

Microsoft Movie Studio

Recommendations by Christopher Freyre

Summary

- Cleaning all data set supplied for a better performance.
- 3 business recommendations in relation to movie studios.
- First recommendation: Top 5 movie studios.
- Second recommendation: Movie genres with the highest domestic gross.
- Third recommendation: Movie genres with the highest ratings.

Business Problem

- Microsoft want to create a new movie studio. They need recommendations, so they can choose the right type of films.

Data

- For this project I have decided to use the following data set:
 - `Imdb.title.basics`
 - `Imdb.title.ratings`
 - `bom.movie_gross`

Methods

- Data cleaning
- Merging data frames
- Data analysis
- Plotting and Visualization





Results

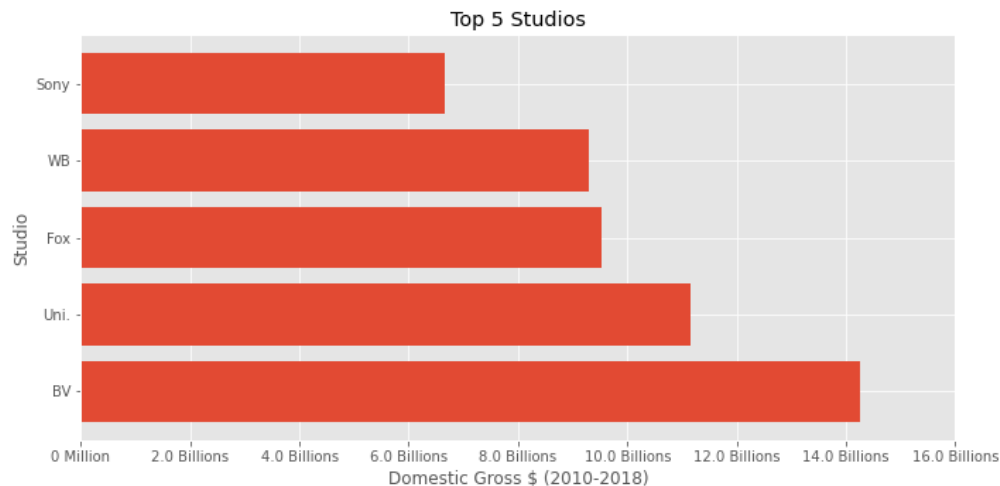
- Recommendations are based on different perspectives:
 - Established movie studios
 - Types (genres) of movies
 - Audience rating.

First recommendation

There are over 200 movie studios in the dataset with different types of success, but for my first recommendation, I've found the top 5 in terms of domestic gross using data from over 2500 movies.

Top 5 Movie Studios:

- BV - \$14.2B
- Uni. - \$11.1B
- Fox - \$9.5B
- WB - \$9.3B
- Sony - \$6.6B



First recommendation

I recommend to follow the steps of Buena Vista International (BV) by Disney Channel, since they are the most profitable movie studio in the business. Having the 4 movies in the top 5 in relation to domestic gross in this period shows that they are very successful and creating excitement in views with high range of ratings.

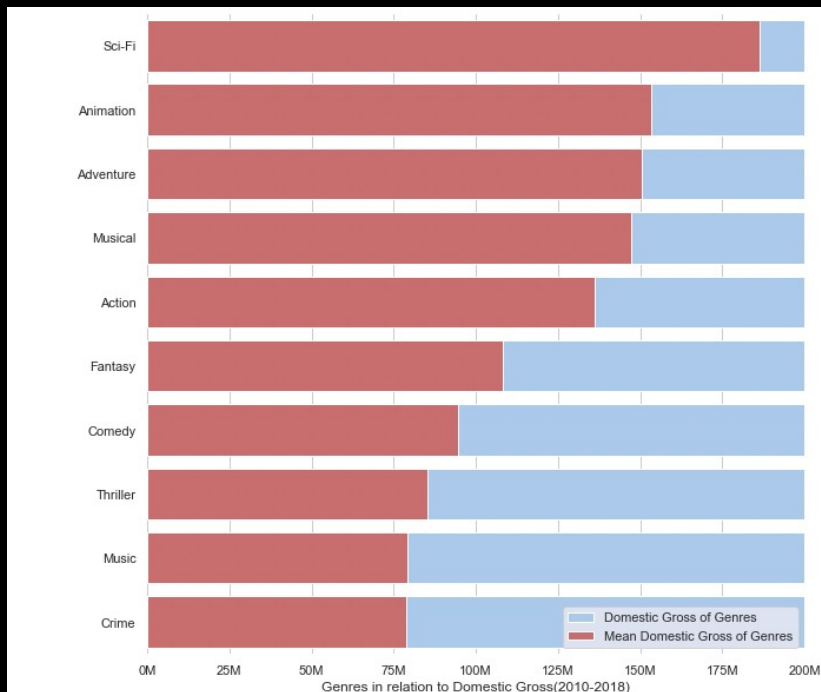
	primary_title	genres	studio	domestic_gross	averagerating	year
1035	Black Panther	Action,Adventure,Sci-Fi	BV	700100000.0	7.3	2018
2094	Avengers: Infinity War	Action,Adventure,Sci-Fi	BV	678800000.0	8.5	2018
4	Jurassic World	Action,Adventure,Sci-Fi	Uni.	652300000.0	7.0	2015
1602	Star Wars: The Last Jedi	Action,Adventure,Fantasy	BV	620200000.0	7.1	2017
1943	Incredibles 2	Action,Adventure,Animation	BV	608600000.0	7.7	2018

Second recommendation

For this recommendation I've used the top 5 movie studios subset of the original data to find the movie genres with the highest domestic gross. These are the movie genres Microsoft should focus on.

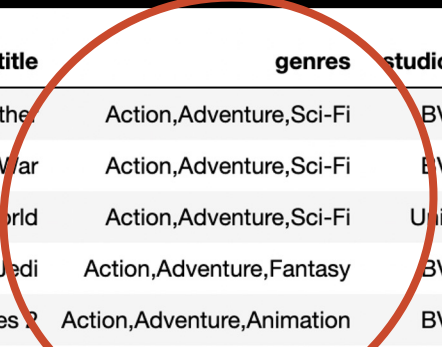
Top 10 movie genres with the highest domestic gross

1. Sci-Fi - \$186M
2. Animation \$153M
3. Adventure \$150M
4. Musical \$147M
5. Action \$136M
6. Fantasy \$108M
7. Comedy \$94M
8. Thriller \$85M
9. Crime \$78M
10. History \$77M



Second recommendation

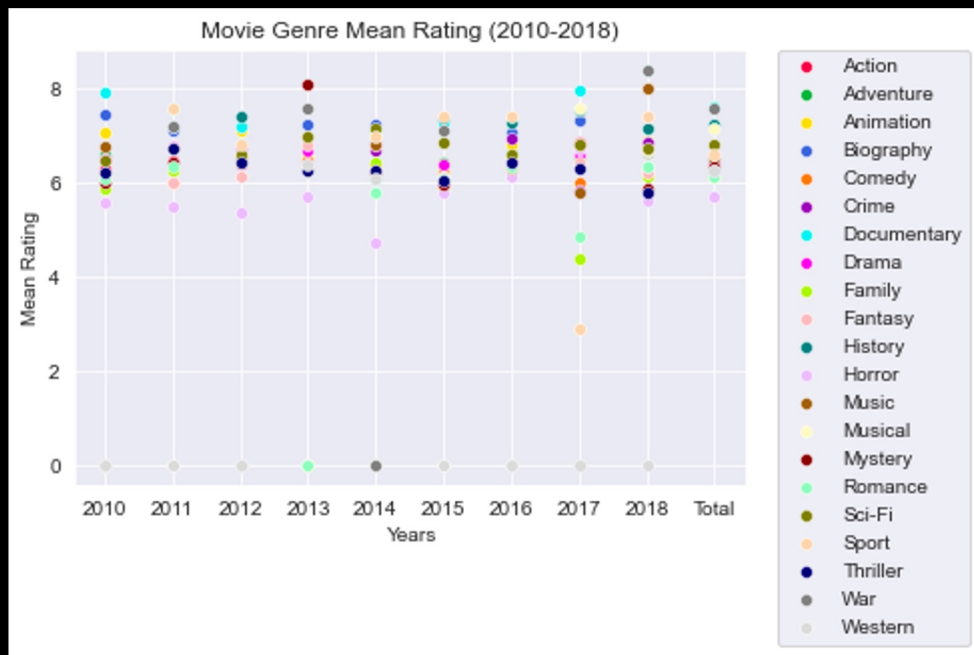
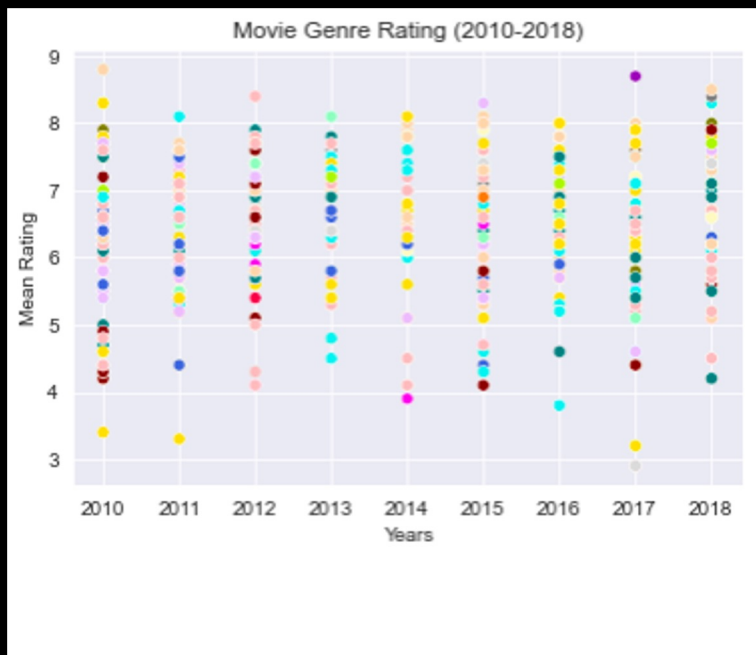
I have selected the top 5 genres as a recommendation from the data as shown previously, such as, Sci-Fi, Animation, Adventure, Musical and Action. Nevertheless want to highlight that Microsoft should also be on the look for ways to combine this genres as they appeared in the data frame bellow.



	primary_title	genres	studio	domestic_gross	averagerating	year
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Third recommendation

For this recommendation I've used the top 5 movie studios subset of the original data to find the movie genres with the highest audience ratings each year. This comes from a movie viewers point of view to give a different perspective.



Third recommendation

Through showing these values on the charts, we can see that there isn't really a trend in terms of best genre for ratings. However, considering Sci-Fi is a top genre in terms of domestic gross, we can see that they have steady ratings of 6.7 ranking. **This makes Sci-Fi a solid recommendation for a stable, consistent audience.**

Conclusion

In summary I will recommend to produce moves based on Sci-fi, Action, Adventure, not only because they possess good ratings, also they seem to be a great combination for movies that are earning a great domestic gross, as proven from the top 5 movie studios, and top movie genre domestic gross.

I recommend following in the footsteps of Buena Vista International (BV) Studios in how they approach movies since they have been a good example to follow, being the most profitable with less movies in comparison to the other top 5 movie studios.

A hand is visible in the bottom left corner, holding a thin stick of a lit sparkler. The sparkler is emitting bright yellow and white sparks that radiate outwards. The background is dark, with several out-of-focus circular light spots in shades of yellow, orange, and blue, creating a bokeh effect. The text "Thank You!" is centered in the upper half of the image.

Thank You!

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