

# Microsoft Movie Analysis

Diannah Wangura

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# Summary

Descriptive analysis of title ratings and title basics shows what kind of genre with high popularity and years to consider production.

- Produce movies with genre type of action,sci fi,adventure,thriller and drama
- consider strategic entry in periods of high demand that is a year with low production could be a chance for them to pick up in the market with high quality films this will also help them in budget allocation in years with high production

# Outline

- Business Problem
- Data Understanding and cleaning
- Data Modelling
- Evaluations
- Conclusions

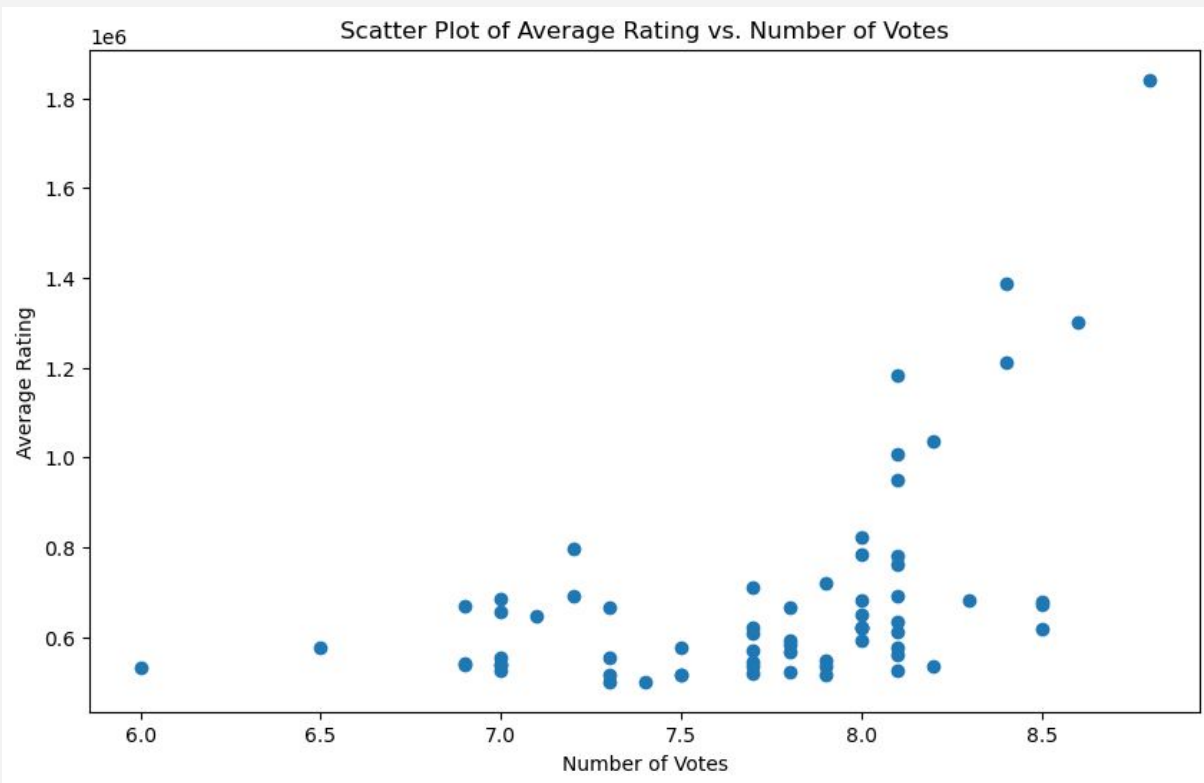
# Business Problem

- Ensure success in the entry market for movie production companies
- Narrow down to specific types of genre production
- Manage budget allocation for years with high production

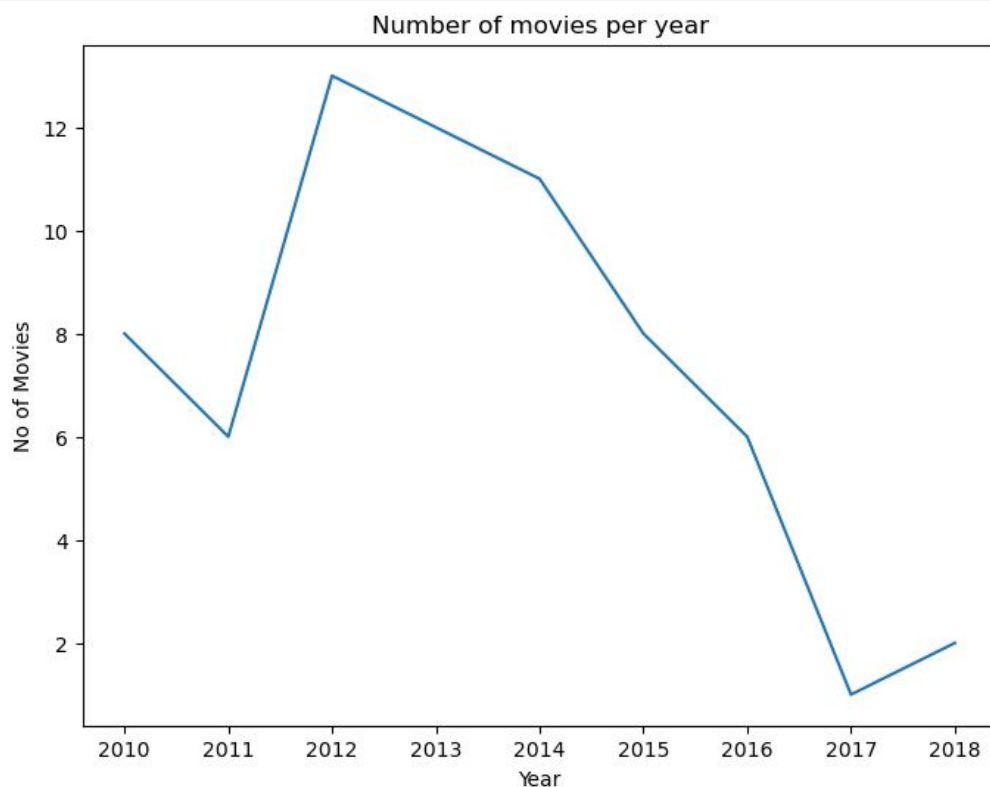
# Data Understanding and cleaning

- Title basics for over 140k movies produced with details on title ,start year of production and genres
- Title ratings for over 73k movies produced with details on their ratings and number of votes at the box office
- Combined movie data set with 73k movies produced with details on title,start year,ratings and number of votes on each movie

# Data Modelling

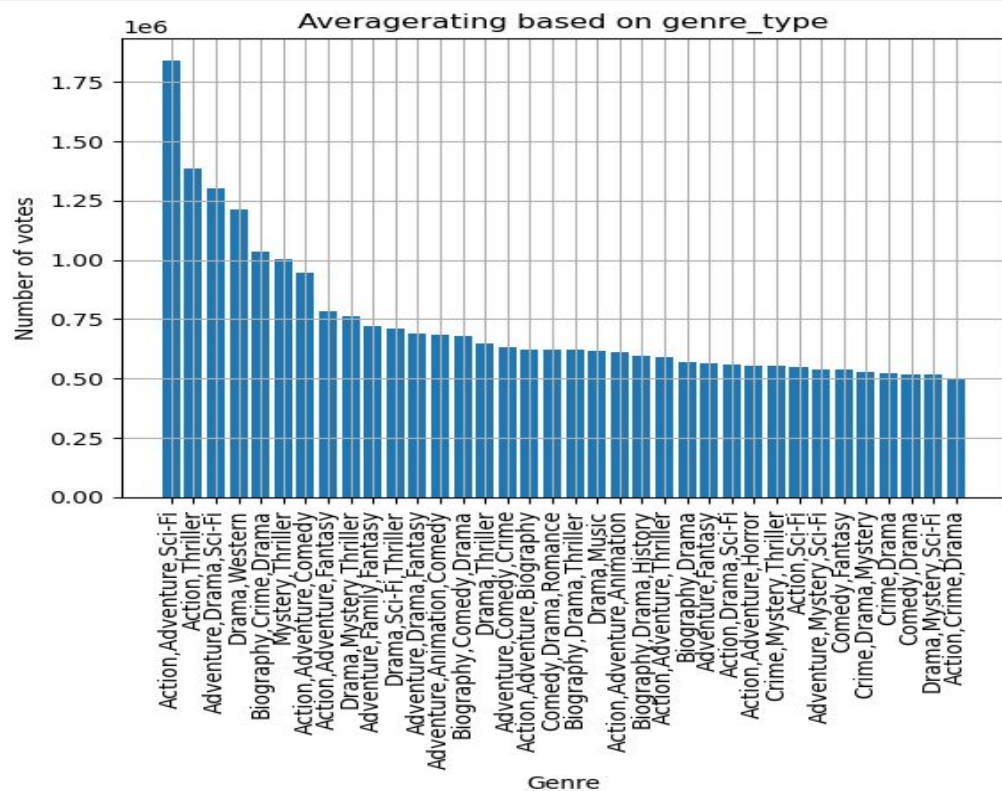


# Data Modelling



- 2012 was the highest peak production and in 2017 it dropped to just one this shows that the industry is subject to fluctuations, Microsoft new studio should consider strategic entry in periods of high demand that is a year with low production could be a chance for them to pick up in the market with high quality films, this will also help them in budget allocation in years with high production

# Data Modelling



- The most produced movies are a combination of Action,Adventure and Sci-Fi and i would advise microsoft to consider producing movies with the same combination as they have the highest likelihood of having the highest number of votes and they have a higher preference among the audience



# Conclusions

I would recommend Microsoft to venture into the business of movie creation as it has a broad audience who are eager for high quality movies and be consistent on productivity. They should also put quality budget so as to gain the rewards on popularity. Limitations on the project would have data that dates past many years and the preferences may have changed currently among the viewers. For improvement in this project in future I could consider adding a dataset that shows the returns generated by each movie whether domestic or foreign returns.

Thank You!

**Email:** dianamumbi03@gmail.com

**GitHub:** @DiannahWangura