

MICROSOFT MOVIE CREATION

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OVERVIEW

- Microsoft is looking to venture into video creation industry. It is therefore crucial to explore the types of films that are doing well in the box office and make recommendations to the CEO of Microsoft.
- Data was collected from Box office Mojo,

BUSINESS UNDERSTANDING

- To understand which movies are popular, have highest rating and revenues in the box office, studios that are mostly used for movie production, runtime of movies and directors.
- This will enable Microsoft to make the right decisions on what they should focus on before creating studios.

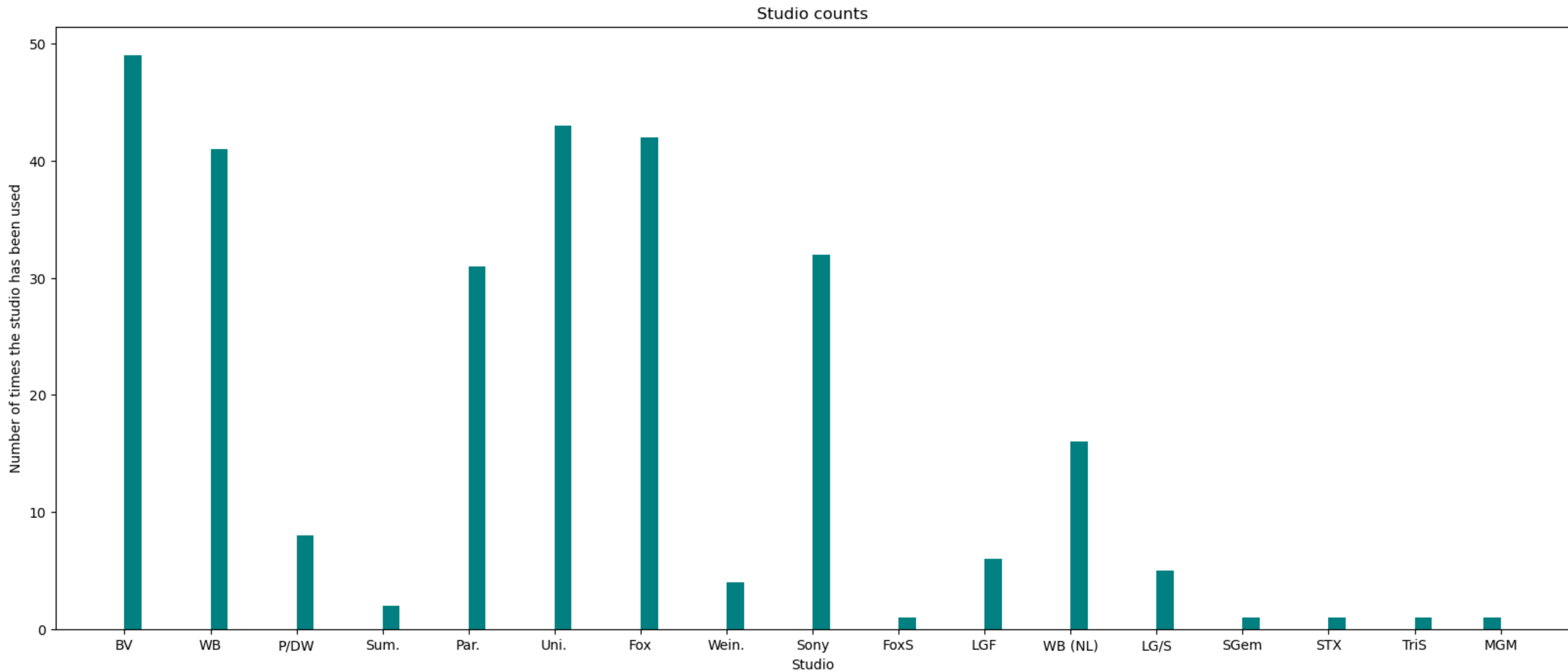
DATA EXPLORATION

Data was used from the following sources:

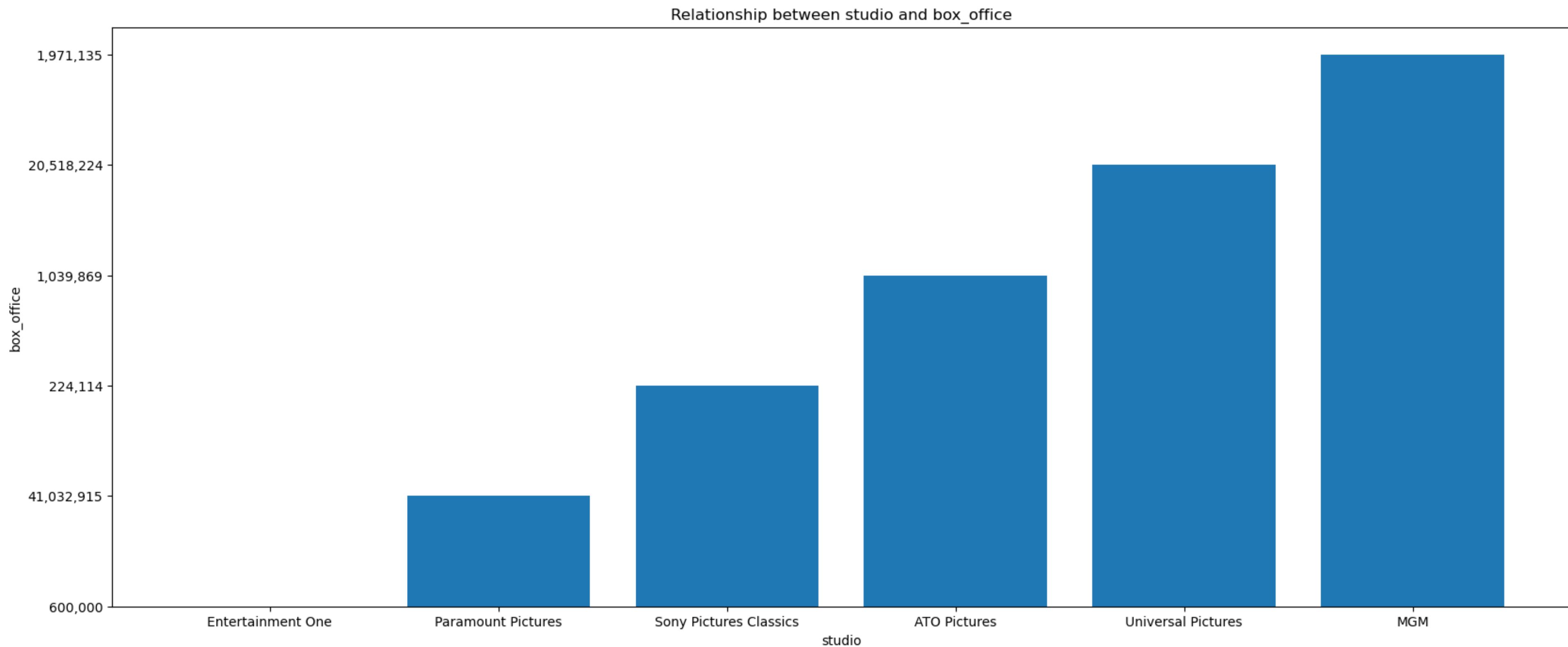
bom.movie_gross.csv.gz

rt.movie_info.tsv.gz

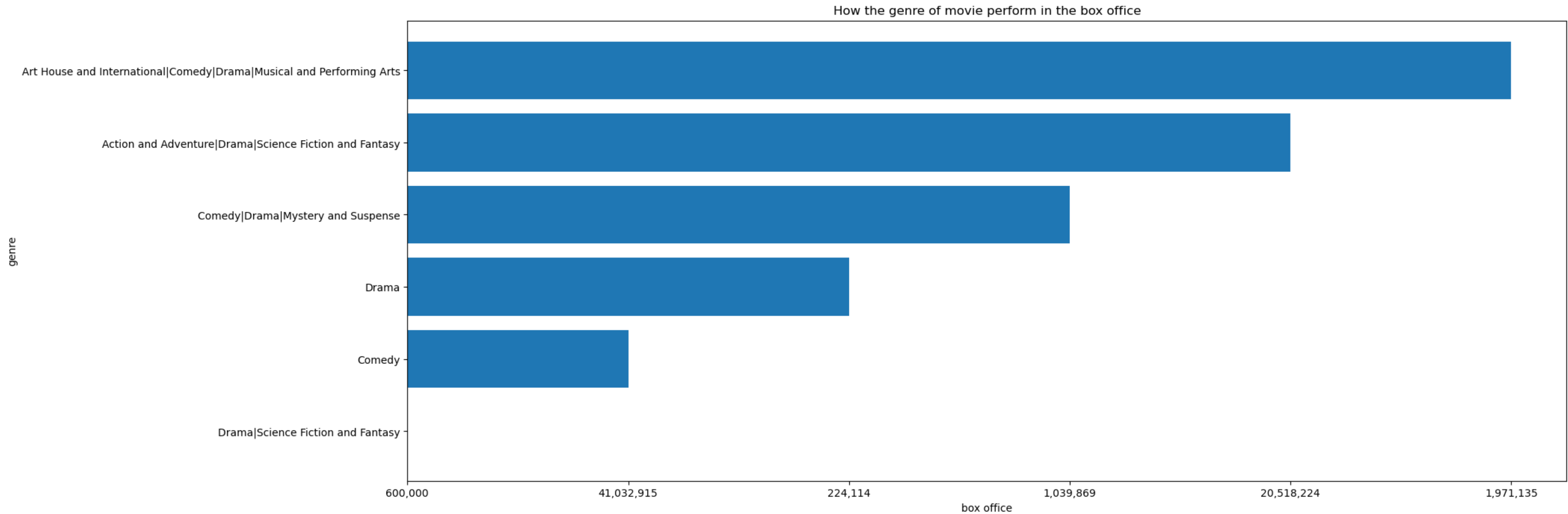
DATA PRESENTATION



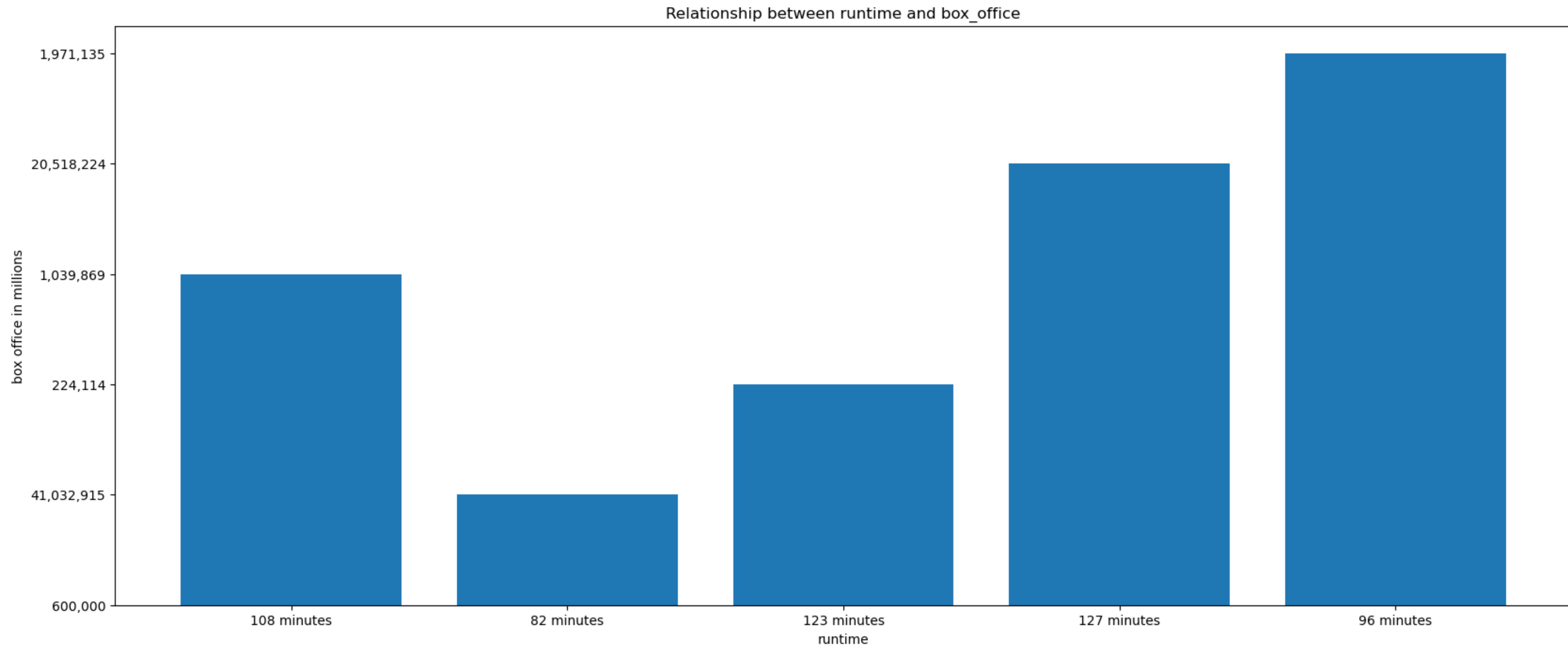
From the above analysis, We can see that Bv studio is the most used studio, followed by Uni. The most sorted after studios are BV, Uni, Fox and WB and produces films that have among the highest box office. Microsoft studio should match this top studios



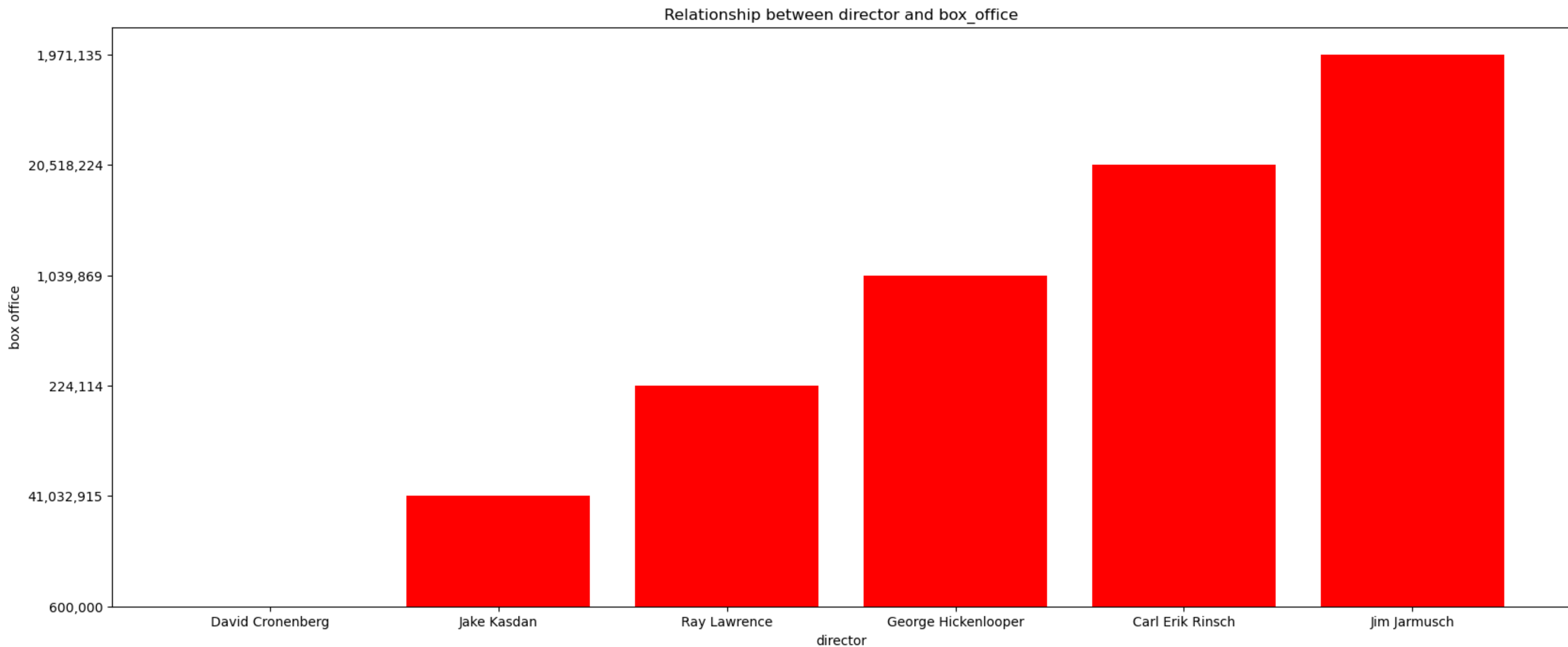
From the analysis. Paramount Pictures had the highest box office revenue. Microsoft can look at how they produce movies and adapt to their style for their success.



From the analysis of how the different genres perform at the box office. Comedy had the highest returns. Microsoft should therefore consider creating comedy movies.



Movies with the shortest runtime performed the top at box office. Microsoft should consider creating movies with short runtime.



From the analysis, John Kasdan movies performed the best at the box office. Microsoft should sought out his services

CONCLUSION

1. From the analysis, Bv studio is the most used studio, followed by Uni. The most sorted after studios are BV, Uni, Fox and WB and produces films that have the highest box office returns
2. Paramount Pictures had the highest box office revenue. Microsoft can look at how they produce movies and adapt to their style for their success.
3. Comedy had the highest returns.

RECOMMENDATION

I would recommend to Microsoft to produce Comedy movies and short runtime movies.

They should do a benchmark on BV studios and Paramount Pictures has they have the highest box office returns.