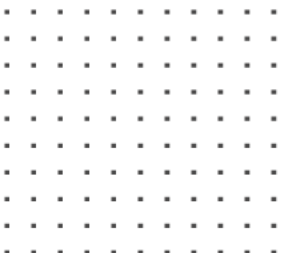


# **"Breaking Boundaries: Microsoft's Leap into the Film Industry"**



## Overview

- **The Problem:** Microsoft, tech giants, are diving into the movie industry, but they're newbies at making blockbusters! 🏠 🎬
- **The Solution: Scripting Success with Data**
- We're embarking on a data-driven adventure to discover what types of films dazzle at the box office.
- **Data Source:** IMDB Database
- **Tools:** Python, Pandas, Seaborn
- 📊 🚀 Let's decode the secrets of movie success together!



## ***Unearthing Movie Magic: The Data We Hold***

### **A Peek into Our Treasure :**

- Columns: 'movie id', 'primary title', 'start year', 'runtime minutes', 'genres', 'movie rating']
- What They Reveal: A movie's identity, birth year, length, genre, and audience's verdict.

### **The Financial Clues:**

- Columns: 'id', 'release date', 'movie', 'production budget', 'domestic gross', 'worldwide gross'
- What they reveal: Movie finances and earnings worldwide.





## ***Our Approach***

- ***"How We Deciphered the Movie Puzzle"***

Using Our Magic Lens: Exploratory Data Analysis

### ***Microsoft's Blockbuster Blueprint*** 💡:

We've cracked the code for Microsoft's movie studio success!

#### ***1. Optimal Movie Runtime:***

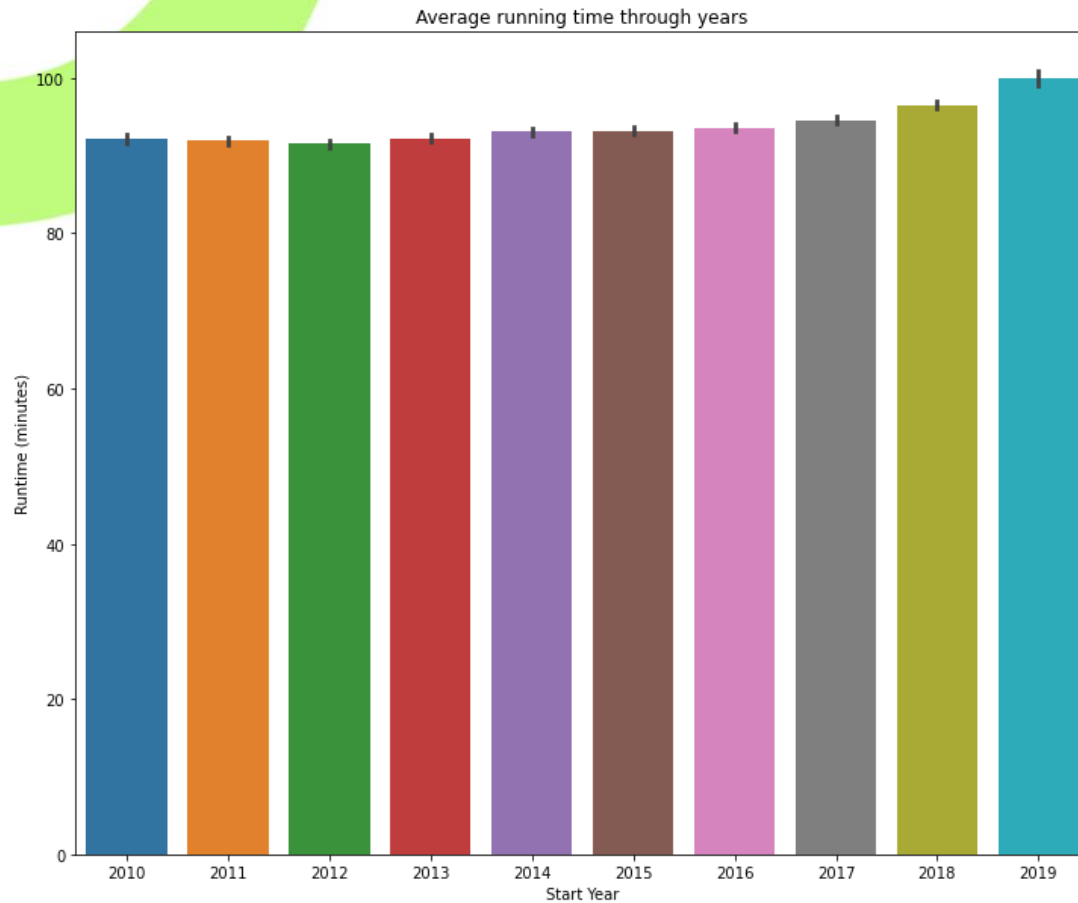
Aim for movies around 90 minutes – not too short, not too long. Just right for audience enjoyment! 🏠

#### ***2. The Balancing Act!*** 📊:

There's a treasure chest of revenue tied to production budgets. But, beware! Make sure to navigate the budget waters wisely, like a true movie mogul. 📁



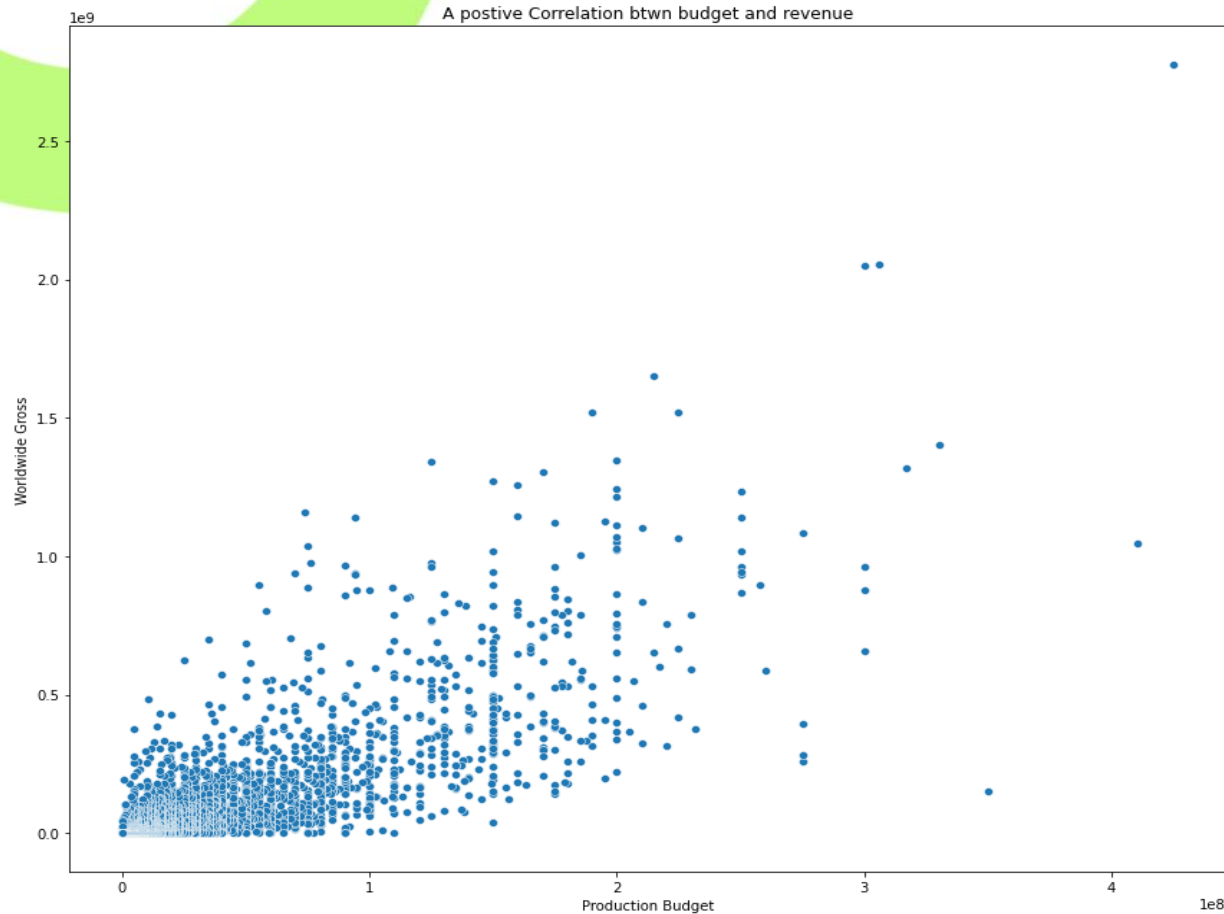
## Visualization: Average runtime



***Aim for movies around 90 minutes – not too short, not too long. Just right for audience enjoyment! 🏠***



## Visualization: Budget – Revenue Relation



***Invest wisely. Higher budgets can mean bigger returns, but tread carefully. A mix of big and small budgets is the name of the game.***





## ***Our Winning Formula:***

We've got the recipe for movie success,  
Microsoft-style!

## ***Solving the Business Problem:***

Our recommendations align the studio's  
vision with audience desires, ensuring a  
blockbuster hit every time! ✨



### ***Confidence and Limitations:***

Our confidence is sky-high, but let's not forget the realities of showbiz. Market dynamics, audience tastes, and unexpected twists can affect outcomes. Keep an eye on those shadows!

### ***Next Steps and Future Work:***

The journey doesn't end here. We recommend continuous monitoring, adapting, and exploring new horizons. Stay tuned for more thrilling chapters in Microsoft's movie-making adventure!





**Thank You, Microsoft Team!!**

You're now ready to take the movie industry by storm. Let's make movie magic together!

