Movie Genre Analysis Report For Microsoft Company

Date: 10/3/2023
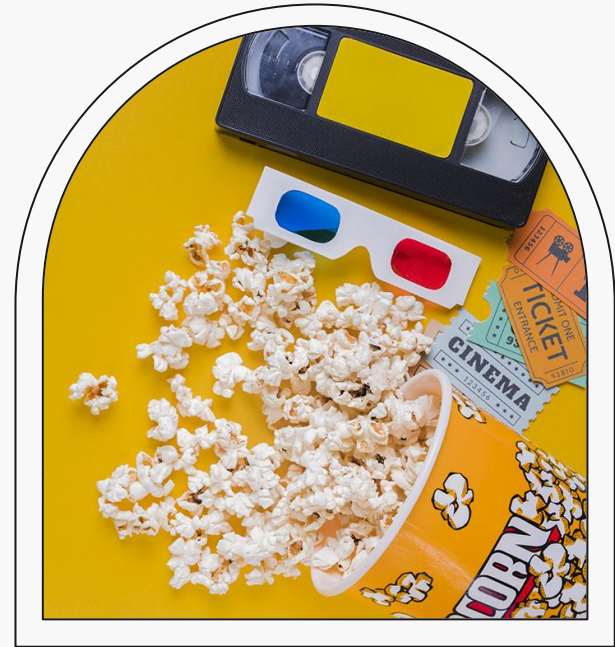By: DIANA NDUTA MWAURA

Summary

- The purpose of this report is to provide Microsoft with recommendations on the type of movies to create.
- Following an analysis of the provided data the findings made include:
  A. The company should consider making movies which are in the Fantasy, Documentary, Kids and Family, Science Fiction, Action and Adventure genres
  B. Microsoft should concentrate more on selling their movies outside the United States
  C. The company should release its movies between the months of October and November
  D. The company should design its movie studio to have equipment similar to those in IMAX, Newmarket Film Group or Universal
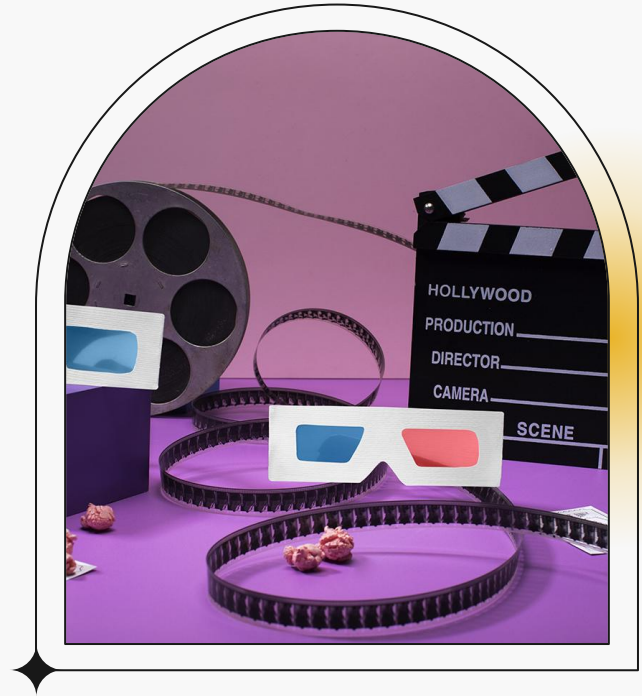
Outline

- ★ Business Problem
- ★ Data
- ★ Methods
- ★ Results
- ★ Conclusion

Business Problem

Microsoft Company wants to start creating original video content. They therefore require to be advised on the best movies in the box office. The company desires to be provided with actionable insights to implement.

Data

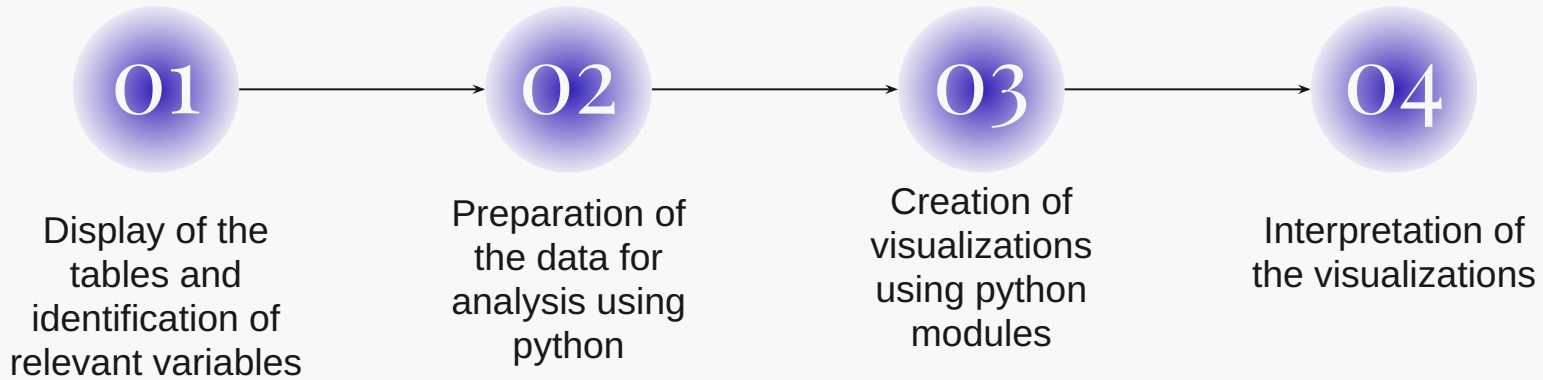The following are the tables and databases used in the analysis;

➢ Rotten Tomatoes table
➢ IMDB Database
➢ Box Office Mojo table
➢ TheNumbers table
➢ ThemovieDB

The variables of interest were;

● Genres
● Box office
● Average Rating
● Domestic gross
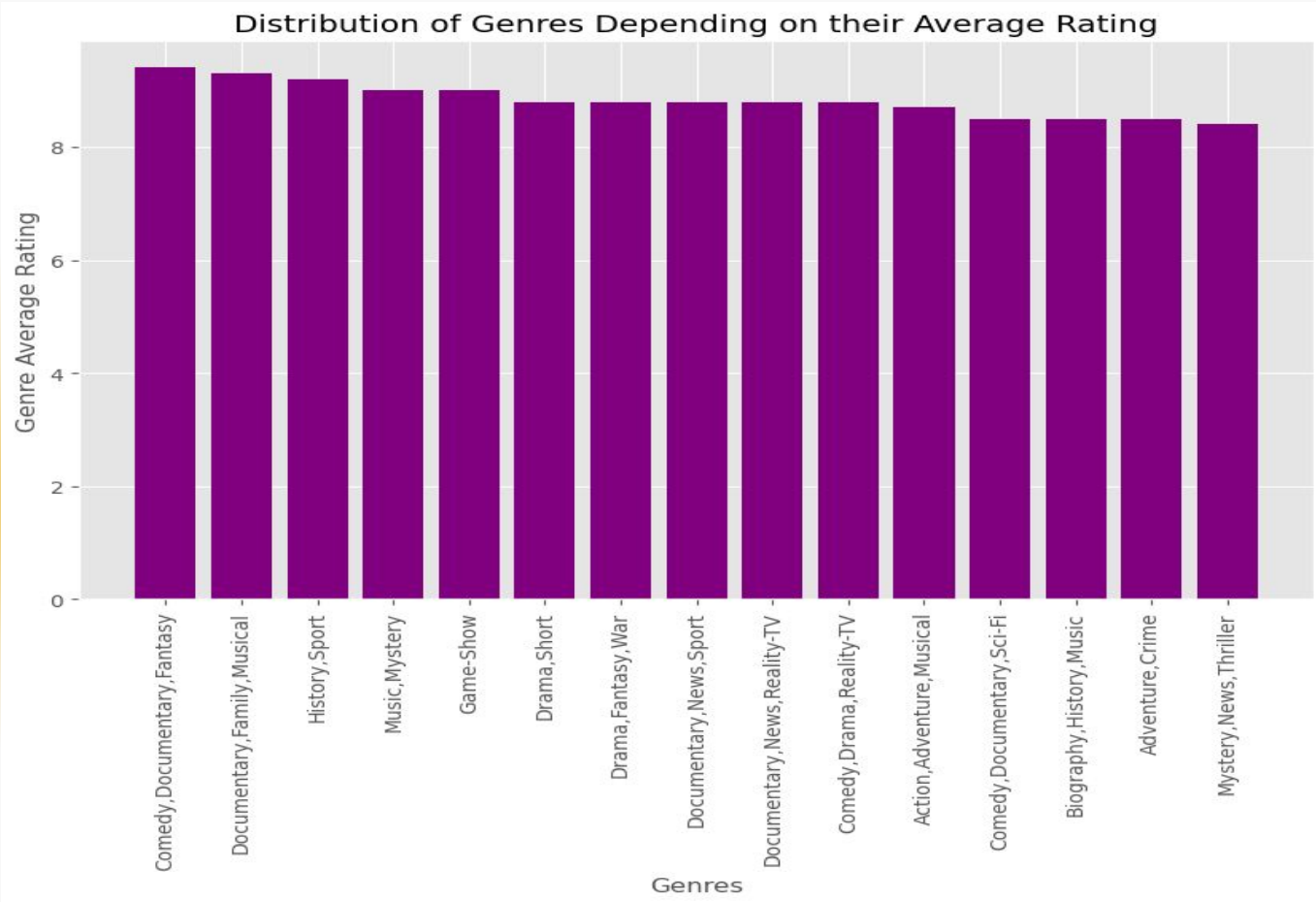● Foreign gross
● Production budget
● Worlwide gross

Methods

01
Display of the tables and identification of relevant variables

02
Preparation of the data for analysis using python

03
Creation of visualizations using python modules

04
Interpretation of the visualizations

A picture is worth a thousand words

RESULTS

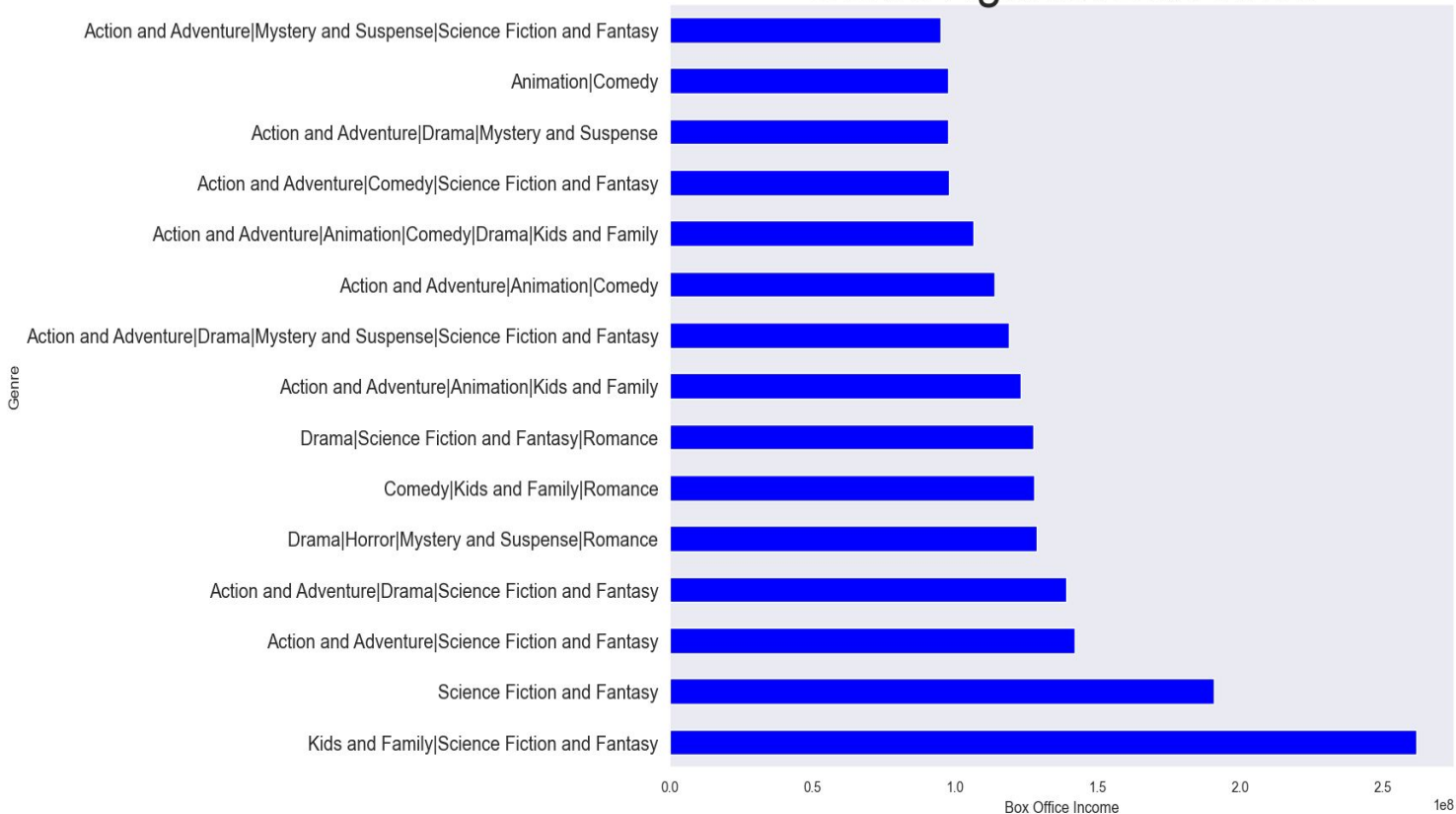Distribution of Genres Depending on their Average Rating

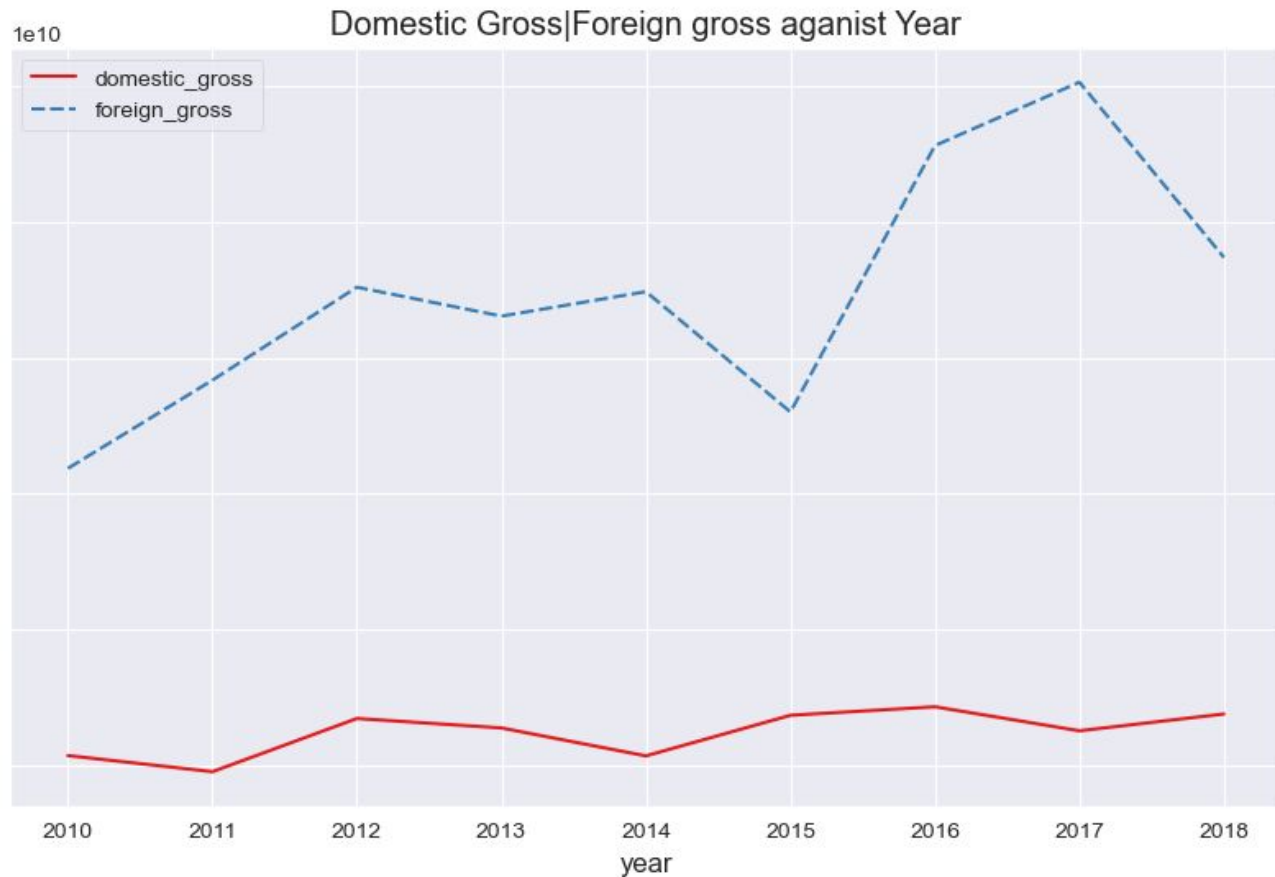Comedy| Documentary and Fantasy have the highest average rating

RESULTS

Genre Aganist Box office

Kids and Family | Science Fiction and Fantasy have the highest income in the box office

RESULTS

Domestic Gross|Foreign gross aganist Year

The foreign gross is more than domestic gross in the box office

CONCLUSION

The limitations encountered during the analysis process include;
- Some of the tables contained outdated information such as the Box Office Mojo table which contained data from 2010 to 2018
- It was difficult to plot a large amount of data in one figure therefore the results only showed the best genres

In future I will perform web scraping of the various websites to obtain a vast of current data.

Thanks!

Do you have any questions?

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