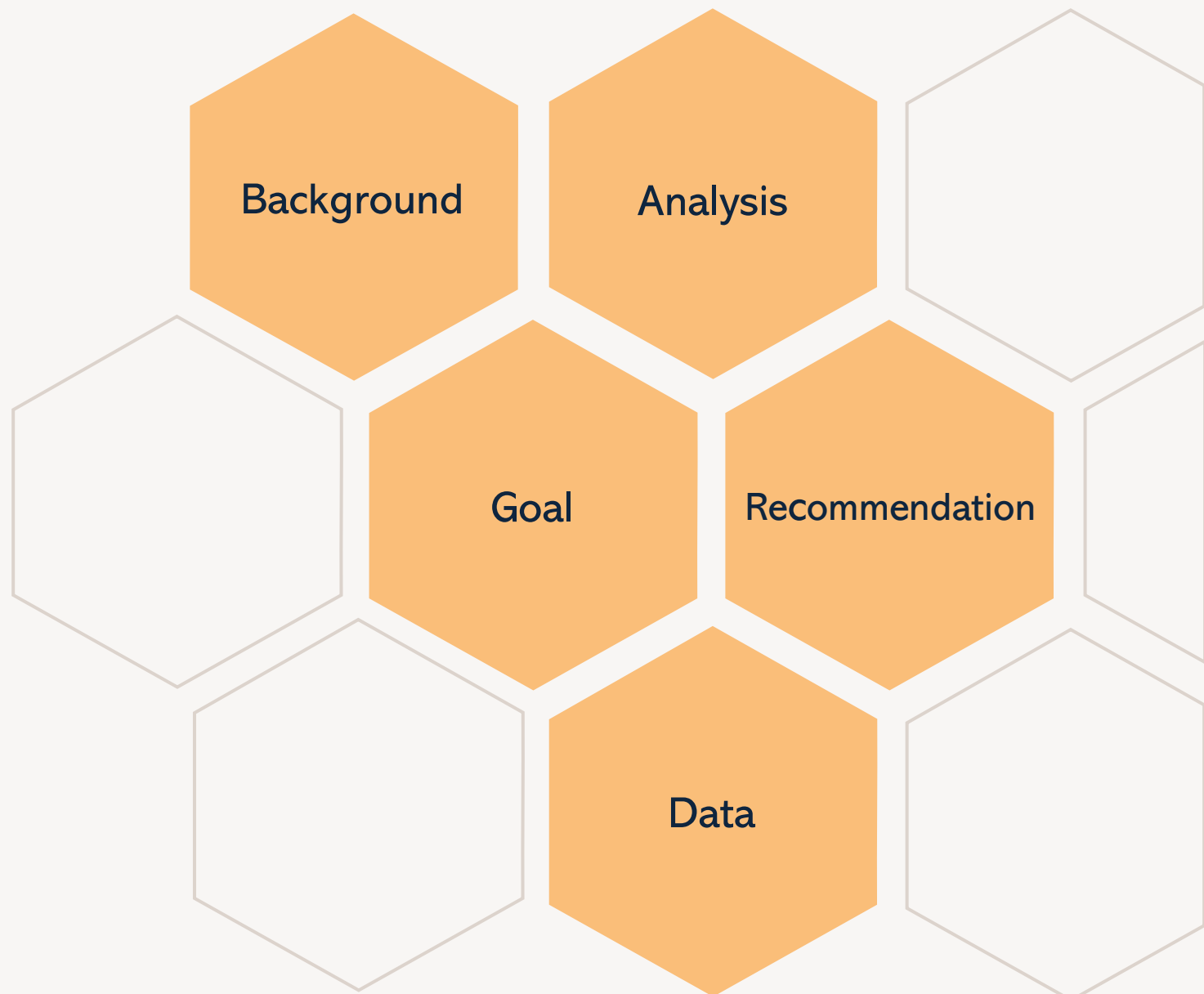


Movie Production Analysis

Priscila

Kamiri





Overview

Background

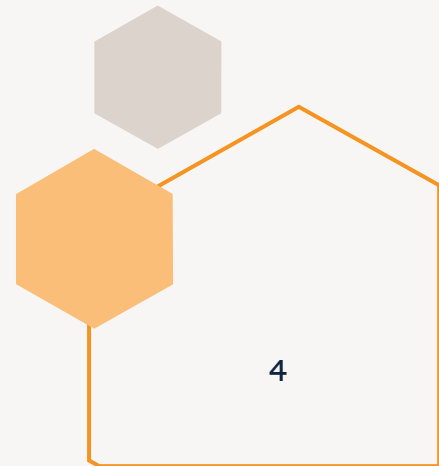
Microsoft have decided to invest in a new movie production studio.

Based on my analysis of prior movie datasets, I aim to provide data-driven insights and recommendations for Microsoft's success in this new venture.



Primary Goal

- The primary objective is to gain insights into the critical factors that are instrumental in the success of a movie.
- The goal is to provide data-driven recommendations that will enable achieving success in the fiercely competitive movie production industry.



Data Comprehension

Two joined tables from IMDb comprehensive database

- 4 features in total
- 2 numeric features, 2 categorical features

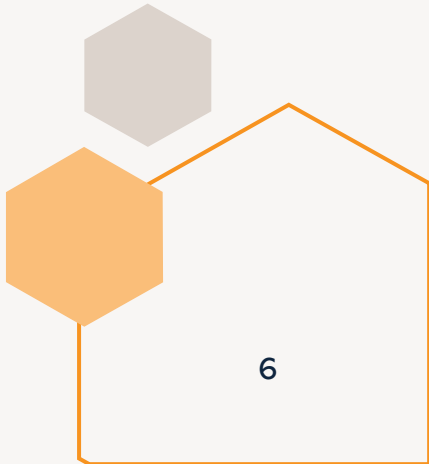
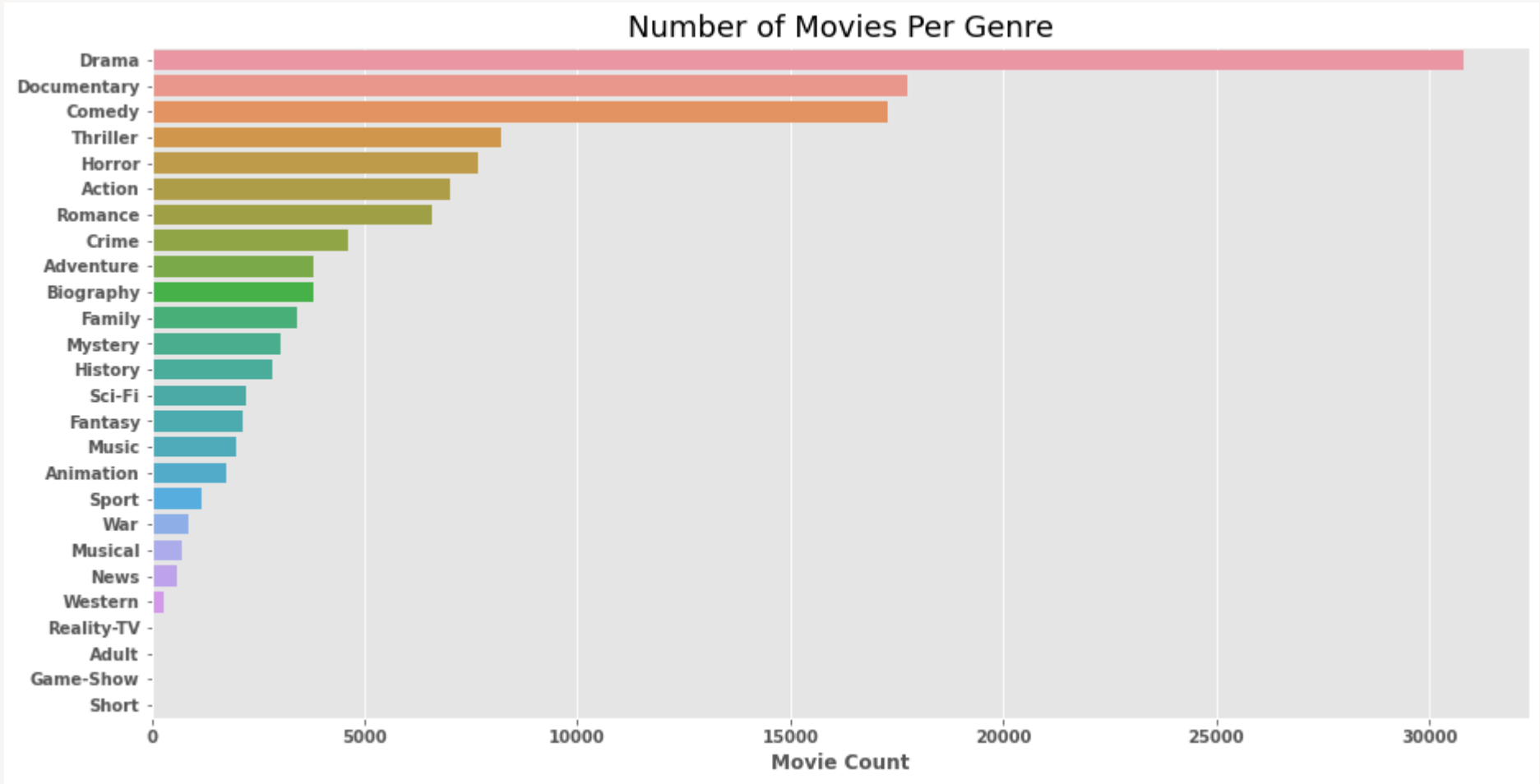
TheNumbers movies budget dataset

- 3 numeric features, 1 categorical feature, 1 datetime from 1920 to 2019

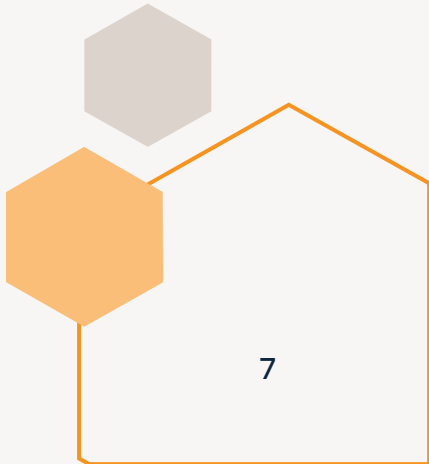
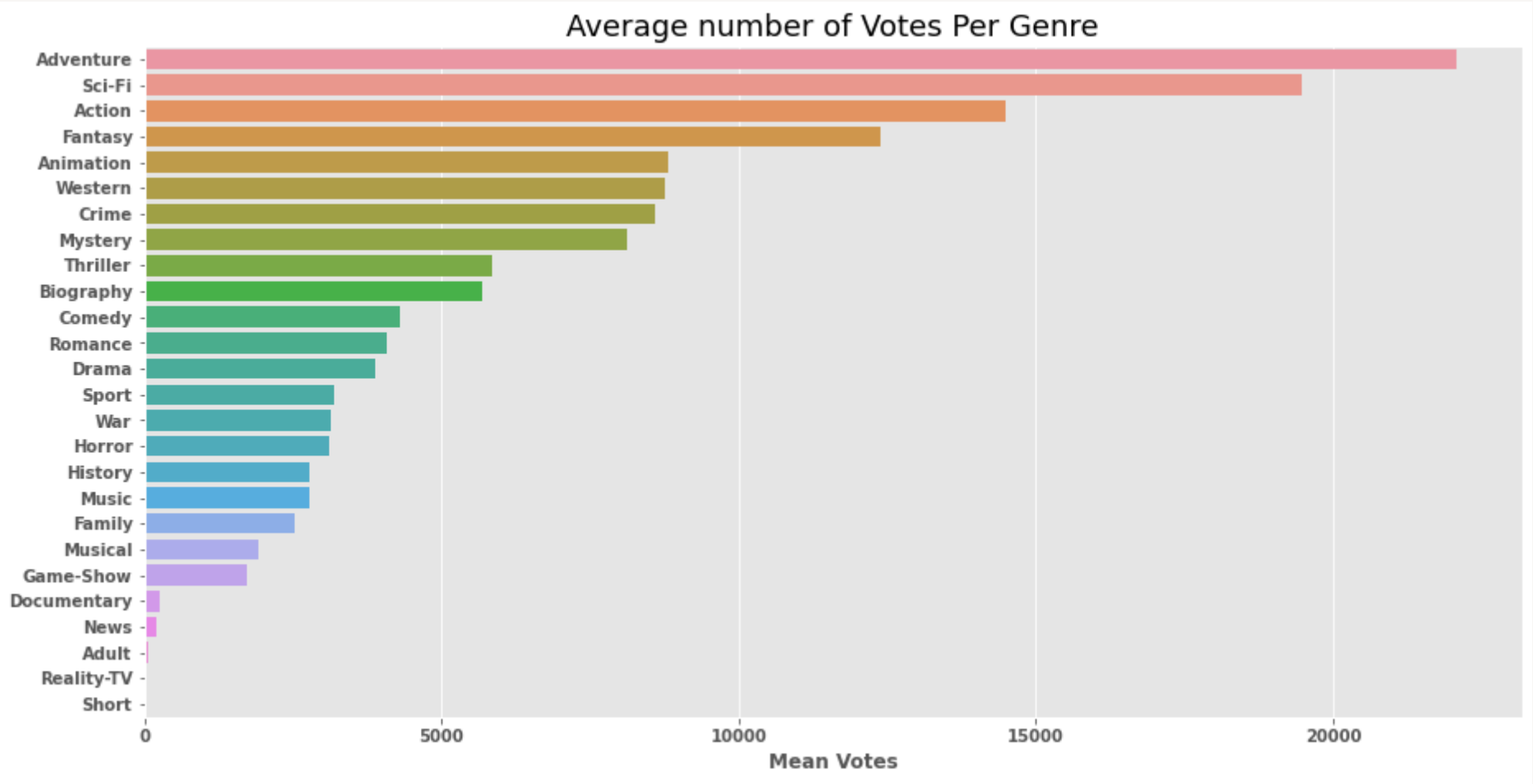
Top rated Genre

Two features were considered here.

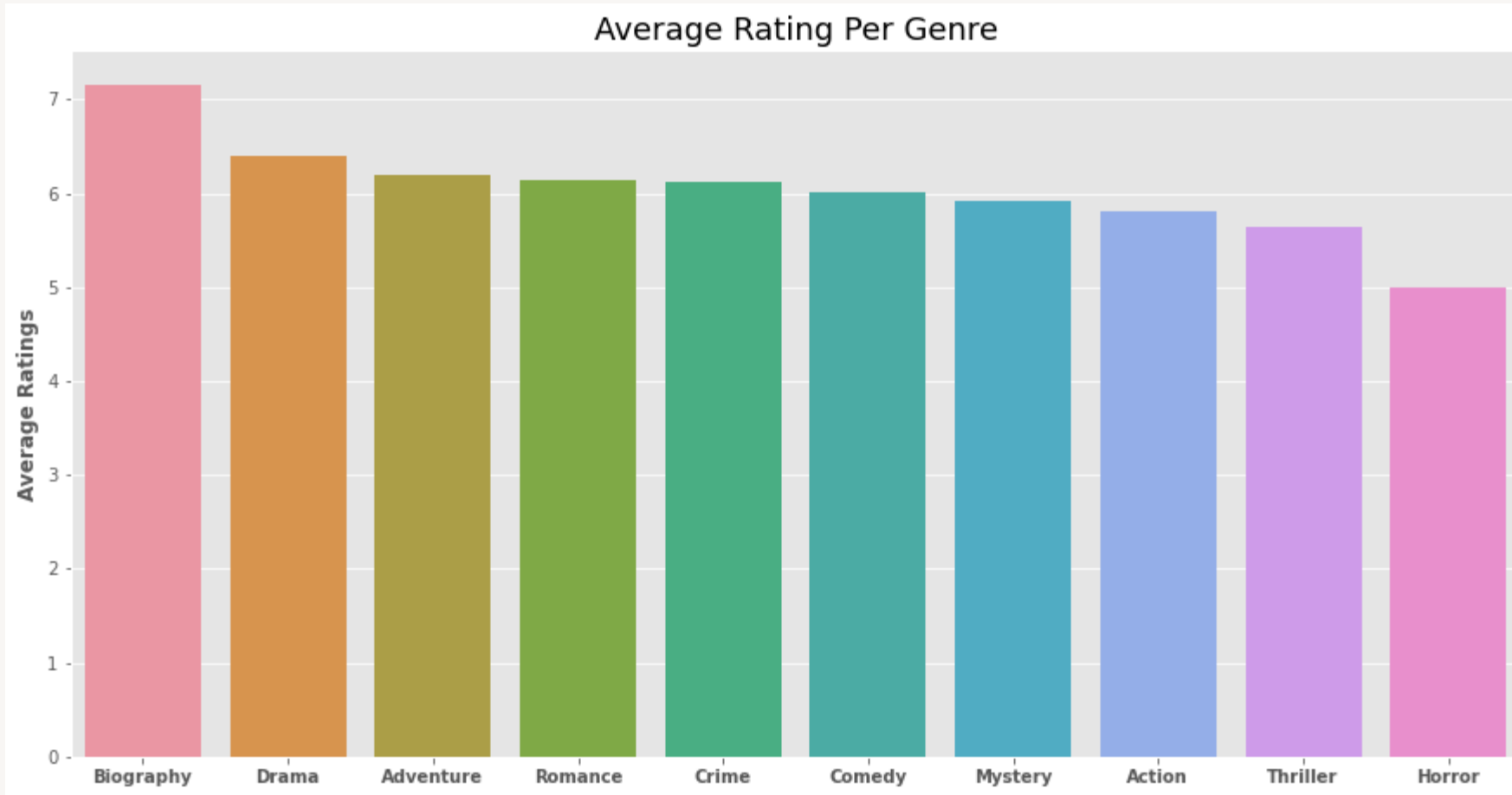
1. Number of movies produced per genre



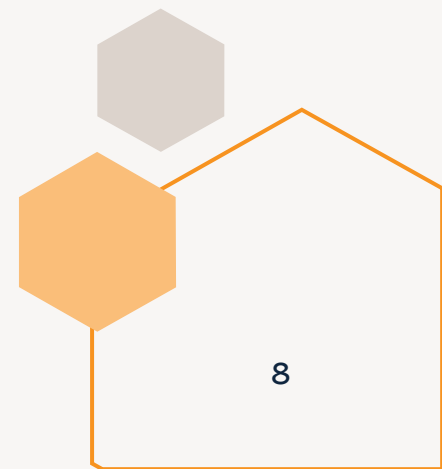
2. Average number of votes per Genre



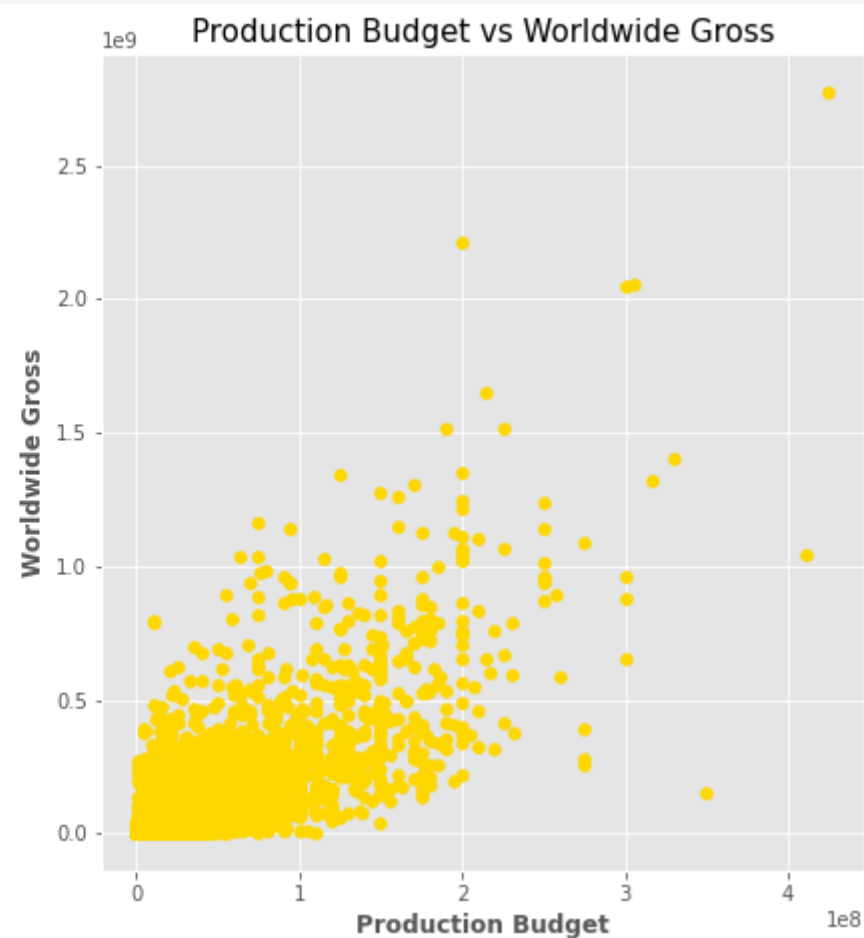
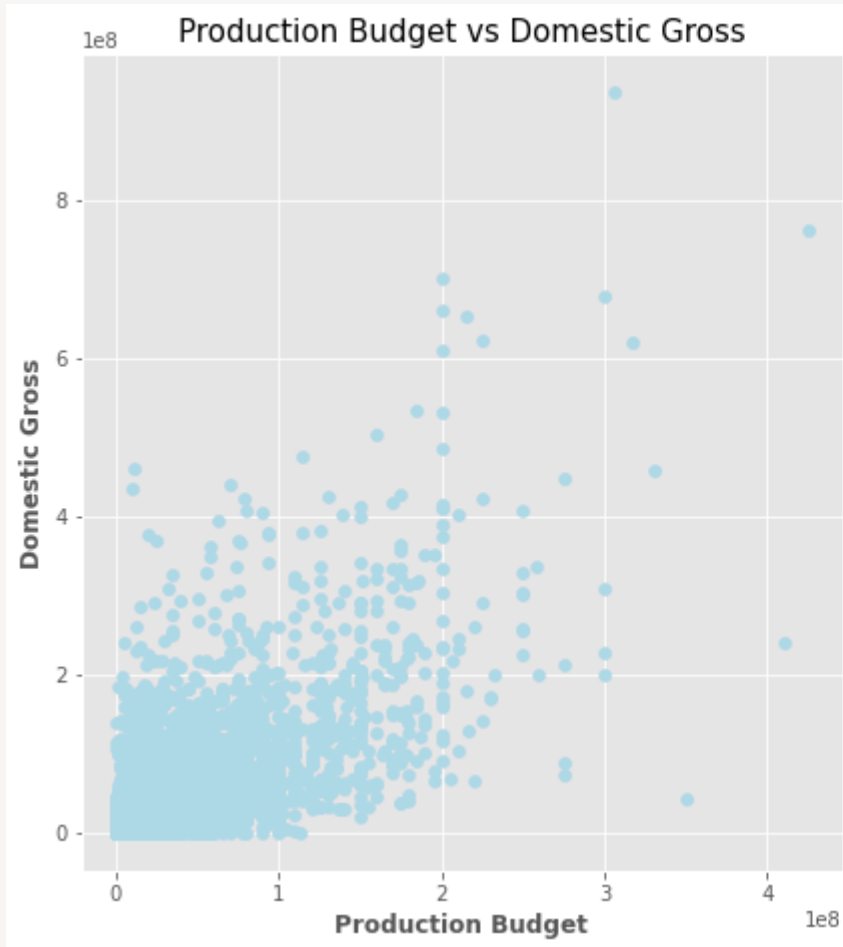
Top Rated Genres Based on Analysis above



Genres popular among movie audience and have a higher likelihood of being positively received by market are Biography, Drama, Adventure, Romance, Crime and Comedy

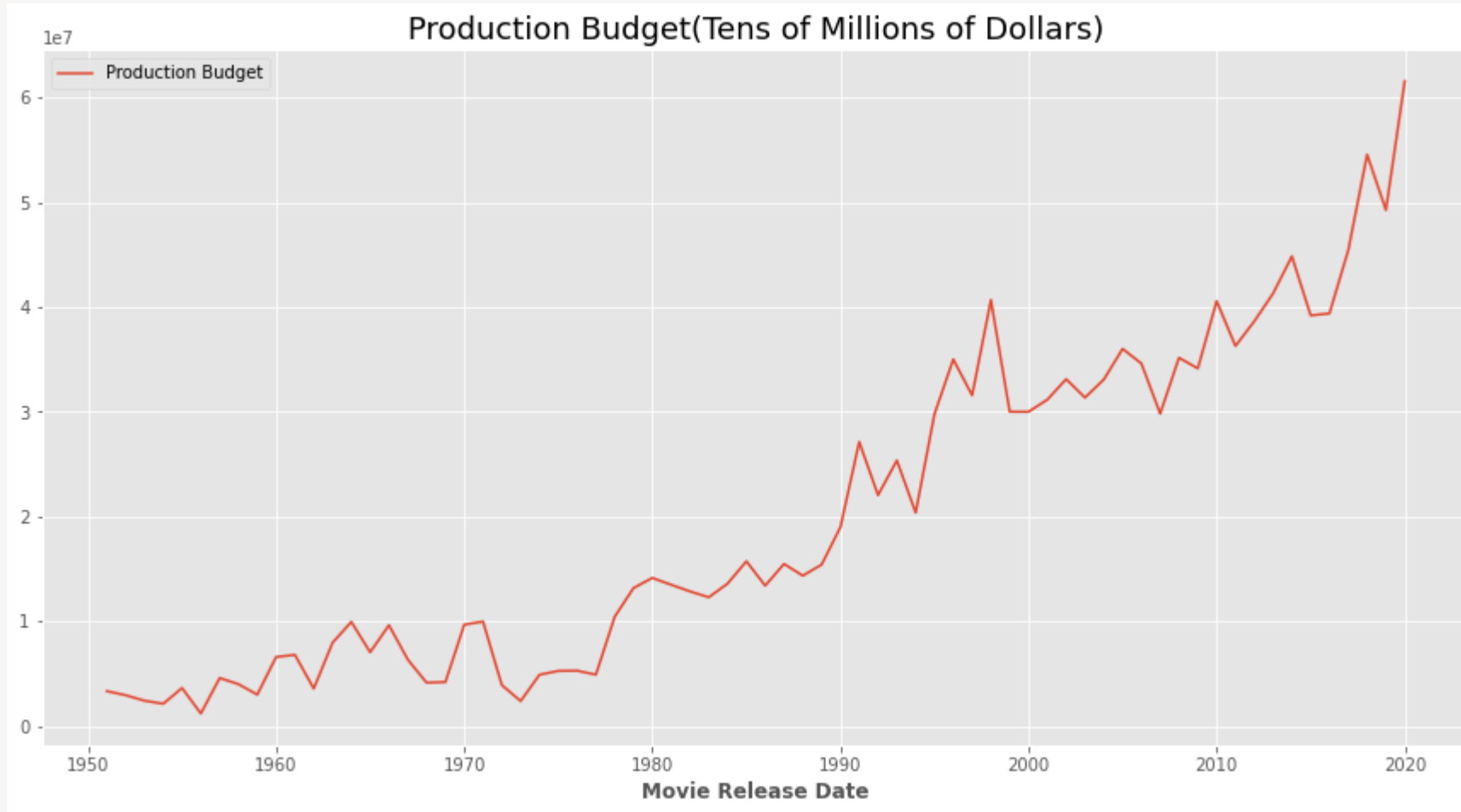


Production Budget vs Gross Correlation

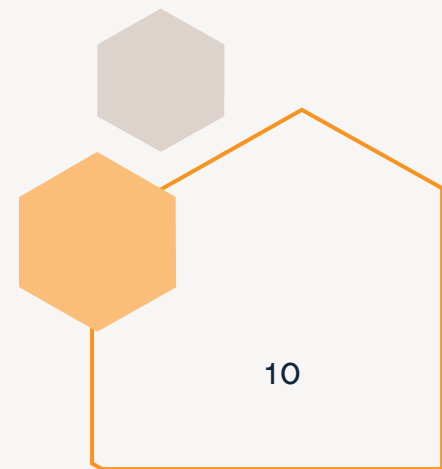


This translates a strong positive correlation between the production budget and both measures of gross. Movies with a higher production budget tend to earn more gross income.

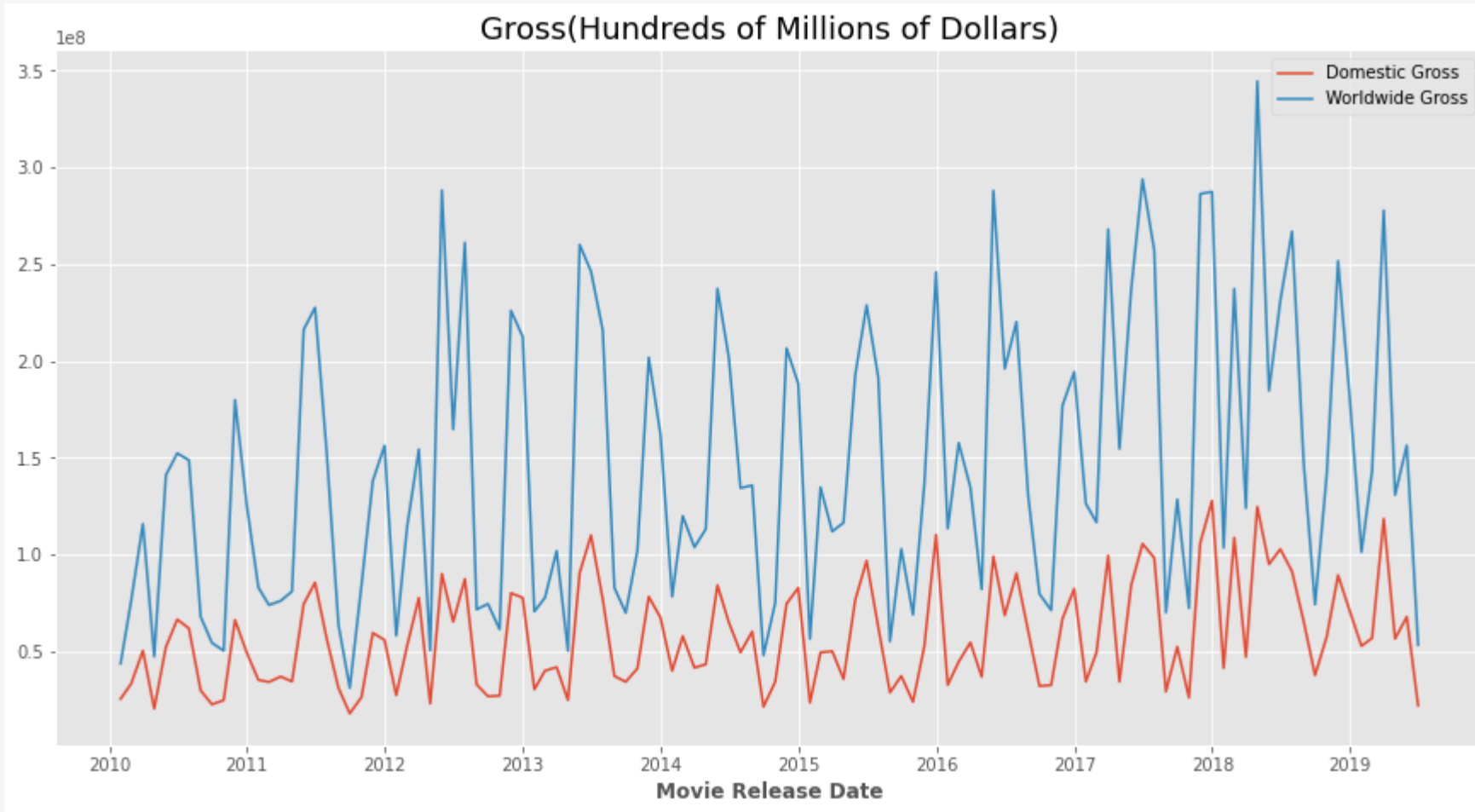
Production Budget Trend



There is an increasing production's budget trend in the film industry

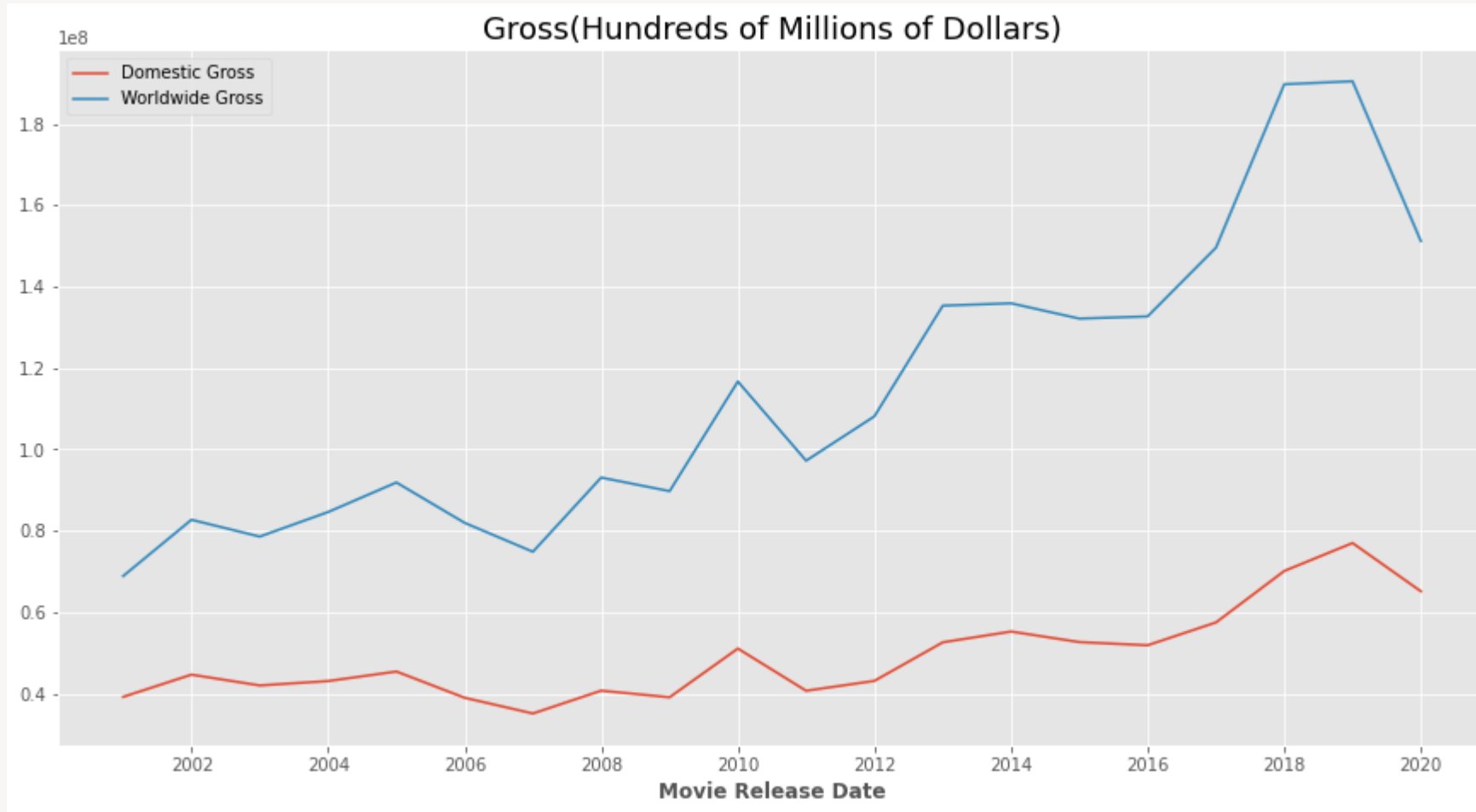


Seasonality Trend of Release Dates

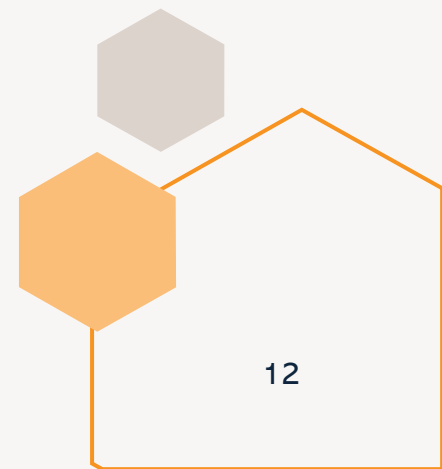


Gross income for movies tends to be higher during the mid months of the year, which could correspond to the summer period of the northern hemisphere.

Domestic vs Worldwide Gross



Movies performed well in a global market. Movies had a broad appeal that could be successful in multiple regions





Recommendations

This is what I would recommend:

- Explore the possibility of creating films within the genres of Biography, Drama, Adventure, Romance, Crime, and Comedy.
- Invest a substantial amount of funds in the production budget.
- Increase the production budget allocation for high-quality movie production compared to previous years.
- Consider releasing the movies during the mid months of the year, particularly in the summer months.
- Produce globally appealing movies and market them to international audiences.

Next Step



Expand Analysis Features

- Include other factors that may result to a movie's success.
- Such as preferred movie runtime, possible partnership with other studios, performing directors and writers and critical reviews.



Develop Dashboard

- Display insights from the analysis in a dashboard for easier access of information



Machine Learning

- Use the historic data to develop machine learning algorithms to predict the success of a movie.



Thank you

Any questions?

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