

MICROSOFT MOVIES

FELIX MBURU NJORGE

DSF PT 06

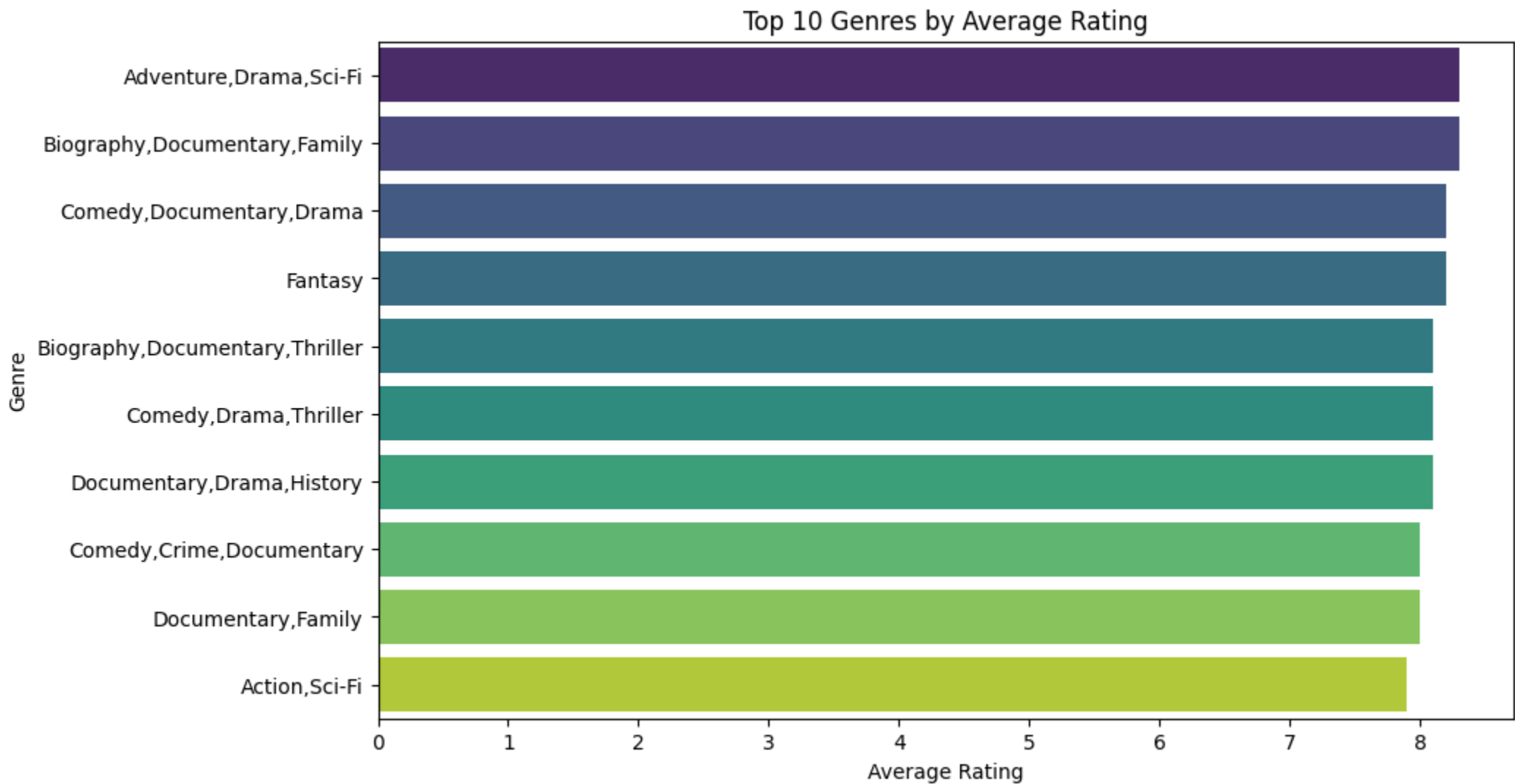
BUSINESS PROBLEM

- Microsoft sees all the big companies creating original video content and they want to get in on the fun.
- They have decided to create a new movie studio, but they don't know anything about creating movies.
- Objectives
 - Exploring **what types of films are currently doing the best** at the box office.
 - **Translate those findings into actionable insights** that the head of Microsoft's new movie studio can use to help decide what type of films to create.

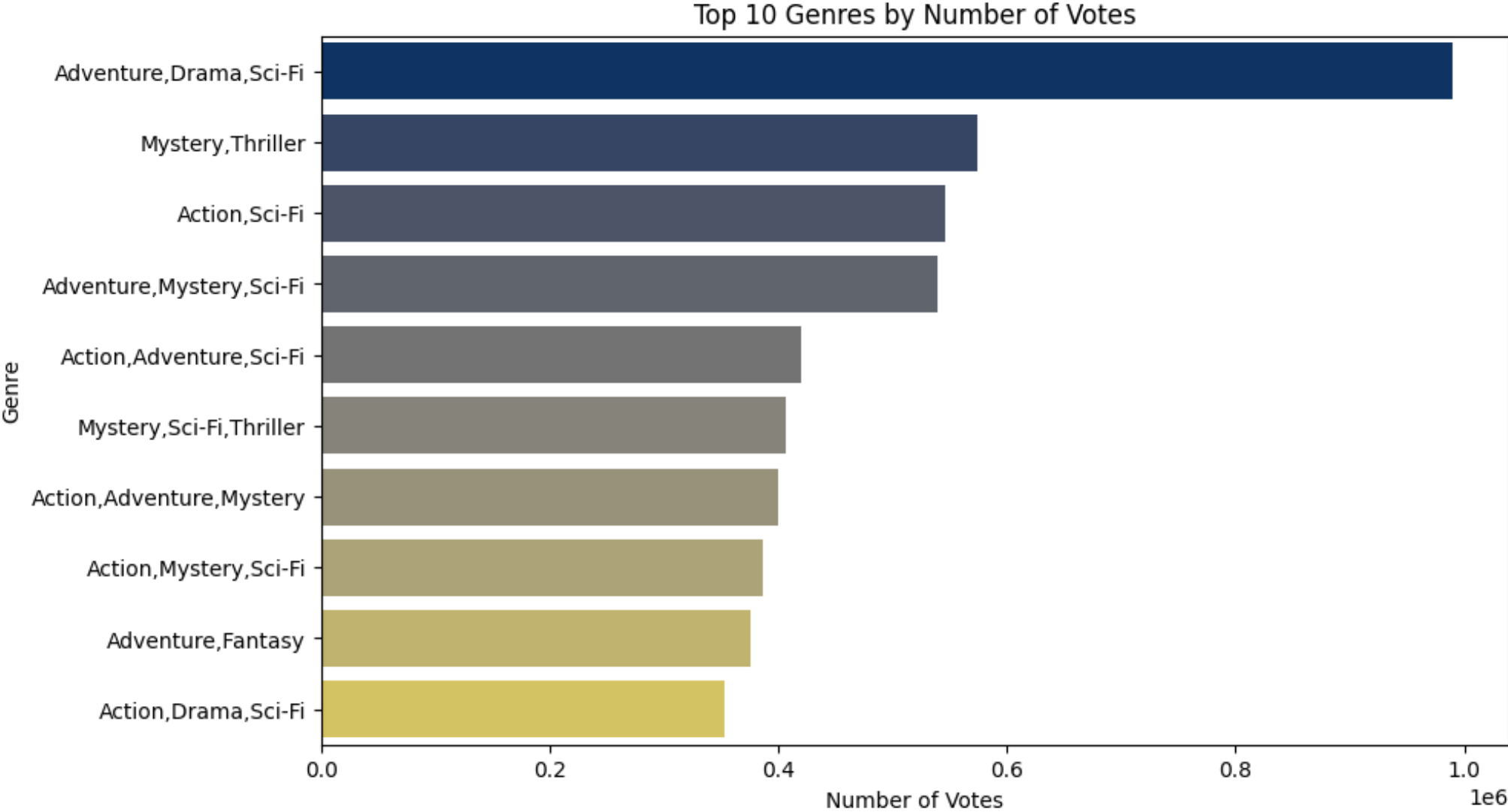
QUESTIONS TO ANSWER FROM DATA SET

1. What are the most voted movies and highly rated movie types?
2. What movie types have the highest average domestic gross and foreign gross income
3. What movie types are highest rated overall.

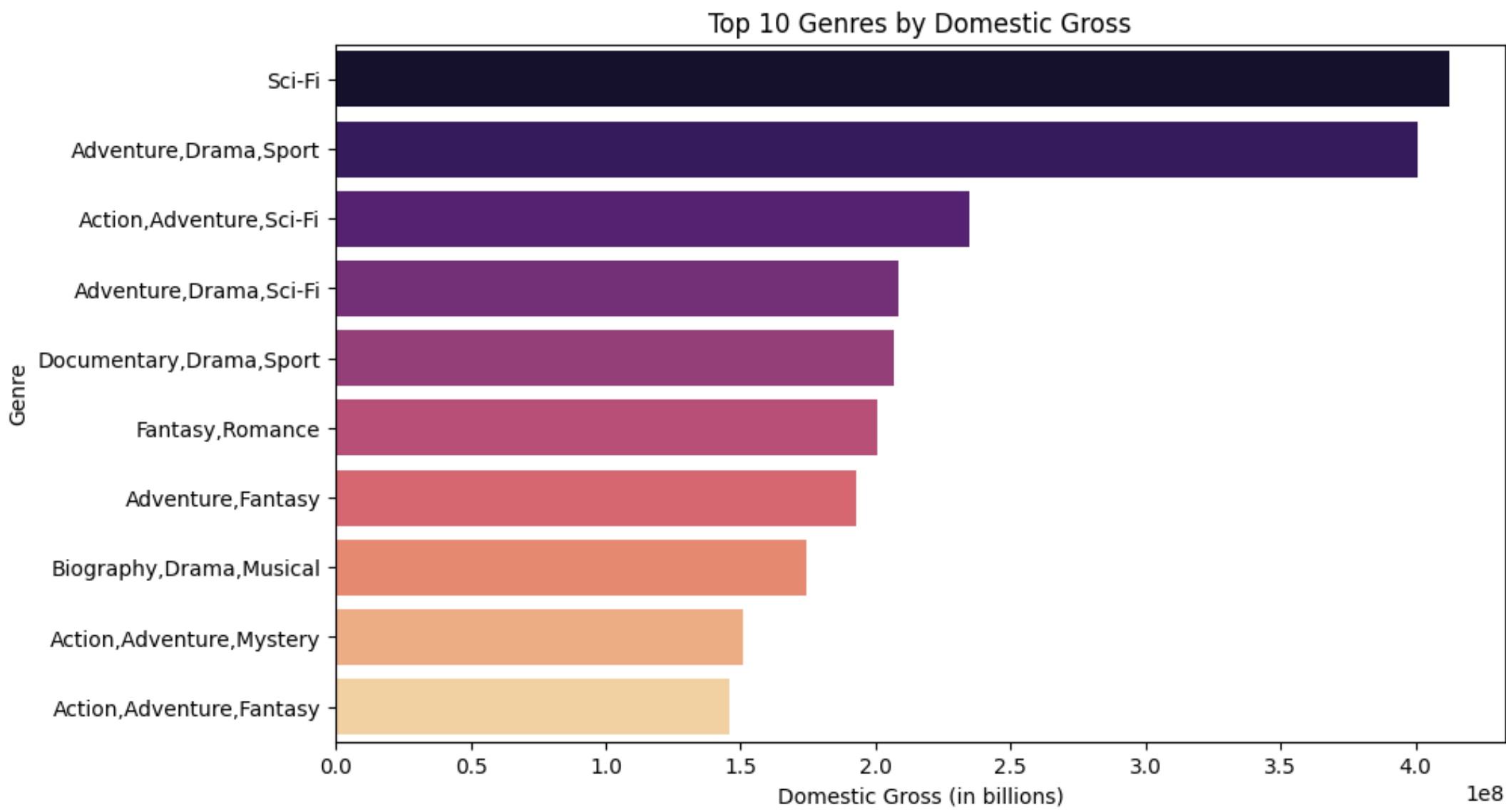
TOP 10 GENRES BY AVERAGE RATING



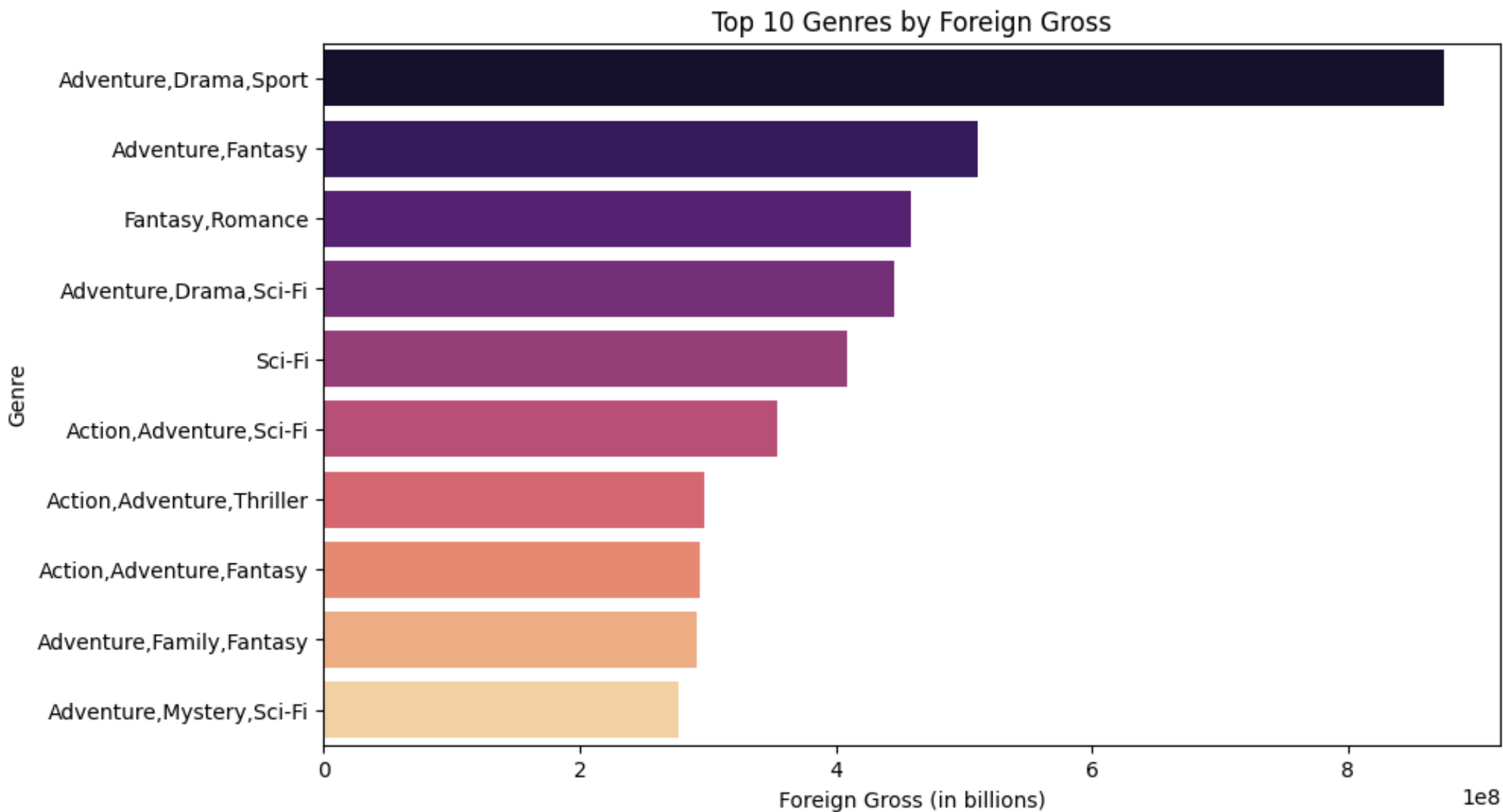
TOP 10 GENRES BY NUMBER OF VOTES



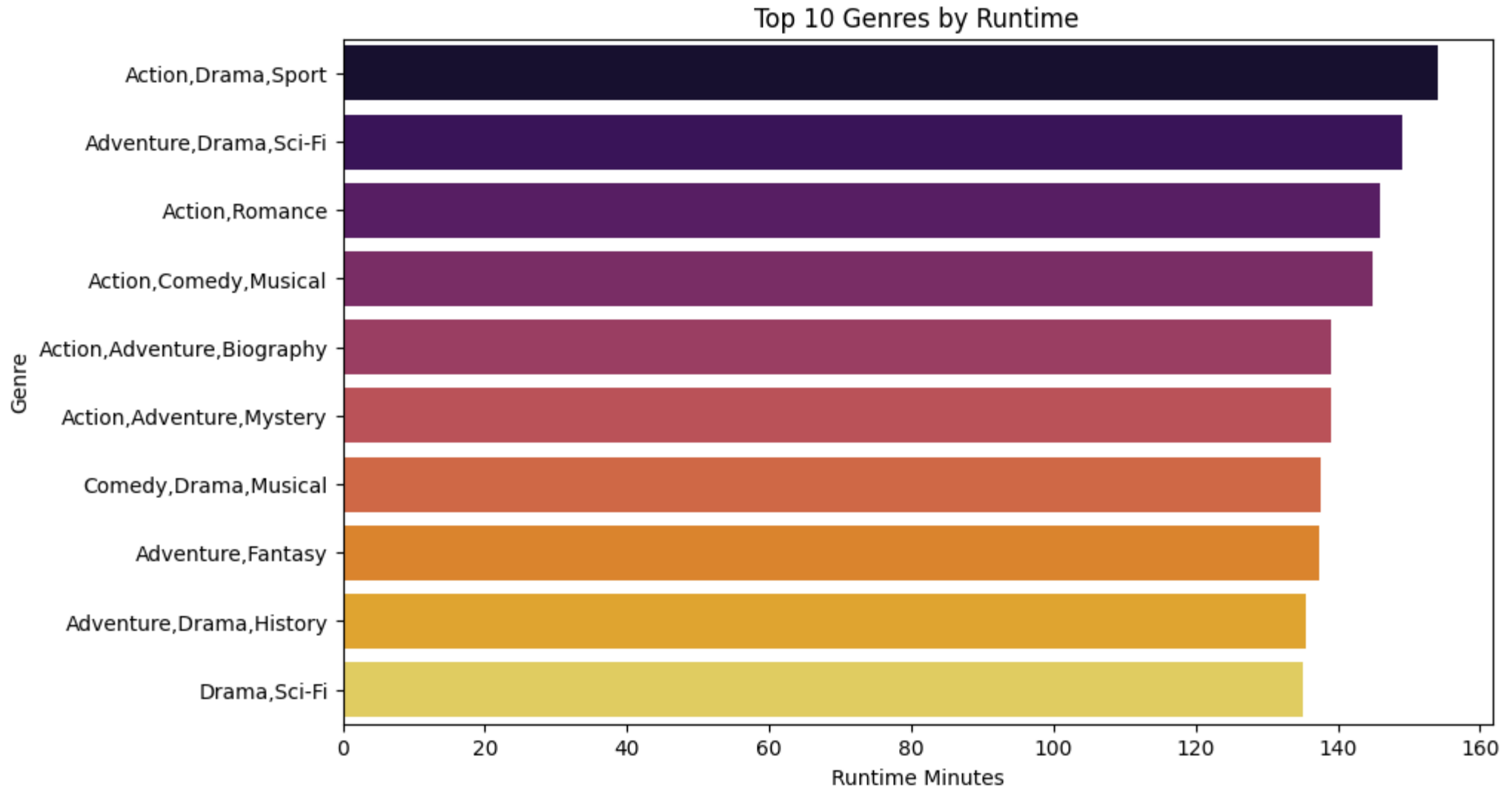
TOP 10 GENRES BY DOMESTIC GROSS INCOME



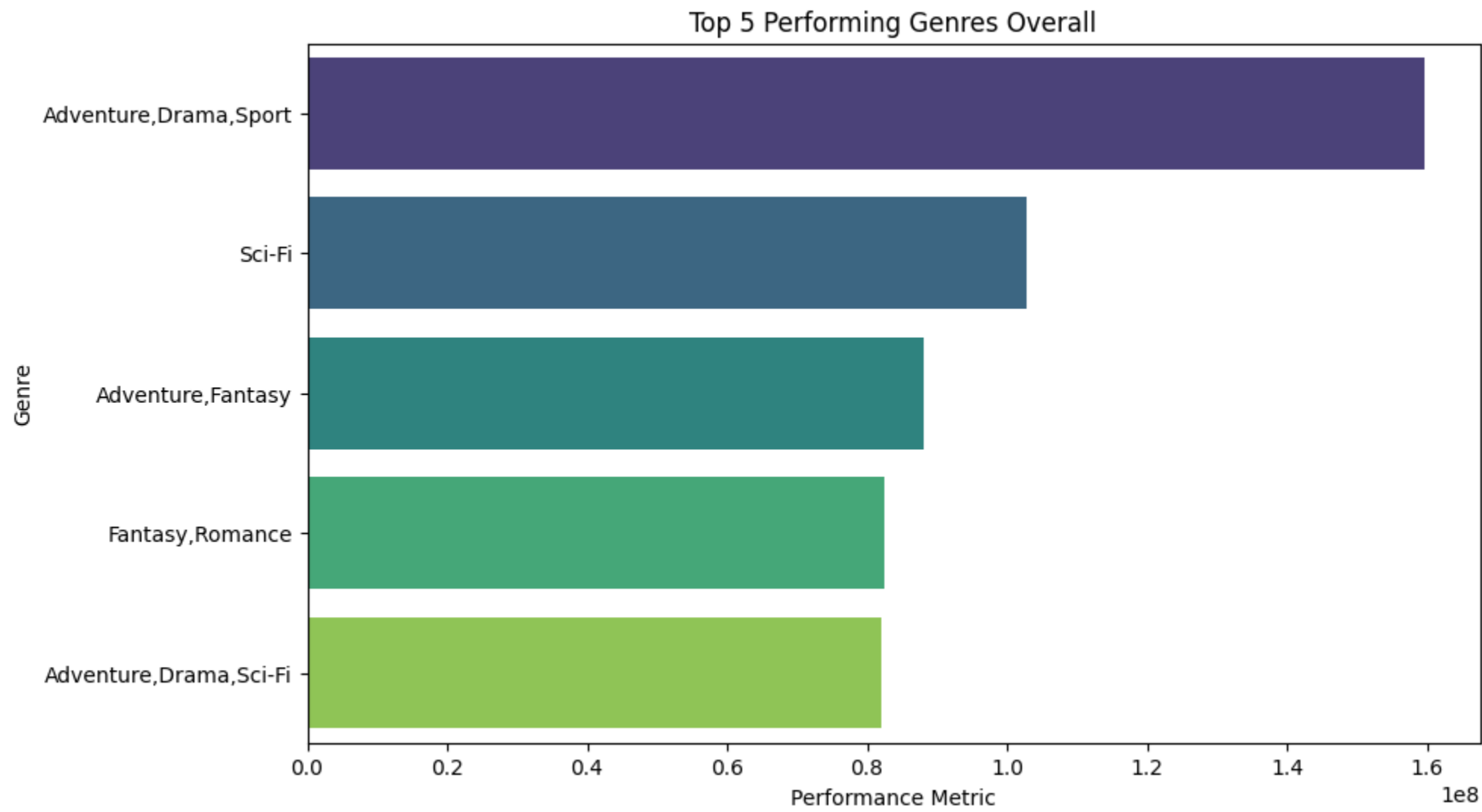
TOP 10 GENRES BY FOREIGN GROSS INCOME



TOP 10 GENRES BY RUNTIME



TOP 5 PERFORMING GENRES OVERALL



INSIGHT AND RECOMMENDATION

- Adventure, drama, sport genre is the best performing overall
- Microsoft should consider making movies in this category

THANK YOU