

DATA SCIENCE PROJECT

1

Microsoft
Studios



EXECUTIVE SUMMARY



Microsoft wishes to get into the booming original video content market by launching Microsoft Studios.



This analysis provides compelling insights that the head of Microsoft's new movie studio can use to establish a strong presence in the competitive entertainment industry. Particularly focusing on Genre Fusion; those that are best rated, most watched, and making the most income.



DATA SOURCE



Rotten
Tomatoes

METHODOLOGY



FROM THE ANALYSIS

Most Watched Movie

8.8

Rating for the
most watched
movie

828,300,000

Total Gross Income made



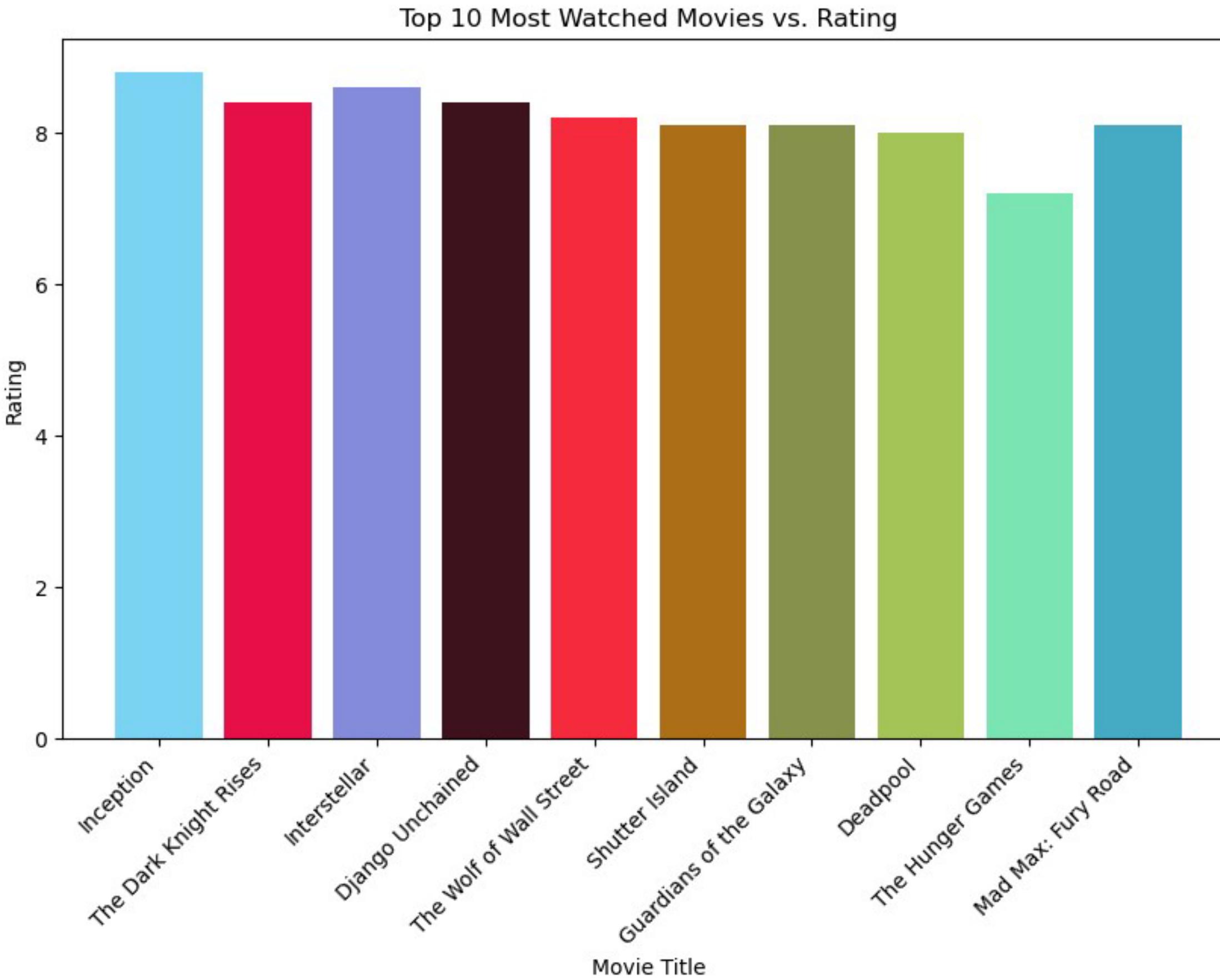
1,841,066

Number of Reviews

Action, Adventure,
Sci-Fi

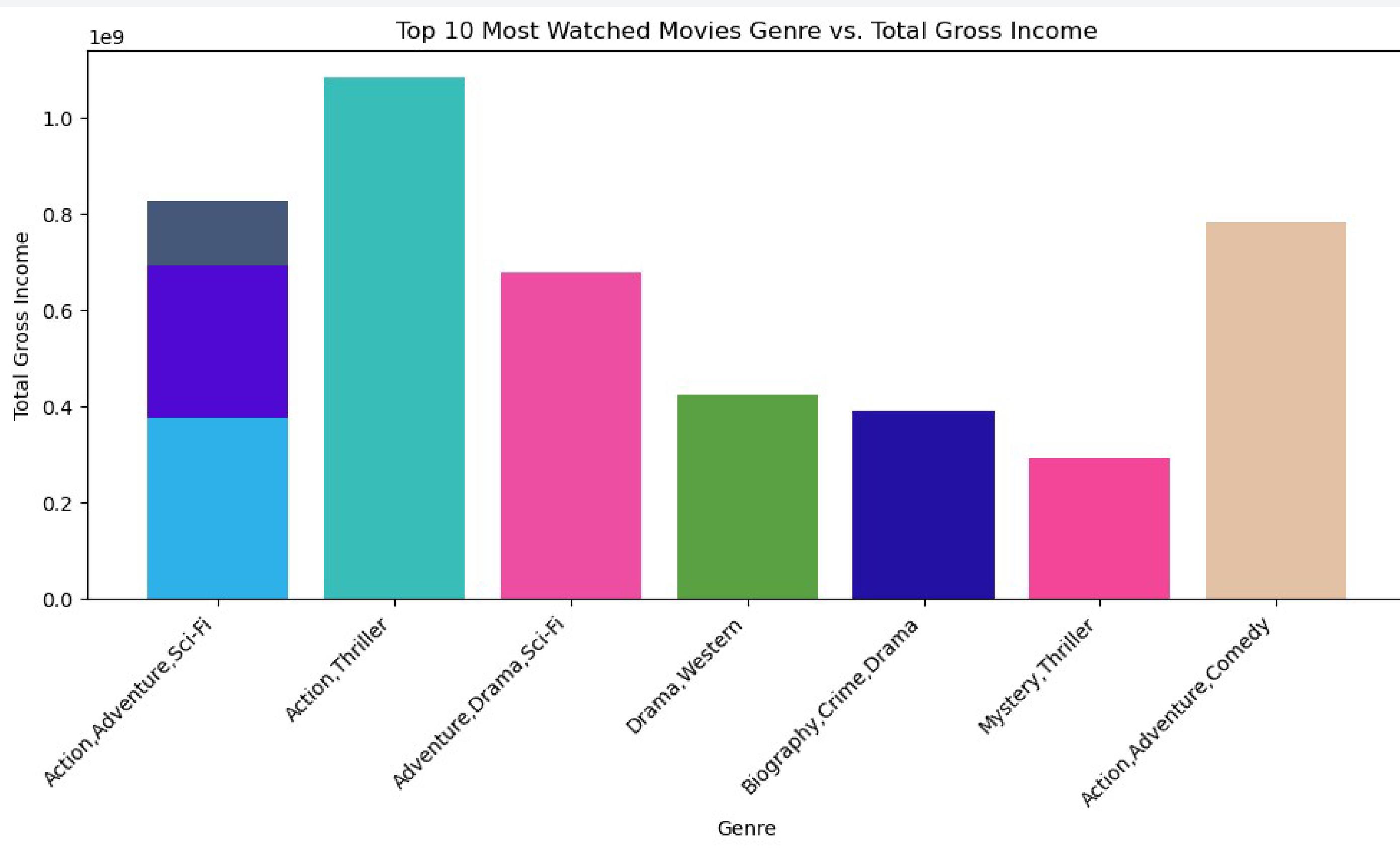
Genre of the most watched

BEST MOVIE ANALYSIS



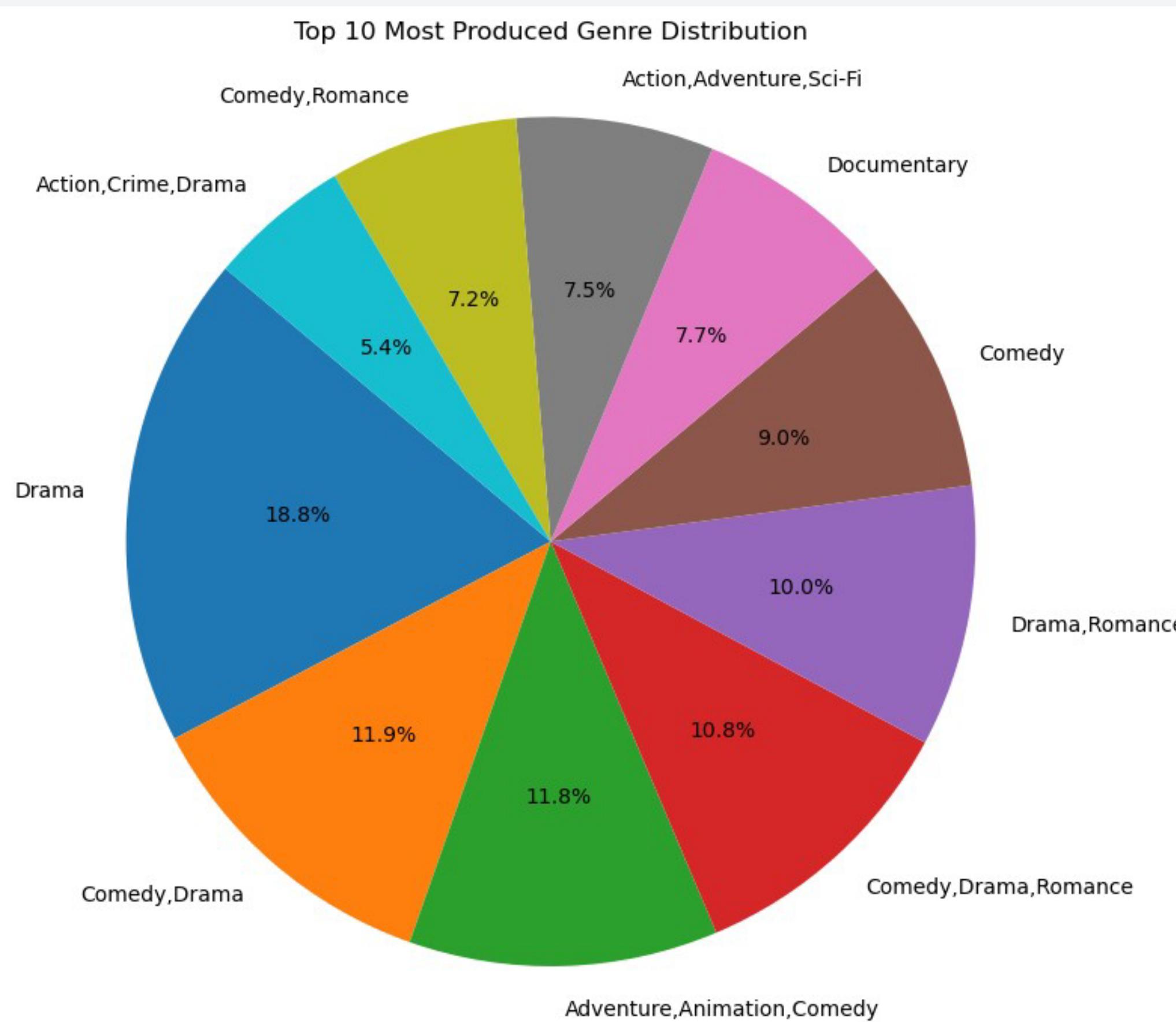
- **Inception 2010 was the most watched movie**

GENRE VS INCOME ANALYSIS



- **Action, Thriller Made the most money**

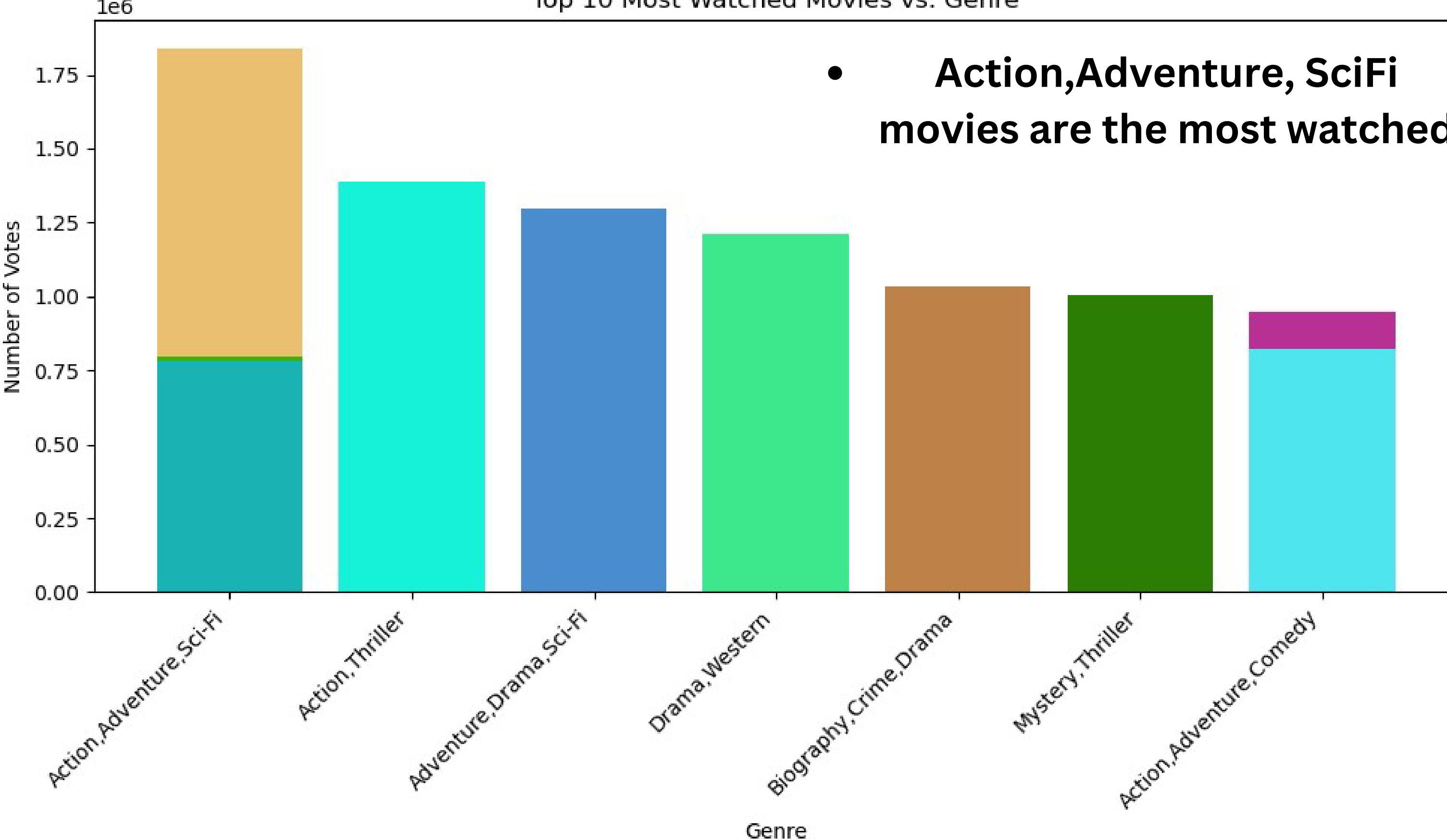
GENRE ANALYSIS



- **Drama Movies are the most produced**
- **Followed Closely by Comedy Movies**

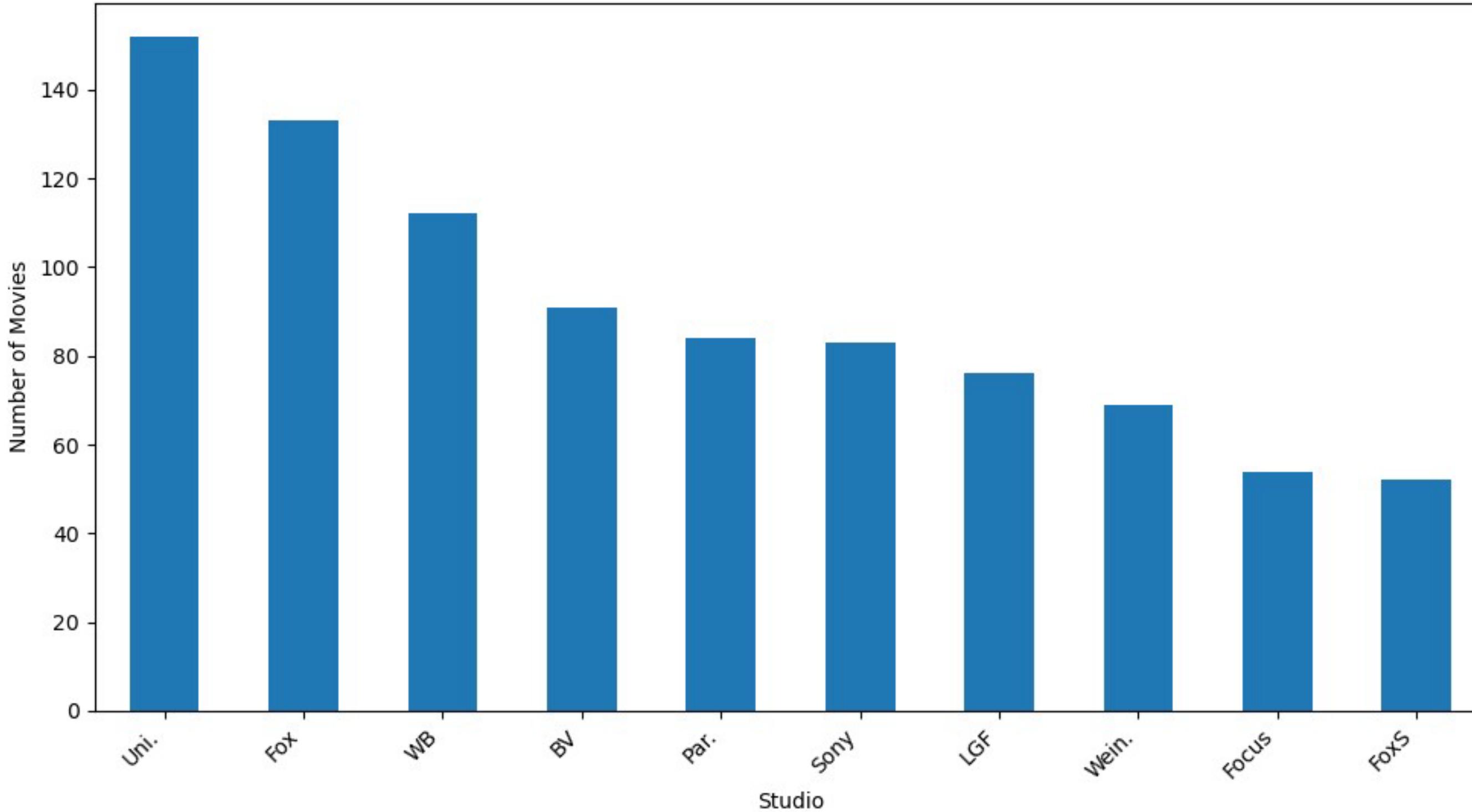
GENRE ANALYSIS

Top 10 Most Watched Movies vs. Genre



STUDIOS ANALYSIS

Top 10 Studios by Number of Movies by Studio



- **Universal Studios are the most preferred Studios**

CONCLUSION

- Action, Adventure, and Sci_Fi Movies Genre are the most preferred.
- Action movies make the most income.
- Drama movies seem to be the most produced followed by Comedy.
- Universal Movies Studios seems to have the most watched movies.



RECOMMENDATION

- There's a lucrative opportunity to enter the booming video content market.
- Microsoft's can produce Action, Adventure, SciFi Movies that are around one hour and a half long since they are the best performing.
- They can also try comedy for diversification.
- Microsoft also needs to pay close attention to its competitors more so Universal Movies since they have the most watched movies
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