

# Content

**BUSINESS UNDERSTANDING.....**

**DATA UNDERSTANDING.....**

**DATA PREPARATION**

**DATA ANALYSIS**

**VISUALIZATION**

# *Microsoft studios movies analysis*

The main goal of this project is to analyze movies produced by Microsoft Studios examining various aspects of their performance, including box office success, audience reception, and genre preferences.

# Objectives

- i. Loading datasets into pandas
- ii. Retrieving data from dataframe*
- iii. Data preparation and cleaning*
- iv. Exploratory analysis
- v. Data visualization

# Data understanding

Datasets are extracted from;

- ▶ Box Office
- ▶ IMDB
- ▶ Rotten Tomatoes
- ▶ The movie DB
- ▶ The numbers

The datasets contains information about film box office revenues variables such as genres, budget and release dates. Exploratory Data Analysis techniques will be used to get clear understanding of the dataset including handling missing values , identifying outliers and extracting data.

# RECOMMENDATIONS

- Budget Allocation: Carefully allocate budgets by considering factors such as target audience, genre, and market demand. While higher budgets can enhance production value and attract viewers, it's essential to ensure that budget allocation aligns with the specific requirements of each film.

Analyze the revenue potential and audience preferences across different genres. Tailor film production strategies to capitalize on genres that resonate with the audience and align with the strengths of the production studio.

Explore collaborative opportunities with established studios, directors, industry professionals, and actors renowned for their success in the box office. Partnering with individuals and entities with a proven track record can enhance the film's marketability and performance.