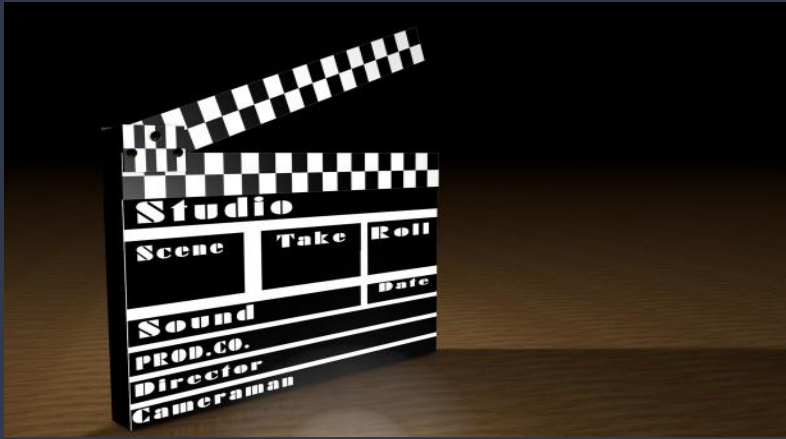


Project 1

Sajan Gajmer

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Summary: An analysis of data set taken from imdb, to help with a large business in succeeding in another field of area.

Help Microsoft in determining the best data to start with

Provide thorough analysis to data set to provide accurate information

Outline

- Business problem
- Data and methods
- Analysis/Results
- Conclusion

Business problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. I am charged with exploring what types of films are currently doing the best at the box office. I will then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Data and Methods

- Data provided from title.basics, title.ratings, and bom.movie grossings have given a list of movies and genres with ratings as well as grossings.
- Used data cleaning to filter out irrelevant information and then merged the data sets together

Analysis/Results

- The analysis has provided that the best genre to go with is Drama as this has the highest ratings and has the highest grossing potential

Conclusion

- Go with Drama as it has highest ratings and highest earning potential
- That specific genre is used a lot so could be easily saturated
- Mixing in other popular genres such as comedy could help prevent the saturation problem