

# Film analysis

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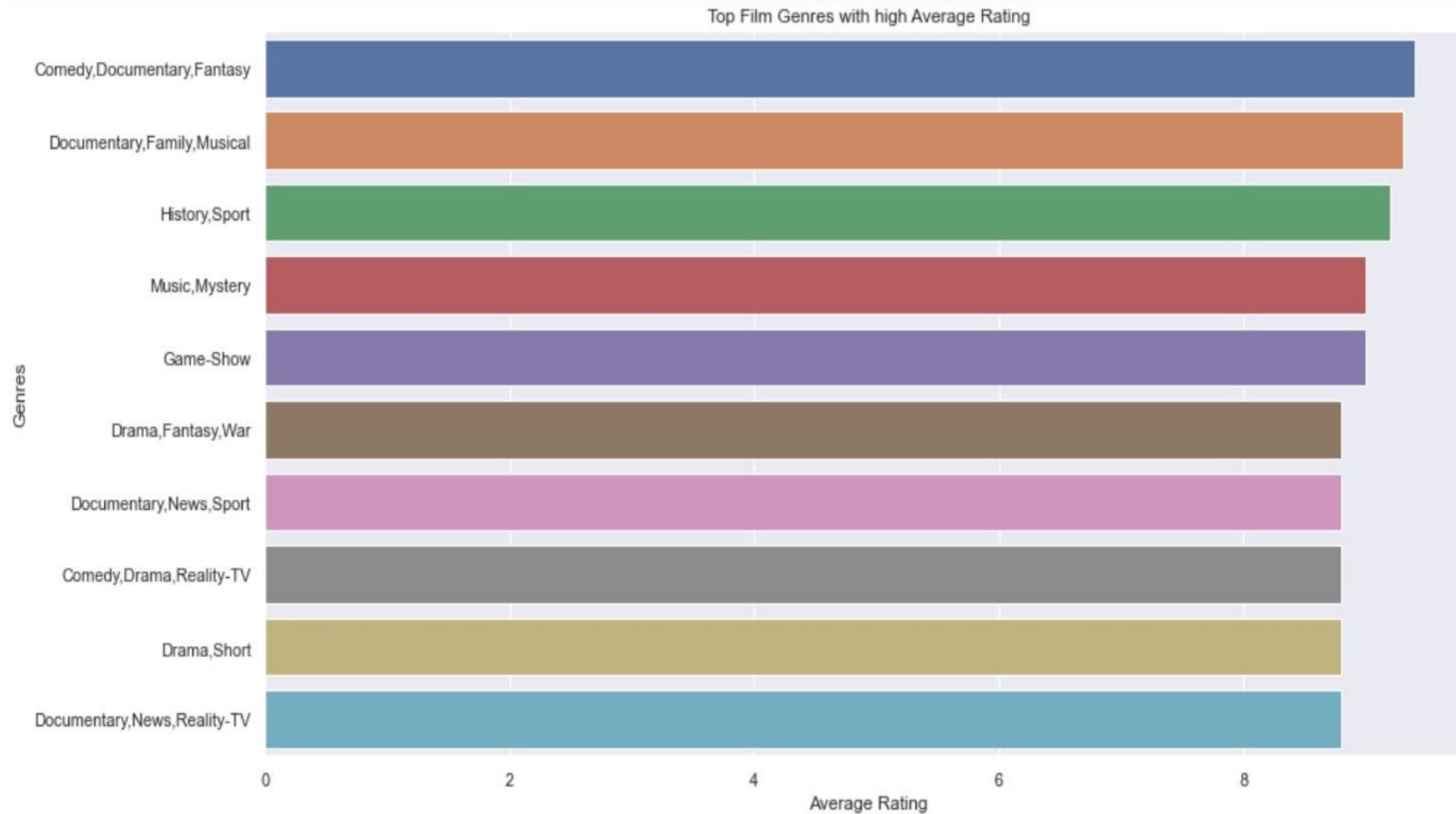
# Background

- Microsoft company wants to create original video content after seeing others do it. They created a studio but don't know anything about creating movies.
- Given data, we can explore what types of films are currently doing the best at box office.
- This will translate to insights that the head of Microsoft's new studio can use to decide what types of films to create.

# Data Exploration

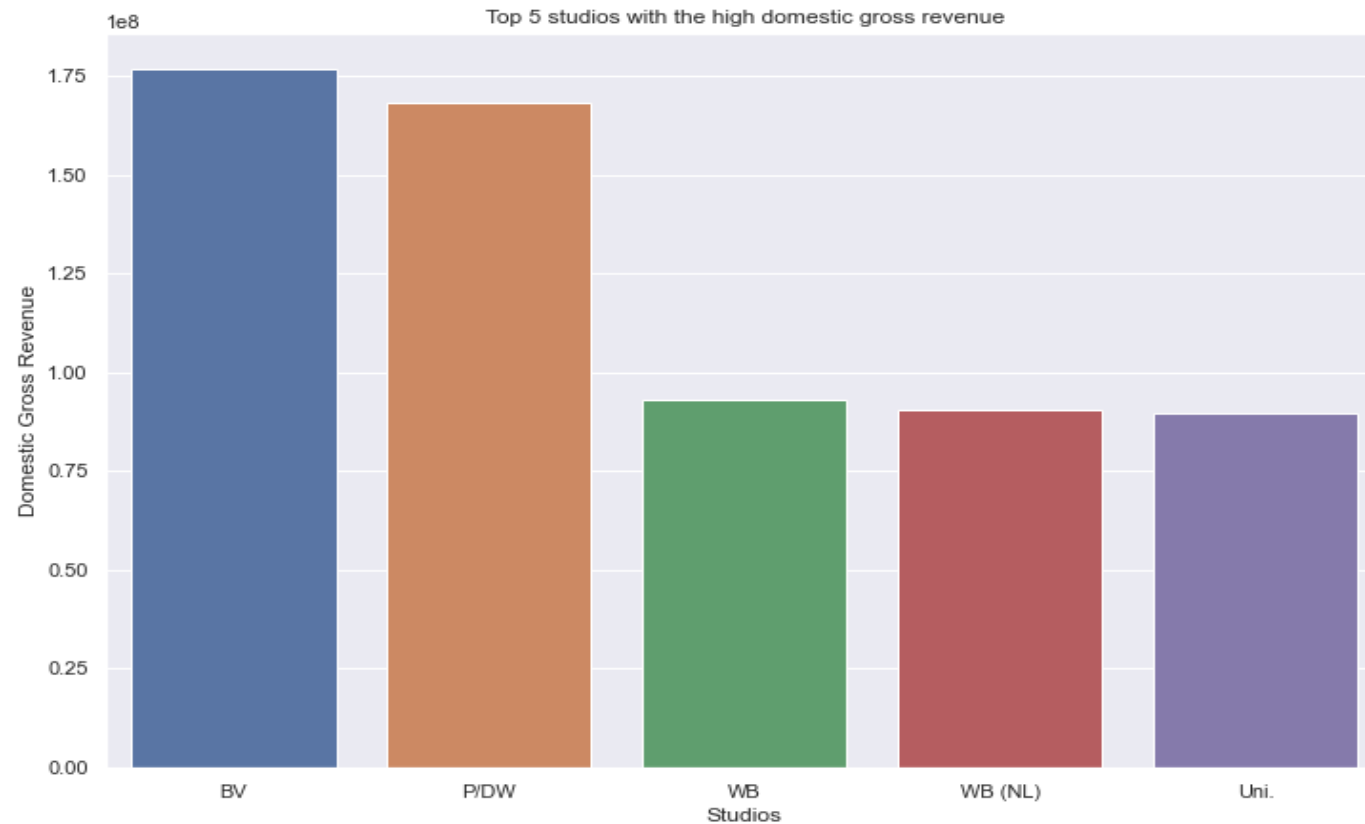
- 2 datasets were used: IMDB dataset and BOM-MOVIES.
- 8 features from BOM-MOVIES and 5 features from IMDB
- Total data points: 77241

# Genre analysis



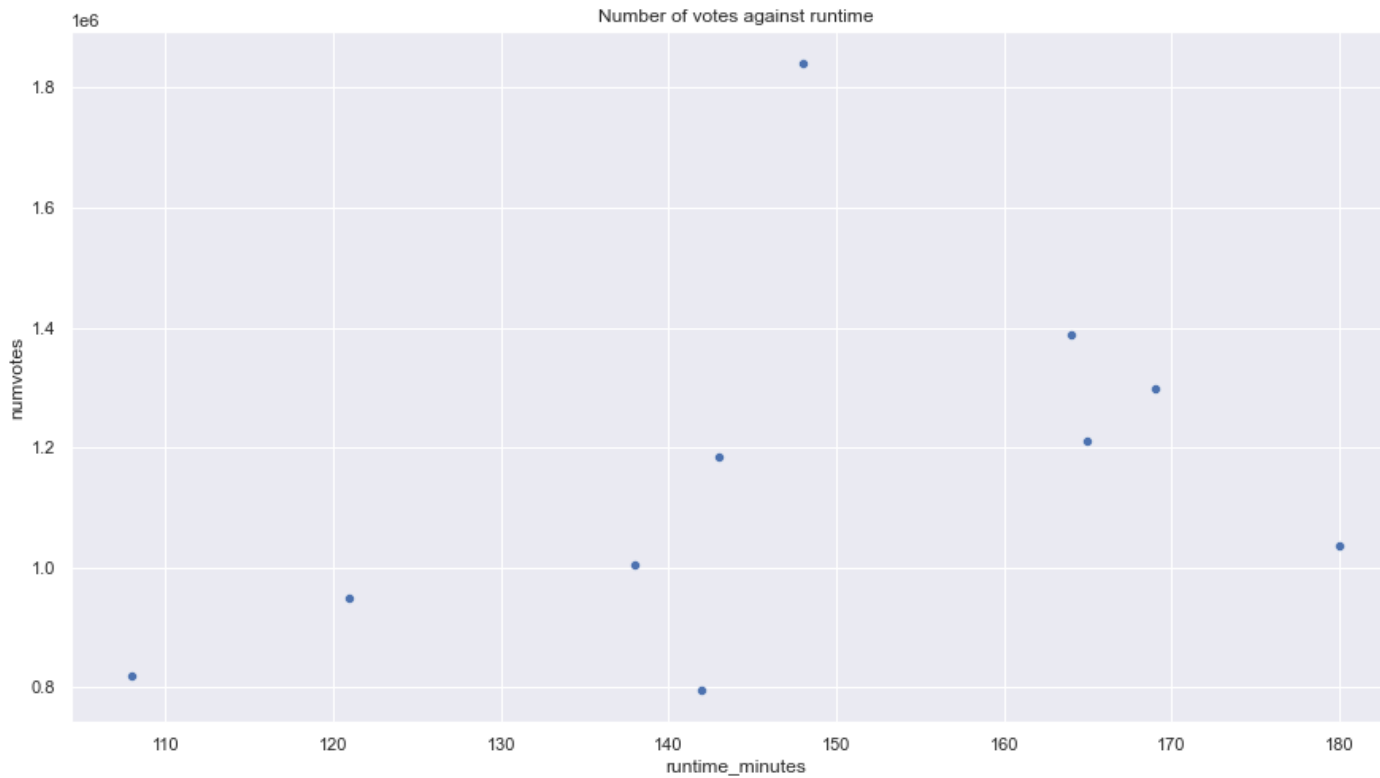
The graph shows the top 10 popular film genres based on their movie ratings. People seem to like comedies, fantasy, documentaries

# Studio analysis



The graph displays top studios based on their domestic gross revenue(local scene). These studios would be best to partner with to create films.

# Runtime analysis



from the graph it is clear that films with a runtime of 120 to 170 minutes received higher votes.

# Recommendations

- That Microsoft should produce films that are comedy, documentaries or fictional. The analysis ranked these genres as the most lucrative.
- That Microsoft should partner with famous studios from the ones identified. The analysis gave the top 5 studios in terms of their domestic and foreign gross revenue.
- That Microsoft should limit their average film runtime to between 120 and 170 minutes. Based on the analysis, films that had this runtime acquired more votes.

Thank You