

The background is a deep blue gradient with a starry space texture. Overlaid on this are several faint, white, semi-transparent circular and arc-like patterns. Some of these patterns resemble clock faces or circular scales, with numerical markings. For example, one large arc on the left has markings from 140 to 260 in increments of 10. Other smaller arcs and circles are scattered across the frame, some with arrows indicating a direction of movement or rotation. The overall aesthetic is technical and futuristic.

MICROSOFT MOVIE STUDIO EXPLORATORY DATA ANALYSIS

OVERVIEW

Exploratory data analysis(EDA) is an analysis technique to analyze and investigate the data set and summarize the main characteristics of the dataset. Main advantage of EDA is providing the data visualization of data after conducting the analysis.

OUTLINE

- Business Understanding
- Data Understanding
- Data Analysis
- Recommendations

Business Understanding

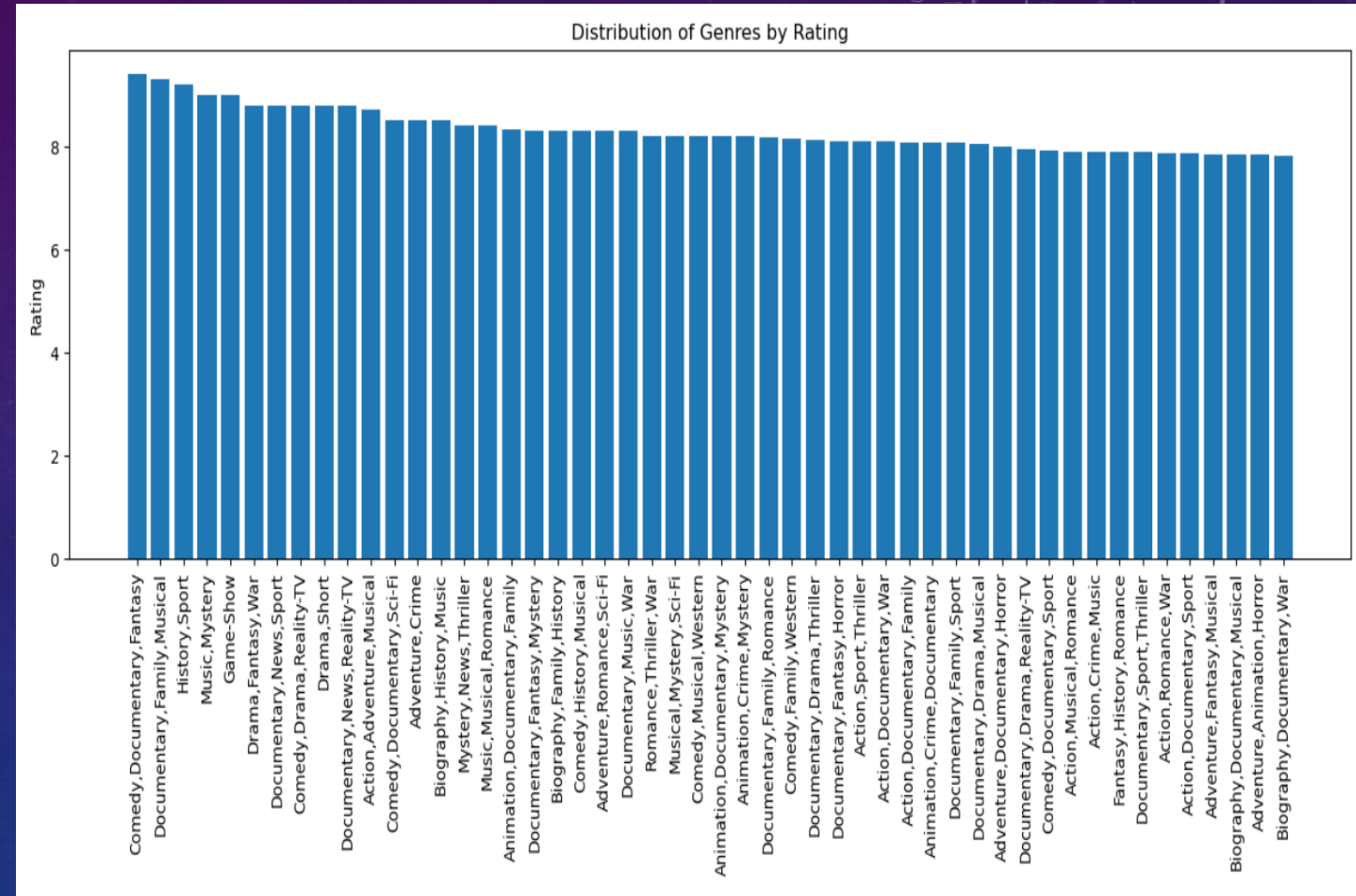
- Microsoft sees all the big companies creating original video content and they want to get in on the fun. Microsoft decides to create a new movie studio, but doesn't know anything about creating movies. Therefore we are to perform EDA and explore what types of films are currently doing the best at the box office. We then translate those 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 Understanding

1. `tmdb.movies.csv` : each record represents a movie with attributes of the movie (e.g language, release date)
2. `tn.movie_budgets.csv` : each record represents a movie with the production budget, domestic gross and worldwide gross.
3. `im.db` : SQLite database having movie basics and movie ratings as the most relevant information.

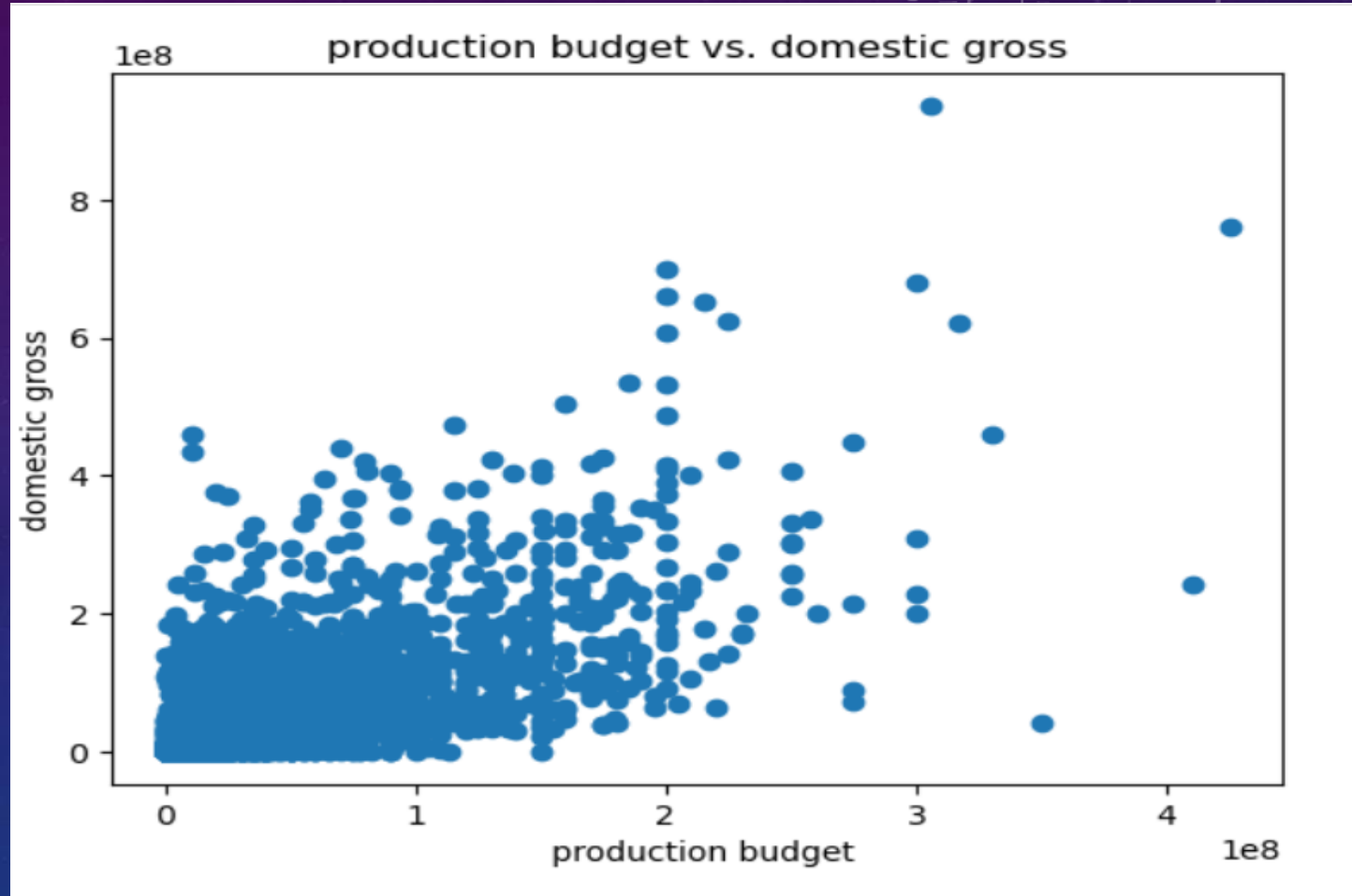
Data Analysis

- We get to see that the genre combination of Comedy, Documentary, Fantasy has the highest rating of 9.4 therefore highly recommended to venture in it.



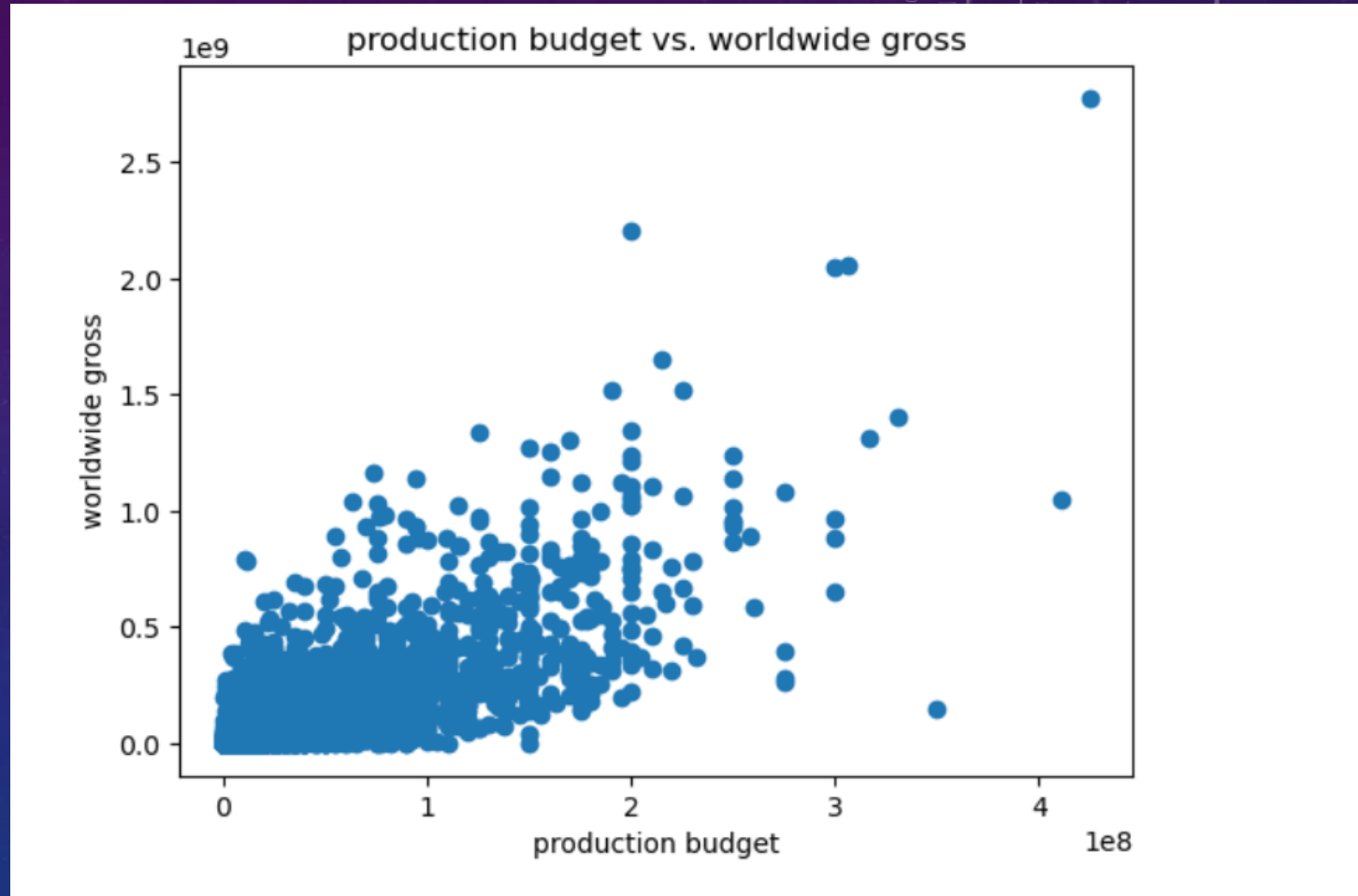
Data Analysis

- We get to see that production budget and domestic gross have a positive correlation or relationship. This implies that the higher the production budget the higher the domestic gross thus the higher the profit.



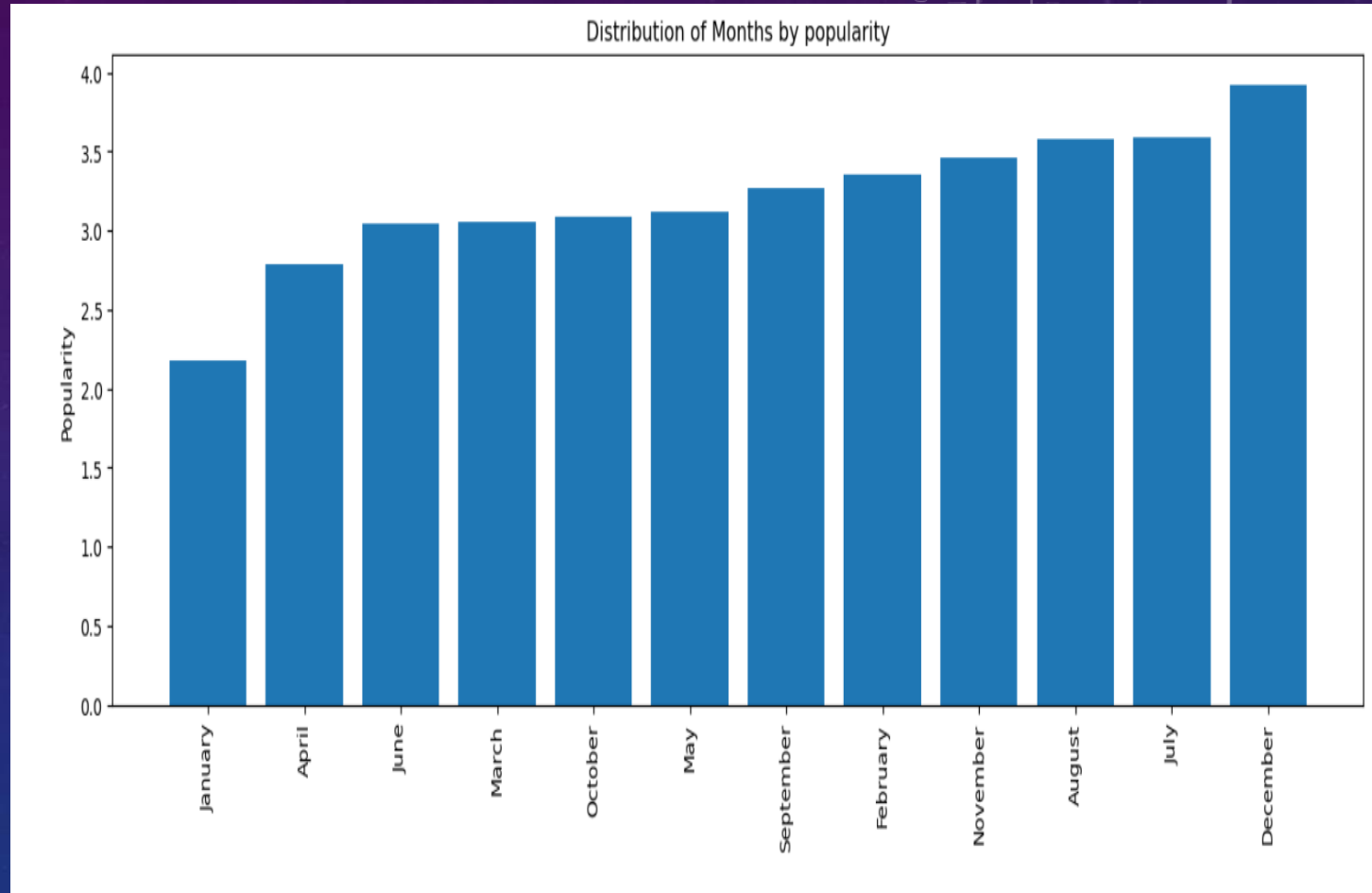
Data Analysis

- We get to see that production budget and worldwide gross have a positive correlation or relationship. This implies that the higher the production budget the higher the worldwide gross thus the higher the profit.



Data Analysis

- We get to see that a movie released in December has more popularity than a movie released in January or April.



Recommendations

Based on the findings, we find the following recommendations worthwhile for microsoft organization to look after as they look forward to venture in the movie industry.

- 1) venture into the genre combination of Comedy, Documentary, Fantasy has the highest rating than the rest meaning the audience highly recommend the genre combination. This is true as the analysis looked at the average rating of different movies having this combination and this was found to be the feedback.
- 2) We have a positive coorelation between production budget and domestic gross as well as a positive correlation between production budget and worldwide gross. This means that the higher the production budget the higher the domestic gross and the worldwide gross. Therefore, having a higher production budget will be more profitable to the organization.
- 3) The popularity of a movie is quite dependent on the time the movie is released. Going by this we see that when a movie is released in December the movie will be more popular than releasing the movie in the rest of the months.

THANK YOU!

Any questions arising?

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