MICROSOFT MOVIE ANALYSIS

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Summary

Descriptive analysis of movies In the IMBD and evaluation of ways to improve profitability &company operations.

- Reviewing prices; in terms of business waste.
- Growing customer base; can opt to conduct survey to find out customer demographic needs in form of their income levels.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Improve profitability through increased domestic_gross
- Successful genre in terms of audience rating & gross earning
- Improving popularity

Data

The data analyzed came from IMDb website

This repo used three files ;

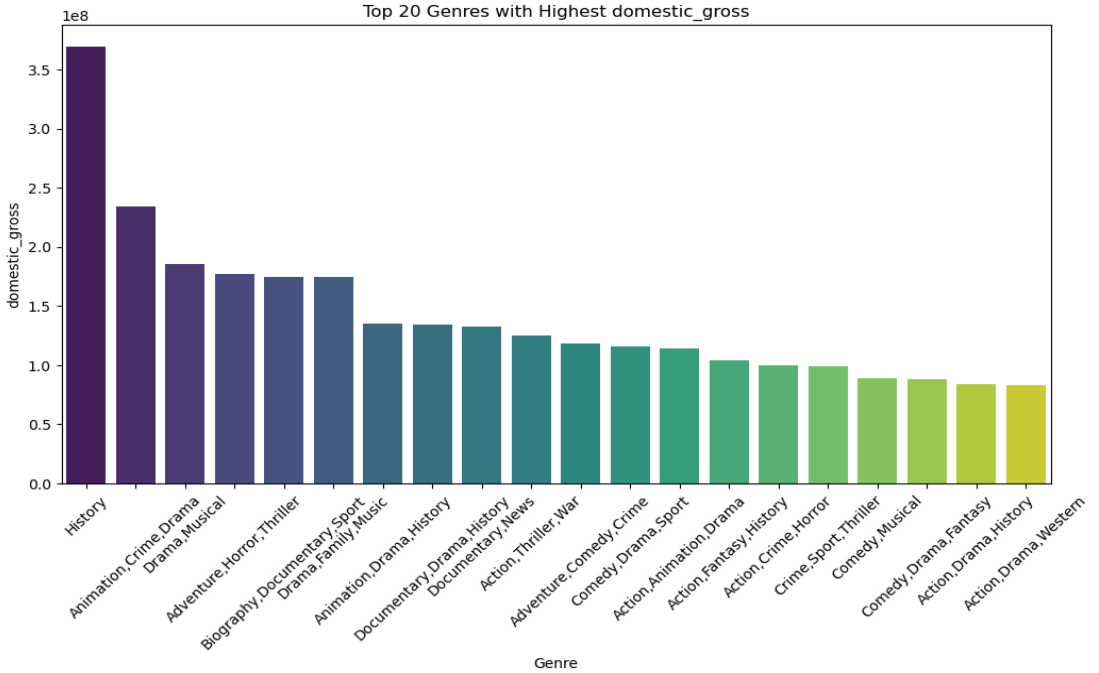
- imdb.title.basics
- title.ratings
- bom.movie_gross
- Merged the two datasets, df1titles_basic_info and df2ratings together using the 'tconst' column as it was a unique identifier creating a new dataframe called df4.After i used the concatenation to combined the newdataframe df4 with df3 to get a newdataframe df5 since there was no unique identifier .

Methods

- Merging & concatenation function to merge all the three data sets. For my IMDB files
- Data cleaning done;
- To remove null values.
- Missing value/ imputation
- Feature engineering
- Exploratory data analysis
- Data visualization

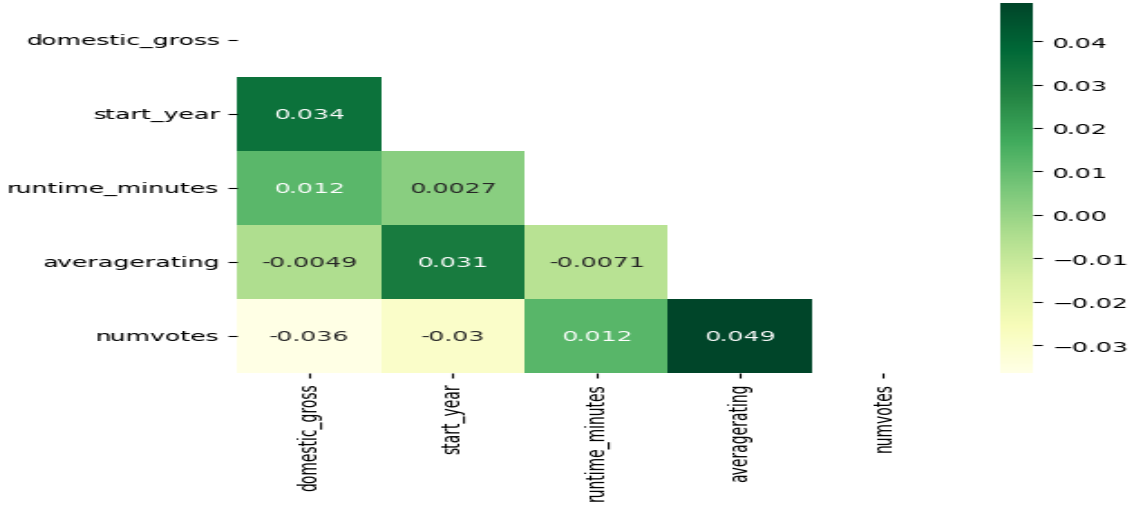
Results

- Microsoft business problem of establishing their own new video studio to compete within the movie market & also wanting to know the kind of movies will be the most successful.
- The above problem has been resolved b
and the domestic gross.
- To earn the highest rate of returns the c
the movie script through using group-by
- Comedy, documentary, fantasy has the l
between Genres & average ratings henc
prefer watching the genres in exchange
- To improve on the area of study ; i will e
identify if the target audience preference



Conclusions

- Thus, for Microsoft to maximize profits through the domestic gross ; they should identify ways to reduce their operating costs in the long run. These can include; setting a realistic budget; analyzing the script & the actors and lastly optimizing the equipment & crew.



Thank You!

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