MICROSOFT NEW MOVIE STUDIO
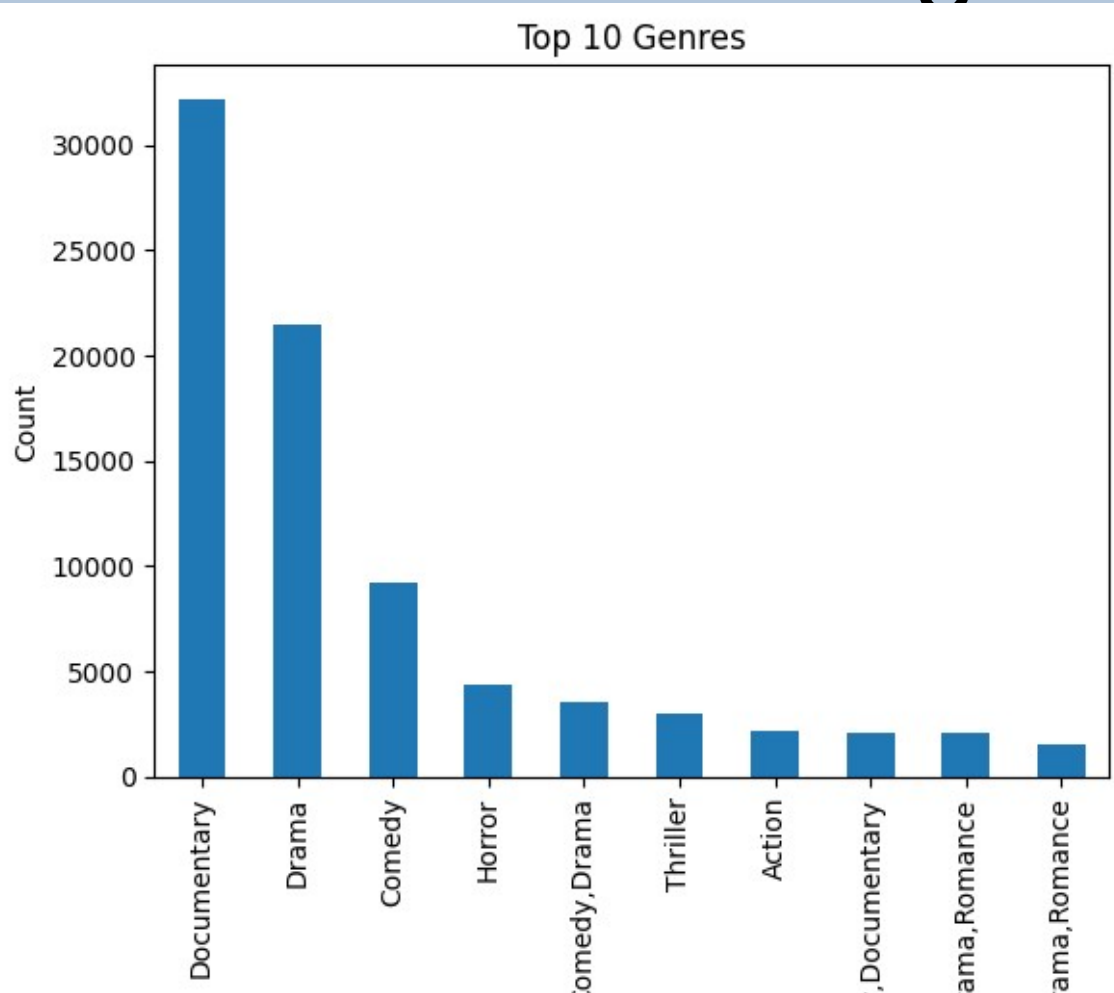
Problem Statement
Microsoft is planning on opening a new movie studio but wants to understand what type of films are currently performing best

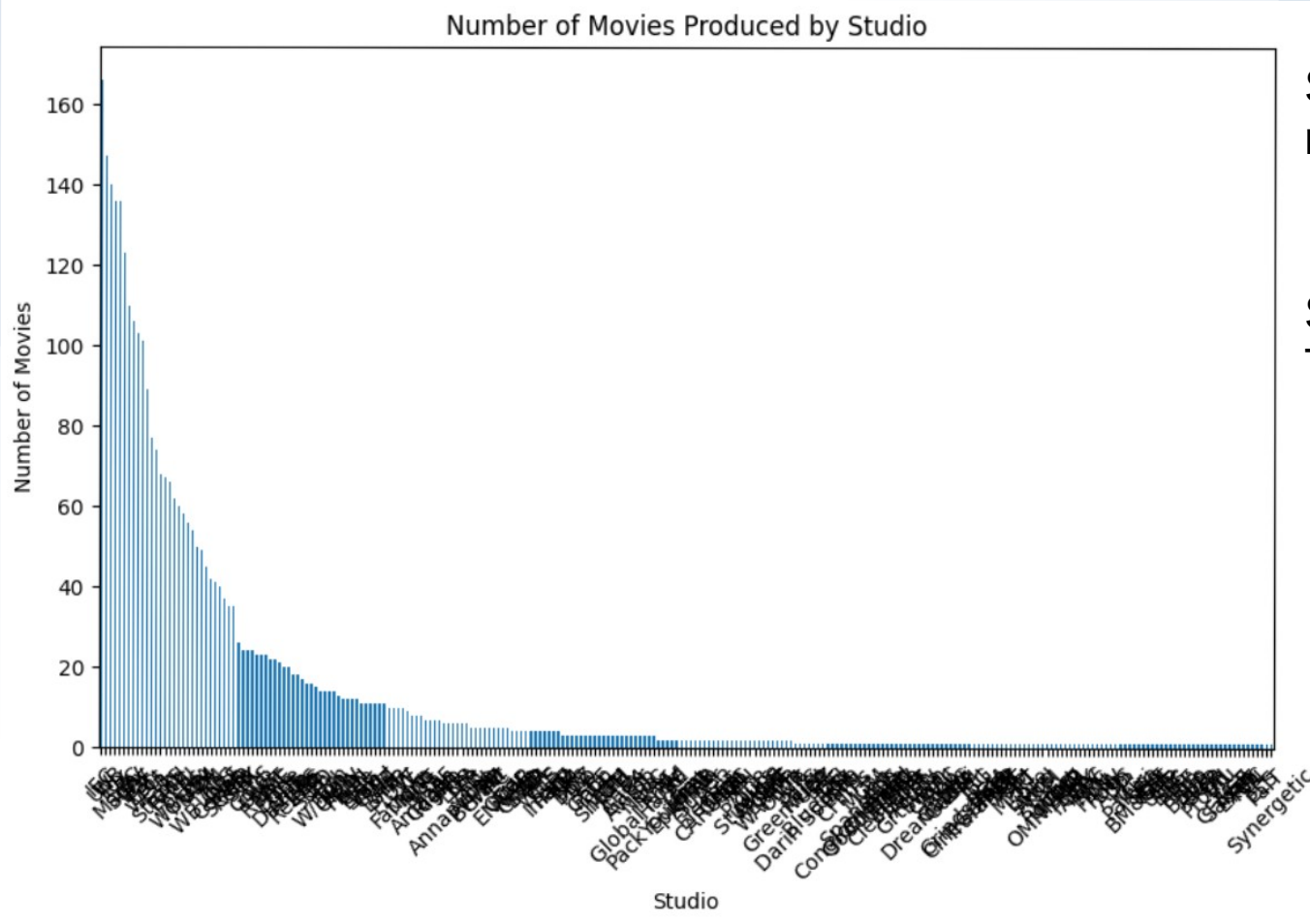**Objective**
Analyse the box office film industry to determine successful movie genres and trends

The Best Performing Genres

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Top 10 Genres

Number of movies for each studio

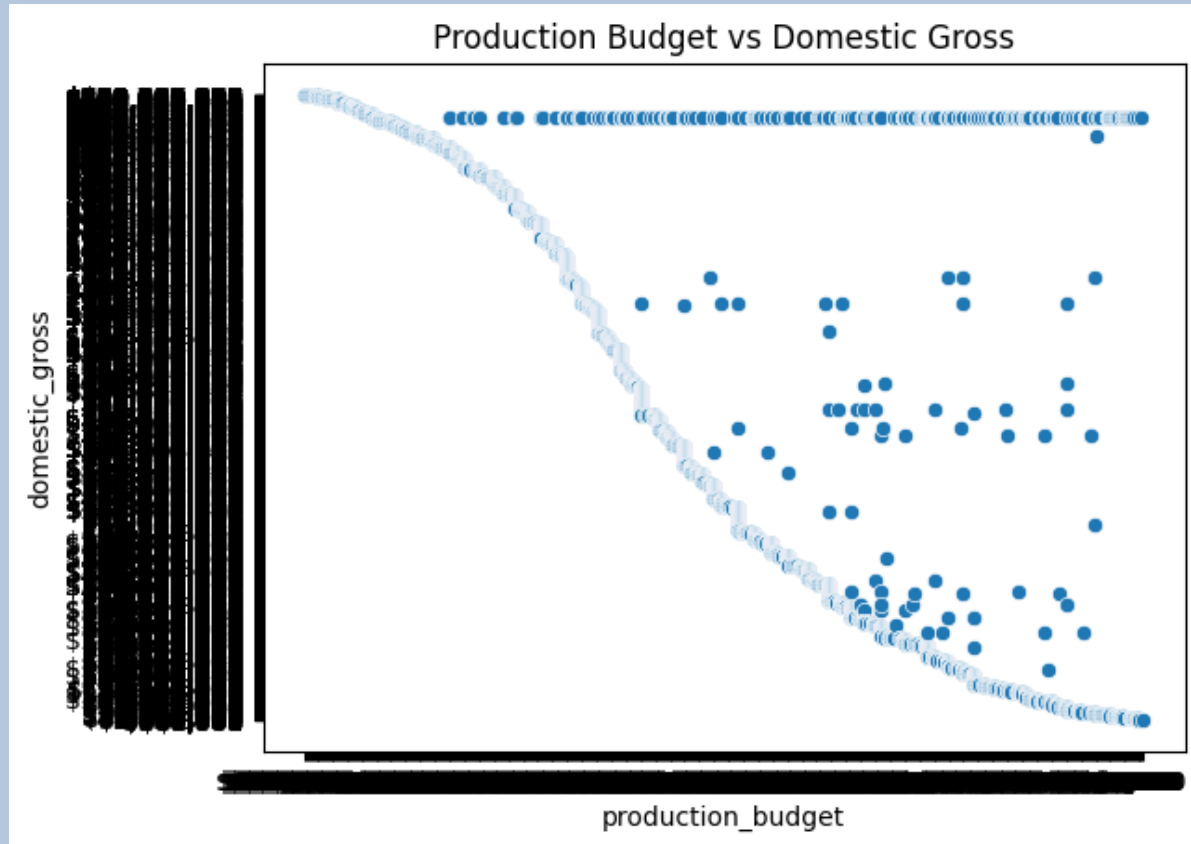Number of Movies Produced by Studio

Studio with the most movies: IFC

Studio with least movies: TA

Production Budget vs Domestic Gross

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Production budget vs Domestic Gross

- The correlation between the production budget and the box office revenue is as follows

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	Production_budget	Domestic_gross
Production_budget	1	0.69
Domestic_gross	0.69	1

Recommendations

- Having done analysis on the best films, I would recommend Microsoft New Movie Studio consider the top 10 genres which are frequently watched when allocating budgets to a film

- Microsoft New Movie Studio should also closely monitor the movie studio which has made many films so as to understand how the studio achieved its success and also to foster partnership with them so as to create a strong team

- I would recommend Microsoft to understand the target audiences for the genres considered in film making