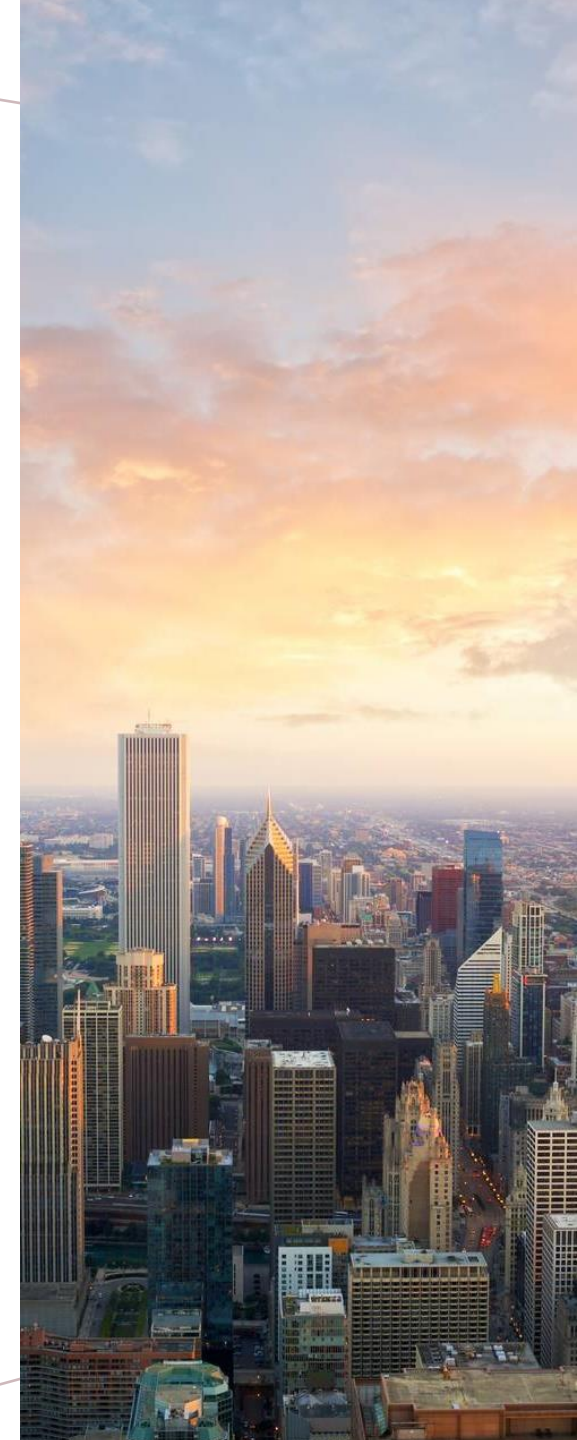
Objectives

Data Understanding

Exploratory Data Analysis

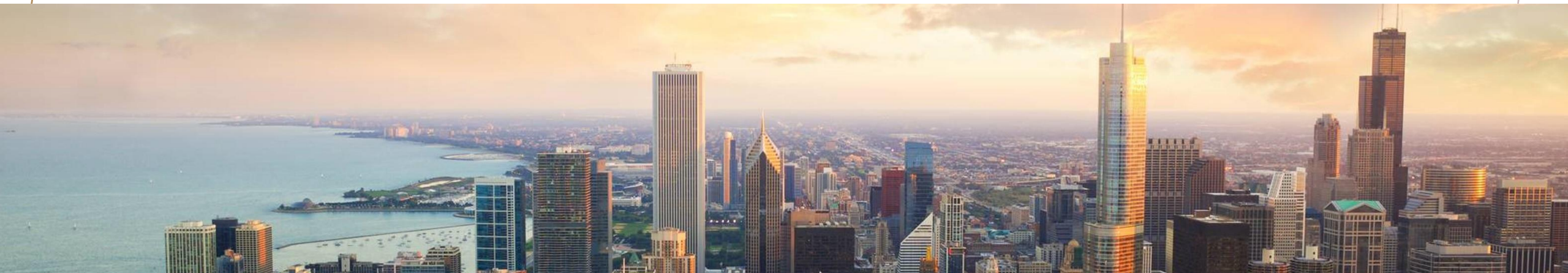
Recommendation Summary

Q&A



BUSINESS UNDERSTANDING

Analyze movies' features & provide recommendations to support
strategic investment



OBJECTIVES

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



DATA UNDERSTANDING

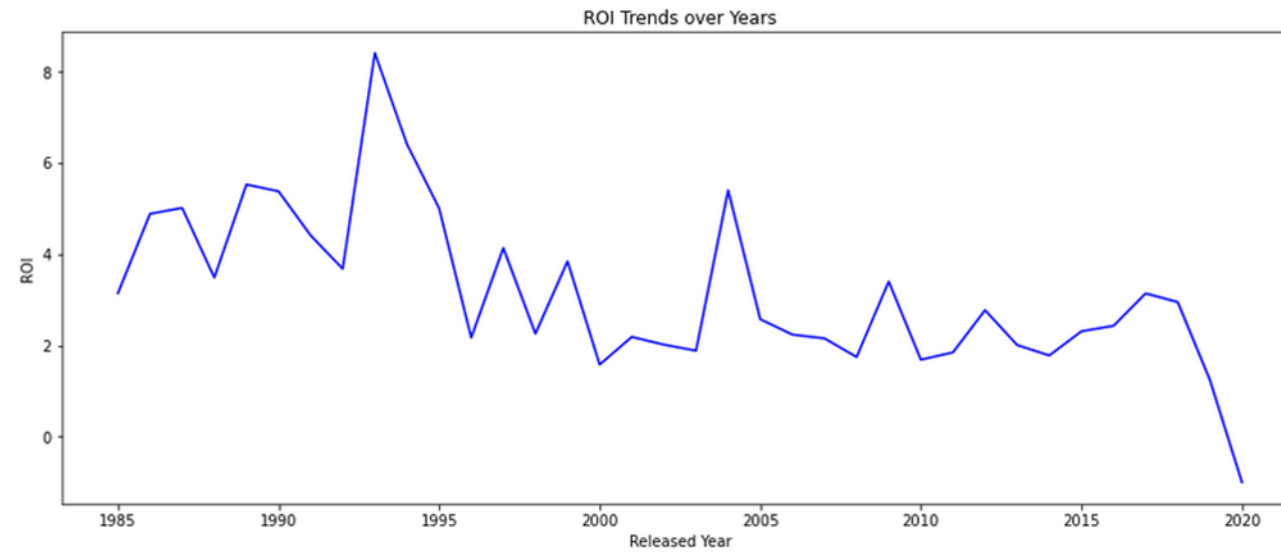
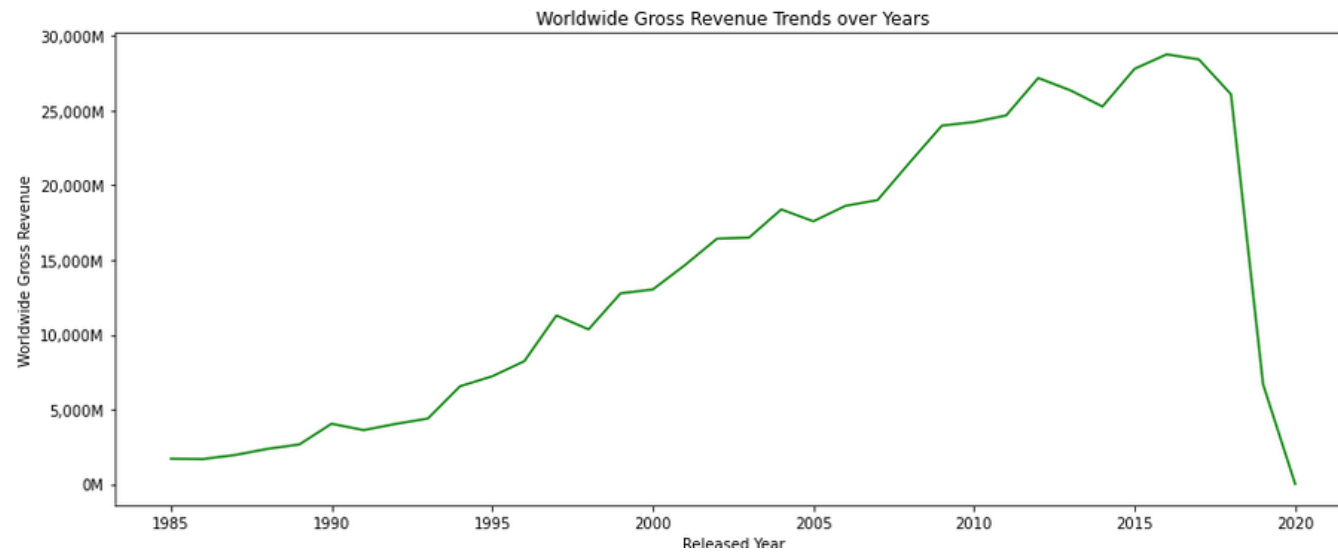
- Extracted from different movie sources:
 - IMDb
 - The Numbers
 - TheMovieDB



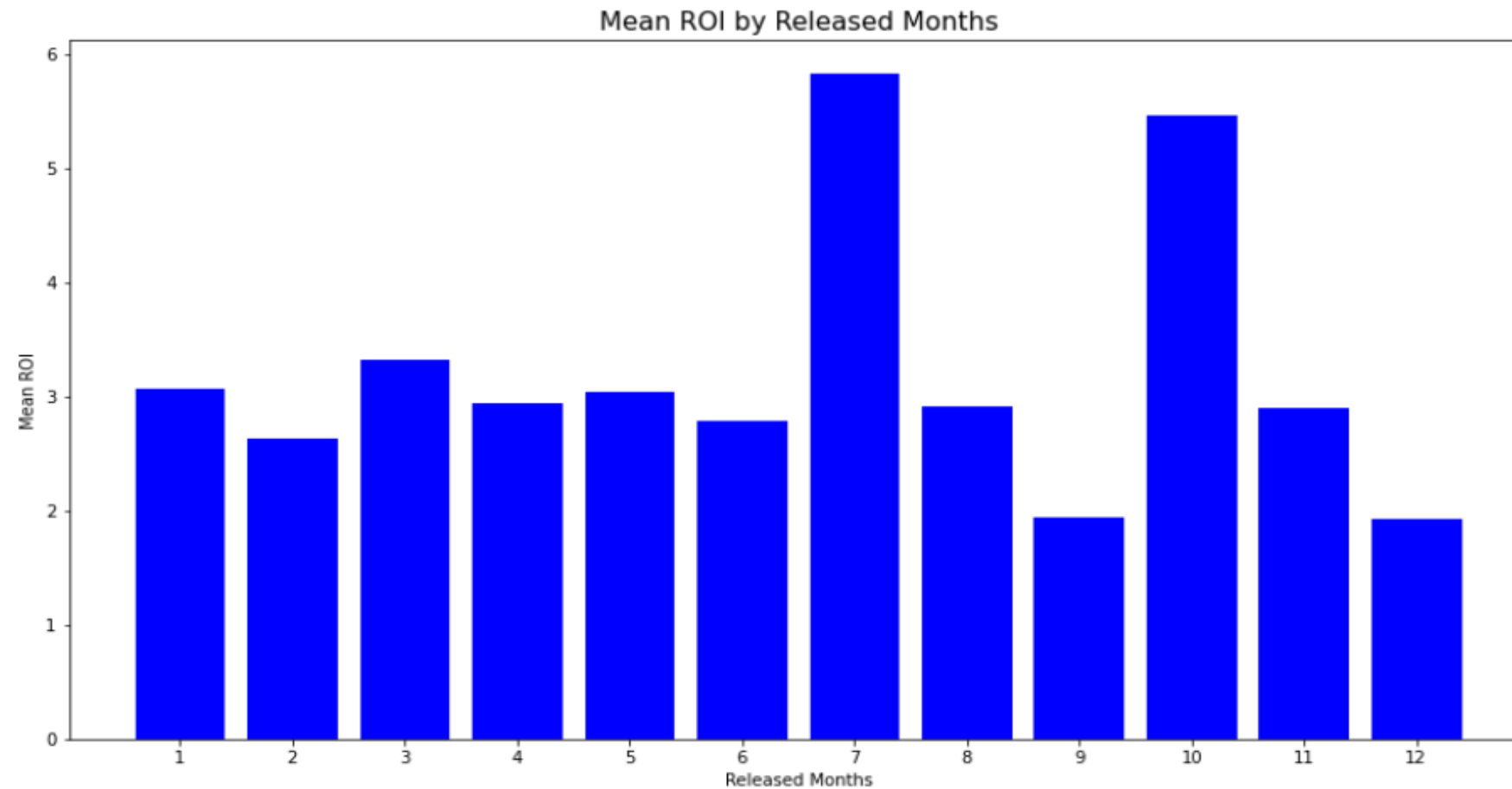
EXPLORATORY ANALYSIS

- General trends?
- Specific measure to determine movies' success? – Return on investment (ROI)
- Strategies to reduce investment risks? – Picking the right month, right genres and right directors

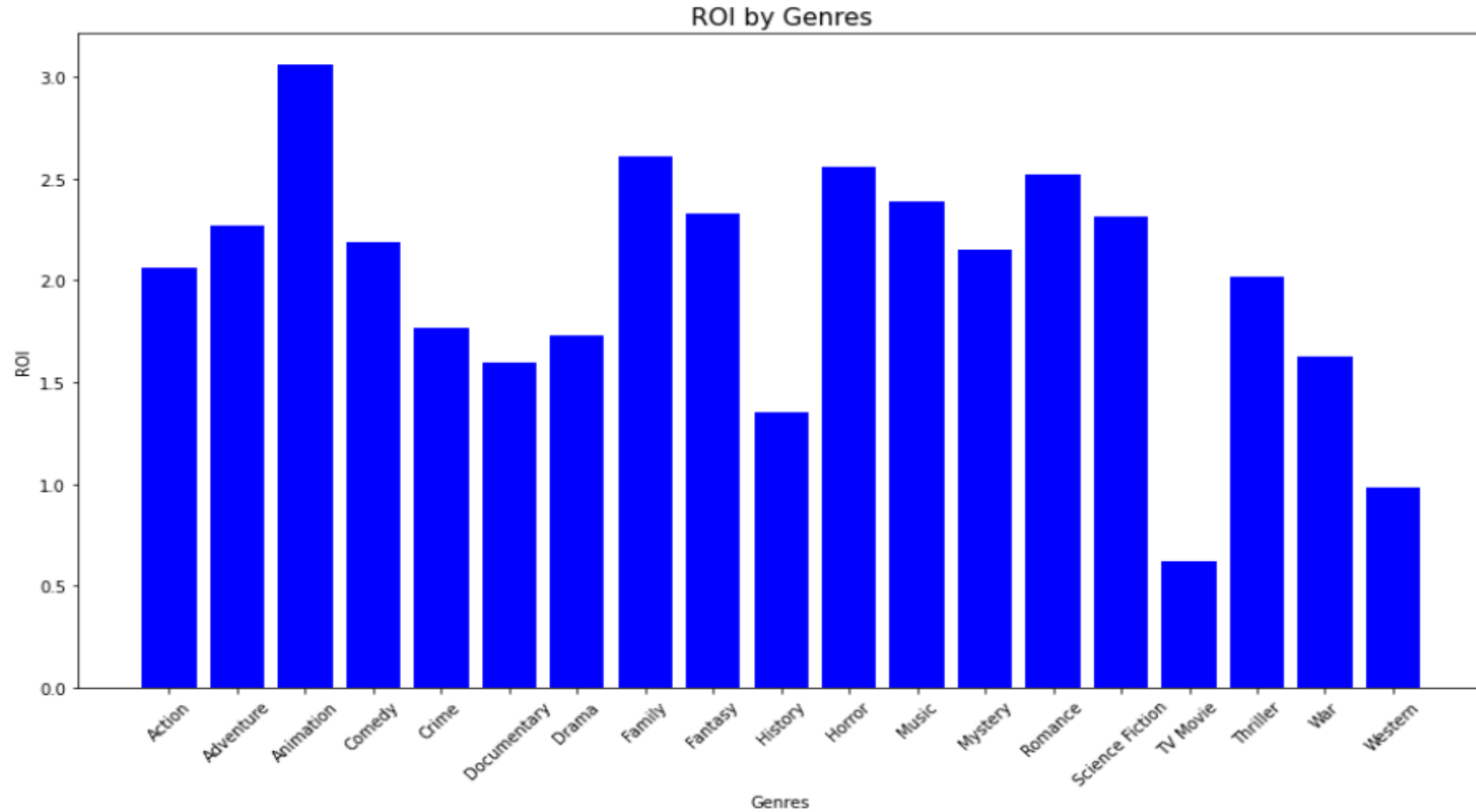
OVERALL TREND



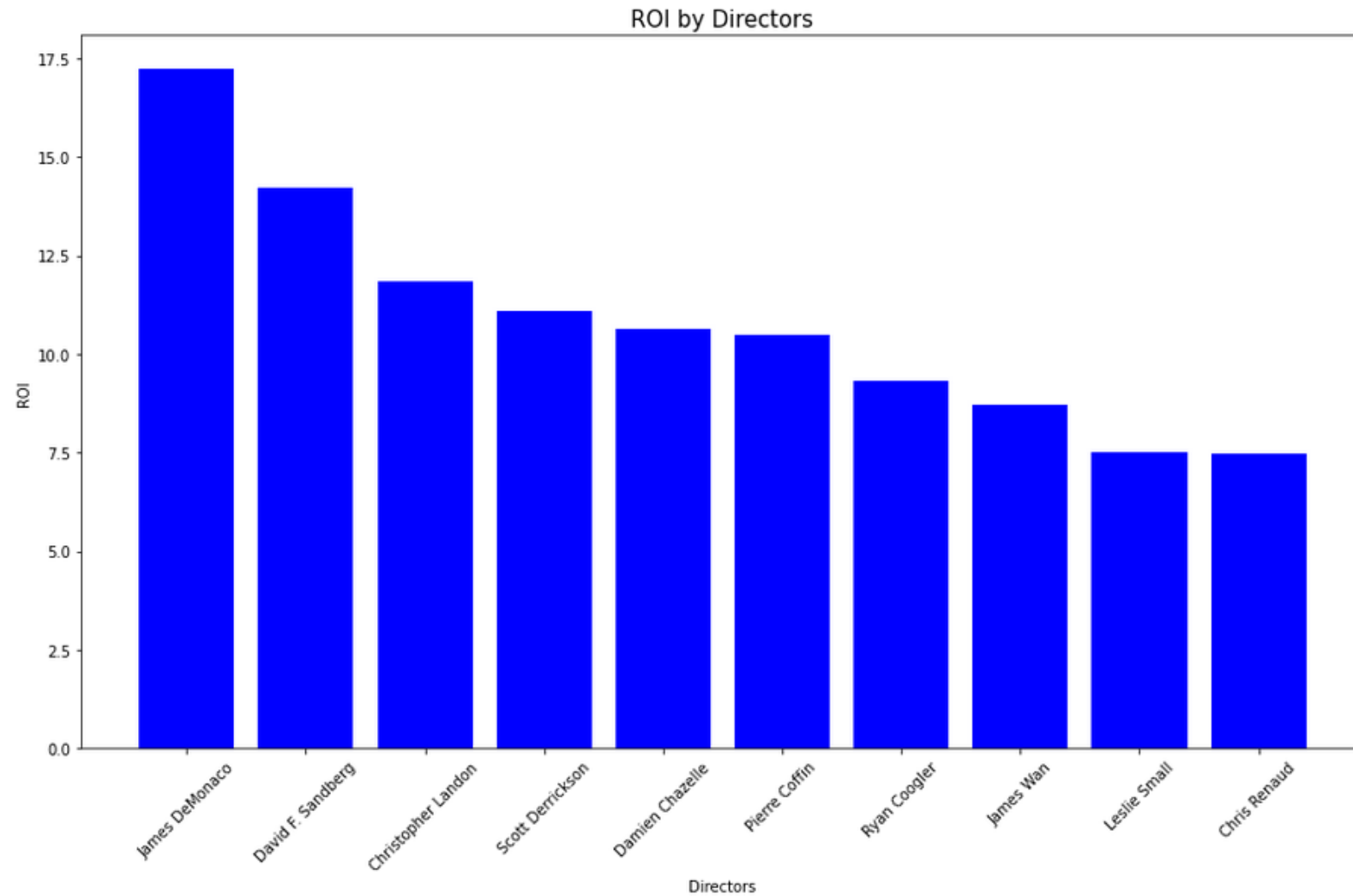
WHICH MONTH TO RELEASE?



WHICH MOVIE GENRES TO INVEST?



BLOCKBUSTER DIRECTORS = SUCCESS?



RECOMMENDATION SUMMARY

- Prioritize releasing movie in October of the year.
- Prioritize producing animation, horror, romance, and family movies
- Prioritize inviting James DeMonaco, Christopher Landon, and Damien Chazelle to be the directors



THANK YOU Q&A?

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