# Market Analysis for Microsoft's New Movie Studio: Identifying Profitable Film Genres at the Box Office
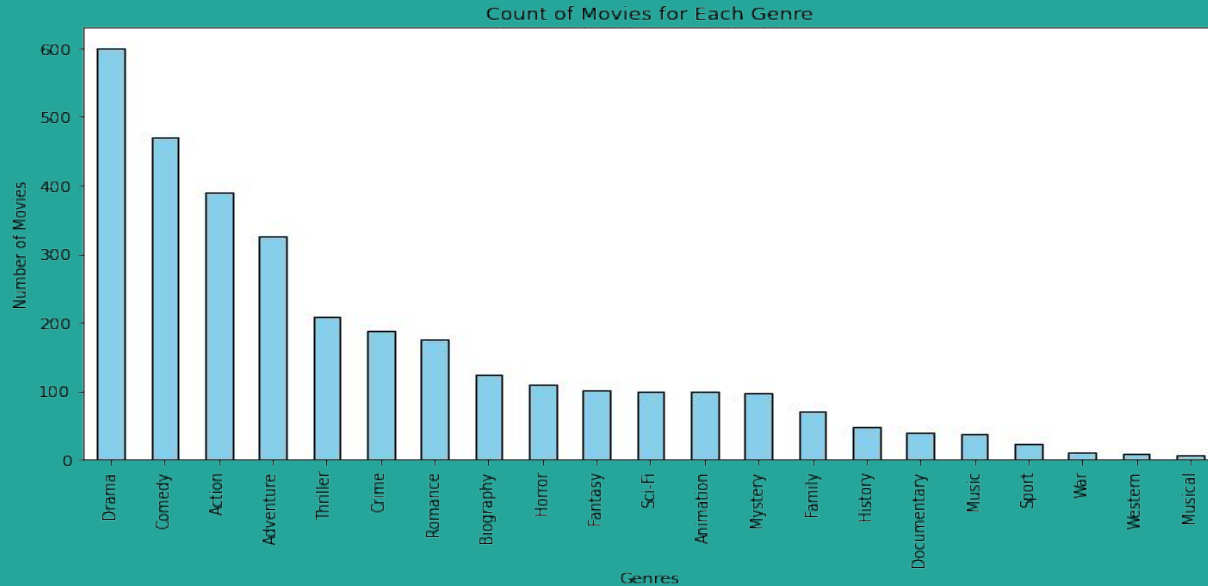
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James Maikara Kaunda.

Data Cleaning steps:
-After importing the necessary modules, the two datasets were opened and  inspected .

-Data cleaning was done by dropping all null values and more cleaning was done to ensure that the columns that involved gross earnings were all of the same datatype before the analysis and visualization.

-All unnecessary columns were dropped  from the individual datasets  and later merged the two datasets to come up with one dataset that had  the necessary columns for the analysis

   -For movies with multiple genres, I split each movie to account for each genre individually for precision.

The analysis was done using two major datasets: imdb and BoxOfficeMojo
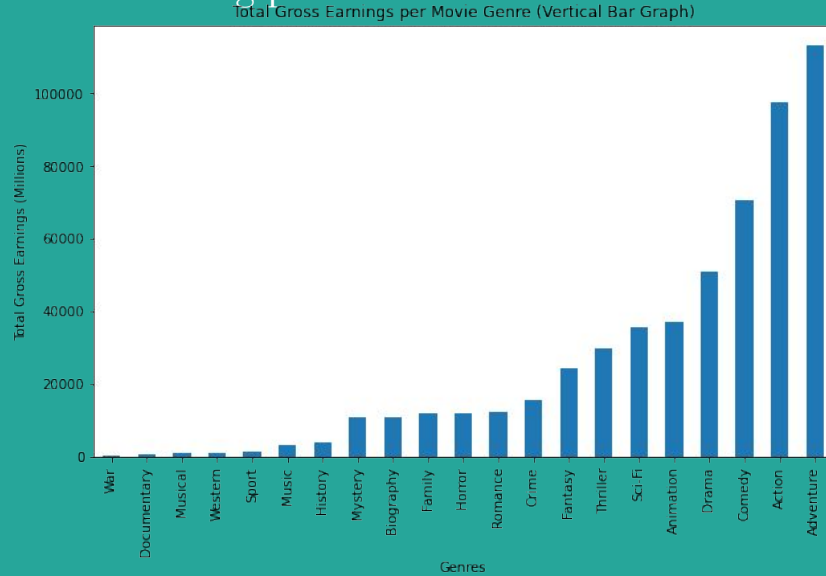
# Data analysis steps :

Start of visualization techniques to compare the number of movies produced per genre:
After comparing the count of movies per genre and the particular genres the following plot was obtained
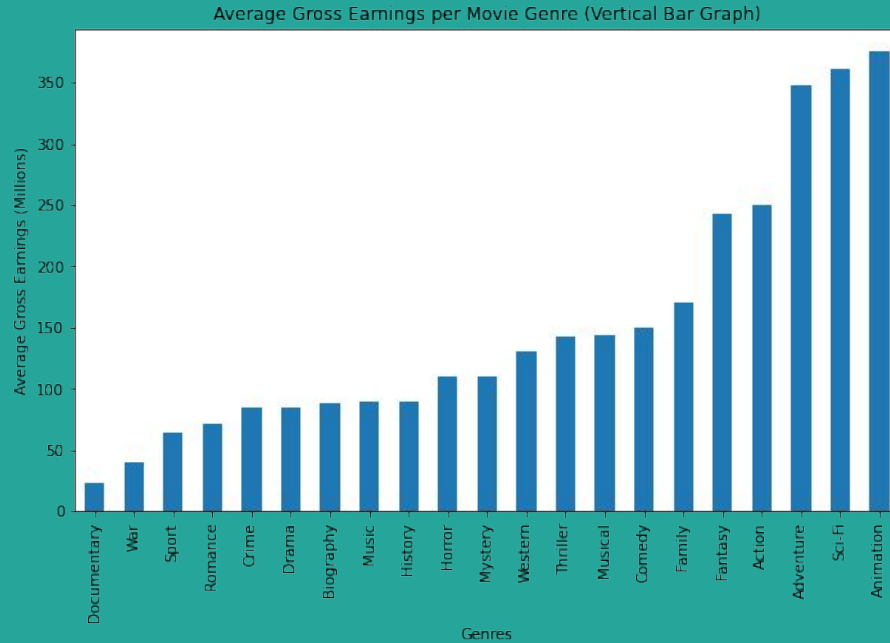


From the vertical bar graph : Drama had the highest number of movies between 2010 and 2018 while musicals had the lowest number of movies among the genres.

-The second bit of analysis involved gross earnings per movie genre.
-The following plot was obtained :



Total Gross Earnings per Movie Genre (Vertical Bar Graph)

As shown in the plot, Adventure and action had the highest total gross earnings per genre.

-The last bit of analysis involved: Getting the average gross earnings per movie genre.
-The following plot was obtained:



Average Gross Earnings per Movie Genre (Vertical Bar Graph)

-As shown above , Adventure, Sci-fi and Animation had the highest averages in terms of gross earnings while Documentary had the lowest.

# Conclusion and Recommendations

-The study was conducted for movies between 2010 and 2018 and involved total gross earnings, genres and the number of movies produced per genre.

-The following are the recommendations:

1)The studio should produce Sci-fi,Animation, Adventure, Fantasy or Action since they average over 250 million dollars a year.

2)The studio should also aim to produce adventure and action since they have been the most consistent in terms of total gross earnings.

3)The studio should also venture into sci-fi and animation since they have a lower number of movies produced and result in a very high average gross earnings.

## Steps moving forward:

1)   Conduct analysis on more recent years to get a more vivid picture of current state.

2)   Analyze more on the ratings and its relation with the gross earnings.