

# MICROSOFT MOVIE ANALYSIS

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FEBRUARY 2024



# SUMMARY

Descriptive analysis of movies using data from IMDb website to get an understanding of movies;

- That are doing the best in terms of popularity and rating.
- Movies that have the highest sales hence more profitability.



# OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

# BUSINESS PROBLEM

Microsoft want to produce movies that are going to be successful in order to make profits, they want to know;

- ❖ Movies with the highest profits.
- ❖ Movies that are doing best in terms of rating and popularity.

# DATA

- ❖ The data analysed are from from IMDb website.
- ❖ The data used are 3 files (imdb\_title\_basics, imdb\_title\_ratings and bom\_movie\_gross) which contains domestic and foreign gross sales along with average ratings given and number of votes received.

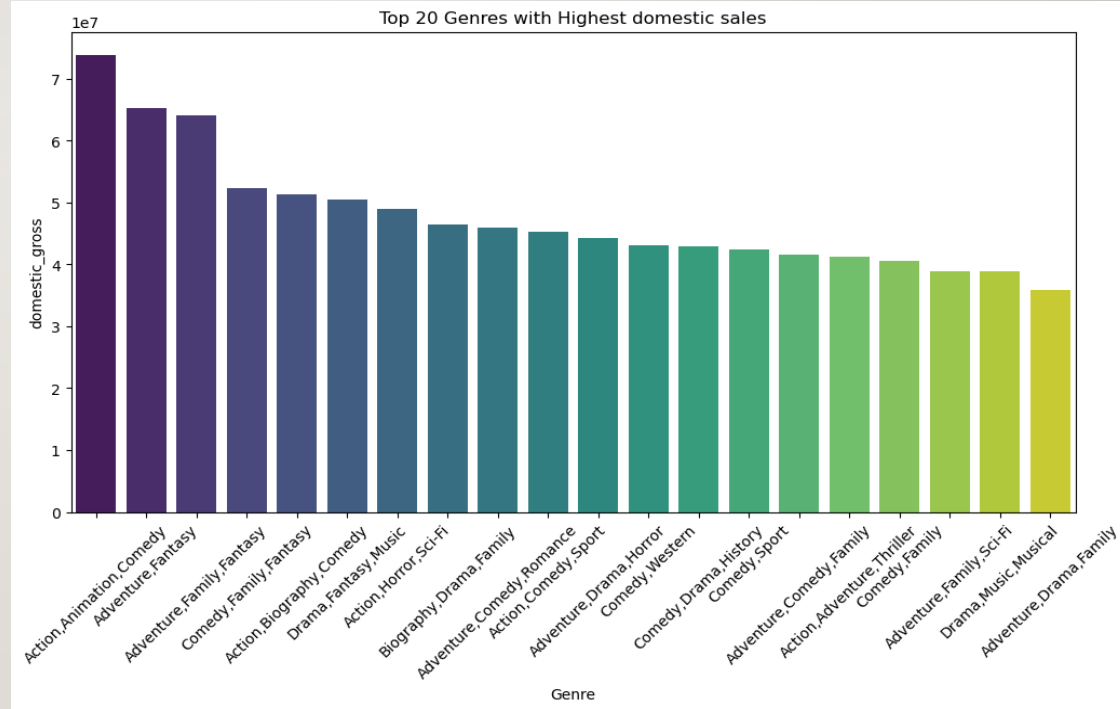
# METHODS

- ❖ Merged the three data sets to suit my analysis.
- ❖ Dropped unnecessary columns, dropped missing values and removed outliers from the dataset.
- ❖ Explored the data by grouping the top twenty genres with respect to average rating, num\_votes runtime minutes and domestic gross

# RESULTS

From the top twenty genres;

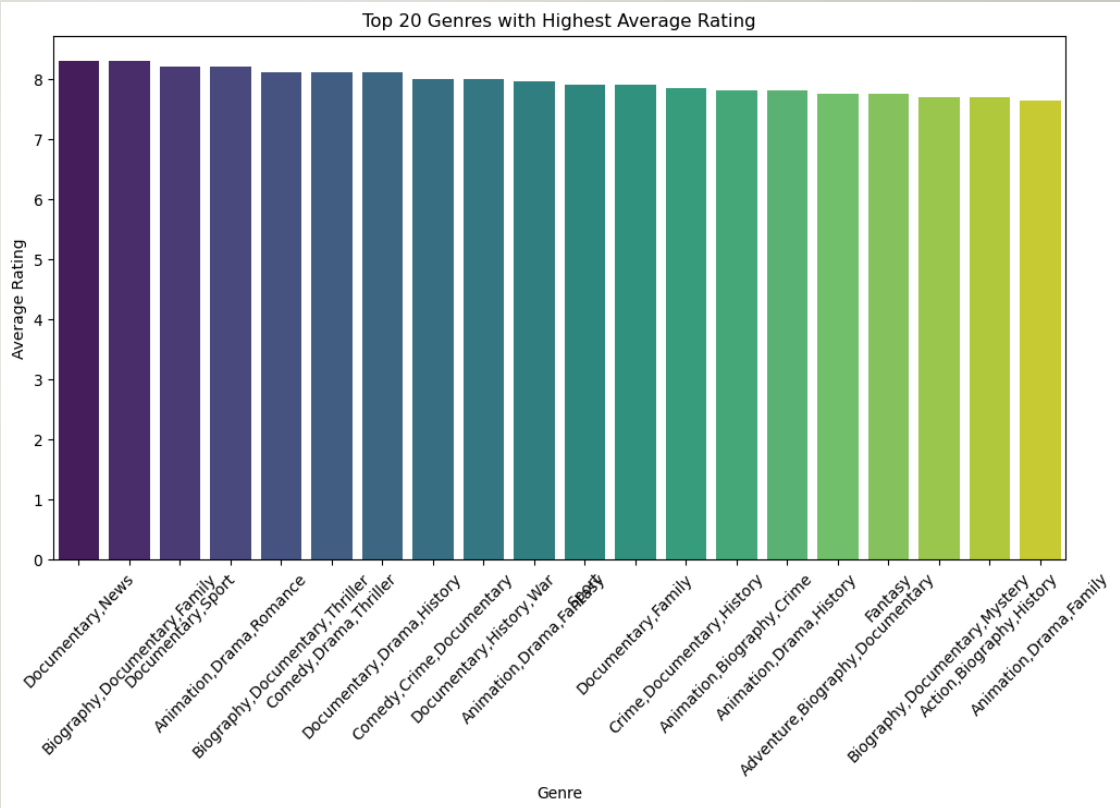
- With respect to domestic gross sales Action, animation and comedy topped the list with more sales, action, fantasy and comedy were the most popular in the genre combinations.





.....CONTINUATION OF RESULTS

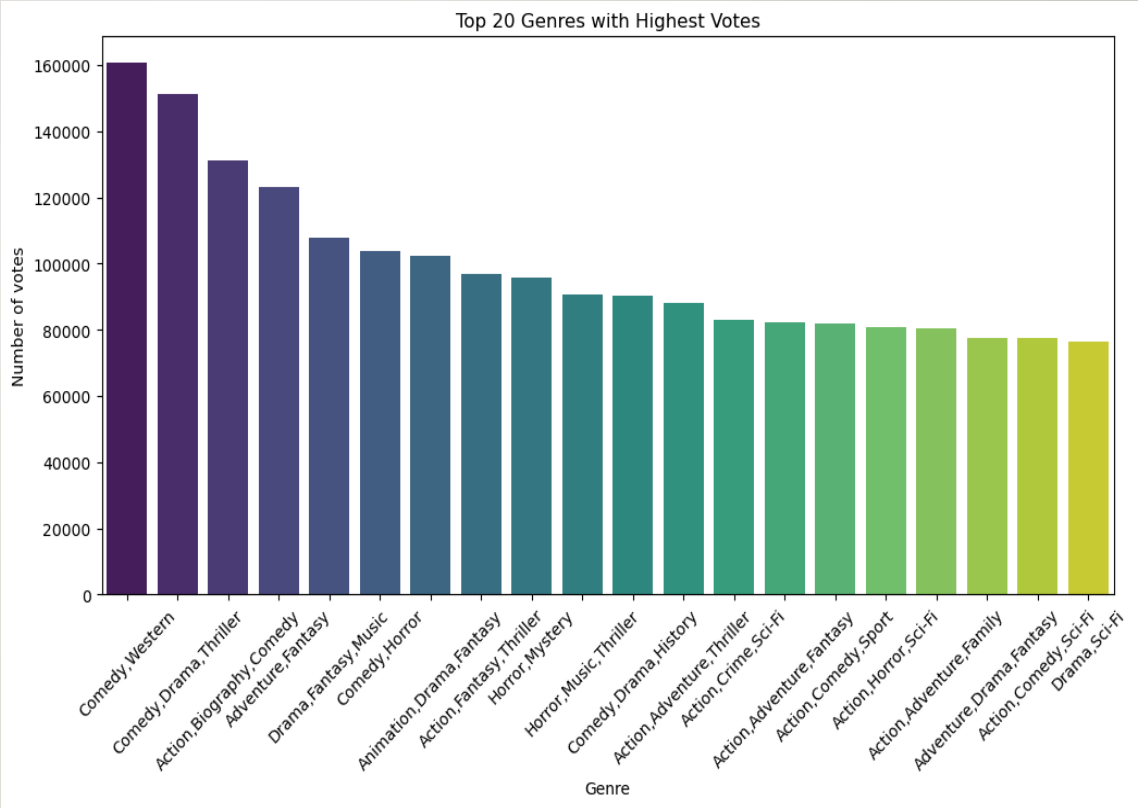
❖ With respect to average rating the documentary movies was most popular





# .....CONTINUATION OF RESULTS

- ❖ With respect to number of votes the action, comedy and scify movies were the most dominant.
- ❖ Adventure genre is constant in all the above graphs for the top 20 genres this should be considered a key element of any movie to be produced



# CONCLUSIONS

- This analysis leads to three recommendations regarding types of movies that are successful:-
- The movies with genre combination of action, animation and comedy had the highest domestic gross sales hence this is the first type of movie to produce for more sales. Movies with fantasy also appeared to be predominant in the top 20 movies with highest sales, this can be considered also as an alternative for more sales.
- Movies in the top 20 votes had slightly different results with genres comedy, action and scifi being dominant. Movies with a genre combination of documentary appeared to top the list in this category.
- Adventure genre is constant in all the above graphs for the top 20 so must be considered a key element of any movie to be produced.
- Limitations-Features such as number of viewers and targeted audience should be added in the future for better analysis. The classification of the genres should also be improved for better results.



# THANK YOU!

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