KirigoY /
dsc-phase-1-project

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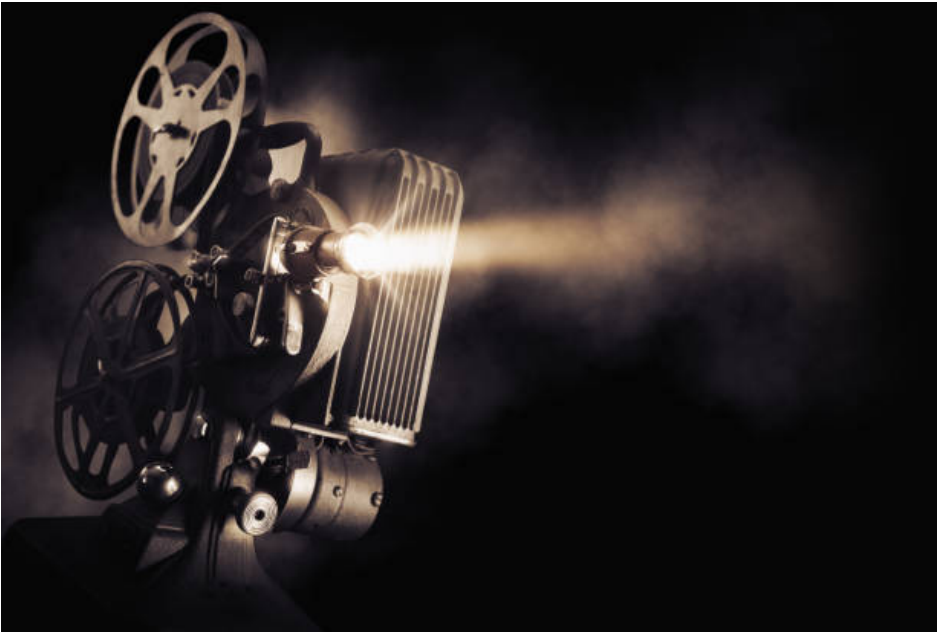📖 README   ⚖ License   ✎   ☰

Overview

This project analyzes data for Microsoft which has decided to start a movie studio. Descriptive analysis of the data shows that the choice of movie director plays a big role in the success of the movie. The Head of Microsoft Studio can use this analysis to decide which kind of movies to create and get guidance on the resource requirements for the production of movies to improve the chances of success.

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. I have been charged with exploring what types of films are currently doing the best at the box office. I have translated the findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.
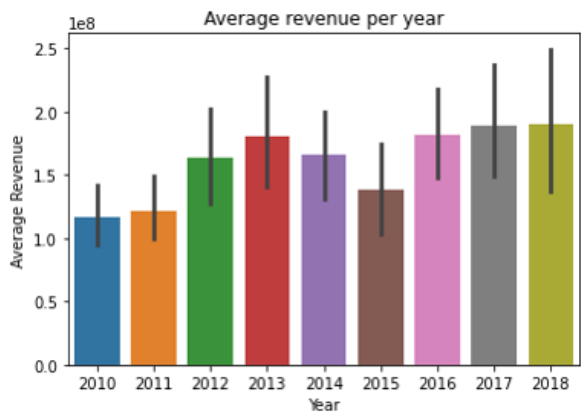
Data

The movies data sets have extensive information on movies. Every movie has a unique ID associated with it. The data files provide the movie's id (tconst), primary_title, start year, runtime in minutes, genres, average rating, number of votes, directors, creatives unique id (nconst), creatives category, primary_name of creative, Production Budget, Worldwide Gross Revenue and the movie_profit.
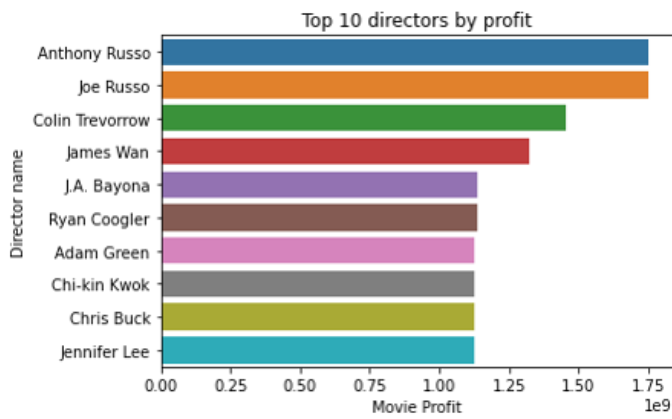
Methods

This project uses descriptive analysis, including a description of trends over time. This provides a useful overview of the movies business to help the Head of Microsoft Studio know what kind of movies to create and approximate the production resource requirements.
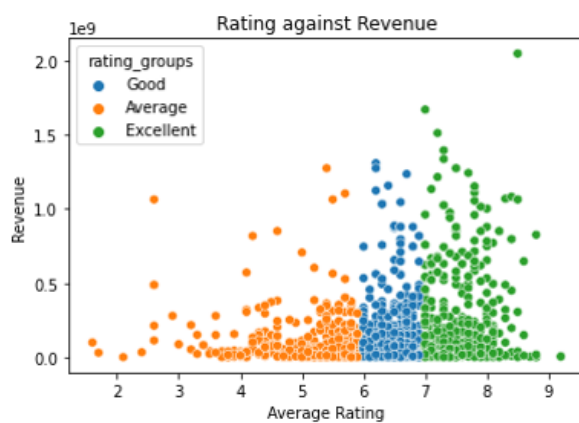
Results

The average annual revenue in the movies is US $ 1.58B

Anthony Russo is a highly-rated producer whose movies are profitable.

A higher rating does not necessarily translate to a higher revenue however more movies with a higher revenue had a rating of 6 and above. Rating alone does not determine the success of a movie.

Conclusions

This analysis leads to three recommendations for Microsoft Studio:

- **Anthony Russo is a highly-rated director** and he produces successful movies. He would be a great choice for Microsoft

- **Adventure and Drama** movie genres are popular

- The average **production budget** for the production of the movies is **USD 4.66M**

Next Steps

Further analyses could yield additional insights to further improve the findings:

- Revenue by the primary or main genre
- Preferred type of genres by producers
- Occurrences of loss or profit by directors and by genre

For More Information

See the full analysis in the [notebook](#) or review this [presentation](#).

For additional info, I can be contacted at [yvonne.kirigo@gmail.com]

Repository Structure

Releases

No releases published
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Packages

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Languages

- **Jupyter Notebook** 100.0%