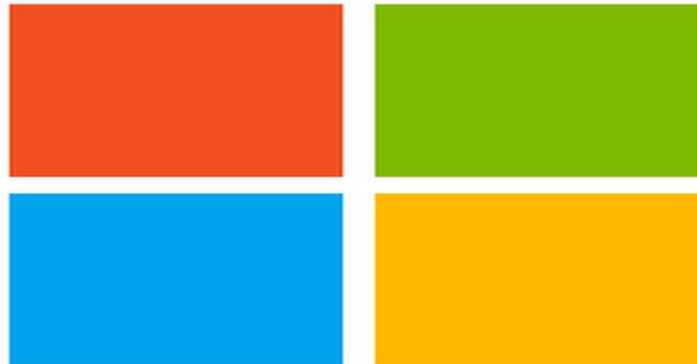




Microsoft

MICROSOFT MOVIE ANALYSIS PROJECT

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OUTLINE:

- BUSINESS PROBLEM
- DATA UNDERSTANDING
- METHODS AND VISUALIZATIONS
- CONCLUSION
- RECOMMENDATIONS

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.
- This project explores data from box office to derive actionable insights on the types of films that Microsoft could create as it embarks on the movie production venture.

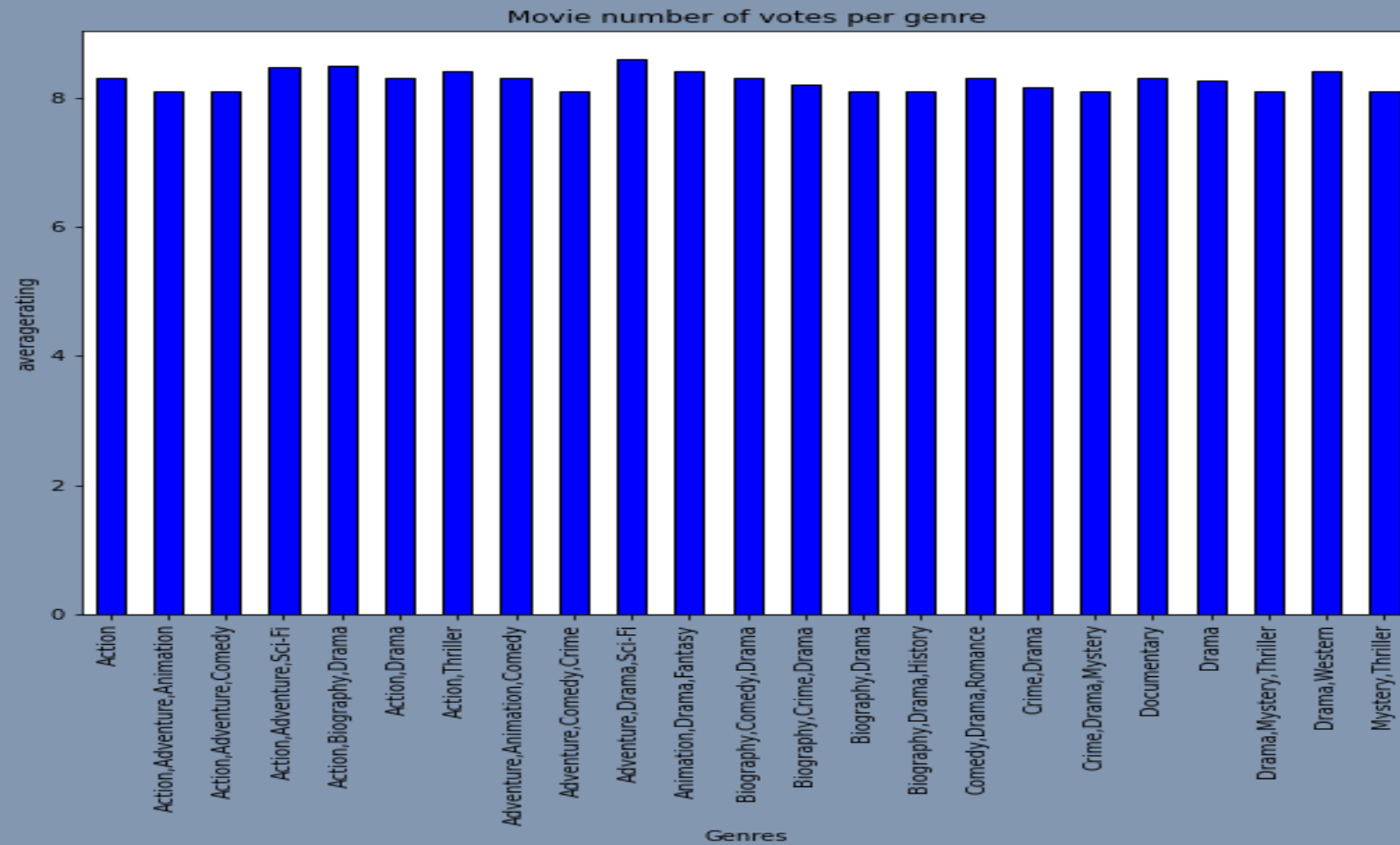
DATA UNDERSTANDING

- The following data sets have been used in this project:
- `imdb.title.basics` :Gives a general description of the movies; title, start year, run time and the genre.
- `imdb.title.rating` :Contains data about the average rating of the movie and the number of votes it received.
- `bom.movie_gross` :Contains data about the revenue generated by the movies both in the domestic and foreign markets and the studios where the movies were produced.

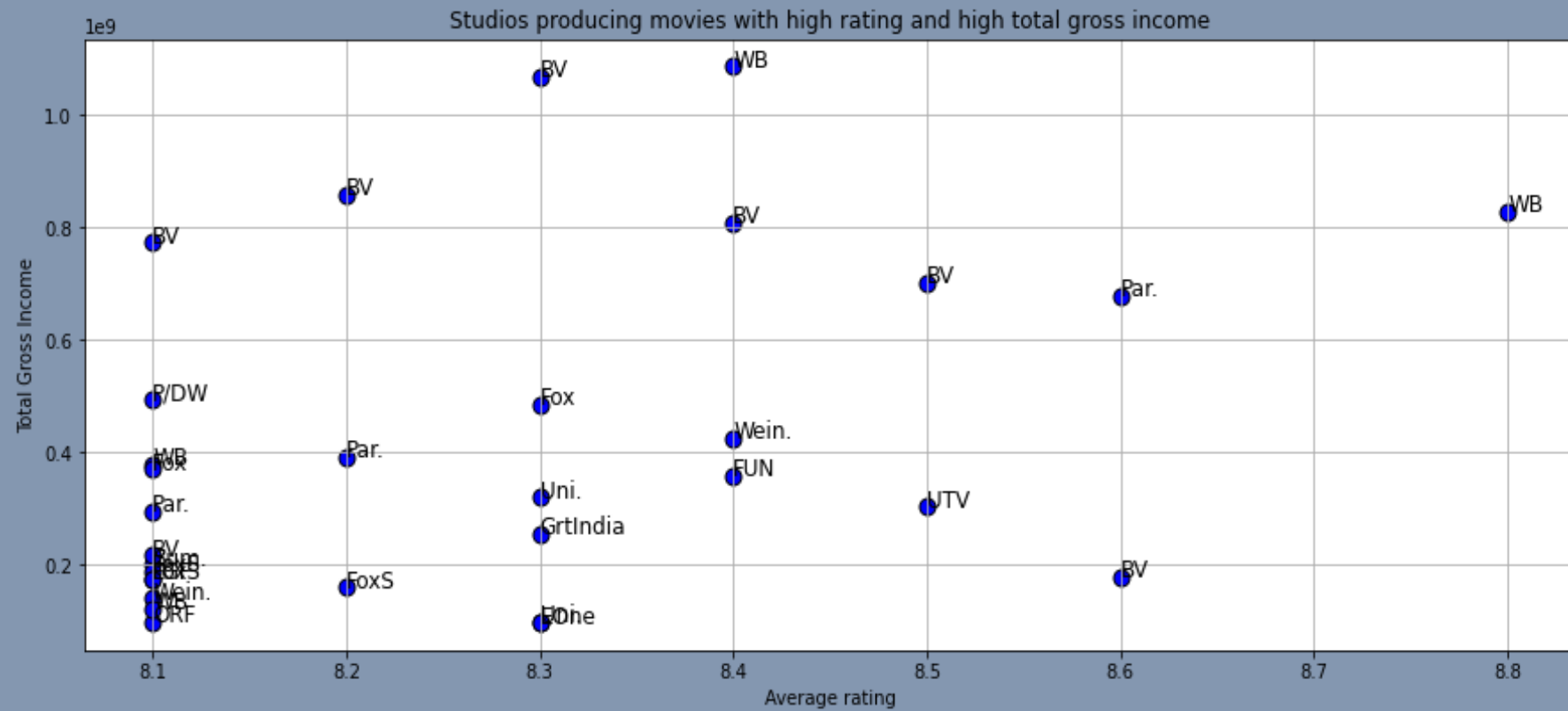
METHODS AND VISUALIZATIONS

- The project applies data exploration and analysis techniques to inspect the following insights:
 - a) The genre with the highest rating and total gross income
 - b) The top 5 genres bases on rating and revenue generation
 - c) The best performing studio

Genre rating analysis using bar charts



Studio popularity based on rating and total gross income.



CONCLUSION

1.From the data analysis conducted, the Action, Adventure , Sci-Fi genre has the most revenue generation in the box office movies.

2.Based on the above analysis the top 5 genres that are highly preferred by most viewers are:

a)Action, Adventure, Sci-Fi

b)Action, Thriller

c)Adventure, Drama, Sci-Fi

d)Drama, Western

e)Biography, Crime, Drama

3.The studio that produces the most profitable and popular movies is BV

RECOMMENDATIONS

- **1.Strategic investment:**

- *Based on the analysis above, the Action, Adventure , Sci-Fi genre would be a great investment for producers at Microsoft to focus in production since it has both high social acclaims and high revenue generation.

- **2.Production**

To enhance user engagements and attract more viewers, producers could curate content around the top 5 most preferred genres. These are:

- a. Action, Adventure, Sci-Fi
- b. Action, Thriller
- c. Adventure, Drama, Sci-Fi
- d. Drama, Western
- e. Biography, Crime, Drama.

It is however important to diversify content and have a target audience for other genres in order to offer an inclusive entertainment field and spread the risk of production.

- **3.Collaboration/ Benchmarking opportunity**

- From the analysis, BV studio has produced the most popular, successful and profitable movies. Microsoft could borrow insights and even collaborate with the studio to gain audience exposure and presumably grow its revenue.

NOTE

While the above recommendations could be adopted, a continuous market analysis is paramount since trends and preferences may change with time. Additionally, production of original and good quality movies is a key consideration in the production journey. This will enhance viewer retention and recommendations.



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