



# EXPLORATORY DATA ANALYSIS FOR PROPOSED MICROSOFT STUDIO

Insights for the Proposed New Original Movie Studio

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# Research Question and objective

Microsoft plans to venture into original video content creation. The head of Microsoft's proposed movie studio wants to know what genres of films are currently performing best at the box office.





## Project Objectives

1. Identify the best performing movie genres at the box office.
2. Generate recommendations for the types of films that Microsoft's proposed movie studio should create.



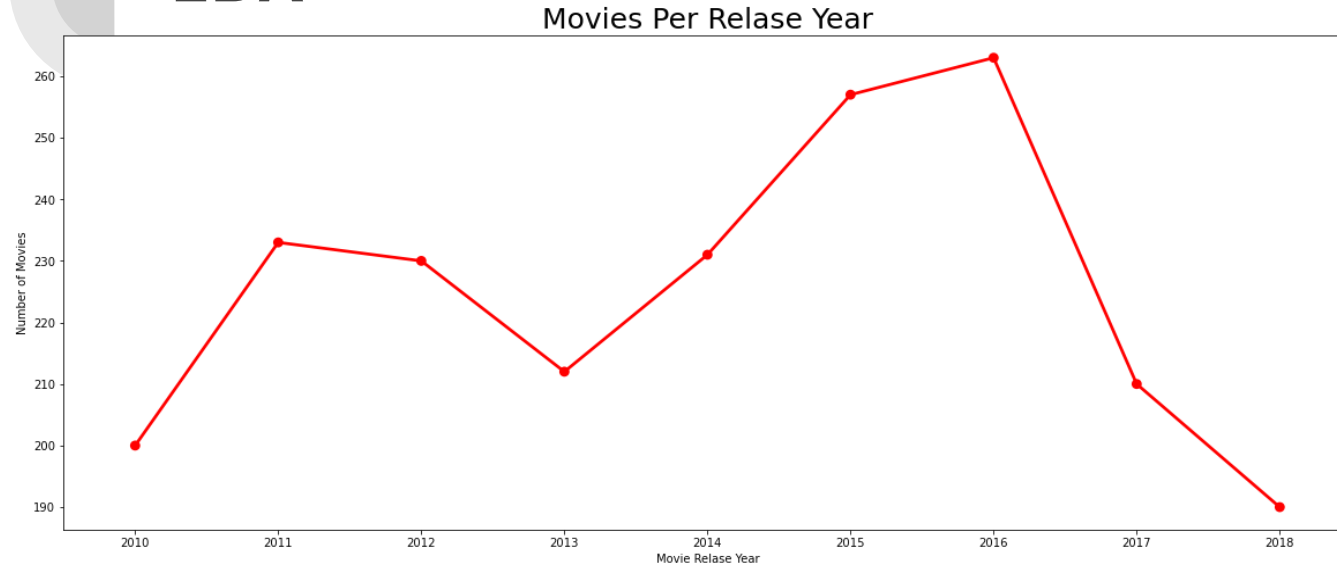


## Data Sources

1. bom.movie\_gross.csv dataset from Box Office Mojo
2. title.basics.csv dataset from IMDB
3. title.ratings.csv dataset from IMDB



# EDA



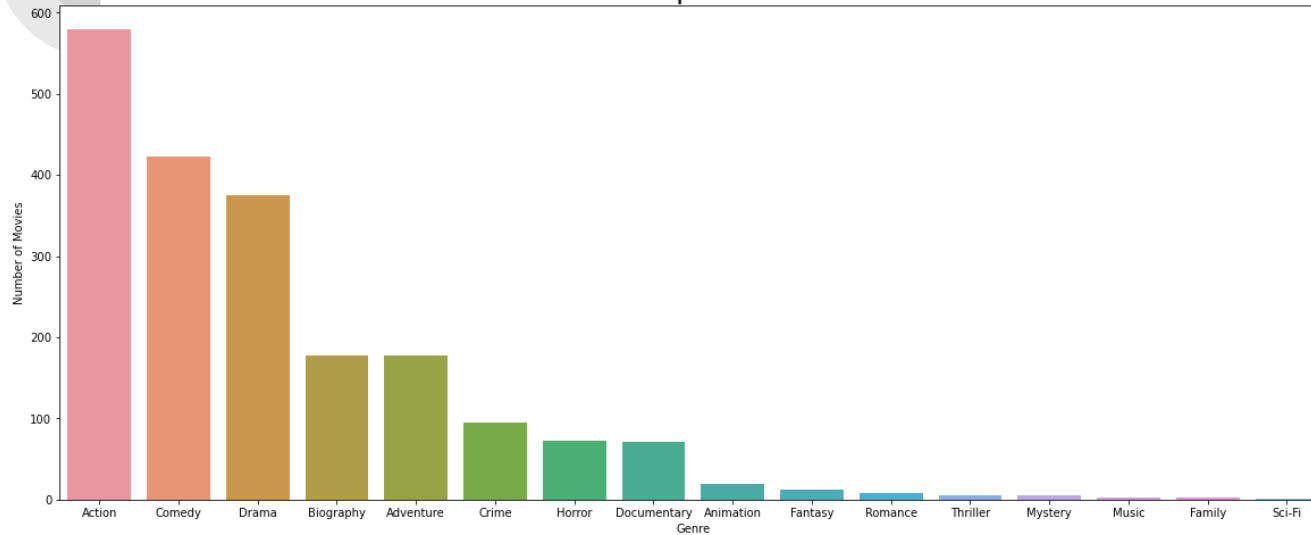
The period between 2014 and 2016 witnessed the highest number of movie releases, with 2016 recording the peak. This indicates a potential trend of increased production during these years.





# EDA

Movies per Genre

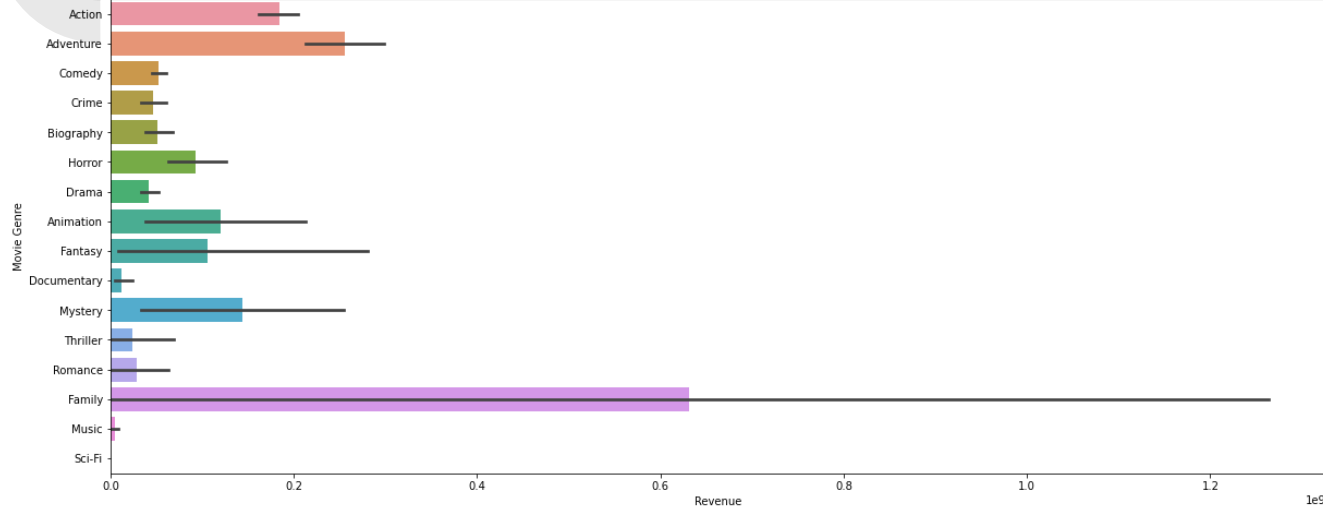


Action movies were the most frequently released genre, followed by Comedy and Drama. It shows that the audience's preference leaned towards action-oriented content during this period.



# EDA

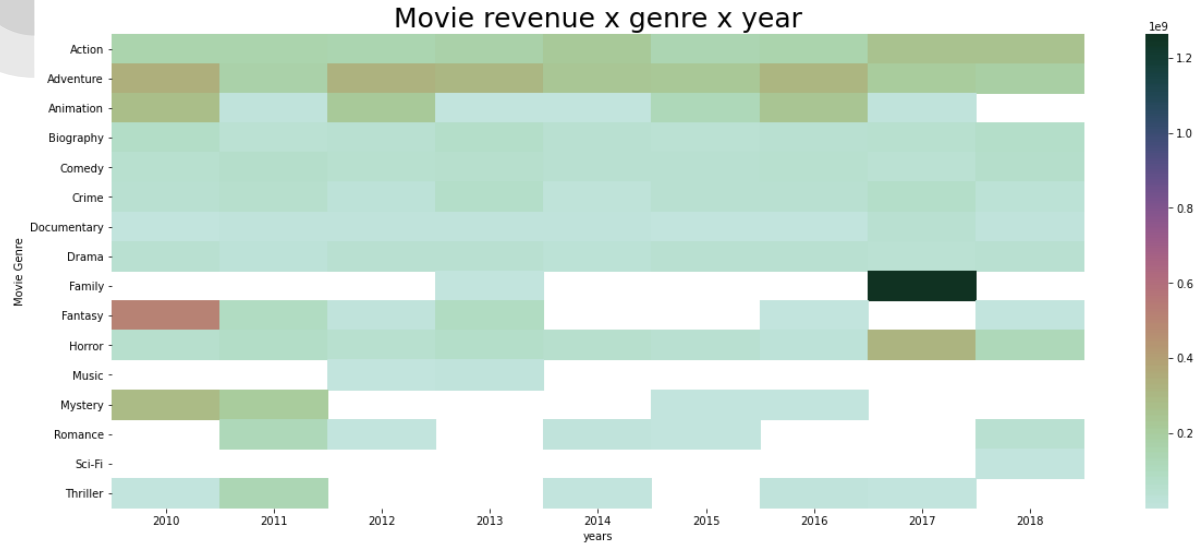
Movies Revenue per Genre



Family genre movies generated the highest revenue, followed by adventure, with Action movies coming in third. This suggests that family-oriented and adventurous films tend to perform well financially



# EDA

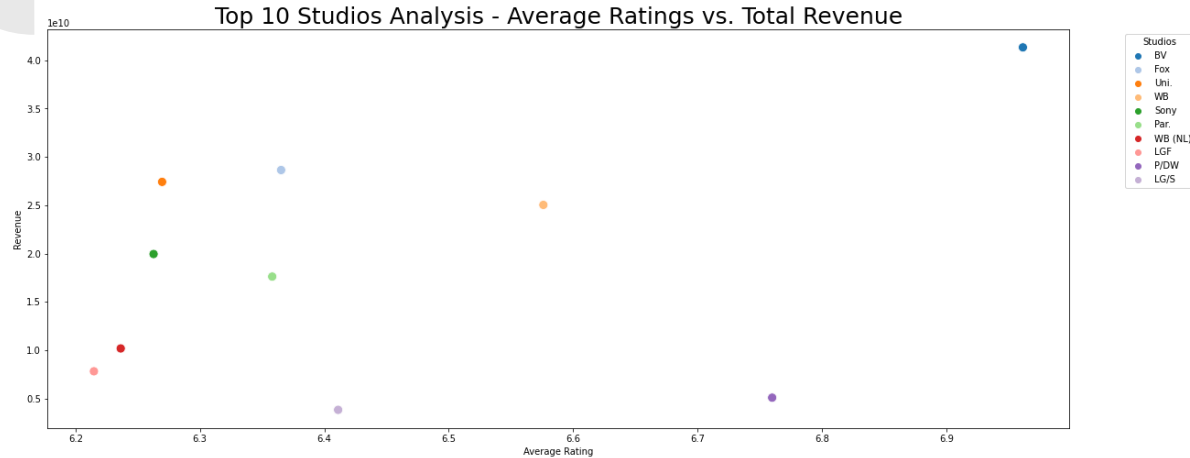


The adventure genre consistently earned more revenue over the years, indicating a sustained popularity of adventurous themes among the audience.





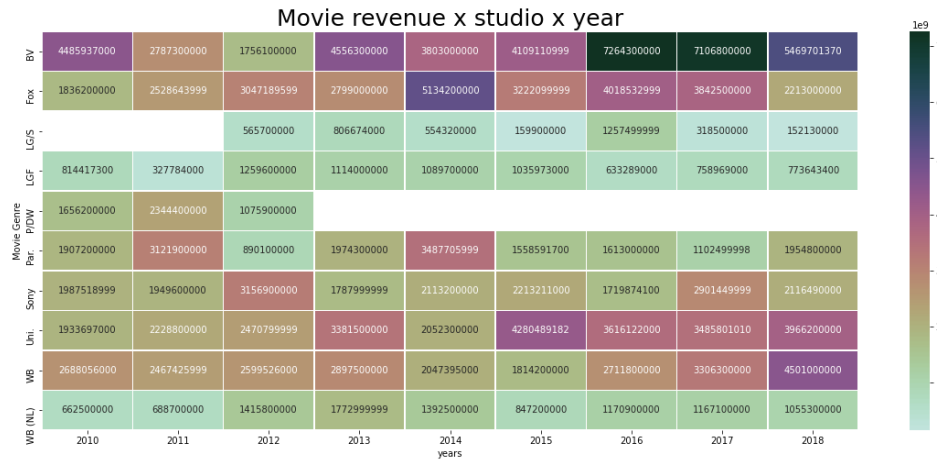
# EDA



BV (Buena Vista), as the top studio by revenue, achieved high ratings and earnings. Fox came second with slightly lower ratings, while P/DW (Presidents/DreamWorks) had relatively lower earnings despite better ratings.



# EDA



BV demonstrated high revenues in 2016 and 2017, and its revenue performance has generally been impressive across the years.





## Conclusion part1

1. Action movies were the most frequently released genre, followed by Comedy and Drama.
2. Family genre movies generated the highest revenue, followed by adventure, with Action movies coming in third.
3. The adventure genre consistently earned more revenue over the years, indicating a sustained popularity of adventurous themes among the audience.





## Conclusion part2

4. BV (Buena Vista), as the top studio by revenue, achieved high ratings and earnings.
5. Buena Vista demonstrated high revenues in 2016 and 2017, and its revenue performance has generally been impressive across the years.





## Recommendation

1. Focus on popular genres, such as family-oriented, adventure, and action films.
2. Invest in the adventure genre.
3. Quality over quantity.
4. Strengthen ratings and revenue balance.
5. Strategic scheduling.
6. Long-term planning.



Any  
**Question**





**THE END**

