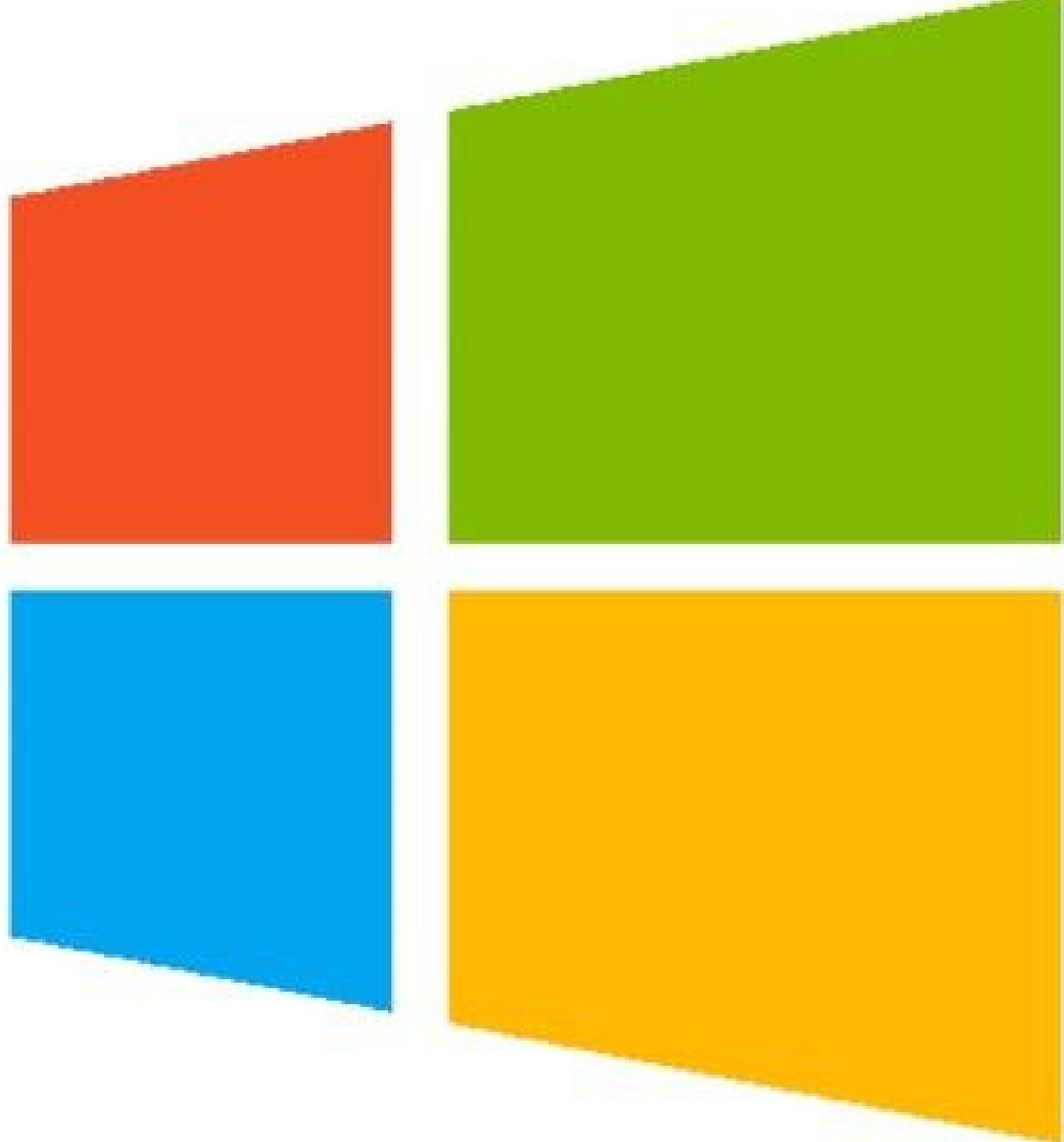


01

# Microsoft Movie studio Project



## 02

# BUSINESS UNDERSTANDING

Businesses must constantly be on the lookout for the newest and greatest developments to remain relevant in the ever-expanding commercial sector. A new film studio is the next best thing for Microsoft. That is only a concept to them, unrealized as of yet. They need insights into the movie industry before they settle on that investment.

# PROBLEM STATEMENT

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Understanding the movie industry in order to assist Microsoft to realize its concept is the current issue. Consequently, this project does an exploratory data analysis on data from four datasets in order to help Microsoft understand the film industry.



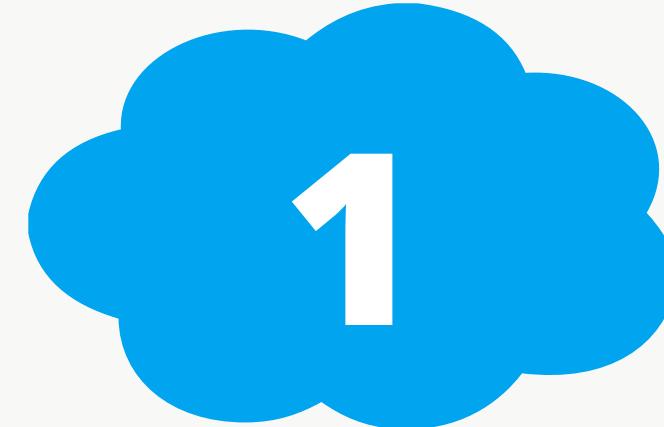
03

# OBJECTIVES

- ➡ To identify studio with the highest titles.
- ➡ To identify studio with the highest total gross.
- ➡ To identify most popular titles (in terms of highest vote count)
- ➡ To identify movies most used original language.
- ➡ To identify movies with the highest production budget.
- ➡ To identify genres with the highest number of titles.
- ➡ To identify genres with the highest popularity.
- ➡ To identify genres with the highest profit.



# DATA PREPARATION



## Loading Data

Importing libraries, reading and loading of datasets



## Data Cleaning

Removing null and duplicate values and checking for outliers



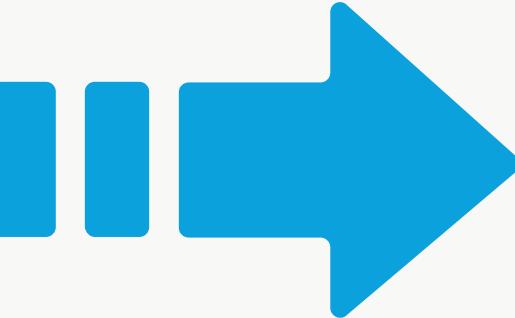
## Data Analysis

Visualizing how different variables relate to each other and to the target variable



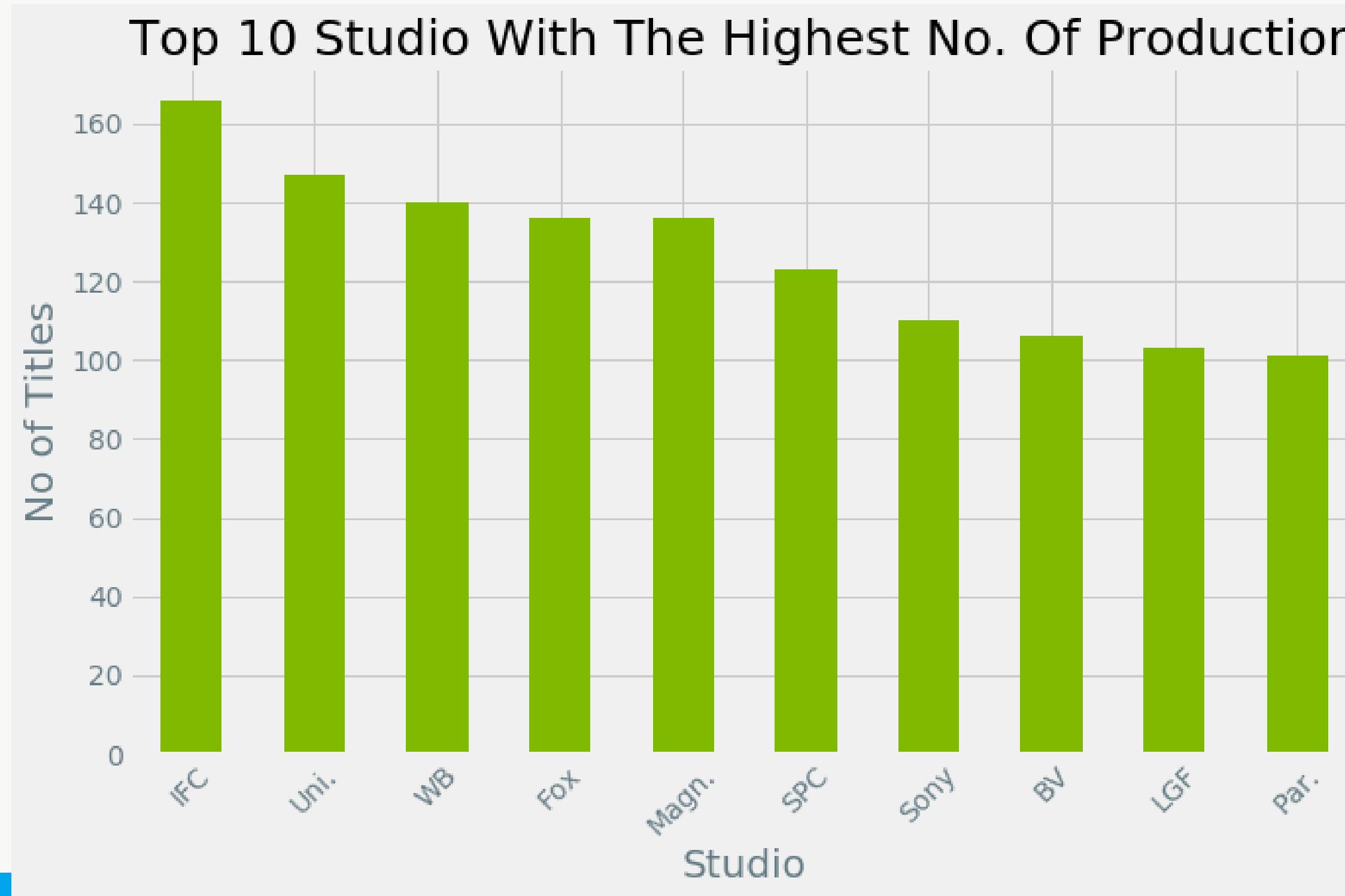
## Conclusion

Conclusion and recommendation



05

## TOP 10 STUDIO WITH THE HIGHEST PRODUCTION(TITLE)

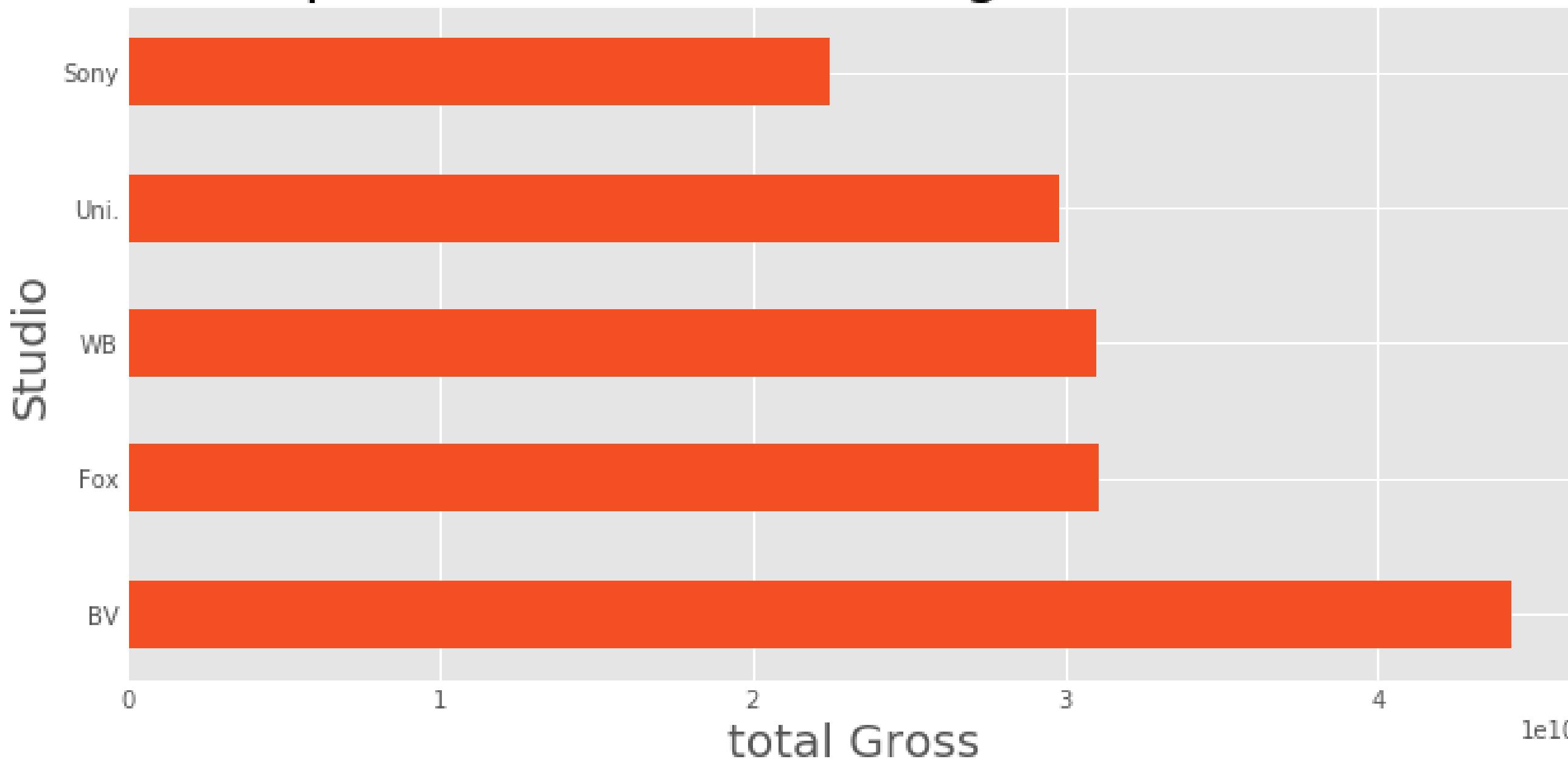


IFC studio has the highest number of production, 166 titles out of 3382 titles.

# TOP 5 STUDIOS WITH THE HIGHEST TOTAL GROSS

07

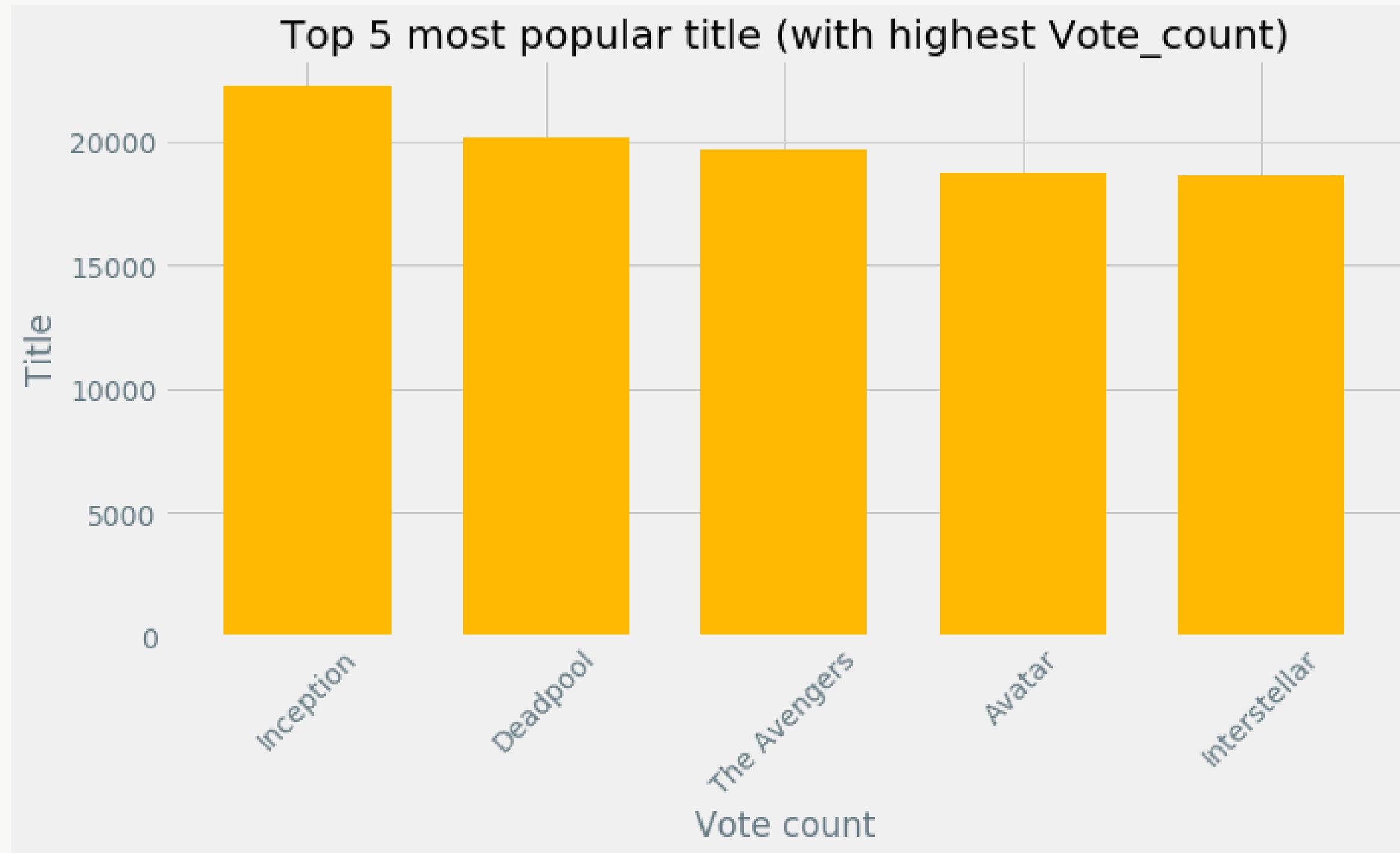
Top 5 Studios with the Highest Total Gross



BV studio have the highest total gross of  $4.425028e+10$  out of  $2.742031e+11$

# TOP 5 MOST POPULAR TITLES (WITH HIGHEST VOTE COUNT)

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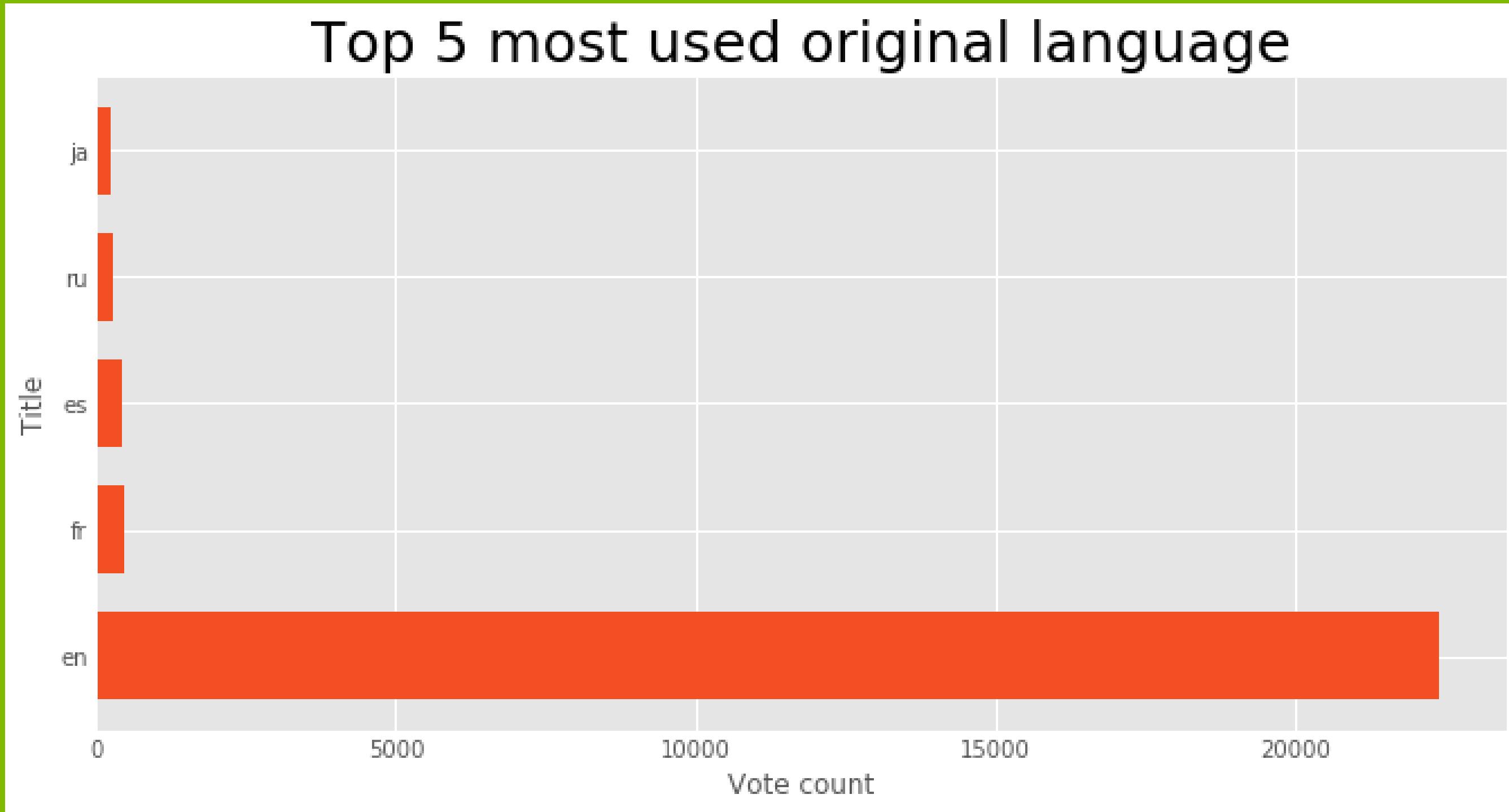


Inception is the title with the highest vote count of 22186.

08

# TOP 5 MOST USED ORIGINAL LANGUAGE

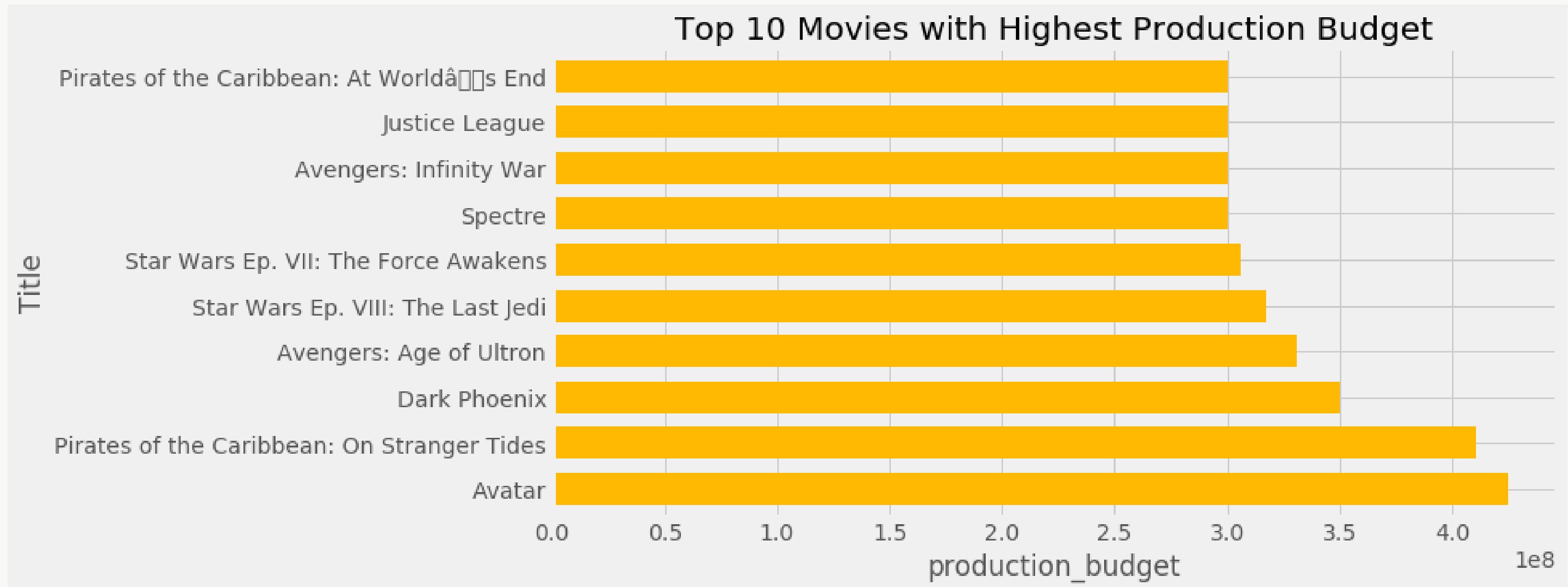
09



En original language was the most used language with a total of 22380 vote count.

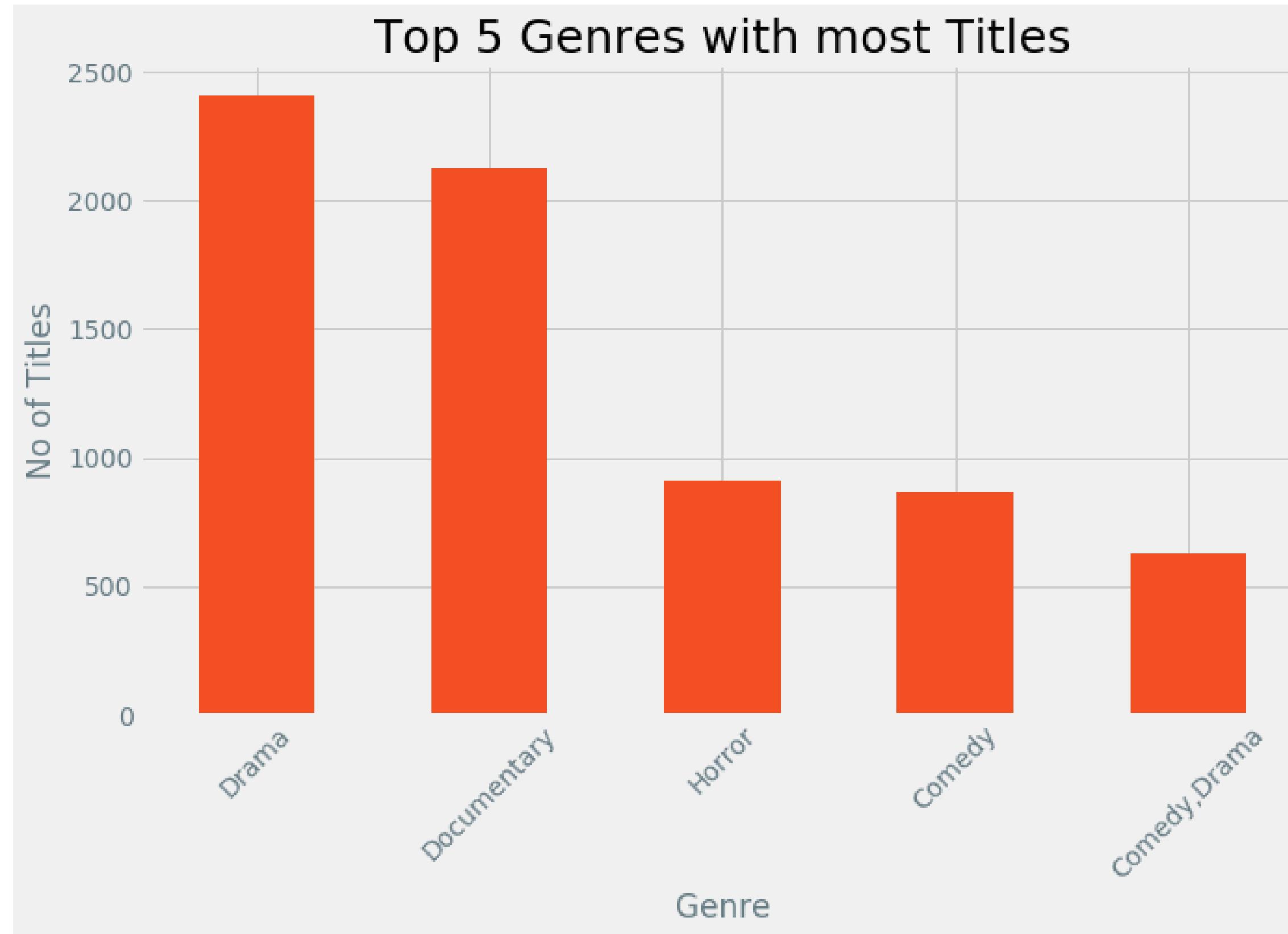
# 10

## TOP 10 MOVIES WITH HIGHEST PRODUCTION BUDGET



Avatar is the movie with the highest Production Budget.

## TOP 5 GENRES WITH MOST TITLES

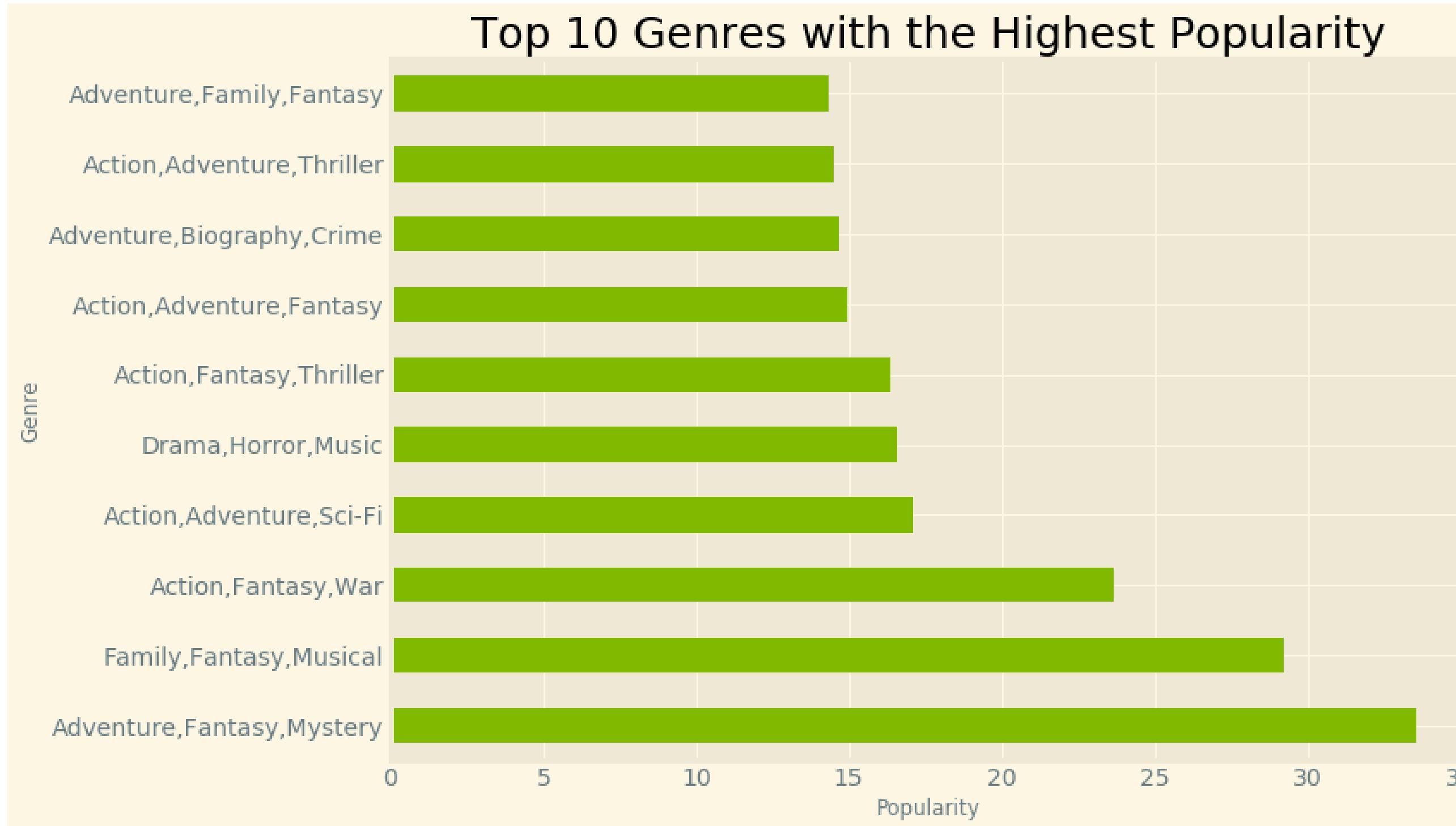


11

Drama Genre  
has the highest  
number of titles.

# TOP 10 GENRES WITH THE HIGHEST POPULARITY

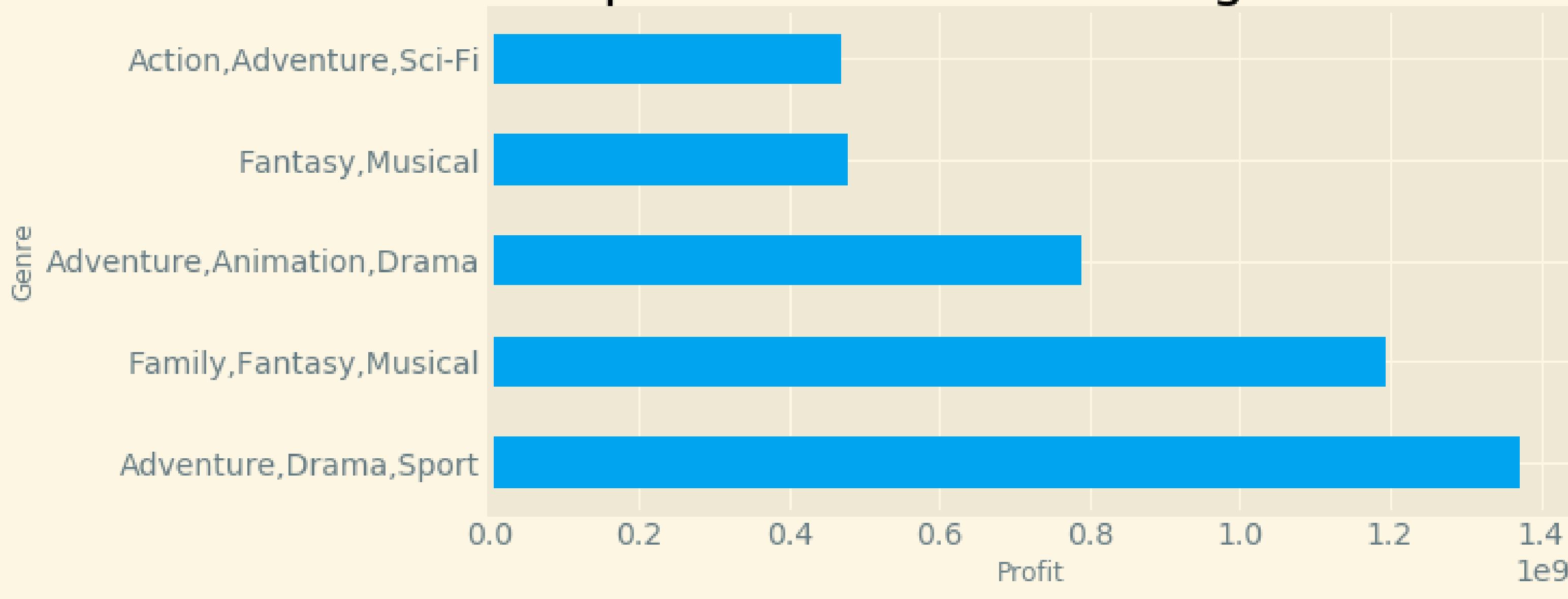
12



Adventure,  
Fantasy,  
Mystery Genre  
has the highest  
popularity.

## TOP 5 GENRES WITH THE HIGHEST PROFIT

### Top 5 Genres with the Highest Profit



Adventure, Drama, Sport Genre has the highest profit.

# RECOMMENDATION

## Language to use

To use EU as the original language since its the most used and voted.

## Genre to produce

To choose from the following genres;

1. Drama since most big companies have also invested greatly on them.
2. Adventure, Fantasy, Mystery Genre since they are the most popular.
3. Adventure, Drama, Sport Genre since they have the highest profit.

## Production budget

- To set aside a production budget of \$ 31,587,757.10 which is the average production budget.



**QUESTIONS  
OR  
CLARIFICATIONS**

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