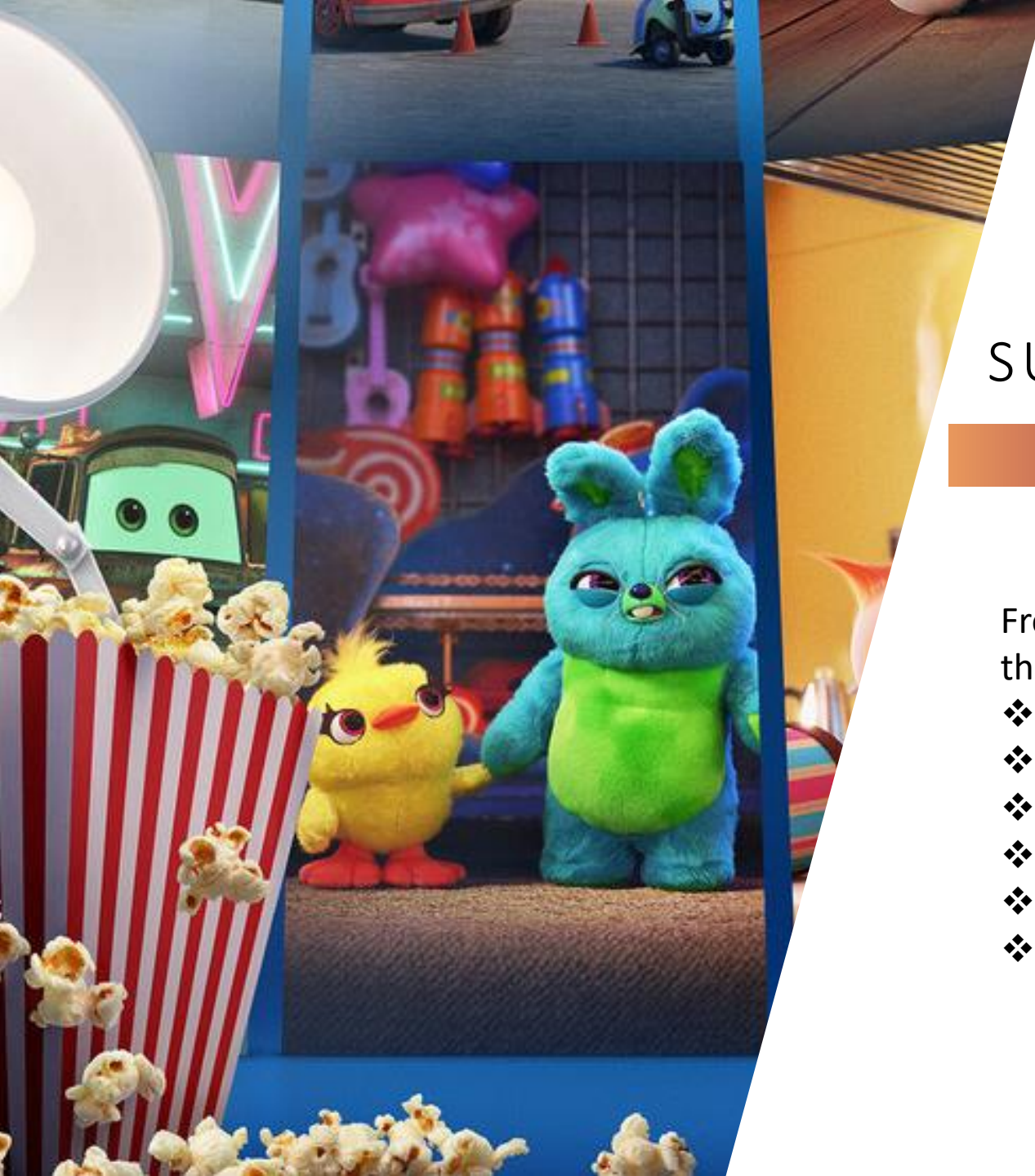




MICROSOFT FILM INDUSTRY

MICROSOFT FIRST FILM/MOVIE
INDUSTRY



SUMMARY

LET' DIVE IN

From the analysis done, we expect to have results of 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
- ❖ Skewerness and kurtosis of the run time.



AGENDA

INTRODUCTION

SUMMARY

OUTLINE

BUSINESS PROBLEM

DATA

TECHNIQUES

RESULTS AND FINDINGS

RECOMMENDATION

REMARKS





BUSINESS PROBLEM

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 he company has implemented. As a beginning film industry , there is a need for data analyst to help in movie/film recommendation



DATA

- ❖ The data used in this analysis is from the following sites:
- ❖ Box Office Mojo.
- ❖ The Numbers
- ❖ IMDB



TECHNIQUES

There are techniques incorporated when performing data preparation:

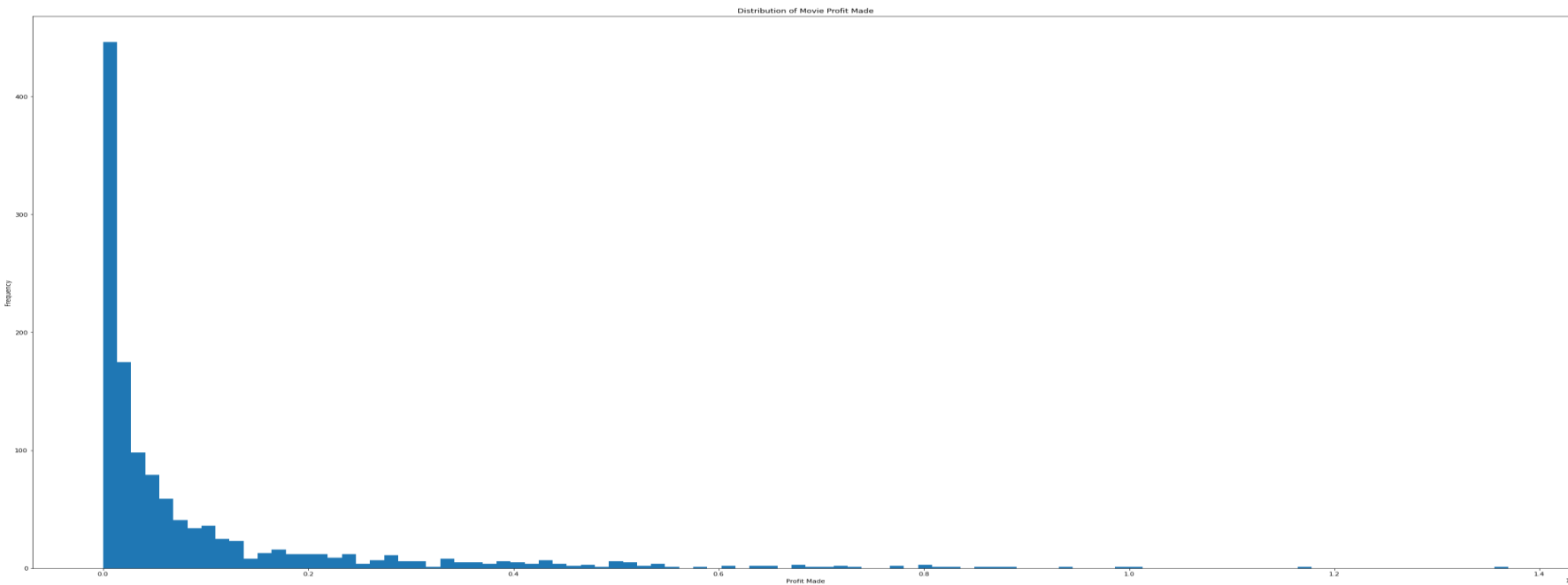
- ❖ The missing values were handled by dropping off some of the columns or filling with mean/median of the data depending on the scenario.
- ❖ The duplicated values were dropped.
- ❖ The cleaned data was the one used in analysis.
- ❖ Data visualization was used to answer the problem statement with the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



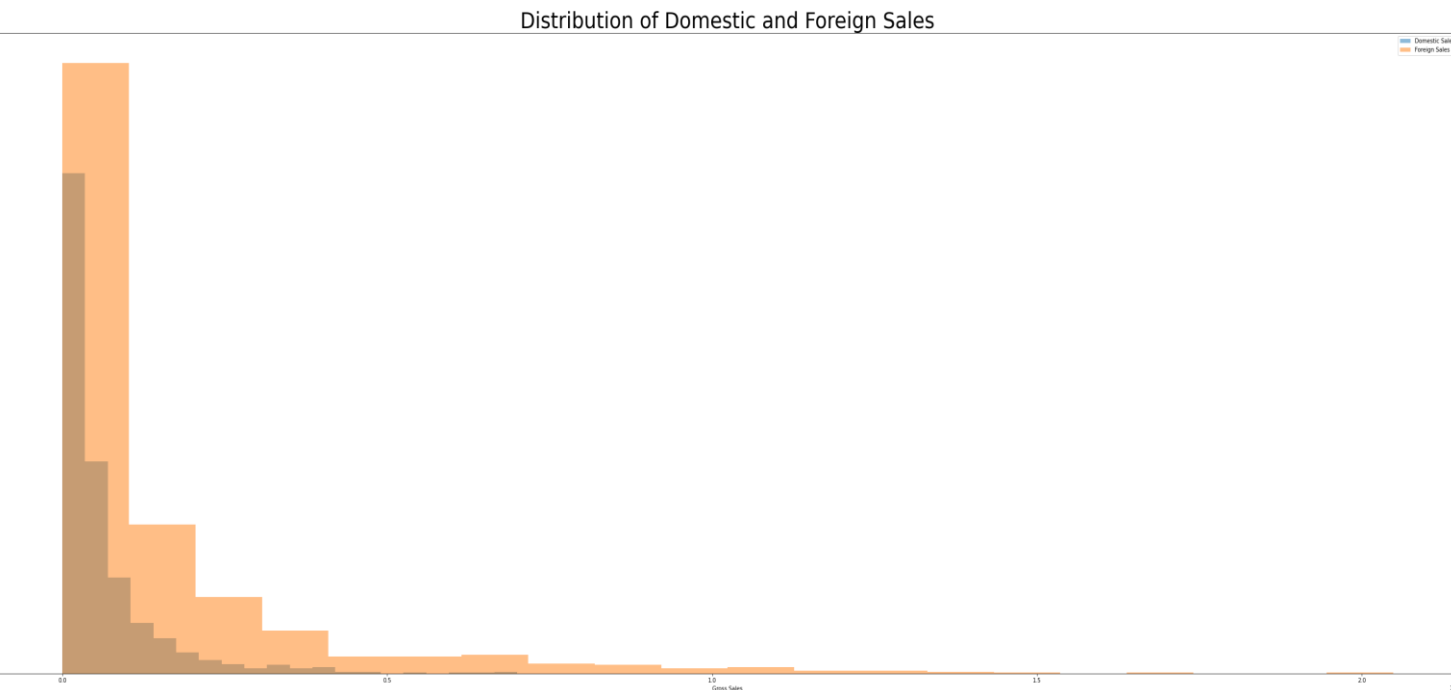
RESULTS

HIGHEST PROFIT

The movie that has the highest profit
is Avengers Infinity war.
Profit made was 1369318718.0



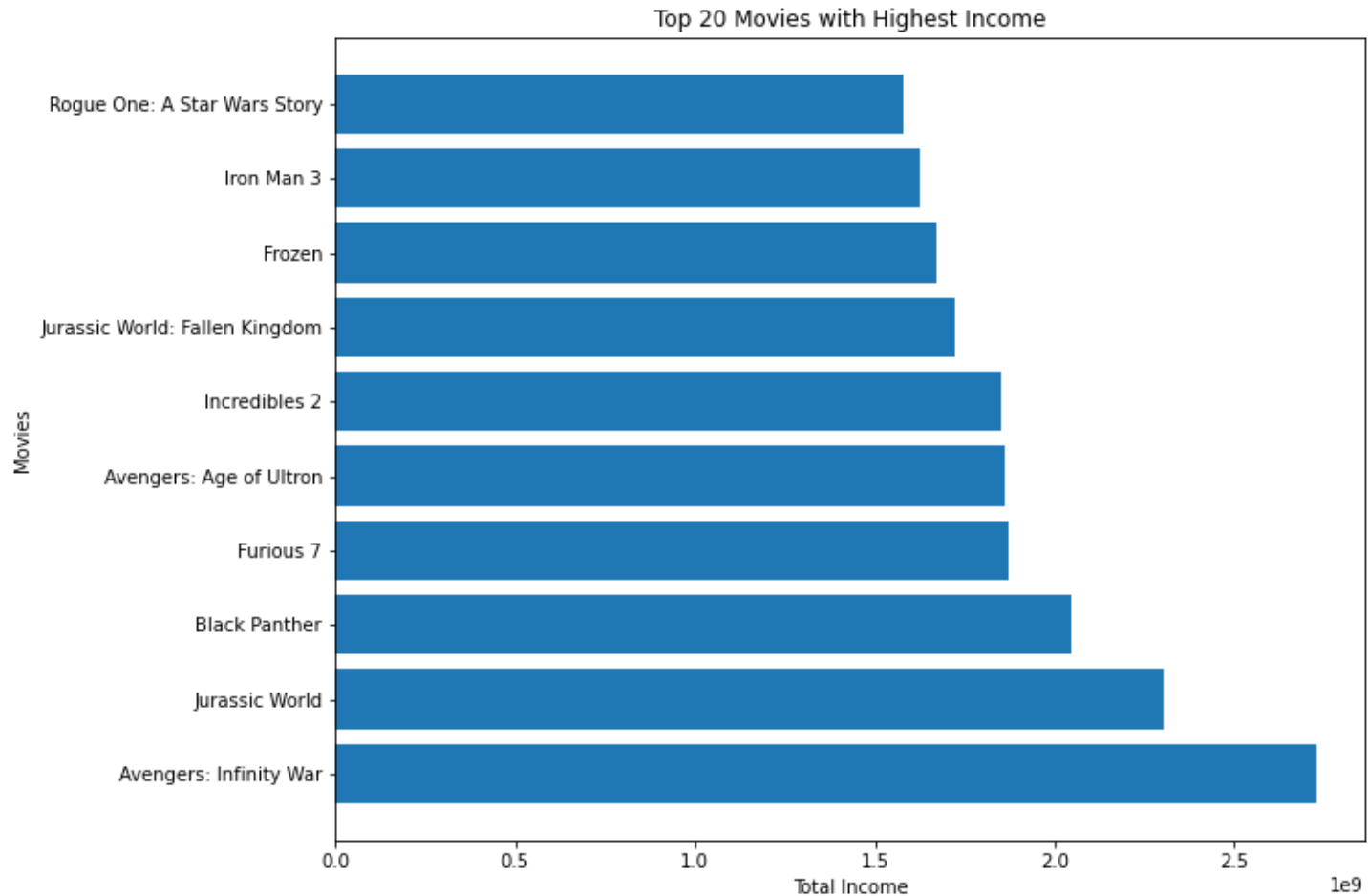
COMPANY'S' FOCAL POINT



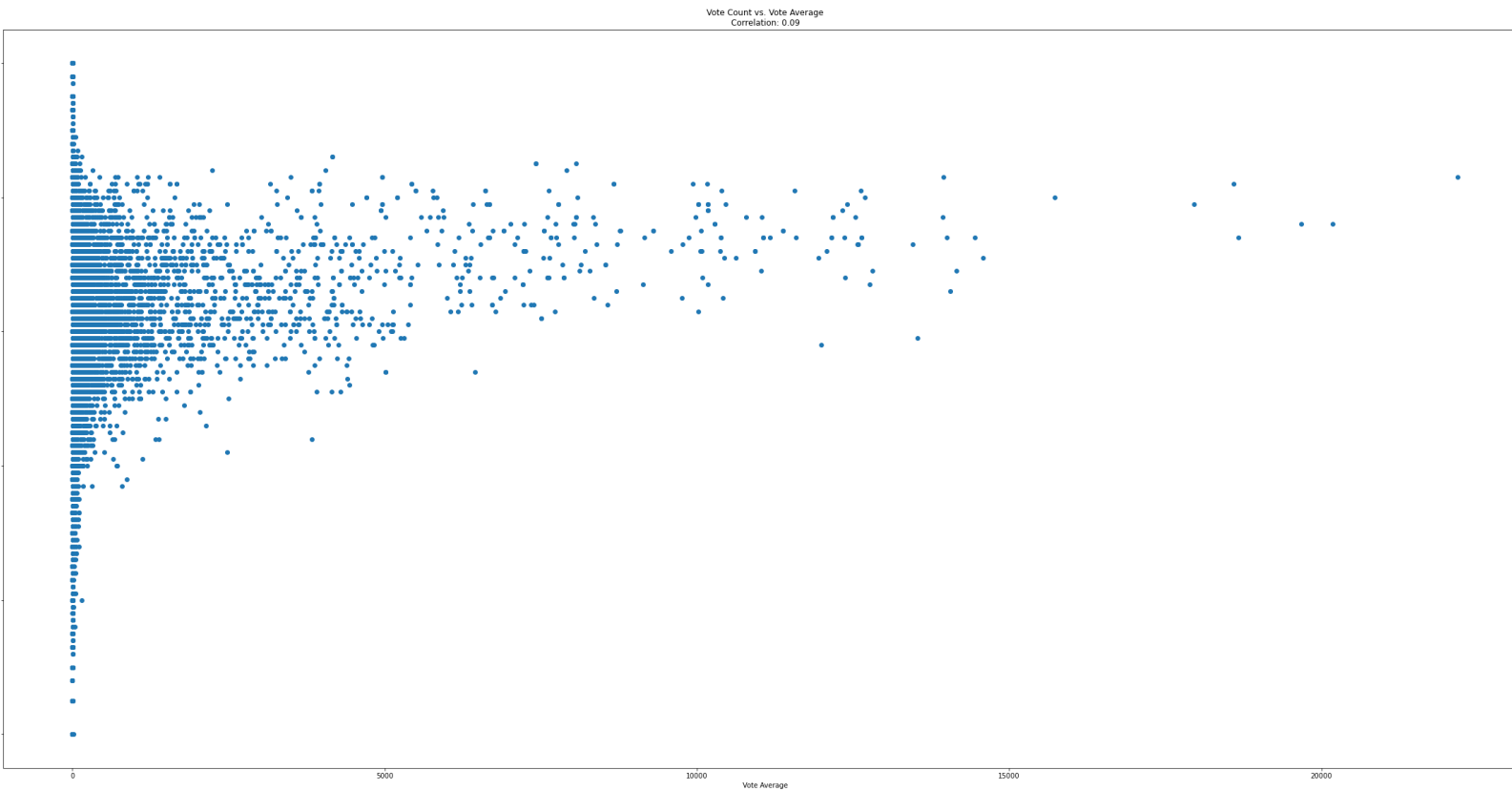
Based on that the company should focus on:

- ❖ This focused on the sales between domestic and foreign gross.
- ❖ This were the sales made:
- ❖ The average domestic sales: 60623530.9124498
- ❖ The average foreign sales: 152125895.94947875
- ❖ The Difference: -91502365.03702894

FINDING THE TOP 10 MOVIES

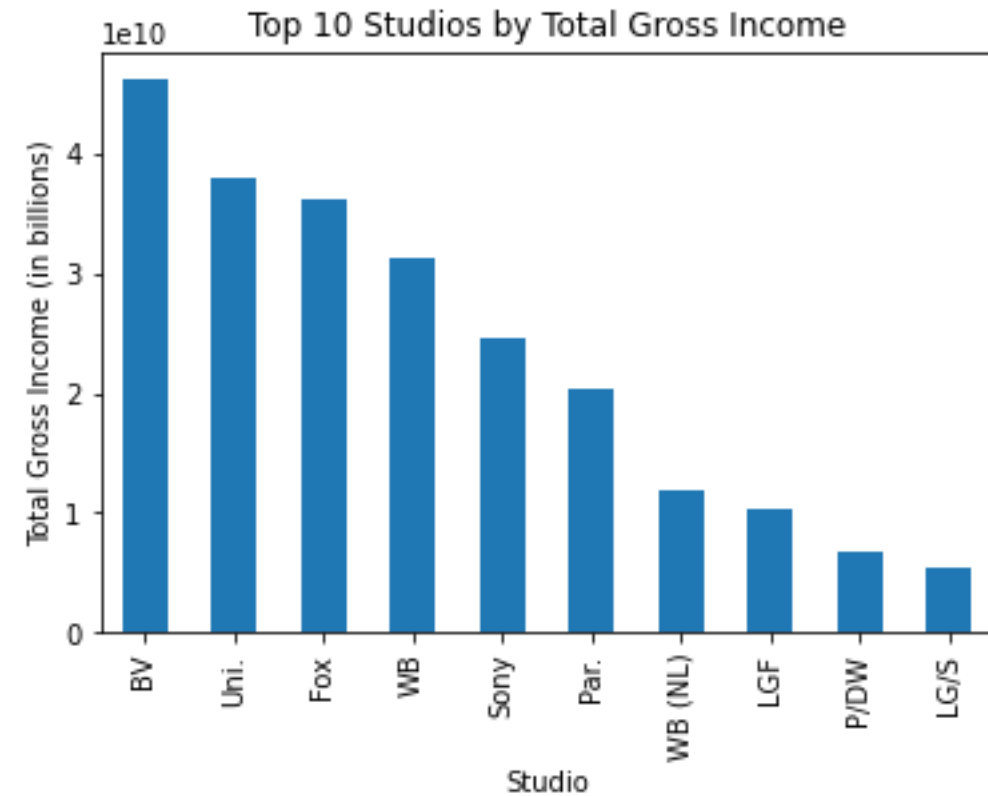


CORRELATION BETWEEN 'VOTE_COUNT & VOTE AVERAGE



Correlation between vote_count
and vote_average:
0.08636988831138752

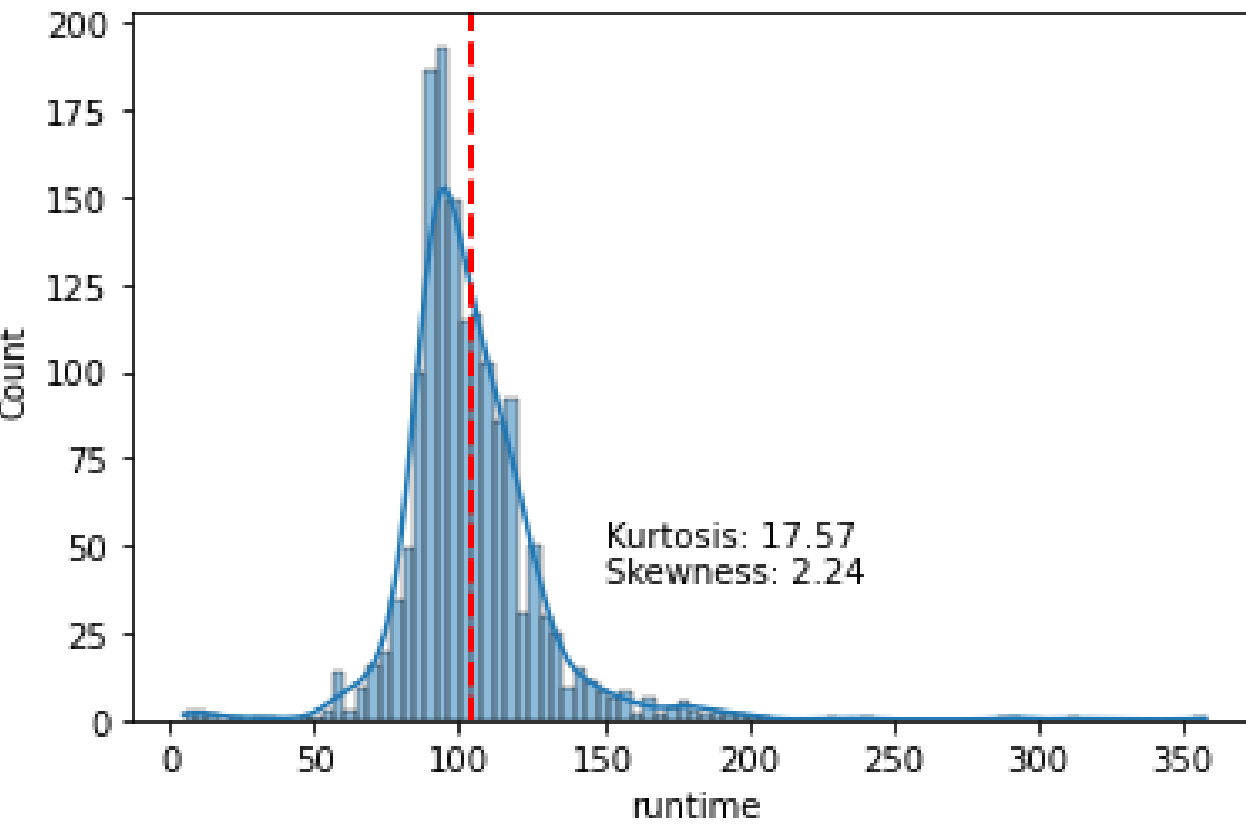
TOP 10 STUDIOS BY TOTAL GROSS INCOME



These are the top 10 recommended studios:

- ❖ BV
- ❖ Uni.
- ❖ Fox
- ❖ WB
- ❖ Sony
- ❖ Par
- ❖ LGF
- ❖ P/DW
- ❖ LG/S

SKEWNESS AND KURTOSIS OF THE 'RUNTIME'



Runtime skewness: 2.242613327185838

Runtime kurtosis: 17.572857716979282



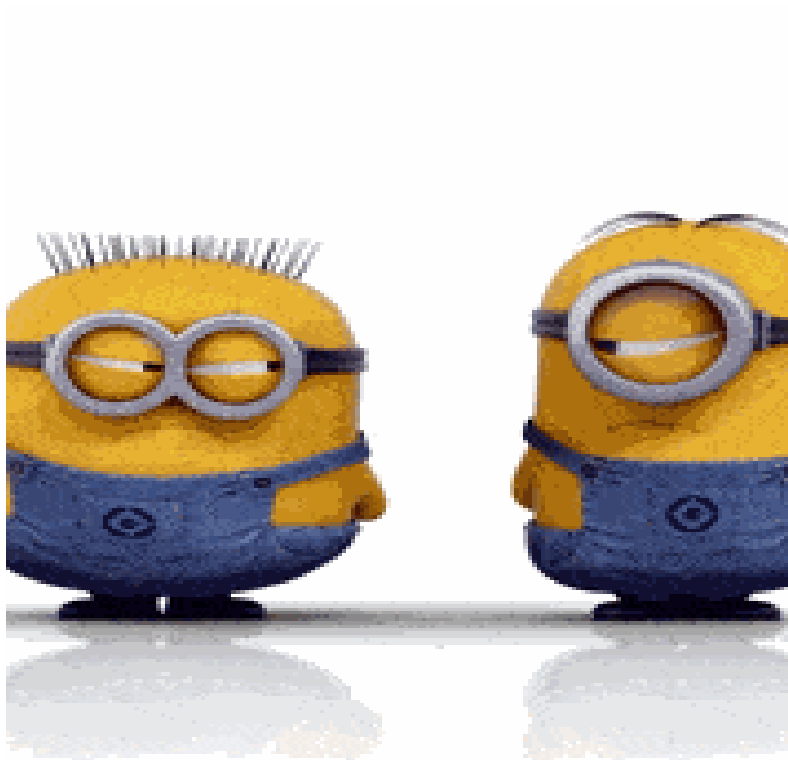
RECOMMENDATION

Top Genre:

- Drama/Mystery and suspense- this genre has a high total gross

Top Studios to consider:

- ❖ B V
- ❖ Uni.
- ❖ Fox
- ❖ WB
- ❖ Sony
- ❖ Par
- ❖ LGF
- ❖ P/DW
- ❖ LG/S



WHAT NEXT

- 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 a better suggestion to take.

THANK YOU

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