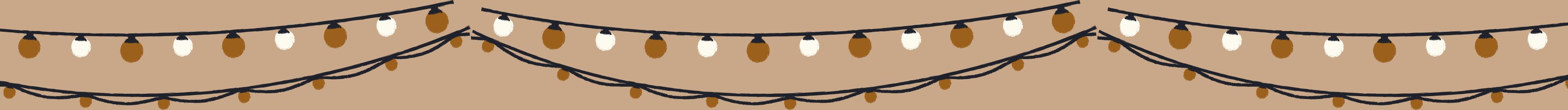


# MICROSOFT MOVIE STUDIO PROJECT





# TOPIC OUTLINE



1. Introduction



2. Problem and Objectives



3. Data Sources



4. Data Analysis

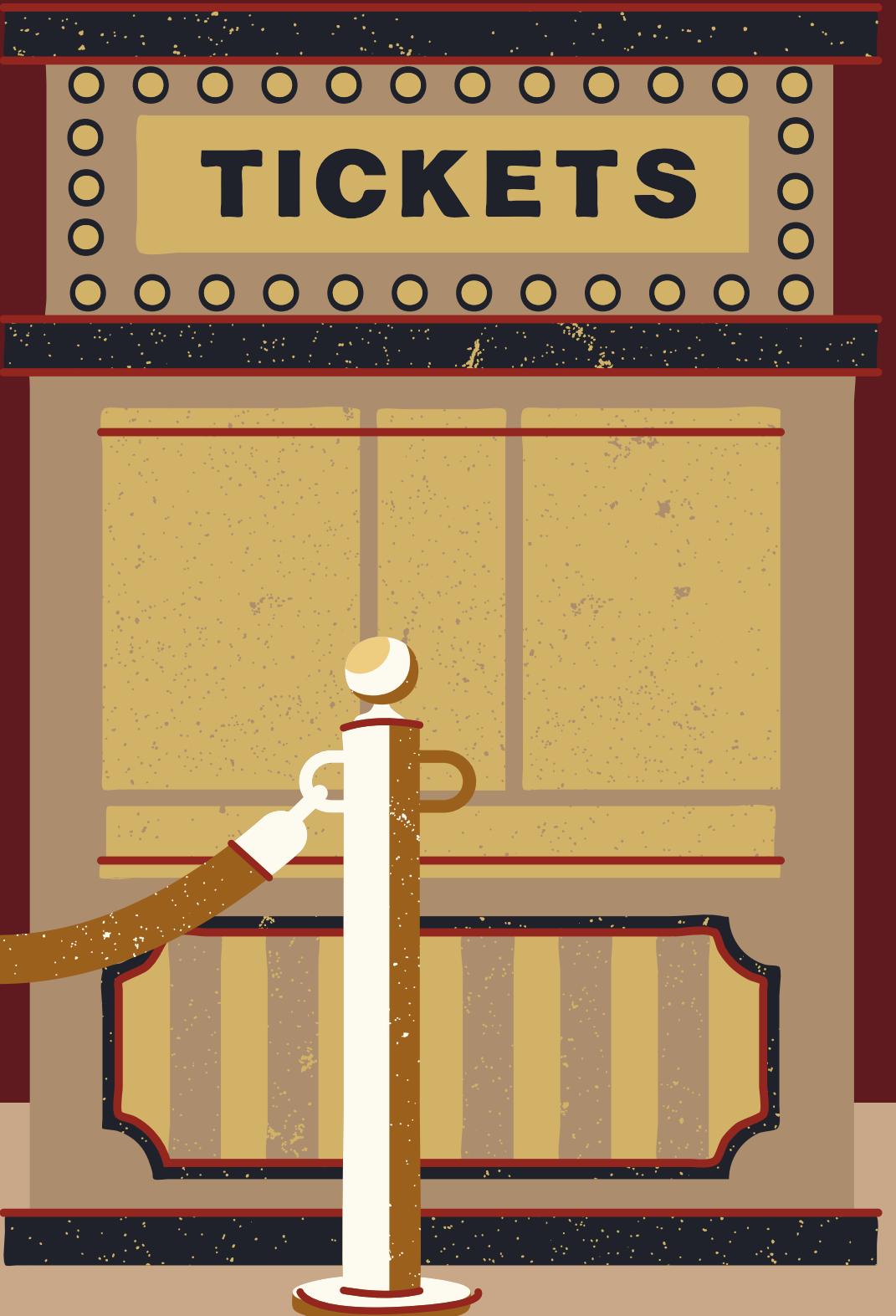


5. Results and Conclusion



6. Recommendation

# INTRODUCTION



# INTRODUCTION

This project will use exploratory data analysis to generate insights for a Microsoft Stakeholder on what type of films to produce.



# PROBLEM

Microsoft has decided to create a new movie studio, but they don't know anything about creating movies. The task at hand is exploring what types of films are currently doing the best at the box office and give recommendations.



# MAIN OBJECTIVE

What types of films should  
the new Microsoft Movie  
Studio Produce?



# SPECIFIC OBJECTIVES

1. What types of films are doing the best at the box office?
2. Which languages are doing the best at the box office?
3. Does Release month affect profit?
4. Is there a correlation between runtime minutes and variables?

# DATA

1. DATA SOURCES

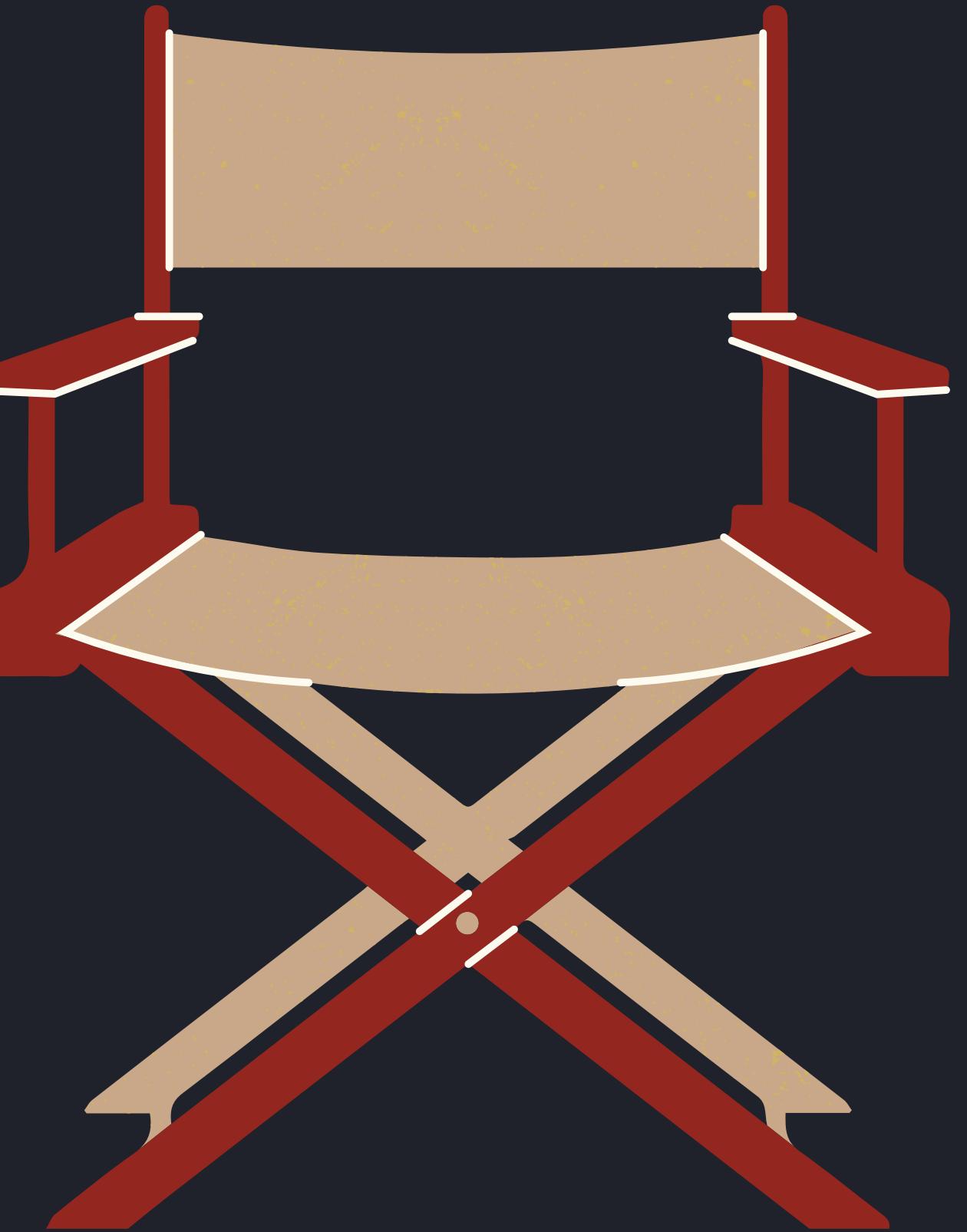
2. DATA ANALYSIS



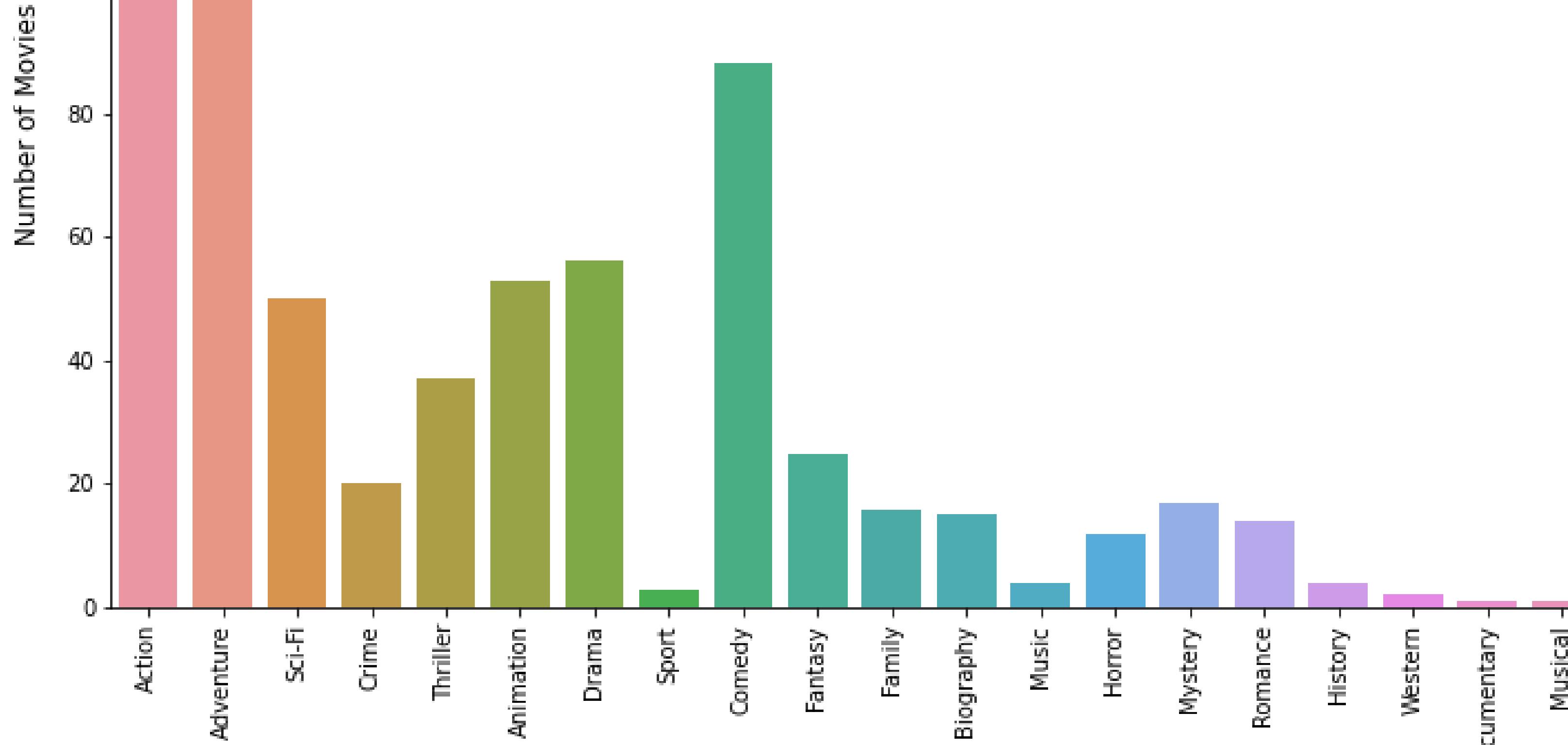
# DATA SOURCES

1. BOX OFFICE MOJO
2. IMDB
3. ROTTEN TOMATOES
4. THE MOVIE DB
5. THE NUMBERS

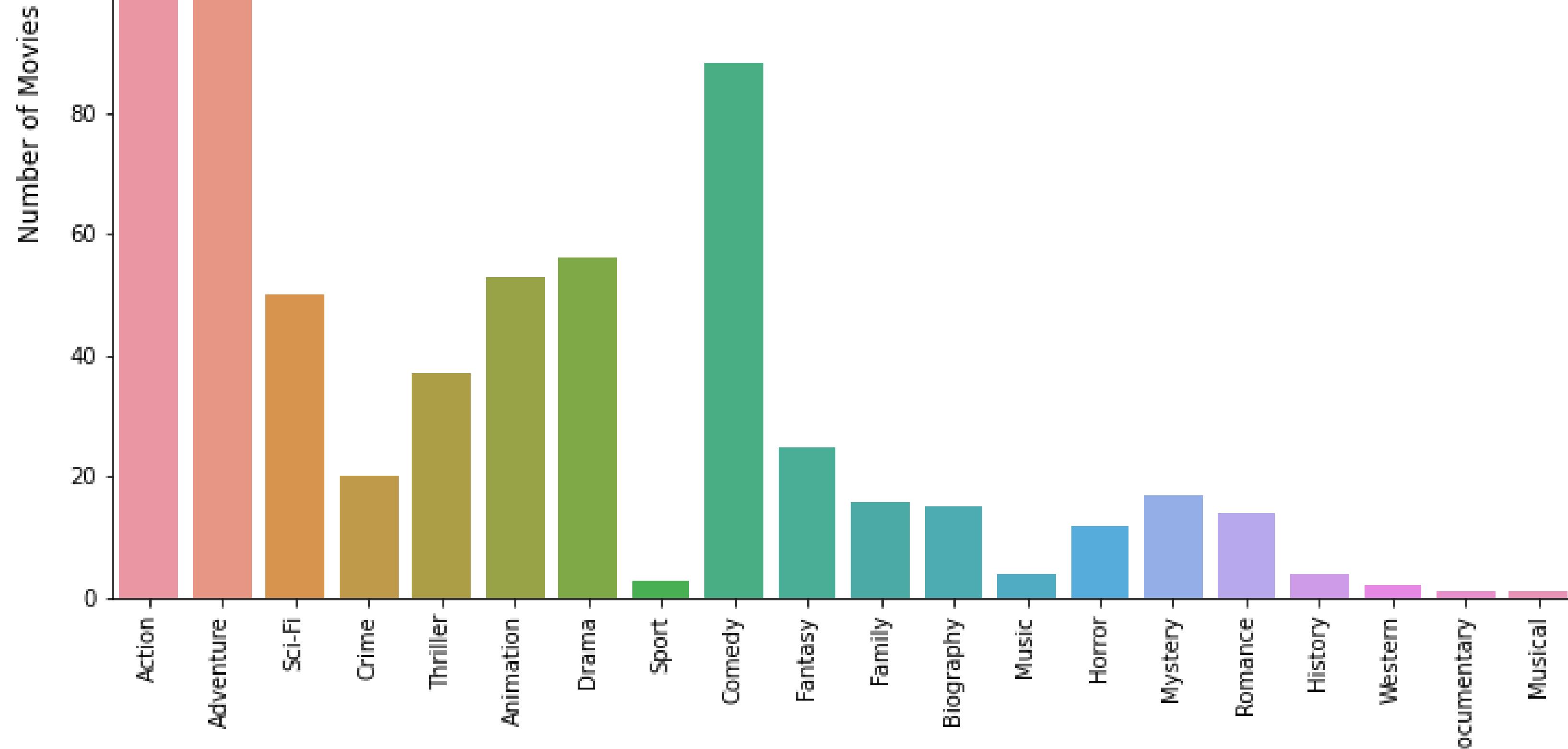
# DATA ANALYSIS



# PROFITABLE GENRES



# POPULAR GENRES



# PROFITABLE LANGUAGES

Profit

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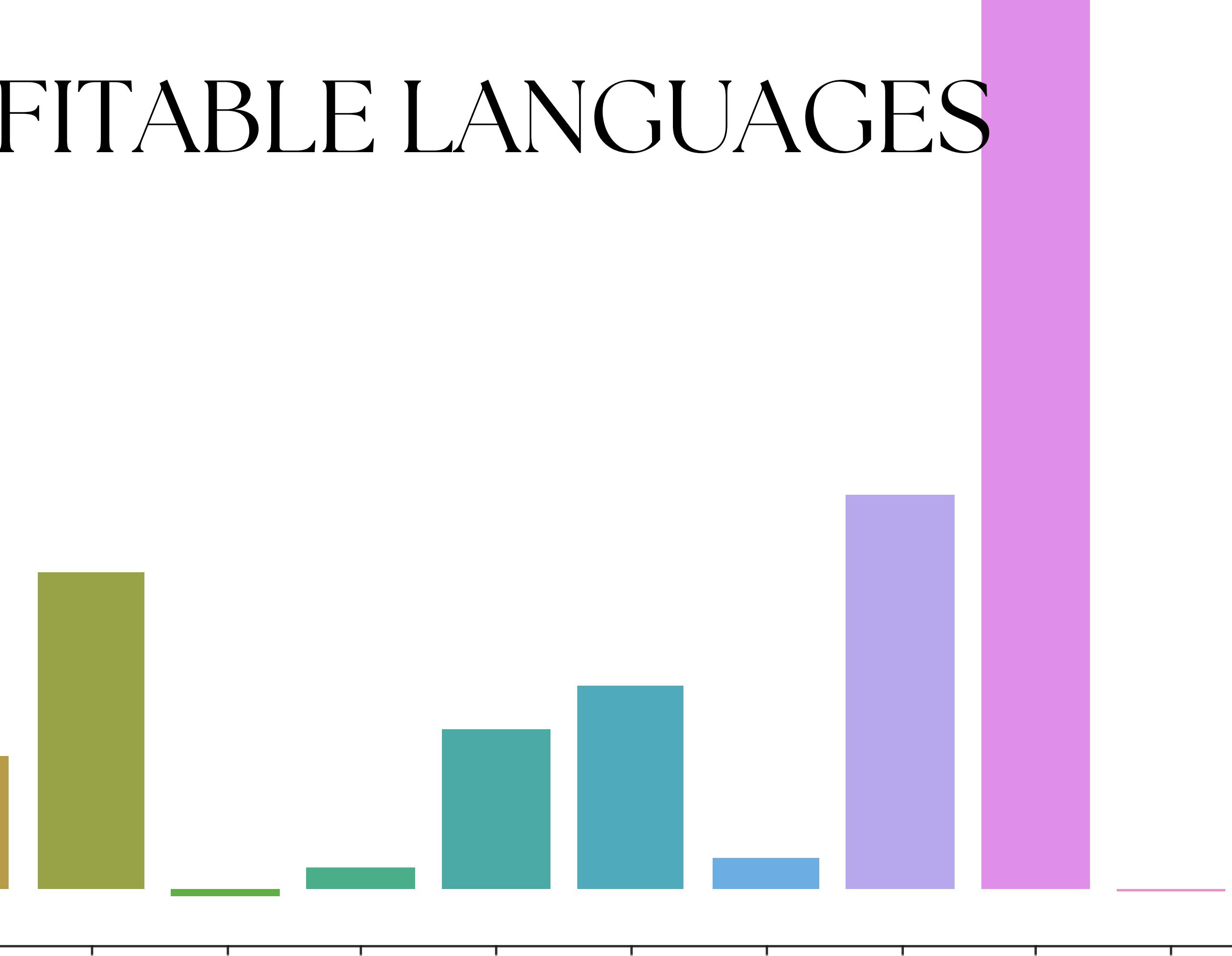
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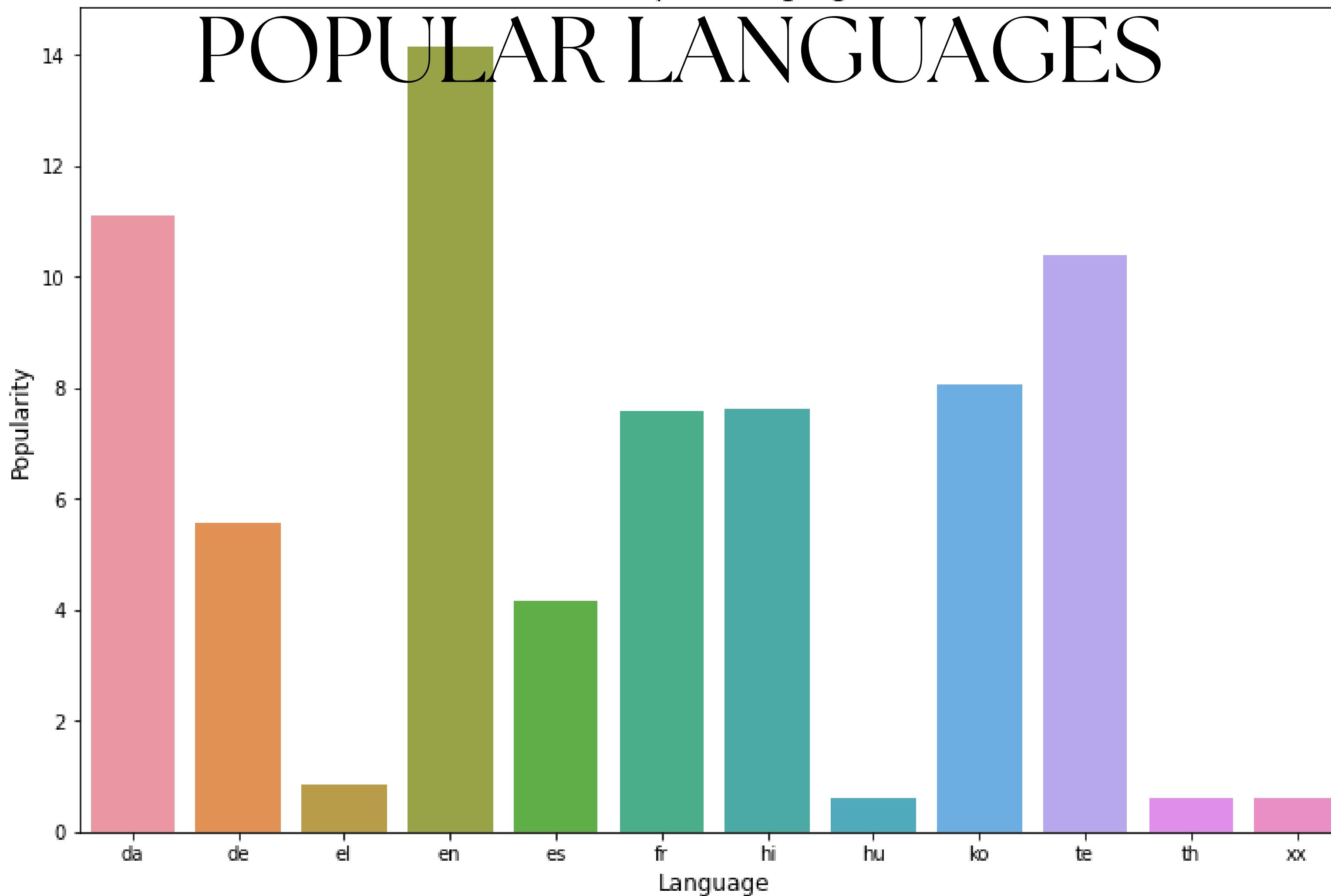
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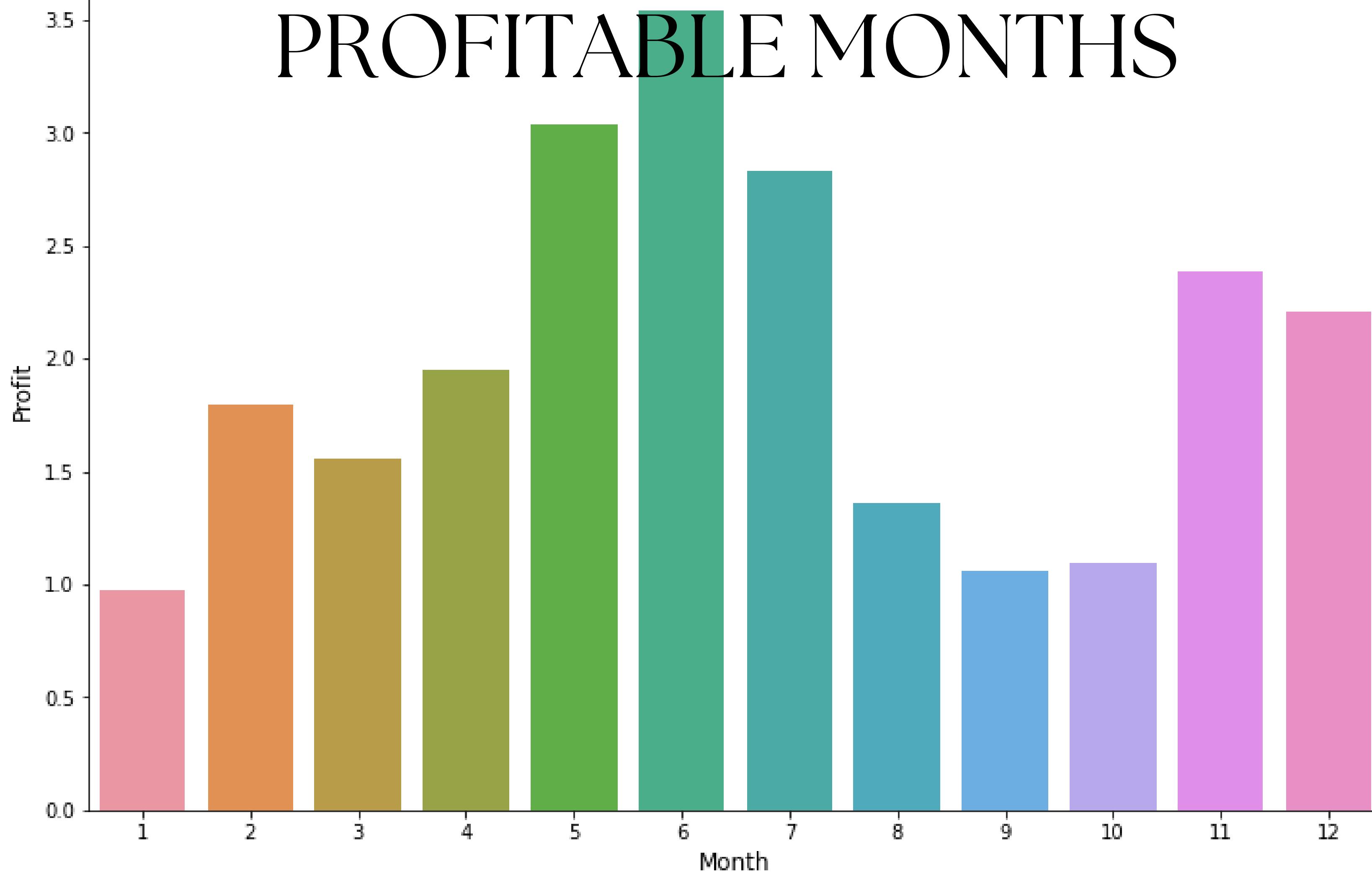
Language



# POPULAR LANGUAGES



# PROFITABLE MONTHS



# CONCLUSION

1. What types of films are doing the best at the box office? The top genres (types of films) are Adventure, Action Comedy and Drama.
2. Which languages are doing the best at the box office? The top languages are Thai, Telugu, English, Danish, Greek, Germany and Spanish.



# CONCLUSION CONT;

- 3. Does Release month affect profit? Yes** The Release Month with the highest profit are June, May, July, November and December.
- 4. Is there a correlation between runtime minutes and the other variables? No,** Runtime minutes for the film do not affect its profitability or popularity strongly hence the minutes can vary.





THANK YOU  
FOR LISTENING

Don't hesitate to ask any questions!