



Microsoft Studios' Movie Business Venture Analysis

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Content

- ▶ Business Understanding
- ▶ Data understanding
- ▶ Data analysis
- ▶ Data visualization

Business Understanding.

- ▶ The project aims to use data analysis to help Microsoft enter and succeed in the movie industry by identifying the best types of films to create through exploratory data analysis.

General objective.

- ▶ Analyze successful movie genres, movie ratings and gross revenues at the box office and using findings to decide which types of movies Microsoft Studios should produce.

Specific Objectives

- ▶ Loading datasets into pandas
- ▶ Retrieving data from a Data Frame
- ▶ Data preparation and cleaning
- ▶ Exploratory analysis
- ▶ Data visualization

Questions to be researched

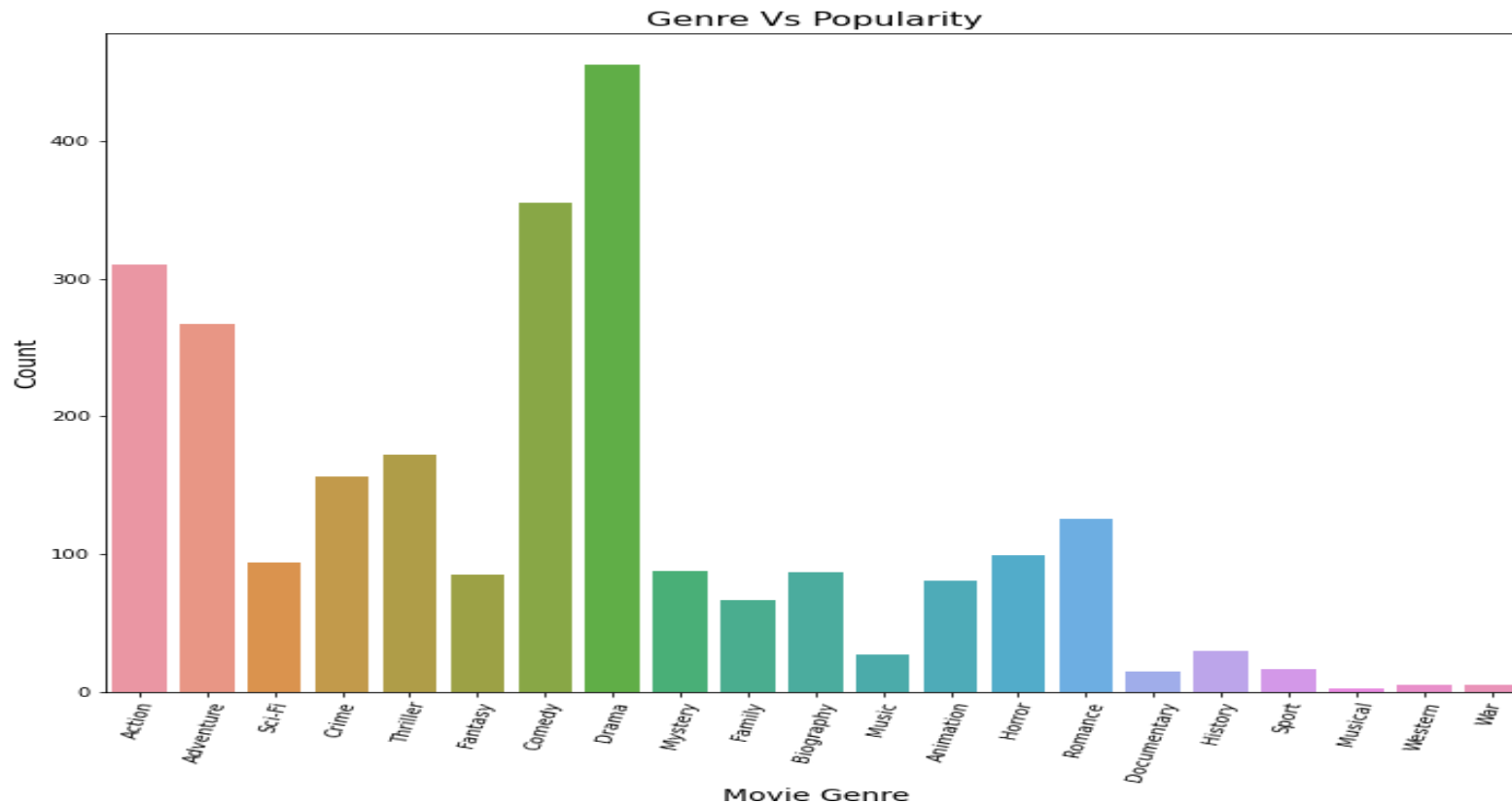
- ▶ What are the most popular movie genres in the box office?
- ▶ What are the most popular studios in terms of movie ratings?
- ▶ What are the movies with the highest worldwide gross?
- ▶ Does popularity affect the total gross?
- ▶ Does the budget affect revenue?
- ▶ Does the ratings affect revenue?

Data Exploration

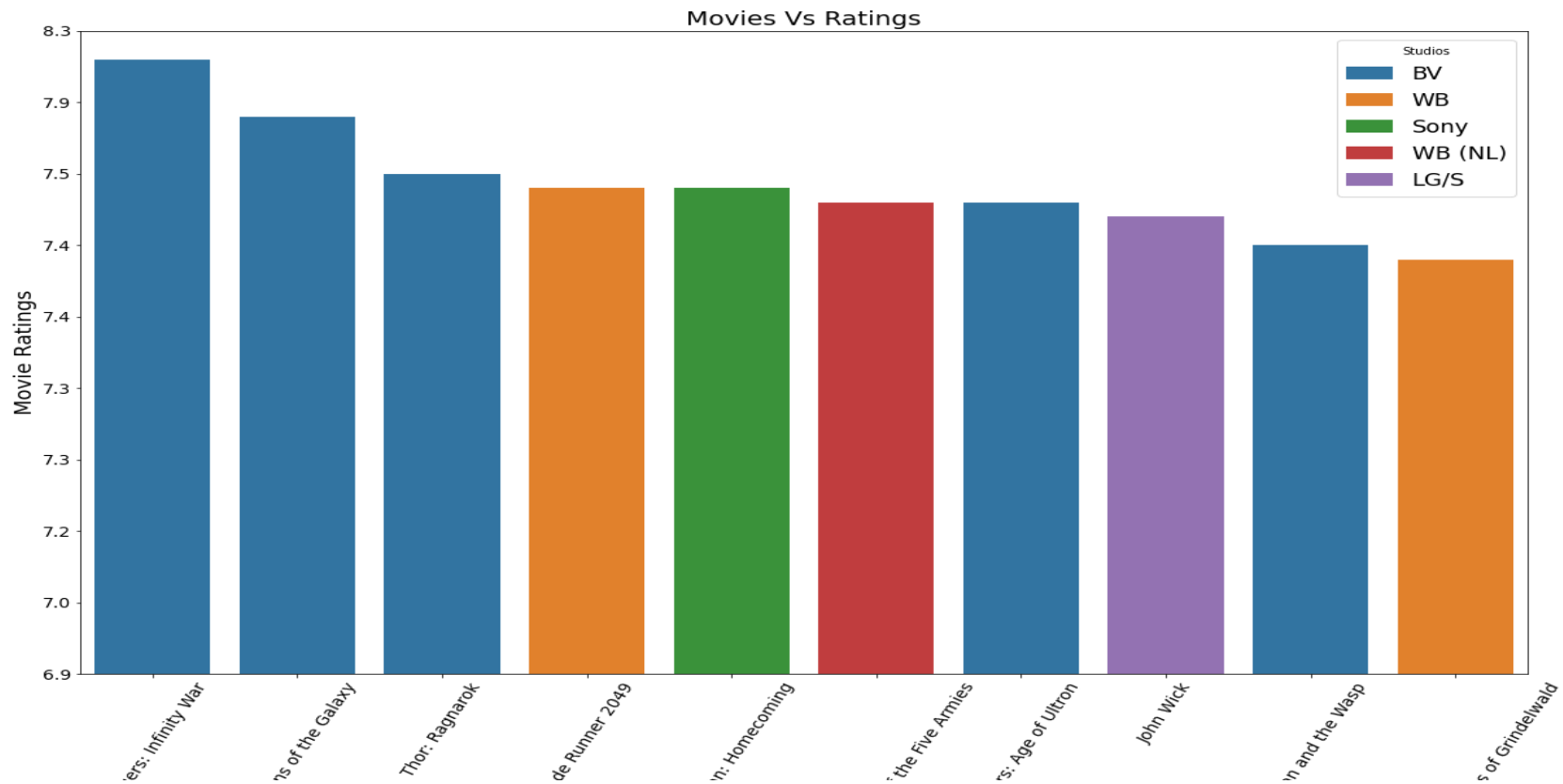
The datasets are extracted from the following files.

- ▶ bom.movie_gross.csv (Box Office MojoLinks)
- ▶ im.db (IMDBLinks)
- ▶ rt.movie_info.tsv (Rotten TomatoesLinks)
- ▶ tmdb.movies.csv (TheMovieDBLinks)
- ▶ tn.movie_budgets.csv (The Numbers)

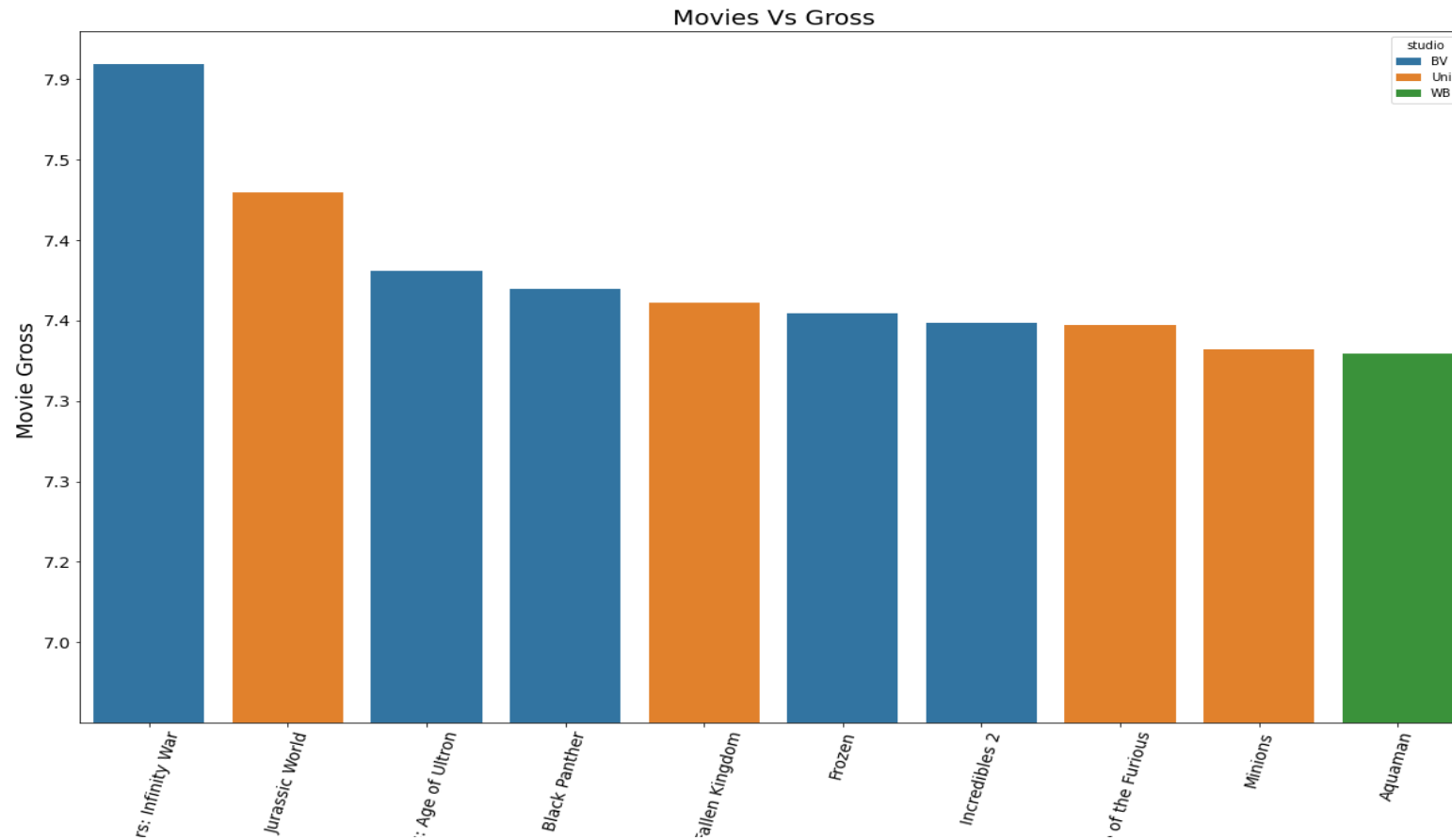
What are the most popular movie genres in the box office?



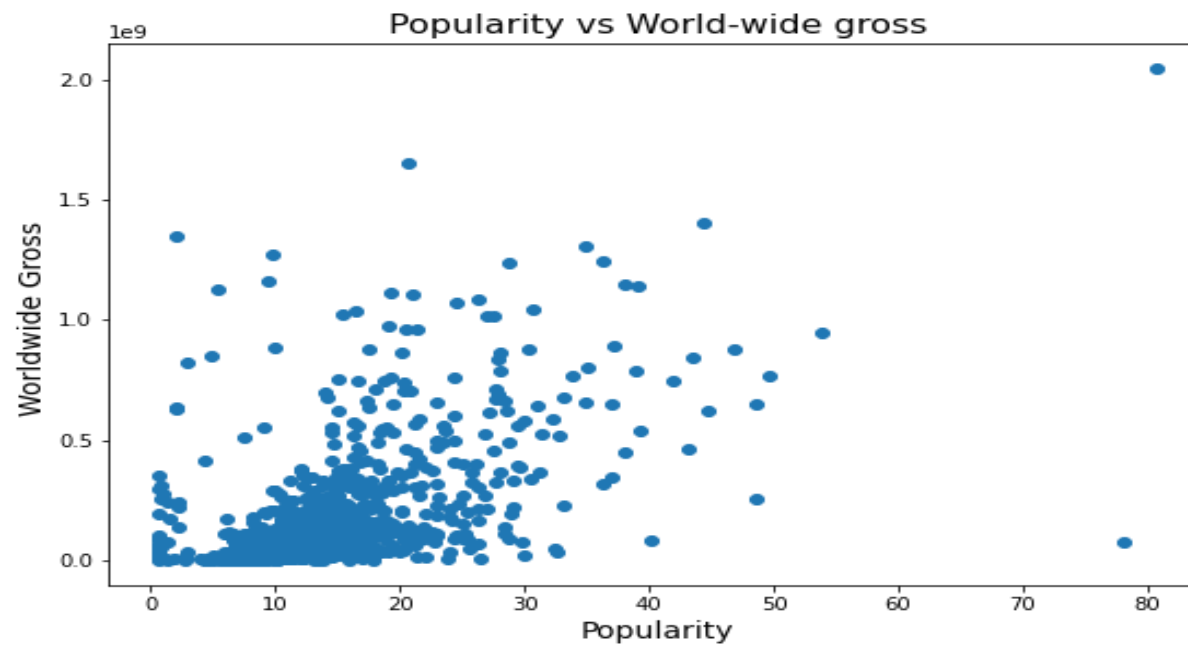
What are the highest rated movies and their corresponding studios?



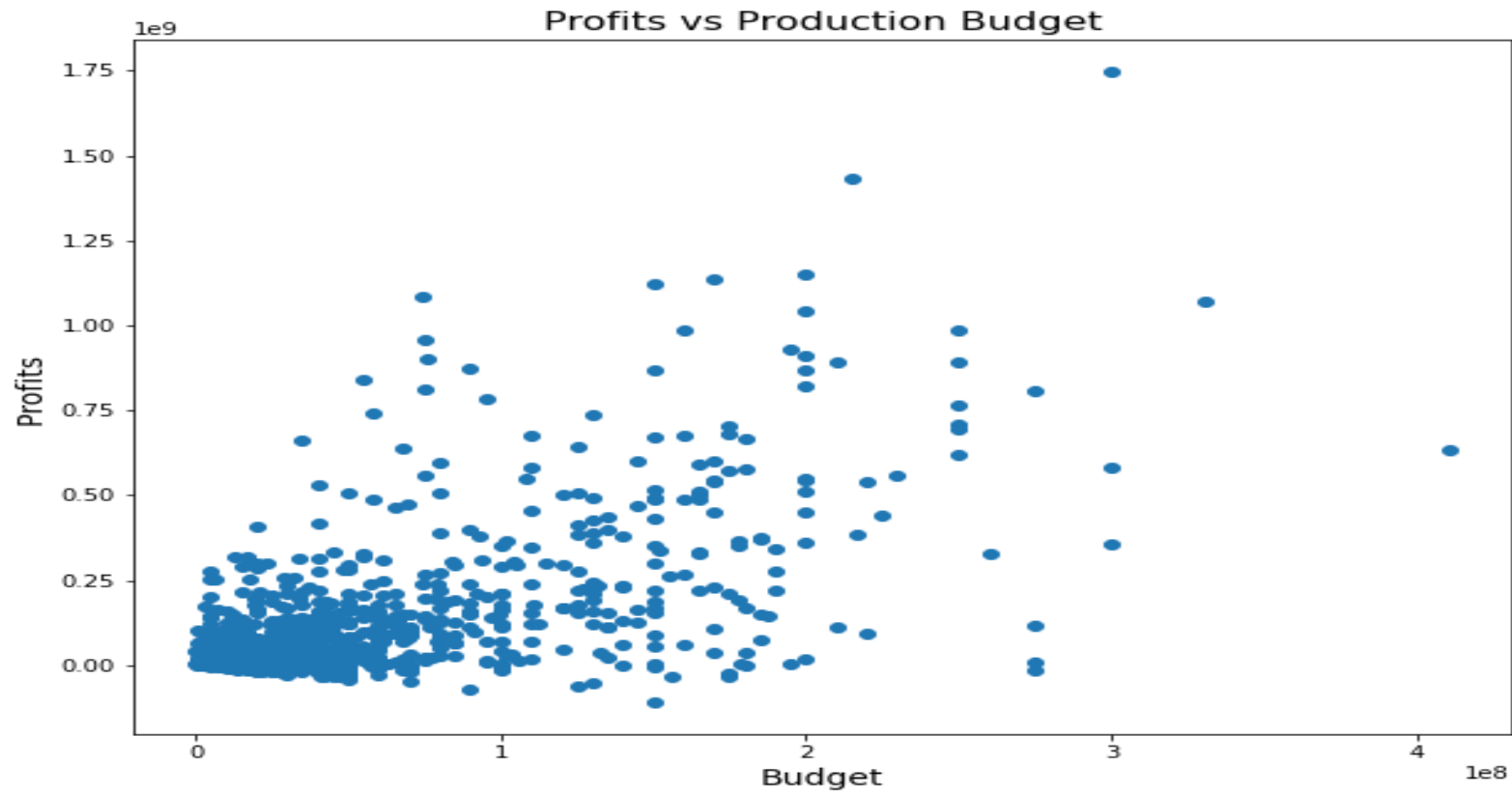
What are the movies with high worldwide gross?



Does popularity affect the worldwide gross?



Does budget affect revenue?



Does rating affect revenue?

