

Microsoft Movie Studio Startup Analytics



Summary

- Most movies made are of the Documentary genre.
- The genre with the least number of movies is war/history



Outline

- Business problem
- Data
- Results



Business problem

Microsoft Inc wants to start up their own movie studio.
But, They don't know which type of movies to focus on.

Data

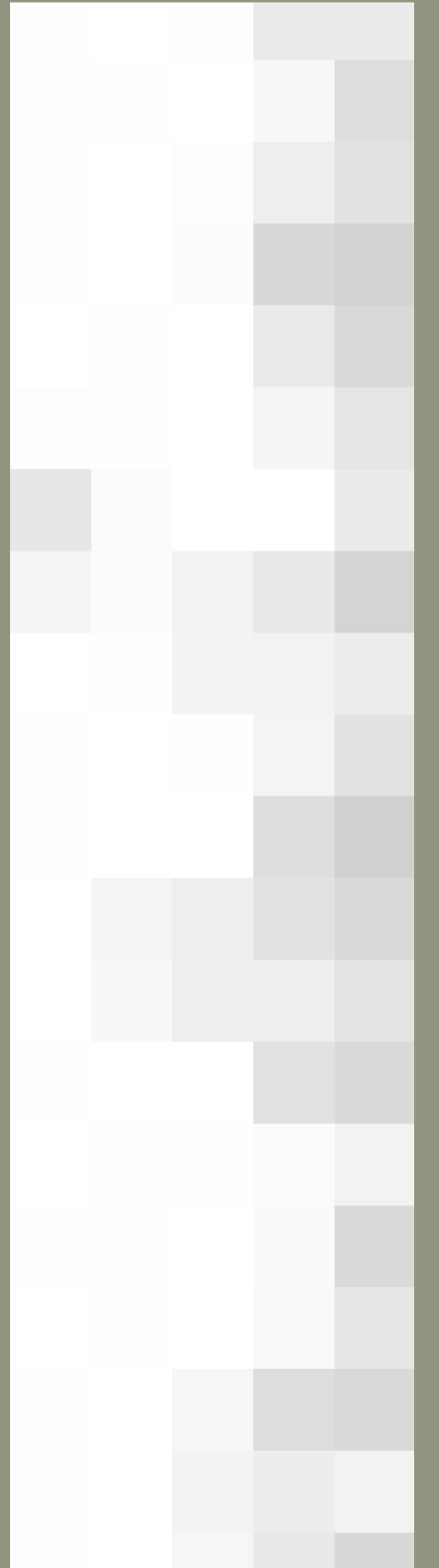
The data used to come up with recommendations were:

- Frequency
- Popularity



Results

1. Documentary genre had the most frequency
2. It was also associated with the most no. of highest rated movies.



Conclusion

1. Most of the movies to be made should be of the documentary genre.
2. For more profit, the studio should focus on documentary films as they receive high ratings overall.