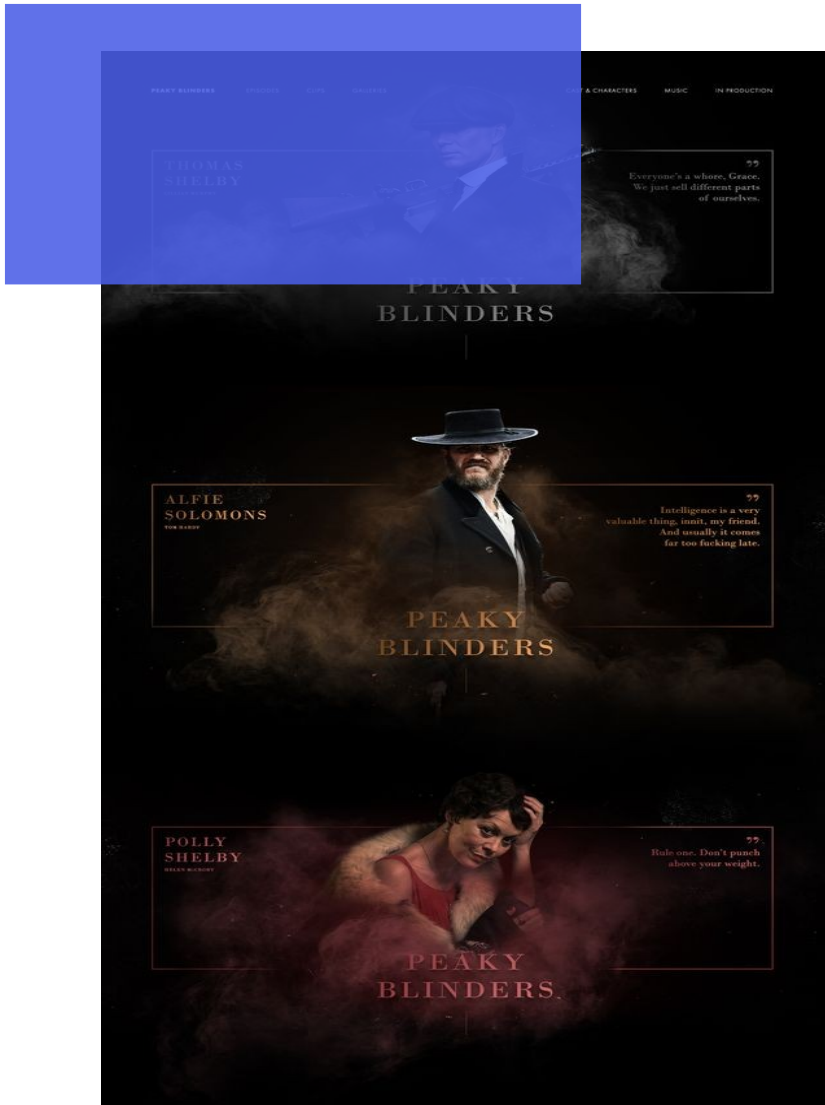


MICROSOFT'S CINEMATIC ASPIRATION:

CRAFTING A NEW ERA OF VIDEO CONTENT

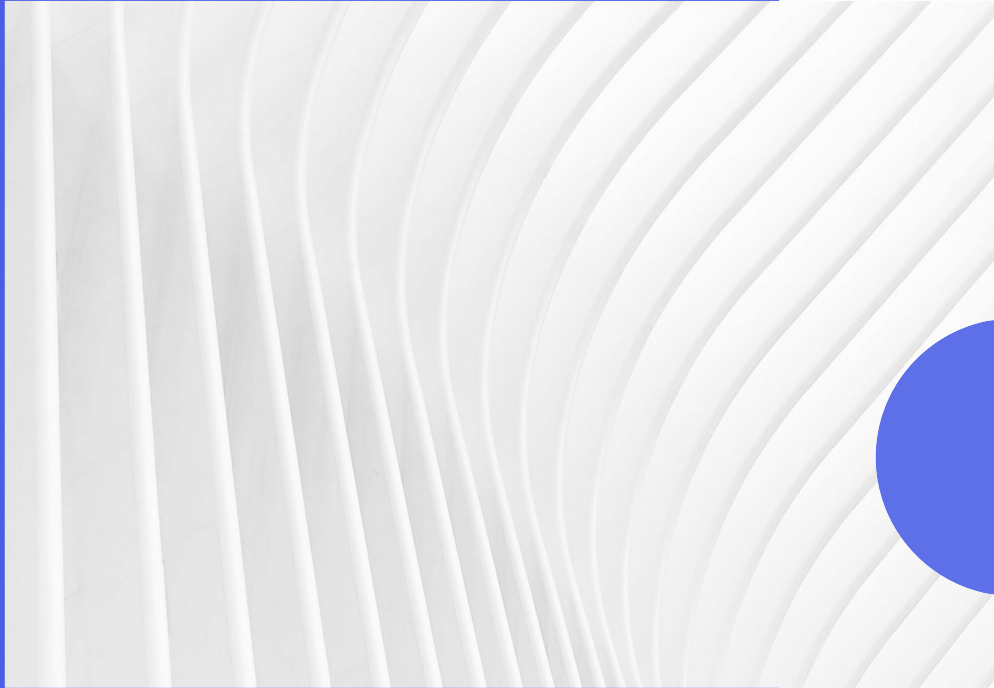


BUSINESS UNDERSTANDING AND PROBLEM DEFINITION



- Microsoft aims to establish a movie studio for creating original video content, aligning with the trend of tech giants entering the entertainment industry.
- Creating video content has become a lucrative revenue stream for tech companies. Microsoft wants to tap into this potential.
- Identifying opportunities to maximize revenue generation through successful video content production.
- Recommending a content strategy for Microsoft to create original video content that aligns with market trends and audience preferences.
- Determining the target audience for Microsoft's video content and tailoring content to meet their preferences.

MAIN OBJECTIVE



- The main goal is to analyze data and understand which movie genres perform best at the box office. This information will guide Microsoft's content creation decisions.

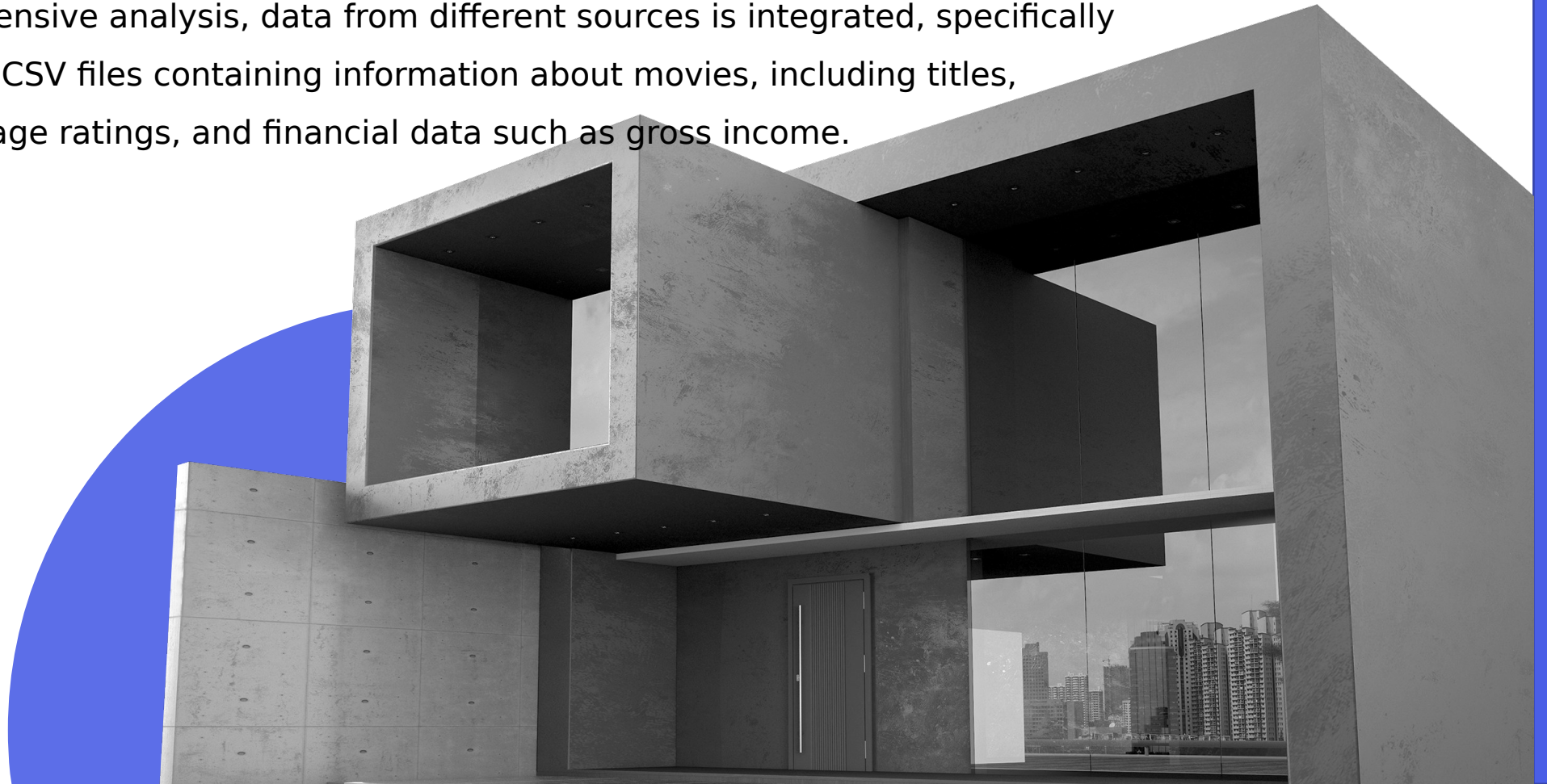


SPECIFIC OBJECTIVES

- Find out which genres receive the highest average ratings from viewers and critics.
- Identify Genres with the Most Votes: Discover which movie genres attract the highest number of votes from the audience.
- Understand Factors Affecting Box Office Performance: Analyze various factors that influence a movie's success at the box office, such as runtime, genre, and ratings.

DATA UNDERSTANDING

- The project utilizes data from multiple sources, including IMDb and Box Office Mojo. The data is collected to analyze various aspects of the film industry.
- To perform a comprehensive analysis, data from different sources is integrated, specifically SQLite databases and CSV files containing information about movies, including titles, genres, runtime, average ratings, and financial data such as gross income.



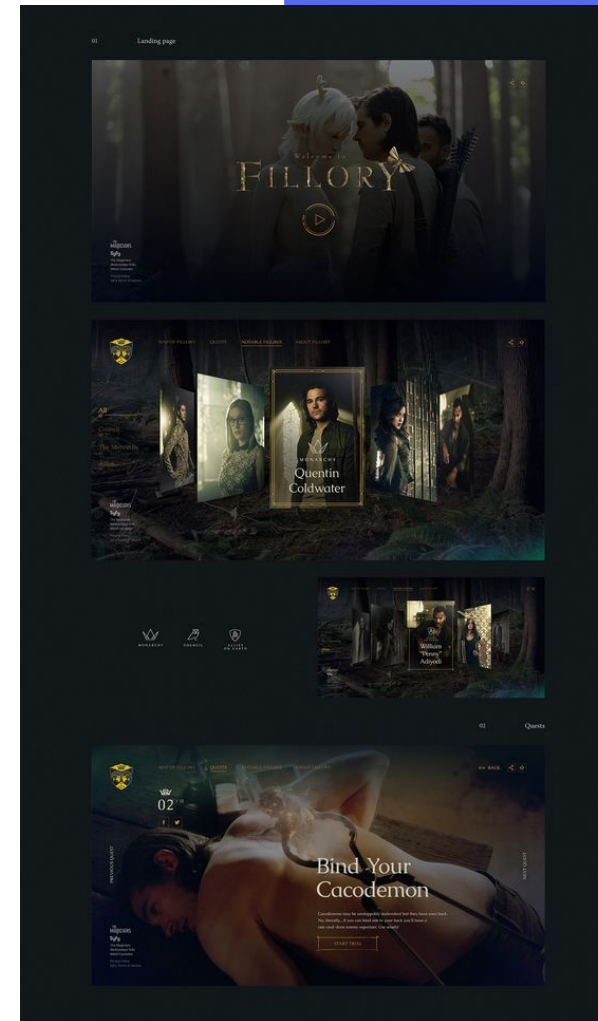
CONCLUSION



- The analysis reveals a positive correlation between profit and the number of votes (0.61), indicating that movies with more votes tend to be more profitable. There is also a positive correlation between runtime and profit (0.2), suggesting that longer movies may generate higher profits.
- Adventure, Drama, Sport, and Family genres stand out as the most profitable. These genres consistently perform well at the box office.
- Drama, Western, Adventure Drama Sci-Fi, Adventure Mystery Sci-Fi, and Comedy Mystery are among the most highly rated genres. They receive significant critical acclaim.

RECOMMENDATION

- When selecting movies to produce, it's crucial to consider genre, average rating, the number of votes, and profitability as primary factors.
- Genres such as Action, Adventure, Sci-Fi, Animation, Comedy, and Fantasy have demonstrated high profitability. Investing in these genres can yield substantial returns.
- Genres like Drama, Western, and Sci-Fi receive high ratings while maintaining moderate budgets. These genres offer a balance between critical acclaim and financial viability.
- Popular genres like Drama, Comedy, and Animation have moderate production costs and broad audience appeal. Investing in these genres can lead to profitability.





THANK YOU

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