



PHASE 1 PROJECT

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EXPLORATORY DATA ANALYSIS WITH MOVIES

BUSINESS PROBLEM

Microsoft wants to enter into the movie industry, however they have no prior knowledge of the industry and they need help so that their movie studio can be successful. This project was aimed at exploring what types of films are currently doing the best at the box office then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.





DATA AND EXPLORATION

Data was provided for use and i selected one of the datasets for analysis.

The provided data set that was used in this project can be found at:

`/zippedData/bom.movie_gross.csv`

The web-scraped data used in this project was collected from the following sources:

<https://www.imdb.com/>

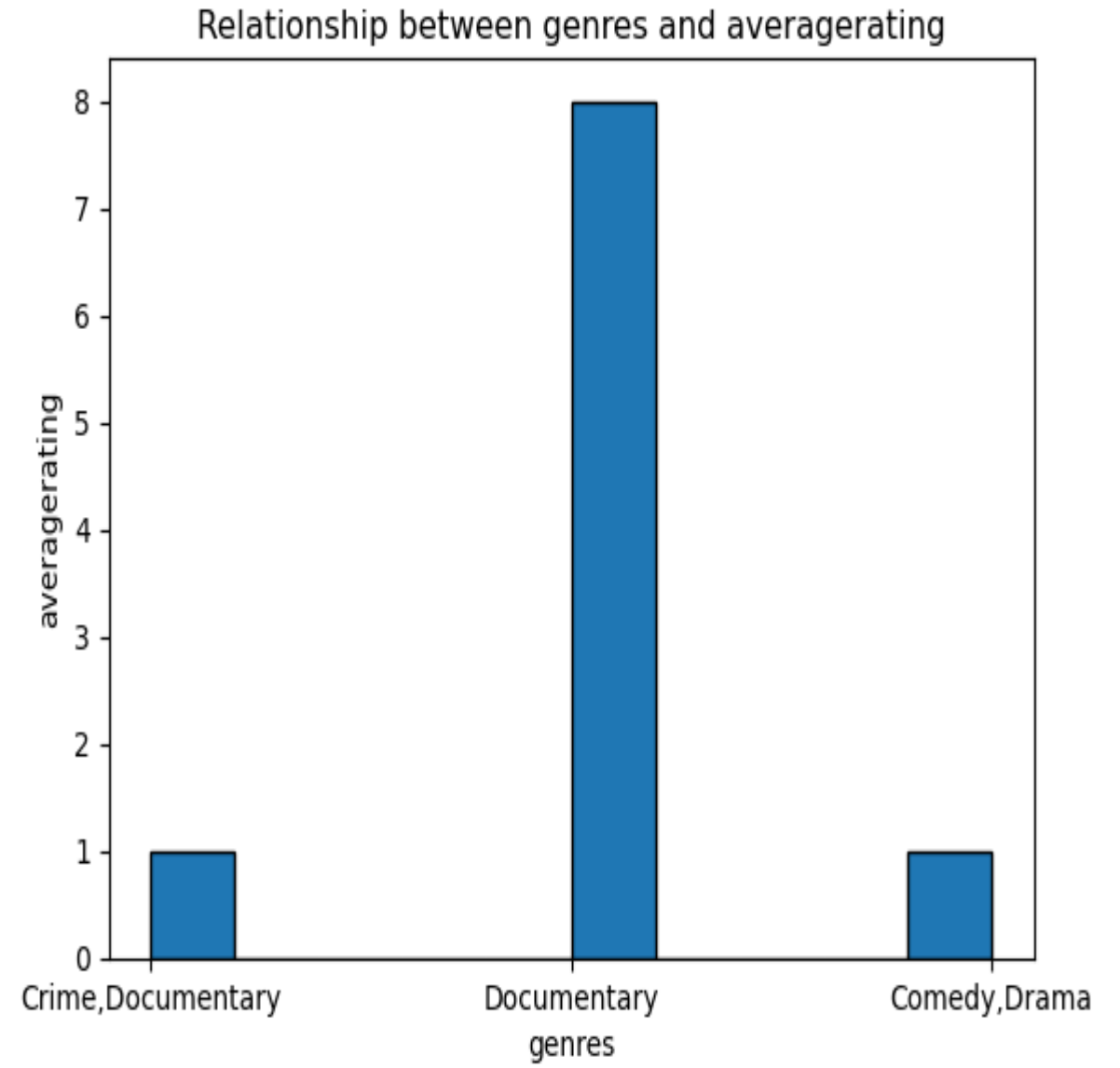
<https://www.boxofficemojo.com/>

<https://www.themoviedb.org/>

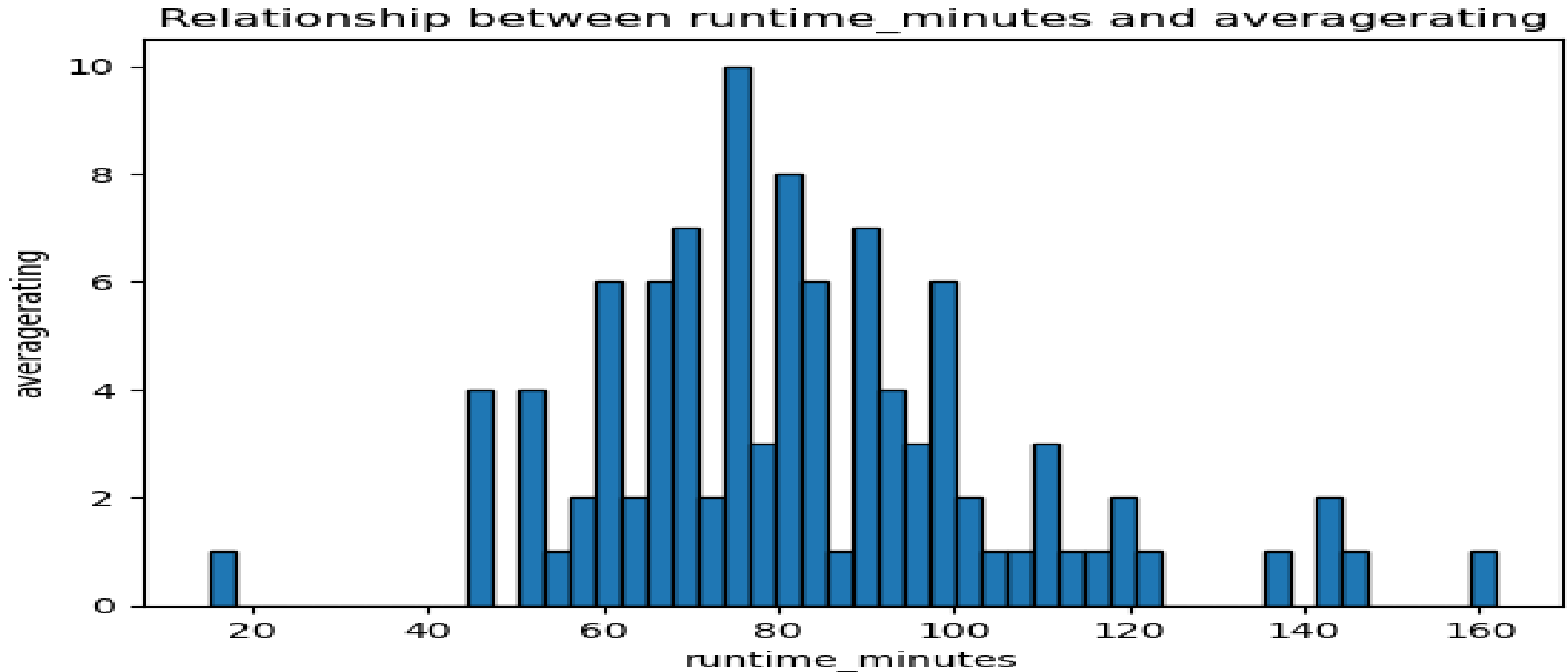
I used `imdb.title.basics` , `imdb.title.ratings` and `bom.movie_gross` for analysis

GENRES AND MOVIE RATING

From the analysis, Documentaries had the highest average rating.

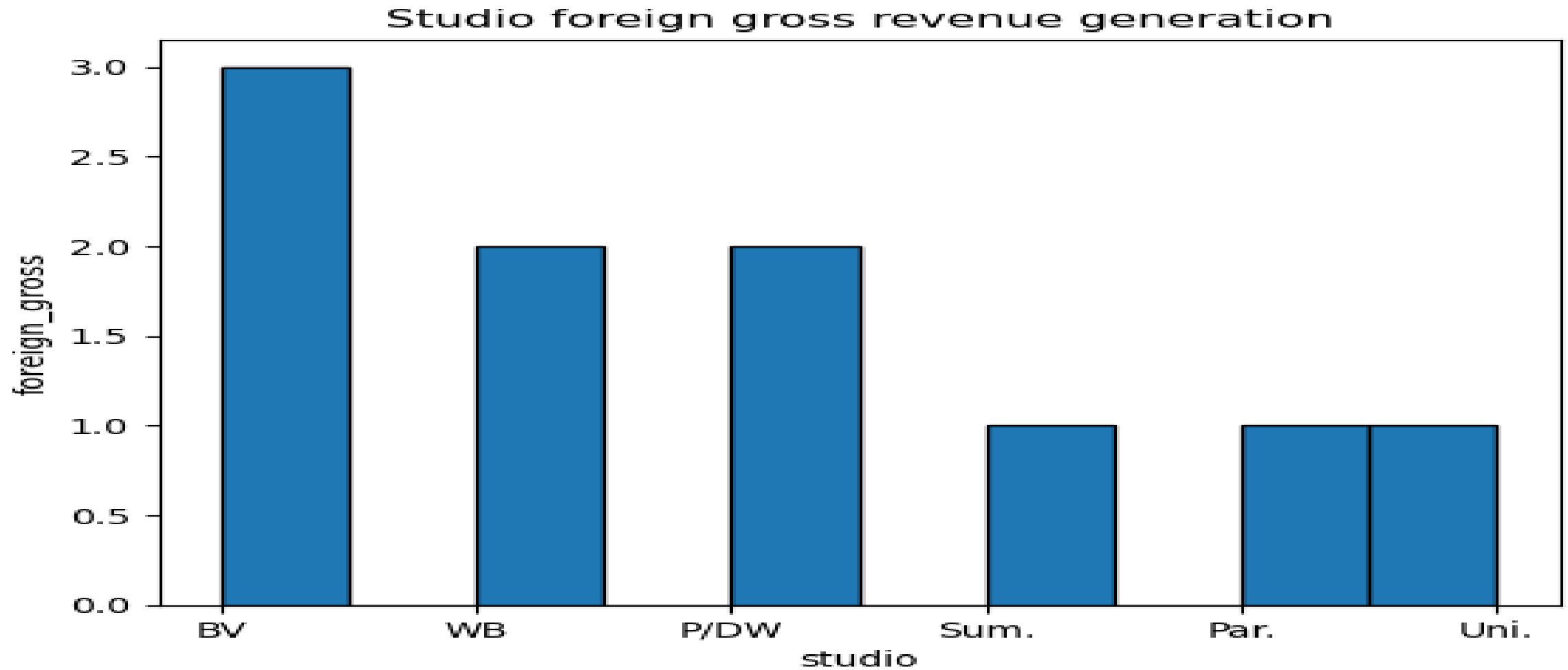


RELATIONSHIP BETWEEN MOVIE RUNTIME_MINUTES AND AVERAGERATING

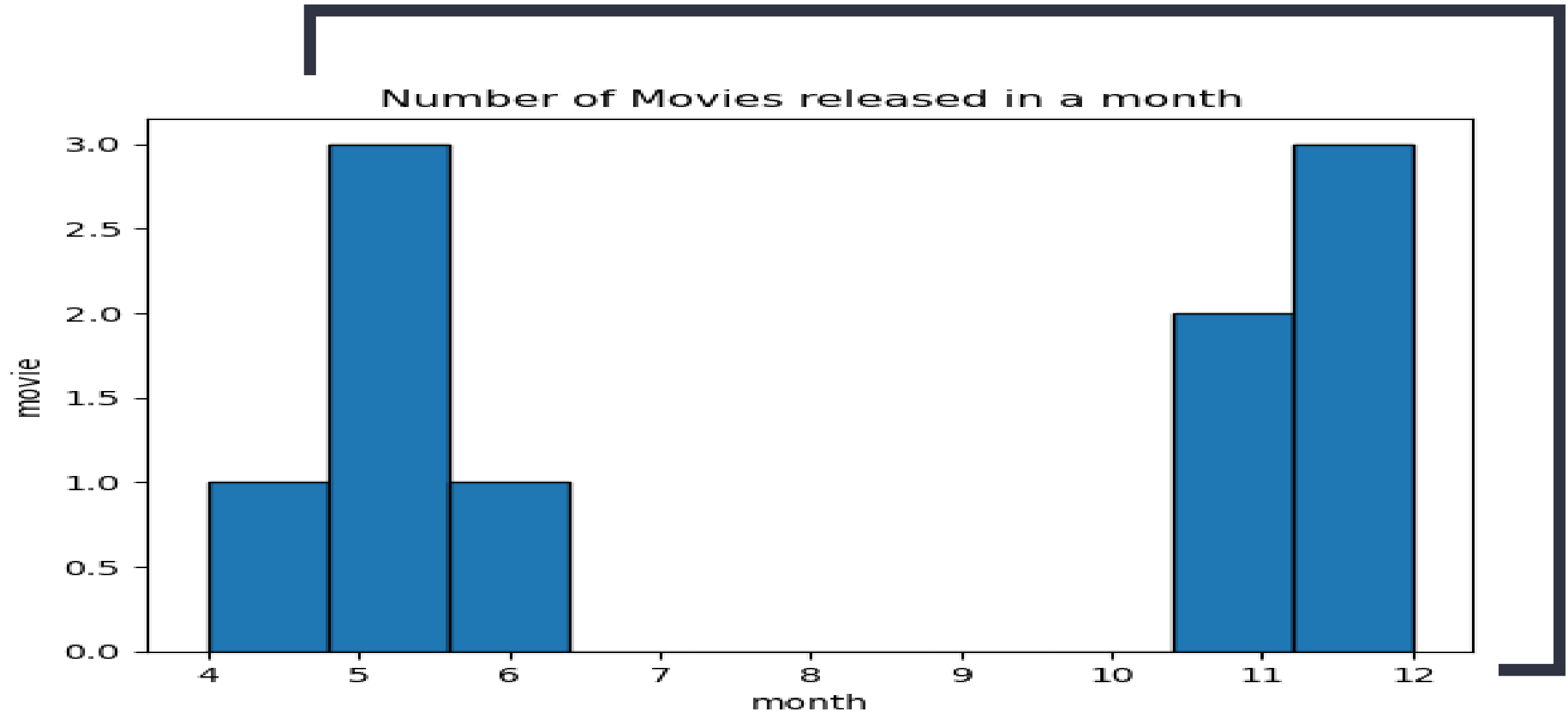


Movies with average runtime minutes have the highest rating

CURRENT SUCCESSFUL MOVIE STUDIOS



PREFERRED MONTHS OF THE YEAR TO RELEASE A MOVIE



RECOMMENDATIONS FOR A SUCCESSFUL MOVIE STUDIO

From the data analysis, I recommend

- ☐ Movies with average runtime minutes because they have the highest ratings
- ☐ Documentary movies as they have highest ratings
- ☐ The preferred months by movie studios is May and December
- ☐ Microsoft should take into consideration the rating of their movies based on genre and average runtime minutes as they have highest ratings



THANK YOU