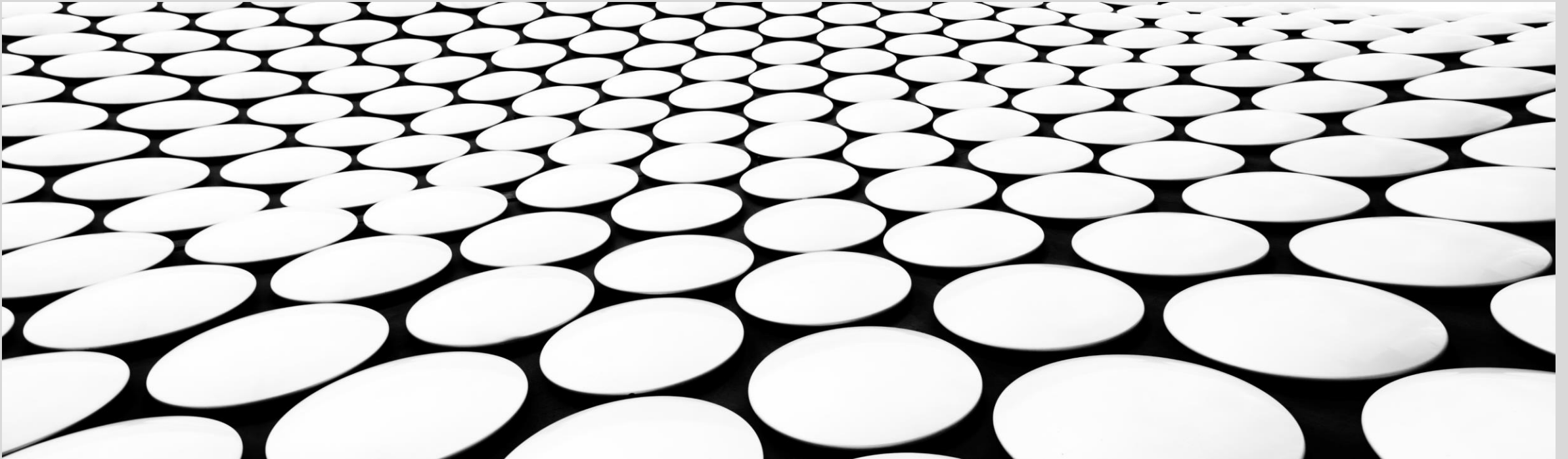




MICROSOFT FILM ANALYSIS



INTRODUCTION

- This project uses exploratory data analysis to study movie datasets from multiple movie rating websites in order to help the CEO of Microsoft's new movie studio choose what kinds of movies to make with their new business.

BUSINESS CONTEXT

Microsoft competes with industry leaders who have extensive experience in the field. If Microsoft wants to thrive in this competitive industry, it has to carefully analyze the kinds of movies that have the best possibility of being profitable, popular, and affordable in production costs.

In this case study, business savvy entails Microsoft seeing the chance to enter the film industry, particularly by opening a new studio. Microsoft wants to use its resources and brand to build on the fact that many successful businesses are producing unique video content, which is what motivated them to make this move.

QUESTIONS TO ANSWER

1. Find out if venturing into the firm industry is a viable business idea for microsoft
2. Find out if production cost is related to the total revenue
3. Find out if popularity of a movie relates to its vote count

DATA

I used the following data sets;

Box Office Mojo.

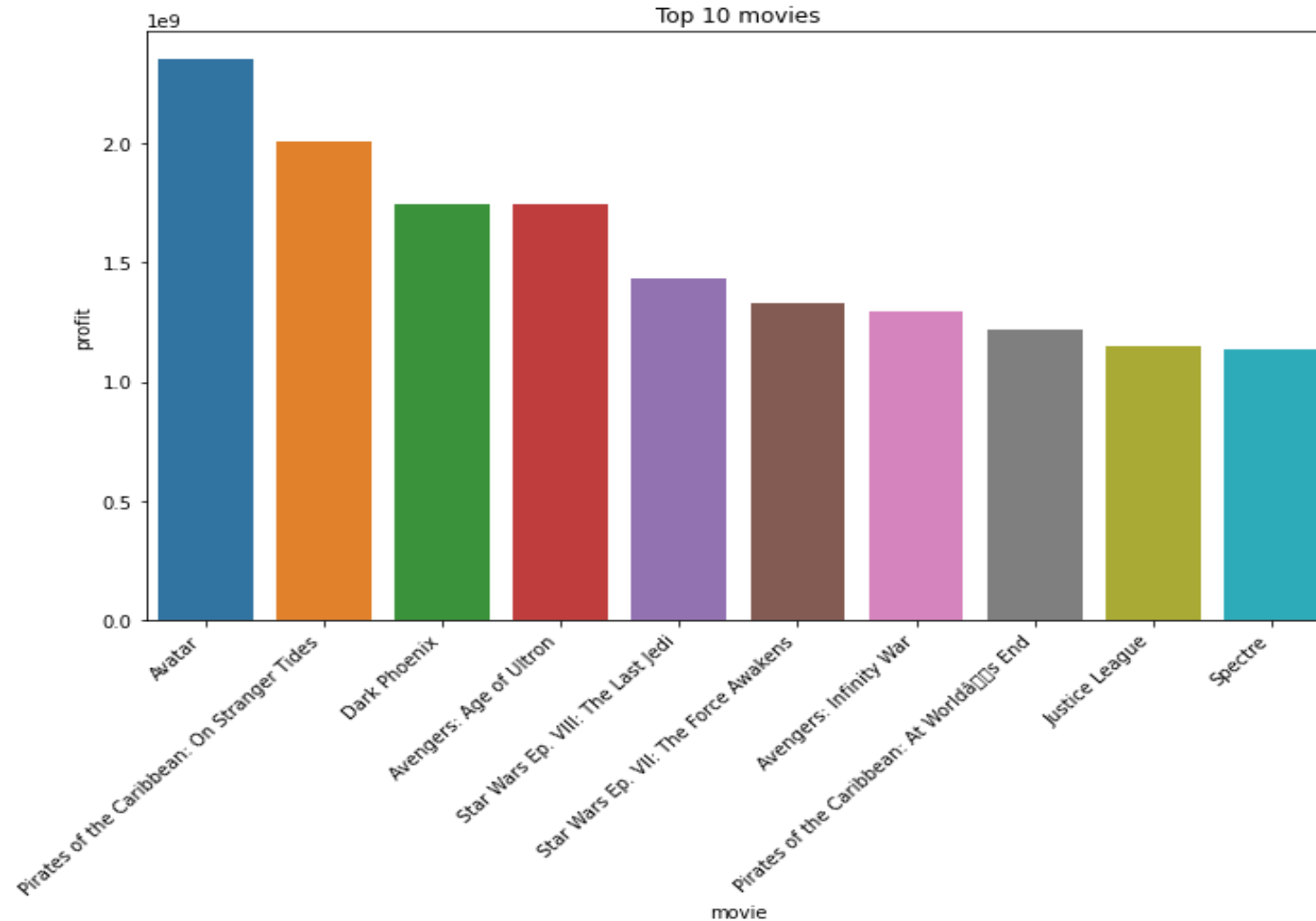
TheMovieDB.

The Numbers

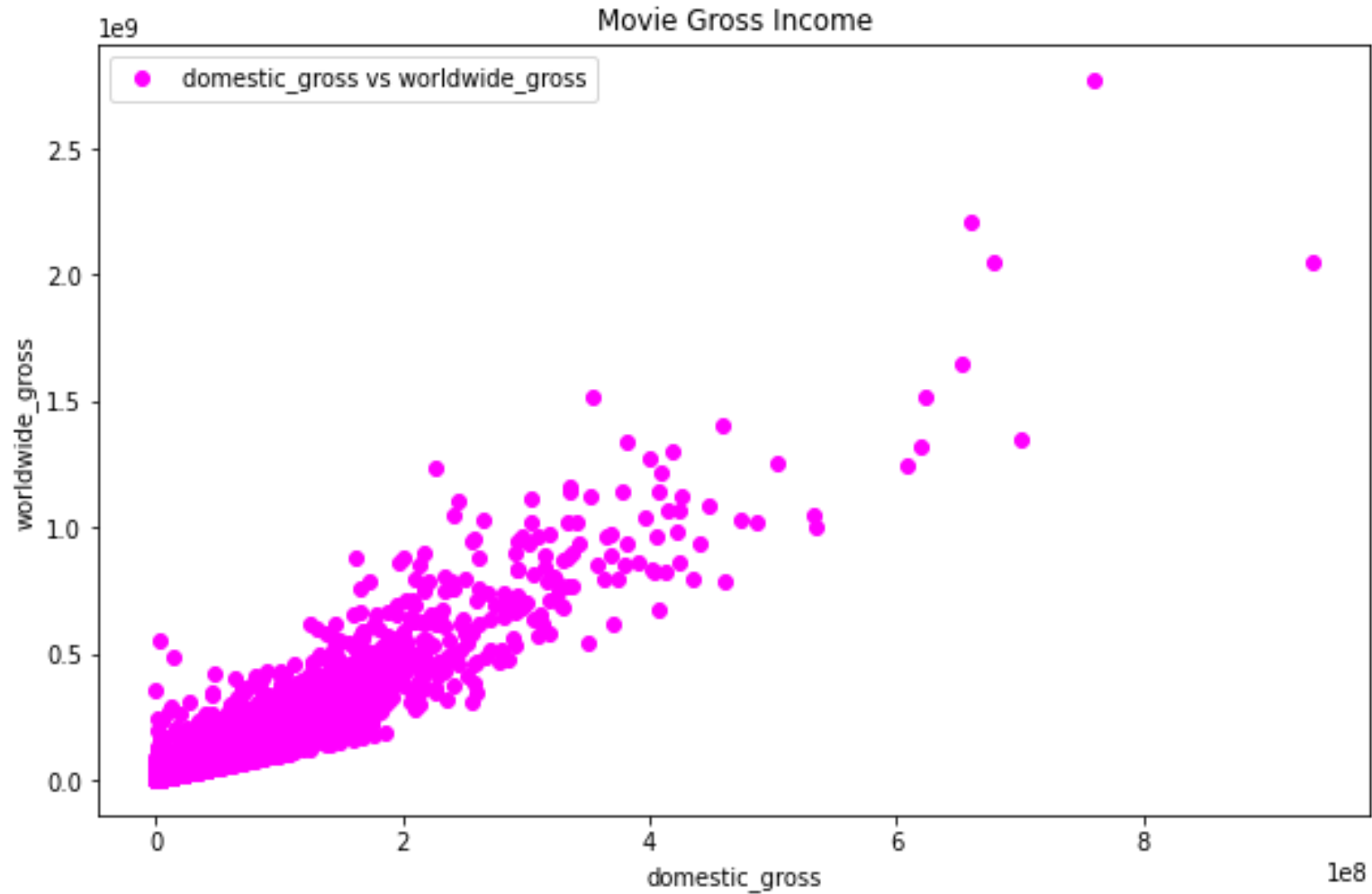
PROCESS STEPS

- 1. Understand the data
- 2. Load the datasets
- 3. Clean the data
- 4. perform EDA(Exploratory Data Analysis)
- 5. Visualize the data

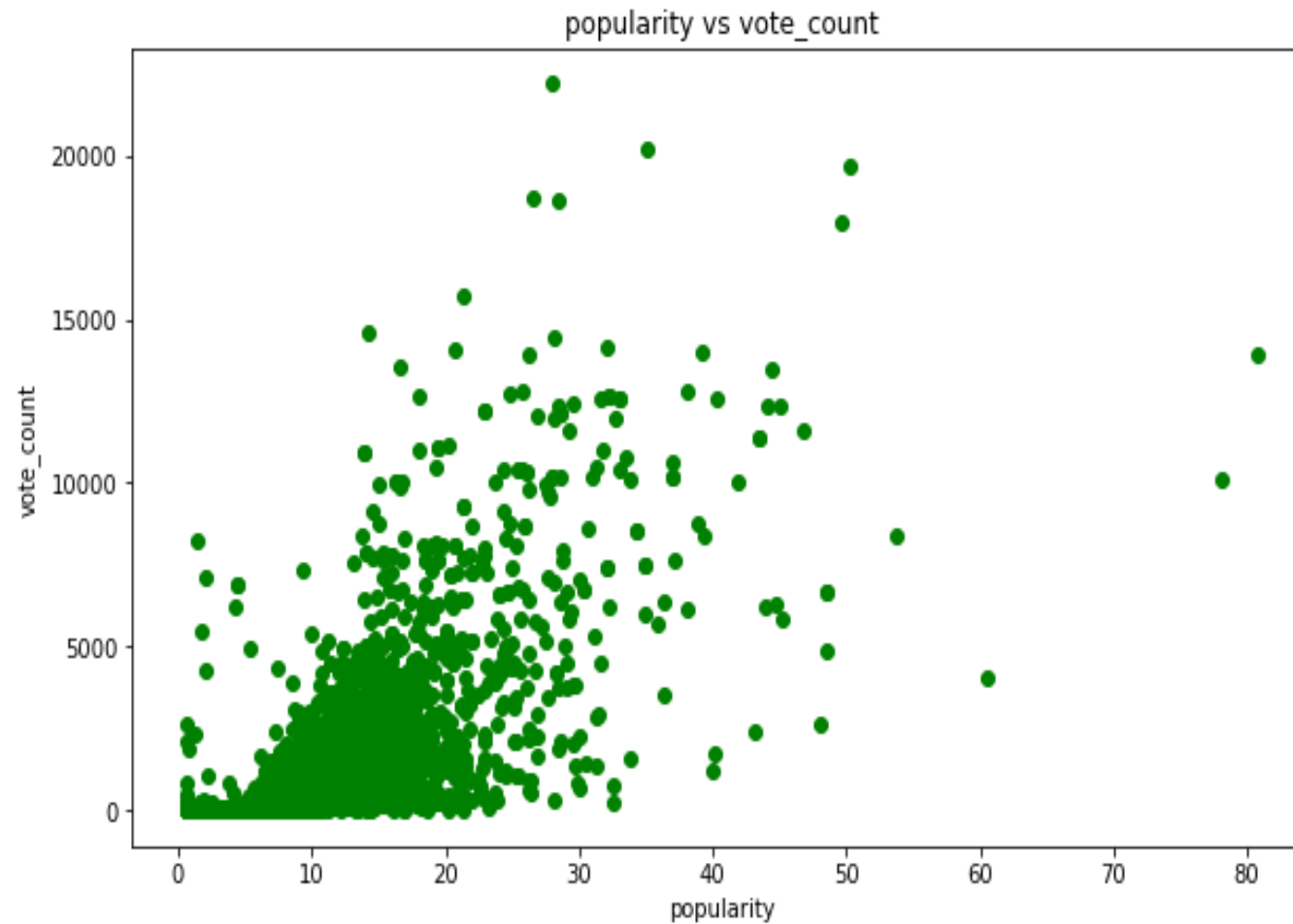
PLOT OF TOP MOVIES WITH THE MOST PROFITS



CORRELATION BETWEEN DOMESTIC GROSS & WORLDWIDE GROSS



HOW POPULARITY AFFECTS THE VOTE COUNTS



RESULTS

Here are my findings;

- 1.The production budget plays a major role for profitably in the film industries . this may be attributed to major factors like marketing cost,investing in popular movie actors and directors which come at a higher cost, language interpretation of the original film etc.
- 2.There is a strong positive correlation between domestic_gross and worldwide_gross. this means that if a movie does well in the local market, it will also perform well in the international market.
- 3.Popularity of a film doesn't guarantee the profitability of the film. From our analysis, there is a very weak positive correlation between the two meaning that profitability of a firm is not based on how popular their movies are.

RECOMMENDATIONS

1. Because there is a strong positive correlation between production budget and both domestic and worldwide box office receipts, it is important to allocate your budget wisely for film production. This will allow you to hire top producers, marketers, and well-known actors, all of which will help your project become more successful and profitable.
2. Prioritize on domestic film marketing since it will have a significant impact on the international and foreign markets' viability and profitability. Our investigation revealed a significant positive link between domestic gross and worldwide gross.
3. It is evident that a film's profitability is significantly influenced by variables other than popularity. approach would entail changing up the movie, emphasizing quality, and implementing a marketing plan that aims to attract the target market.