

MICROSOFT MOVIE STUDIO ANALYSIS

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OUTLINES

- Business Problem
- Data
- Methods
- Results
- Conclusion

BUSINESS PROBLEM

Microsoft want to venture into movie creation but they don't know anything about it. This analysis mainly focuses on looking at the prevalent patterns in popular movies. The CEO of Microsoft's new movie company can use the insightful findings from an exploratory data analysis to decide on the genres and topics of the movies they should develop.

The following questions will be addressed:

1. Relation between production and profits.
2. Determining the most common genre.
3. Which genre of movies have a higher average rating?
4. Which studios are successful in terms of gross income?

DATA

- bom.movie_gross.csv
- tn.movie_budgets.csv
- imdb.title.ratings.csv
- imdb.title.basics.csv

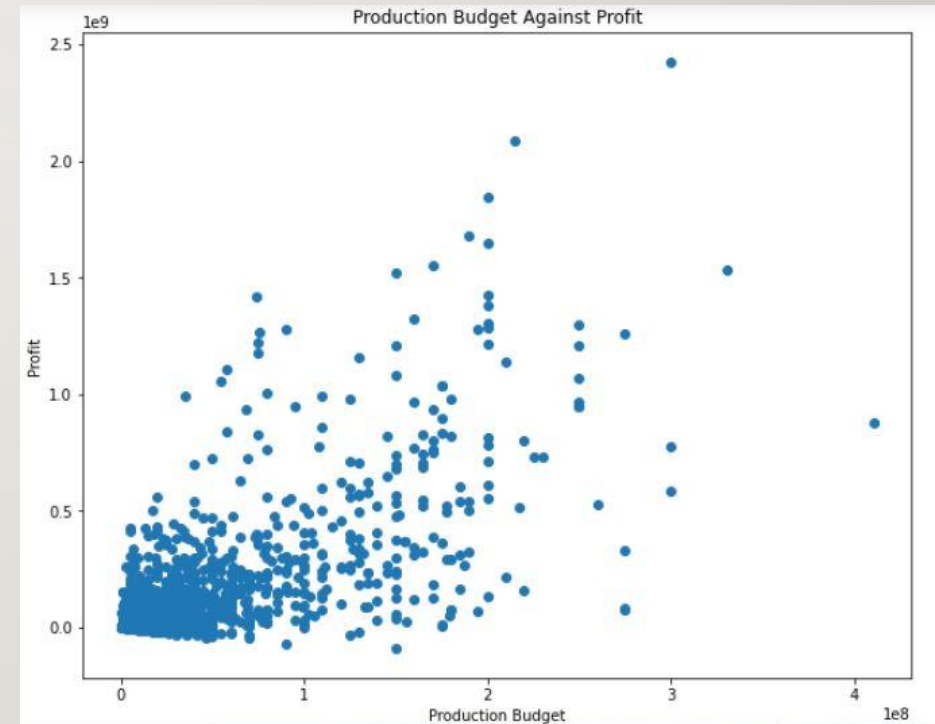
From these datasets, we analyze the production budget, studio, worldwide gross and created a profit column. We also included the ratings for each movie, the genres, number of votes for each genre

METHODS

In this project we use explanatory data analysis to find the relationship between different variables.

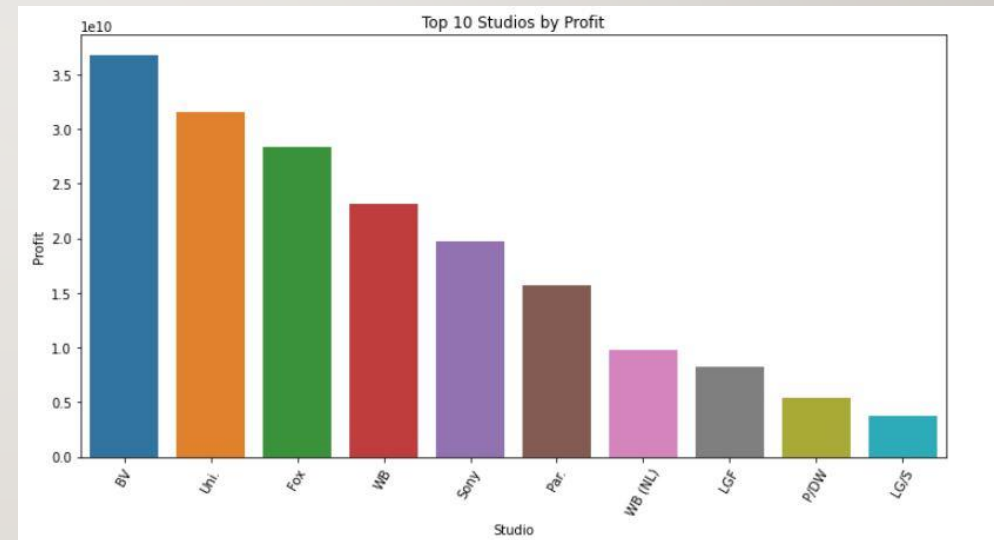
RESULTS

The scatter plot above shows a moderate correlation between the production budget and the profit. From this analysis we can conclude that a higher production budget is more likely to return greater profit for the film



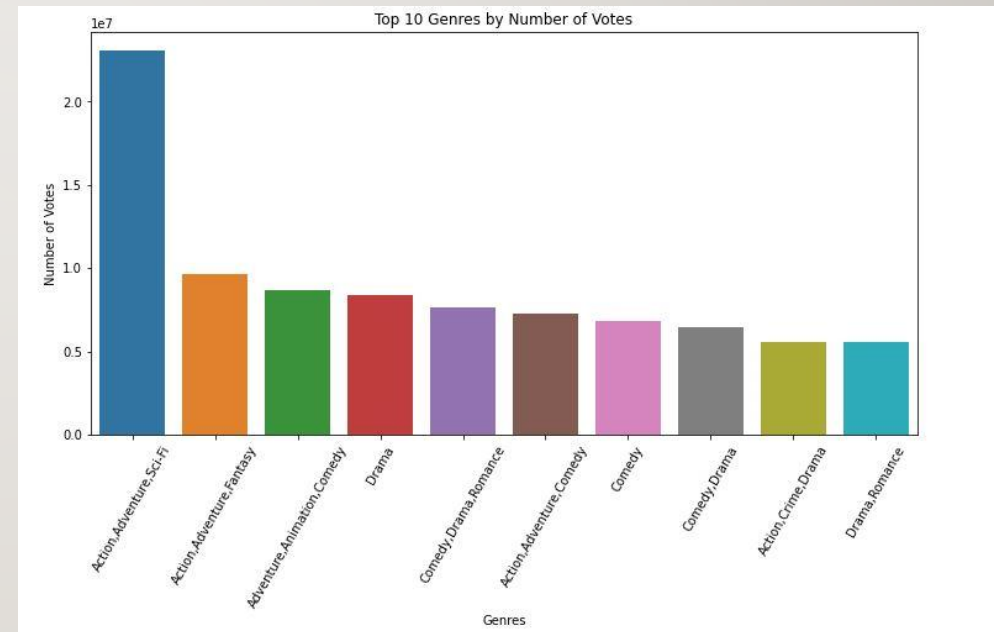
RESULTS

- From the chart, BV studio made the highest profits



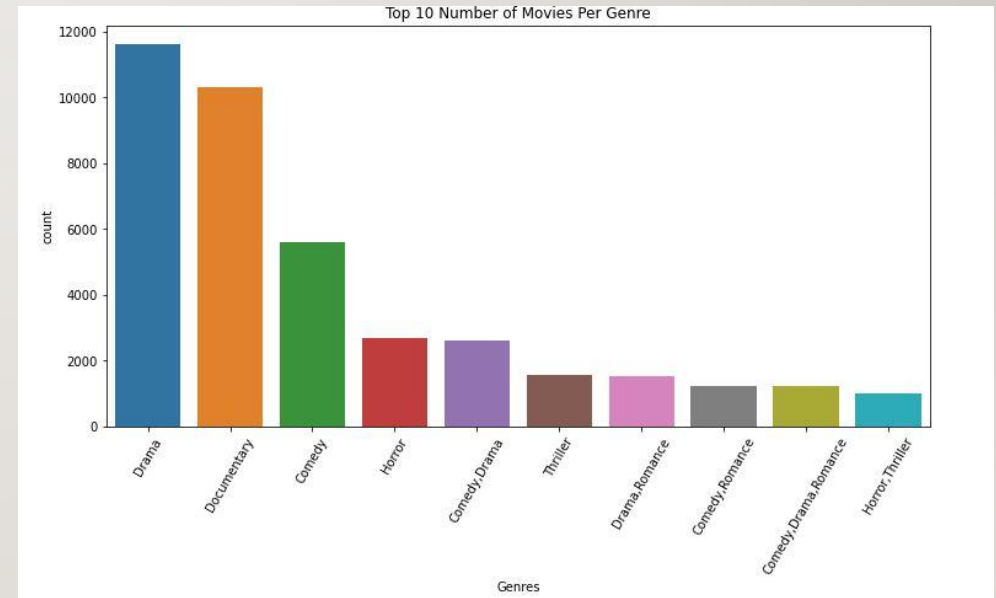
RESULTS

- Action, Adventure, Sci-Fi were the most voted genres



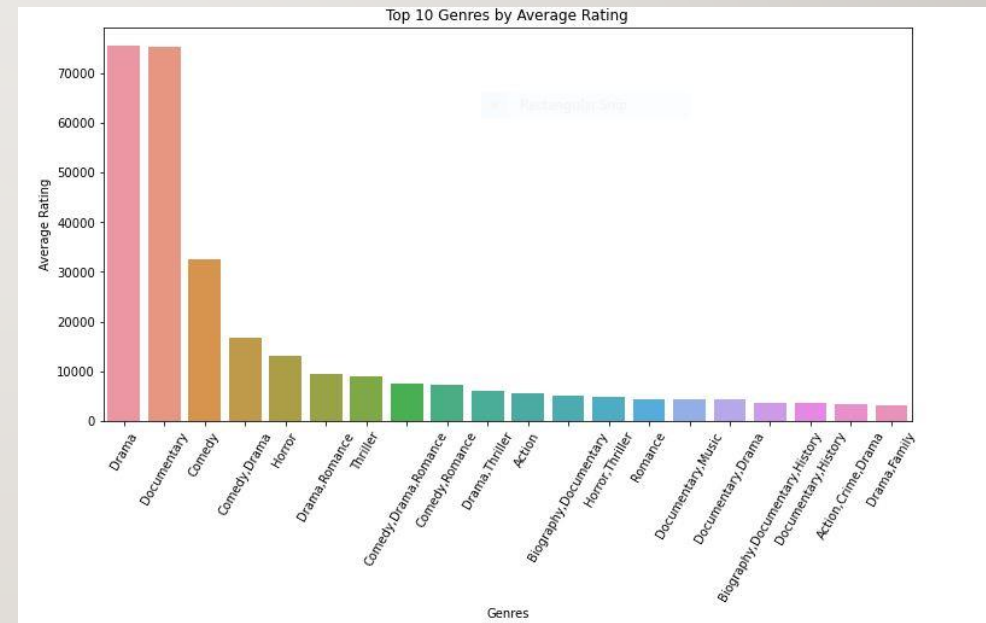
RESULTS

- Drama, documentary and comedy are the most prevalent among the movies released.



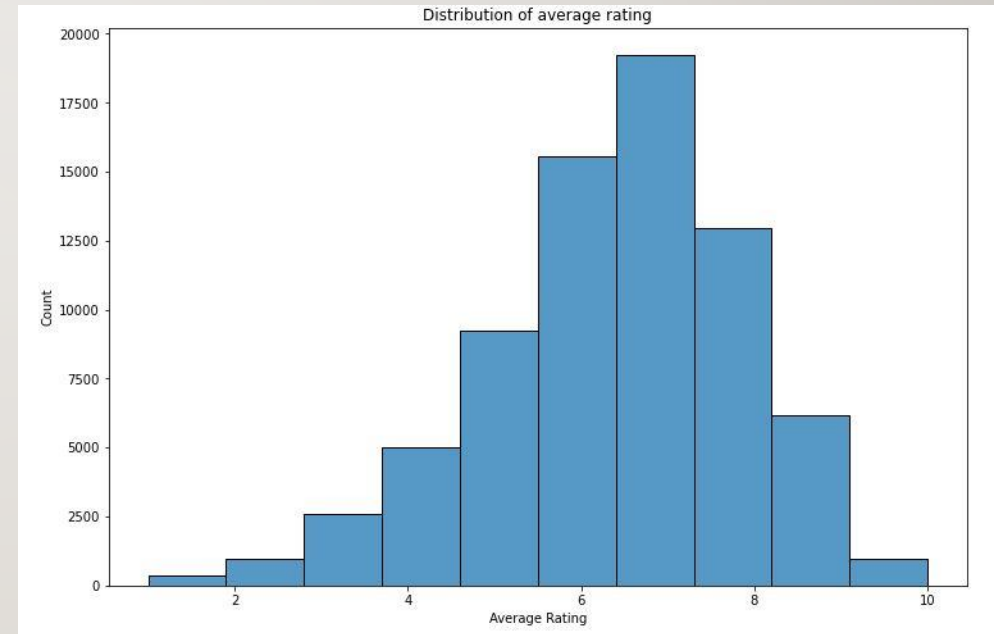
RESULTS

- Drama and documentaries are the most rated genres



RESULTS

- The average rating for most films is roughly 7, and the distribution as whole is typically adversely skewed. Only a few films are given ratings below 4.



CONCLUSION

- From this analysis we cleaned and interpreted data so to make recommendations to the head of Microsoft.
 1. Focus on producing of Drama movies, Documentaries and also Action, Adventure, Sci-Fi were the most voted genre. Based on the analysis, we can recommend Microsoft's new movie studio to focus on producing movies in genres that are currently popular and have a good track record at the box office.
 2. I would also recommend for a collaboration with successful studios may also be taken to account to increase the likelihood that the new film studio would be successful.
 3. Microsoft also need to carefully manage their production and investment cost as we have seen a positive correlation between production and profits hence have focus on doing high-production cost.