Microsoft's Movie Studio Venture

Ms Movies

- ➢ Identify Successful film trends
- ➢ Explore audience preferences

PROJECT OVERVIEW

Importing and Understanding Datasets
- ➢ Import necessary libraries
- ➢ Establish connection to database
- ➢ Load CSV

DATA PREPARATION

Exploring movie_basics table, movie_ratings table and the CSV file

DATA UNDERSTANDING

- Check for Duplicates
- Check for missing values
- Replace missing values with appropriate measure of central tendency

DATA CLEANING

Key insights from the data

➢ Action, Adventure, Sci-Fi is the most popular genre

➢ Action, Adventure, Sci-Fi generates most revenue

➢ There's a positive correlation between popularity and revenue generated

DATA ANALYSIS

Guidance for Microsoft's Movie Studio
➢ Focus on action, adventure, Sci-Fi genre
 -High revenue generation

➢ Emphasize adventure, Animation, Comedy
  and Action, Adventure, Fantasy genres
 -Popular among viewers and good revenue

Recommendations