



# MICROSOFT STUDIO MOVIE ANALYSIS

DATA ANALYSIS PROJECT

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# GOALS AND OBJECTIVES

## Objective n° 1

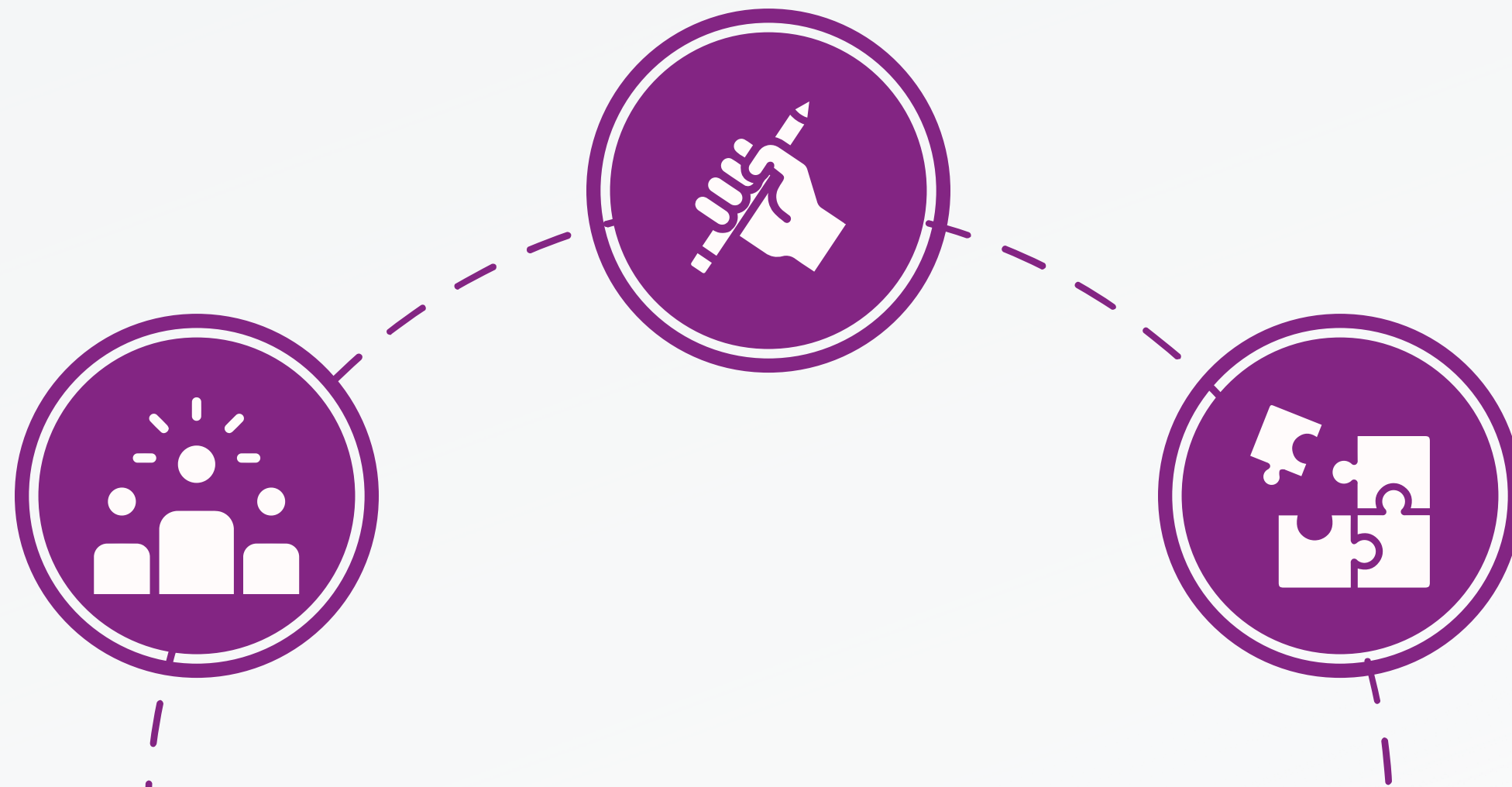
Show the relationship between highly rated films and the budget required.

## Objective n° 2

Show the relationship between the studio vote counts and their respective ratings

## Objective n° 3

Identify the genres that are highly rated as well as profitable.






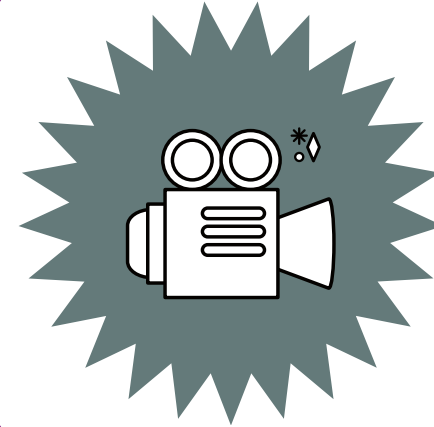
# BUSINESS UNDERSTANDING

Microsoft company, having seen how well the movie industry is doing, have spotted a business opportunity in the same. The company is therefore looking to create a movie studio. However, this may pose a challenge because it is a very new development and the company does not have enough insight on how to go about it.

Since Microsoft have no experience in creating movies, this exploratory data analysis seeks to find what types of films are currently doing the best at the box office. The findings from this insight will be used to come up with recommendations on the right course of action for Microsoft to take following the best performing films.



# Tools for analysis



## IDMB csv files

This was data that was collected from the various movies websites that are popular and they are used for our analysis.



## Python

The programming language that is required to analyze the data.  
This is used in regression, classification and anomaly detection of the csv data collected.



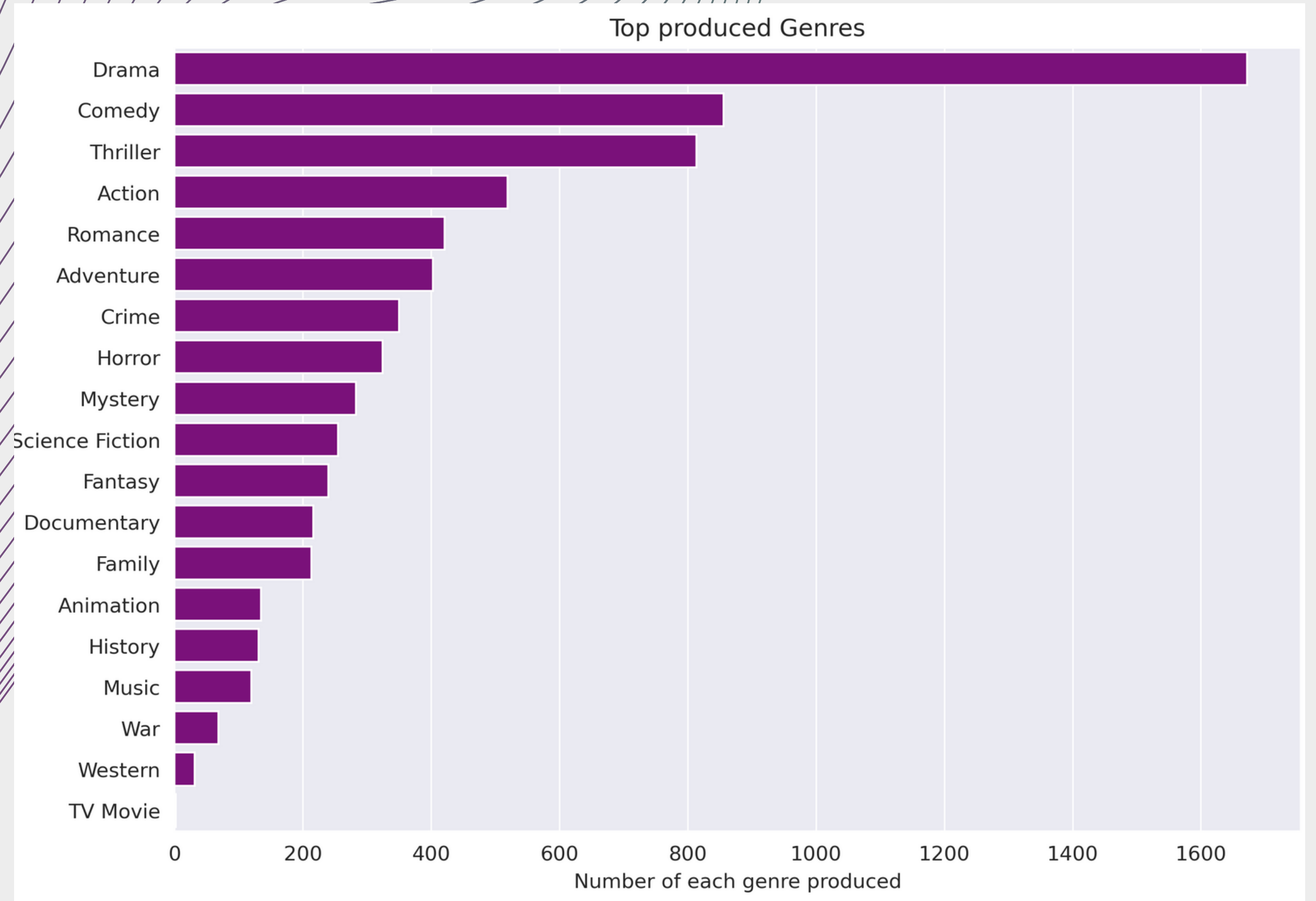
## Graphs

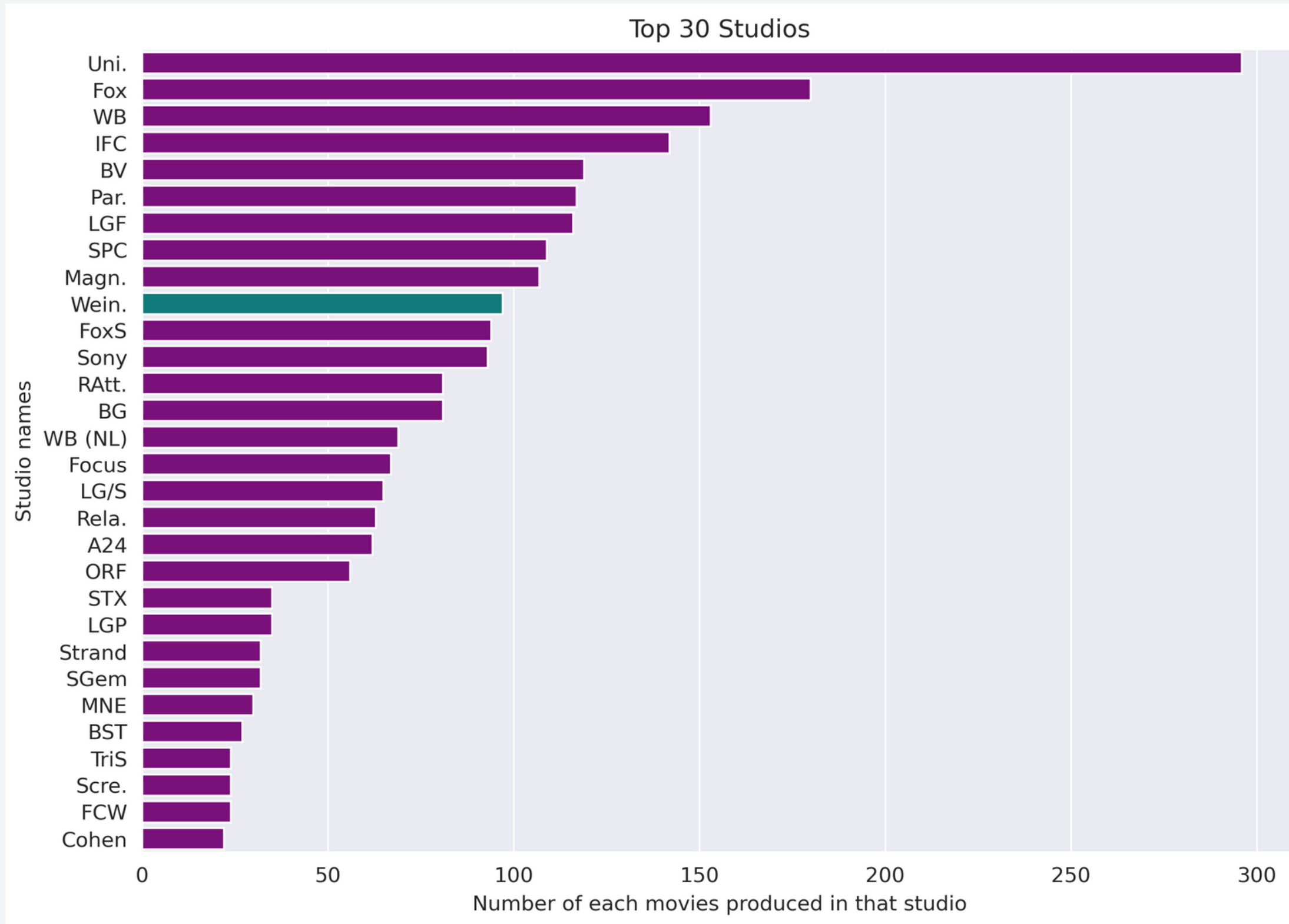
After the analysis the graphs are created from them to visualize our data.



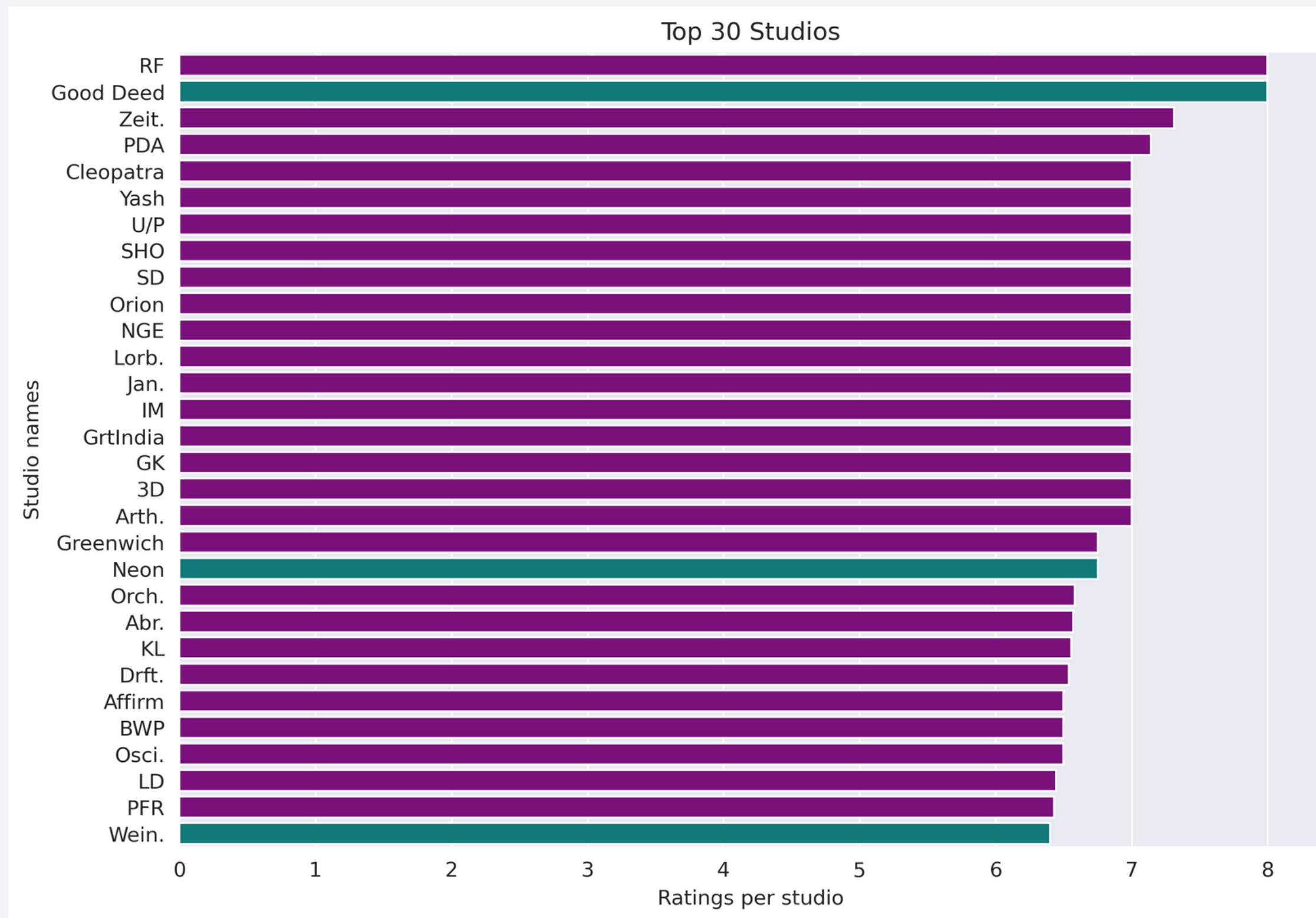
# Overview Report

- Graph that shows that most produced genres. We can see Drama is the most produced.



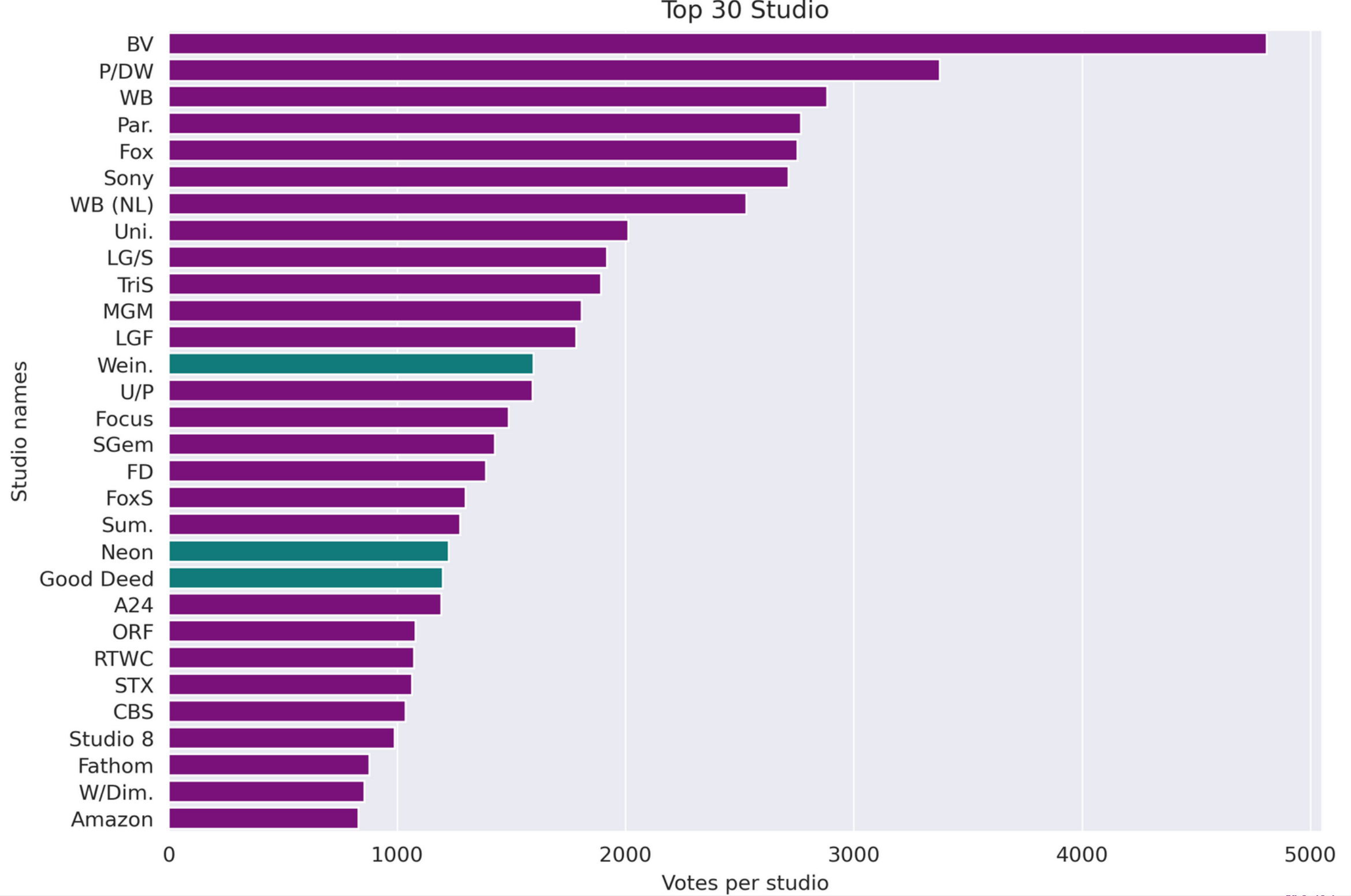


- Graph that shows movies produced by each studio. We can see Uni. produced the most movies.



- Graph that shows studios that have movies that are highly rated.





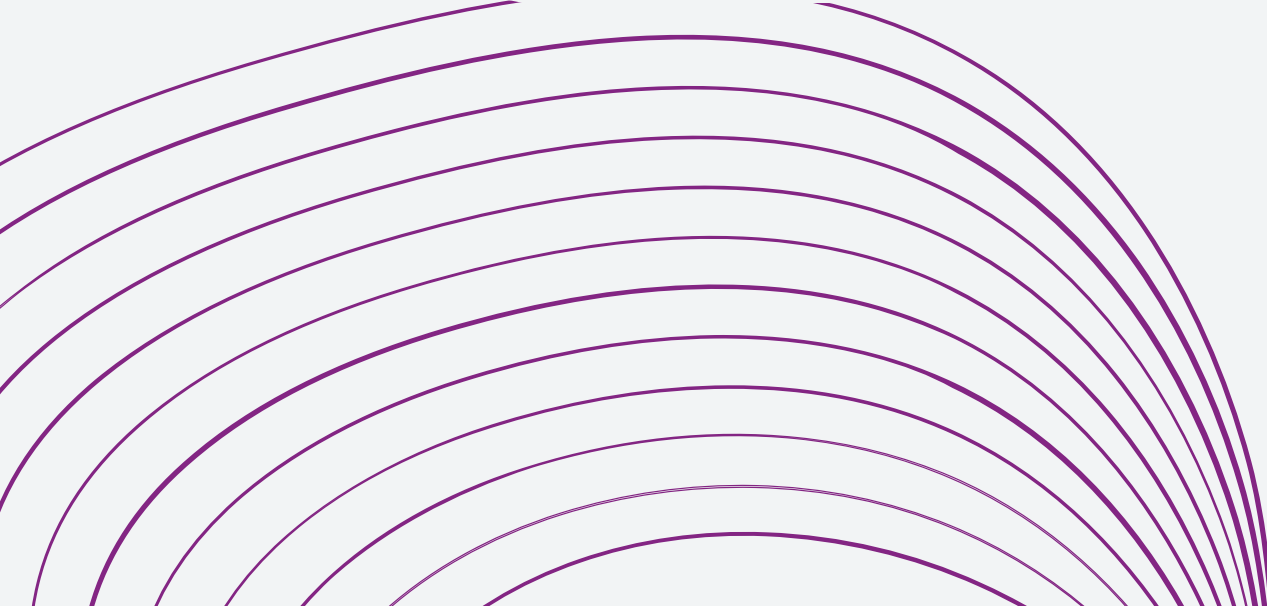
- Graph that shows votes made per studio, Wein. has the highest vote counts and close to 100 movies produced.

# CONCLUSION

- Adventure, animation, Sci-Fi and action have the highest correlation with revenue, hence the most revenue is gotten from their production.
- Studio's producing the most movies do not necessarily get the highest ratings.
- There is little to no correlation to the budget and ratings, but the correlation is higher between the ratings and the revenue.



# RECOMMENDATION

- The company should start with the production adventure, animation and Sci-Fi movies as those make the highest revenue.
  - The company should work with or build the structure to emulate Wein. and Neon studio as it seems to have done well with the movies produced.
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**THANK YOU**



