

MICROSOFT DATA ANALYSIS FOR MOVIE STUDIO

Overview

An analysis of the movie's popularity based on their:

- Genre
- Foreign And Domestic Gross
- Rating and number of Votes

The analysis was done for the new Microsoft Movie studio, to enable them to make profitable decisions on the movie that are to be made

Business Understanding

- Genres of movies to be made
- Which market to target
- Movies genres to avoid

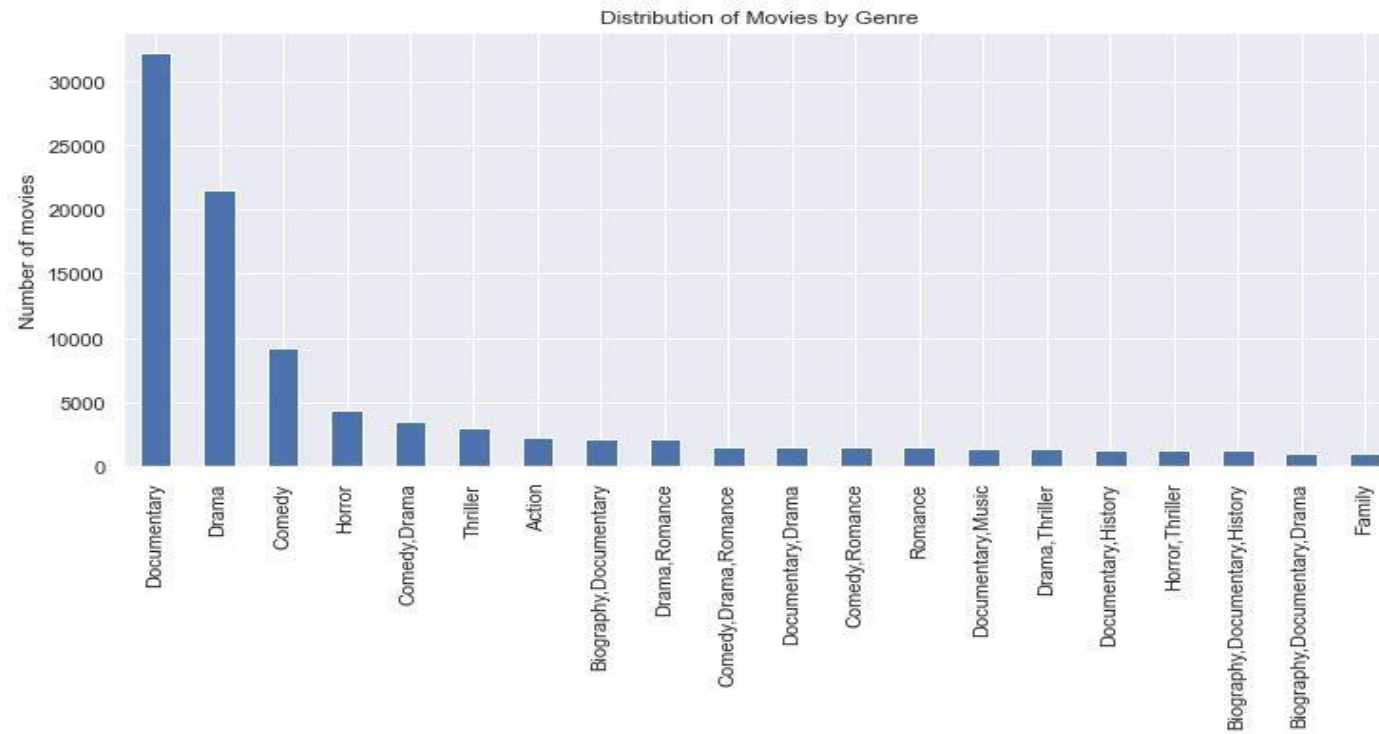
Source of Data

Data used in this analysis came from :

- IMDb containing movie ratings and genre including ratings and number of votes per movie
- The Box Office Mojo that tells us the domestic and foreign gross

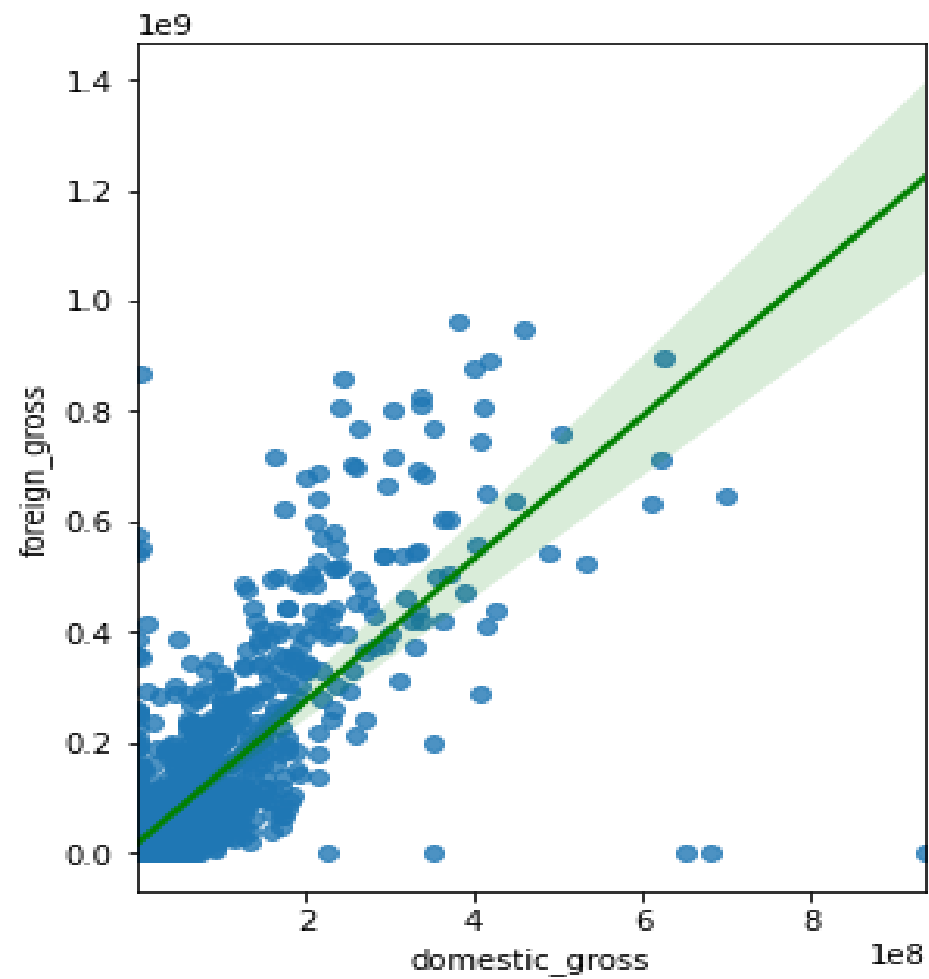
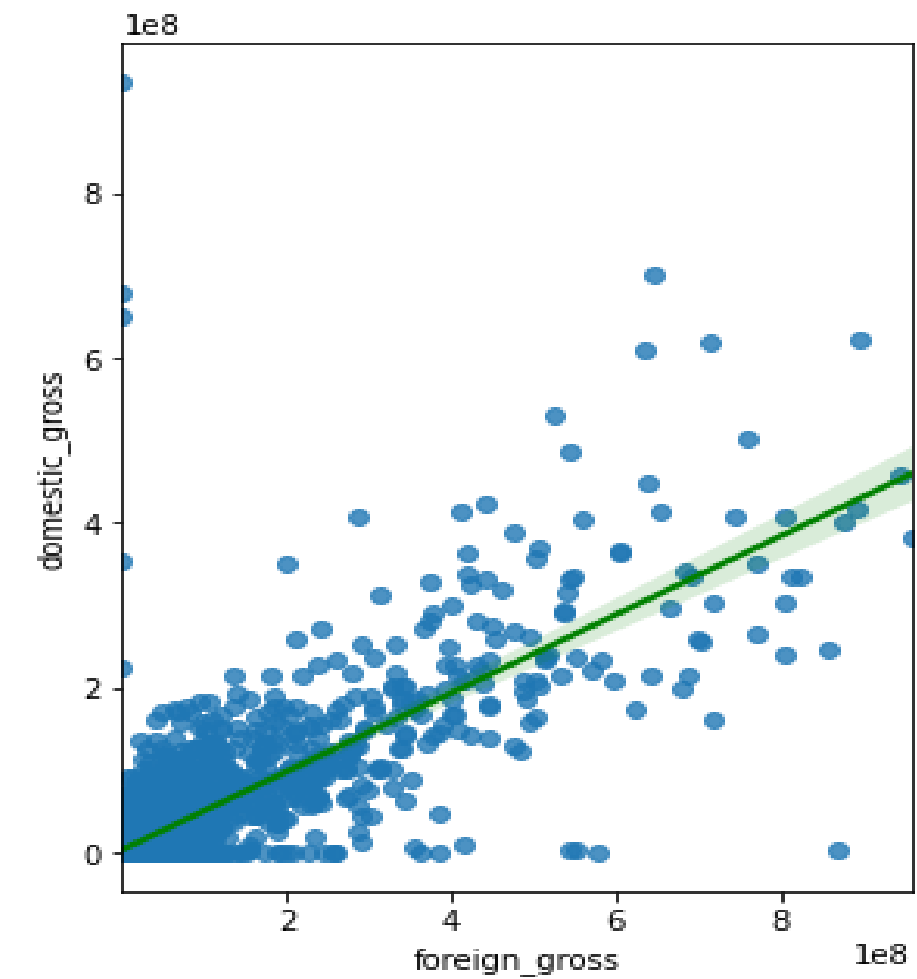
Methods

The most popular genres in movies where gotten from looking at the number of movies in each genre



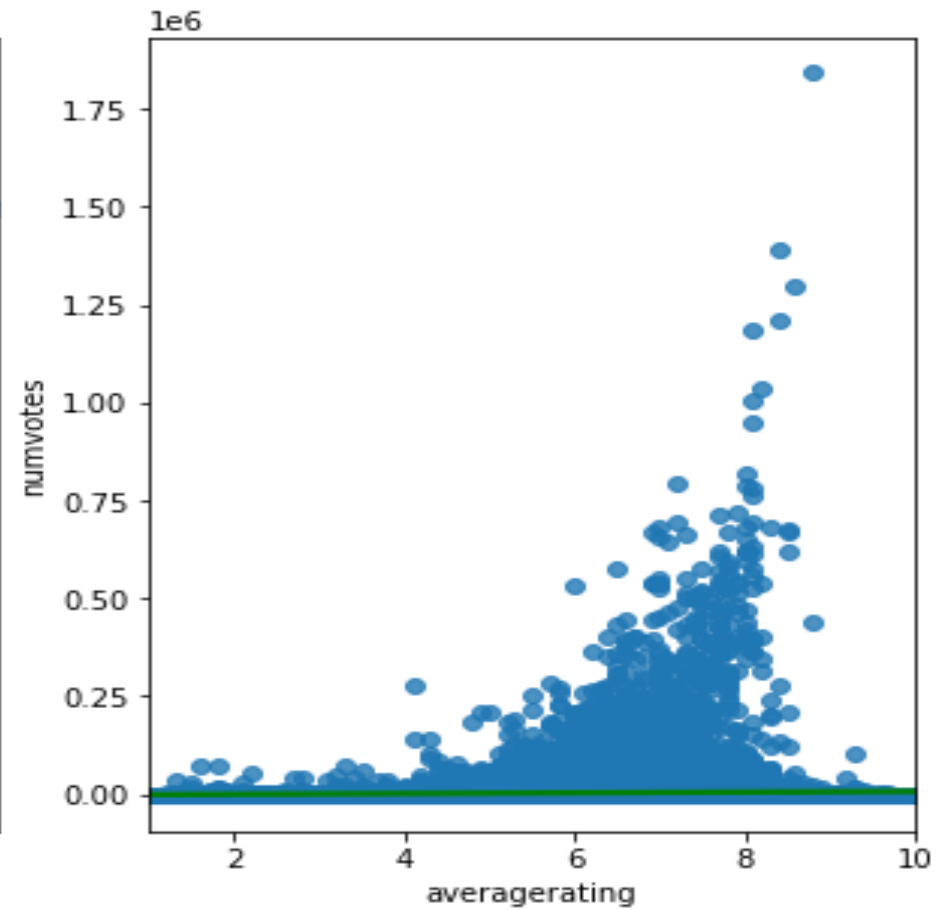
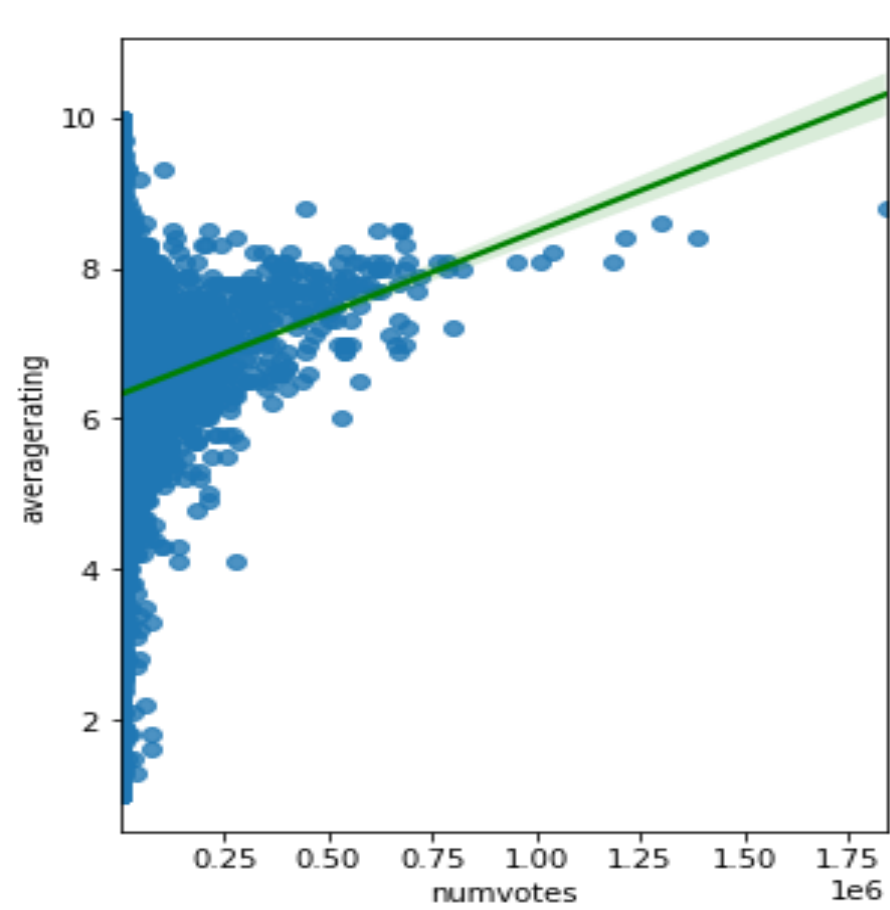
Results

- The domestic and foreign gross have a strong positive correlation meaning that increase in one leads to an increase in another
- It was also found that the higher the domestic gross the higher the probability of the foreign gross being higher



Results

- Majority of movie ratings are determined by low number of votes but the higher the number of votes the higher the chances of getting ratings above five



Conclusion

From the data analysis carried out on the data available some conclusions can be derived from the observations

- The 20 most common movie genres are given in the graphs above
- The average length of a movie is 86 minutes but a number of movies tend to be longer or shorter
- For both domestic gross majority of movies get less than the average gross amount
- Movies that have a large domestic gross amount have larger foreign gross amount compared to movies with small domestic gross amount
- Majority of movies get a rating of 6
- Majority of the average number of votes are low numbers
- Majority of movie ratings are determined by a low number of votes

Recommendation

My recommendations to the new movie studio are:

- Genres of the movies should be selected from the most common genres and genres that get the most average votes
- The length of the movies should be more than average 86 minutes
- The movies made should target the domestic market although higher income comes from foreign
- Genres with a low number of average votes should be avoided since this may indicate a small audience