

# Data analysis of current Movie Trends for Microsoft

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## **FILM INDUSTRY**

The global film industry revenue is estimated to be \$101.22 billion in 2021.


The industry comprises the technological and commercial institutions of filmmaking, i.e., film production companies, film studios, cinematography, animation, film production, screenwriting, pre-production, post production, film festivals, distribution, and actors.



# Problem Statement

Having no prior experience in the field there is need to research the current trends in the industry.

Using data from movie review sites, in this analysis we set out to find;

- What are the most popular genres?
  - What are the most popular film ratings?
  - Movie returns in both Domestic and Foreign markets.
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# DATA

The data provided for this analysis were collected from different movie review sites:

1. Box Office Mojo
2. IMDB
3. Rotten Tomatoes
4. The Numbers



# METHOD

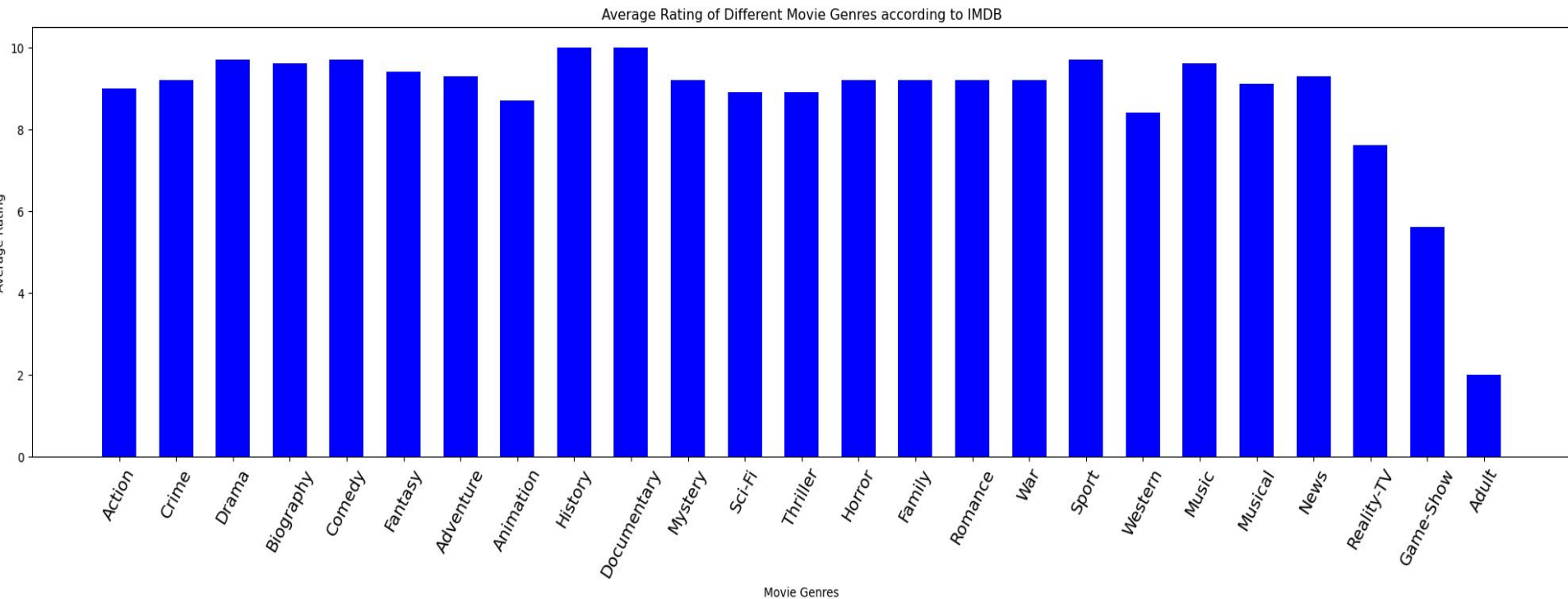
The most popular genres and film ratings were found by aggregating data on highly rated films among the masses.

For returns in both Domestic and Foreign markets they were found by studying the domestic and worldwide gross returns according to The Numbers website for different popular movies in the world.



# Results

## Average Rating of Different Movie Genres according to IMDB



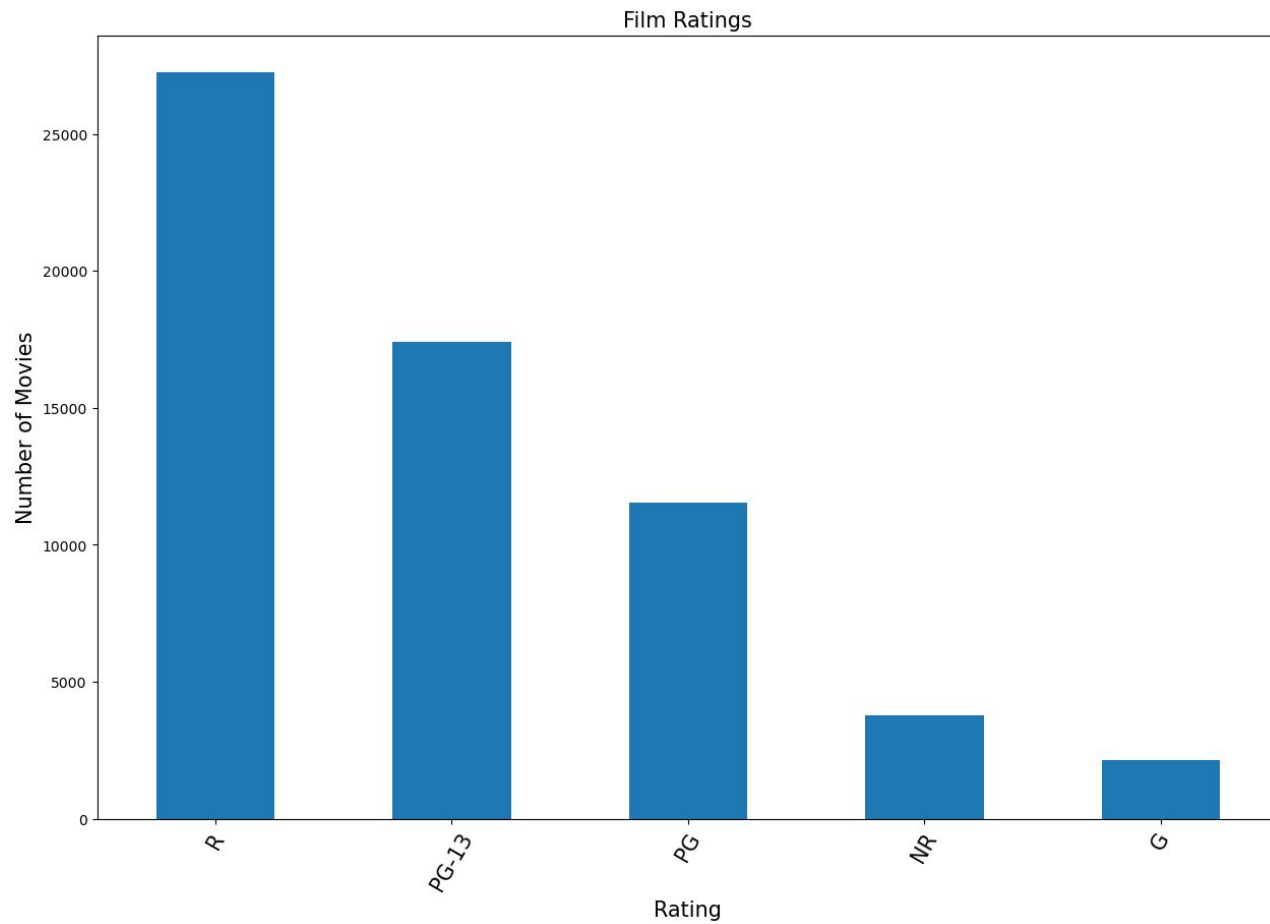
## Observation

History and Documentary are the highest rated genres according to imdb, while adult and Game-Shows have the lowest rating.

This show that majority of people refer non-fiction subject oriented content.



# FILM RATINGS



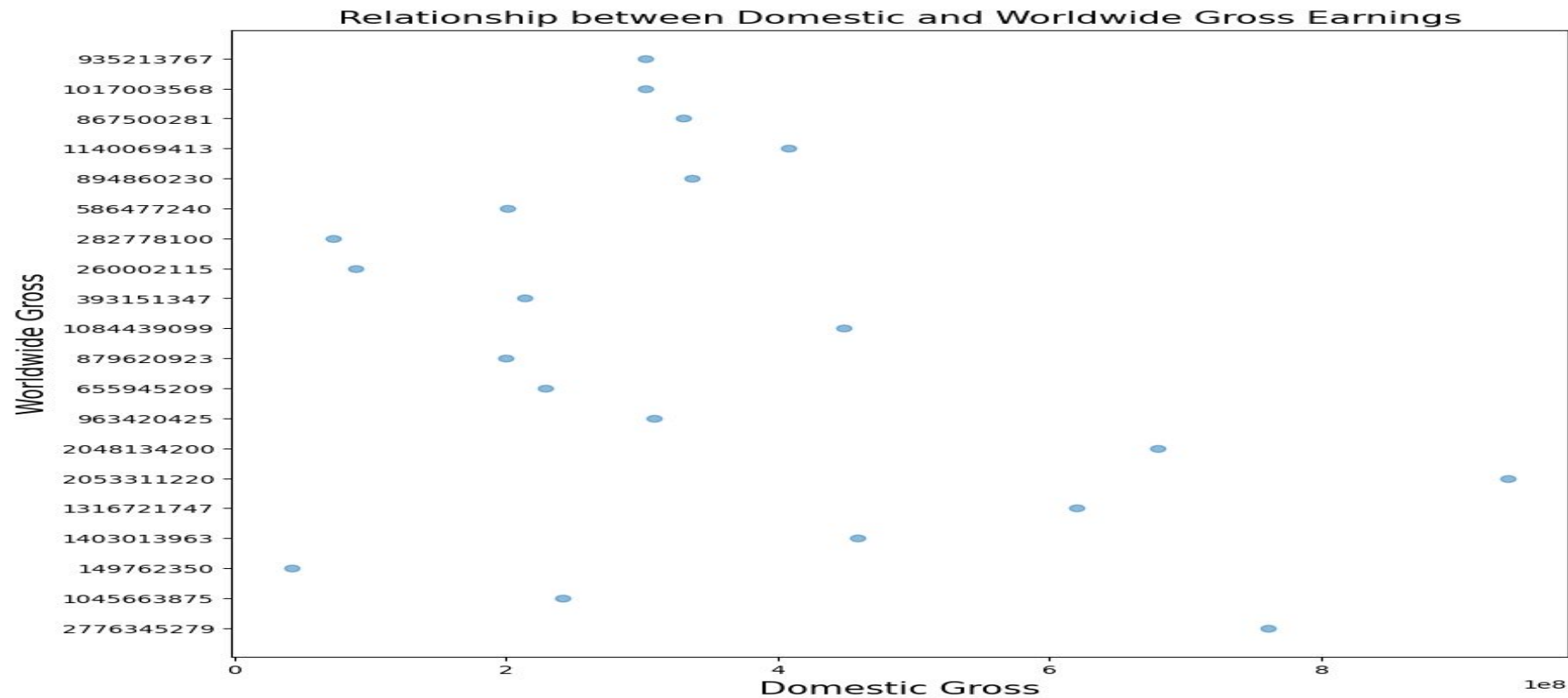


## Observation

Current market trends show that R rated movies(Restricted: Under 17 requires accompanying parent or adult guardian) are the most popular in current productions and have a wider market share.



# Relationship between Domestic and Worldwide Gross Earnings



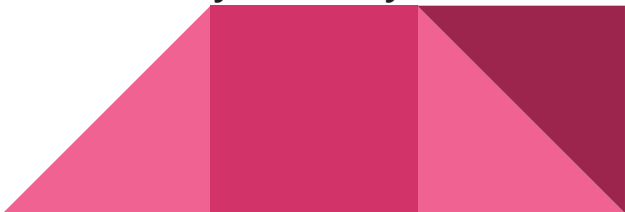
## Observation

Movies that perform well in domestic markets also perform well in international markets.



# Conclusion

From the findings,

- The most popular genres have been determined to be History and Documentary , while adult and Game-Shows are least popular.
  - R rated movies have been found to be most popular.
  - It has also been seen that a movie that does well domestically is likely to do well internationally.
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# Recommendations

- The Microsoft Corporation should base their Production company to produce R-Rated, History and Documentary productions as they are the most popular and highest rated in the markets.
- The should market their product in both domestic and worldwide markets to achieve maximum profits from a single production.

