

# Microsoft's Movie Studio

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## Background

Microsoft is a Tech company that is responsible for creating the Windows operating system

They want to enter the movie industry and they want to know what types of films have been successful at the box office.

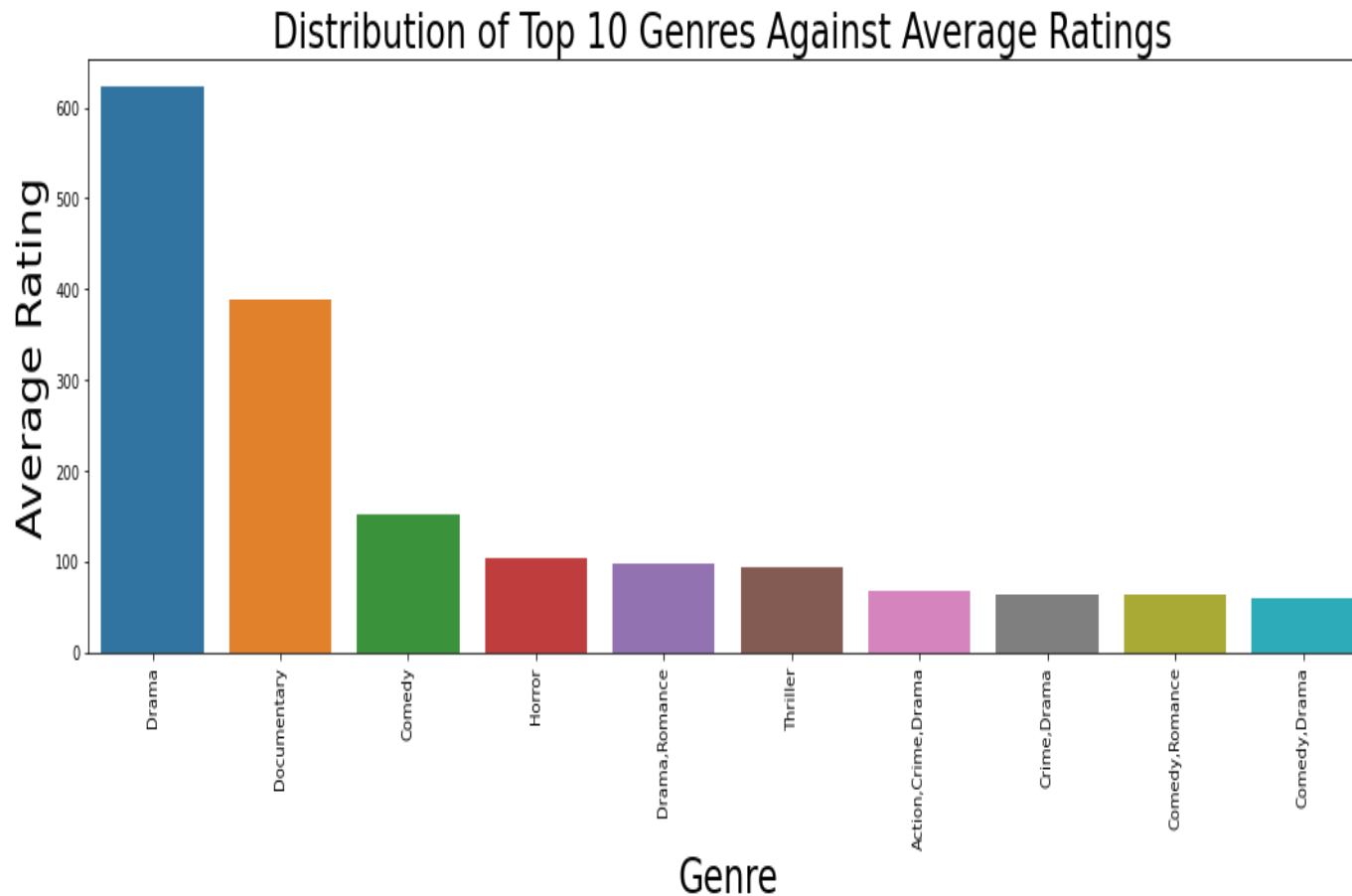
They have asked us to use exploratory data analysis to generate insights for their new movie studio. The goal of this project is to analyze the data from six different sources and provide Microsoft's head of the movie studio with actionable insights.

# Data Exploration

Because the data was collected from various locations, the different files have different formats.

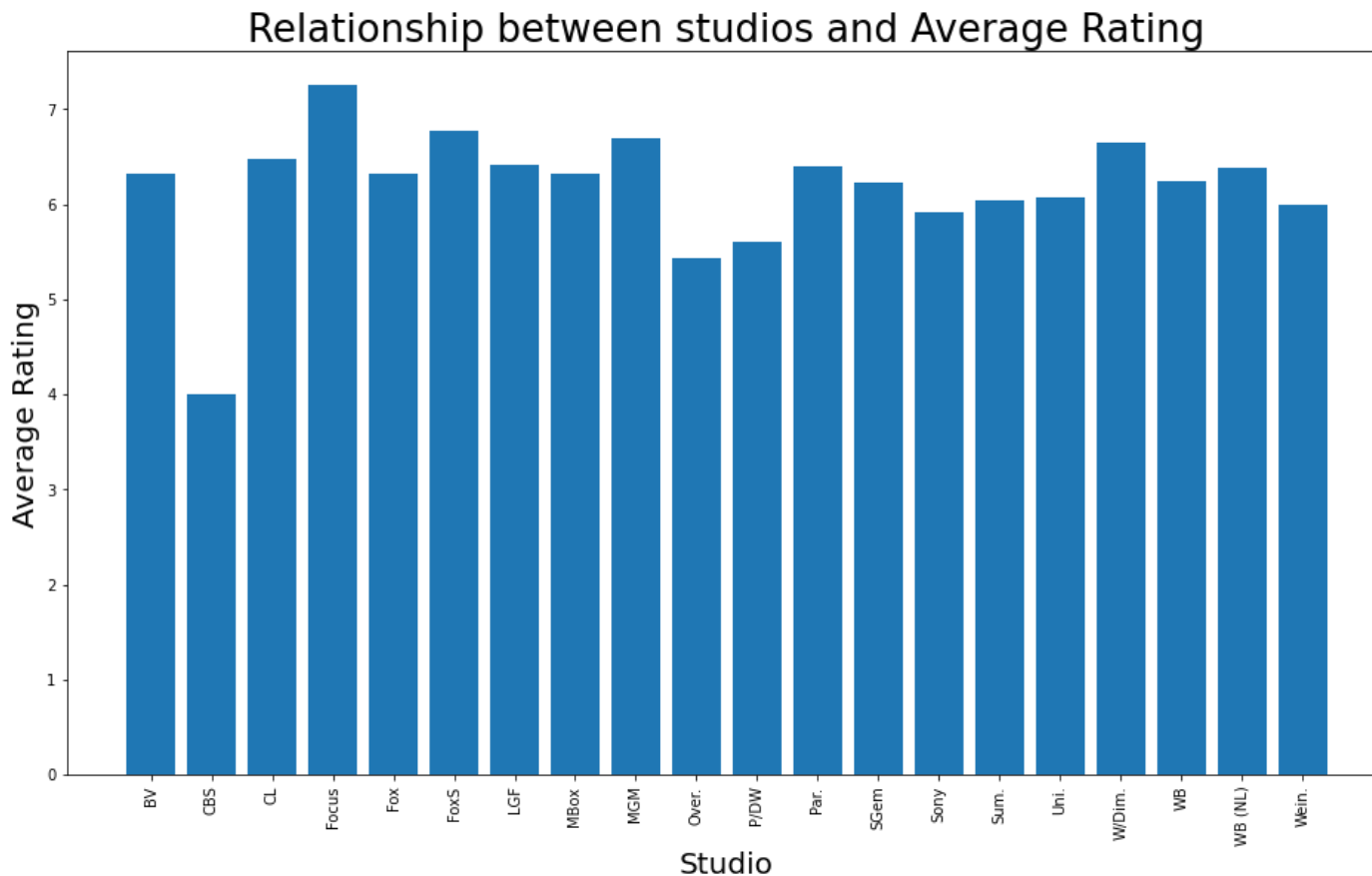
Some are compressed CSV (comma-separated values) or TSV (tab-separated values) files that can be opened using spreadsheet software or `pd.read_csv`, while the data from IMDB is located in a SQLite database.

# Distribution of Genres by Ratings



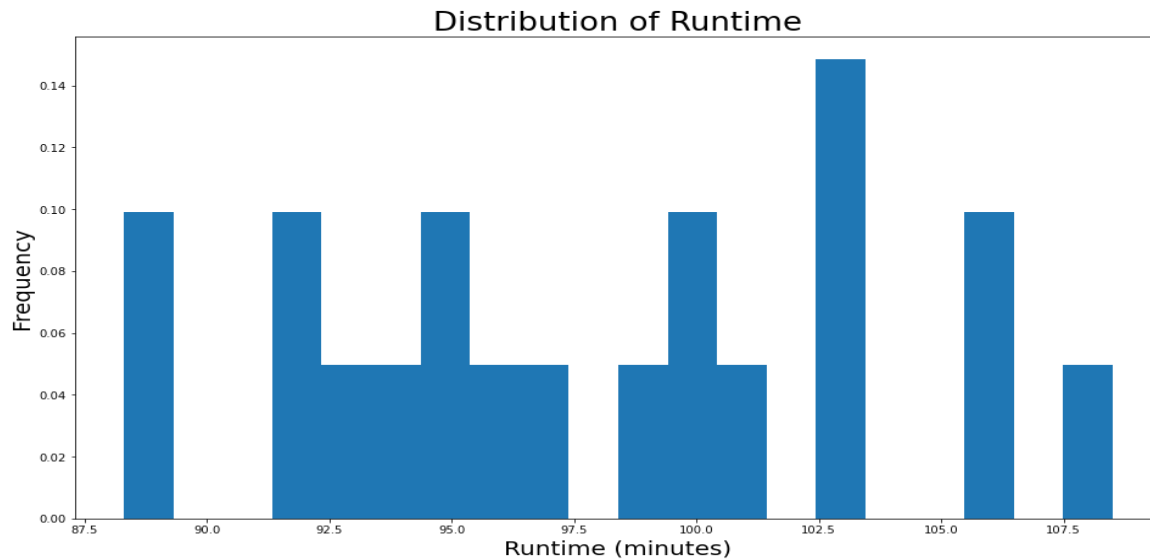
We observe the highest earning genre is Drama, followed by Documentary ,Comedy, Horror, Drama/romance, Thriller .

# Relationship between studios and Average Rating



We observe that the highest rated studio is Focus studio, while the Highest earning studio was WB even the second rated Fox studios did not also garner good ratings.

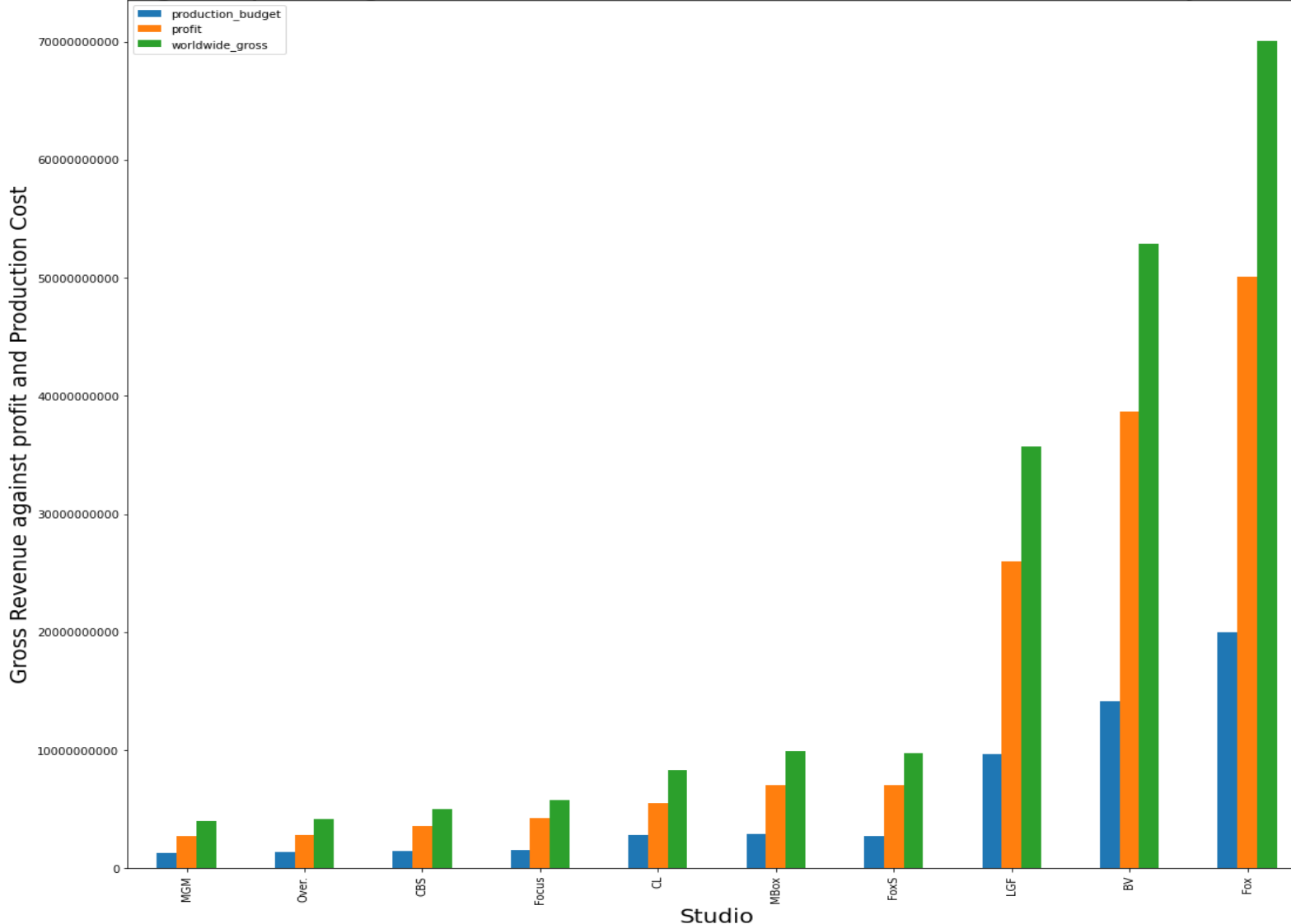
# Distribution of Runtime



We Might also need to consider which movies had the most ratings based on their duration.

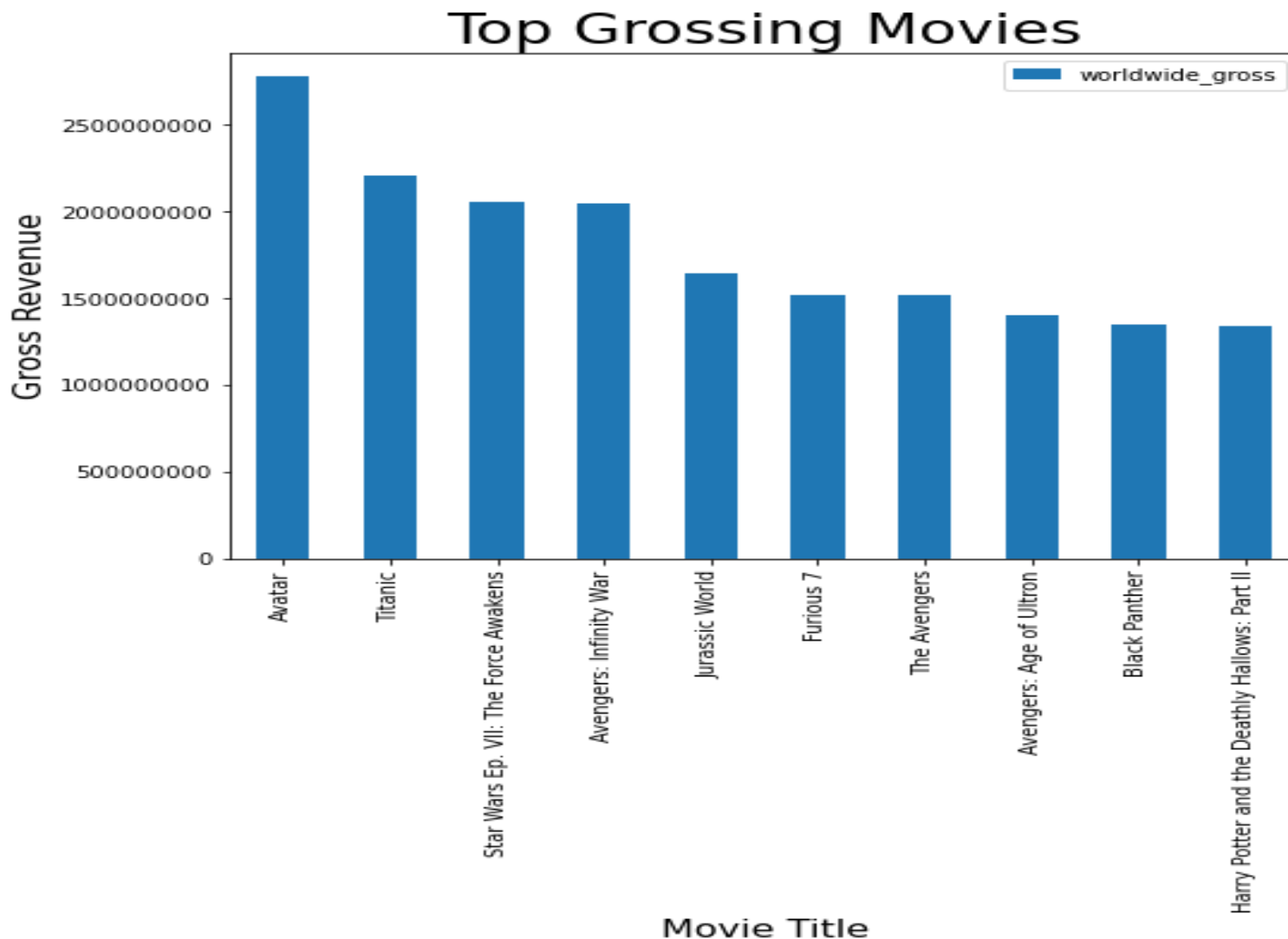
# Earnings vs Expenses of the leading Studios

Highest profit Against Gross Worldwide Revenue and Production Cost by Studio



This is a plot showing the earnings and expenses of the leading studios, where Warner Bros is the highest earning production studio, which can be attributed to the higher number of movies they release.

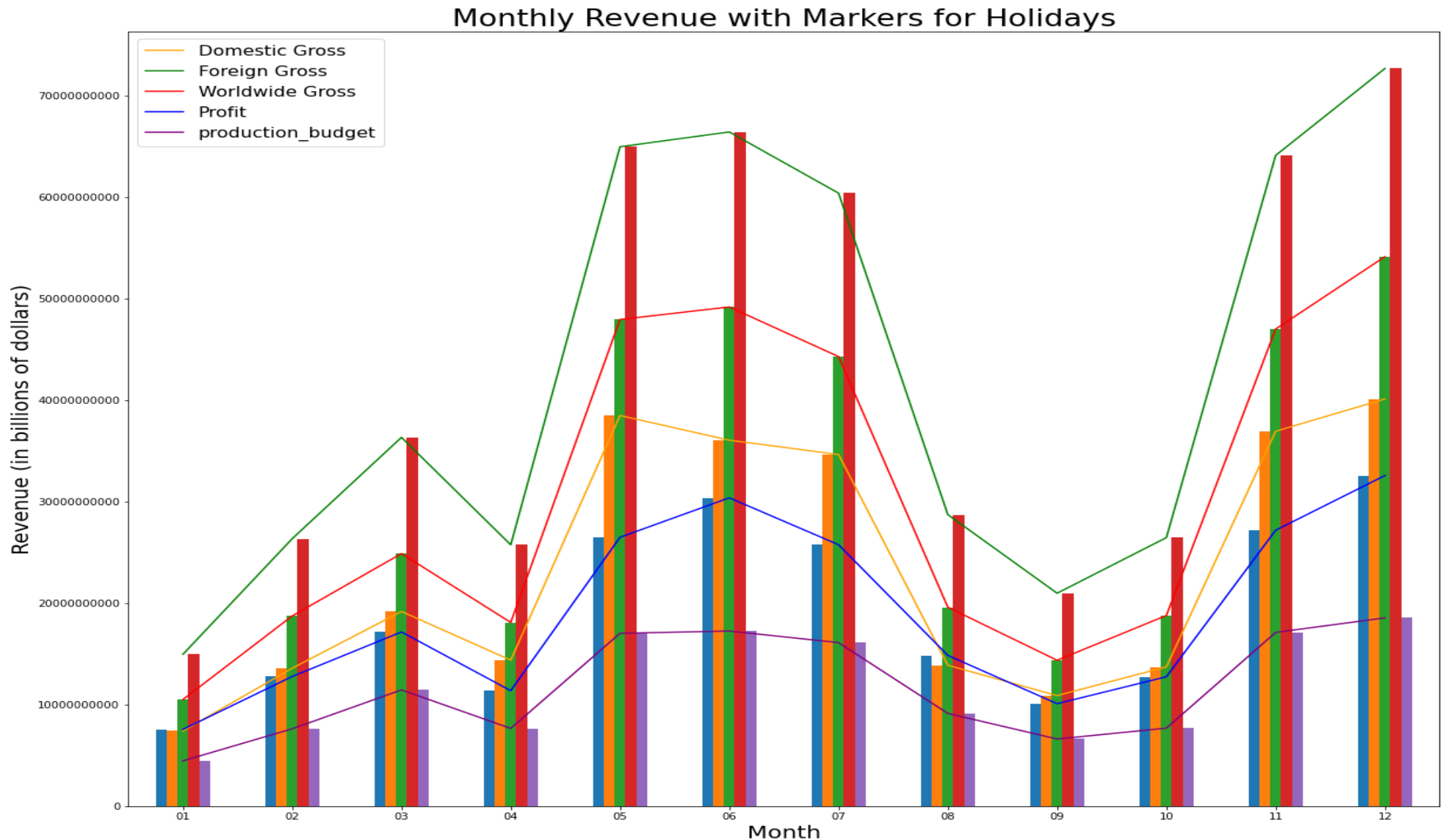
# Top Grossing Movies



We observe that the highest grossing movies are from the genre Sci-Fi, with more than seven out of the ten coming from that genre and above 5 from the studio but it is not among the ones that are highly rated. but from our knowledge we know they do not have many productions, but the few they have make them sufficient profits.



# Monthly Revenue with Markers for Holidays



# Recommendations

In this project, we analyzed data from five different sources to generate insights for Microsoft's new movie studio. We presented three concrete business recommendations based on our analysis:

- Microsoft should focus on producing Drama, Documentary, and comedy movies.
- Microsoft should consider partnering with Warner Bros. and Focus studio for its new movie studio.
- Microsoft should consider releasing movies during the holidays.
- Microsoft can use these recommendations to help them decide what types of films to create.



Thank You