MICROSOFT MOVIE INDUSTRY ANALYSIS

BY COLLINS KIPKURUI CHERUIYOT

OVERVIEW

The goal of this project is to conduct Exploratory Data Analysis(EDA) and generate insights for Microsoft's new venture in movie creation. The objective of this project is to understand the current environment of best-performing movies at the box office and make informed data-driven recommendations.

BUSINESS UNDERSTANDING

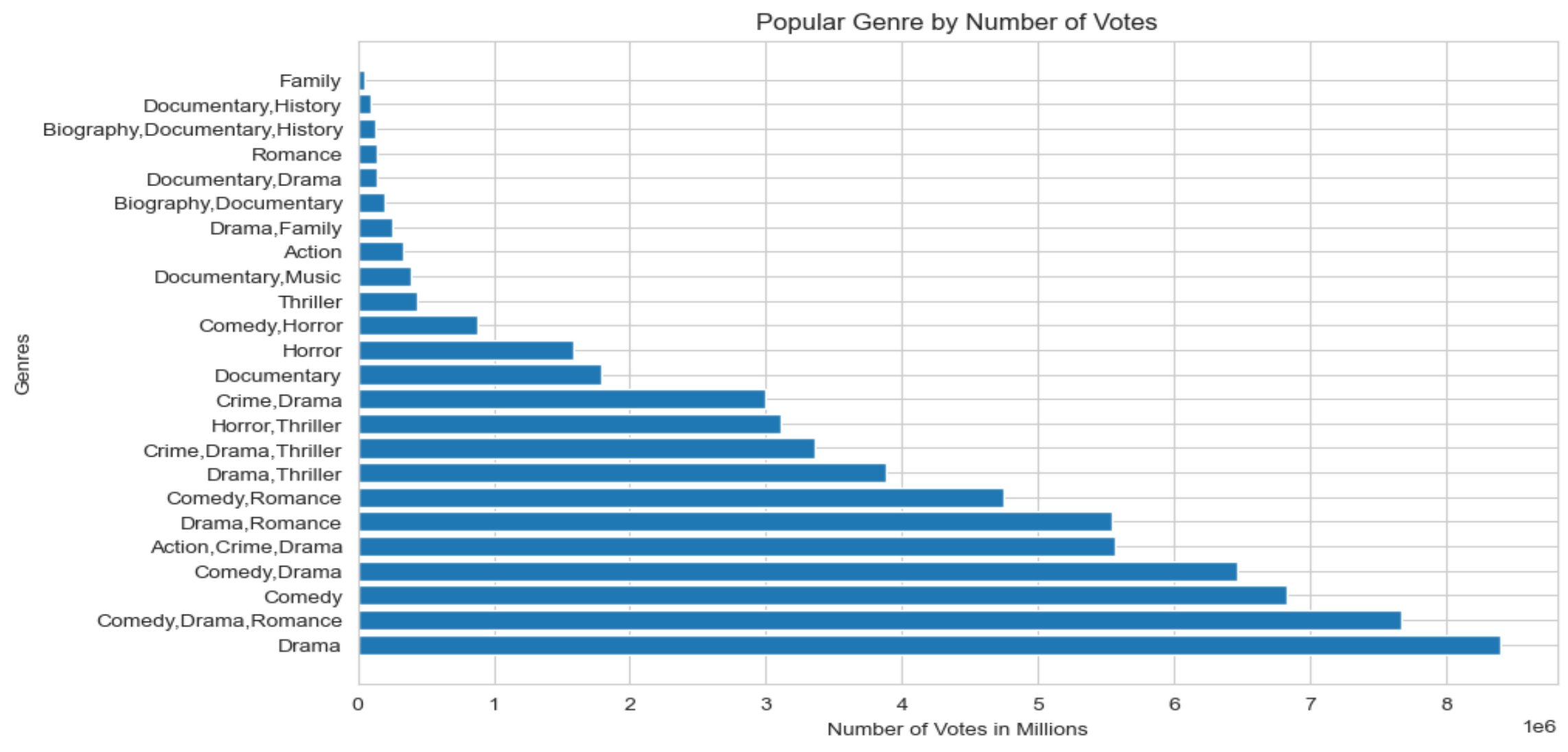
The objective of our Exploratory Data Analysis is to analyze our data and answer the following questions:

Which is the most popular movie genre?

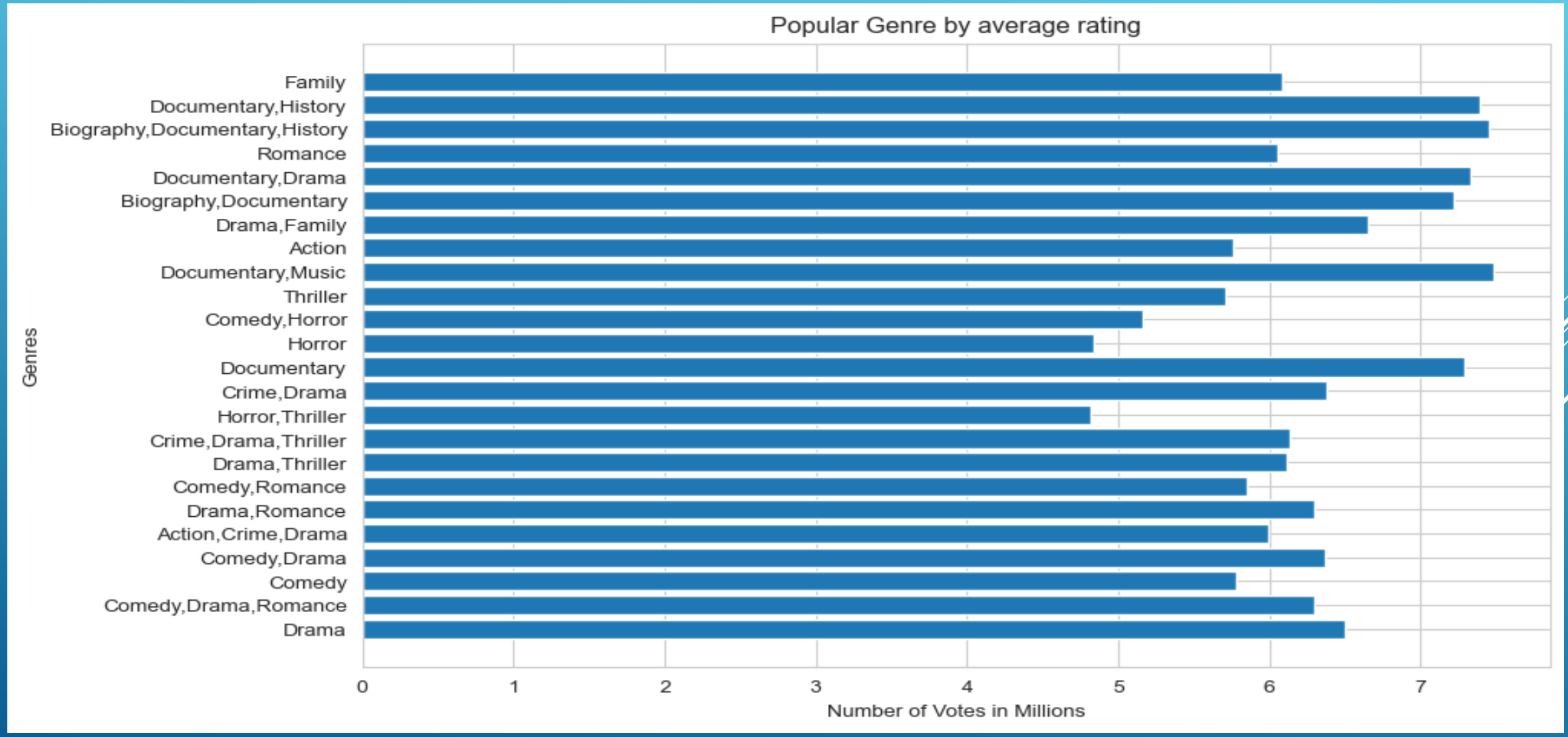
Which markets produce the most gross profit?

Which studios make the highest gross profit in domestic and foreign markets?

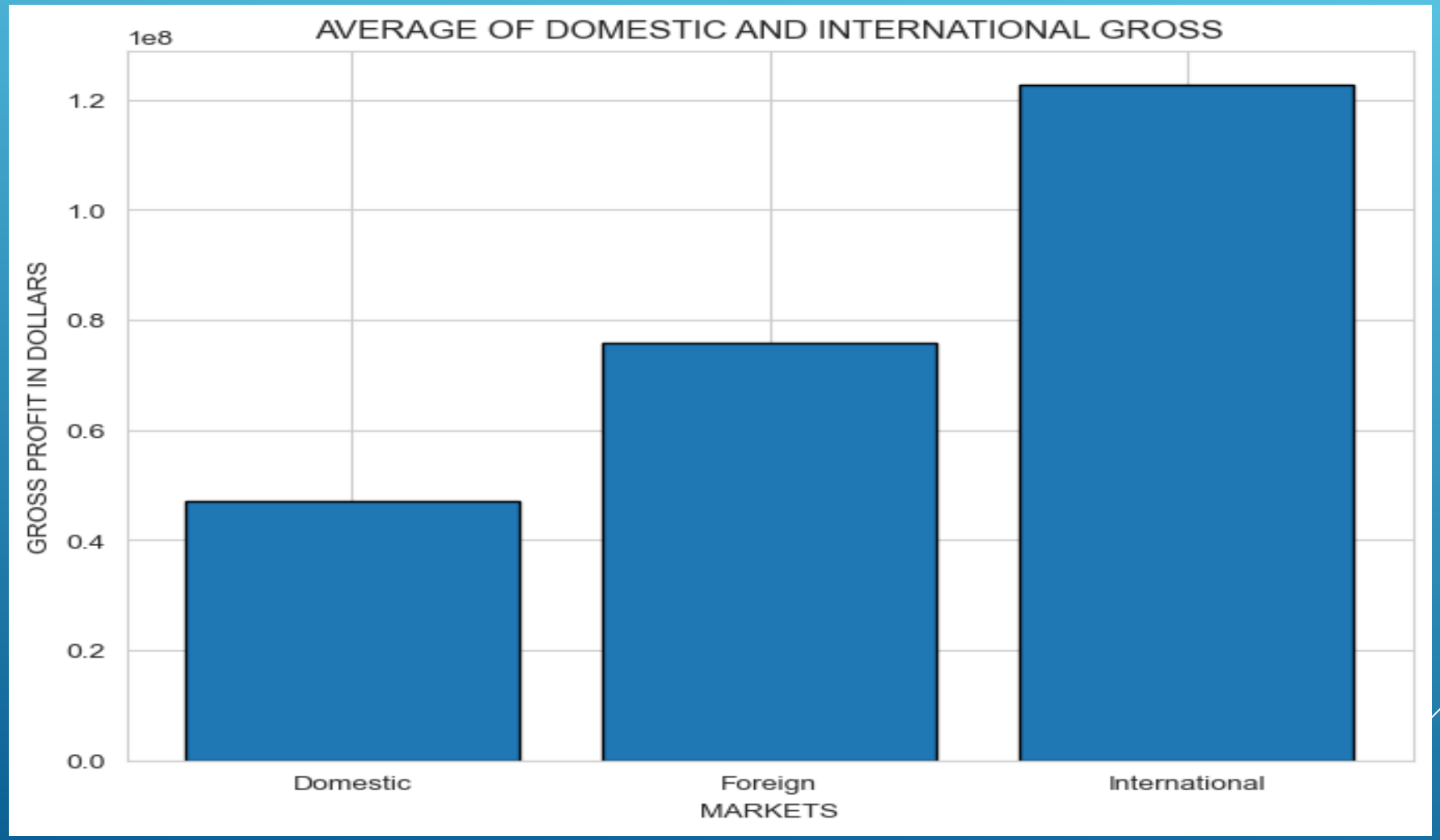
PLOT OF THE POPULAR GENRES BY NUMBER OF VOTES.



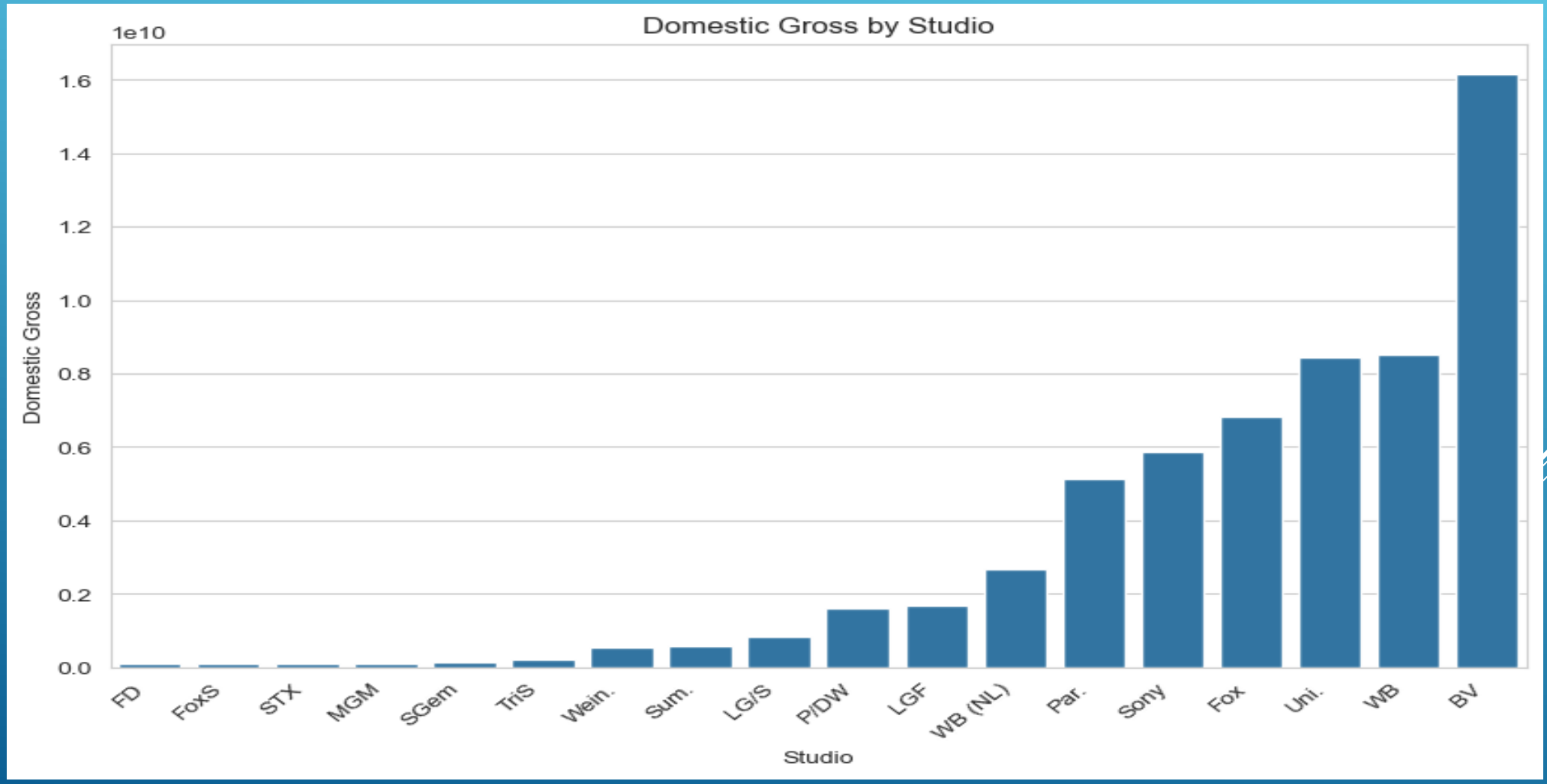
GRAPH OF POPULAR GENRE AND AVERAGE RATING



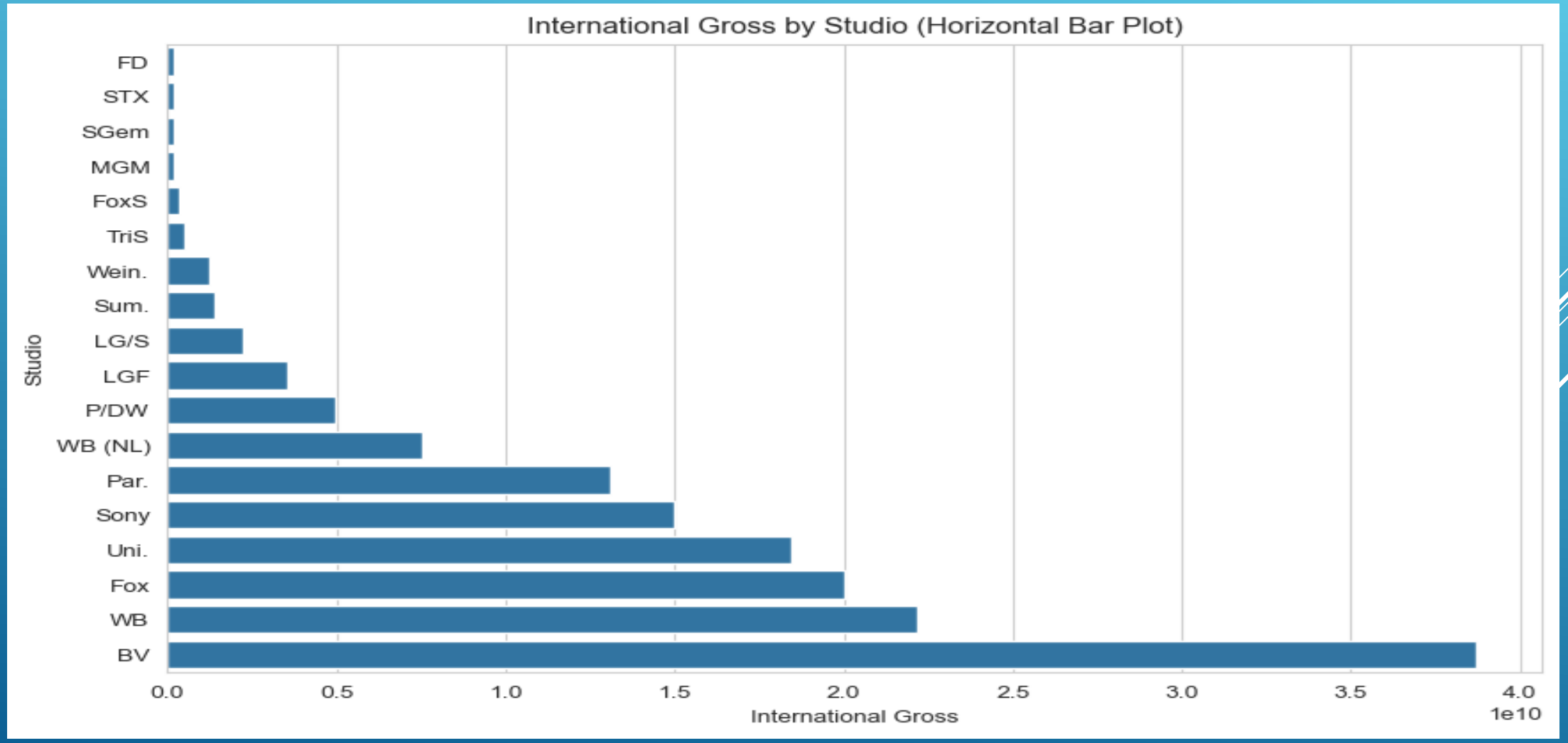
PLOT OF AVERAGE DOMESTIC, FOREIGN AND INTERNATIONAL MARKETS



PLOT OF DOMESTIC GROSS PROFIT BY STUDIO



PLOT OF INTERNATIONAL GROSS BY STUDIO



RECOMMENDATIONS

GENRE

- Invest in Drama, Comedy, Romance, and Action genres. These are the most popular genres and are watched by a lot of people.

MARKET

- Foreign markets generate more profit than the domestic market. The focus should be on creating movies that can capture domestic and foreign markets.

COMPETITION

- BV Studios generates the highest profit in domestic and international markets. Microsoft should consider partnering with them to make movies.

THANK YOU