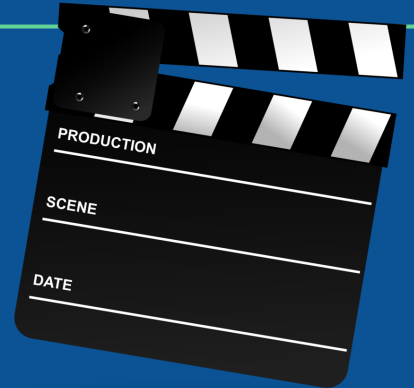


# Microsoft Movie Analysis

Data Analysis On Which Types of Movies Are Most Successful.

**Karen Ballard 28th June 2022**



# Summary

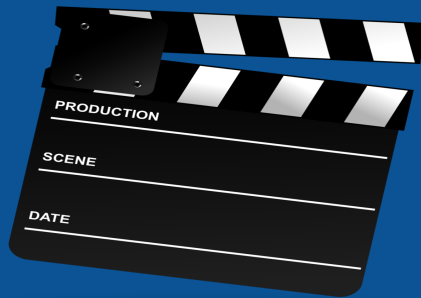
Descriptive analysis of 4 IMDb data categories to determine the most successful types or genres of movies at Box Office.

Determined by results of Top 20 combination of genres in:- DOMESTIC SALES

FOREIGN SALES

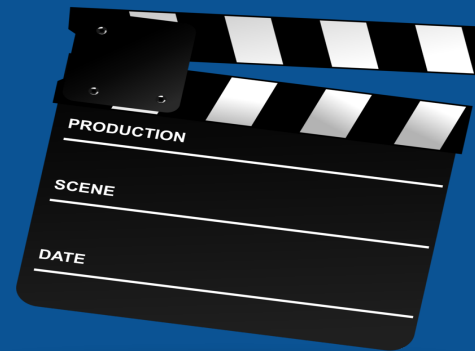
AVERAGE RATINGS

NUMBER OF VOTES



# Summary

- **ADVENTURE**, **ACTION** & **SCI-FI** most successful combination at Box Office.
- **ADVENTURE** & **ACTION** plus **FANTASY / ANIMATION / COMEDY** popular
- **ADVENTURE** genre rated high in all 4 categories.



# Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

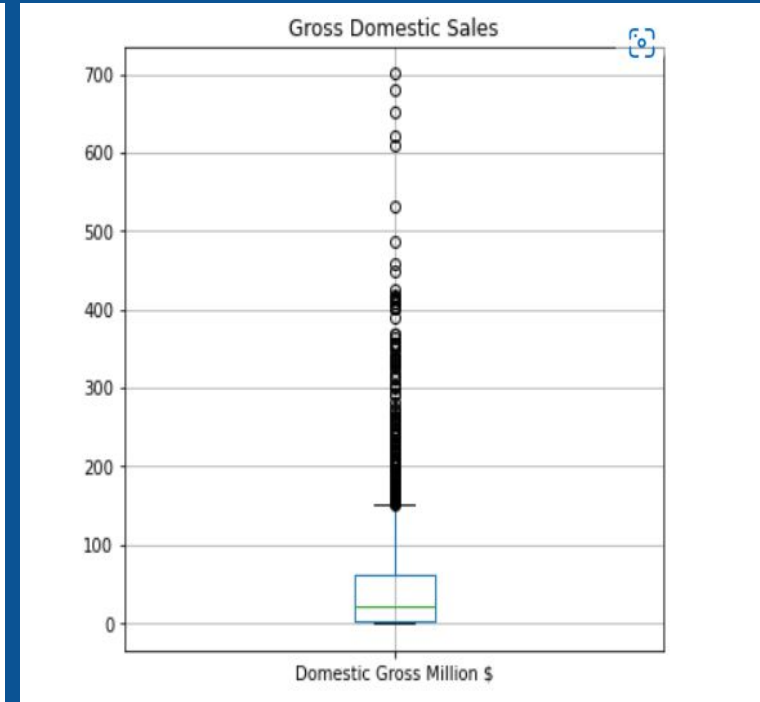
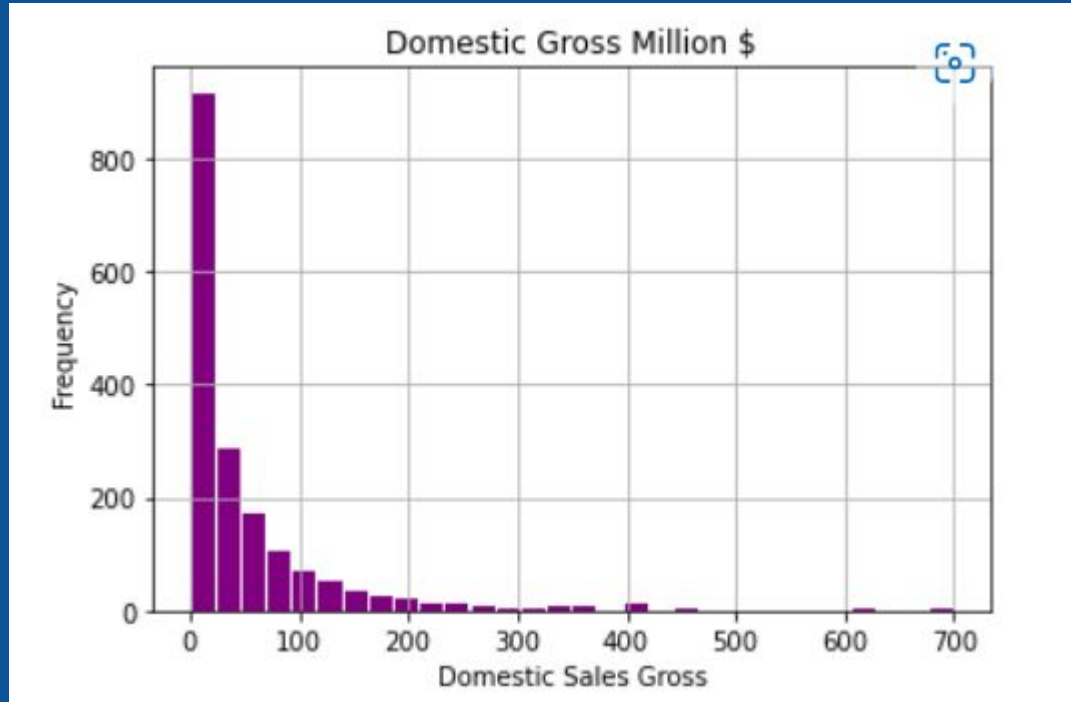


# Business Problem

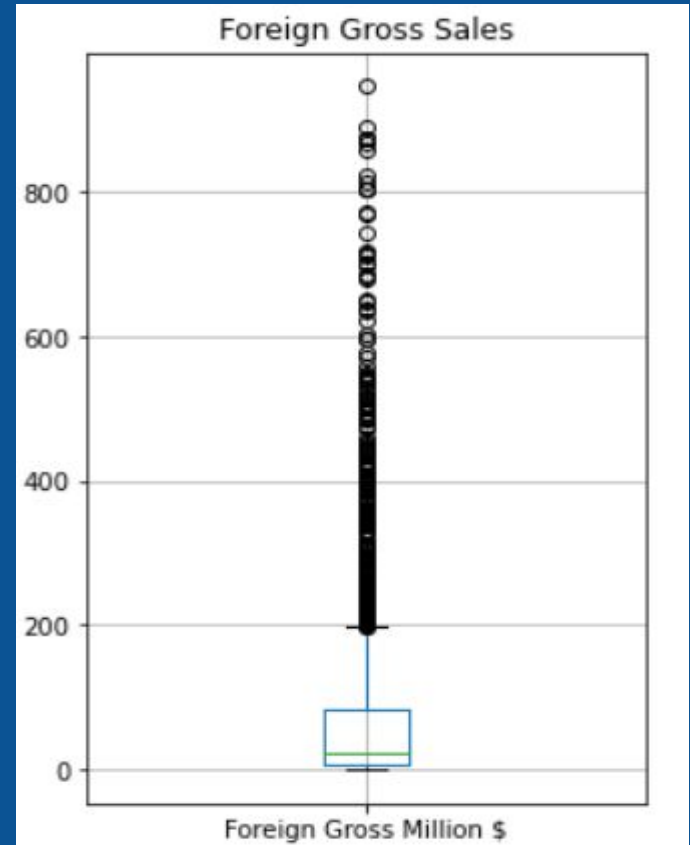
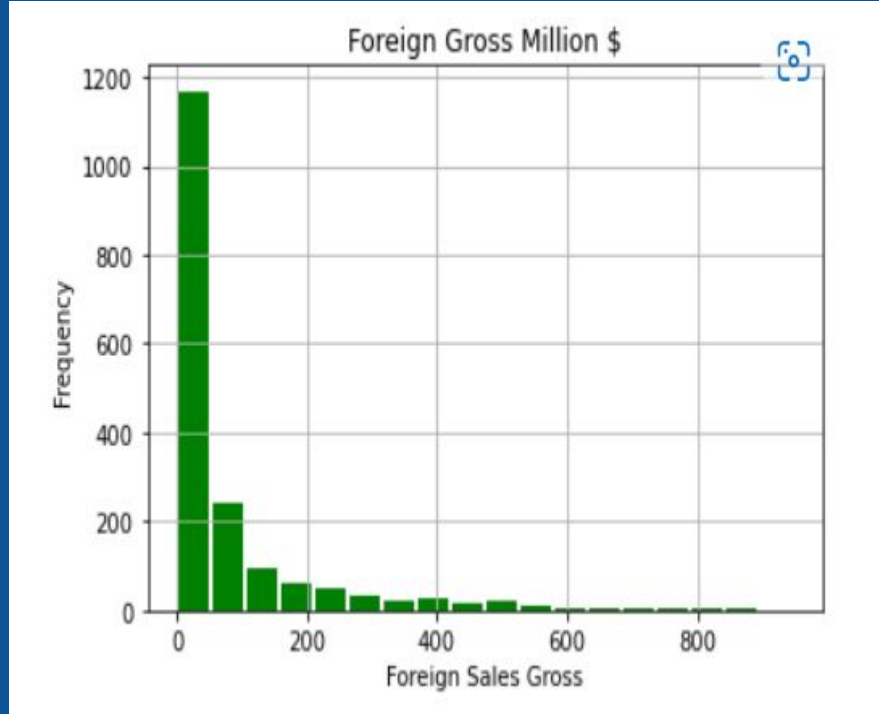
- Microsoft want to produce successful Box Office Movies.
- Which types of movies are most successful?



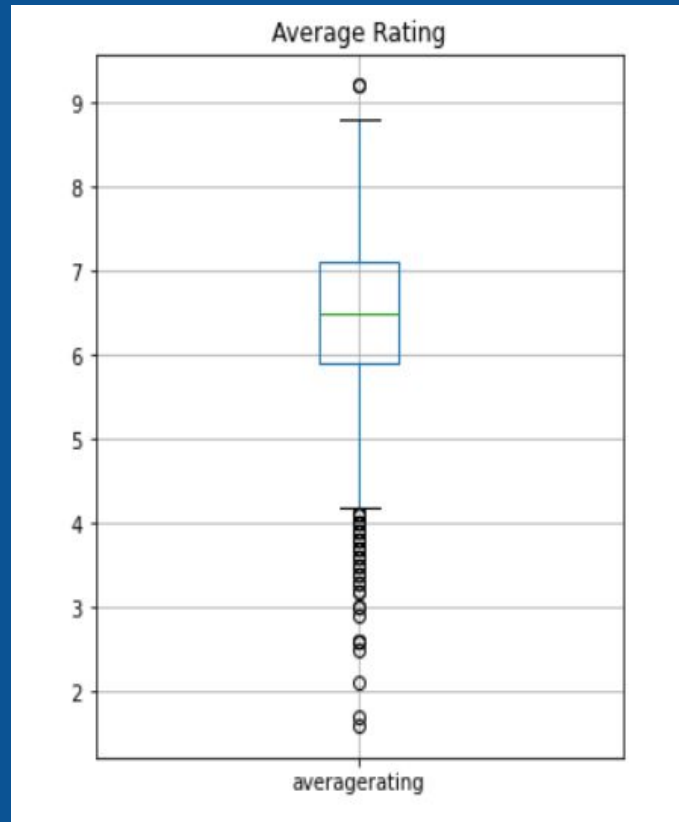
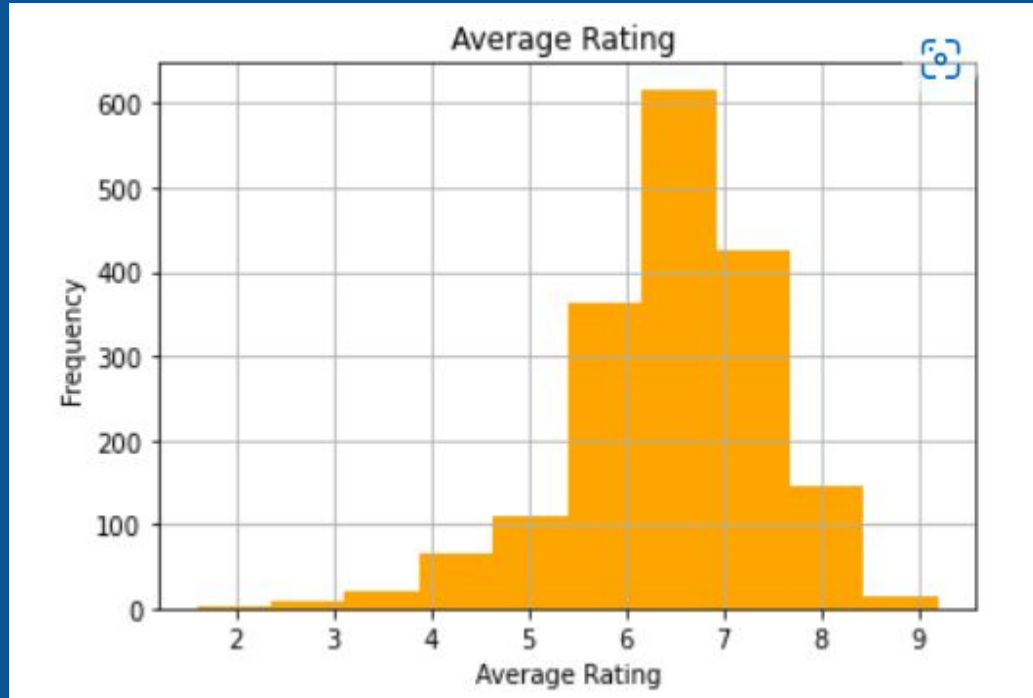
# Data - Domestic Gross Sales



# Data - Foreign Gross Sales



# Data - Average Ratings





# Data



SUCCESS = Top 20 Domestic Gross Sales - Financial success at home \$\$\$\$

Top 20 Foreign Gross Sales - Financial success overseas \$\$\$\$

Top 20 Number of Votes - Popularity 

Top 20 Average Rating - Popularity

# Methods

3 datasets from IMDb joined and cleaned resulting in complete dataset.

Created code to find top 20 Movies and corresponding combination of genres in :-

Domestic Sales Gross

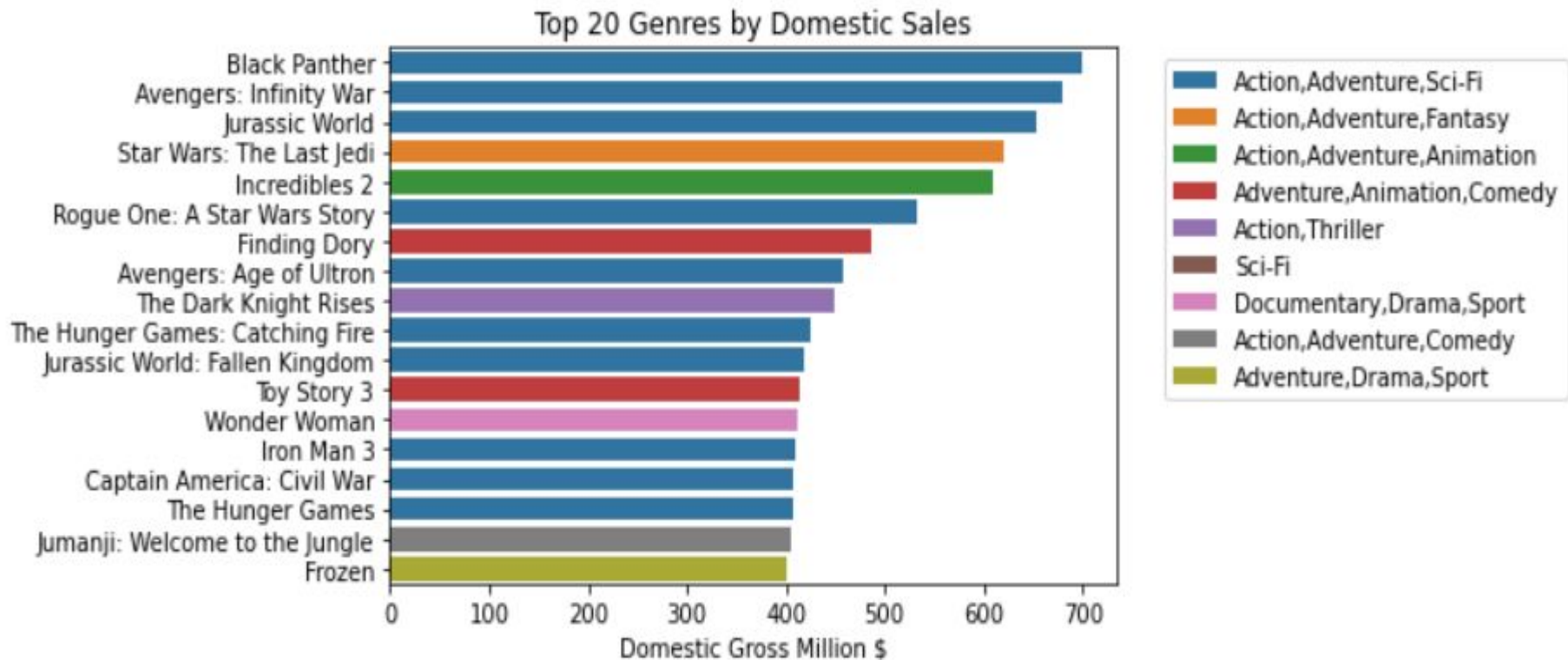
Foreign Sales Gross

Average Rating

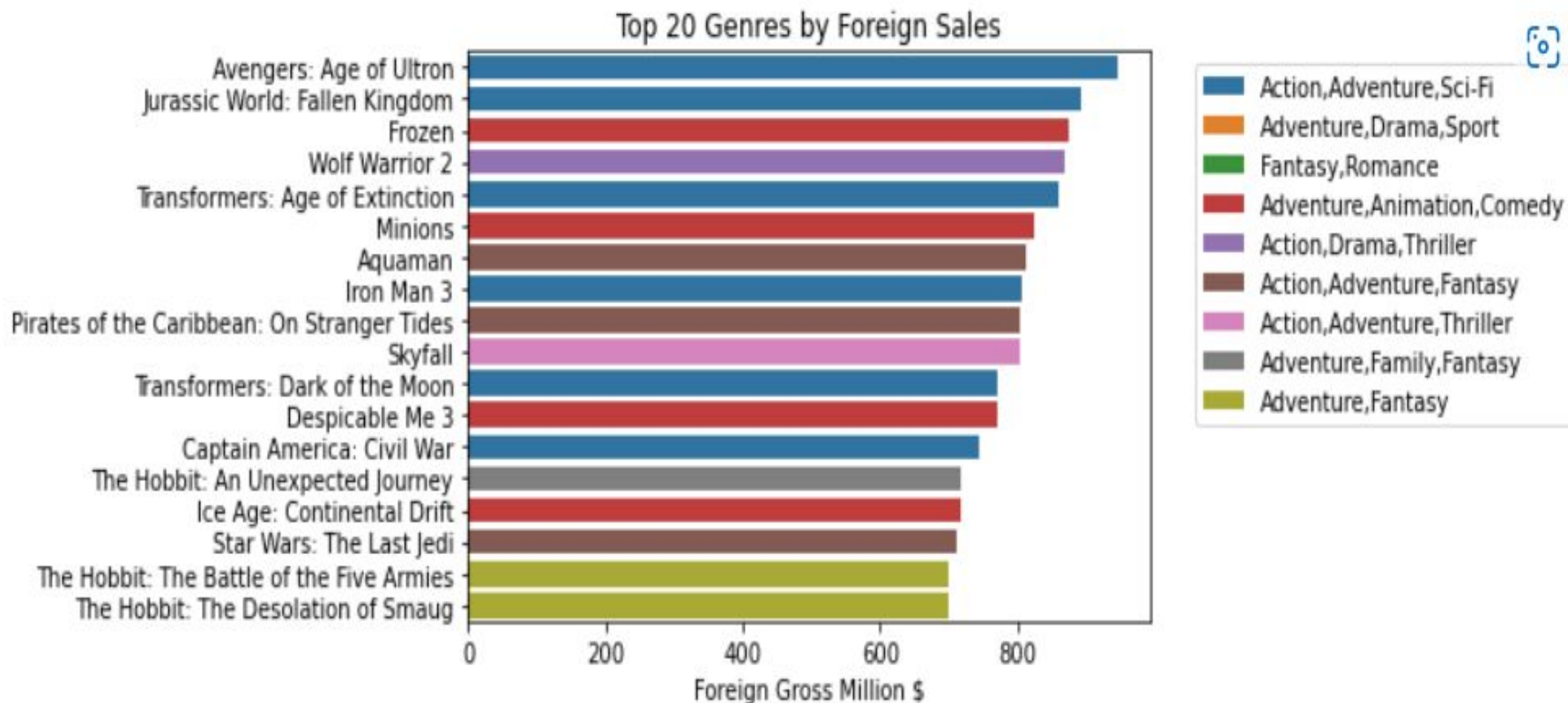
Number of Votes



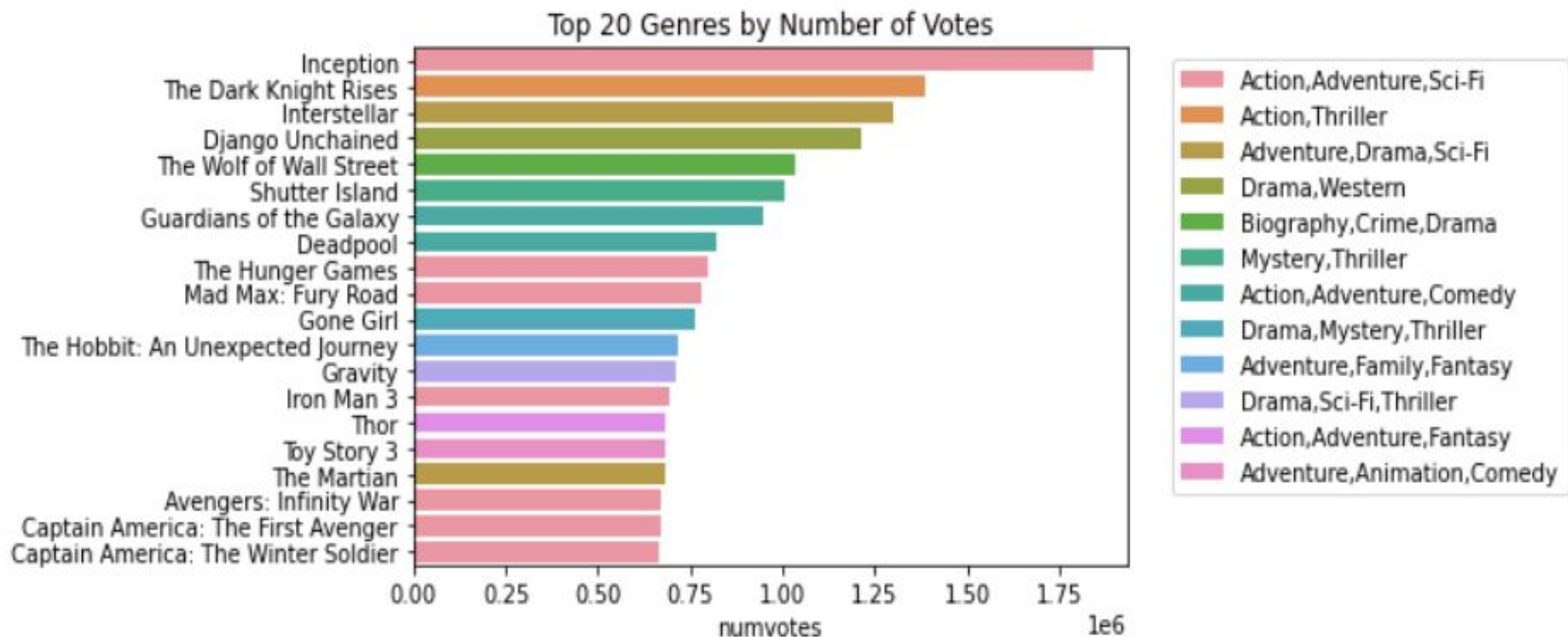
# Results - Top 20 Genres by Domestic Gross Sales



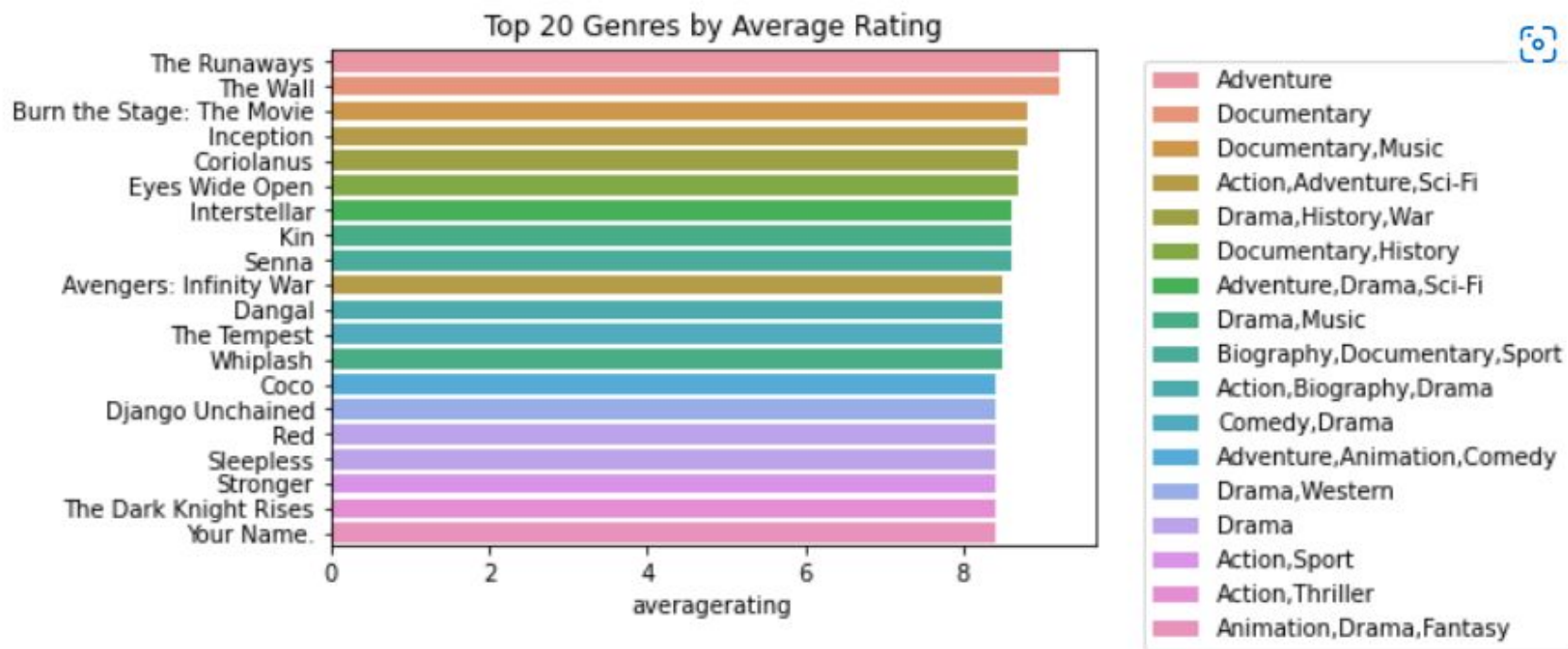
# Results - Top 20 Genres by Foreign Gross Sales



# Results - Top 20 Genres by Number of Votes



# Results - Top 20 Genres by Average Ratings



# Conclusions

RECOMMENDATIONS - Out of over 260 unique genre combinations

ADVENTURE, ACTION & SCI-FI most successful genre combination.

ADVENTURE & ACTION plus either Fantasy or Animation or Comedy also highly successful.

ADVENTURE genre rated high in all 4 categories.



# Limitations & Future Improvements

How is genres classified?

Same movie can be classified into more than 3 genres.

Is there any changes in successful genres over the years? - Are preferences changing.

Do analysis on year by year basis in future.

Include movie ratings to see which classifications and genres are successful at Box Office. Target the correct audience.





# Thank You!

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