

NEW MOVIE STUDIO RECOMMENDATION FOR PROPOSED MICROSOFT MOVIE DEPARTMENT

A DATA BASED APPROACH TO MODERN MOVIE PRODUCTION

The Problem Statement

Microsoft intends to venture into the movie productions industry. In order to set up a movie production unit, we wish to review a set of data from other existing movie studios to determine what movies to venture into.

The subsequent slides will try to answer this question based on available data and further give recommendations for the future of the movie industry.

The Solution

We apply exploratory data analysis in coming up with our conclusions for this project. We have put together different datasets from different sources and the conclusions we arrive at will be able to point the department in the right direction with regards to the best approach on the movies to focus the production on.

We have applied pandas analytical tools on python to come up with the various conclusions arrived, the next few slides will show a summary of the outcomes from the analysis conducted in this project.

Data

The data for this analysis is drawn from different movie studio databases including im.db sql database and tn.movie_budgets.csv database. The data provides details of the movie names and ratings and goes ahead to provide the grossing amounts made in the movie sales.

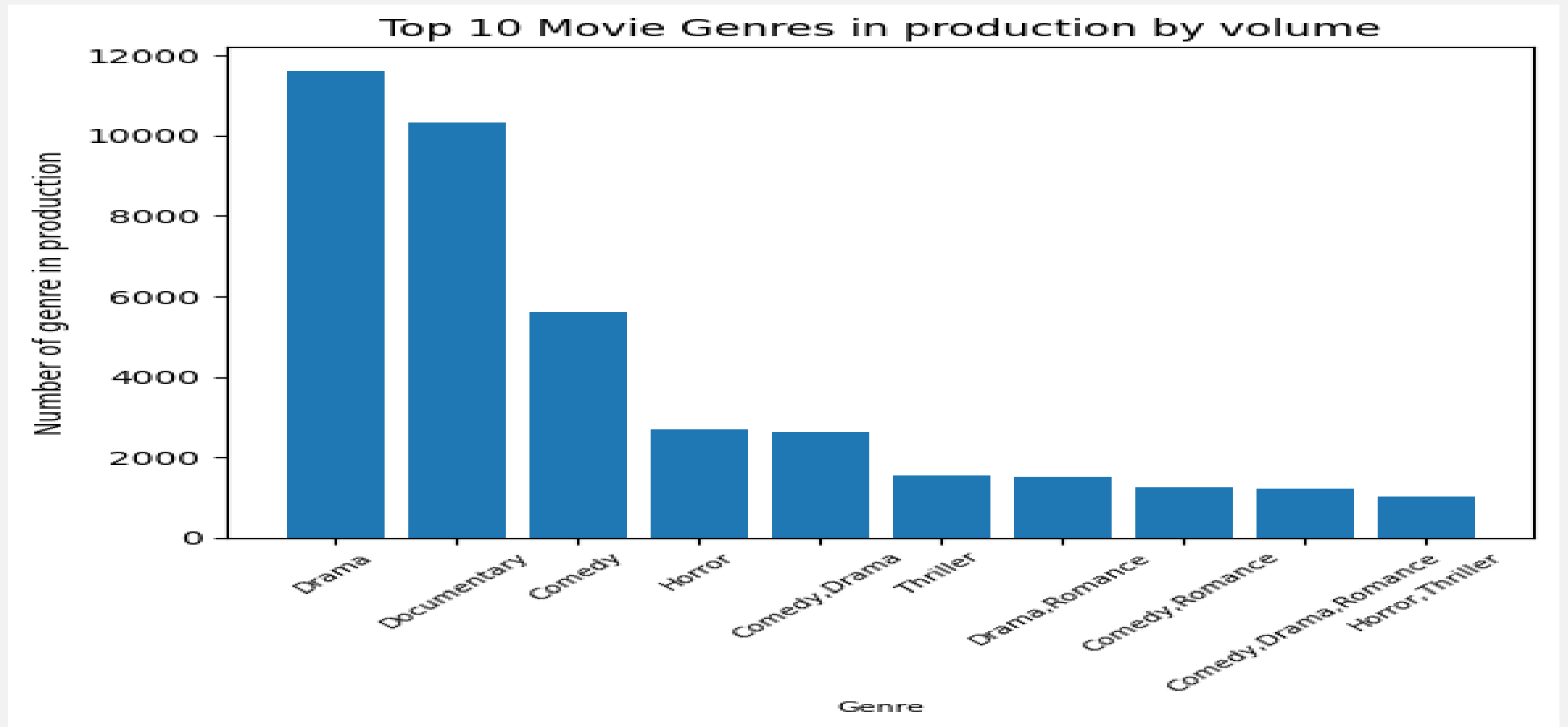
We have applied descriptive statistics in our analysis to show the performance of the various movie genres with respect to production volumes, ratings by movie genre and the gross profits from the movie sales. I believe this summary will be able to point into a trend to build on and more predictions can be made on the basis of the findings of this analysis.

Methods

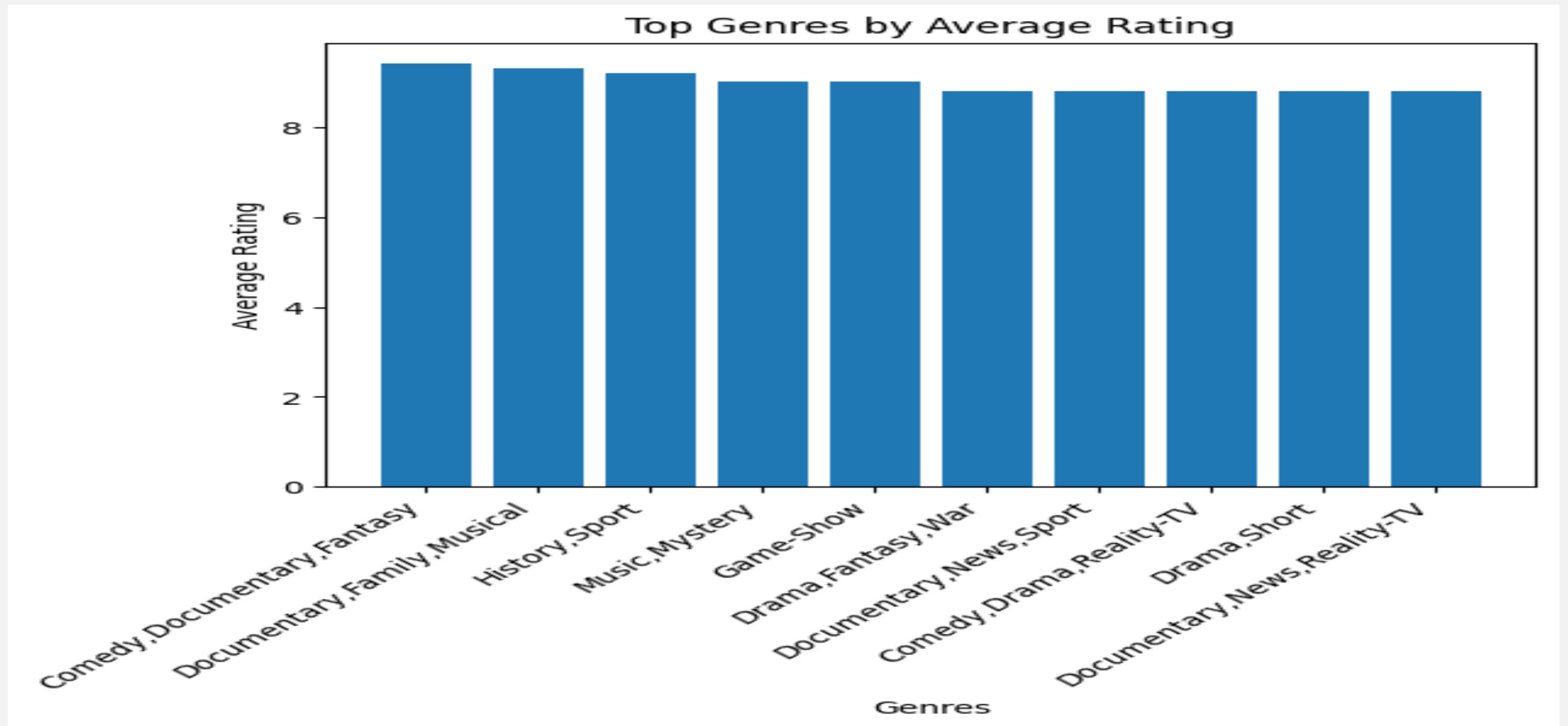
This project uses descriptive analysis, including description of the performance of the movies by the genre groupings. We were able to analyze the highest genres in active production, the highest rates genres and the highest grossing genres in terms of profits. This gave us a good overview of the kind of genres the production studio needs to focus on.

The results of this analysis are as displayed in the next few slides.

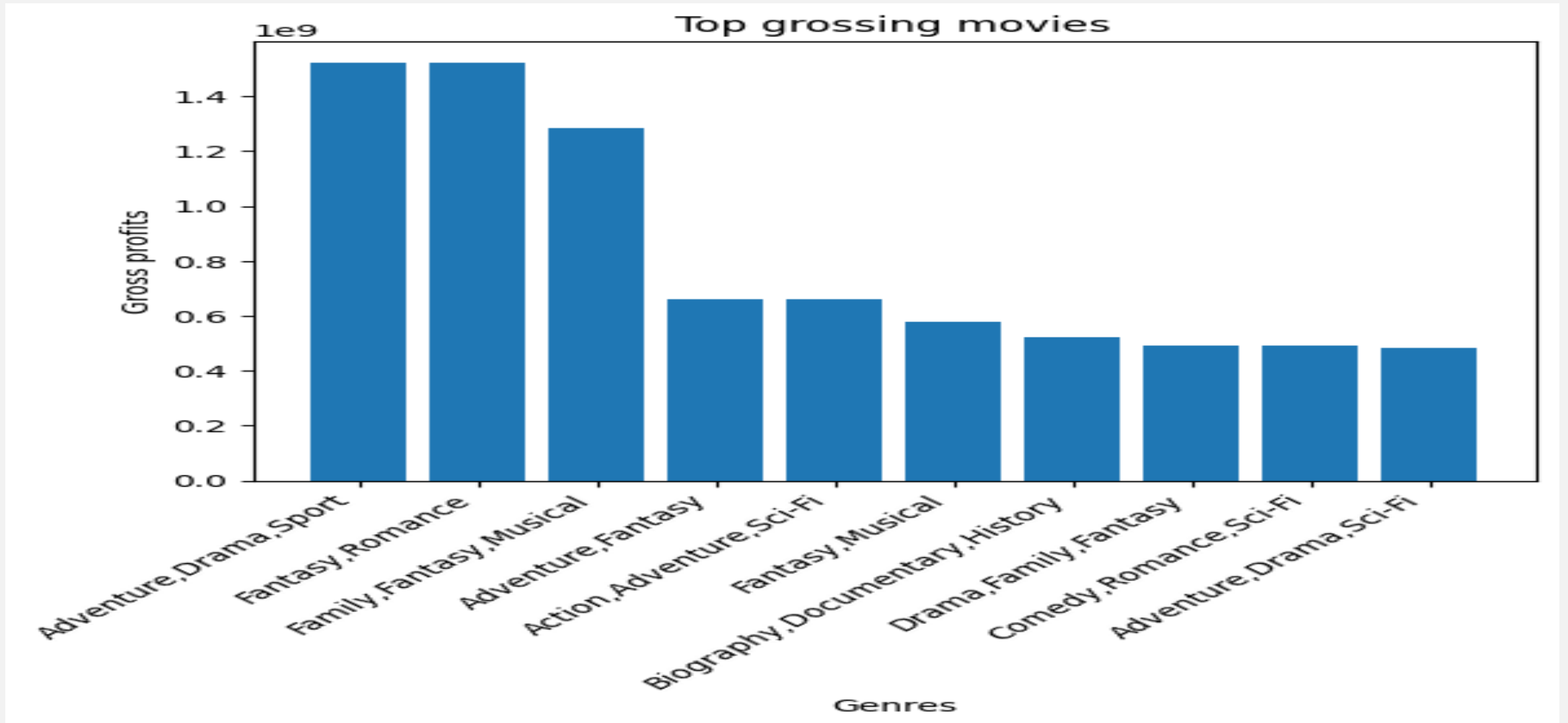
Top Ten movie Genres by volume of production



Top Ten Rated Movies



Top Ten grossing movies.



SUMMARY AND CONCLUSIONS

From the analysis we were able to pick out the following facts around the movies in the given dataset.

- The three top genres in production are drama, documentary and comedy. In the event that the movie house intends to reach to the largest audience, these three genres would be a good place to get started.
- On the highest rated movies, the clear outcome from that analysis will be debunked in the next conclusion that the highest rating movies are not necessarily the ones that rack in the most profits or the highest viewership.
- We were also able to pick out the highest grossing movies. The top three being.
 - i. Adventure, drama, sport
 - ii. Fantasy, romance
 - iii. Family, fantasy, musical

These would be the top three recommendations to the production house were we to realize the highest profit margins.

SUMMARY AND CONCLUSIONS

From the analysis we were able to pick out the following facts around the movies in the given dataset.

- The three top genres in production are drama, documentary and comedy. In the event that the movie house intends to reach to the largest audience, these three genres would be a good place to get started.
- On the highest rated movies, the clear outcome from that analysis will be debunked in the next conclusion that the highest rating movies are not necessarily the ones that rack in the most profits or the highest viewership.
- We were also able to pick out the highest grossing movies. The top three being.
 - i. Adventure, drama, sport
 - ii. Fantasy, romance
 - iii. Family, fantasy, musical

These would be the top three recommendations to the production house were we to realize the highest profit margins.

SUMMARY AND CONCLUSIONS

From the analysis we were able to pick out the following facts around the movies in the given dataset.

- The three top genres in production are drama, documentary and comedy. In the event that the movie house intends to reach to the largest audience, these three genres would be a good place to get started.
- On the highest rated movies, the clear outcome from that analysis will be debunked in the next conclusion that the highest rating movies are not necessarily the ones that rack in the most profits or the highest viewership.
- We were also able to pick out the highest grossing movies. The top three being.
 - i. Adventure, drama, sport
 - ii. Fantasy, romance
 - iii. Family, fantasy, musical

These would be the top three recommendations to the production house were we to realize the highest profit margins.

Questions?

Felix Awino

Data Science student @Moringa school
+254 712632447

LinkedIn profile: <https://www.linkedin.com/in/felix-awino-8815b375/>