MOVIE DATA ANALYSIS FOR MICROSOFT MOVIE STUDIO

OUTLINE

1) Business Understanding

2) Data Understanding

3) Data Analysis

4) Recommendations

Business Understanding

- Microsoft, a big Tech. company wants to expand its scope into creation of video content by creating a new movie studio, but know so little about movie creation.

- We are to explore the box office and recommend viable insights to Microsoft, for its new movie studio based on the findings we have gotten, to help them get started in movie production.

Objectives

- Find the genres of movies that have a high rating for Microsoft to give priority during production.

- How much should be the production budget and how it translates to the gross profit.

- The appropriate release months in order to ensure movie popularity.

Data Understanding

- Data collected for analysis is contained in two excel sheets documents and one was collected from a database.

- One data file contains information about the Box Office production budgets and their corresponding profits.

- The other has general information about the movies

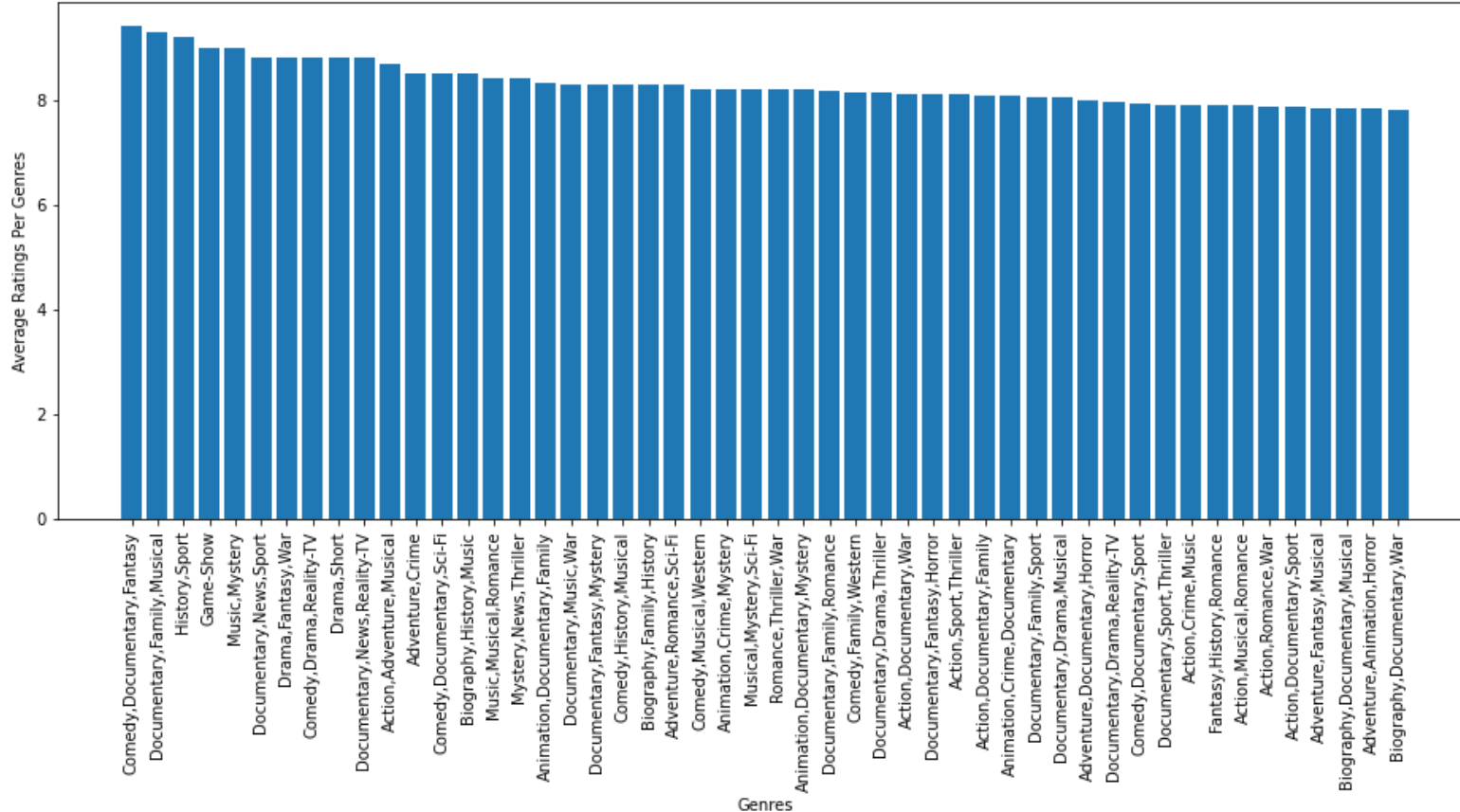- The database file has information about the movie genres and their ratings

Data Analysis

1. Movie Genres VS their Ratings

- From our analysis we got that there are genres like 'Comedy,Documentary,Fantasy' have a high rating of 9.4.

Movie Genres VS their Ratings

Plot showing the distribution of Genres against Ratings
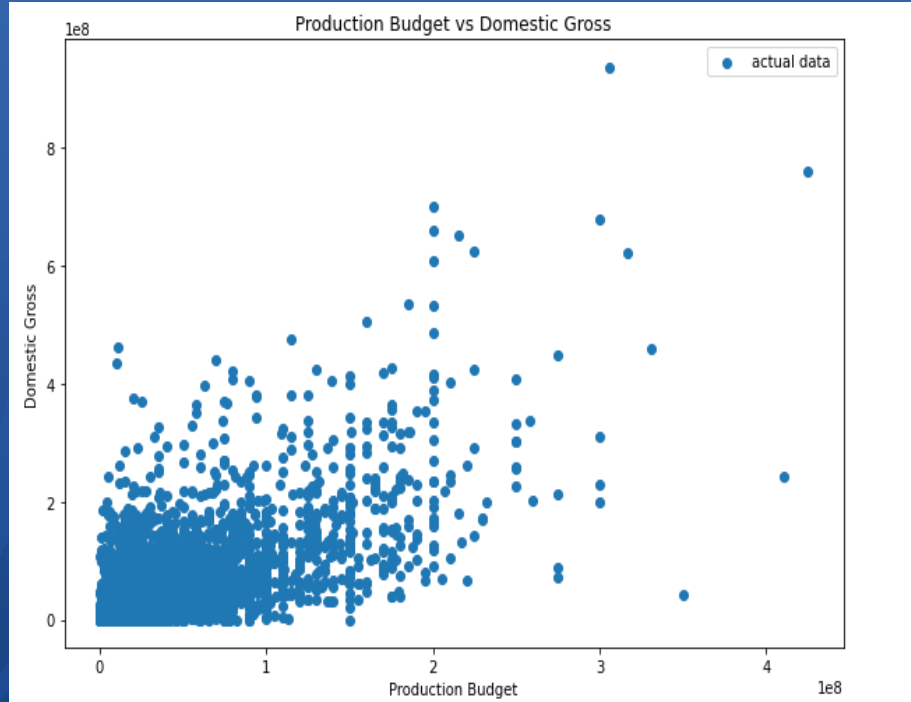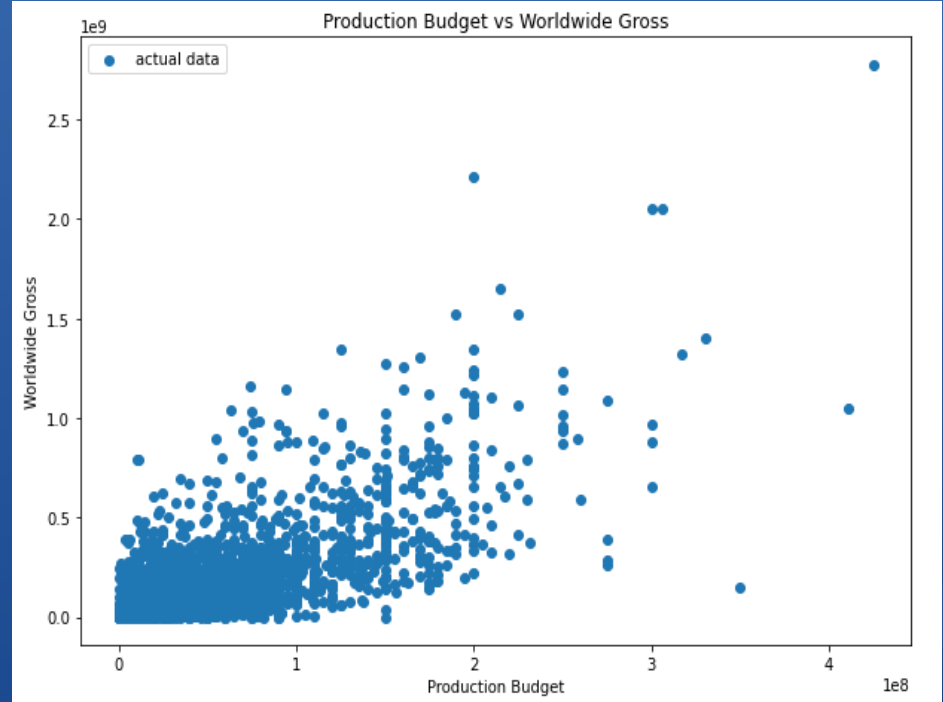
2. Production Budget against gross profits

- For this analysis, we took into consideration both the Domestic Gross and Worldwide Gross.

- **Domestic gross** is majorly gotten from the local community.

- This gives a total relationship(Correlation Coefficient) of 0.6857.

- **Worldwide gross** is derived from the global sale of the movies.

- This gives a total relationship(Correlation Coefficient) of 0.7483.
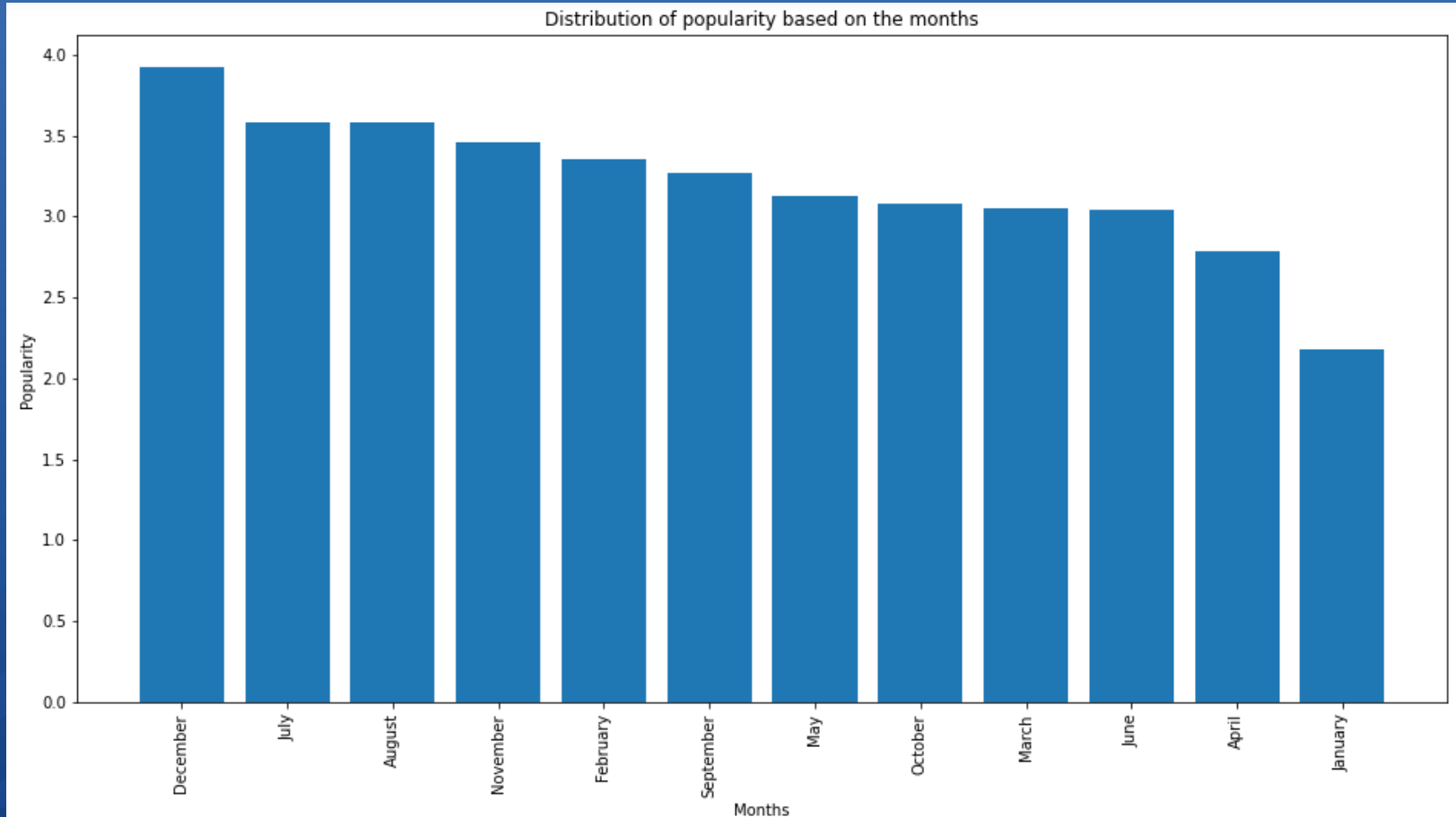
Visualizations

- ## Domestic Gross

- ## Worldwide Gross

Months and Popularity

- When we analyzed the popularity data, we saw that movies that were released in the months of December, July and August had the highest popularity

3. Popularity based on release month

Distribution of popularity based on the months

Recommendations

- Microsoft should release movies of the top genres which have a rating of 6.9 and above to ensure they meet the public demands.

- In terms of the production budget, I would recommend a realistic financial amount because a higher production budget will lead to a higher domestic gross as well as worldwide gross.

- You should consider releasing a movie in the months of December, July or August. These Months have shown to yield the highest popularity of a movie.

INQUIRIES

- Feel free to reach out to me in case of any questions or collaborations through;

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THANK YOU !!