MICROSOFT MOVIES

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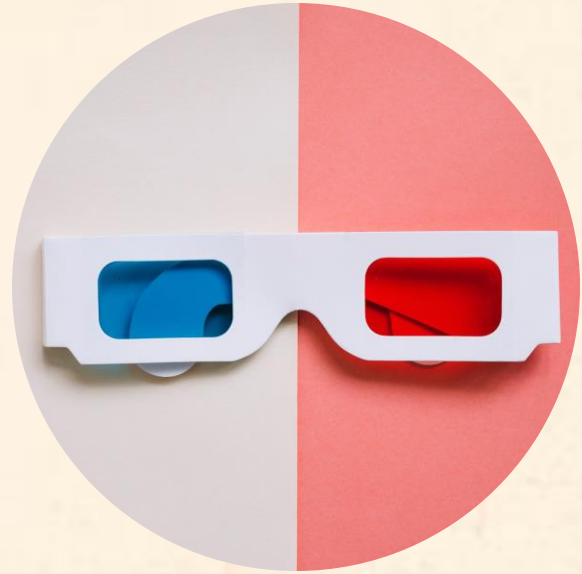
Introduction

Microsoft is a multinational technology company known for its software products and services, including the Windows operating system and productivity tools like Microsoft Office, as well as cloud computing services through Azure and other innovative solutions

Business Problem

Microsoft wants to start creating original video content but do not have enough knowledge and expertise on how to go about it in order for it to be a success.

Objectives

1.

To identify the top movie genres

2.

To establish the directors of the top performing movies

3.

To identify the time of the year for performing movies.

4.

To ascertain which movie has the highest rating.

Success Criteria

Use Exploratory Data Analysis to get movie insights in order to give recommendations to Microsoft company.

Data Understanding

Rotten Tomatoes
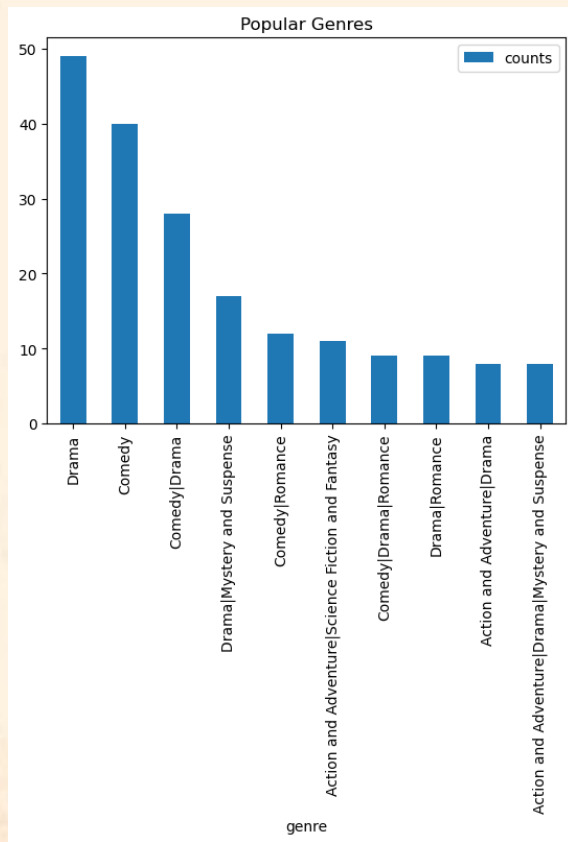
- 12 Features
- 1560 rows

IMDB
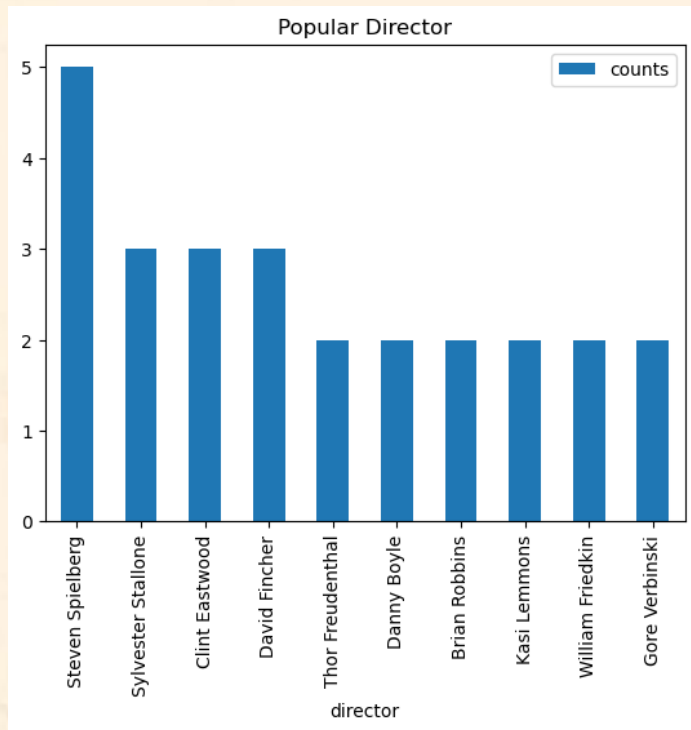
- 9 Features
- 181387 Rows

Exploratory data analysis
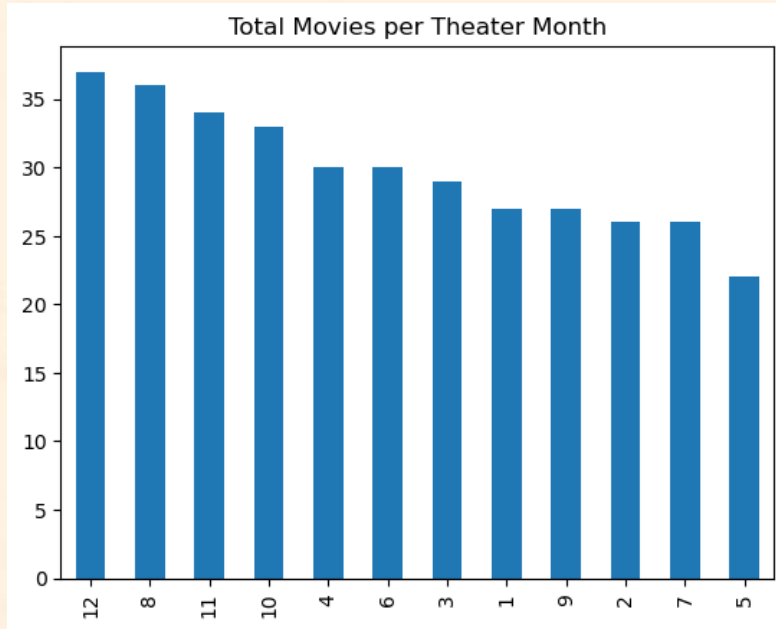

Most genre of movies produced are Drama and Comedy.

Exploratory data analysis

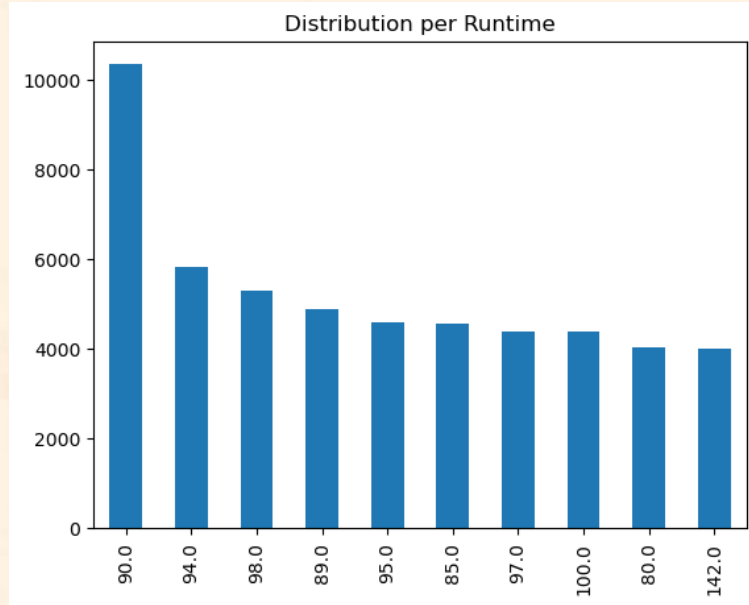Steven Spielberg has the highest number of movies produced.

Exploratory data analysis

Total Movies per Theater Month

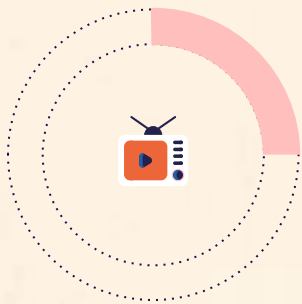Majority of the movies are released to theaters in the last quarter of the year.

Exploratory data analysis

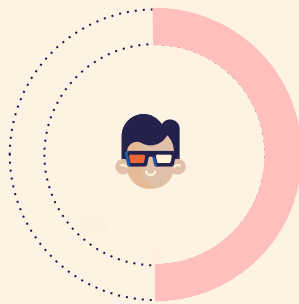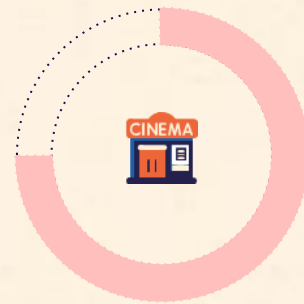Over 10,000 movies have a runtime of 90 minutes.

Conclusions

Genre

Majority of the movies produced are comedy and drama.

Direcctor

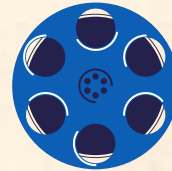Steven Spielberg is the most preferred movie director.
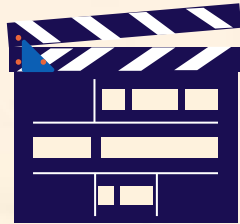
Theater date

Most movie theater are scheduled towards the end of the year.

Recommendations

Based on the findings from Exploratory Data Analysis of movies, Microsoft company should maximize on producing Drama and Comedy movies with a runtime of 90 minutes, using Steven Spielberg as the Director.
Microsoft should also release their movies on theaters during the last quarter of the year.

THANK YOU!