



Microsoft
Movies & TV

Joins
Movies Anywhere

DSC-PHASE-1-PROJECT



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Student pace: part time

Scheduled project review date/time:

Instructor name: Samwel Jane & Veronica Isiaho

Blog post URL:



MICROSOFT'S NEW MOVIE STORE STUDIO PROJECT

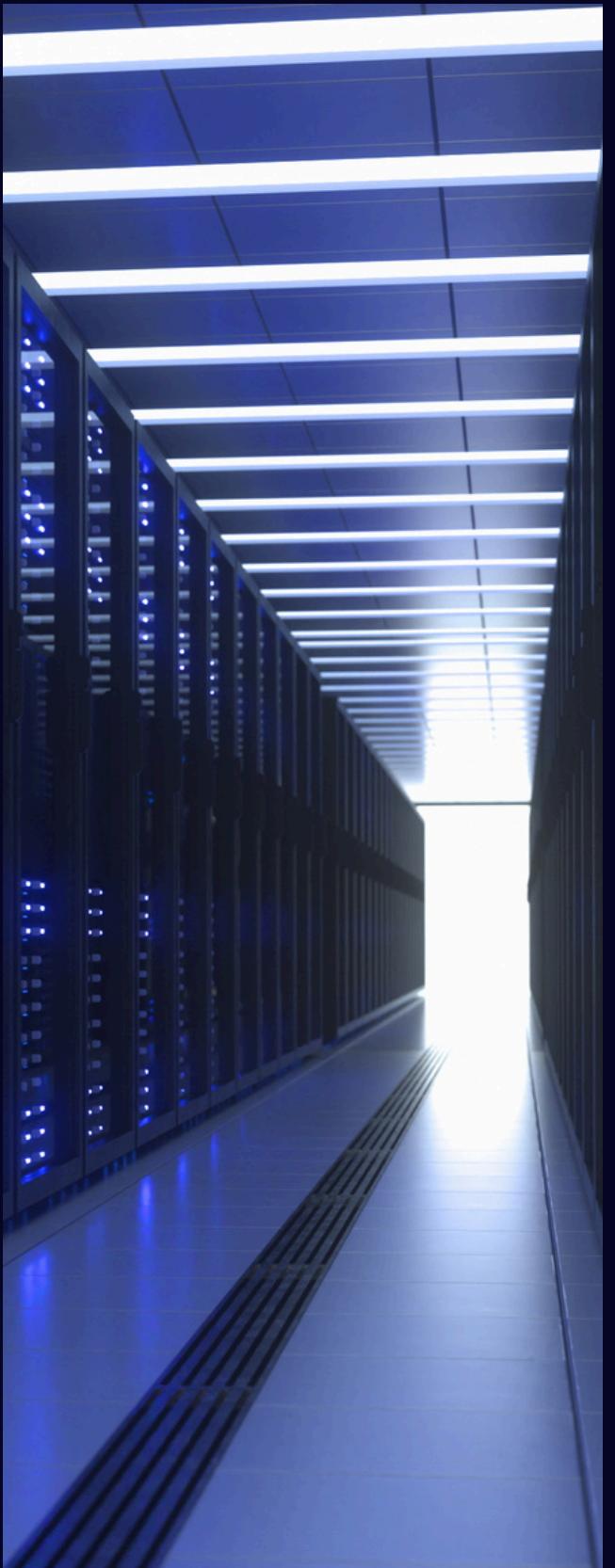
BUSINESS PROBLEM

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies.

OBJECTIVE

You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

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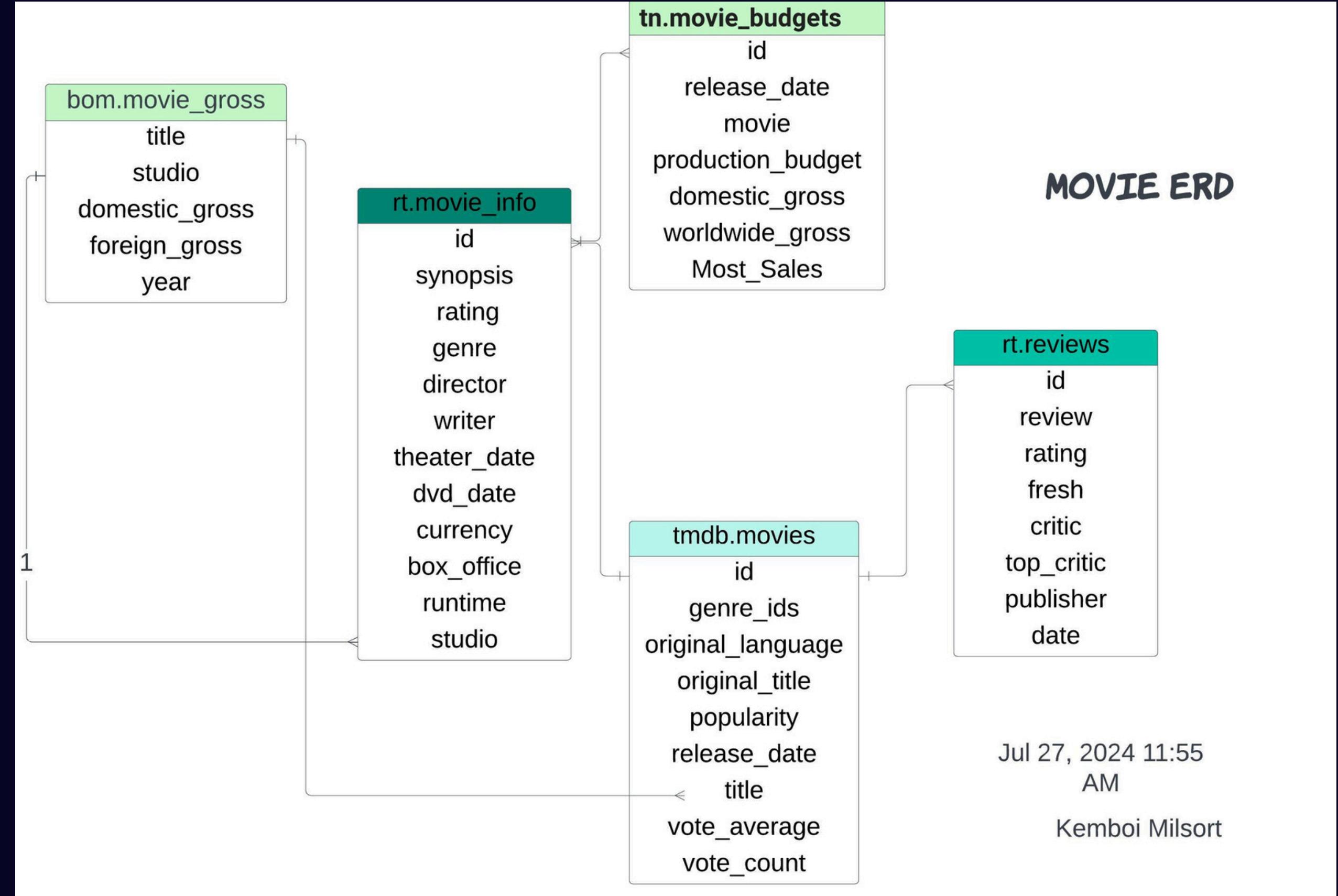


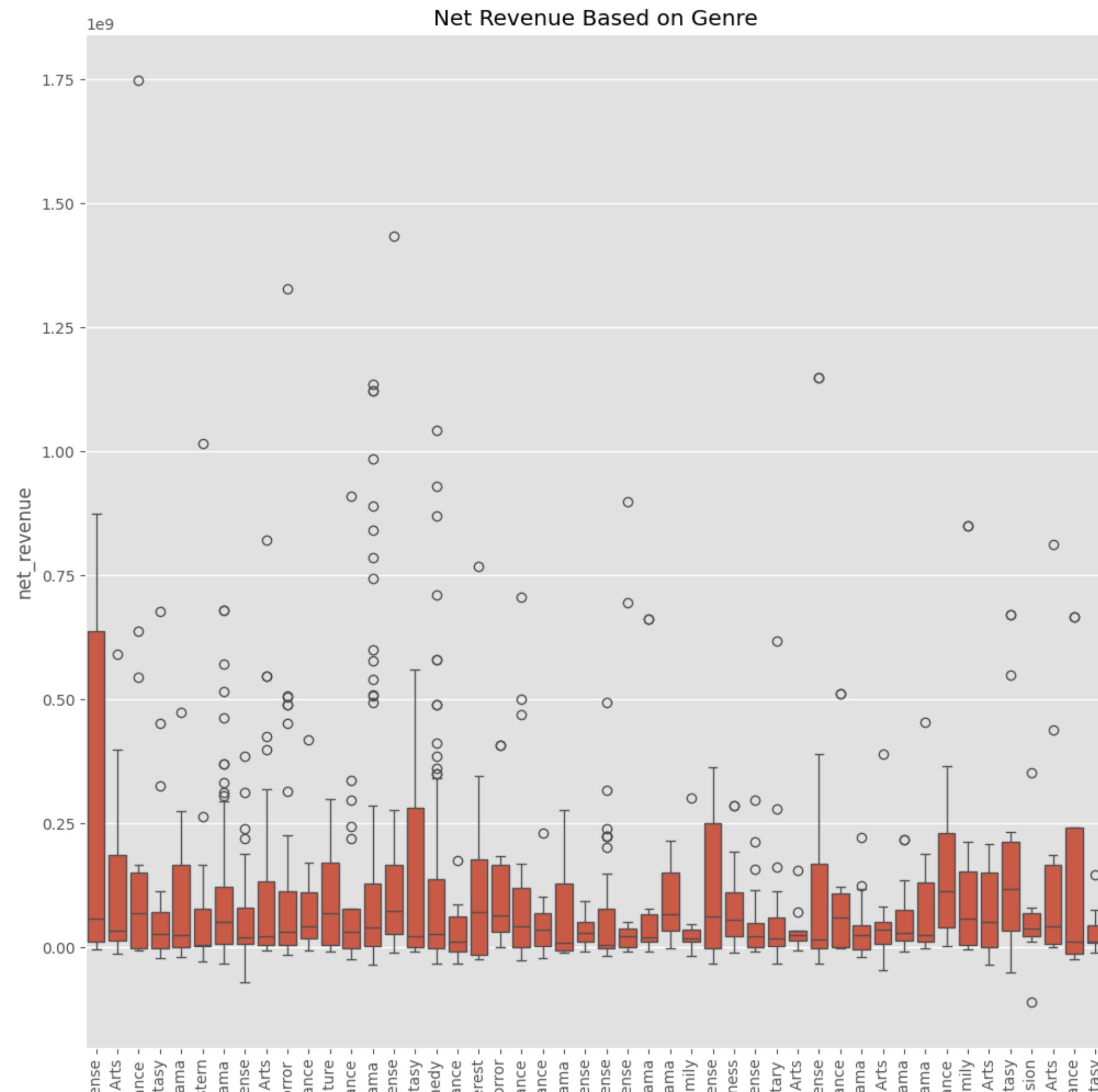
DATA SOURCE

The data sources for the project contains datasets from various prominent movie databases.

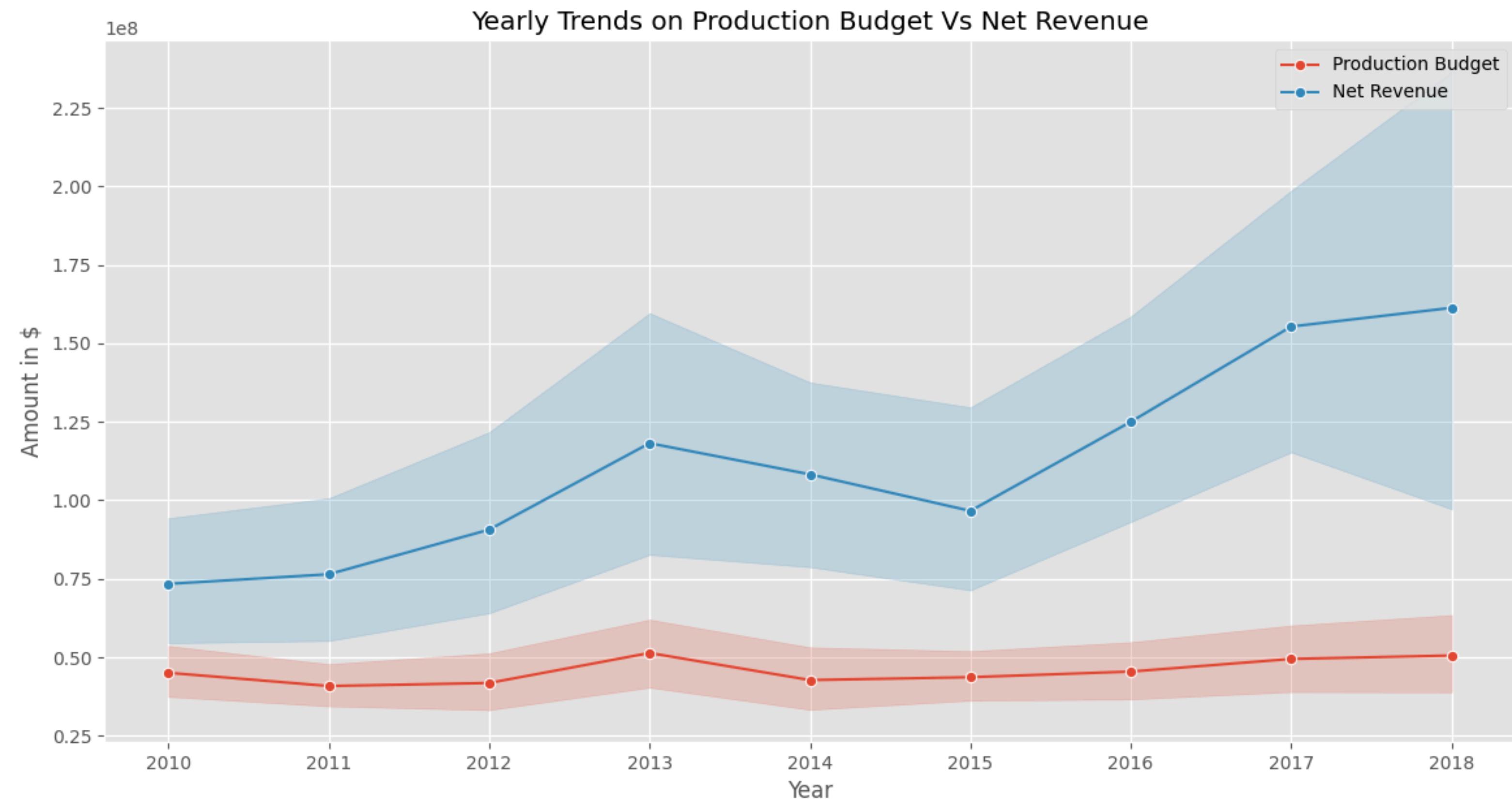
These sources include [Box Office Mojo](#), [IMDB](#), [Rotten Tomatoes](#), [TheMovieDB](#), and [The numbers](#).

Each of these datasets provides comprehensive information on movie performance, ratings, and other relevant metrics.

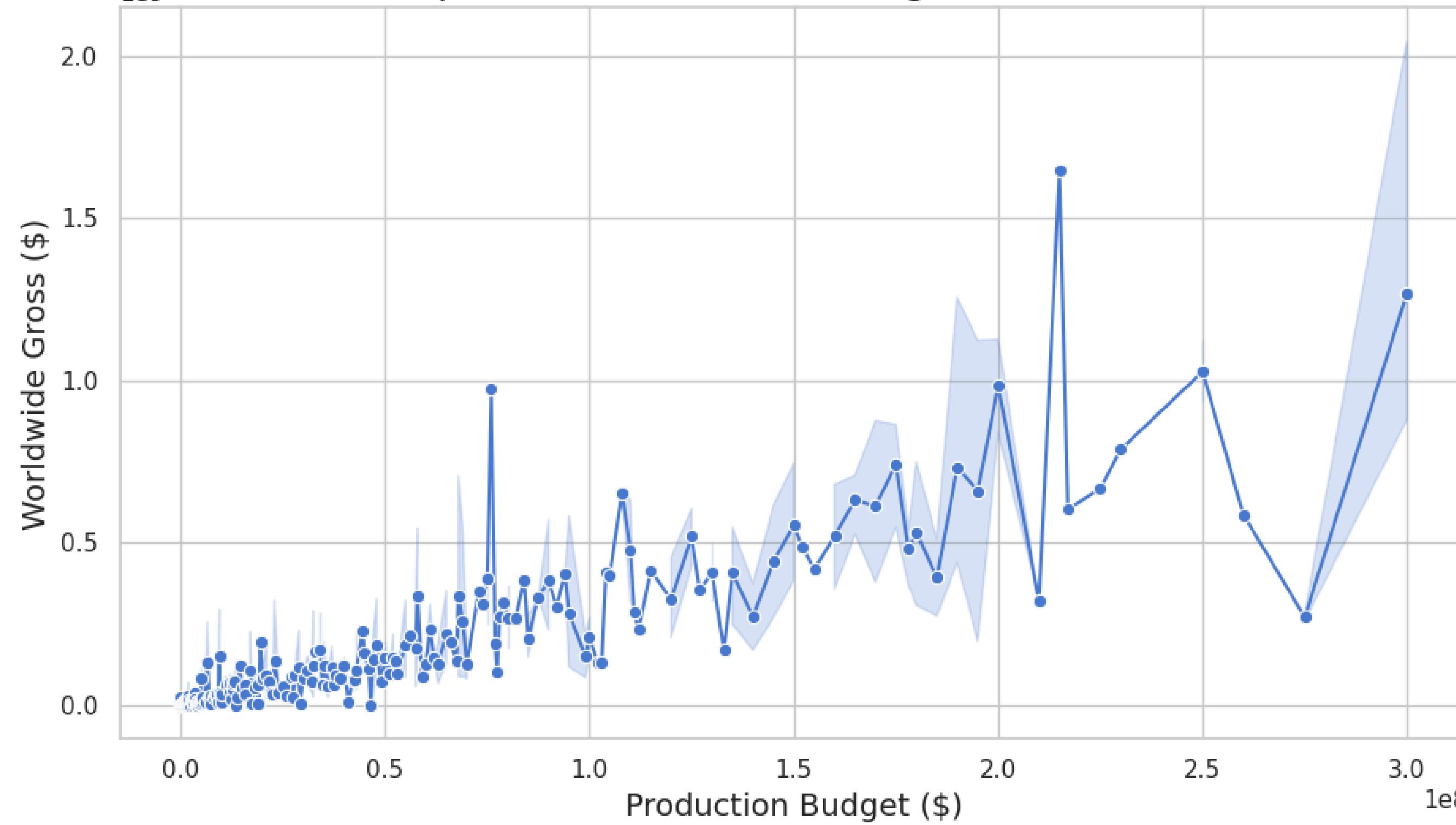




Net revenue based on movie genres

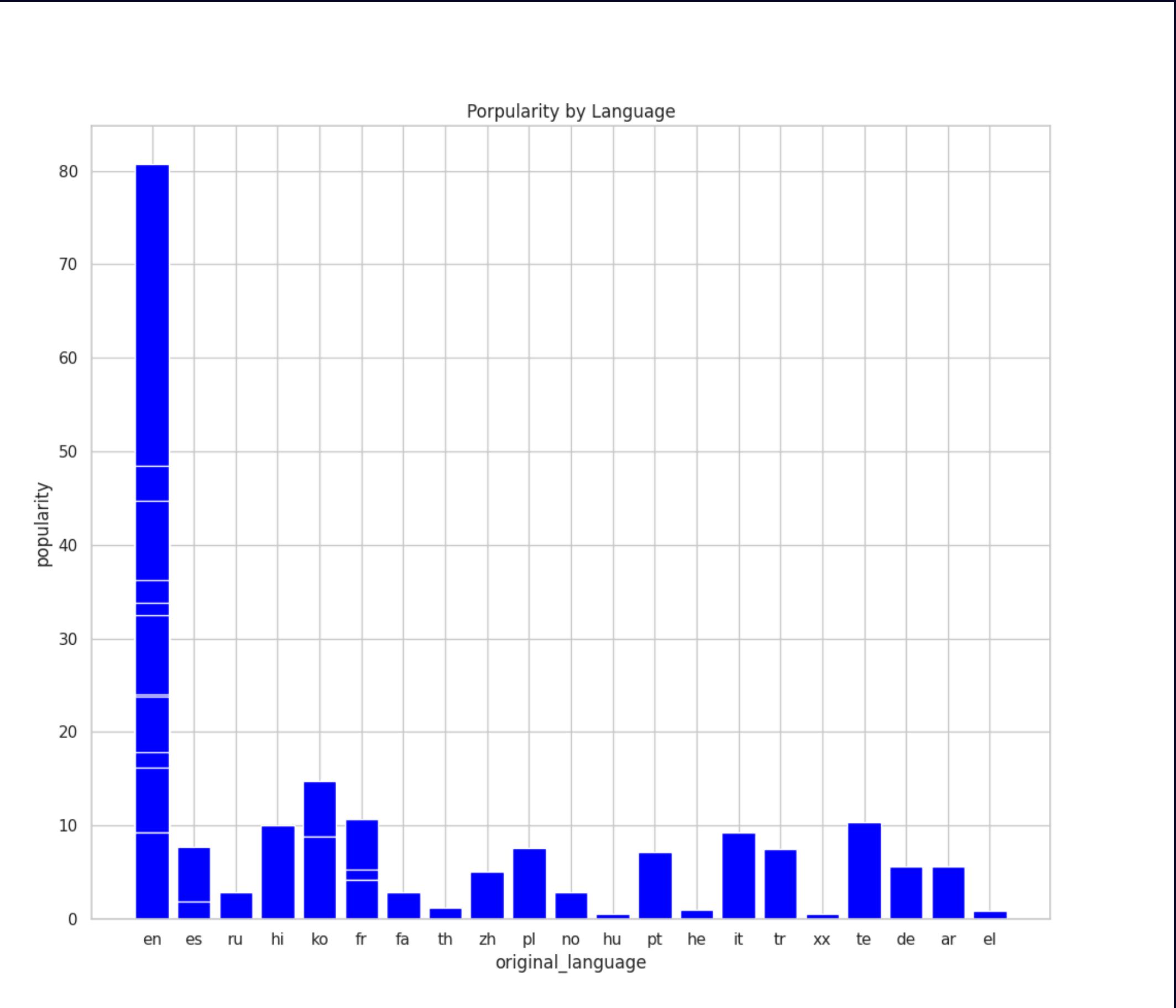


Relationship Between Production Budget and Worldwide Gross



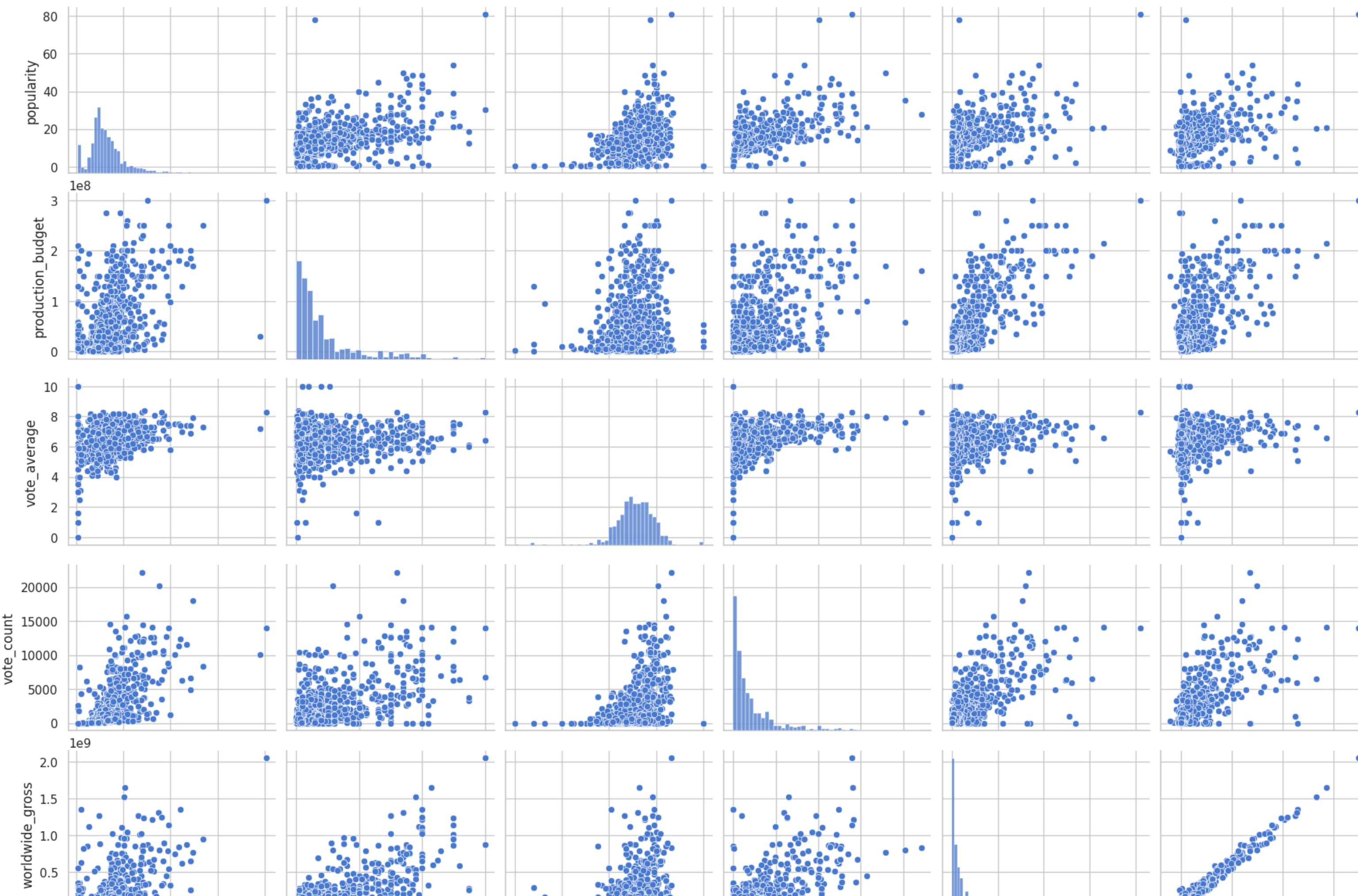
POPULAR LANGUAGE

- English is the most prominent language in successful movies while
- Hungarian is among the least performing languages.



COMBINED DATA FEATURES

Combined Data - Numerical Features



CONCLUSIONS AND RECOMMENDATIONS

- Art House and International, Classics, Horror, and Mystery genres are performing the best at the box office.
- English is the most prominent language in successful movies. Hungarian is among the least performing languages.
- The analysis reveals a strong positive relationship between production budget and net revenue (correlation coefficient of 0.67), suggesting that higher budgets typically lead to higher net revenues.
- Similarly, both production budgets and net revenues have increased over the years, indicating growing investments and returns in the movie industry. The correlation between production budget and worldwide gross is even stronger at 0.79, showing that higher budgets are strongly associated with higher worldwide earnings.
- Additionally, there is a significant positive correlation (0.69) between popularity and vote count, indicating that more popular movies receive more votes. However, the correlation between vote average and net revenue is weak (0.21), suggesting that higher vote averages do not strongly correlate with higher net revenues. Finally, the correlation between popularity and production budget is moderate (0.53), showing that more popular movies tend to have higher production budgets.

THANK YOU