MICROSOFT MOVIE ANALYSIS

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CONTENT

INTRODUCTION

Major firms are creating an increasing amount of unique video content for the entertainment market, grabbing the interest of viewers everywhere. Microsoft has strategically decided to enter the film industry by launching its own movie studio, motivated by this trend.

Microsoft, however, finds it difficult to comprehend the essential elements that contribute to the box office success of movies due to a lack of prior industry expertise.

This initiative intends to use exploratory data analysis to pinpoint the categories of movies that are currently performing extraordinarily well, offering useful information to help Microsoft's new film studio make wise choices.

PROBLEM STATEMENT

To perform exploratory data analysis in order to learn more about the kinds of movies that are currently doing well at the box office

MAIN OBJECTIVE

To perform exploratory data analysis in order to learn more about the kinds of movies that are currently doing well at the box office

SPECIFIC OBJECTIVES

Conduct exploratory data analysis to find patterns, trends, and connections between audience preferences, box office success, and popular genres.

-Draw conclusions that can be put into practice from the data analysis, highlighting the categories of movies that are connecting with audiences and doing well at the box office.

-Deliver a presentation that includes a summary of the data analysis's findings, conclusions, and suggestions.

NOTEBOOK STRUCTURE

1. READING THE DATA
2. DATA CLEANING
3. MERGING DATASETS
4. EXPLORATIVE DATA ANALYSIS
5. CONCLUSION
6. RECOMMENDATIONS

DATA UNDERSTANDING

The project will utilize datasets that consist of details regarding film box office earnings, encompassing factors such as release dates, genres, budgets, ratings, production studios and revenues.

To gain a comprehensive understanding of the dataset, explorative data analysis techniques will be employed. These techniques involve addressing missing values, verifying data types, identifying duplicates, and extracting pertinent features for analysis.

METHODOLOGY

In this project, data analysis and visualization techniques in Python, utilizing libraries such as pandas and matplotlib, will be employed.

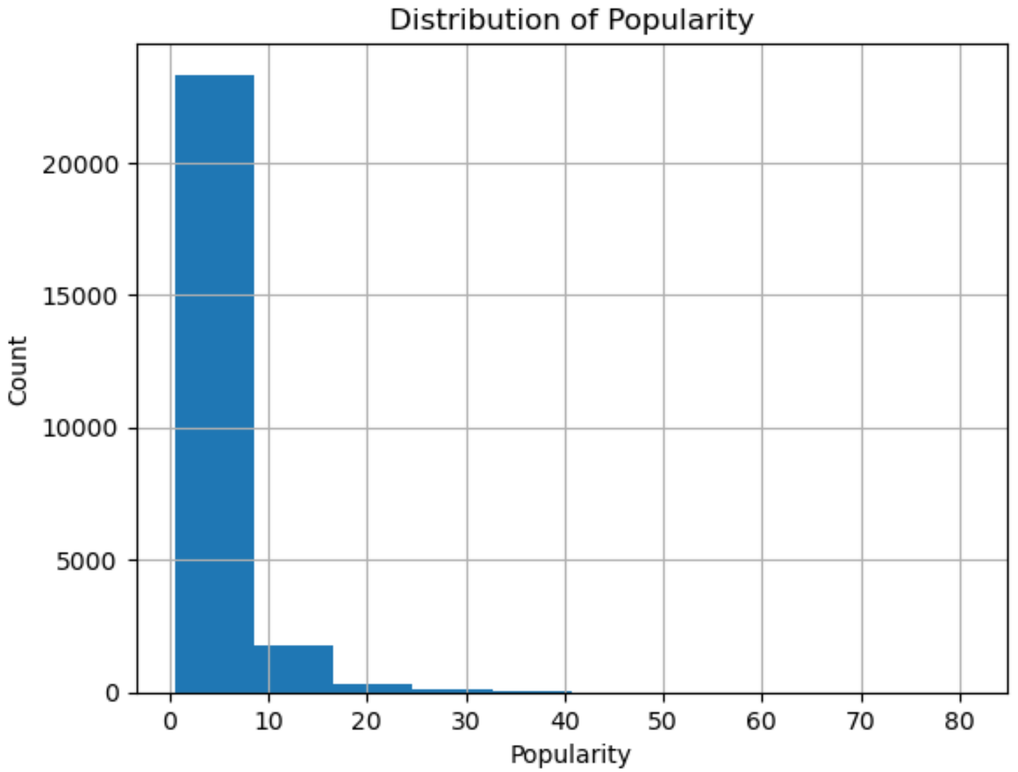
The available dataset will be examined through analysis and visualizations. This process will help identify key relationships and trends, enabling the extraction of insights related to box office performance.

DATA VISUALIZATIONS

Data Analysis was carried out with the help of visualizations so as to establish a starting ground for Microsoft in its journey of filmmaking.

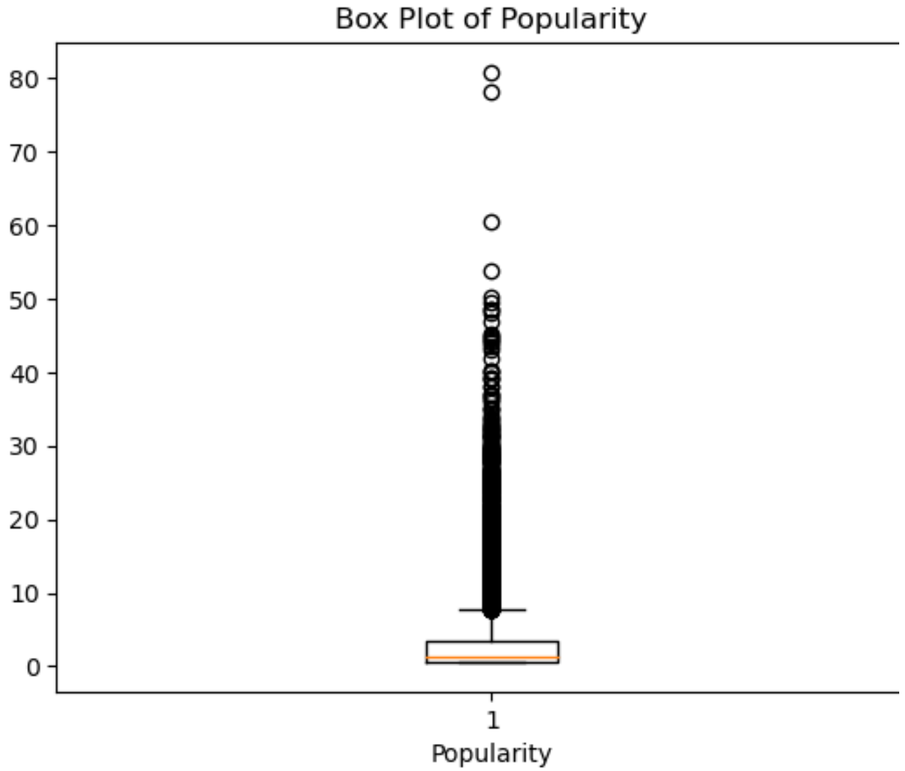
Some of the visualizations used were a : Histogram, box plot, and bar plot to show correlations and relationships between different variables such as revenue, genres , and ratings.

On the next slide, are some visualizations that aided in analysing the data.



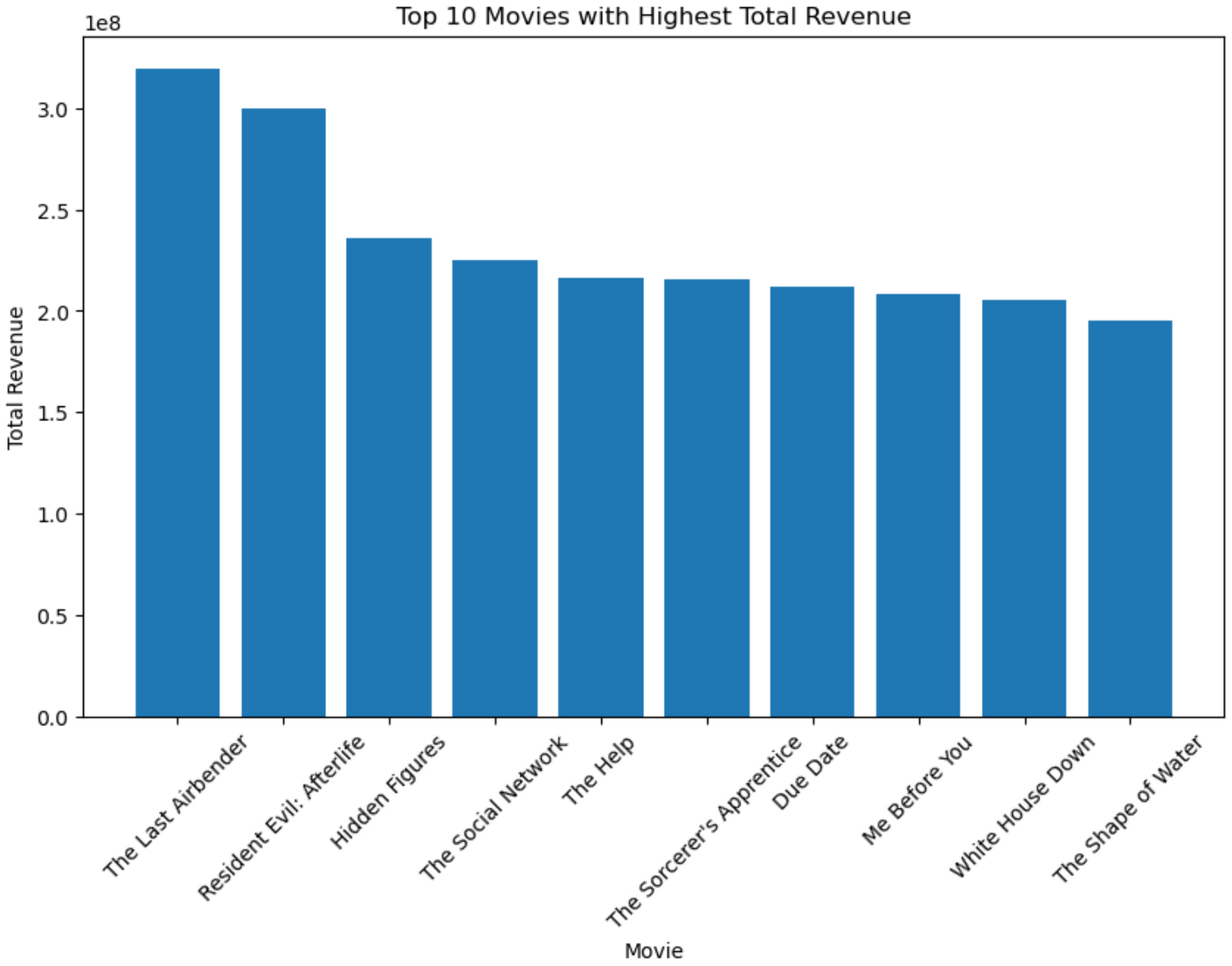
By examining the histogram, you can gain insights into the distribution of popularity among the movies in the dataset.

It helps identify the most common range of popularity values and provides an overview of the spread of popularity across the dataset.



By examining the box plot, you can gather information about the distribution of popularity values in the movie dataset.

It helps identify the typical range of popularity, the presence of outliers, and any skewness in the data.



This bar plot allows for a quick and effective visualization of the top 10 movies with the highest total revenue.

It provides a clear understanding of the financial success achieved by these films and allows for easy comparison among them

CONCLUSIONS

The recognition of popular genres.

-The relationship between spending and profits at the box office, seasonal patterns that affect the popularity of movies.

-Elements that contribute to audience contentment and favorable reviews.

RECOMMENDATIONS

-Focus on making movies in genres that have a track record of success and fit with Microsoft's brand and target audience's tastes.

-Budget Allocation: Based on an investigation of the correlation between production budgets and box office results, optimize the budget allocation.

-Release Strategy: Using seasonal trends and market factors, pinpoint advantageous release dates and times that historically generate higher box office receipts.

-Focus on Content: Adapt the films' narratives to reflect the elements that have been found to increase viewer satisfaction, such as interesting plots, compelling characters, and creative storytelling methods.