

MICROSOFT PROJECT

Film Analysis

Summary

Microsoft is exploring the possibility of entering the film industry by launching a new movie studio. This project uses data visualization to analyze existing trends in the film market—such as genre performance, budget ranges, and revenue patterns—to uncover what makes a movie successful at the box office.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

As a new player in the film industry, Microsoft lacks insight into what types of films perform well commercially. To make data-driven production decisions, the company needs an analysis of past box office trends to identify high-potential film genres, optimal budget ranges, and release strategies.

Data

I loaded the required datasets which were three in total

I cleaned the datasets by filling out the blank values

I merged the cleaned datasets for analysis.

Methods

I used two methods to analyze the cleaned datasets which were:

1. Statistical Analysis
2. Visual Analysis

Results

1. BV was the most dominant studio
2. Action and Adventure are the most repetitive among all the genres
3. The ideal runtime was between 100-150 minutes in relation to ratings

Conclusions

Based on the results above I can confidently recommend Microsoft to try a combination of the following genres:

1. Action
2. Adventure
3. Sci-fi
4. Comedy
5. Thriller
6. Drama
7. Animation

Thank You!

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