

# Microsoft Movie Studio Project

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By Dennis Wainaina

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## Introduction (The problem)

- Microsoft has decided to open up a new movie studio.
- It does not know anything about movies.
- It has decided to hire you to find out most popular movies at the box office.
- You are to present your findings to the new head of Microsoft movie studios.



## Objectives(The job to do.)

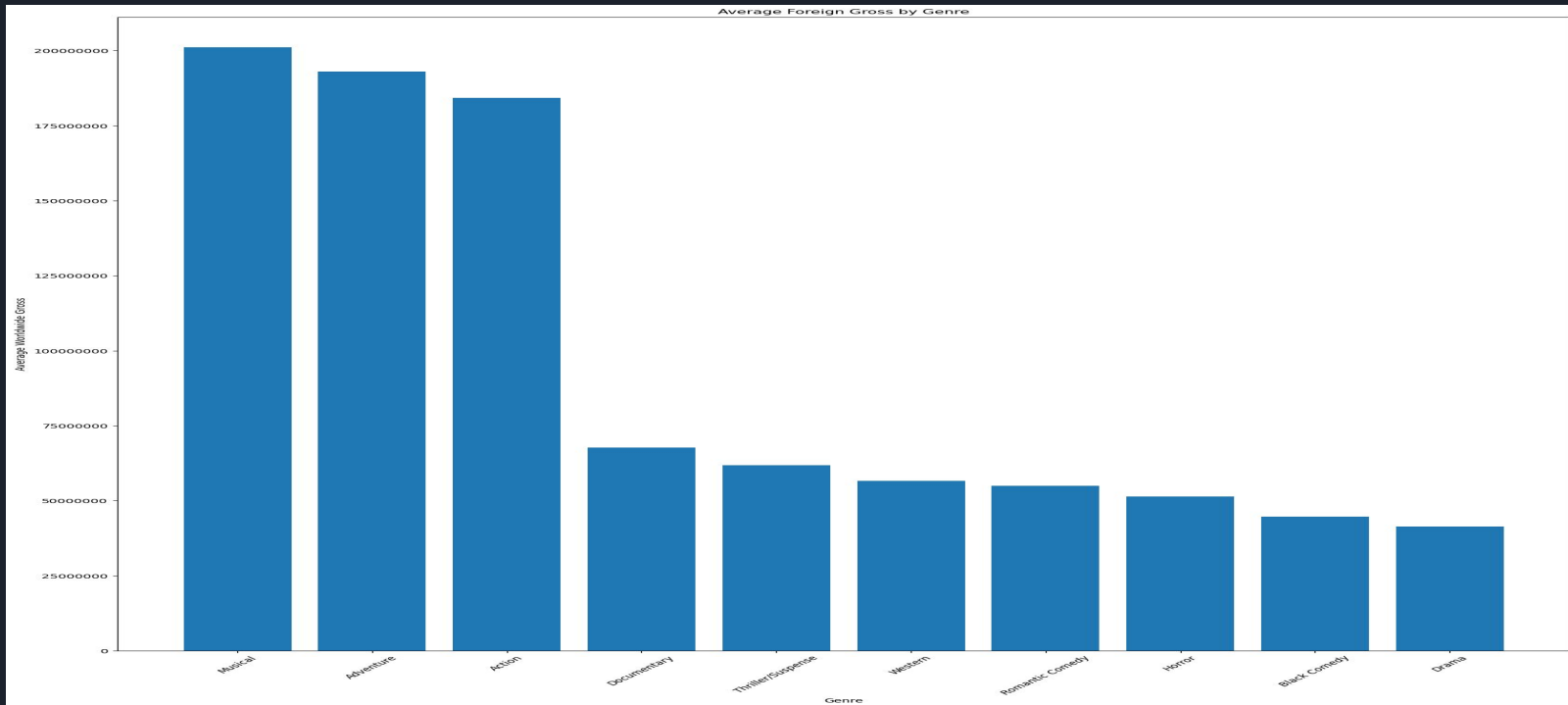
- To determine type of films most popular at the box office.
- To transform findings into actionable insights.
- To transform actionable insights into 3 recommendations to give to head of new Microsoft Movie Studios.
- To create visualisations to accompany those 3 recommendations.

## How I solved the problem:

- Sourced data from various sources such as IMDB and OpusData Movie Data.
- Made data fit for analysis by cleaning.
- Analysed data to obtain relevant information.

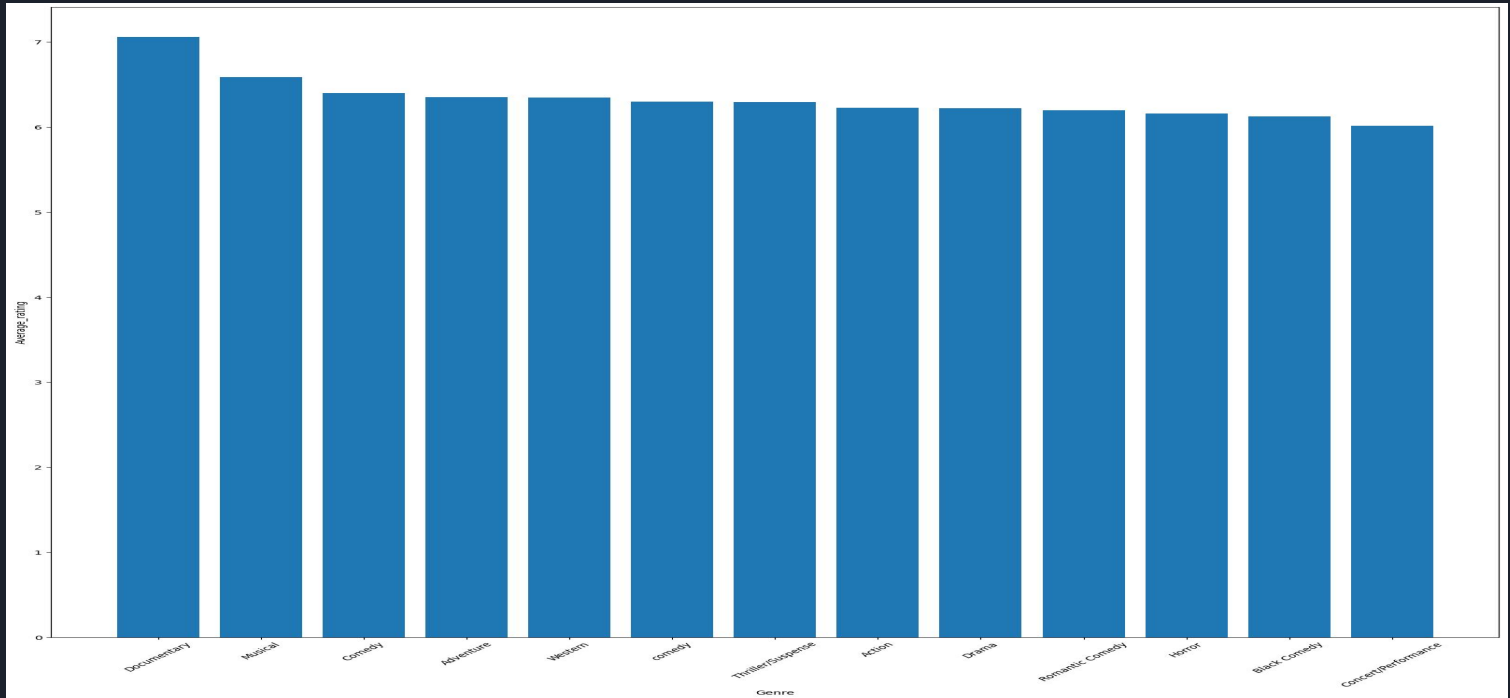
# Results

- How each type of film performs in the box office. (Musicals are highest followed by adventure films and then action films).



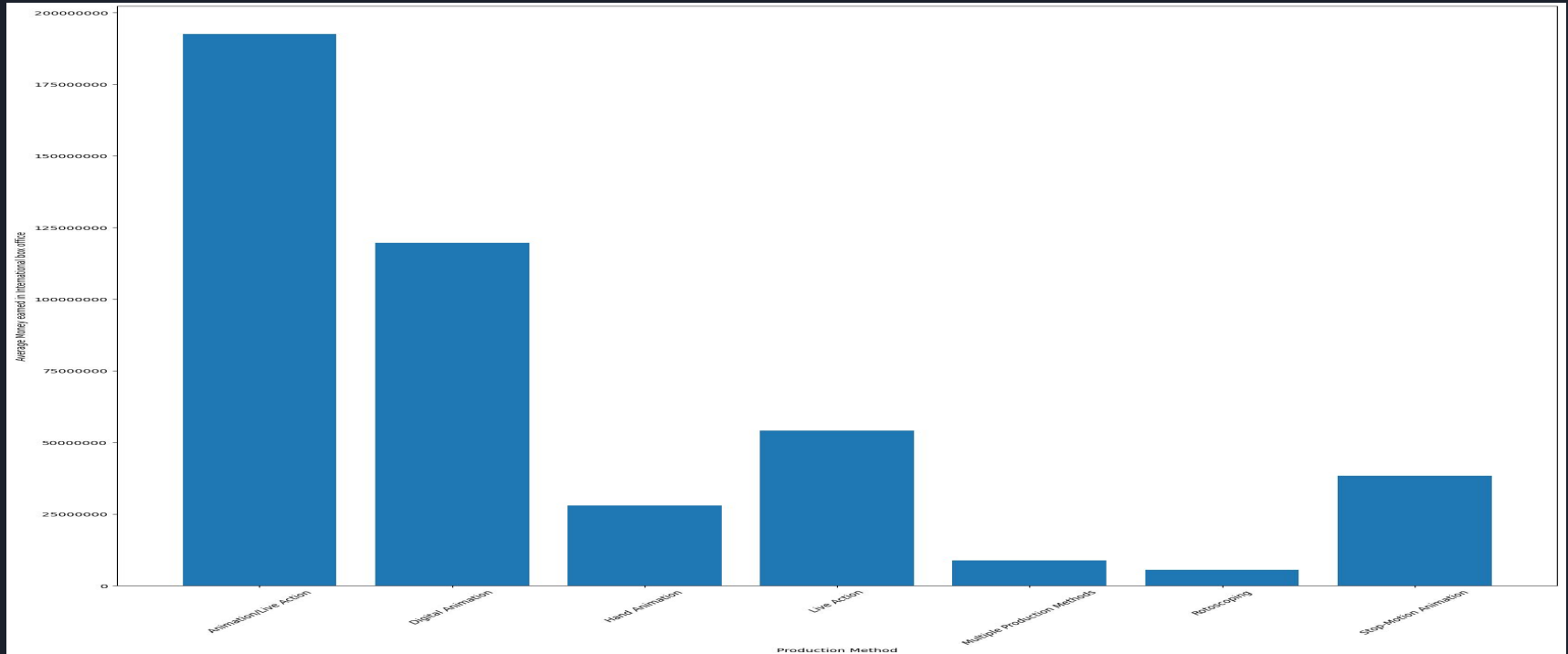
# Results

- The average ratings for each type of film. (Documentaries are the highest followed by Musicals and then comedies).



# Results

- The average box office earning per production method.(Animation/Live Action seem to earn the most followed by Digital Animation and then hand animation).





# Conclusion

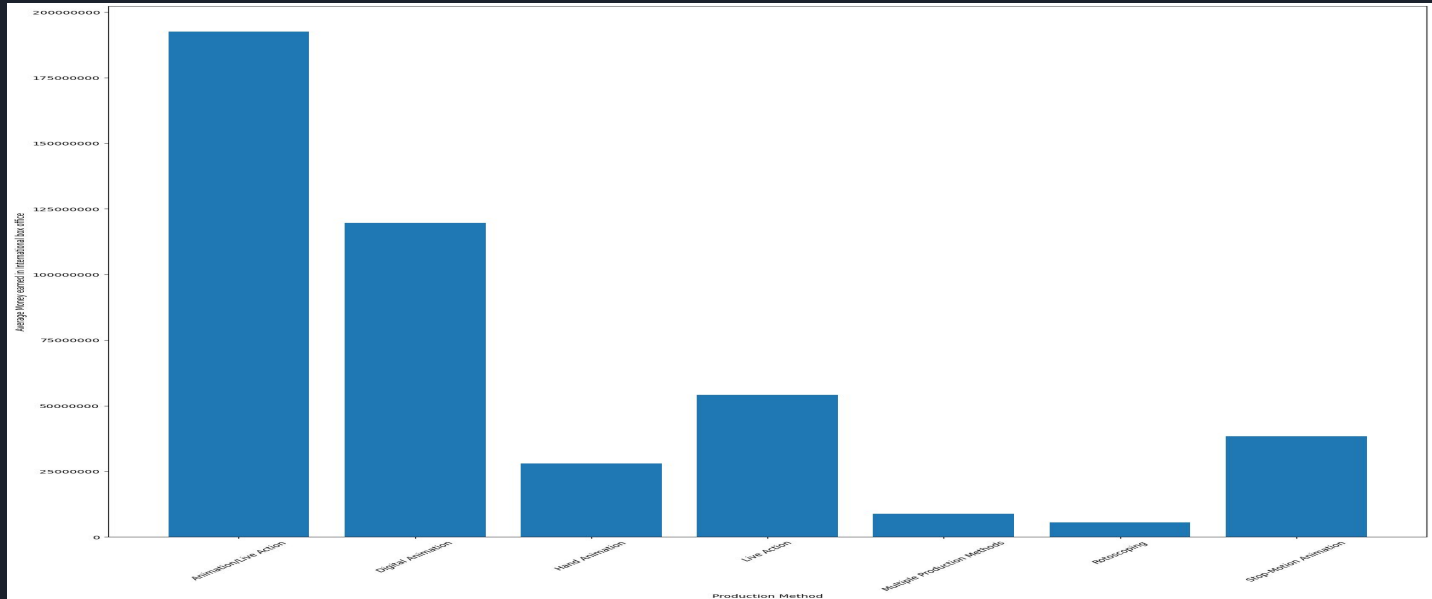
From the results it is evident that:

- The 3 type of films that do best at the box office were: Musicals, Adventure films and action films.
- The production methods which seemed to yield the highest return at the box office were: Animation/Live Action, Digital Animation and Hand Animation
- Musical and adventure films seems to rank high within the average ratings for each type of film.



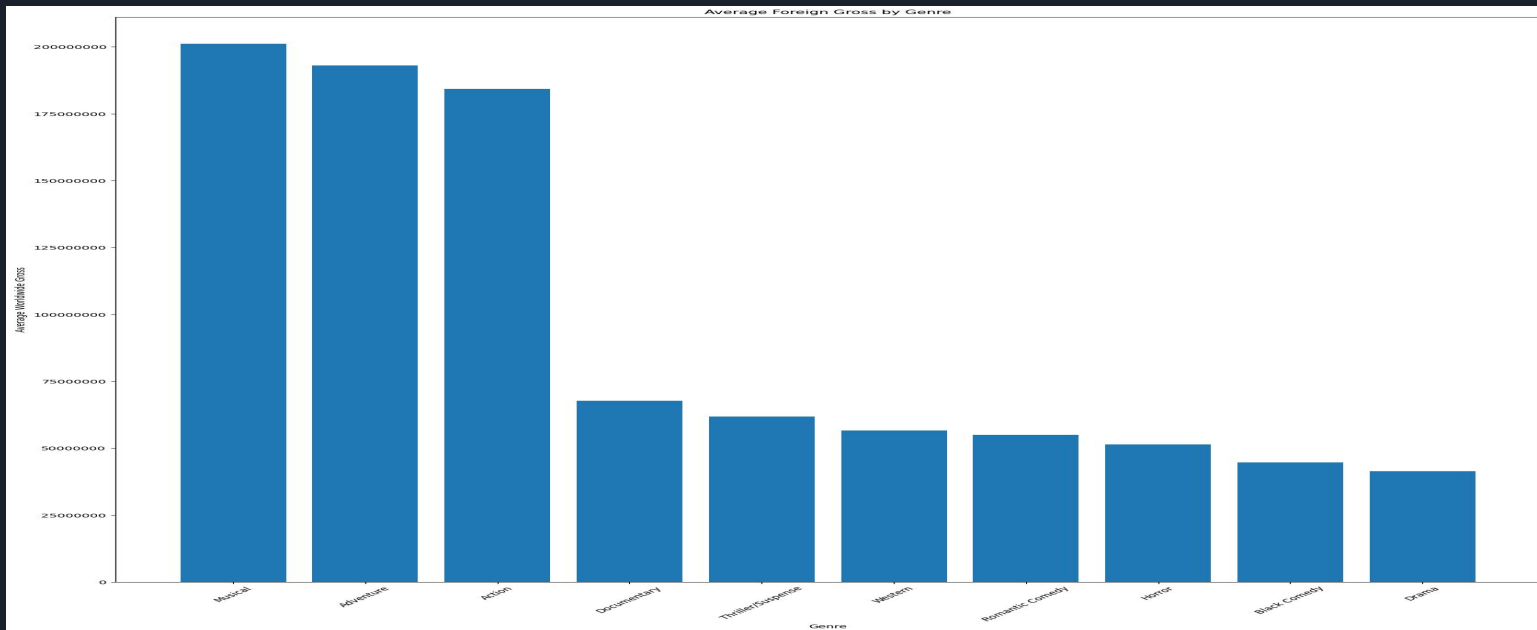
# Recommendations

- Movie studio should consider using animation as its main source of production method as they have the highest average box office.



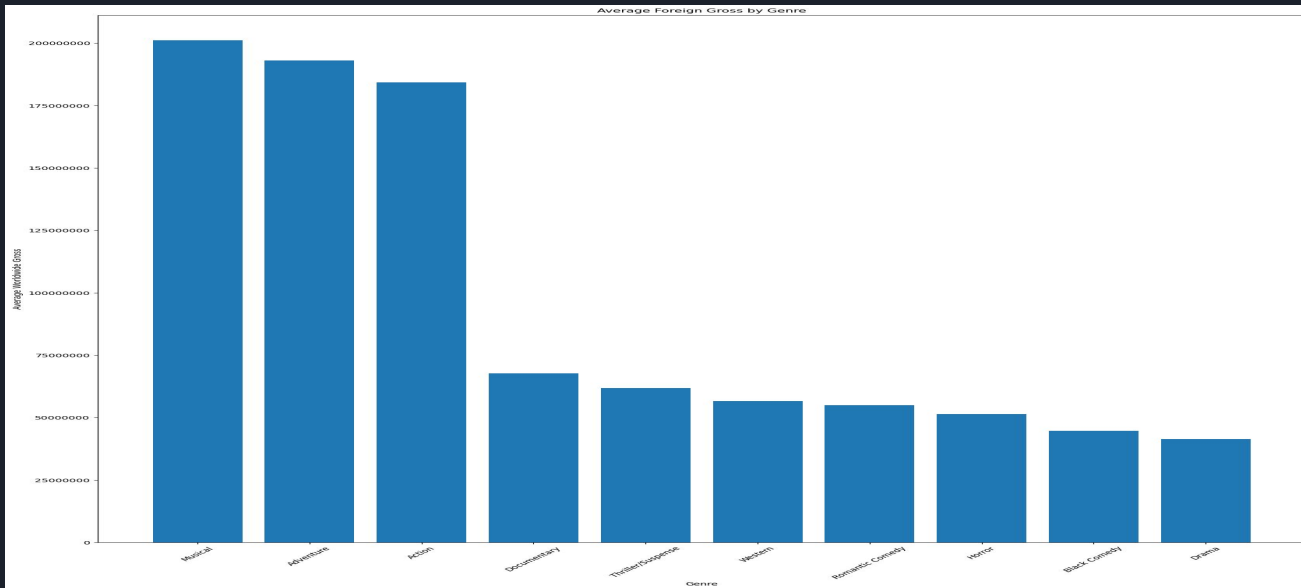
# Recommendation

- Animations should be of type adventure as they have the highest box office next to musicals.



# Recommendation

- Microsoft should consider making musicals as they seem to have a high box office.





# Questions?

If you have any questions feel free to contact me through my contact information:

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