



# Microsoft Studios

## Insights & Recommendations



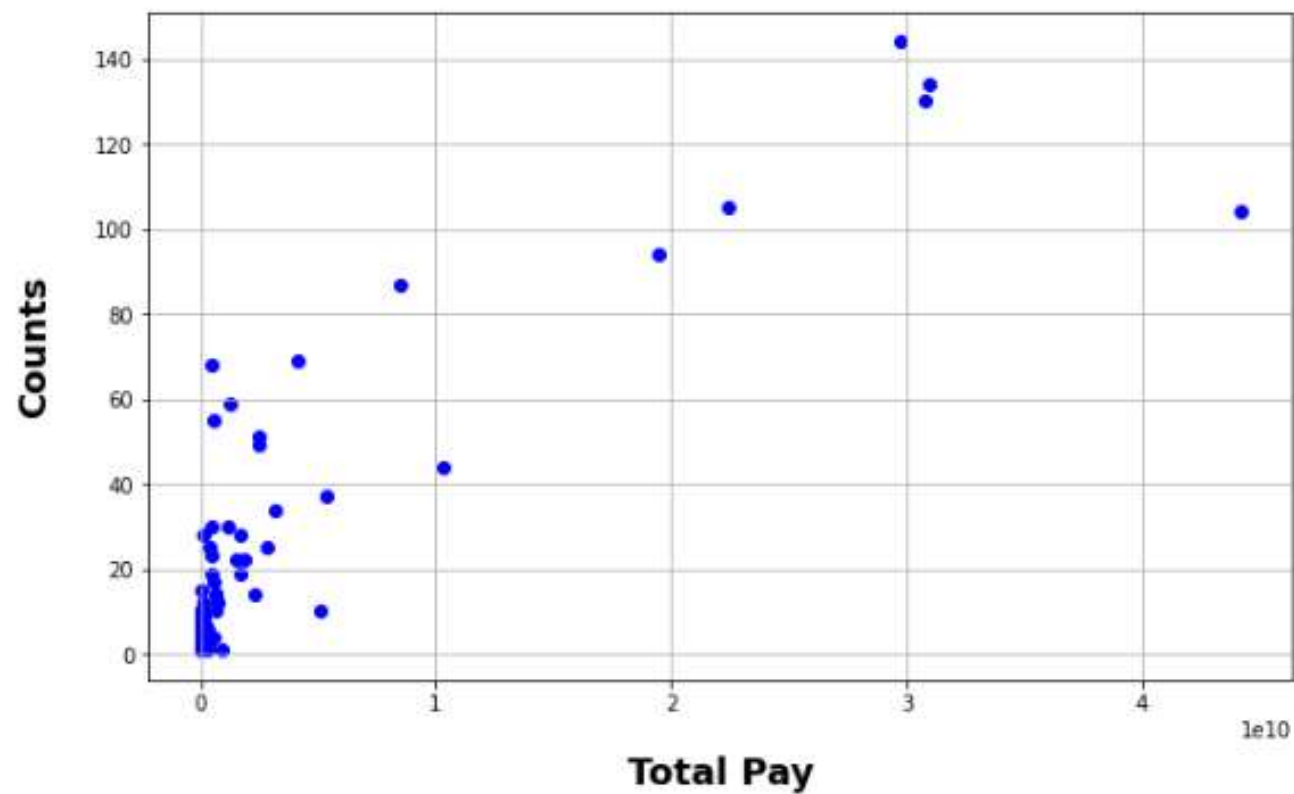
*By Ian Kiptoo*



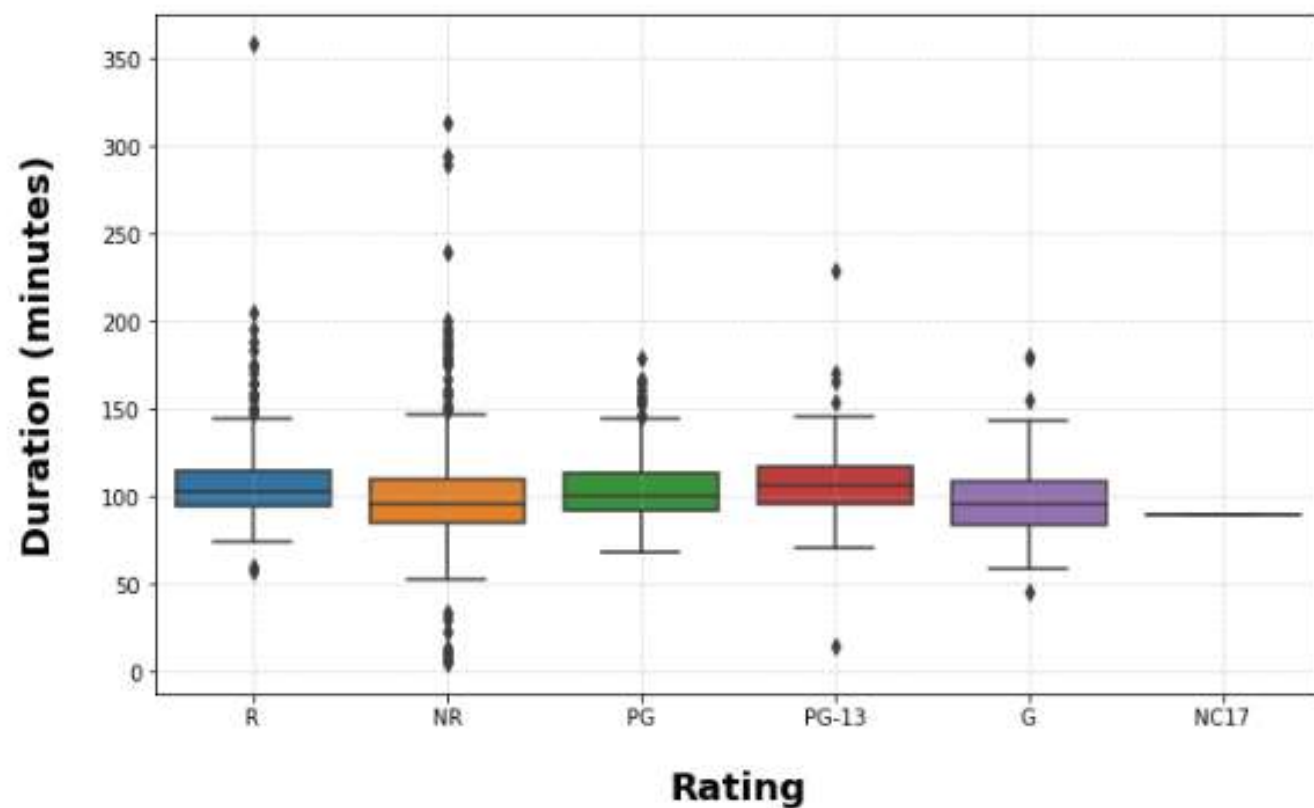


Utilize Exploratory Data Analysis (EDA) to derive actionable insights for Microsoft's strategic decision-making in entering the original video production market.

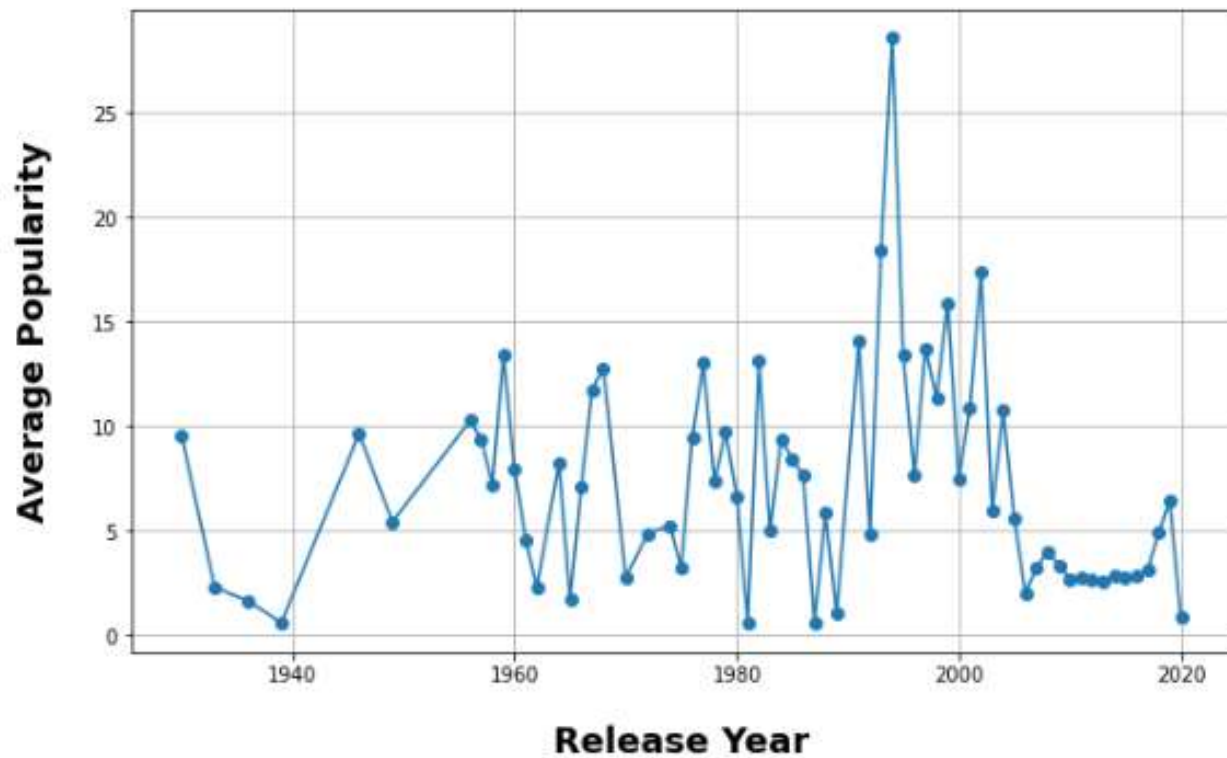
**Scatter Plot of Total Pay vs Counts**



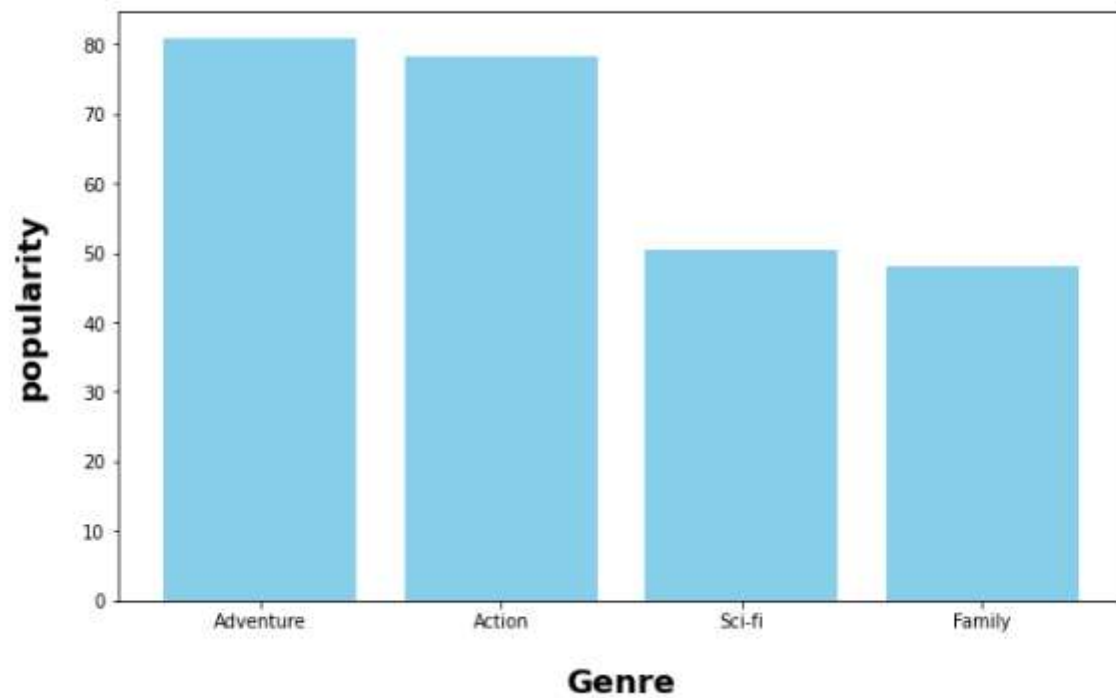
**Box Plot of Movie Rating vs. Duration**



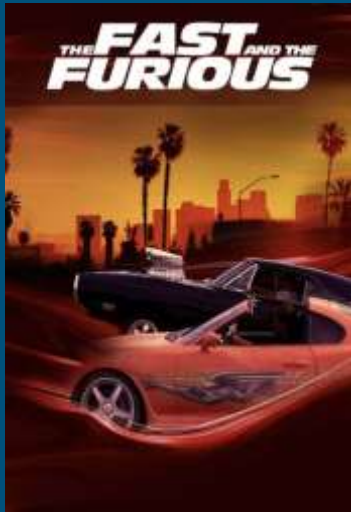
**Average Popularity Over Time**



**Top 10 Movies Genre by Popularity**



# Recommendations



1. Relationship Between Film Production and Revenue: The study reveals a strong positive correlation between the quantity of films produced by studios and total gross income. This suggests that increasing film production can lead to higher revenue. However, it's crucial to note that correlation does not imply causation, so further investigation is needed to establish a causal relationship.

2. Creating content in popular genres like Action, Family, Sci-fi, and Adventure boosts audience appeal and revenue for Microsoft's studio.

3. Highly popular movies attract more votes, showing audience engagement. Leveraging this correlation helps tailor content to audience preferences, optimizing engagement for Microsoft's movie studio.



# Questions?



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