

# **Assisting Microsoft' s venture into the movie industry**

**By John Gikonyo**

# SUMMARY

- I analyzed the highest selling movies and determin came up with conclusion on which are best doing in the market. My analysis will help you make the best possible
- movie based on the following criteria:
- Drama movie or comedy movie will do do good in the market and will become automatically competitive with the rest.

# OUTLINE

1. Business problem
2. The data
3. The method
4. The Results
5. The conclusion

# **Business problem**

- You want to break into the multi-billion dollar
- movie industry, but you don't know where to begin.
- Here are the four factors you should be looking at:
- Genre
- Release Month
- Runtime
- Additional Attributes: Studio

# The data

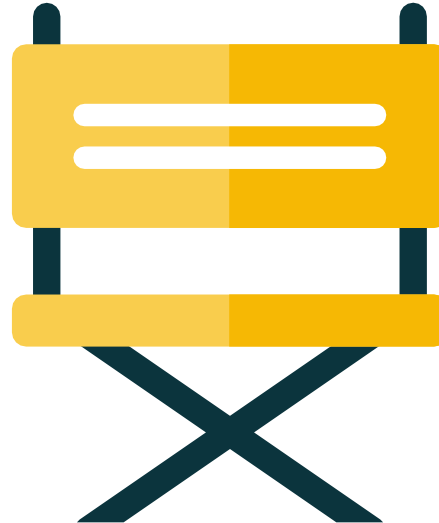
## Rotten tomatoes Movie Data

A free dataset for  
academic use. 1,900  
movies from 2006-2018.



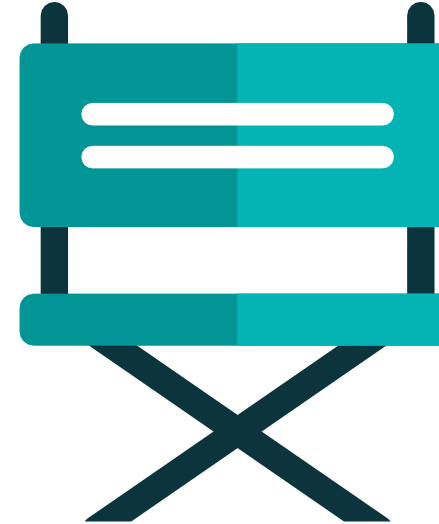
## The-Numbers.com

User-generated report of  
100 top-grossing movies  
per year, 2010-2020.



## The Movie Database

System for acquiring data on  
any of the 586,416 movies  
in TMDb database.



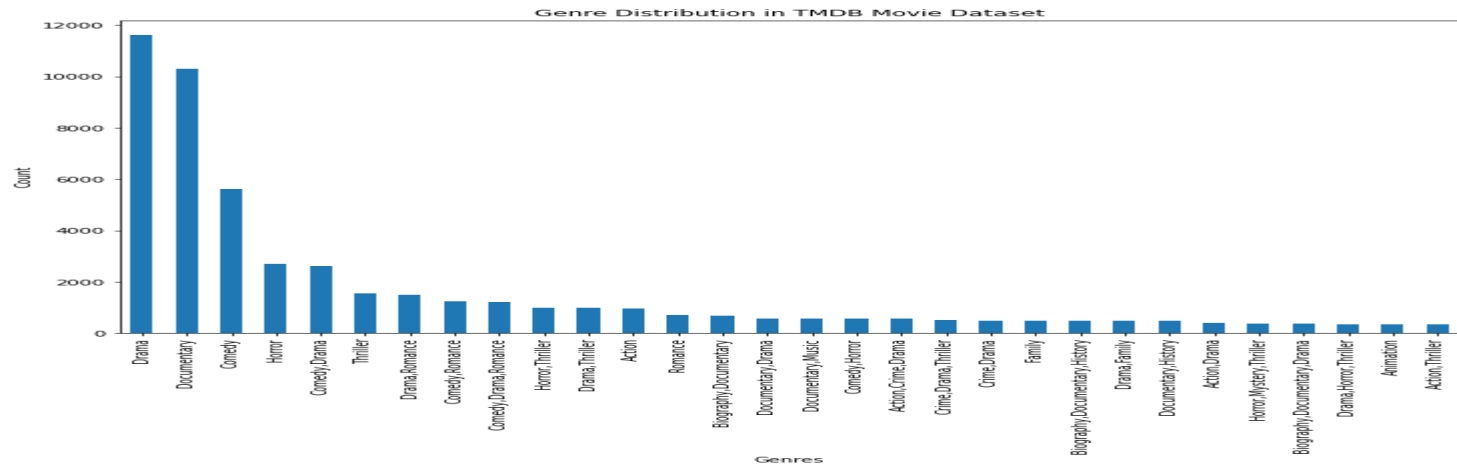
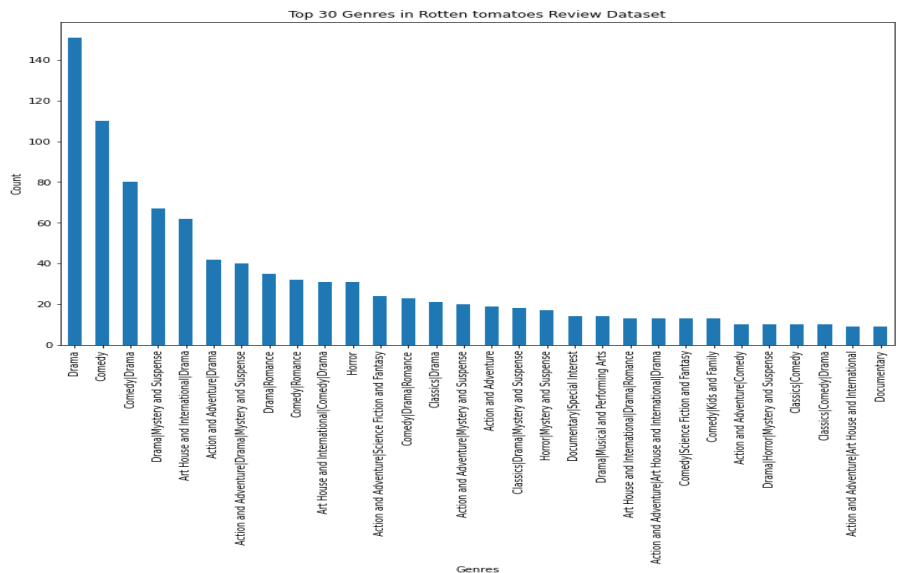
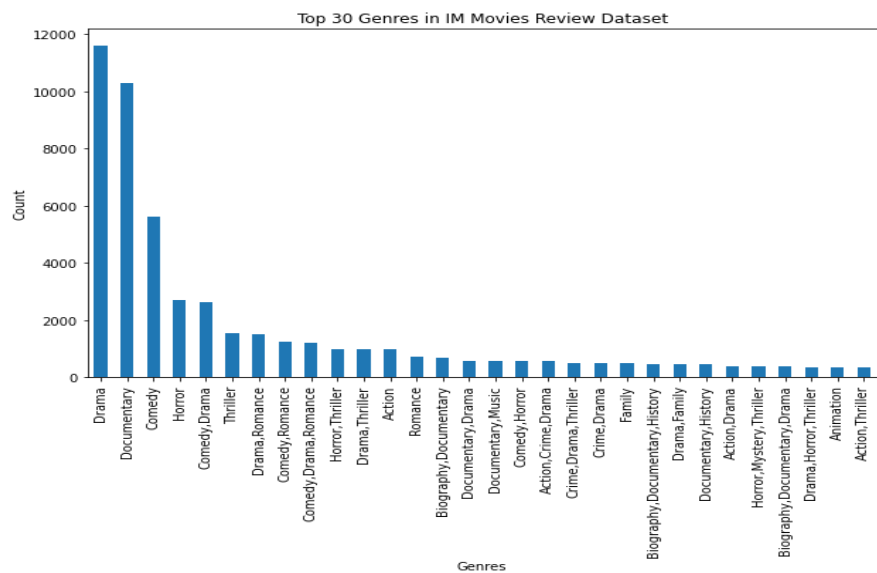
## **Methods**

- I utilized descriptive statistics as well as visualizations to illuminate trends in the data and isolate key factors for making a successful movie.

## Movie type:

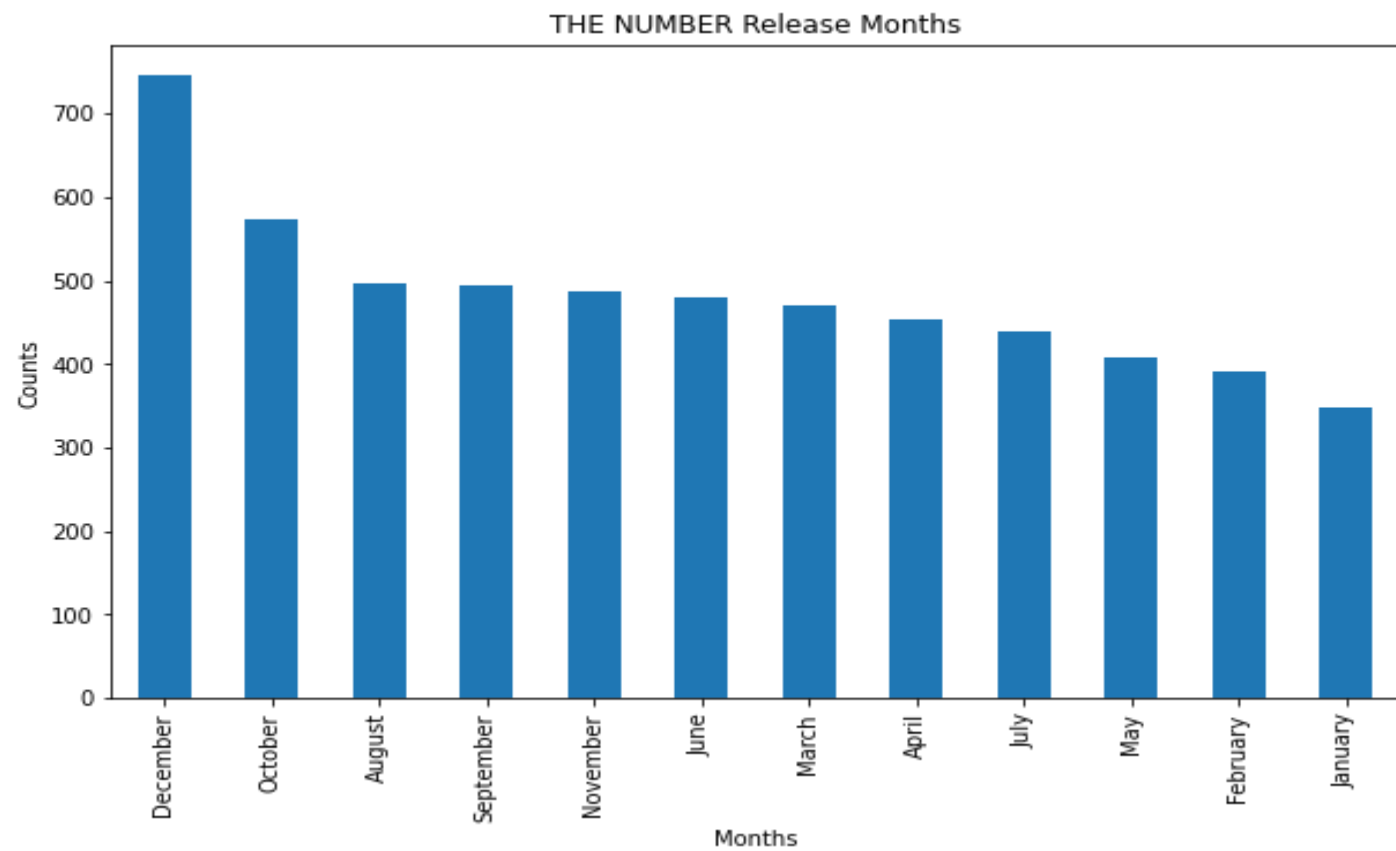
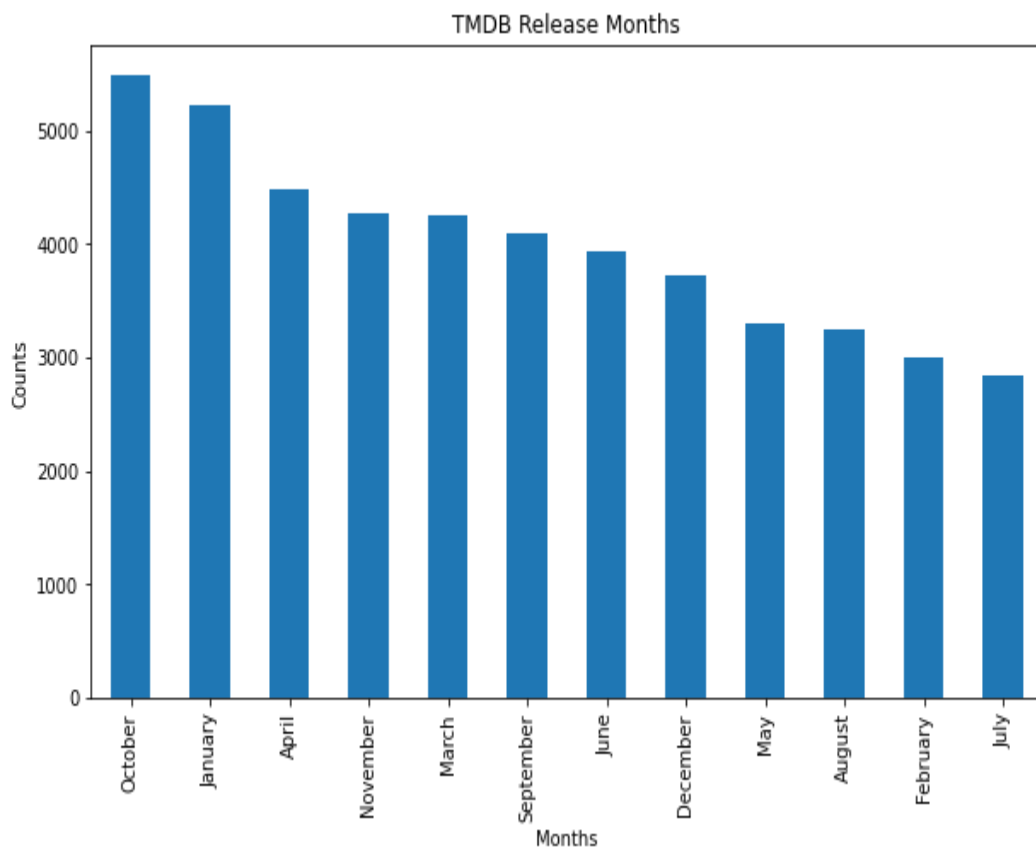
- *What kinds of movies are currently most successful?*
- Analyzing genre, release month and studio.

# Genre analysis

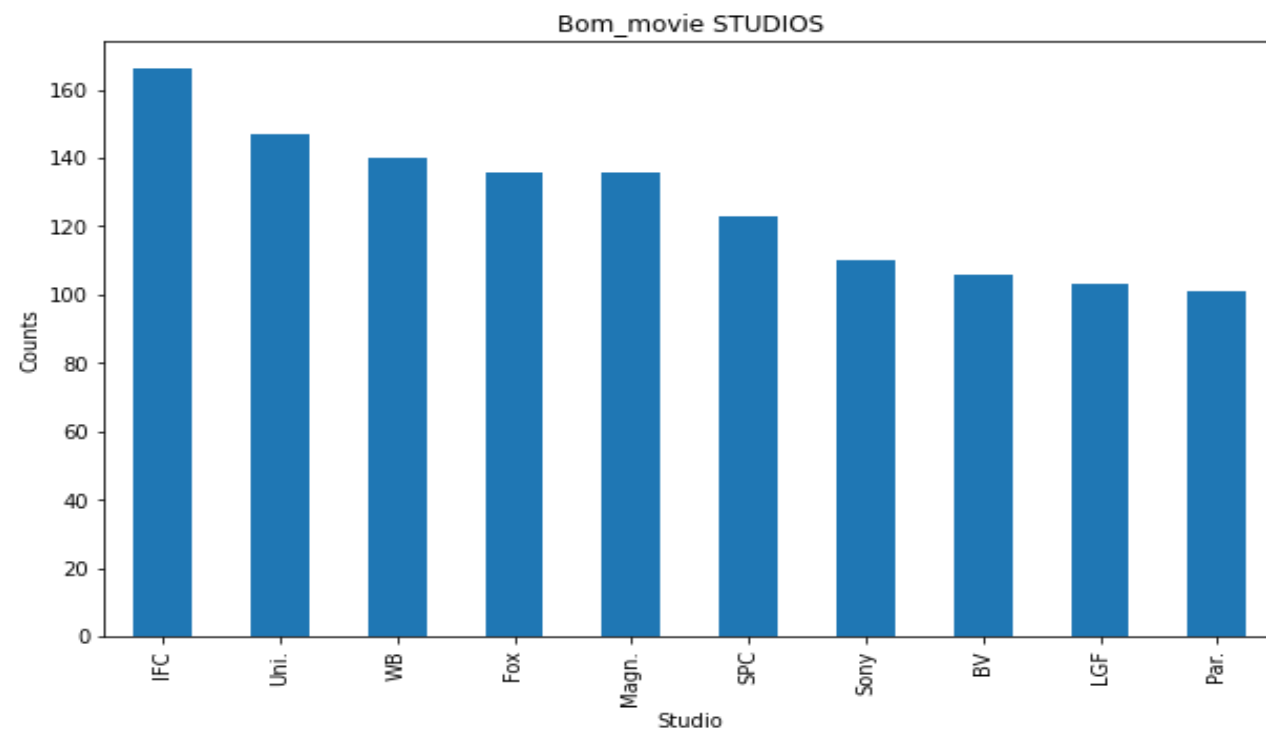
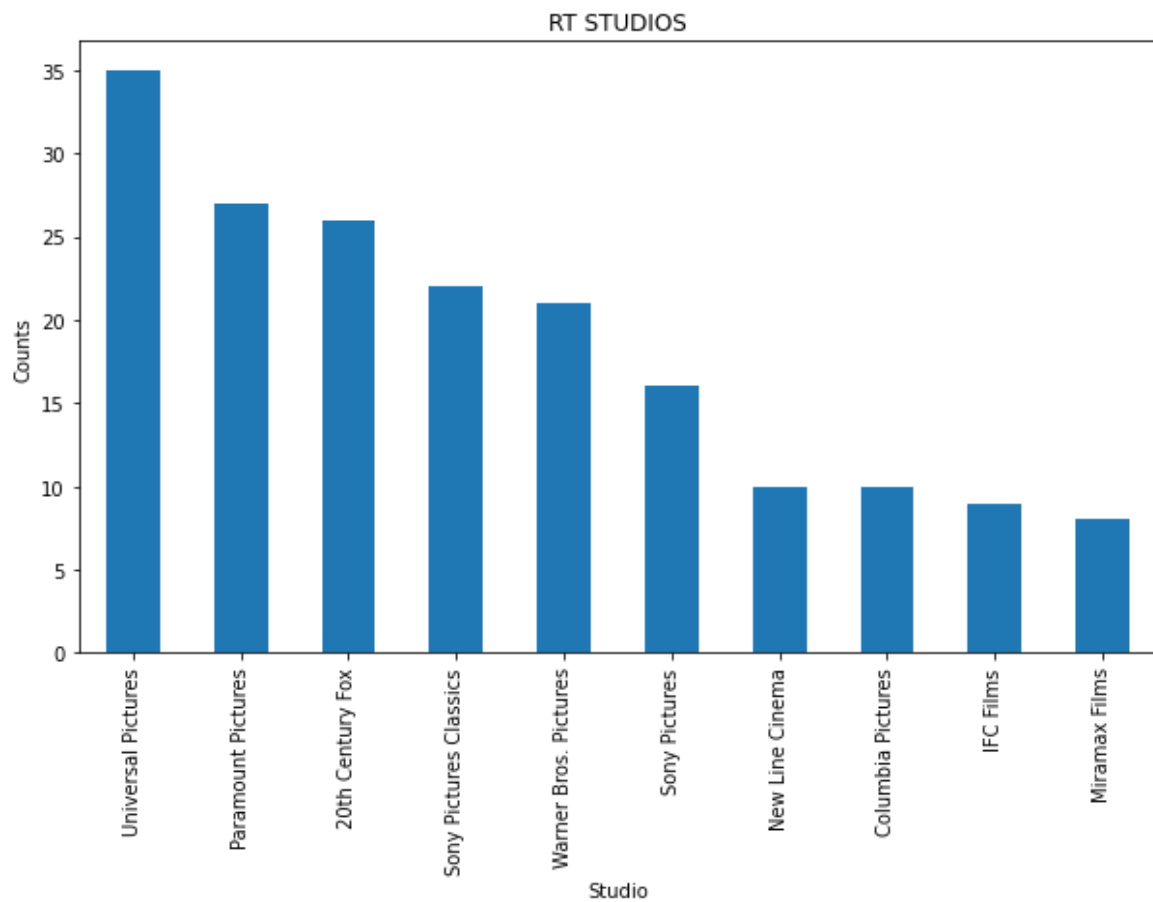




# Release Month



# Which is the best performing studio?



# **CONCLUSION**

- Drama or comedy movies
- October is the best month.
- Universal pictures are the best studios

# THANK YOU

- For any questions or comments,
- please feel free to reach out!
- [gikonyojohn39@gmail.com](mailto:gikonyojohn39@gmail.com)
- <https://github.com/GikonyoJohn/Phase1-project.git>