

A photograph of two young women in a creative studio. The woman in the foreground, with short blonde hair, is smiling and looking towards the right. She is wearing a dark blue sweater with white horizontal stripes and a white collared shirt underneath. The woman in the background, with dark curly hair, is also smiling and looking towards the right. She is wearing a grey sweater. The background is a white wall with several framed photographs of various subjects, including landscapes and abstract images. A purple and pink gradient overlay covers the bottom half of the image, containing the title and author information.

# Microsoft Movie Studio Analysis

author : Ben Ochoro

# Overview

---

Microsoft has decided to venture into the film industry. Having created a new movie studio and with no information into this particular brand of business, there's need for actionable insight. This is necessary to give Microsoft a guideline into what movies to make and what markets to explore.

# Business Problem

Microsoft need guidance in creation of original video content and navigating the film industry having invested into a new movie studio. Due to the company's lack of prior knowledge in film production, this project explores the various types of film genres currently doing well in the box office in order to give insight to head of Microsoft's new movie studio on what movies they should create.

# Data

The datasets below were used for this analysis and were acquired from IMDB :

- \*bom.movie\_gross

- \*imdb.title.ratings

- \*imdb.title.basics



# Questions to answer

1. Which genres of movies had the highest average ratings?
2. Which genres generated the highest gross incomes in both domestic and foreign markets?
3. The total count of movies released per genre?
4. Gross income by the year?
5. Correlation between the average rating and gross income?

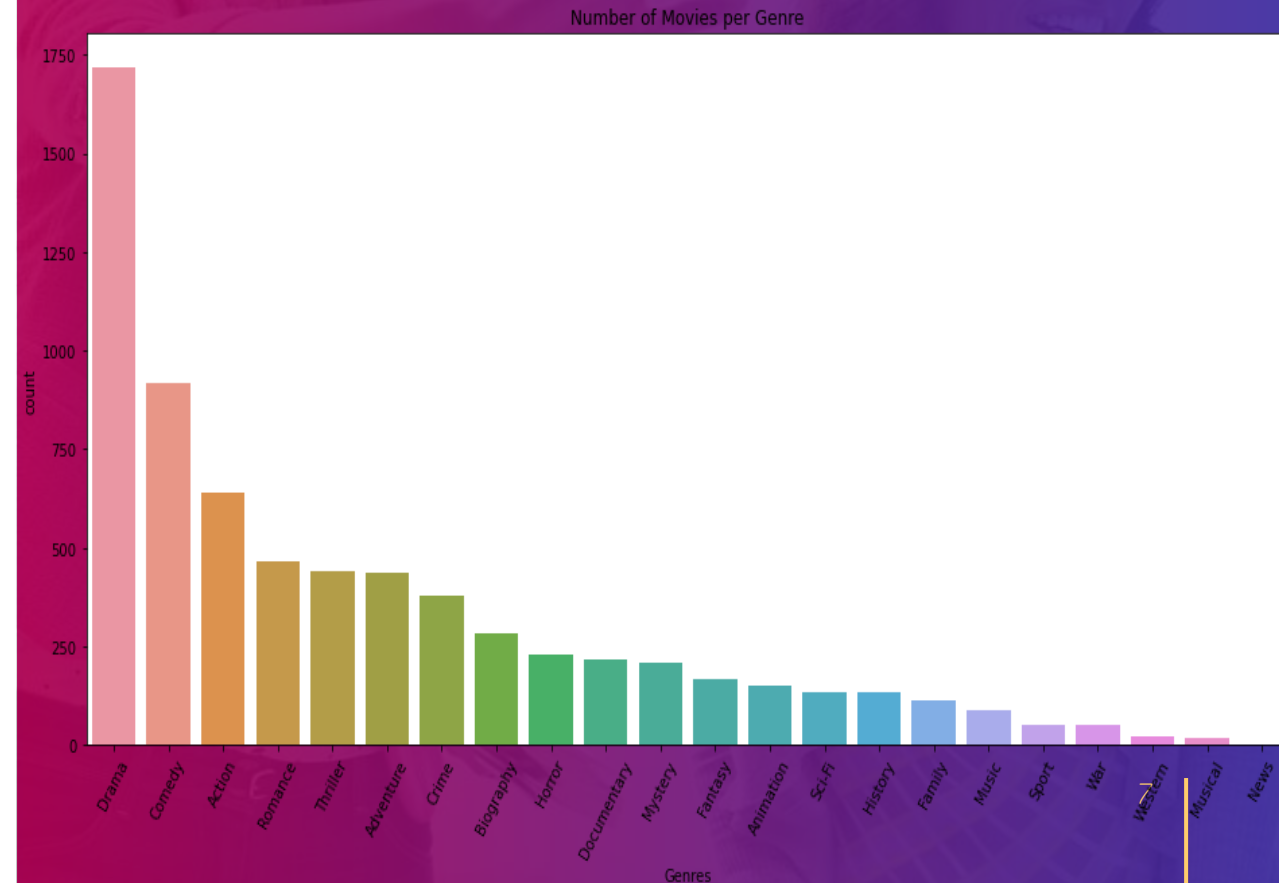
# Methods

This project employed exploratory data analysis. The steps taken to achieve useful insights include importing the required libraries and loading the datasets, data understanding, data cleaning and data visualization.

## Findings

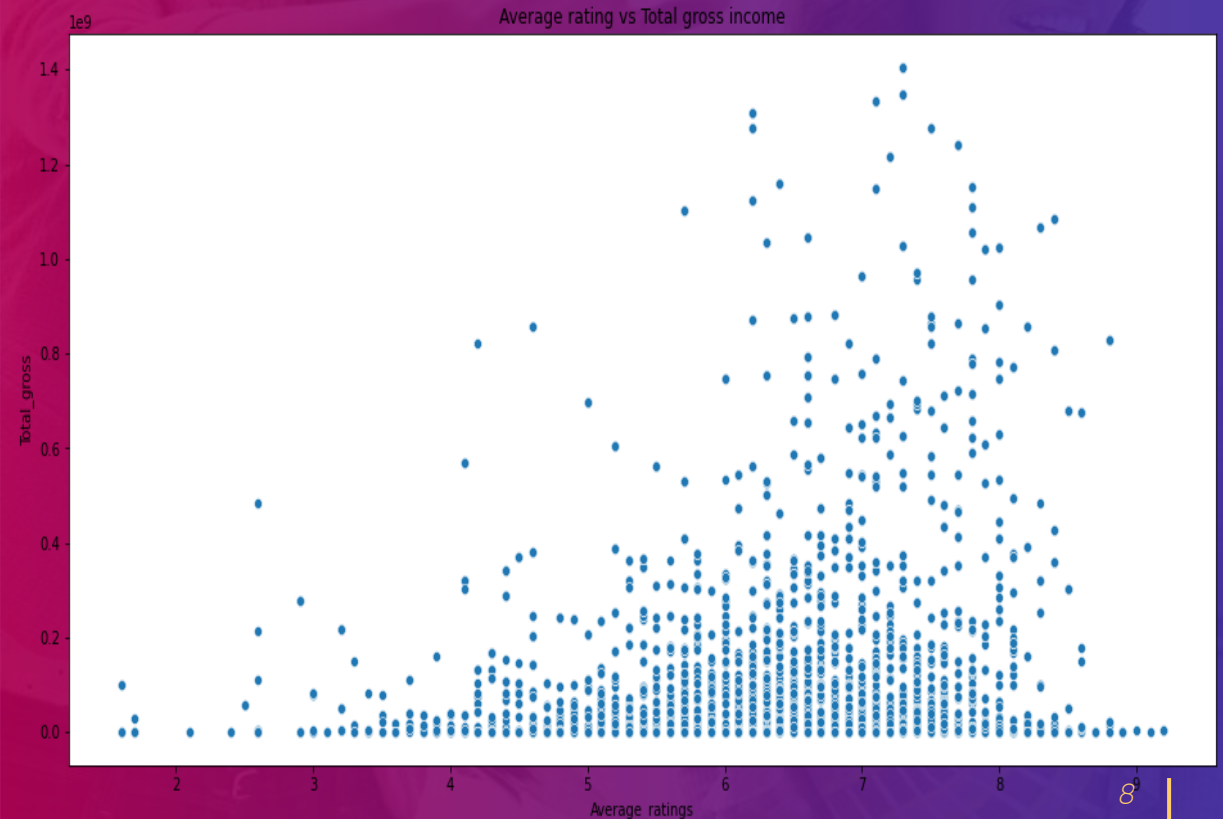
### Movie count per genre

Drama ,comedy and action genres had the most movies released while the genres with the least movies were News ,musical and western genres.



# Average rating vs total gross income

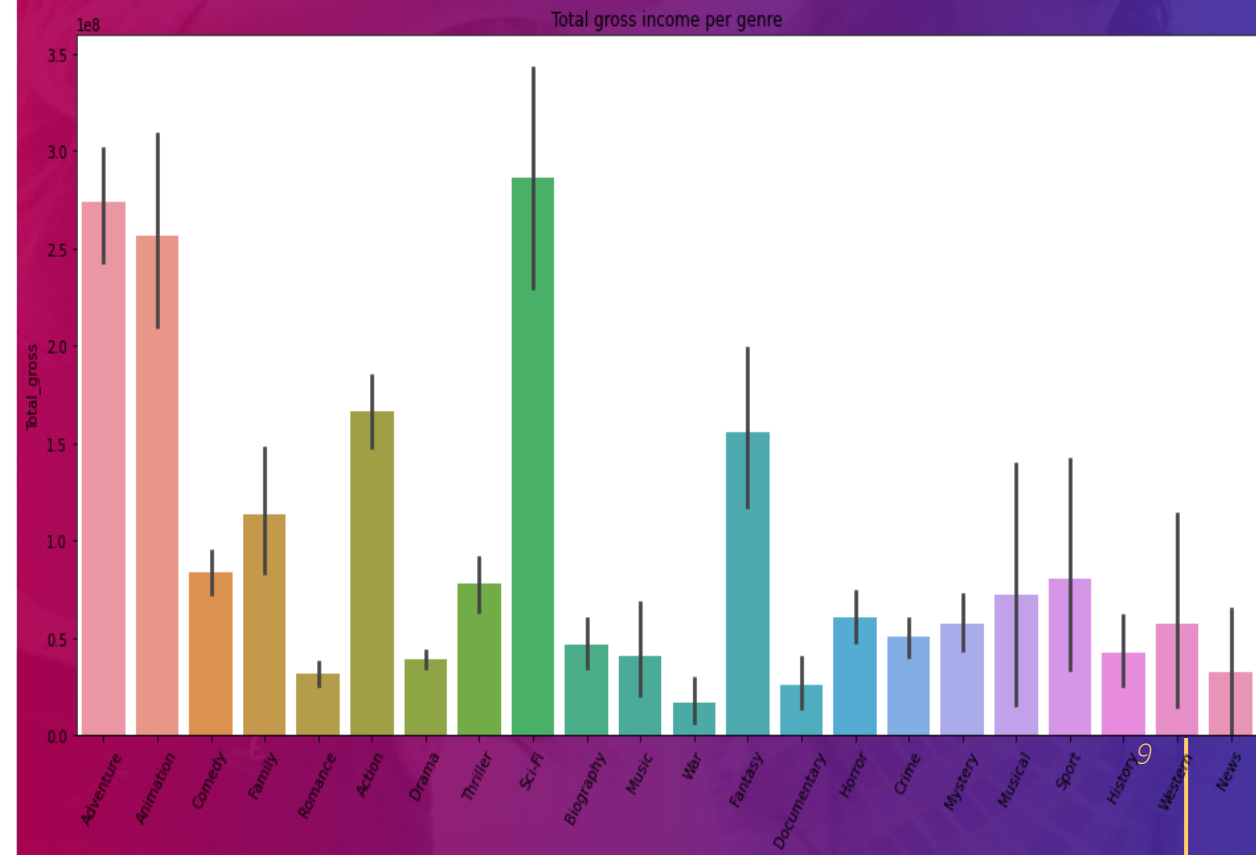
The average rating and the total gross income do not have a clearly defined correlation or effect on one another . We can however see that movies with the low average ratings had an equally low total gross income as compared to those with average and above average ratings.





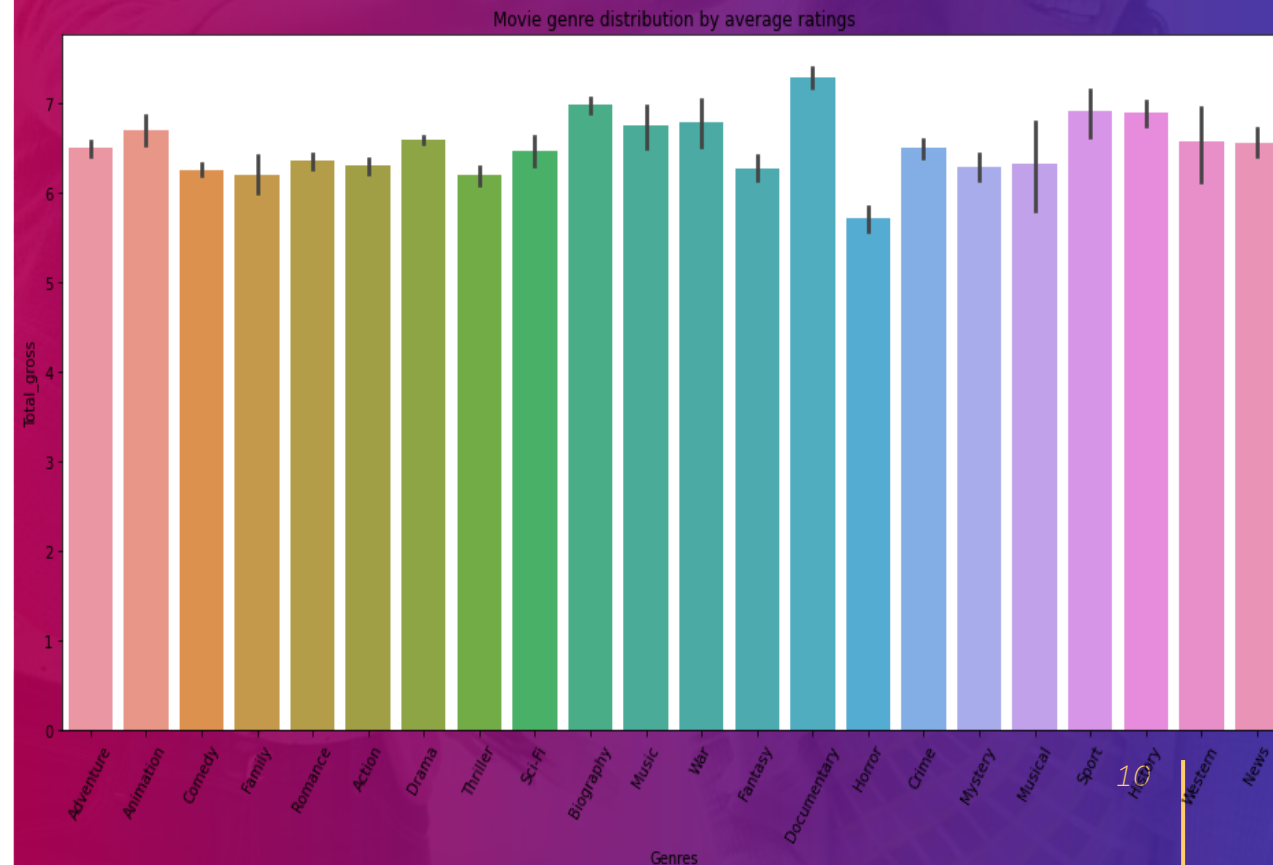
# Total gross income per genre

The genres that generated the highest gross income are Sci-Fi, Adventure and Animation genres. War, Documentary and Romance genres had the least total gross income generated..



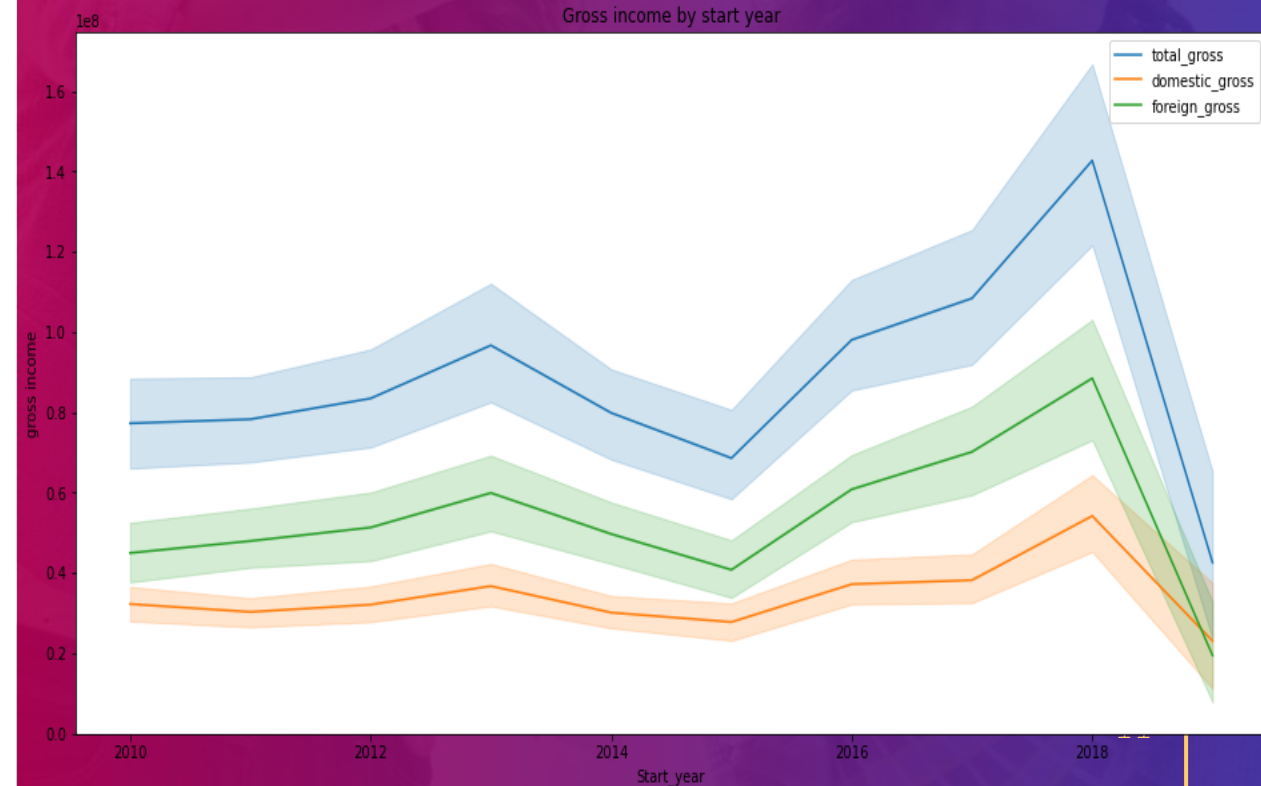
## Movie genres and average rating

The genres with the highest average ratings are Documentary and Biography while least average rated genres are horror and thriller. The distribution of the average ratings per genre as is really close.



## Gross incomes and start year

2018 experienced a peak in gross income in both domestic and foreign markets ,which resulted to a relative peak in the total gross income. After 2018,there was a sharp drop in gross income levels in both domestic and foreign markets .



# Conclusion

1. The highest gross income is generated by Sci-Fi, Adventure and Animation genres. These are common and wildly popular.
2. War, Documentary and Romance genres had the least total gross income generated.
3. Most number of movies were produced in the Drama, comedy and action categories. However, we can argue that these are popular movie genres. The least released movie genres are News, Musical and western genres.
4. The average rating and the total gross income do not have a clearly defined correlation or effect on one another. We can, however, see that movies with low average ratings had an equally low total gross income as compared to those with average and above average ratings.
5. The start year 2018 experienced a peak in gross income in both domestic and foreign markets, which resulted in a relative peak in the total gross income.
6. After 2018, there was a sharp drop in gross income levels in both domestic and foreign markets, resulting in a relative drop in total gross in both markets.

# Summary

The analysis focuses on what type of movies are currently doing well and use the information to make a recommendation to Microsoft as to what type of movies to make in the new production studio. The parameters used for this analysis such as gross income are affected by other multiple parameters such as marketing ,advertisement, budget which can give further insight into what into predicting what direction to take.



A woman with dark curly hair and glasses is smiling and looking off to the side. The image is overlaid with a purple and pink gradient at the bottom.

**THANK YOU!**