

PHASE 1 PROJECT

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Microsoft

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Problem statement

**TO GUIDE A COMPANY IN
DETERMINING THE FILM
GENRE THAT WOULD
RESULT IN A LUCRATIVE
RETURN UPON ITS
RELEASE.**



Data Used for the analysis

- **Domestic Gross**
- **Foreign Gross**
- **Movie Ratings**

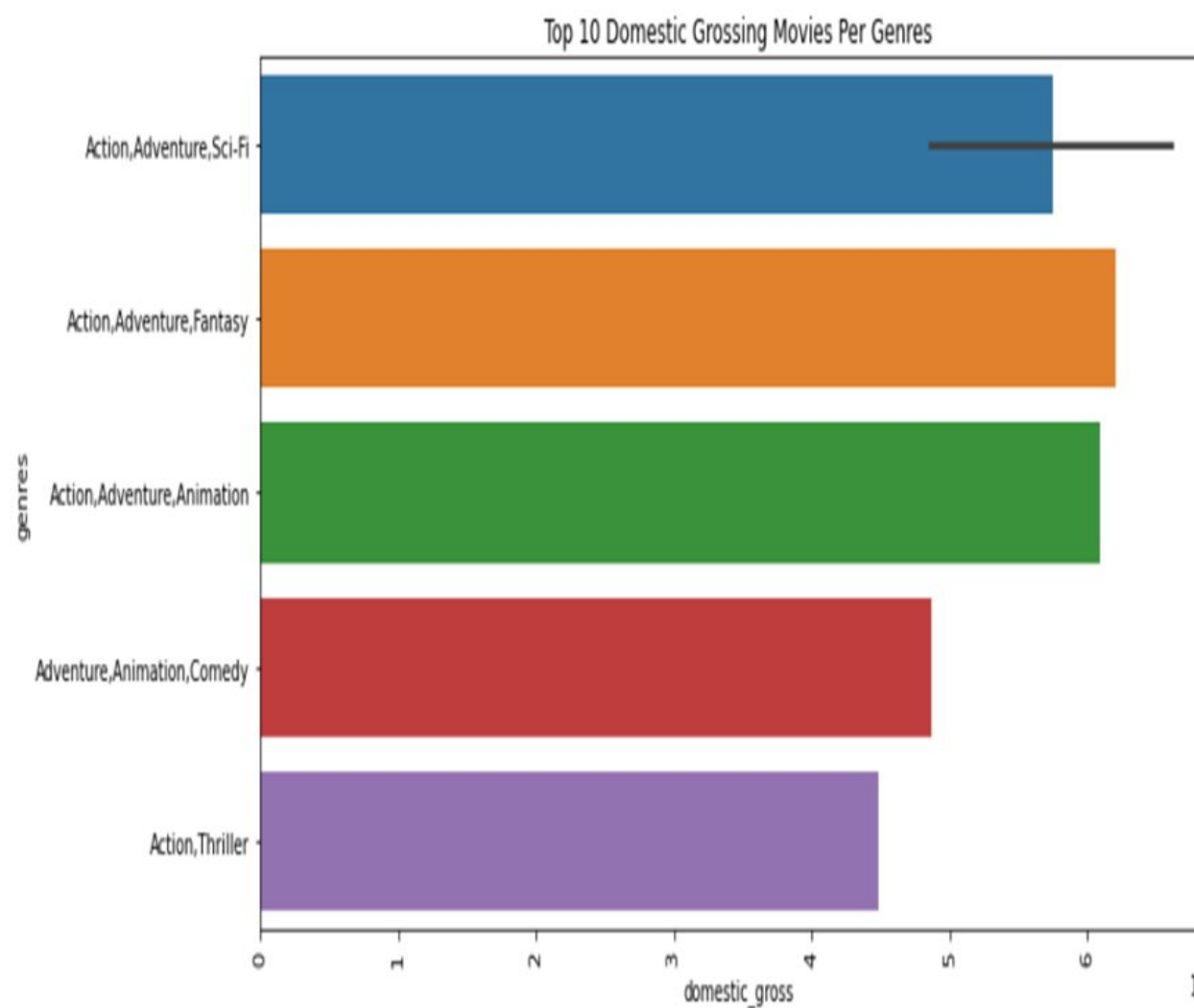


Method

- **Loaded the data using python modules to read the data**
- **Merging of the data**
- **Reviewing of the data to understand inconsistencies**
- **Data cleaning by dropping duplicate columns for ease understanding**
- **Data visualization for insights**

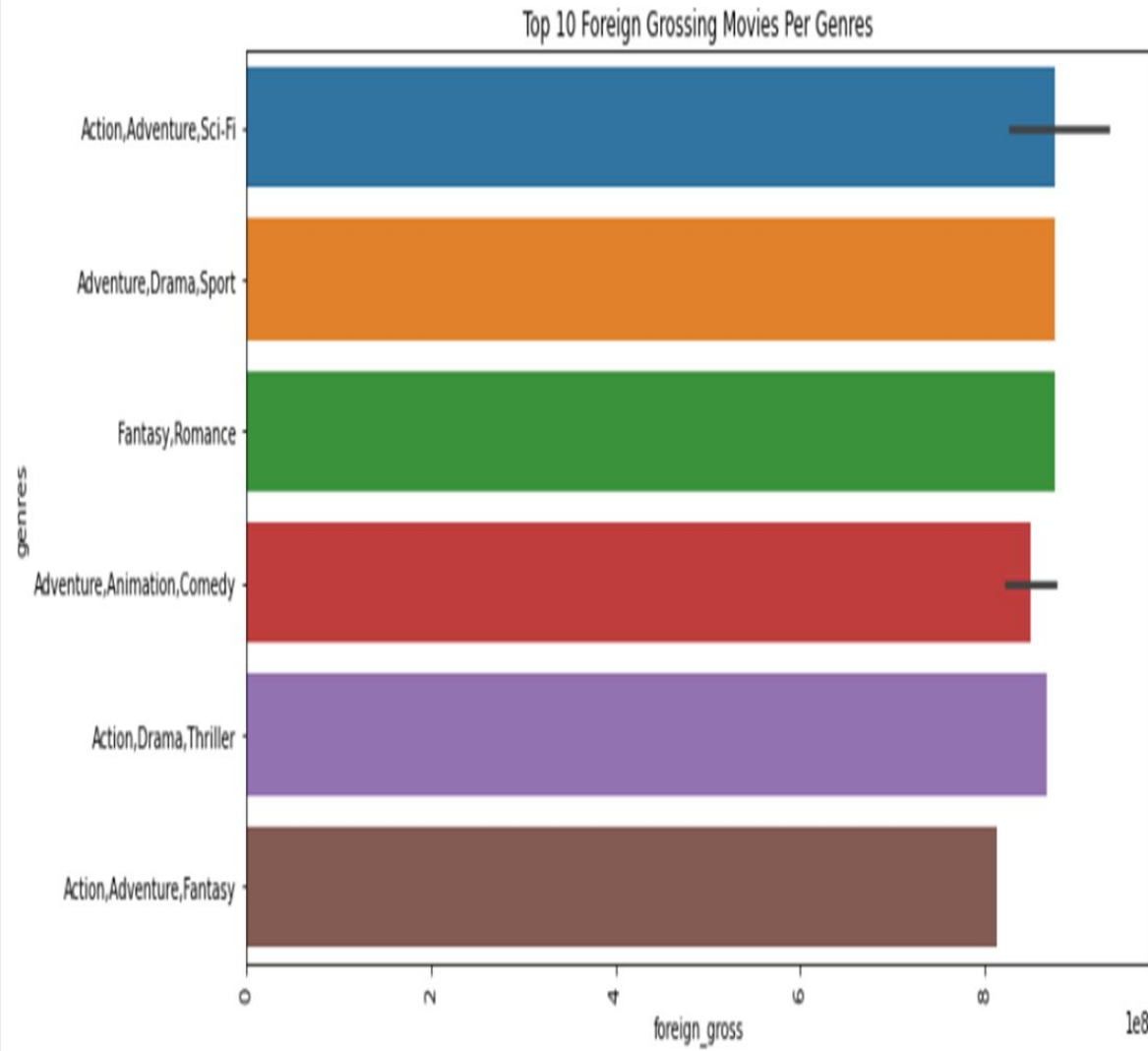
Top 10 Domestic grossing movies by Genres

- Top-performing Genres: Action, Adventure, and Sci-Fi genres dominate the domestic box office, achieving the highest total earnings for their top 10 movies.
- These genres are popular among domestic audiences, consistently generating substantial revenues in the US market.

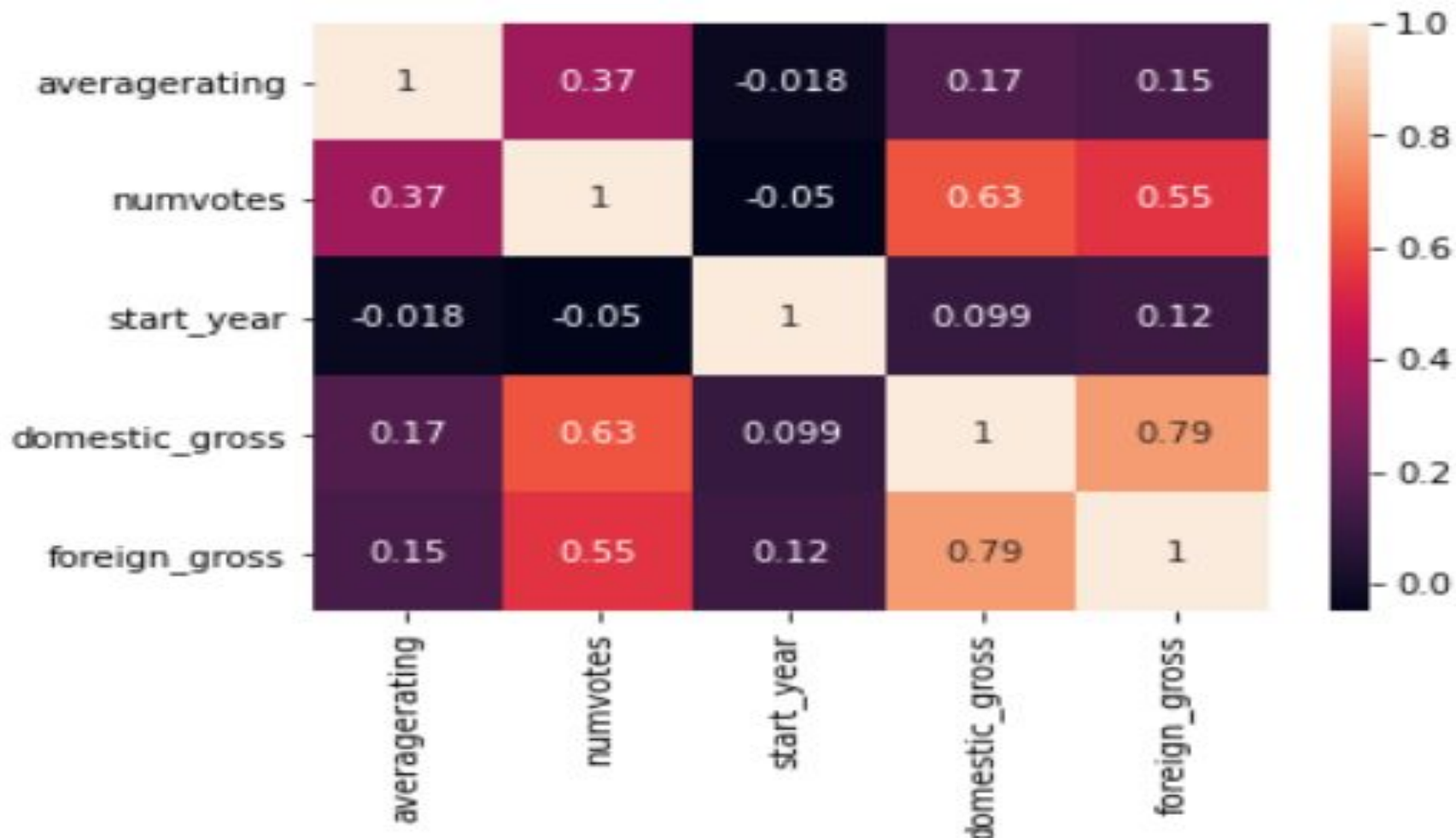


Top 10 Foreign grossing movies by Genres

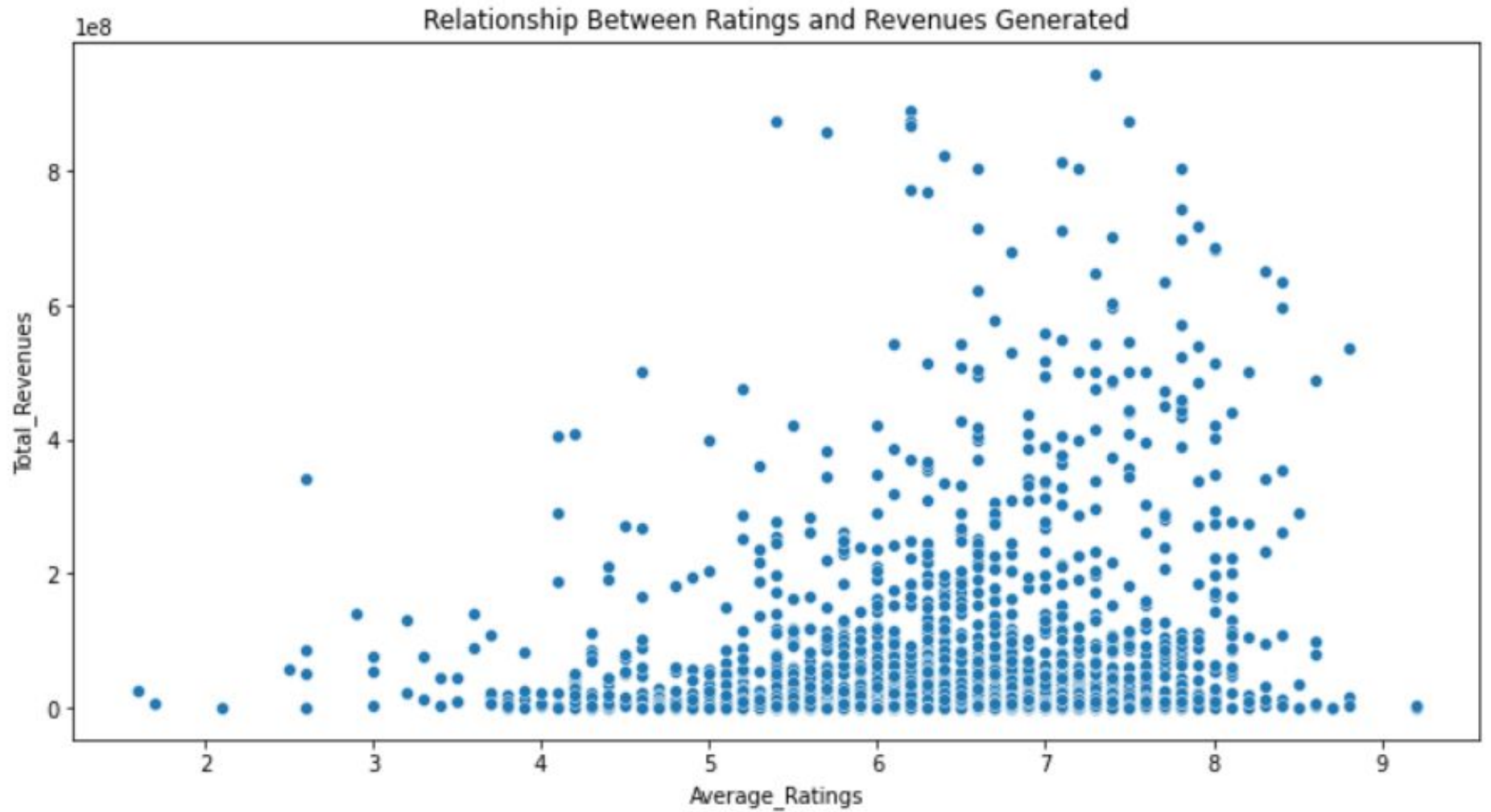
- Top-performing Genres: Action, Adventure, and Sci-Fi genres dominate the Foreign box office, achieving the highest total earnings for their top 10 movies.
- These genres are popular among international audiences and tend to generate substantial revenues in foreign markets.



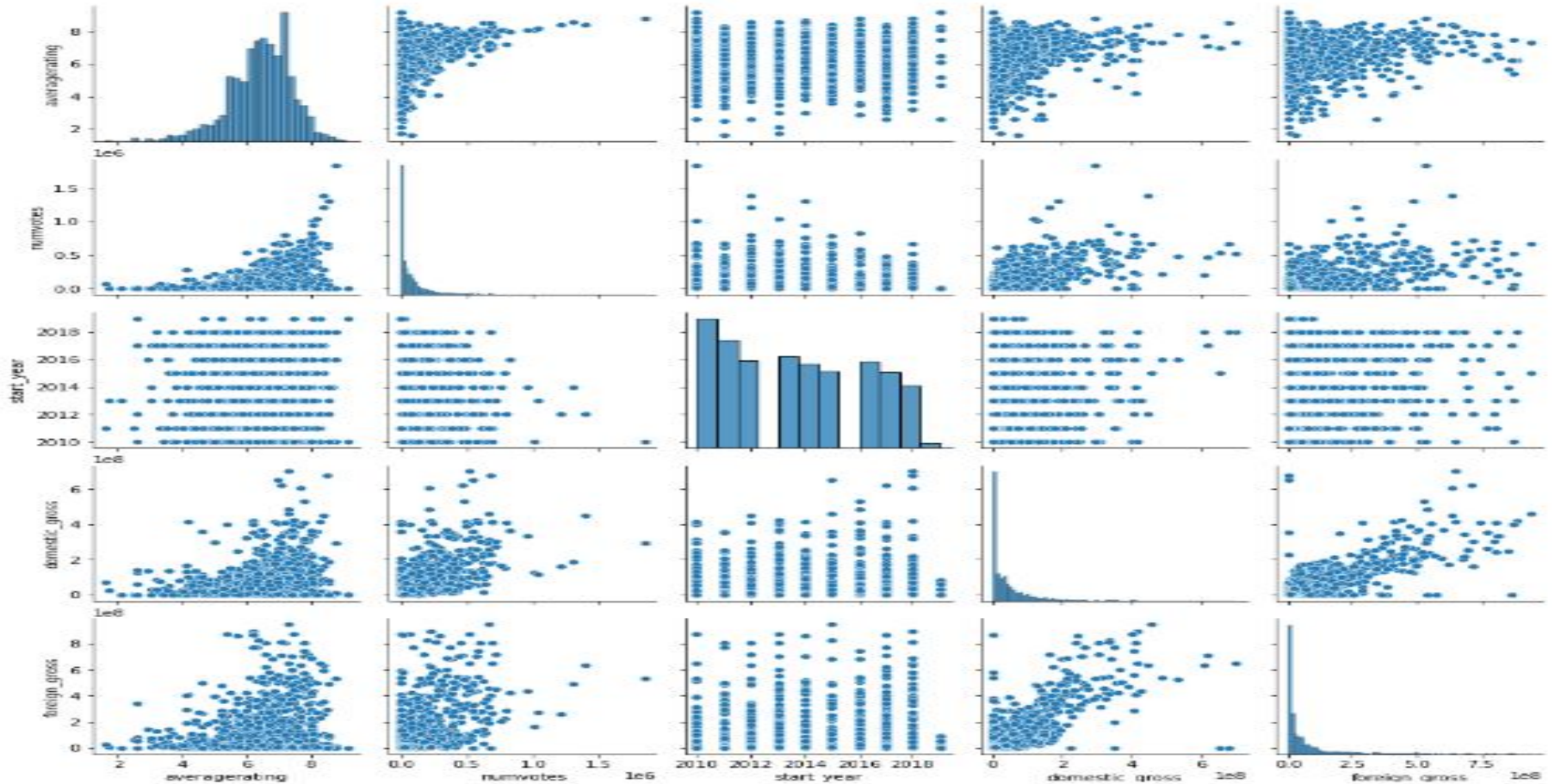
Heat Map Analysis



Scatter Plot Analysis



Scatter plot identifying potential correlation between variables





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--- Conclusion

- The domestic and foreign gross earnings exhibited different trends, with the foreign gross consistently showing an upward trajectory, while the domestic gross experienced fluctuations.



--- Conclusion

- The genre analysis highlighted the strong performance of Action, Adventure, and Sci-Fi genres in both domestic and foreign markets, indicating their popularity and profitability. These genres are promising investment options for Microsoft Studio in its movie production ventures.



Reccomendation

- **Genres like Action, Adventure, and Sci-Fi perform in both domestic and international markets, Microsoft Studio should prioritize investments in producing more movies within these genres to optimize revenue generation.**



--- Reccomendation

- **As foreign gross earnings demonstrate a consistent upward trend, Microsoft should continue to target and expand its presence in international markets.**

Thanks

