

Microsoft Movie Analysis

Exploratory Analysis

Summary

This project was solely based on doing findings and analysis on movies to enable Microsoft have better insights as it tries to venture into the Movie Industry.

The idea was to come up with the top ranked movies, most voted movies, popular movies as they aim to target where the revenue for their work would come in handy.

I ended up analysing the genre that is doing well, how vote count correlates with popularity and what number is currently interested in movie watching.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

To help Microsoft come up with a better understanding of what to venture into exactly (Categorically wise) as they get to the Movie Production Industry.

This would help plan investment wise as they target certain revenues and ensure they cut on losses.

Also, the idea is for Microsoft to be outstanding in the production industry and using the data collected from the past this will help draw knowledgeable insights.

Data

From my dataset:

Genre ids

Movie Title

Popularity

Release Date

Vote Average

Vote Count

are the most important pieces to come up with relevant insights.

Methods

Step 1: Importing dataset

Step 2: Data preparation which includes cleaning. Checking for and removing null values. Changing release dates to a datetime format. Exploding columns

Step 3: Modelling the data

A bar plot to visualize the genre distribution.

Line plot to visualize the release year distribution.

Correlation between the vote average, vote count and popularity

Average Genre Popularity

Results

Most popular genre is 878,12,53

Positive correlation between vote count and popularity implying that movies with more votes tend to be more popular.

Changes in audience preference or industry factors as seen with the drastic movie releases line plot .

Giving keen attention to the above would help microsoft have a better impact when it comes to selection of their movies.

Conclusions

From the analysis, we draw actionable insights for the company.

Leveraging the popularity of the top most genre could lead to increased viewership and revenue.

Implementing the insights may positively influence decision making process

Thank You!

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