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README.md



## Microsoft studio needs movie analysis,

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### Overview

This analysis is made for suggesting mircosoft studio the goals and business directions. With numbers and vote data, I will figure out which movies were successful and recommend business directions from historical data.

### Business Problem

Microsoft is willing to create original video content and they want to do successful business. Find partner studio Budget recommendation Find high gross genres

### Data

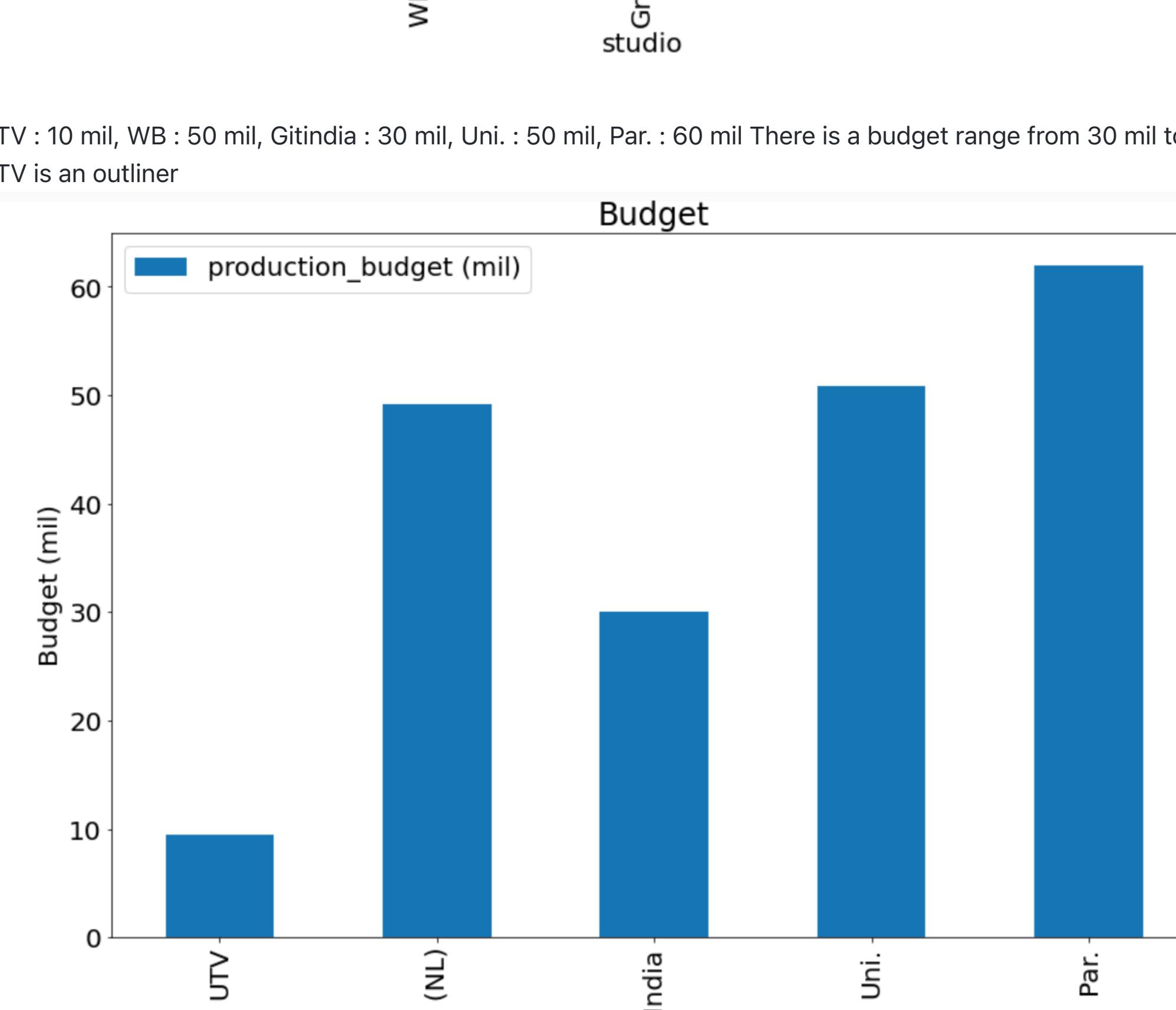
Box Office Mojo has the longest running dataset of movie gross for money from the popular movies in world-wide. And IMDB has the largest dataset of the popularity. The numbers has the movie numbers data. The data files will provide title, domestic gross, foreign gross, genres, and budgets.

### Methods

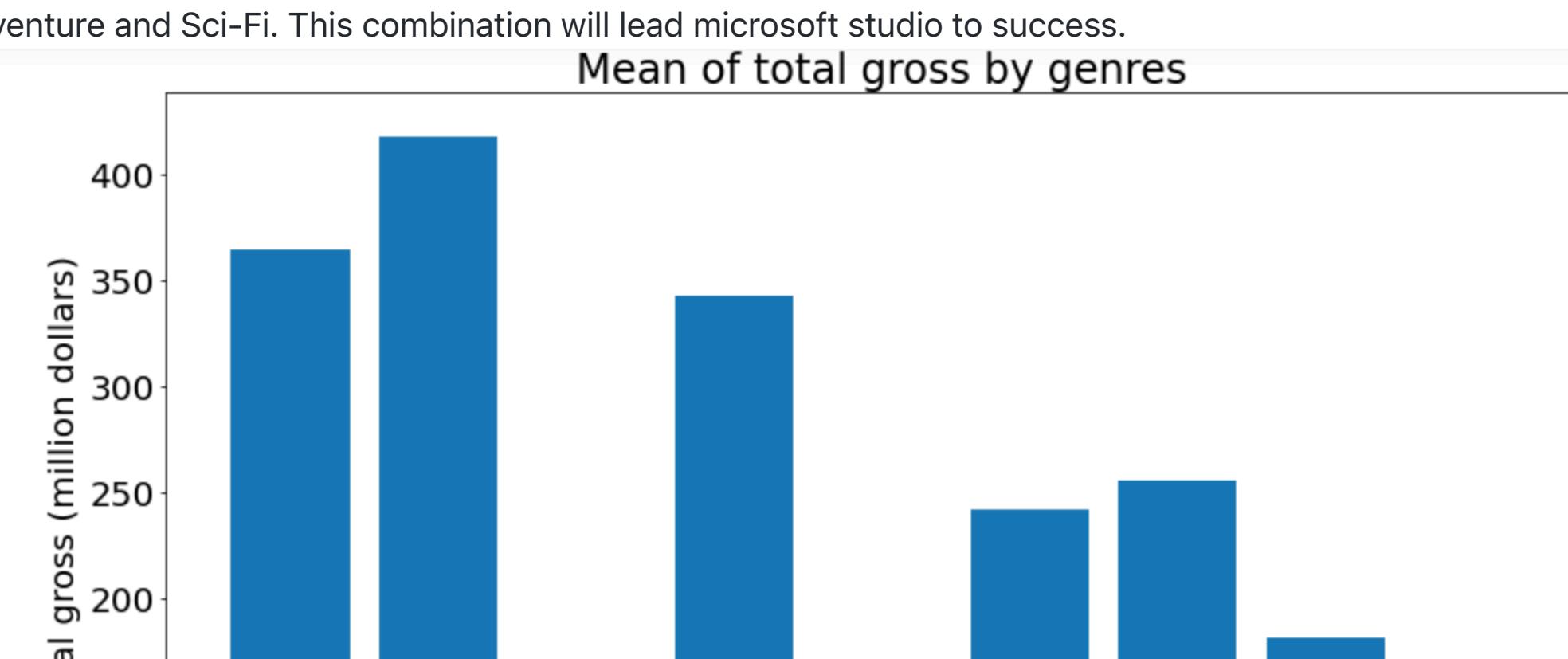
This projects uses the descriptive analysis with historical movie data. This provides useful overview of suggestions.

### Results

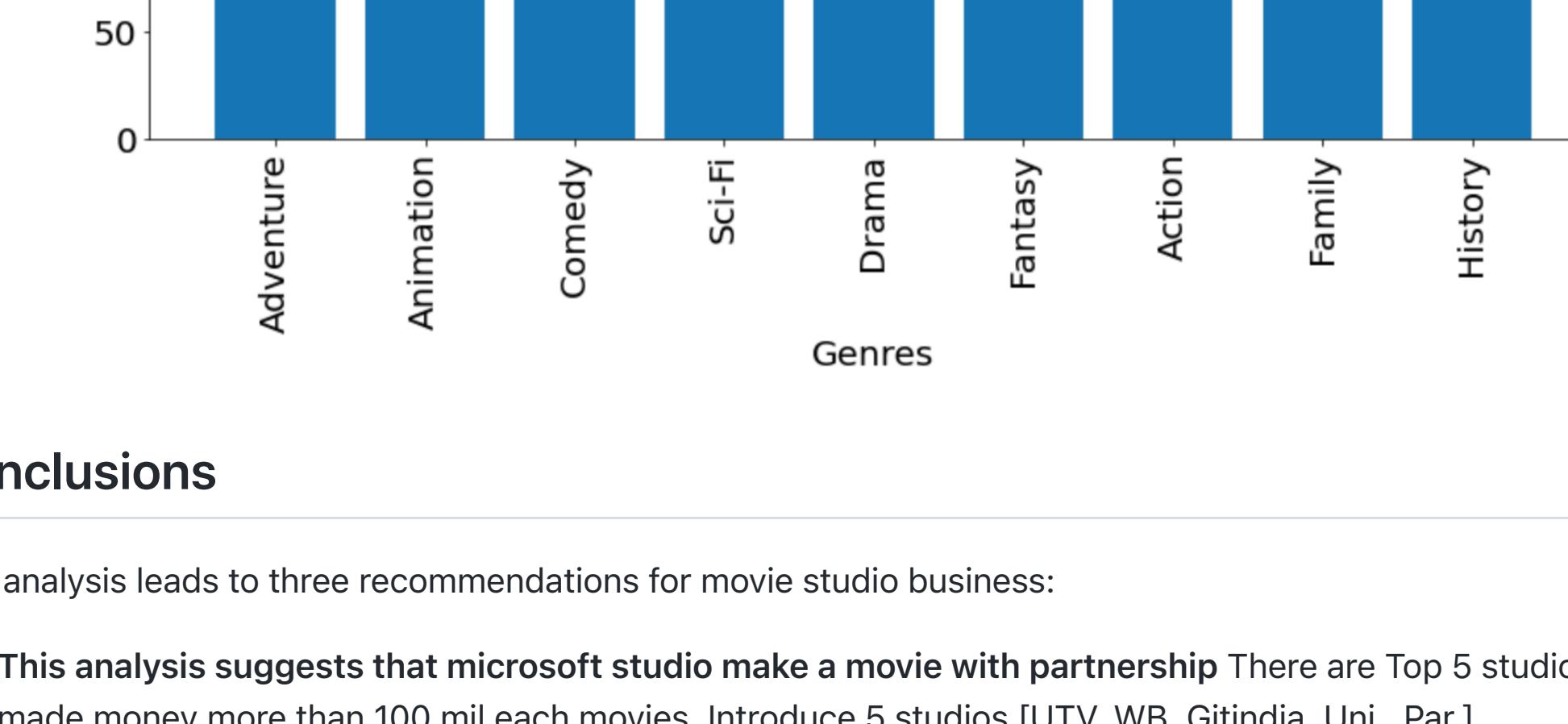
There are Top 5 studios that made money more than 100 mil each movies. Introduce 5 studios [UTV, WB, Gitindia, Uni., Par.]



UTV : 10 mil, WB : 50 mil, Gitindia : 30 mil, Uni. : 50 mil, Par. : 60 mil There is a budget range from 30 mil to 60 mil. UTV is an outlier



This analysis shows the 3 genres that made money the best. I recommend the combination of Animation, Adventure and Sci-Fi. This combination will lead microsoft studio to success.



### Conclusions

This analysis leads to three recommendations for movie studio business:

- This analysis suggests that microsoft studio make a movie with partnership There are Top 5 studios that made money more than 100 mil each movies. Introduce 5 studios [UTV, WB, Gitindia, Uni., Par.]
- This analysis suggests budgets with the introduced partner studios. UTV : 10 mil, WB : 50 mil, Gitindia : 30 mil, Uni. : 50 mil, Par. : 60 mil There is a budget range from 30 mil to 60 mil. UTV is an outlier
- Recommend successful movie genre combination. This analysis shows the 3 genres that made money the best. I recommend the combination of Animation, Adventure and Sci-Fi. This combination will lead microsoft studio to success.

### Sources

1. [Code](#)
2. [Presentation](#)