



Microsoft Movie Studio



A report by Jacinta Fiona



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Title:

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Introduction

A movie studio is a major entertainment company that makes films. Microsoft is a major company that wants in on movie creation. Their best bet in getting a return on interest on their movie studio would be to create movies that are performing well in the box office in terms of ratings and return on interest.

Problem Statement

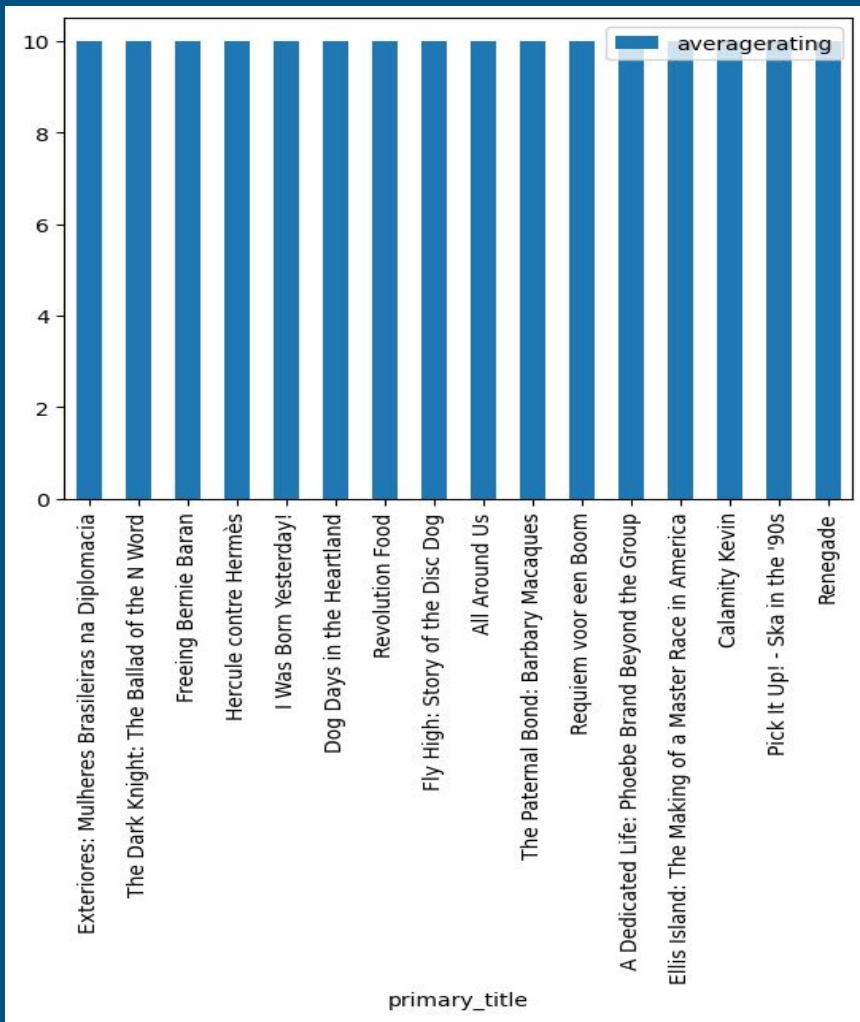
Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office.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

Main Objective

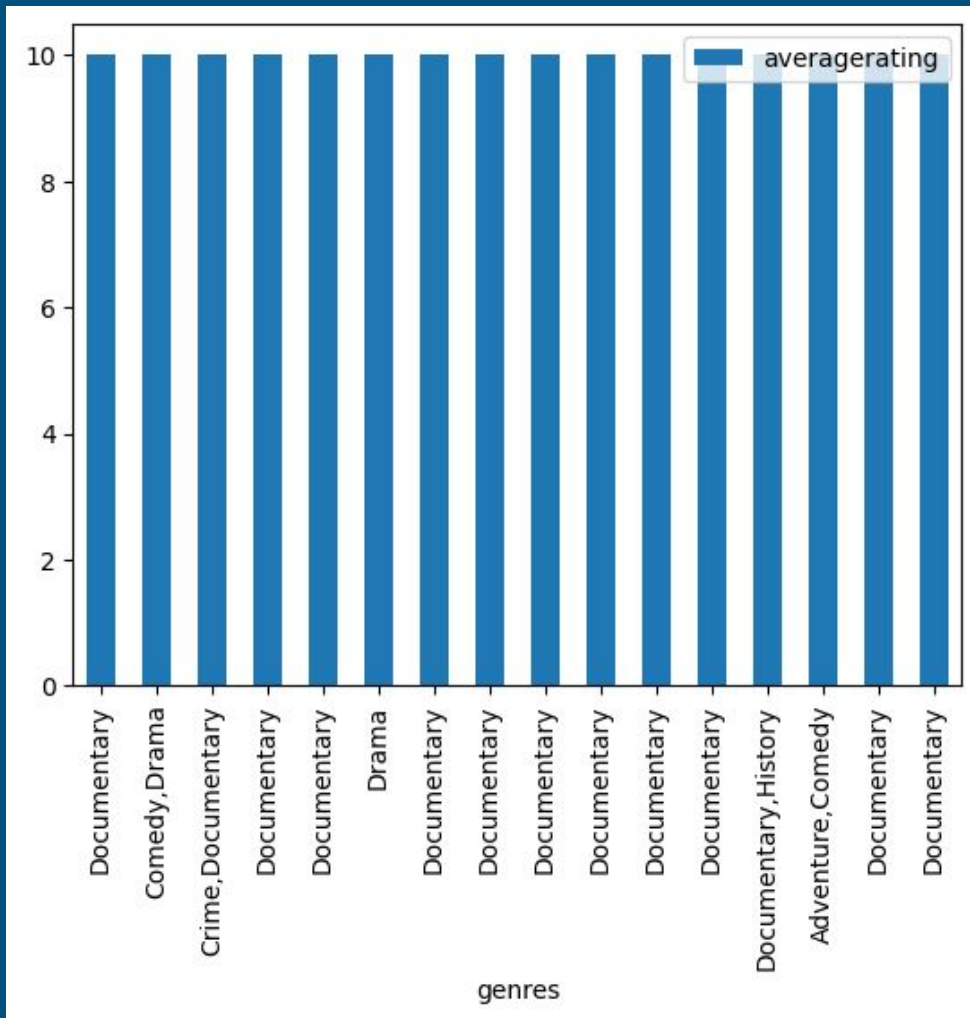
To check the highest performing movies and the highest performing genres that Microsoft can invest in.

Specific Objectives

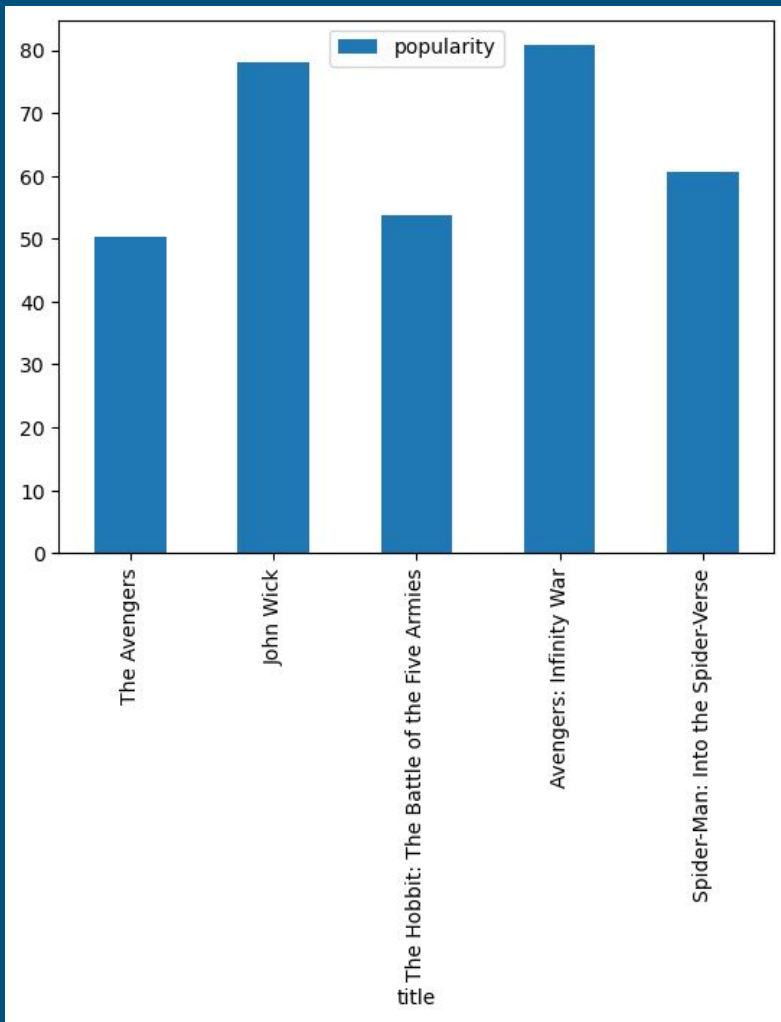
- To determine the genres with the highest ratings.
- To check the movies with the highest performance
- To check whether the total gross of a movie is greater than the production cost.



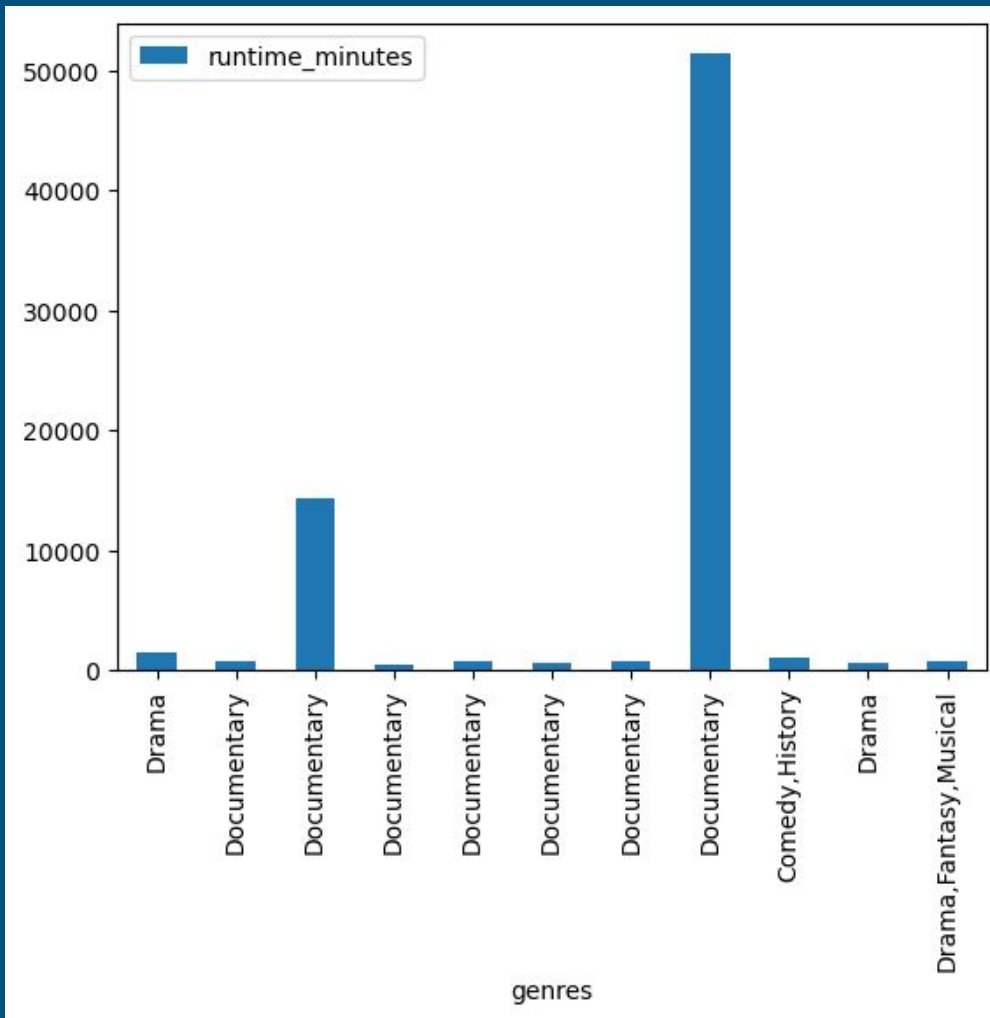
A bar plot showing the highest rated movies.



A bar plot showing the highest rated genres



A bar plot showing the most popular movies



A bar plot showing long movies with runtime_minutes > 500

Conclusion

- Most long movies are documentaries
- The total movie gross is generally larger than the production cost.
- There is a positive correlation between high movie ratings and long runtime minutes.
- The most popular movie language is English.
- The most popular movies are Action/ Superhero movies.
- The highest rated genres are Documentaries, Comedy, Drama, Adventure etc.

Recommendations

- Microsoft should get movie rights for superhero comics.
- Microsoft should produce more English movies.
- Microsoft should set up shop locally.
- Microsoft should make movie genres with high ratings
- Microsoft should work with studios with high box office performance.