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# Movie Analysis

— By Catherine Chelagat —

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# Outline

Overview

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# Overview

Microsoft Company is looking to venture into new markets and utilize new opportunities. Having seen how other organizations of its calibre are creating their own original content, the stakeholders gained interest in investing in the same. Microsoft however, have no prior experience with movie studios and therefore sought a consult for the same.

# Business Understanding

Venturing into a new market can bring with it a lot of uncertainty. For this reason, Microsoft stakeholders seek to achieve the following from these ventures:

- Create and air video content that will increase their income revenue both domestically and in foreign markets
- Indulge in a project that gain them popularity in the industry
- Create content that can compare to existing content and gain a competitive advantage against their competitors.

# Methodology

This analysis was carried out in several steps and different tools were incorporated to see to the success of the process.

## → Data Understanding

This process involved going through the data provided and determining its nature, constituents and establishing availability of inconsistencies, missing values and duplicates that would need to be handled.

## → Data Preparation

This process involved preparing the data for analysis. This includes data cleaning i.e handling missing values by either dropping or filling, removing duplicates and ensuring uniformity of data.

# Methodology

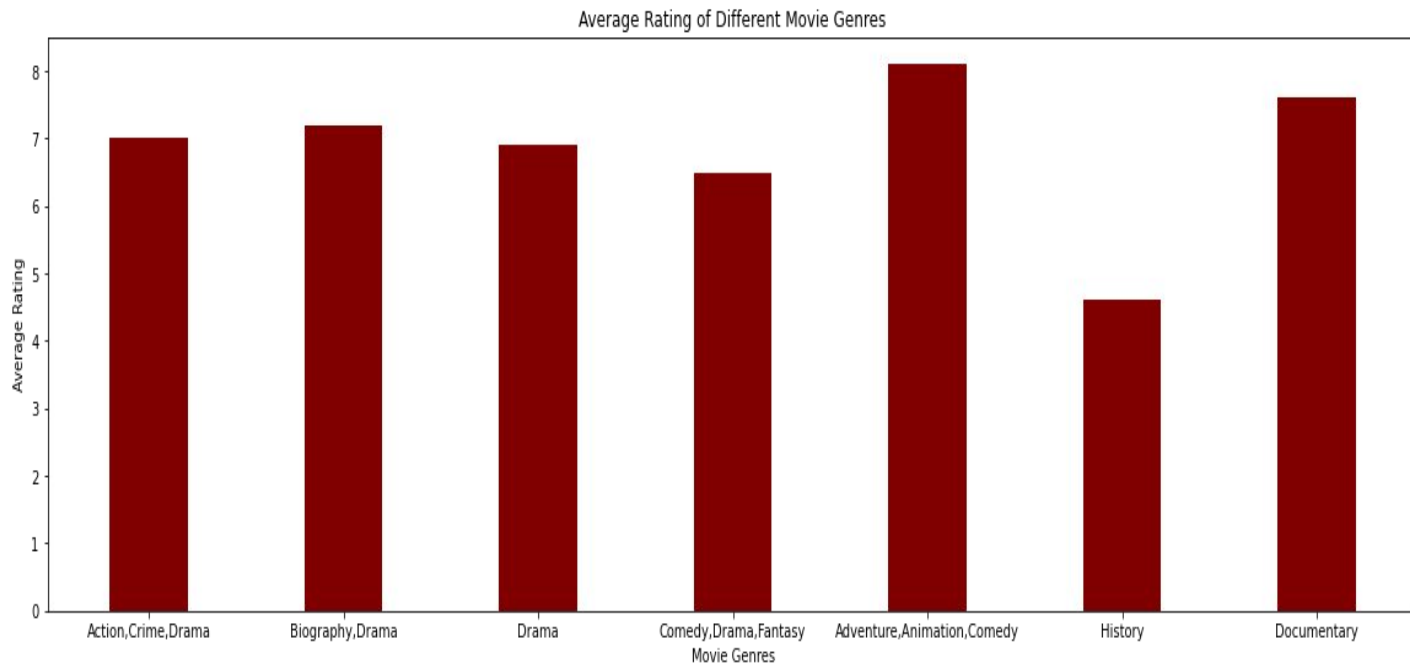
## → Data Analysis

This process involved studying the cleaned data and drawing conclusions and recommendations from it.

The data analysis process involved using data visualization to better understand the data. These visualizations were bar graphs, and scatter plots.

# Data Visualization

## Bar Graph



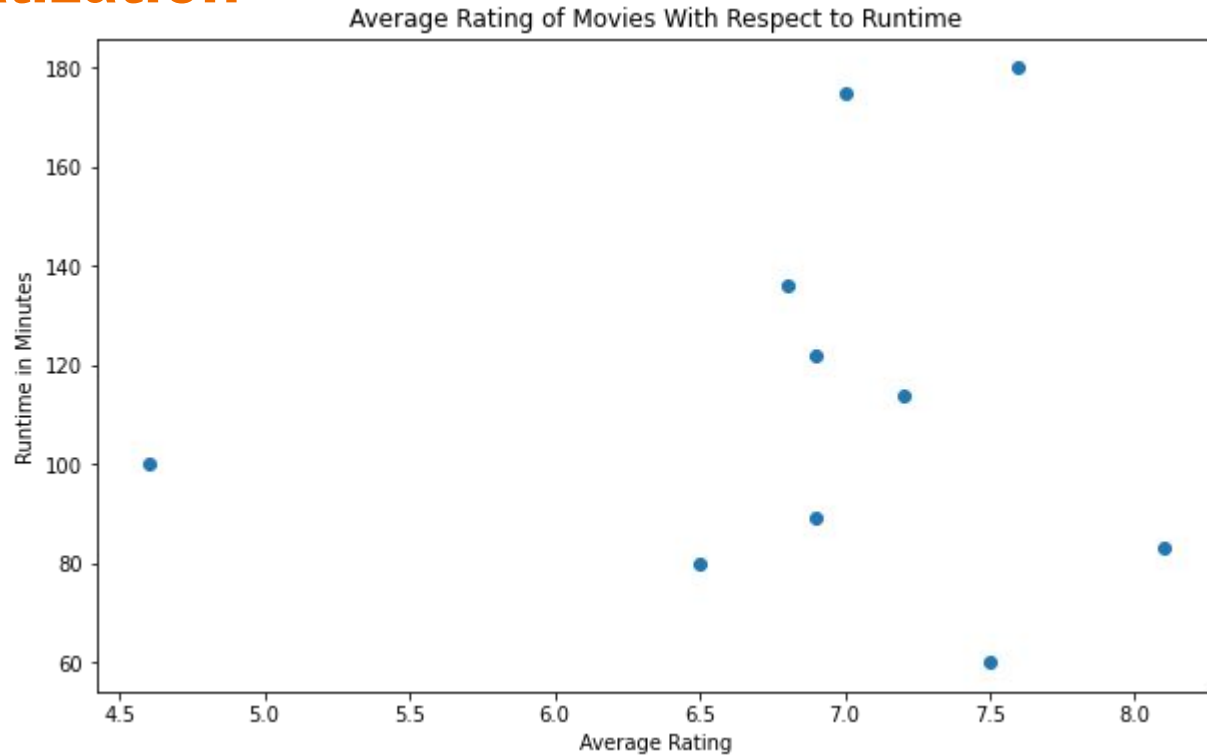
# Data Visualization

According to the graph, the differences in the average rating for the different movie genres is not very high. However, Horror and Thriller category are the lowest rated followed by History and a combination of comedy and drama. A combination of Adventure, Animation and Comedy yields the highest average rating. The documentary category also yields a high average rating.



# Data Visualization

## Scatterplot

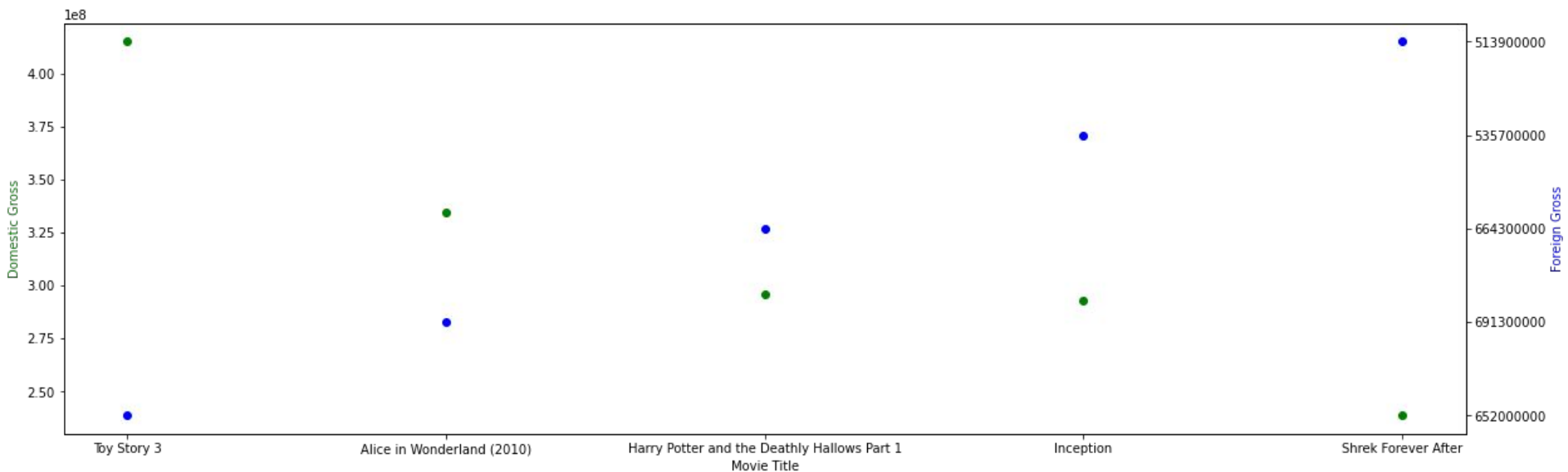


# Data Visualization

Following the above outcome, the better performing movies according to the ratings and runtime belong to the Adventure, Animation and Comedy combination. It is followed closely by the documentary category in terms of average rating, with a low runtime

# Data Visualization

## ScatterPlot



# Data Visualization

Toy Story 3 has the lowest foreign gross income but highest domestic income, while Shrek Forever After has the lowest domestic income but the highest foreign income. Therefore, as Microsoft looks into movies to emulate, they should pay attention to whether they are looking to satisfy the foreign or domestic market. This will address the question on which option will earn them the most income.

# Conclusions

- Adventure, animation and comedy, as a combined category are the highest rated genres. History is the lowest rated. Drama and Biography category also have quite the high average rating.
- When it comes to runtime, movies with a higher runtime have a higher average rating. Adventure, animation, and comedy category is however an exception to the rule. This category has the lowest runtime but still gets the highest average rating.
- Movies that perform well in the domestic market, perform poorly in foreign markets, i.e Toy Story 3 and Shrek Forever After

# Recommendations

- Microsoft should base their video on adventure, animation and comedy since these genres are doing better than the rest in terms of average ratings. They can decide to have a low or high runtime, this variable is not very significant in determining the performance of movies in those specific genres.
- Should Microsoft wish to incorporate genre to their choice, they should select from genres with a high runtime since they have a higher average rating.
- For starters Microsoft should focus on movie types that do well in the domestic market before proceeding to those that do well in foreign markets.