



# LET'S MAKE IT WORK

By Florence Achola.



# INTRODUCTION

- **1.BUSINESS UNDERSTANDING**

## **1.1.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



# THE PROJECT

# DATA UNDERSTANDING

## 1.2. Success Metric

This project will be considered a success if :

- 1.The best selling and most produced films are identified
- 2.The market gap is clearly identified
- 3.Possible challenges likely to be encountered,e.g competitors are outlined

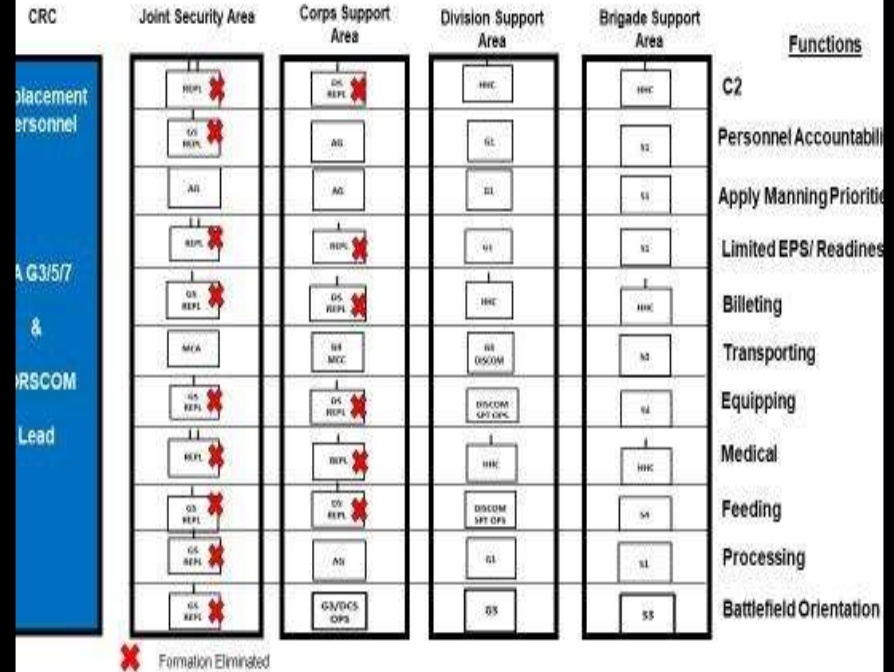
# Data Reading

Other than important libraries,  
Our potential data include the

- Movies Data
- Budgets Data
- Movie Basics Data from IMDB data base

# Data Exploration

1. Looking at my datasets
2. I only decided on cleaning one as the rest were sorted
3. I ignored one as it was irrelevant to my analysis.



# DATA CLEANING

- For the final outcome of my movie\_basics data,i checked on the
- following :

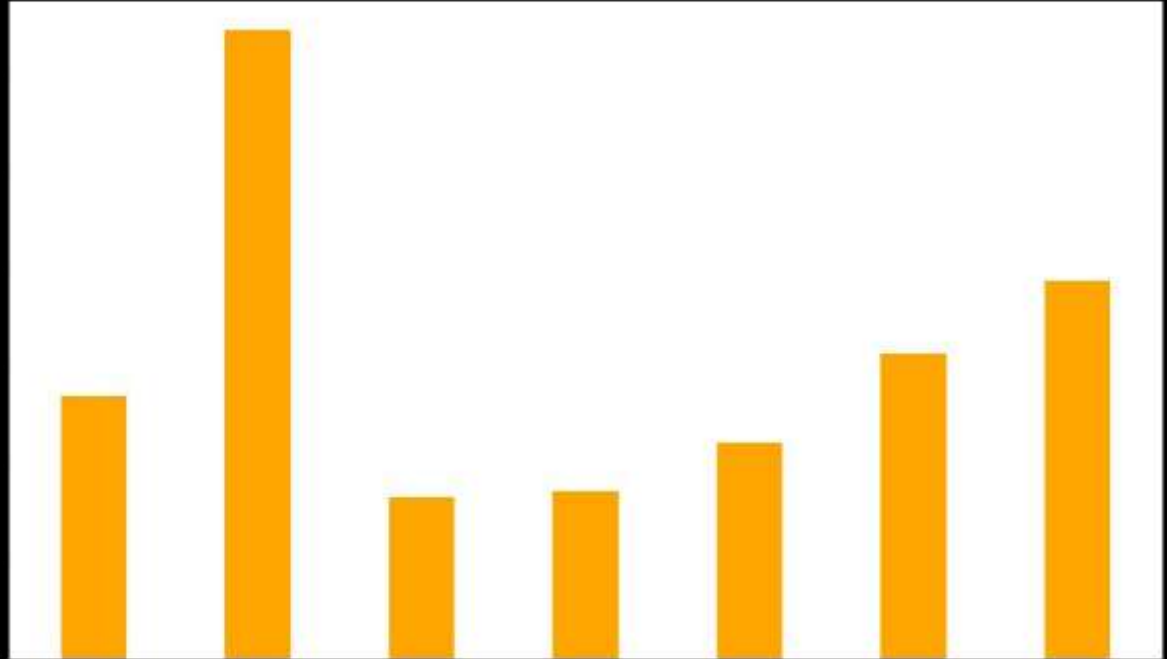
1. Uniformity
2. Completeness
3. Consistency
4. Validity

# Data Analysis

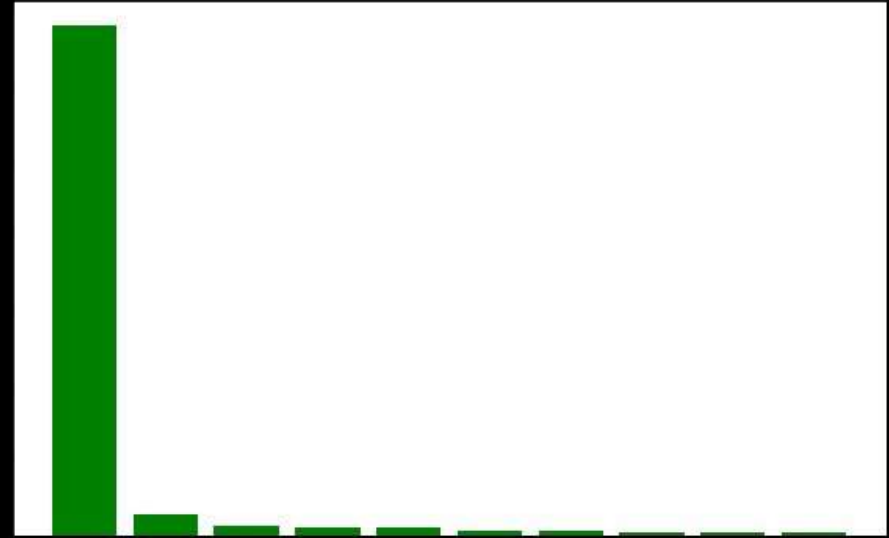
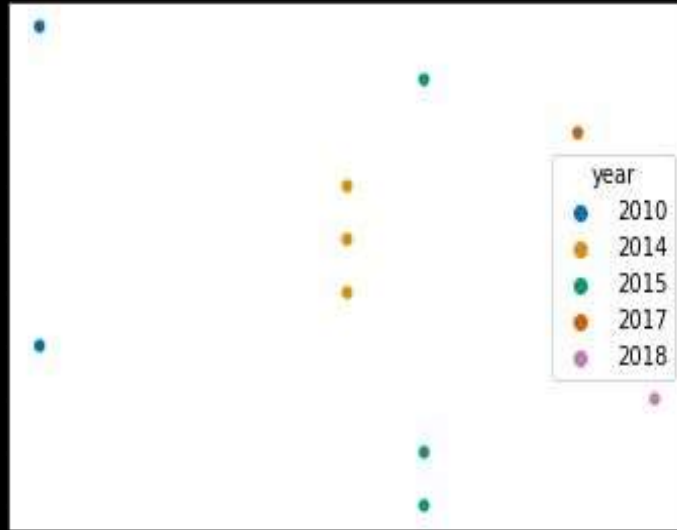
I did various plottings to communicate my Outcomes they include;

1. A bar graph
2. Histogram
3. Scatter Plot

Popularity against studio







1. The bar graph in the previous slide however keeps changing as the data sample used in plotting is randomized and hence keeps changing with execution
2. The above two outline various relationships

# CONCLUSION

- From my analysis, the following were my conclusions :
  - 1. English movies have the highest ratings and popularity based on our datasets and visualizations
  - 2. Movie production has declined over the years whereas potential consumers have increased due to worldwide population increase possibly due to monopolistic competition hence some studios end up downscaling
  - 3. B.V studio offers the greatest competition based on the production of the most popular English movies
  - 4. There is no correlation between what is earned at home and internationally and also international income and the progressive years





## Recommendations



1. That there is a market gap that needs to be filled in production and Microsoft Studios



could utilize that opportunity by massive venture as production has dropped over time.



2. The best benchmark studio is B.V Studios as it is the greatest and the best based on the



current market gap.



3. The gross average income of every studio depends on its efforts to produce popular movies



with an average vote count of above 7.0 and no other factors based on our scatter plots hence



the Microsoft studio will have no option but to give the best for optimum income.



**ANY QUESTIONS ?**

