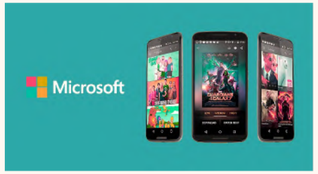

The Cinematic Blueprint: Genre Insights for Microsoft's Film Endeavor.

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Summary

This project entails Analyzing Box Office Trends, Audience Preferences, and Creative Strategies to Fuel Microsoft's Movie Success..

An analysis was done to find the top genres that are currently doing well in box office based on Foreign Gross sales, Domestic Gross sales, average rating and number of votes.

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Agenda

01 Business Problem

02 Data

03 Methods

04 Results

05 Conclusions

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Business Problem

The production of movies has sparked our interest. Microsoft have decided to create a new movie studio and require more insight into which types of films are doing best at the box office in order to choose the genre of movies to produce that can generate the most profit.

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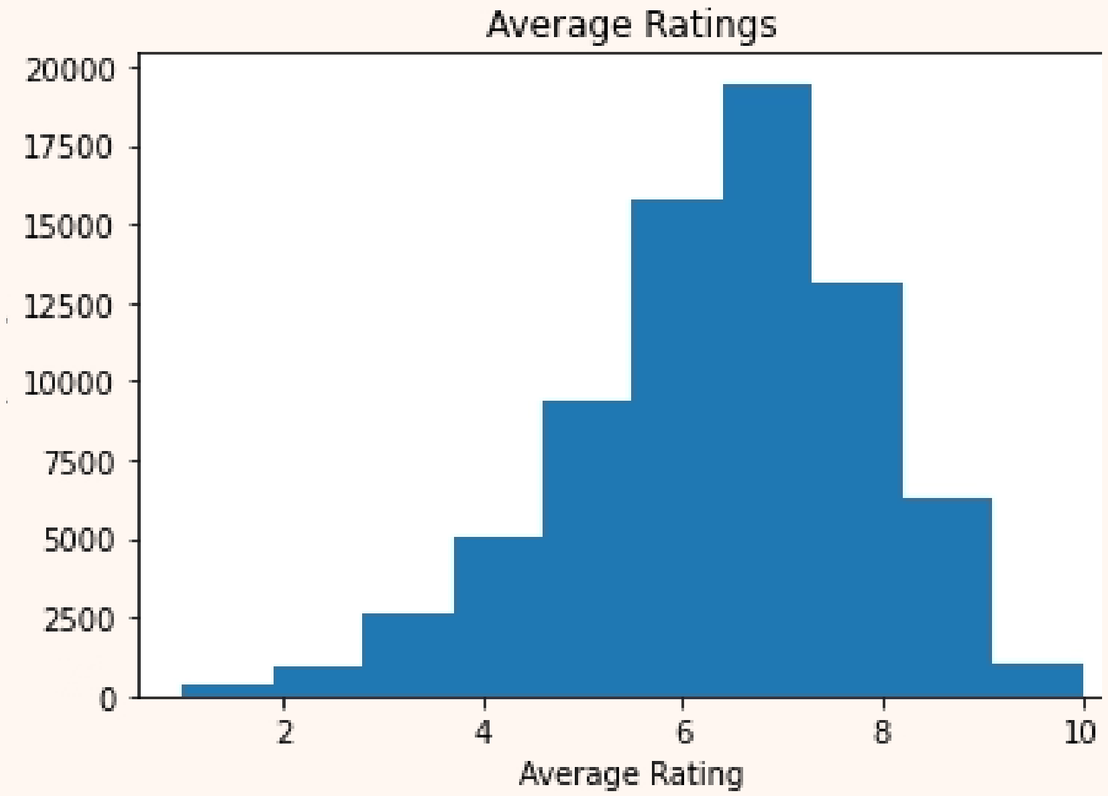

Data

Data findings

Average rating data of movies released from 2013 to 2019.

The average rating out of 65,720 movies was 6.3.

Majority of genres are well received by the audience.

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Methods

Data Preparation, analysis and modelling.

The data analysed came from IMDb website.
IMDb (an acronym for Internet Movie Database).
It is a popular worldwide online database of infomation relating to all movies, television programs, video games and streaming content online.
3 files from IMDb were used to answer the question of which genres were most successful, mainly focusing on the Domestic and Foreign Gross sales along with average ratings given and number of votes received.

The 3 files were merged to create on data set where it was cleaned before analysis.
This includes: Checking for inconsistencies in data ,dealing with the missing, duplicate & null values.
It also involves formatting columns to appropriate data types and changing column name to something more readable.

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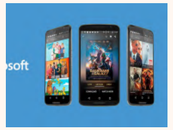

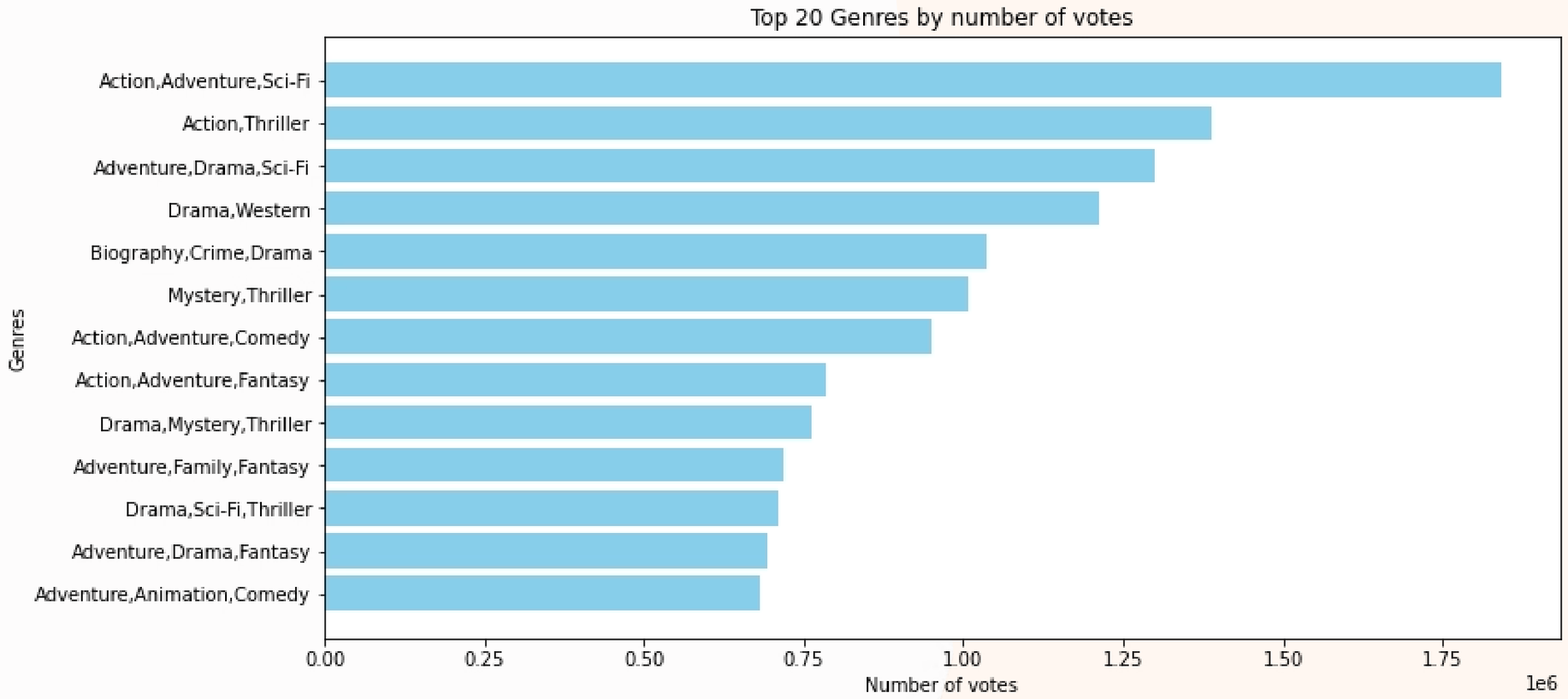

Results

Top 3 recommended genre combinations are :

- **Action,Adventure,Sci-fi**
- **Action Thriller**
- **Adventure, Drama,Sci-fi**

Action, Adventure and sci-fi has 1841066 votes with an 8.8 average rating.

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Domestic gross sales and Genre.

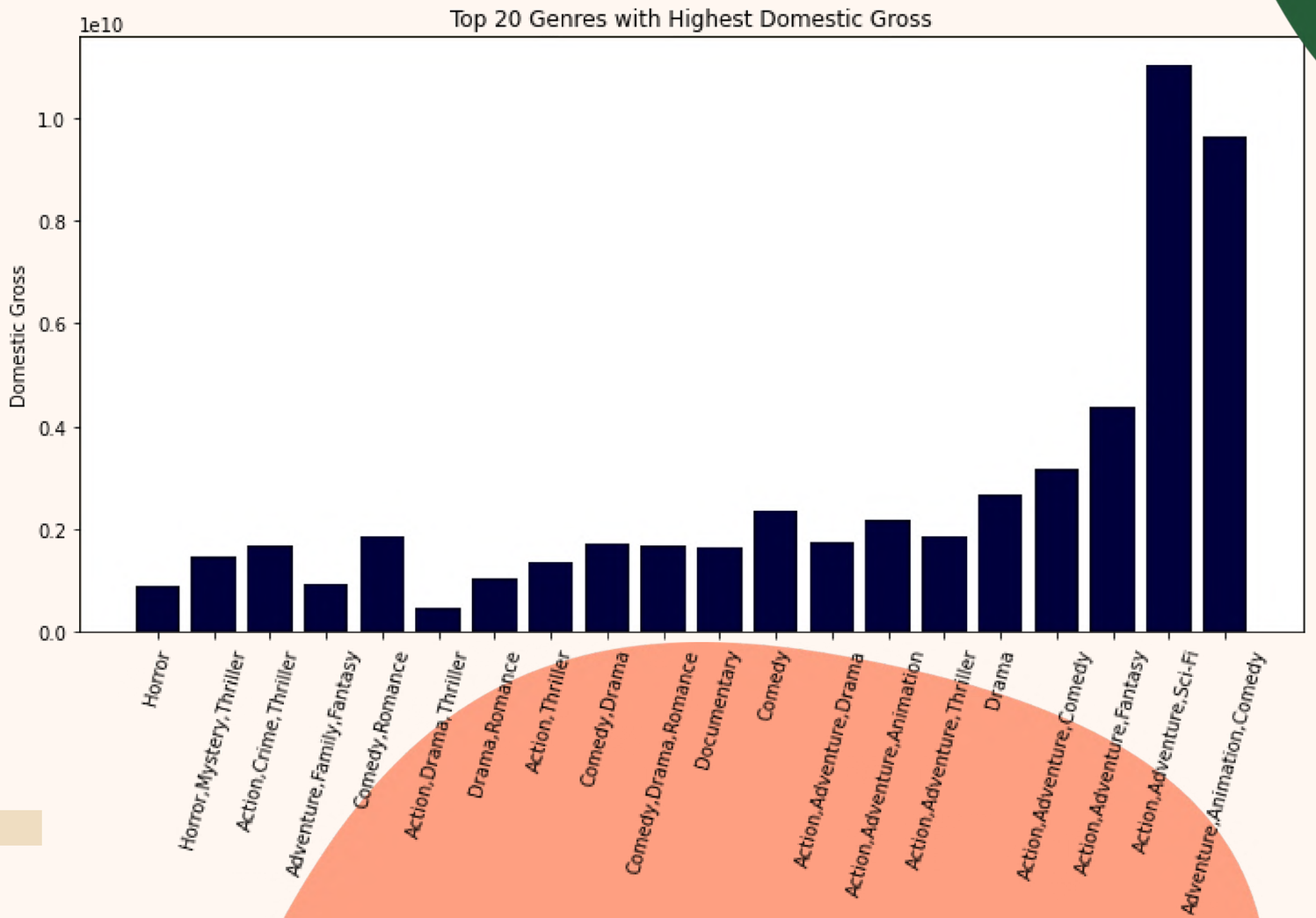
Action ,Adventure, Sci-fi
top the domestic gross sales.

- Adventure, Animation, Comedy

have the 2 nd highest sales
and can also be considered.

- The remaining genre

combinations in the graph seem
to generate almost similar
domestic revenue.



Results

- Adventure as a solo genre was clearly a strong genre for popular successful movies as it appeared in all combinations of genre for the top 3 highest domestic gross.

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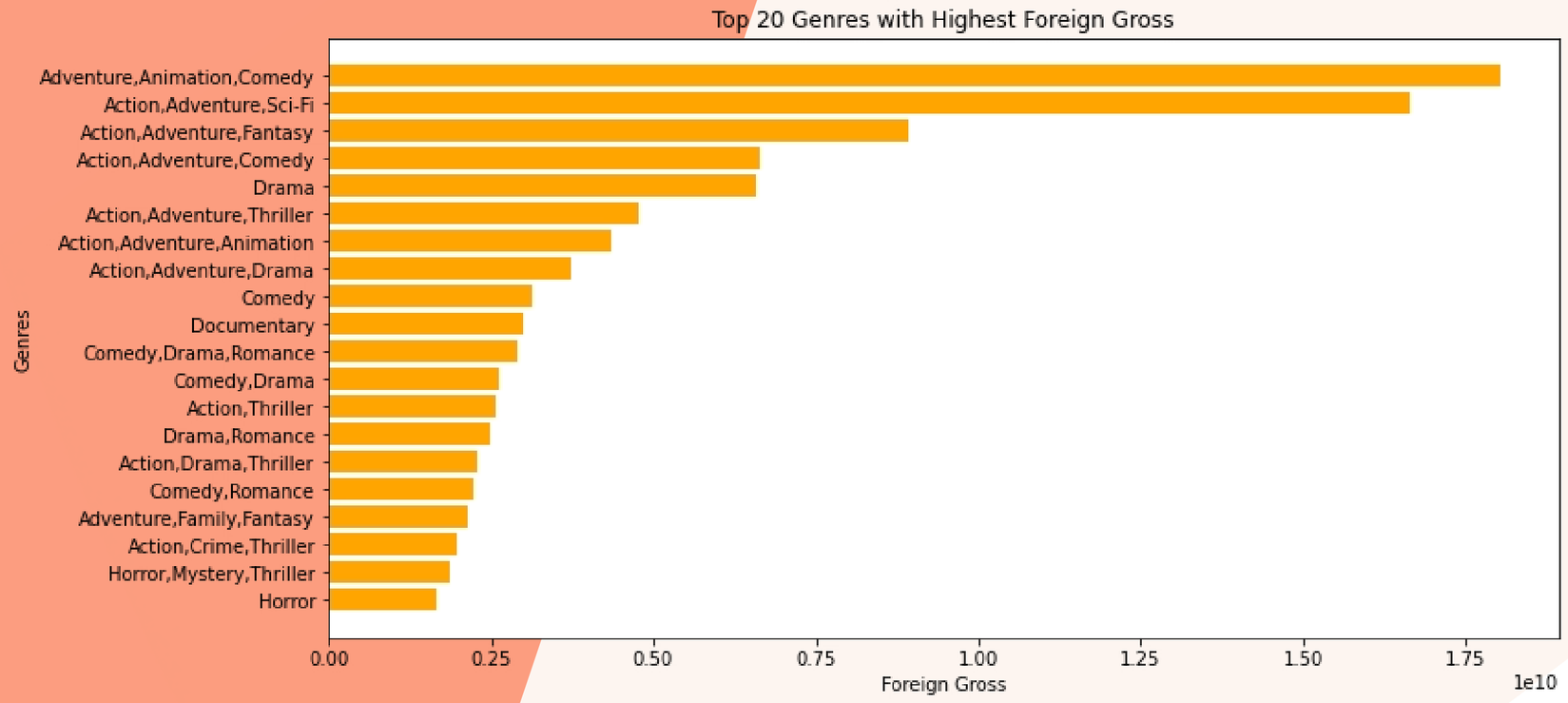
Foreign Gross

Adventure ,Animation, Comedy and Action, Adventure, Sci-fi have the highest foreign gross sales

Adventure and action as solo genres top the charts as the genre combinations with the highest foreign sales.

genre combination with horror generates the least amount of foreign sales.
It suggests that the genre has a specific audience.



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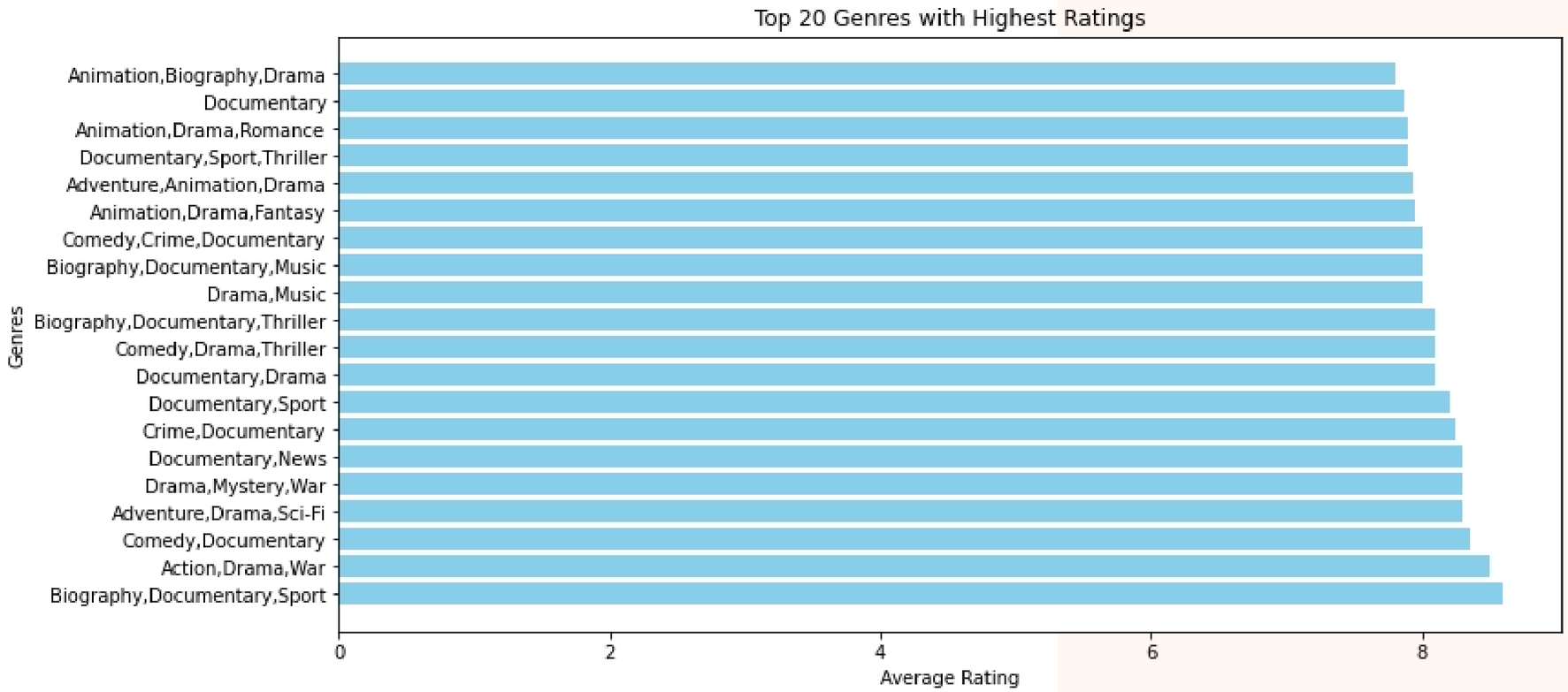

The graph shows the average ratings of genres that have more than 20,000 votes.

Biography, Documentary, Sport combination has the highest rating although has fewer number of votes compared to Action ,Adventure, Sci-fi.
However, this combination does not appear in top number of votes or gross sales hence cannot be considered as a genre to venture into

Results

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Conclusions

My recommendation for which type of Movie to produce would be Action, Adventure & Sci-Fi as this is the most predominant combination in the analysis.

The combination of genre has appeared top in all 3 analysis

In Domestic and Foreign gross the combination Adventure, Animation & Comedy also faired well which would be my second recommendation.

I would also highly recommend that Adventure and Action paired with either Animation or Fantasy is a successful combination.

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Next Steps

Limitations

Could the same movie be classified into different genres by different audiences?

Observation

Future analysis could include the movie classification ie PG, MA etc to see which audience the most successful movies were made for.

Good ratings doesn't mean high revenue. Analyse sales and production costs of movies to determine the next decision

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Thank You!

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