MICROSOFT OFFICE STUDIOS

MOVIES ANALYSIS BY BRIAN KIPTOO BETT

OBJECTIVES

- 1. What are the popular genres in the movie industry

- 2. What is the relation between movie budgets and movie revenue

- 3. Find the relation between movie ratings and movie revenue

- 4. Find the relationship between the length of movie and its rating

DATA USED IN ANALYSIS

- 1. The Box Office Mojo Links

- 2. IMDB Links

- 3. Rotten Tomatoes Links

- 4. The Movie DB Links

METHODS USED IN ANALYSIS

- 1. Load the datasets

- 2. Clean the datasets

- 3. Exploratory data analysis

- 4. Data visualisation

FINDINGS AND RECOMMENDATION

- 1. Microsoft Office Studio should focus producing movies on genres with high popularity; Drama , Comedy , Action and Adventure as popular movies generate a high revenue.

- 2. Microsoft Office Studio should spend well , have a high budget, for movies production since the data shows that movies with high budgets tend to generate high revenue.

- 3. Microsoft Office Studio should produce movies which are not too long, approximately 90 to 150 minutes, since these kinds of movies tend to have a higher rating as seen in the data above and movies with high ratings generate high revenue.