

# **MICROSOFT MOVIE STUDIO ANALYSIS**

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# SUMMARY

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Exploratory Data Analysis showed that Microsoft should produce the following movie genres.

- Drama
- Action, Adventure and Sci-Fi
- Documentaries

# OUTLINE

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Business Problem

Data

Methods

Results

Conclusions

# BUSINESS PROBLEM

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- 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 will be exploring what types of films are currently doing the best at the box office and translating my 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

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- imdb.title.Basics, imdb.title.ratings and bom.movie\_gross datasets for movies produced between 2010 and 2020.
- Includes ratings on each movie, The studios they were created, The number of Votes for each movie, domestic gross, foreign gross and the running minutes of the movies



# METHODS

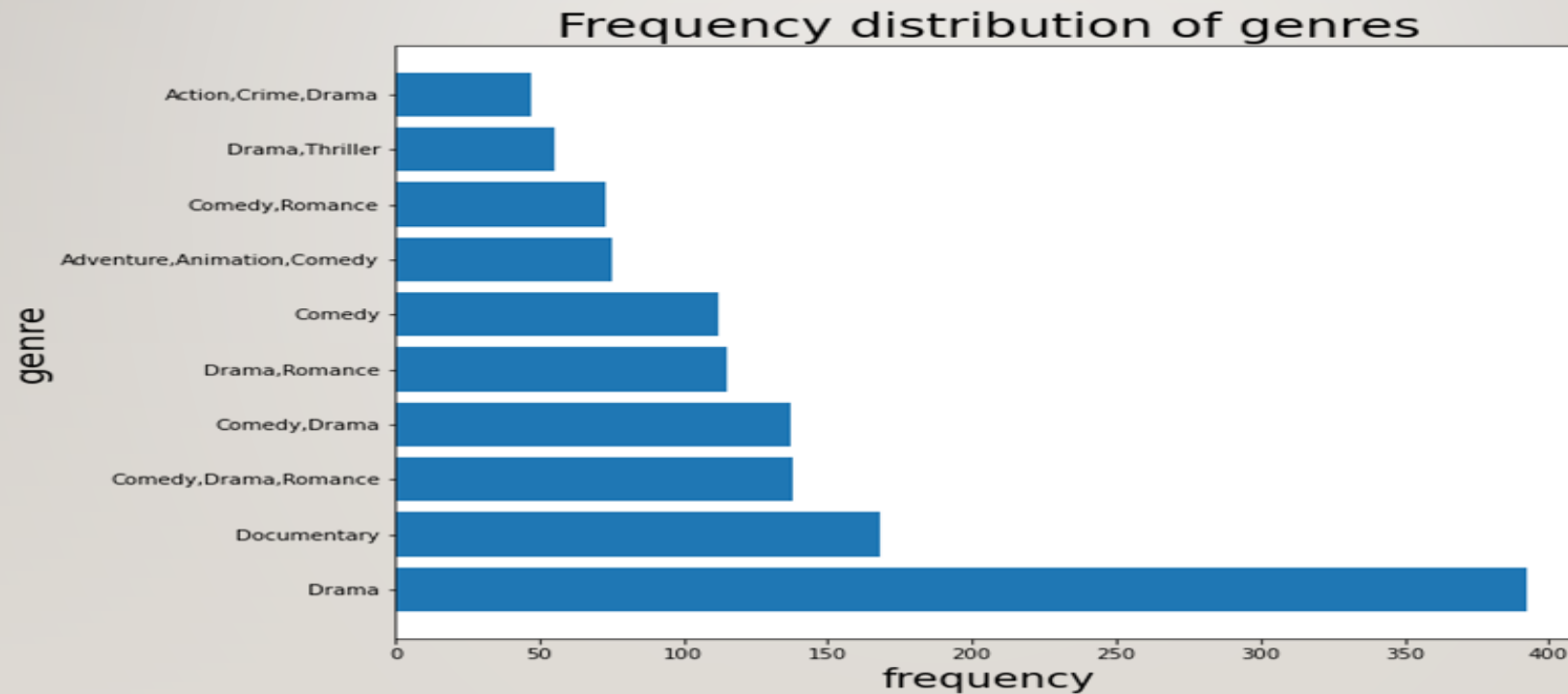
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This project uses Exploratory Data Analysis including finding correlation between variables and grouping by genres

# RESULTS

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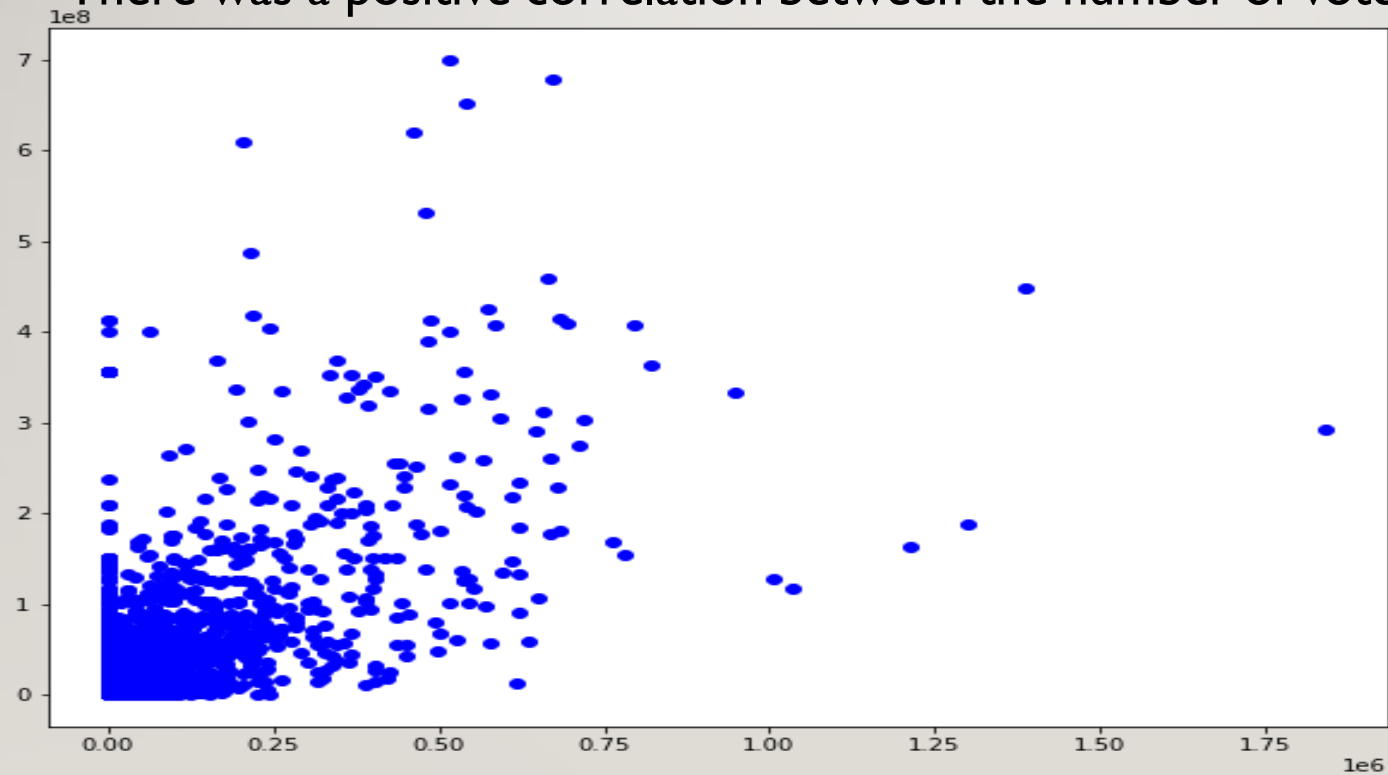
- Drama was the most produced genre between 2010 and 2020



# RESULTS

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- There was a positive correlation between the number of votes and the domestic gross

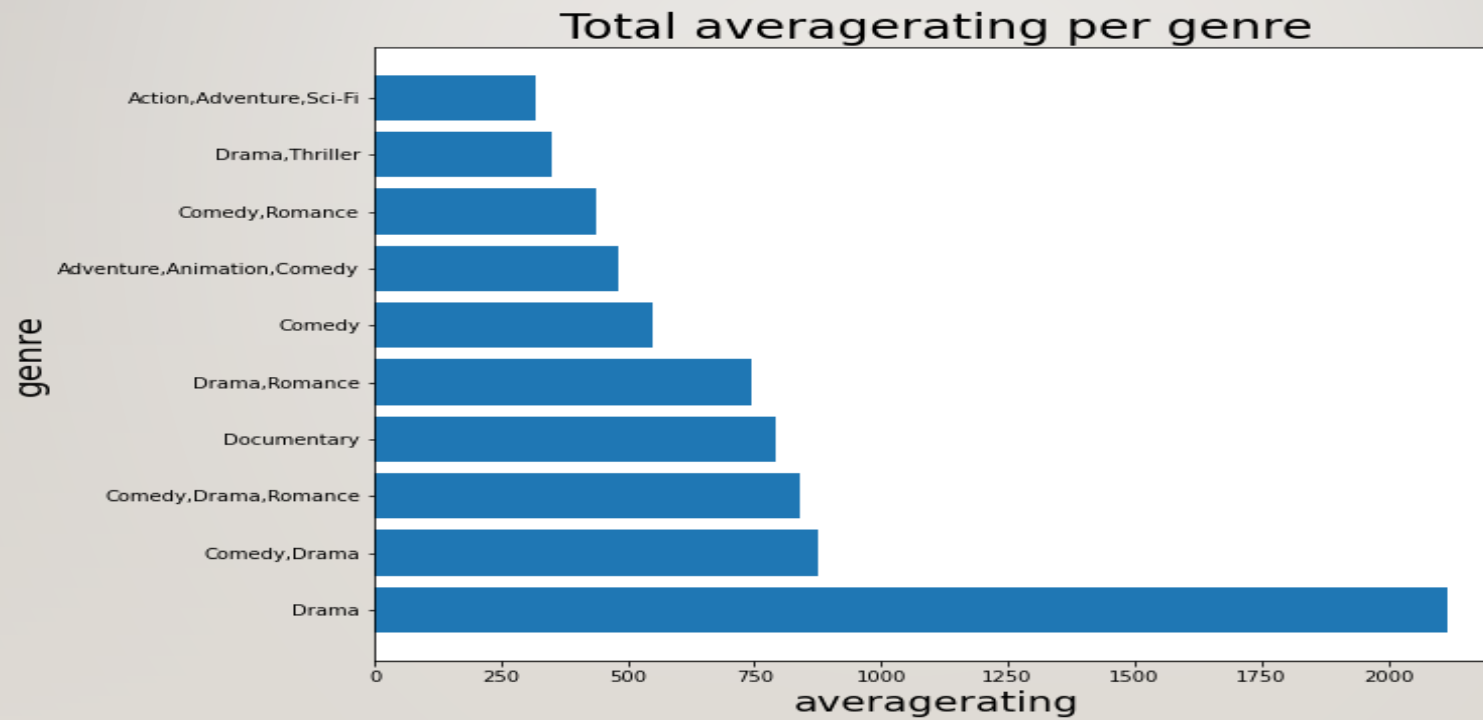




# RESULTS

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- Drama has the highest number of ratings



# CONCLUSIONS

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This analysis leads to three recommendations for the head of Microsoft

- 1) To produce Drama movies. Most movies from the data set are Drama. They are cheap to produce hence most studios prefer Drama to any other Genre. Genres such as Action and Thrillers may be expensive to produce because of their destructive nature.
- 2) You might consider producing Action, Adventure and Sci-Fi. This genre has high number of votes which is positively correlated to the domestic gross income.
- 3) To produce Documentaries. Documentaries are also many in the dataset, second from Drama. Due to the nature of Documentaries, their production is relatively cheaper hence Microsoft will not have to spend a lumpsum of money at once on a studio. You can start off with documentaries then gradually grow the studio.