

 **Edna722 / Movie-Recommendation** Public

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Edna722 ...

26 minutes ago

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Microsoft-Movie-Genre Recommendation



Overview

Microsoft has been widely known for their lead developer of the personal computer software and applications. From when it was just a mainframe computer programming language used for the early pcs to now becoming the lead experts in top production of software. The starting of the film industry is one of the recent transition the company has implemented. As a beginning film industry, there is a need for data analyst to help in movie/film recommendation

Problem Statement

The main objective is to find the films that are doing the best and this is achieved by analyzing the following:

- The highest profit made throughout the years.
- The company's focal point.
- The movies that bring the highest income.
- The top studios and the income generated.
- The top genres and income generated
- Skewness and kurtosis of the run time

The Data

In the folder `zippedData` are movie datasets from:


- [Box Office Mojo](#)
- [IMDB](#)
- [Rotten Tomatoes](#)
- [TheMovieDB](#)
- [The Numbers](#)

Techniques Used

There are techniques incorporated when performing data preparation:

- The missing values were handled by dropping off some of the columns or filling with mean/median of the data depending on the scenario.
- The duplicated values were dropped.
- The cleaned data was the one used in analysis.
- Data visualization was used to answer the problem statement with the visuals.

Results

The highest profit made  [Highest Profit](#)

The company's focal point ![What the company can focus on](blob (1).jpg)

Movies that brought the highest income ![High Income Movies](download (4).png)

Top Studios Microsoft can work with. ![Top studios](download (5).png)

Conclusion

Microsoft recommendation for the new movie studio would be:

1. Genre Recommendation

The recommendation were based on the total gross made.

-For the single Genre the best recommended are as follow:

- Family
- Adventure
- Fantasy Musical
- Multicategory Highly Recommend:
 - Action, Adventure, Sci-fi

- Adventure, Animation, Comedy
- Action, Adventure , Classics and Drama
- Genres that also made a huge loss:
 - Action, Adventure, Comedy
 - Action , Adventure ,Scifi
 - Action, Adventure, Drama

2. Target Audience

The top recommended would be worldwide which would be profitable to the company. Difference between foreign and worldwide sales was 91502365.03702894. Having movies being released to the domestic audience would incur a significant loss..

3. Top Studios to collaborate/ work with:

-These are the top studios: -Studio BV

- Universal Pictures(Uni)
- Fox
- Warner Bros(WB)
- Sony
- Studio Paramount(Par)

4. Being a starting film/movie industry

These would be the top releases that can generate a high income:

- Avengers: Infinity War
- Jurassic World
- Black Panther
- Furious 7
- Avengers: Age of Ultron
- Incredibles 2
- Jurassic World: Fallen Kingdom
- Frozen
- Iron Man 3
- Rogue One: A Star Wars Story

5. Next Steps

-Web Scrapping -This is done to obtain the current data from the movie sites so as to carry out analysis with the precedent/current events.

- Having specificities in terms of giving the specific movie category.

- Coming up with the right predictive model to analyze the movies, improve accuracy and even offer better suggestion to take.

6. Repository structure

— data	<- Both sourced externally
— images	<- Both sourced externally and
generated from code	
— README.md	<- The top-level README for reviewers
of this project	
— Writeup.pdf	<- PDF version of the write up
— microsoft_movie_analysis.ipynb	<- Narrative documentation of analysis
in Jupyter notebook	
— notebook.pdf	<- PDF version of Jupyter notebook
— presentation.pdf	<- PDF version of project presentation

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Languages

● Jupyter Notebook 100.0%