Microsoft Movie Studio

Data-Driven Decision

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Introduction

- Our client- Microsoft seeks to start a new business
- The goal: Explore the type of movies that can fetch the most revenue and make the business success
- The variable of interest are:
  - Top movie rating
  - Domestic gross revenue
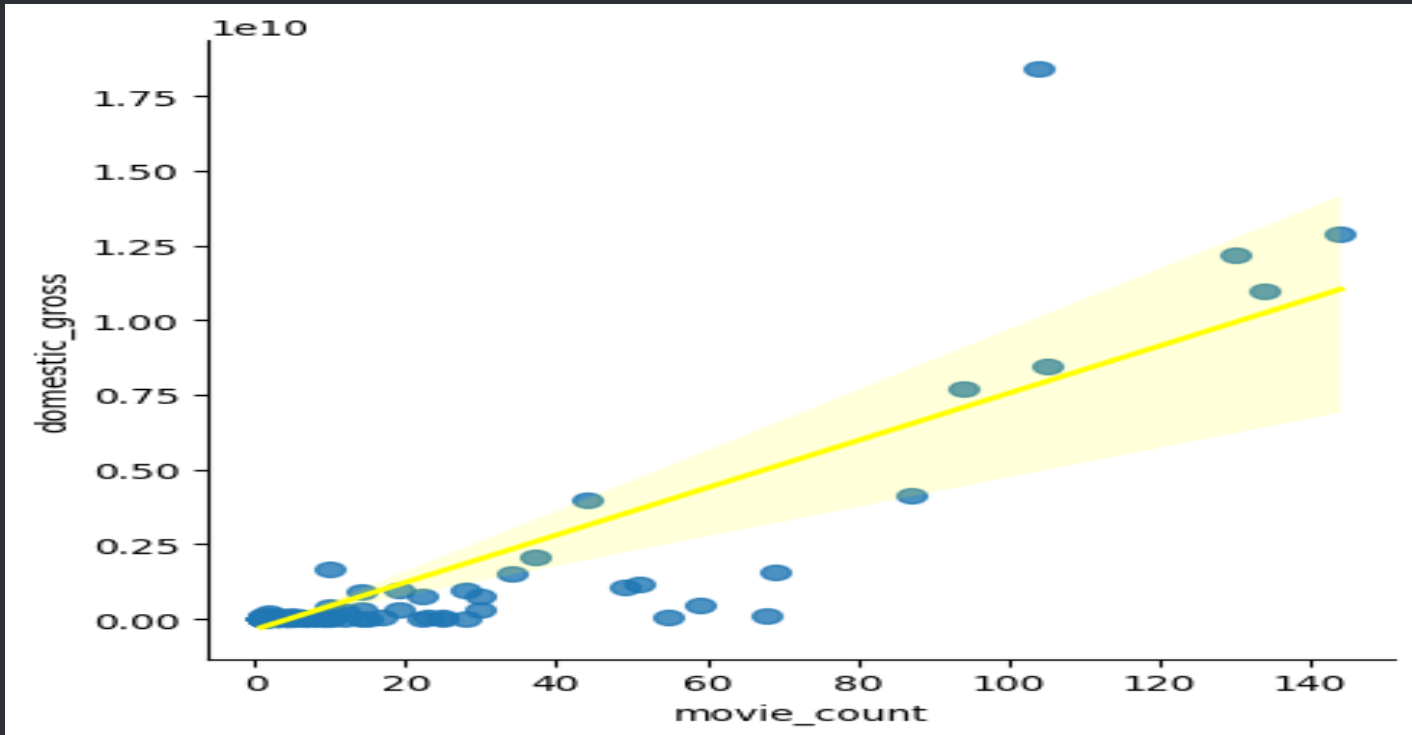 - Top movie studios

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 The data used for analysis in this project were:

1. im.db.zip specially movie _basics and movie_ratings link
2. bom.movie_gross.csv.gz

Process Steps

- Imported the relevant libraries in the python
- Imported and read the datasets
- Explored the data to check the outlies, duplicates, and missing values and fixed them
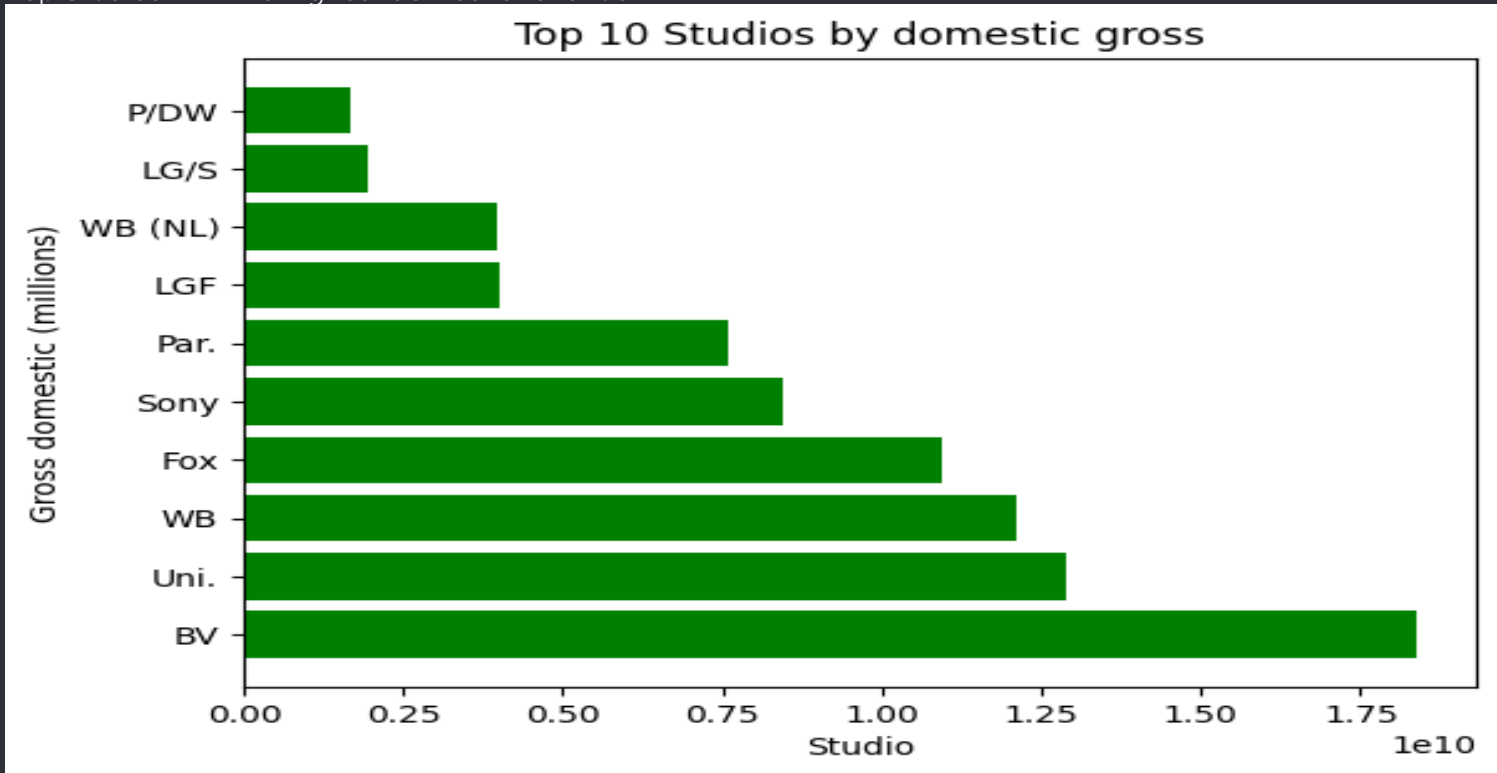- Analyzed the specific variable of interest and visualized the outcomes

Results Conclusion

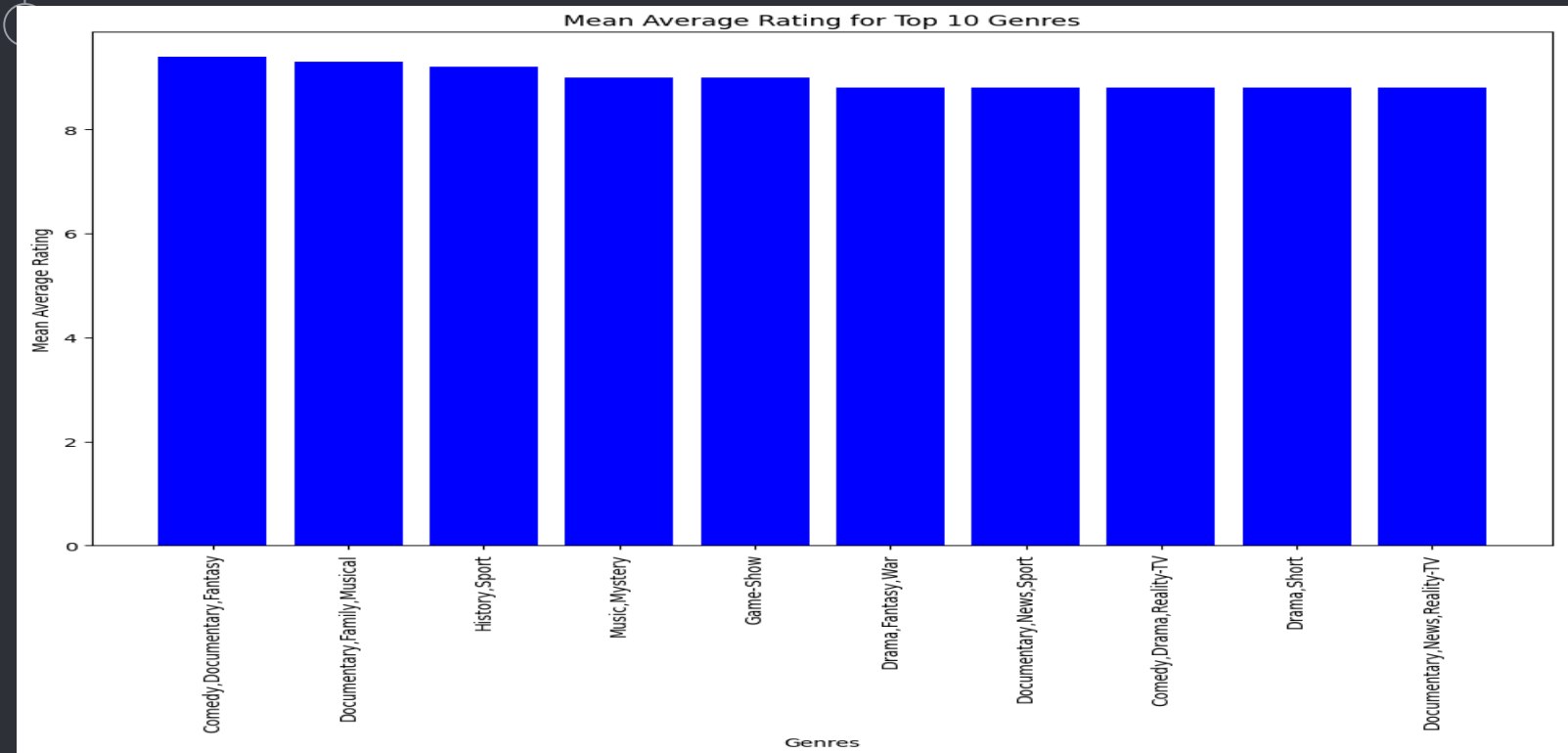Positive correlation between the domestic revenue and movie production

Results Conclusion

Top Studios with the highest domestic revenue

Top 10 Studios by domestic gross

Results Conclusion

Top genres with highest rating

Mean Average Rating for Top 10 Genres

Conclusion

1. Based on the analysis, it can be concluded that the top studios producing the most successful movies in terms of gross revenue is DV with the highest revenue.

2. The data also suggests that there is a positive correlation between a studio's movie production and its gross revenue.

3. Based on the analysis, we can see that the genres Comedy,Documentary,Fantasy have the highest mean average rating of 9.4.This suggests that movies in these genres tend to be more highly rated by viewers compared to movies in other genres.

Recommendation

1. Microsoft should consider genres as an important factor to consider when producing movies, as it can have a significant impact on the viewer's perception of the movie.
2. Microsoft company may want to consider partnering with one of the top studios or emulating their successful strategies.
3. Microsoft can focus on producing a larger quantity of movies in order to increase the chances of generating higher gross revenue.

Contacts

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