

A photograph of a movie theater interior. The foreground is filled with rows of plush red seats. In the background, a large, bright white screen is illuminated, set against a dark stage area. The theater walls are dark, and a small green exit sign is visible on the right side. The overall atmosphere is quiet and ready for a film.

MOVIE COMPANY ANALYSIS FOR MICROSOFT NEW VENTURE

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INTRODUCTION

- MICROSOFT WOULD LIKE TO GET INTO THE MOVIE INDUSTRY. THEY WILL BE CREATING A NEW MOVIE STUDIO, HOWEVER THEY HAVE NO KNOWLEDGE OF THE MOVIE INDUSTRY. OUR GOAL IS TO COLLECT, CLEAN, AND ANALYZE MOVIE DATA FROM A VARIETY OF SOURCES SO THAT WE CAN PROVIDE RECOMMENDATIONS TO MICROSOFT THAT WILL ALLOW THEM TO BE SUCCESSFUL IN THE MOVIE INDUSTRY.

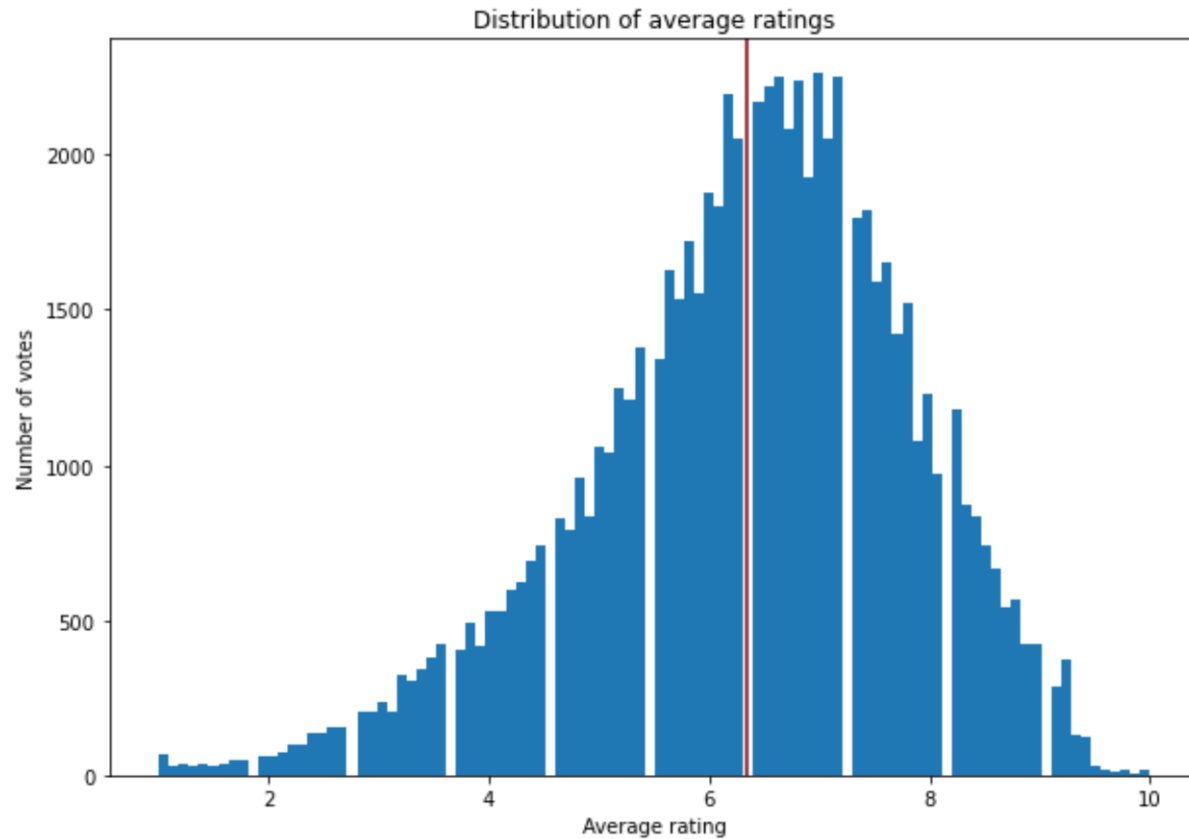
PROBLEM STATEMENT

- MICROSOFT SEES ALL THE BIG COMPANIES CREATING ORIGINAL VIDEO CONTENT AND THEY WANT TO GET IN ON THE FUN. THEY HAVE DECIDED TO CREATE A NEW MOVIE STUDIO, BUT THEY DON'T KNOW ANYTHING ABOUT CREATING MOVIES. DUE TO THIS W ARE CHARGED WITH EXPLORING WHAT TYPES OF FILMS ARE CURRENTLY DOING THE BEST AT THE BOX OFFICE. THEN TRANSLATE THOSE FINDINGS INTO ACTIONABLE INSIGHTS THAT THE HEAD OF MICROSOFT'S NEW MOVIE STUDIO CAN USE TO HELP DECIDE WHAT TYPE OF FILMS TO CREATE.

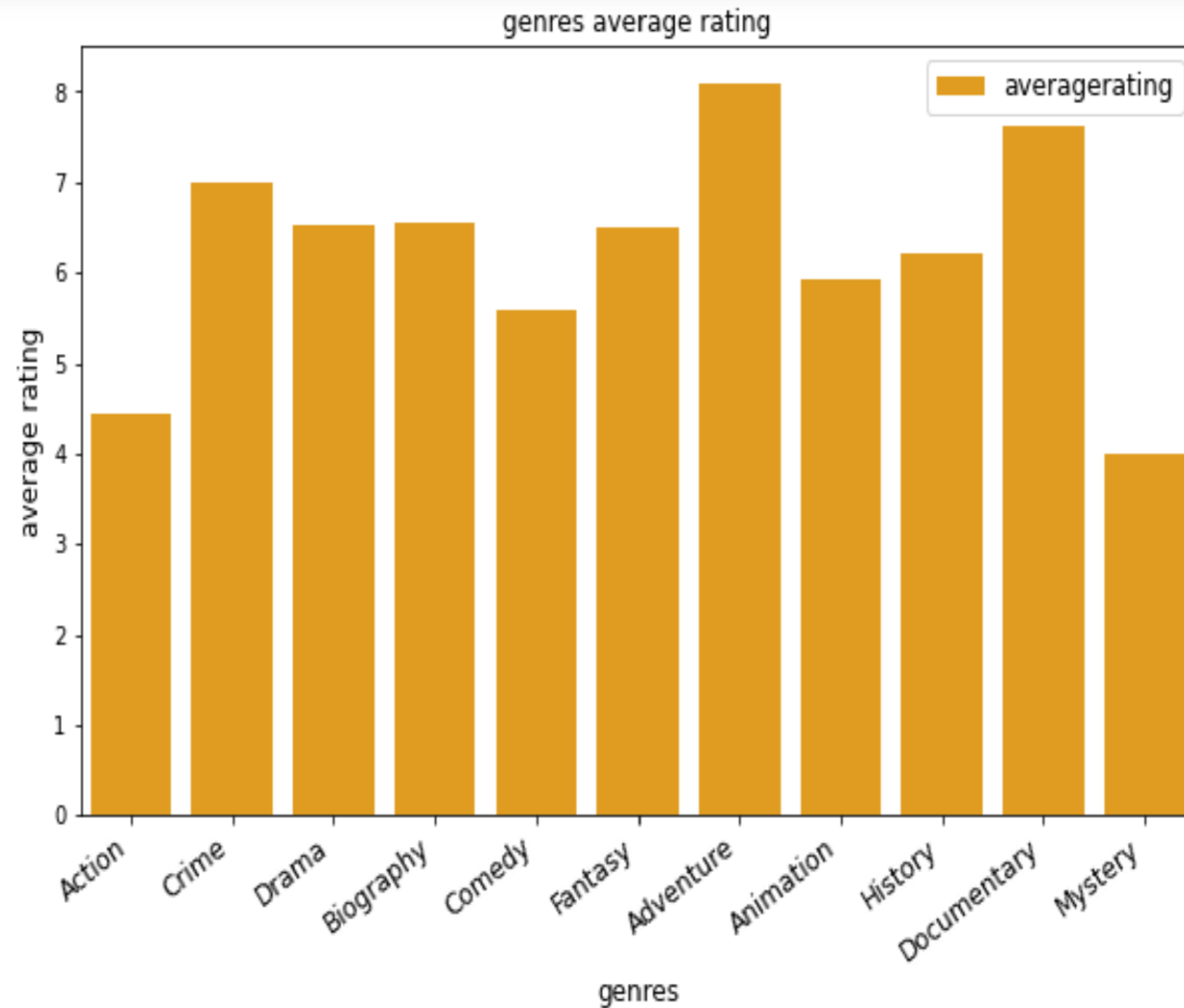
OBJECTIVES

- 1. WHAT GENRES ARE THE MOST SUCCESSFUL, BOTH IN TERMS OF AUDIENCE RATING AND GROSS EARNINGS
- 2. WHAT ARE THE MOST PROFITABLE MOVIES
- 3. WHAT IS THE APPROXIMATE BUDGET AND EXPECTED PROFIT FOR CERTAIN MOVIES

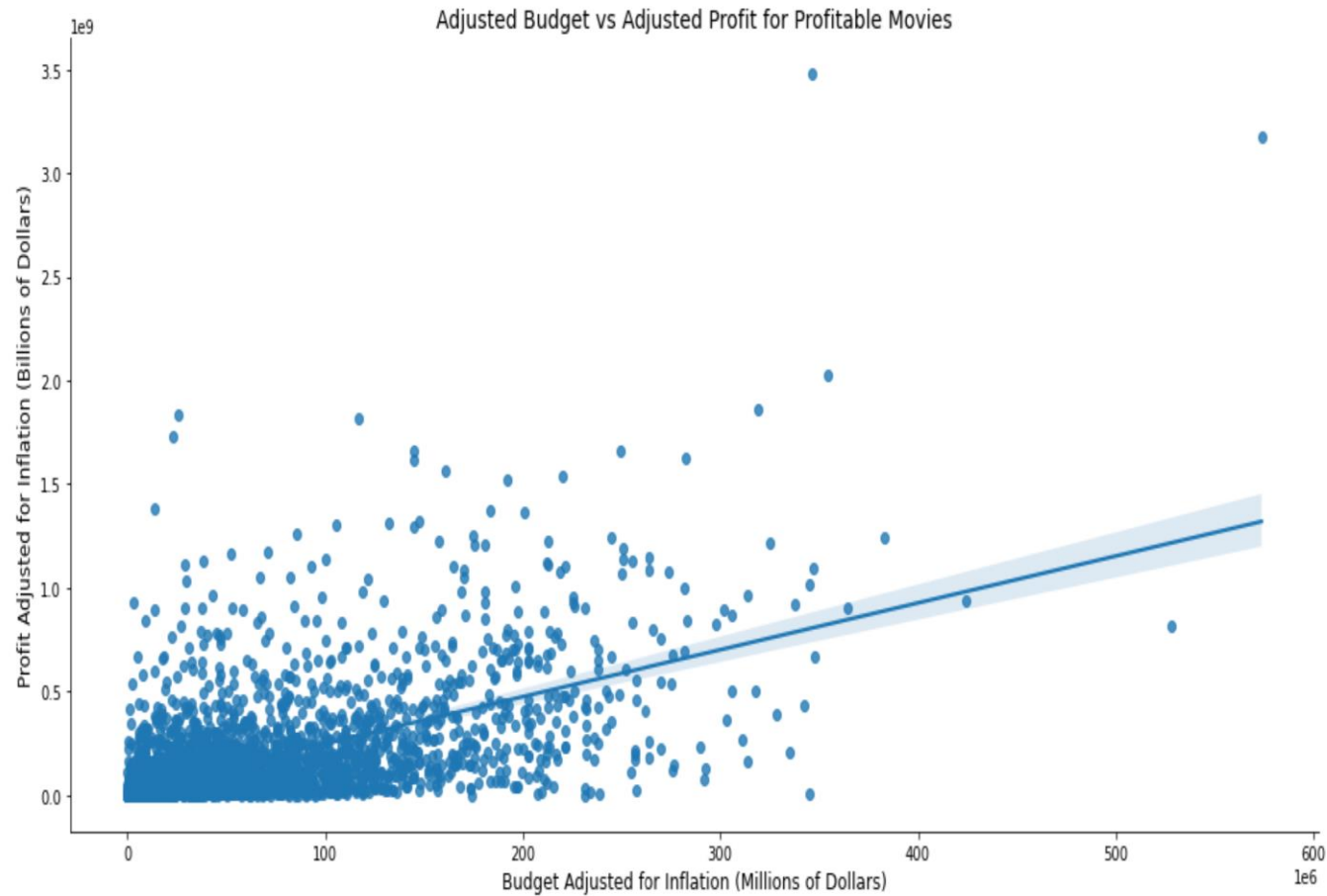
ANALYSIS



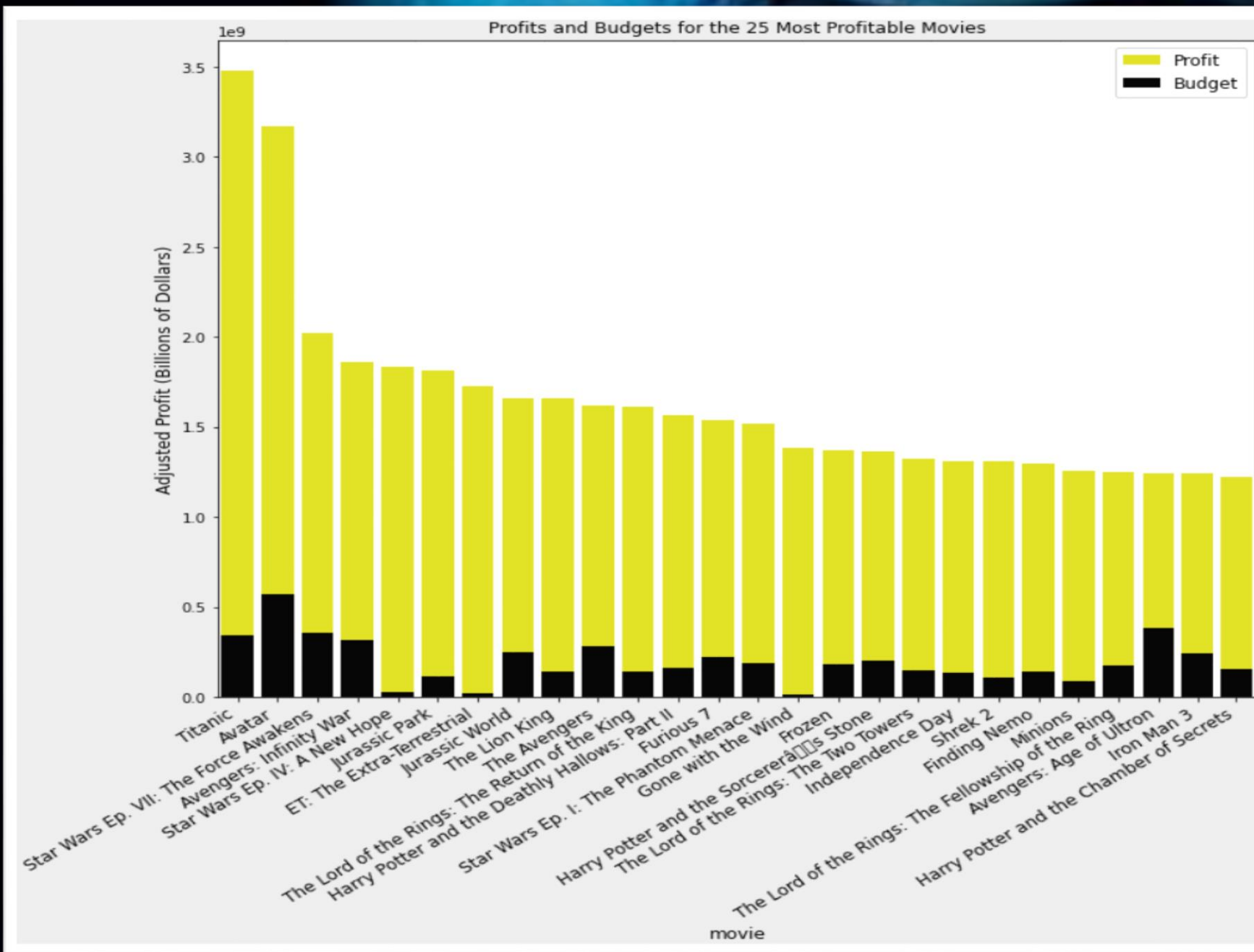
The average rating histogram has a symmetrical distribution and most genres seem to be below 6.5 of rating



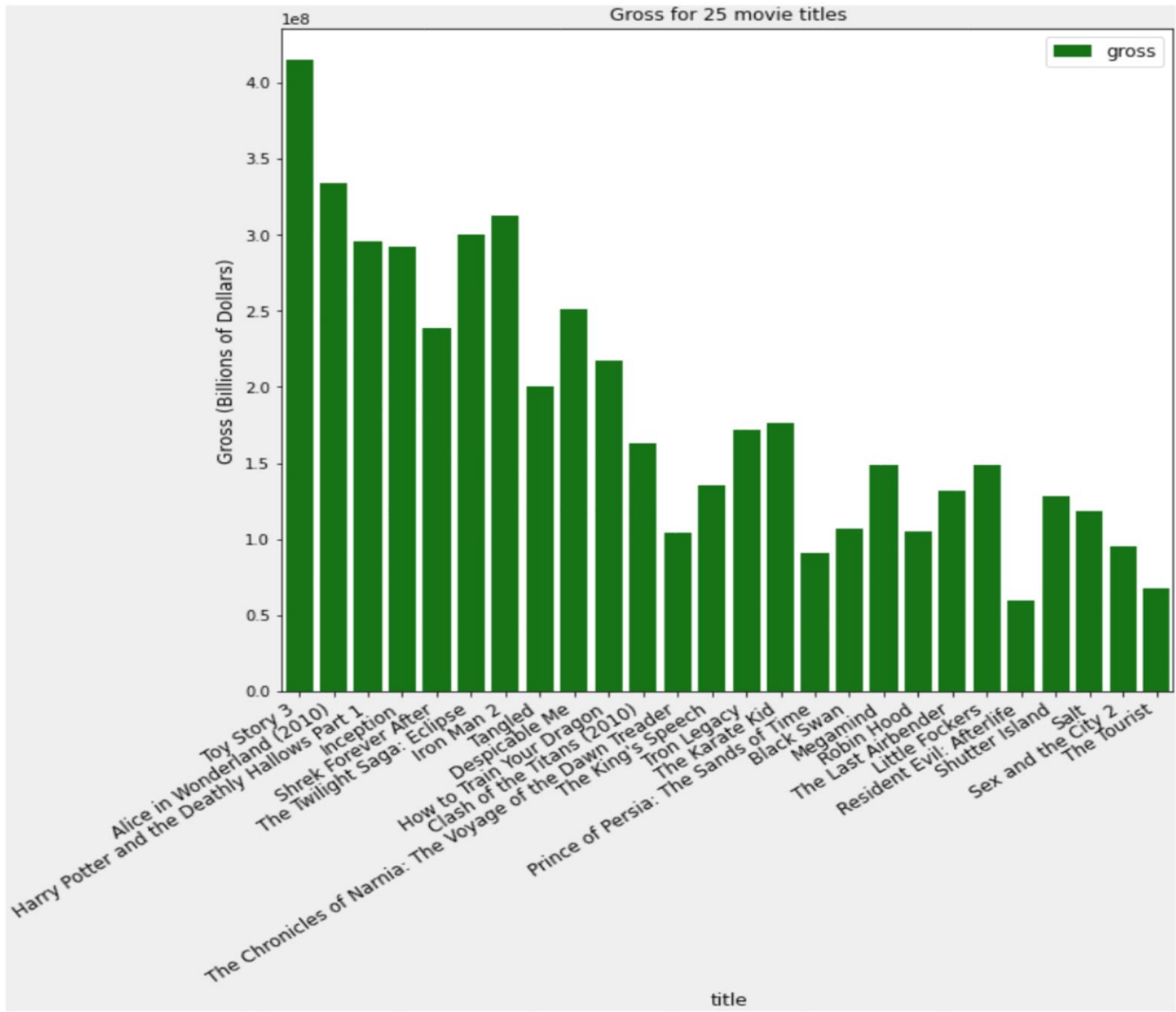
adventure
genre is
most liked
as its
average
rating is 8
while
mystery
genre is
least likes
as its
average
rating is 4



the data is weak positively correlated meaning that increase in budget meaning increase in profits. we also have extreme outliers in the data set.



from this analysis we can see that we have outliers meaning that median will come in handy while analyzing the final budget.



we can say
that most
movie titles
have average
domestic gross.

FINDINGS

- ADVENTURE AND DOCUMENTARY HAVE THE HIGHEST AVERAGE RATINGS
- TOP STORY 3 WHICH IS A COMEDY HAS THE HIGHEST GROSS
- INCREASE IN THE BUDGET WILL RESULT IN AN INCREASE IN PROFIT.
- TITANIC ,AVATAR AND STAR WAR ARE THE MOST PROFITABLE MOVIES

CONCLUSION

- FOR SUSTAINABLE GROSS OVERTIME MICROSOFT SHOULD PRODUCE ADVENTURE, DOCUMENTARY AND FANTASY BEING THE MOST LIKED, THIS WILL LEAD TO MORE PROFITS.

RECOMMENDATION

- I WOULD RECOMMEND THAT MICROSOFT TO PRODUCE MORE OF ADVENTURE, FANTASY, COMEDY AND DOCUMENTARY MOVIES FOR HIGHER GROSS AND ALSO THEY SHOULD HAVE A GOOD BUDGET FOR THEM TO YIELD BETTER PROFITS.