

EXPLORATORY DATA ANALYSIS OF FILM PRODUCTION BY MICROSOFT CORPORATION

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INTRODUCTION

MICROSOFT CORPORATION

Microsoft Corporation is an American multinational corporation and technology company best known for its software products. Among the few products are the Windows line of operating systems, the Microsoft 365 suite of productivity applications, the Azure cloud computing platform and the Edge web browser.

PROJECT OBJECTIVES

- ▶ The main objective is to explore the different types of films which are currently doing the best at the box office and translate them to actionable insights to help decide what types of films to create.

ANALYSIS QUESTIONS

- ▶ Which is the dominant language?
- ▶ Which is the most dominant genre?
- ▶ What is the relationship between the production budget and ROI?
- ▶ How does the release month affect popularity and vote count?
- ▶ How does release month correlate to worldwide gross?

DATA ANALYSIS

Step 1

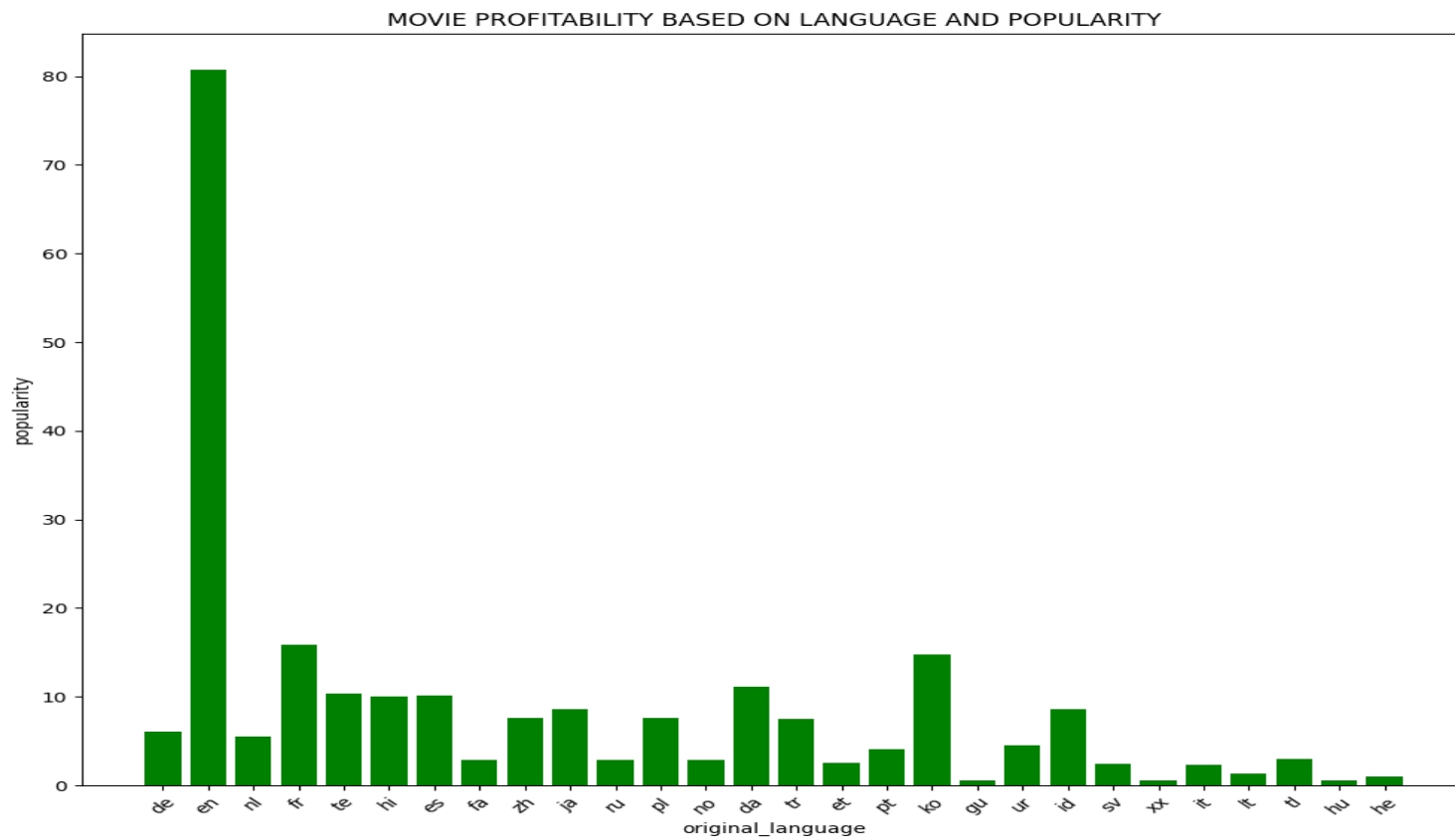
- Importing of the necessary the libraries

Step 2

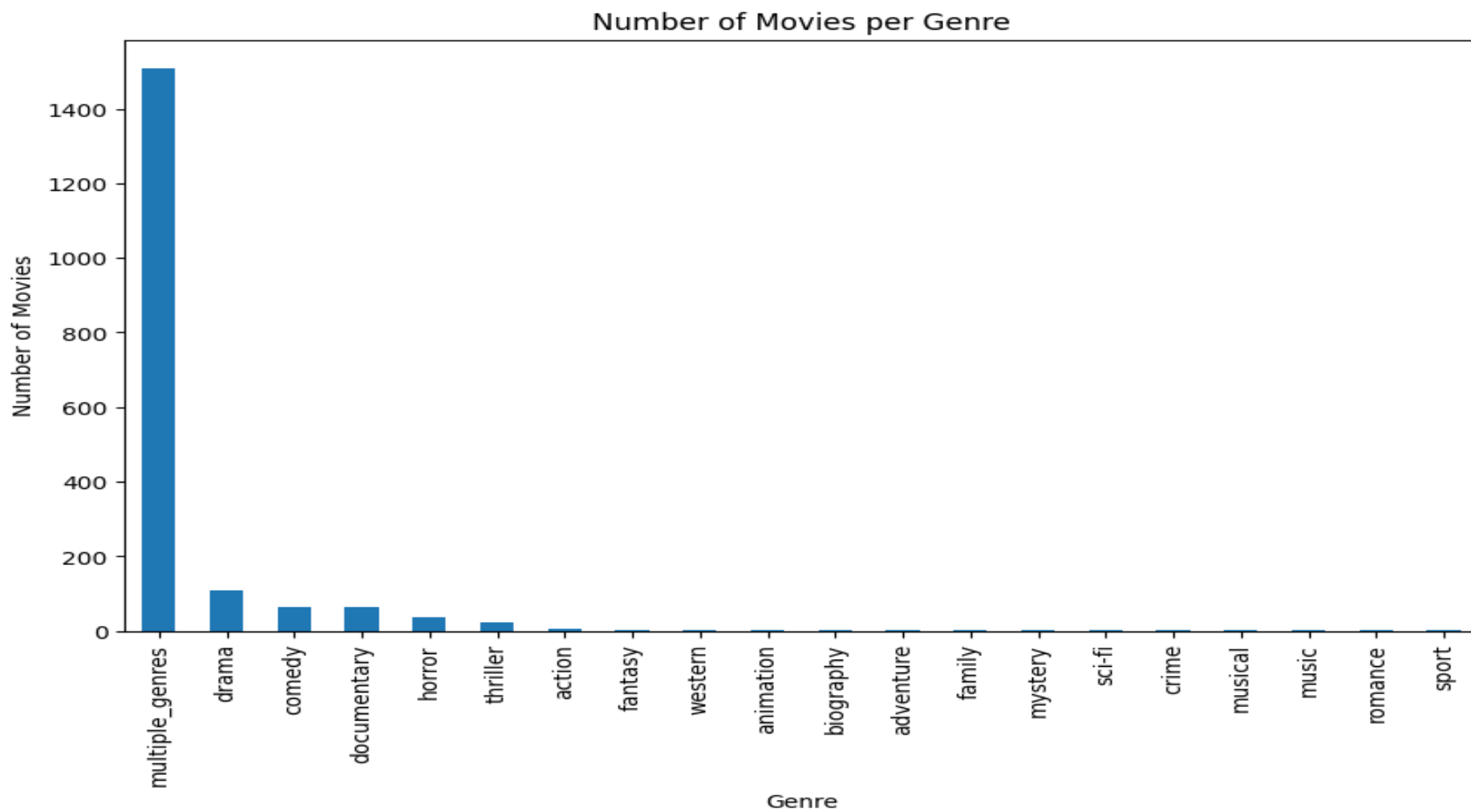
- Loading data from the data files

Step3

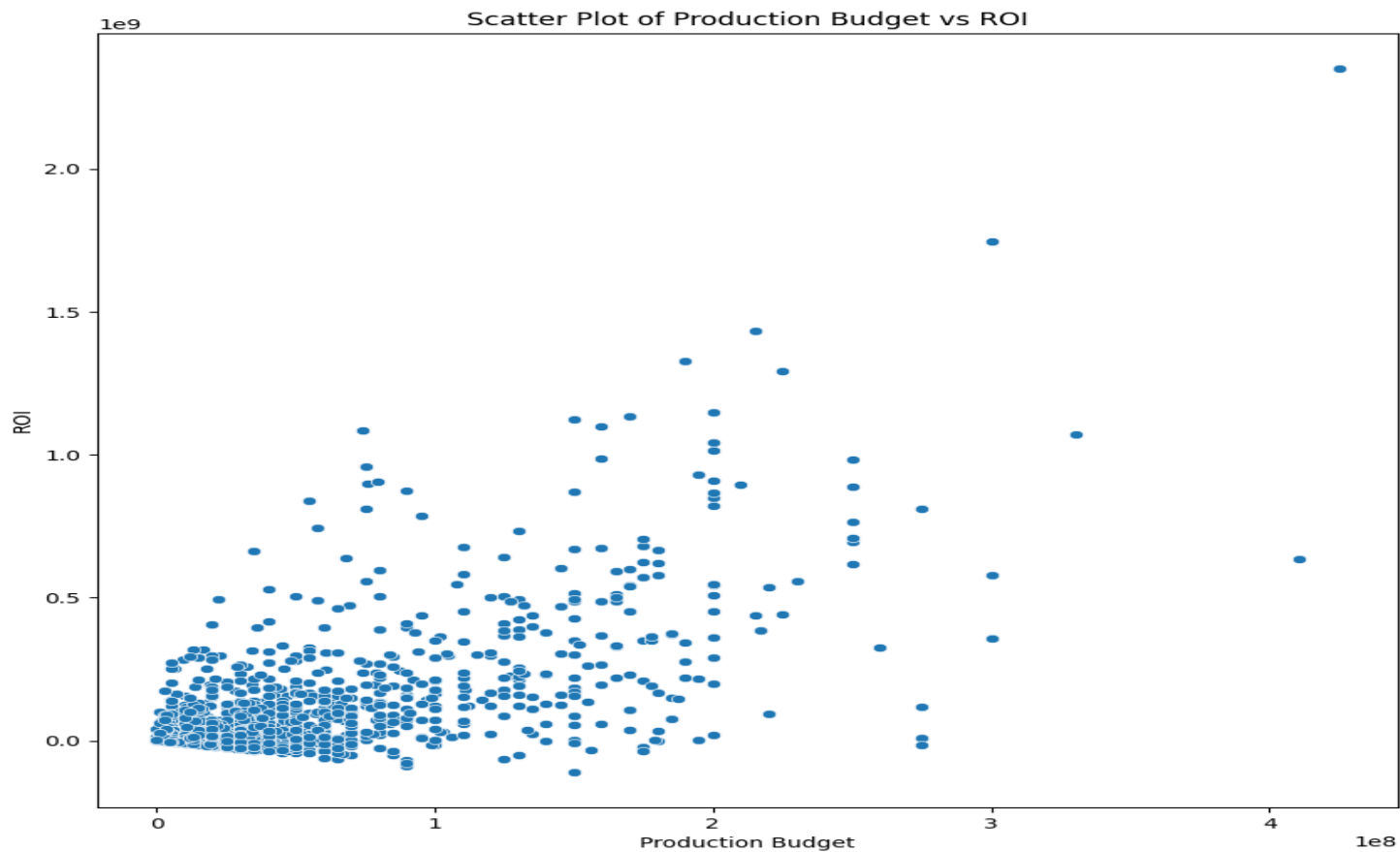
- Cleaning from the dataset



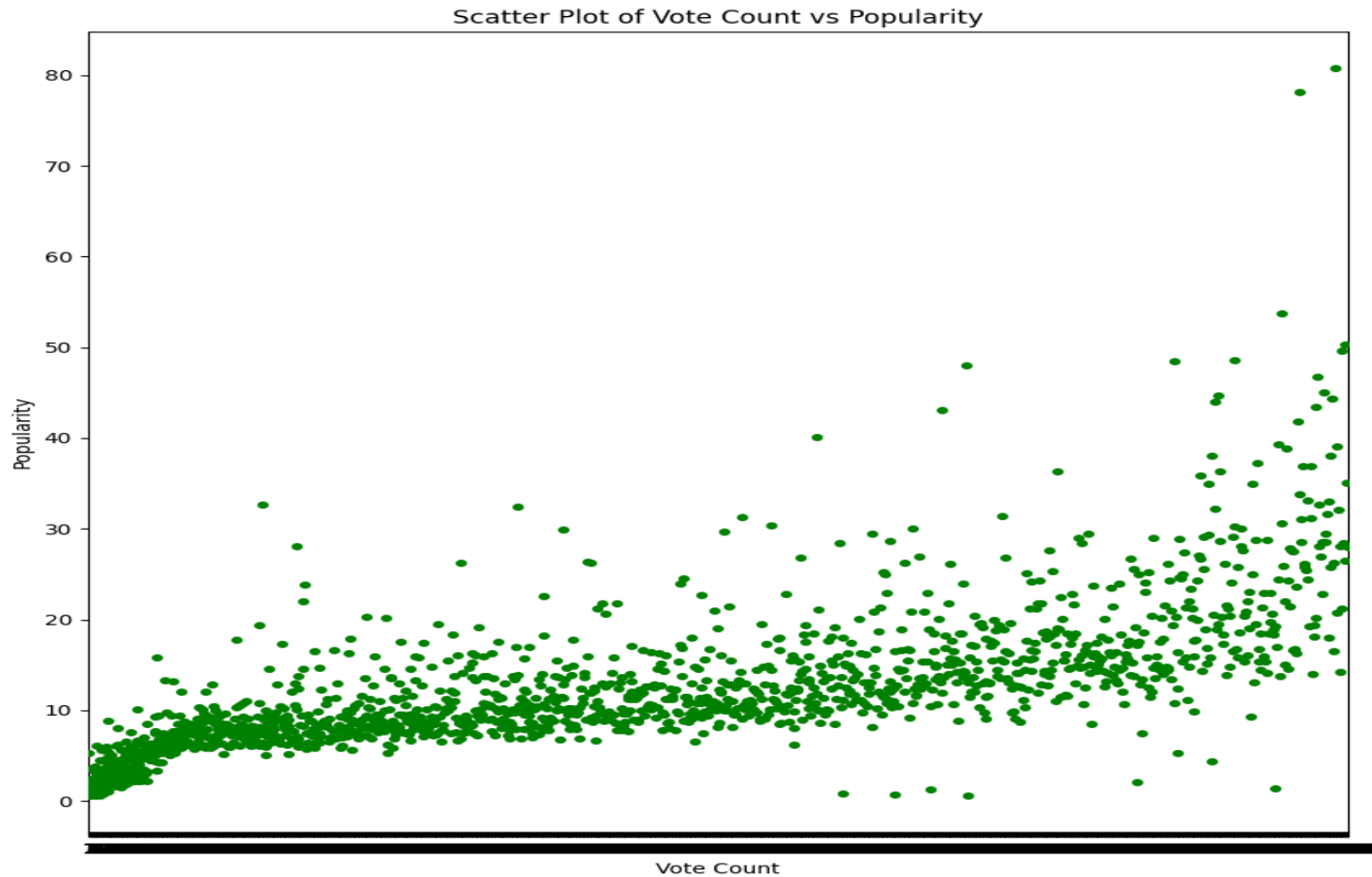
Most dominant language is English in most of the movies.



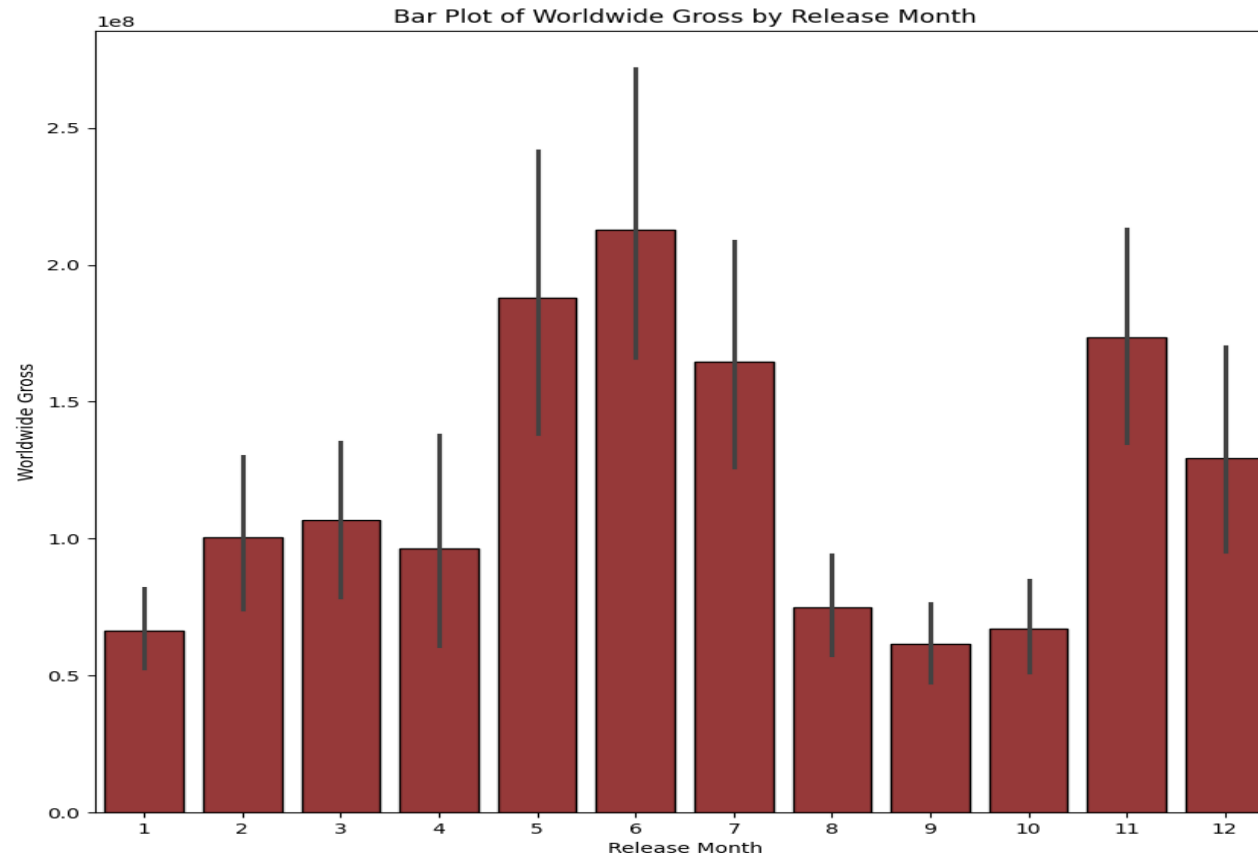
The most produced film genre is multiple genres by while the least produced is genre sport.



One movie in the horror genre tends to have the highest budget and a high Return Output Investment followed by Multiple Genres.



An increase in vote count does not largely affect the increase in popularity of the films.



There appears to be a general trend of higher earnings from May to August and lower earnings from November to February

ANALYSIS FINDINGS

- ▶ From the analysis done we can deduce that:
- ▶ **Language of production.**
- ▶ English is the leading language used in the film production followed by French.
- ▶ **Genre**
- ▶ The most produced film genre is multiple genres by while the least produced is genre sport.
- ▶ **Budget versus the Return output Investment**
- ▶ One movie in the horror genre tends to have the highest budget and a high Return Output Investment followed by Multiple Genres.
- ▶ **Release Month**
- ▶ December is the most popular month for movie release and has the highest vote counts.
- ▶ **Worldwide gross in comparison to month.**
- ▶ More revenue is generated in the month of December where most movies are usually released.

RECOMMENDATIONS

- ▶ As per the analysis done, I would recommend Microsoft to consider the multiple genre movie as it is the most filmed with the highest vote counts and have shown to consistently perform well at the box office.
- ▶ Most of the films to be produced should be in English as their original language and a second language which is French due to the highest number of people watching in the two sets of languages.
- ▶ In terms of the return output, I would recommend multiple genres despite horror having the highest output. This is because of the lower budget that returns a high return. I would recommend release of movies in the month of December due to a high vote average and a high revenue generated in the month of December.