



MICROSOFT PROJECT REPORT





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Introduction



The presentation analyzes different movie genres, customer ratings and overall market performance to recommend the best movie genre to produce that will be profitable to the company.



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Transformers:
The Last Knight



Deadpool



Baywatch



Kingsman: The
Secret Service



Fifty Shades
Darker



Logan



The Martian



The Hangover

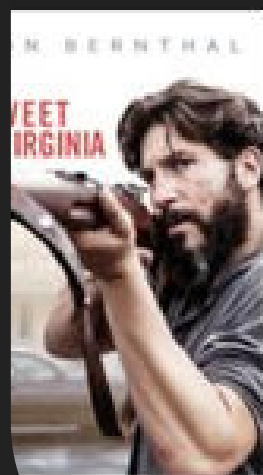


The Revenant

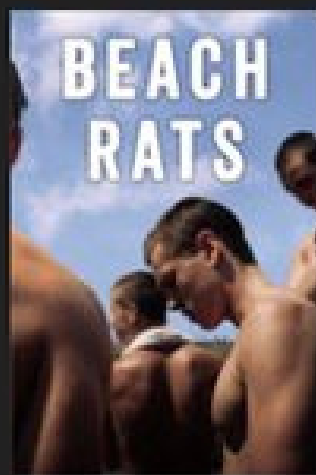
.99 Movies By Genre



cent Discoveries



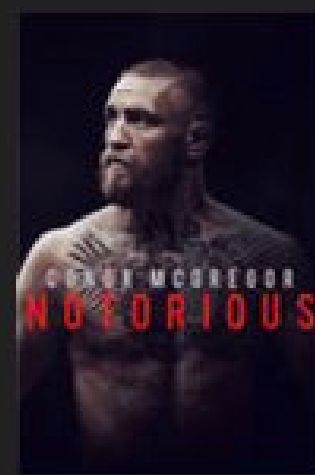
t Virginia



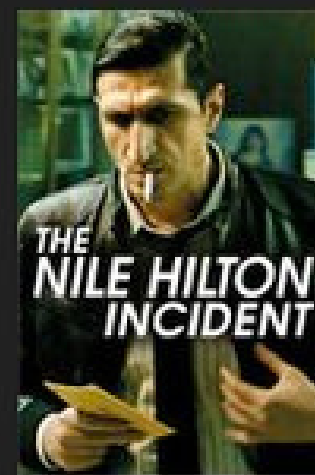
Beach Rats



The Villainess



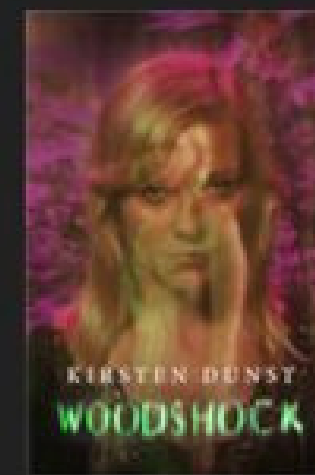
Conor McGregor:
Notorious



The Nile Hilton
Incident



Birth of the
Dragon



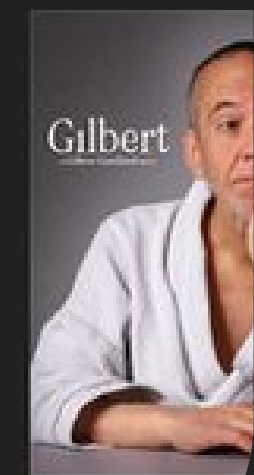
Woodshock



Brigsby Bear



Crown Heights



Gilbert



The above shows different movie genres



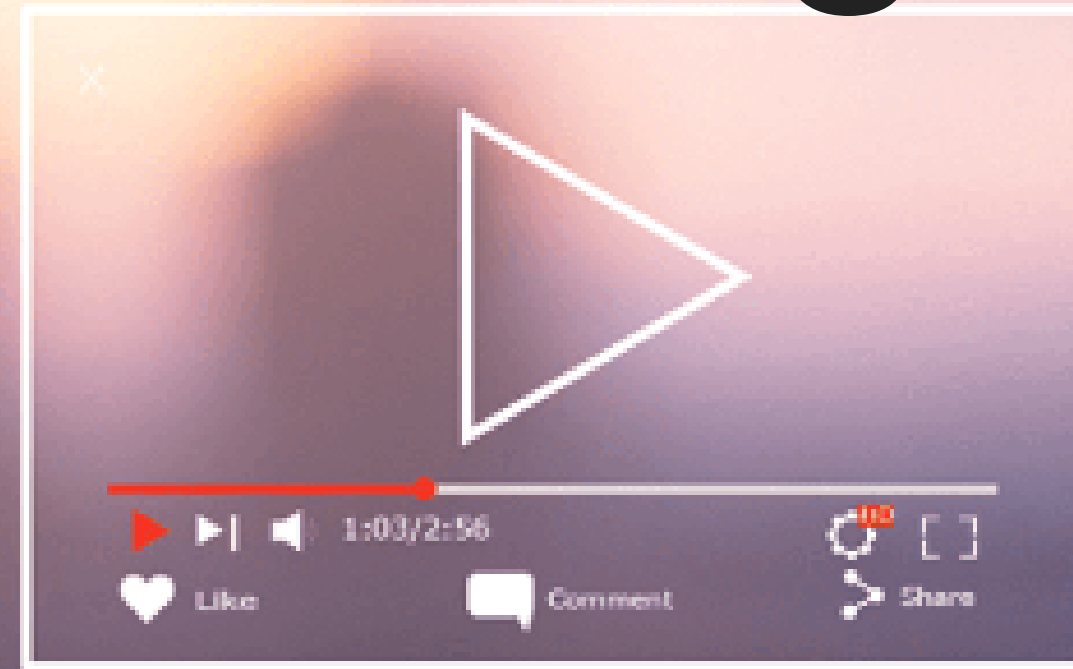
Background

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- Microsoft is an American multinational technology company that produces software's.
- The current stock price is at \$241.22.
- The revenue as at 2021 was at 168 billion USD.



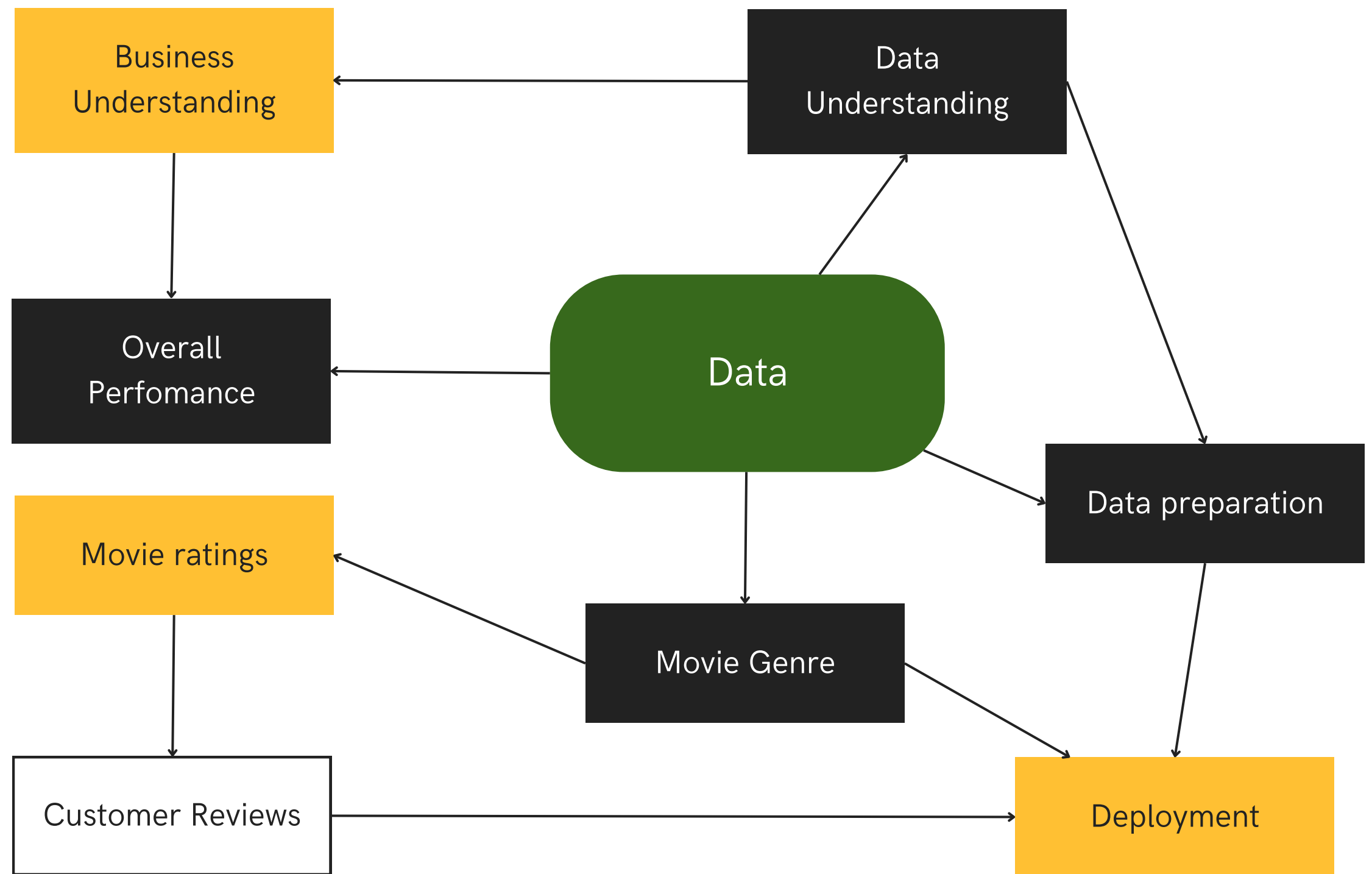
Business Understanding



Microsoft intends to create a new studio to generate unique and eye catching videos.

Our consulting company is tasked with providing insights on the best film that the company will produce and make profit.

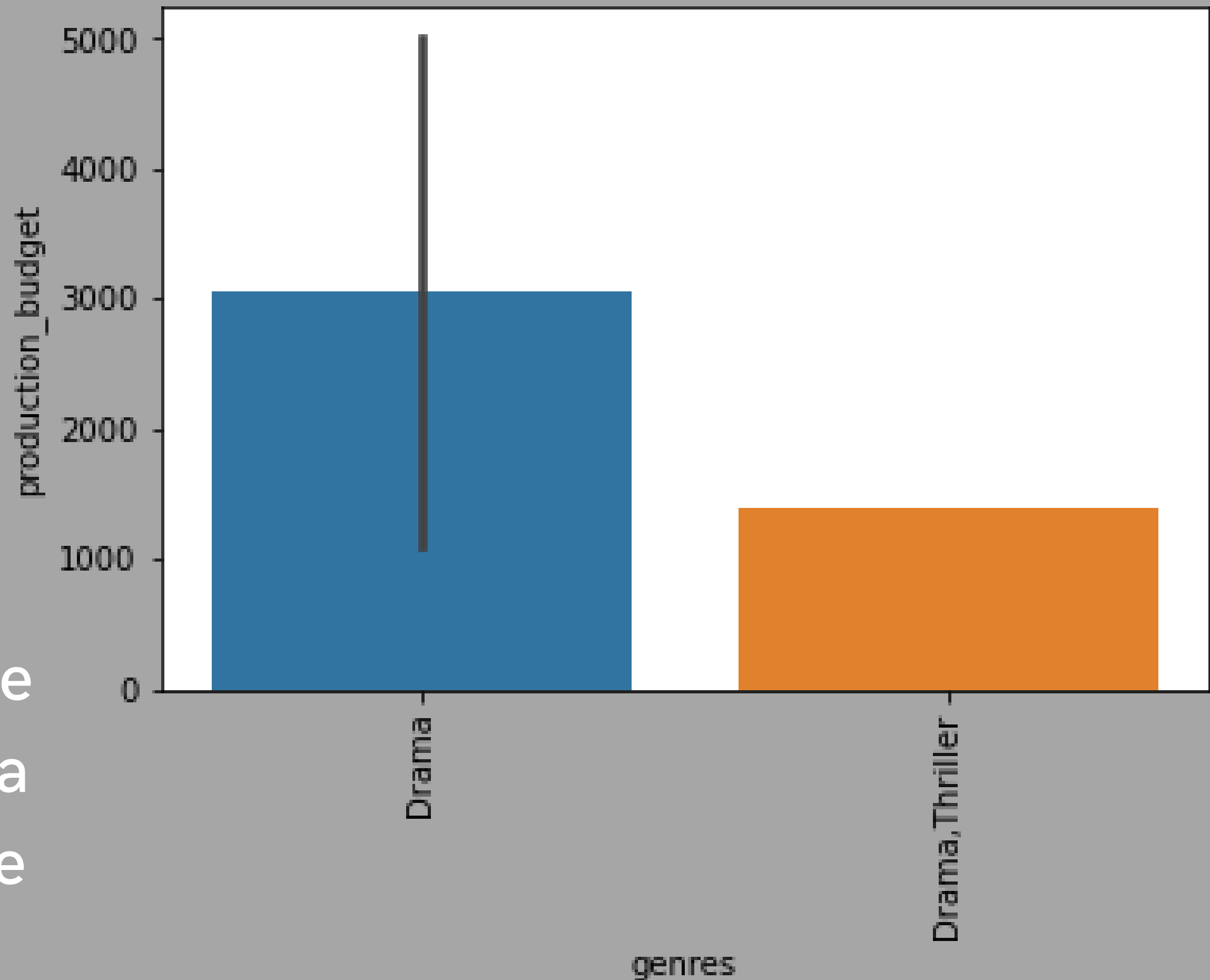
Methodology





Overall Performance

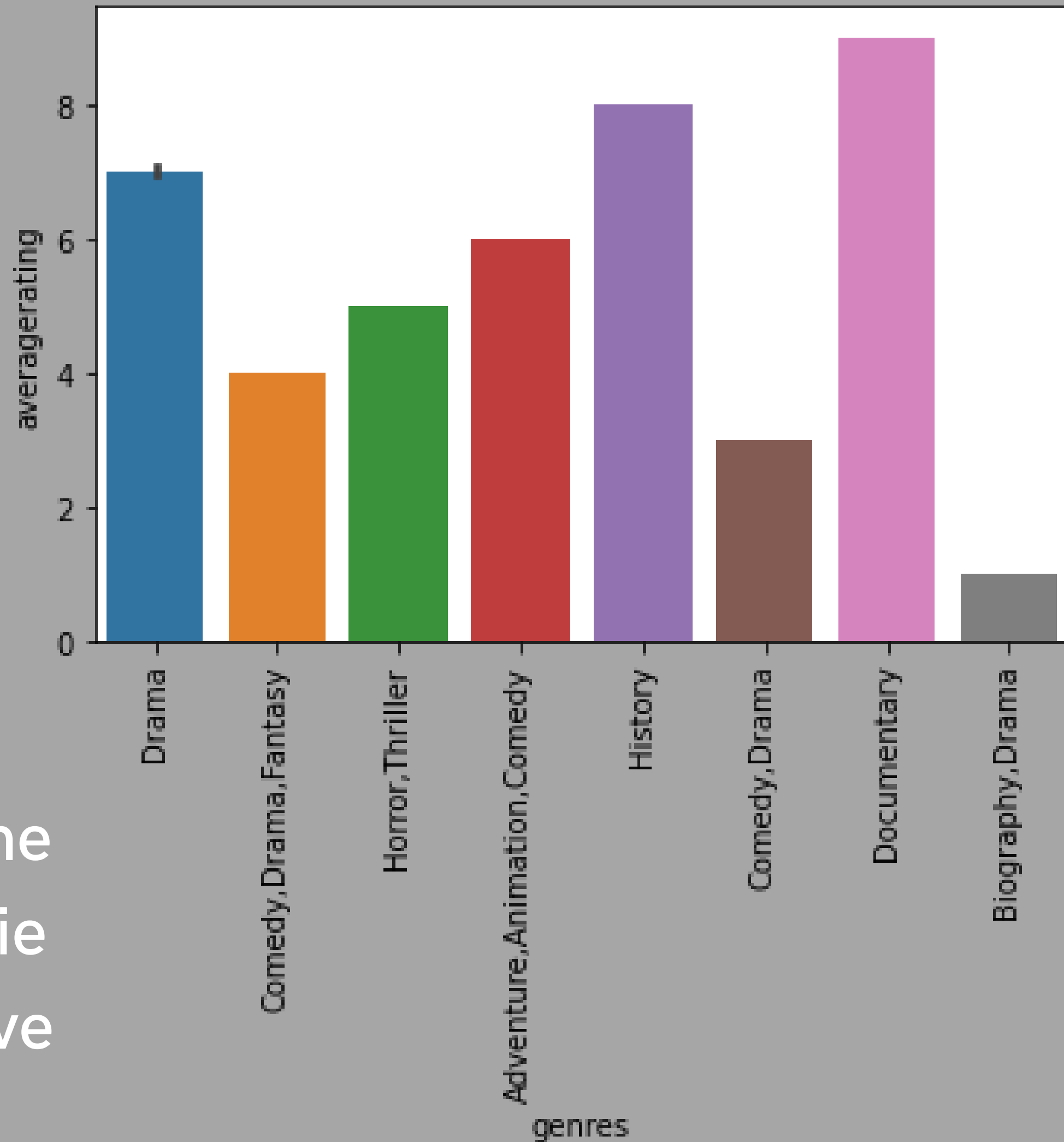
The graph shows data for the production budget for drama and thriller movies which are the highest to produce.





Overall Performance

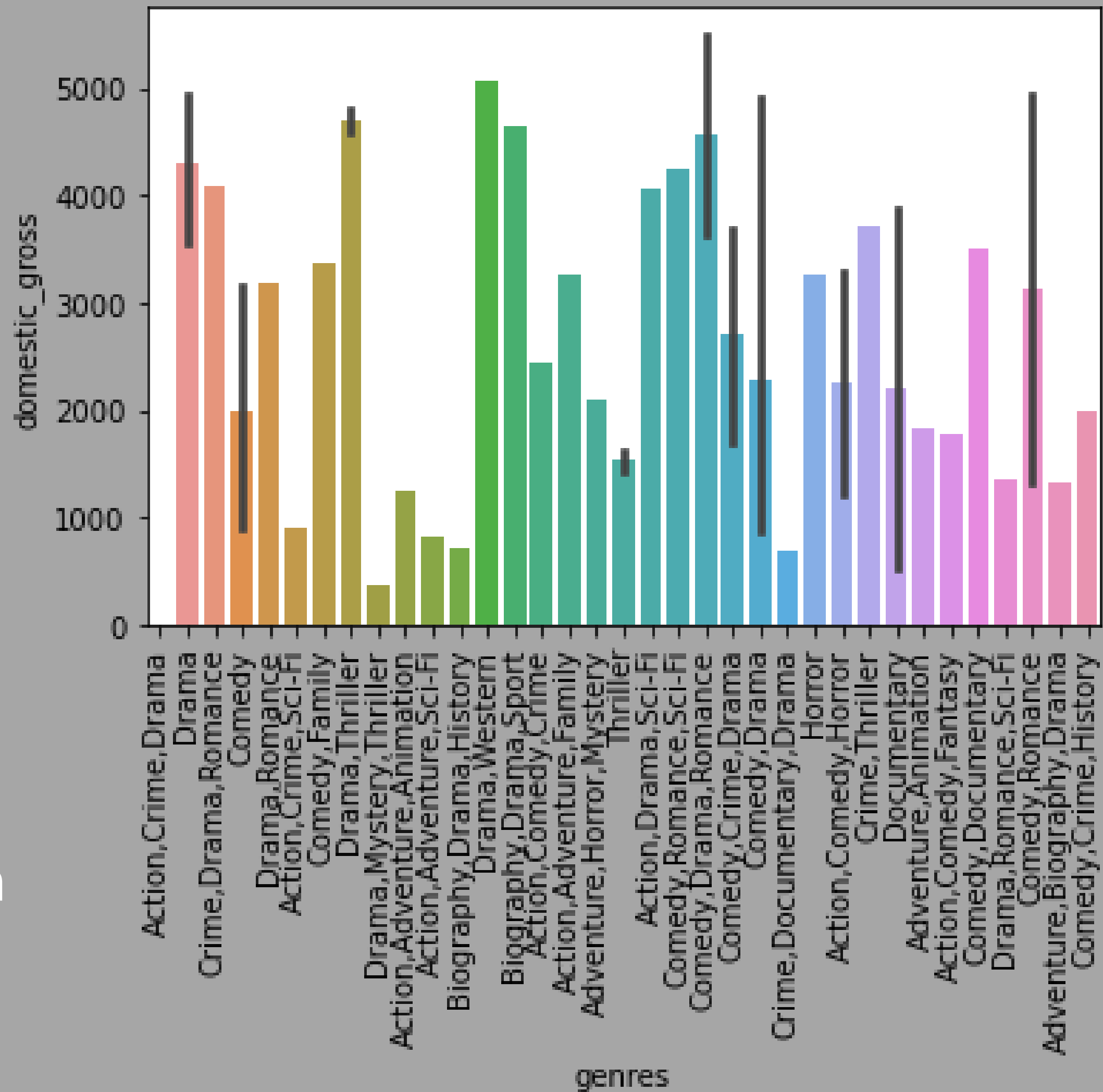
The graph shows an analysis of the average ratings for different movie genres, where documentaries have the highest ratings.



d

Overall Performance

The graph shows an analysis of the domestic gross for different movie genres where the western drama genre has the highest return for the domestic gross.





Data Understanding

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- The data was acquired from various locations.
- The different files have different formats.
- The data has the following set of information about the movies: Principals, Movie-basics, Movie-ratings and movies





Correlation Between Variables

	averagerating	numvotes	production_budget	domestic_gross
averagerating	1.000000	0.147993	0.254941	-0.260846
numvotes	0.147993	1.000000	0.087237	-0.496475
production_budget	0.254941	0.087237	1.000000	0.017806
domestic_gross	-0.260846	-0.496475	0.017806	1.000000



Correlation Between Variables

The graph shows data for the total correlation between the different variables where there is a weak positive correlation between the production budget and the domestic gross revenue.



Conclusion

As per the analysis of the data the Drama genre seems to be the top in regards to ratings and most importantly the revenue generation.





Recommendations



- Drama is the best recommended genre as according to the analysis it has the highest returns of revenue.
- Documentaries have the highest ratings and hence means that the consumers like this type of genre.
- Drama are the second best rated and shows also consumers appreciate the product.
- Thrillers are also recommended for a start as they have a low cost production budget.