DATA ANALYSIS AND ACTIONABLE INSIGHTS
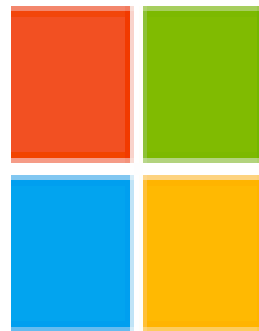
Best Films at the Box Office for Microsoft
Antony Kanai- 14th April 2023

BUSINESS UNDERSTANDING

Microsoft Corporation is an American corporation headquartered in Washington.

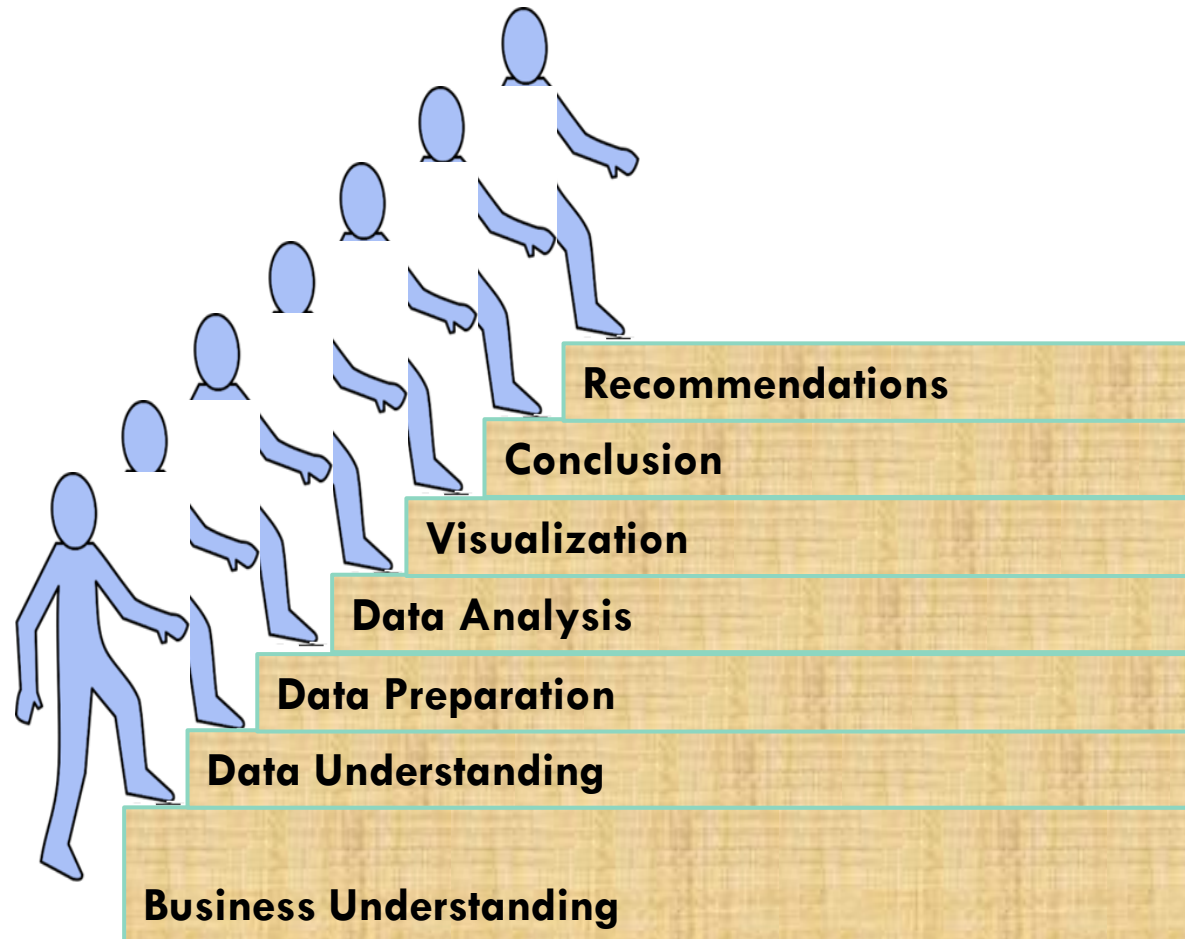It is known for its software products such as windows

Microsoft wants to create original video content like other corporations but does not know anything about movies.

They have decided to create a new movie studio for that purpose.

Business Problem: Which Movies?

OVERVIEW OF THE STEPS IN THE DATA ANALYSIS

OBJECTIVES OF THE ANALYSIS

Why the Analysis

Conduct Explorative Data Analysis on Movies Datasets to generate insights

Relate different datasets to ascertain patterns in the movie industry

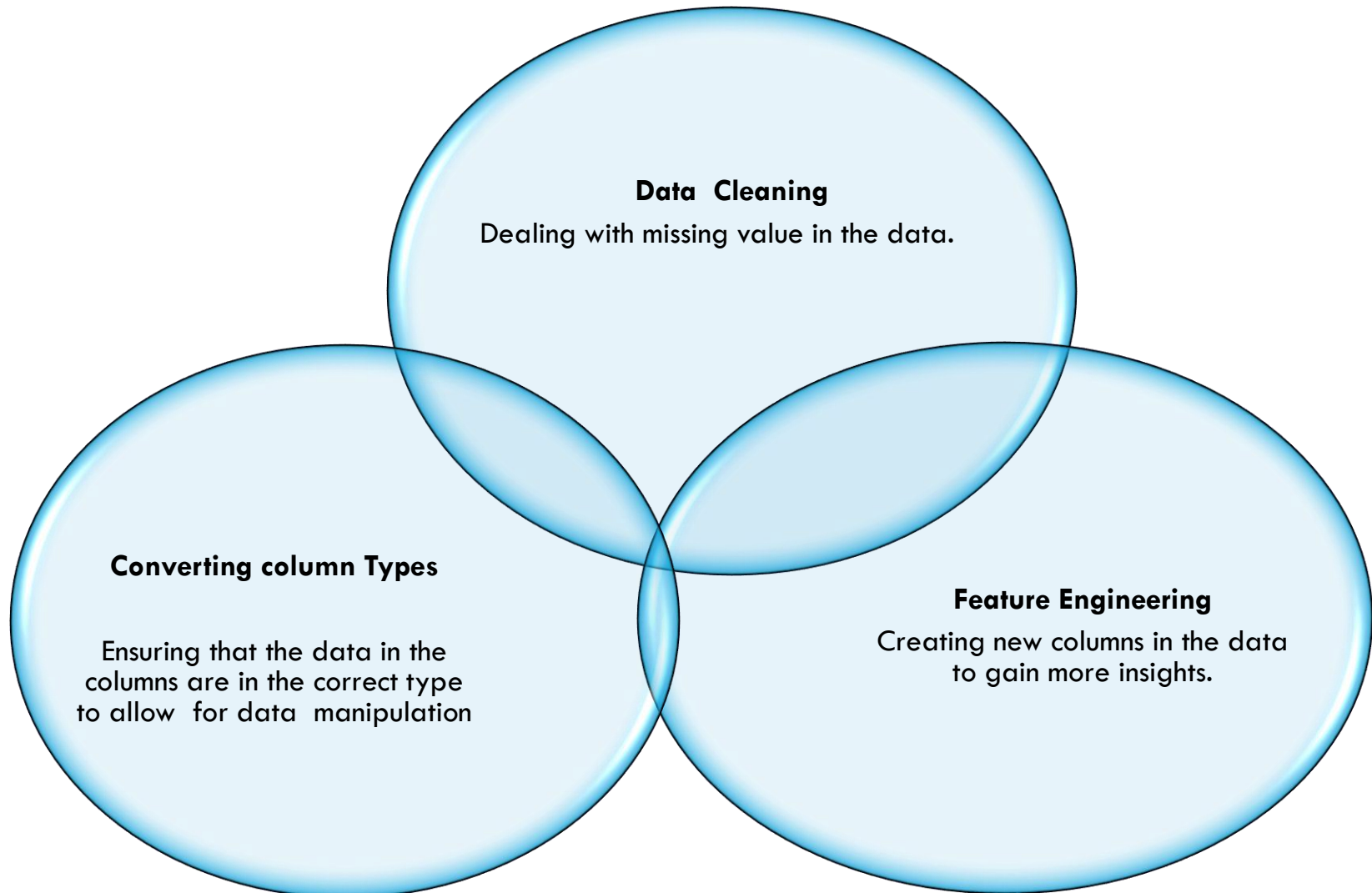Establish which genres are most popular

Ascertain if there is a relation between production budget and profits realized by the company

DATA UNDERSTANDING

The data used for this analysis was obtained from the following sources:

1. Box Office.

2. Rotten Tomatoes

3. The Movies database TMBD

4. The Numbers

DATA PREPARATION

Data Cleaning

Dealing with missing value in the data.

Converting column Types

Ensuring that the data in the
columns are in the correct type
to allow for data manipulation

Feature Engineering

Creating new columns in the data
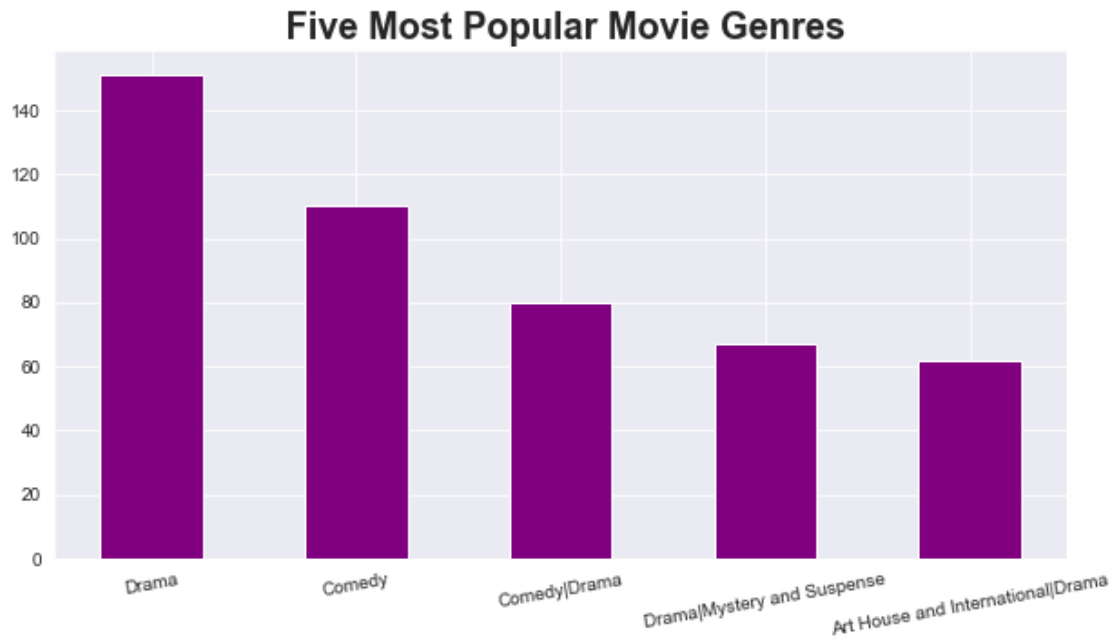to gain more insights.

DATA ANALYSIS AND VISUALIZATIONS

Data analysis involves exploration of the data to establish meaningful insights
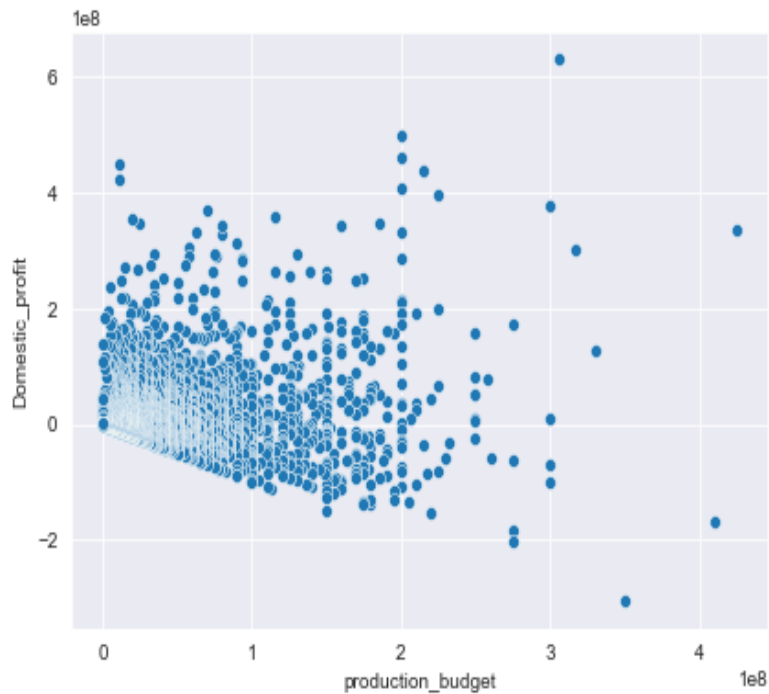
POPULAR MOVIE GENRES
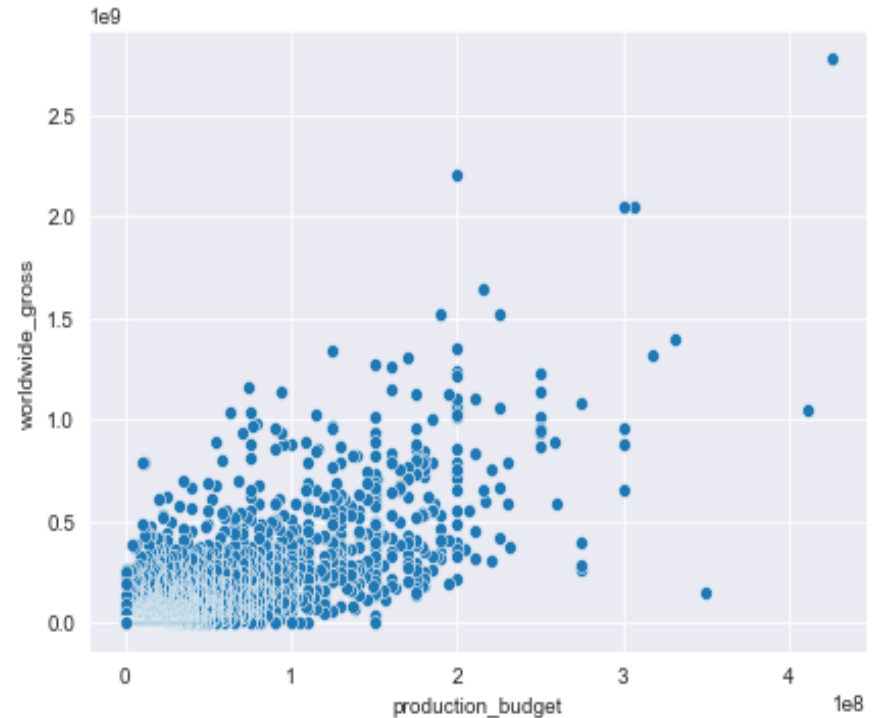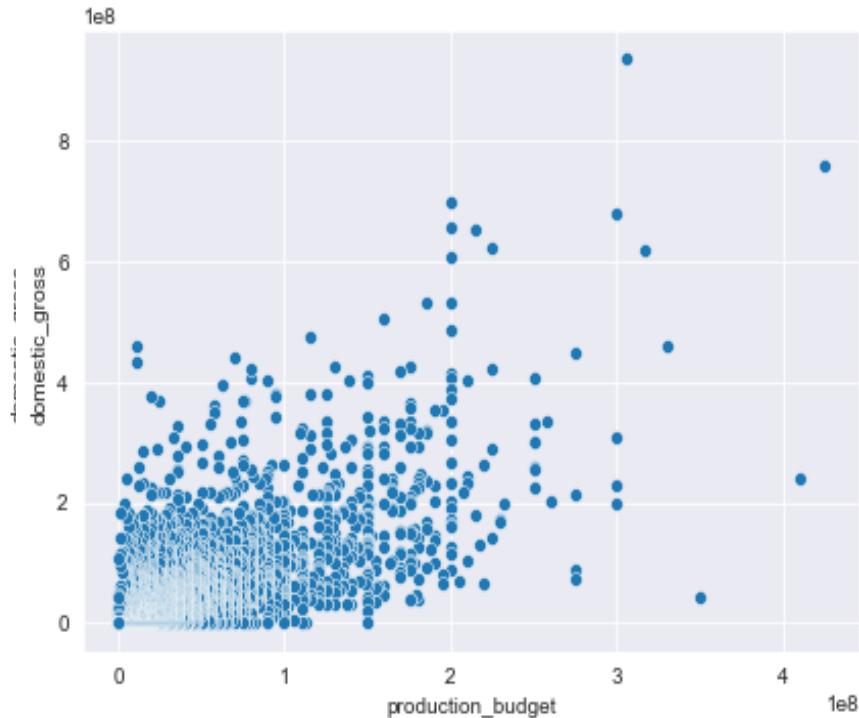
Five Most Popular Movie Genres

The most popular genre was Drama followed by Comedy.

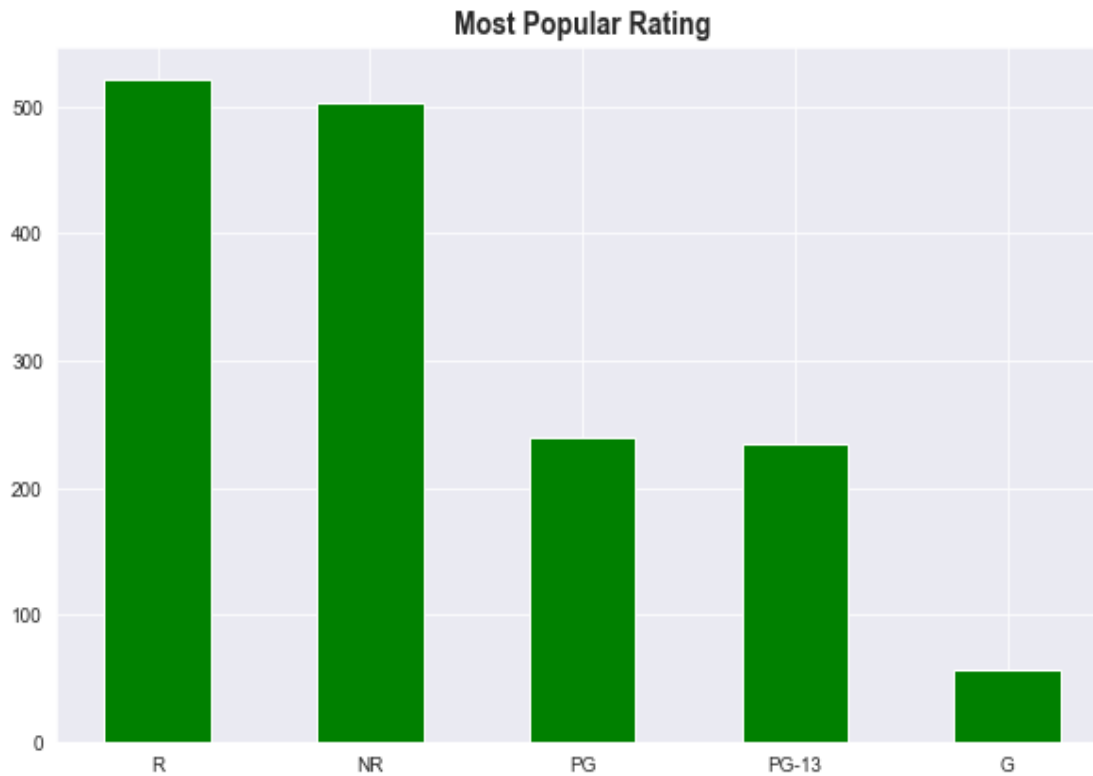# RELATIONSHIP BETWEEN PRODUCTION BUDGET AND PROFITS

There is positive relationship between production budget and Worlwide-gross

RELATIONSHIP BETWEEN PRODUCTION BUDGET AND GROSS

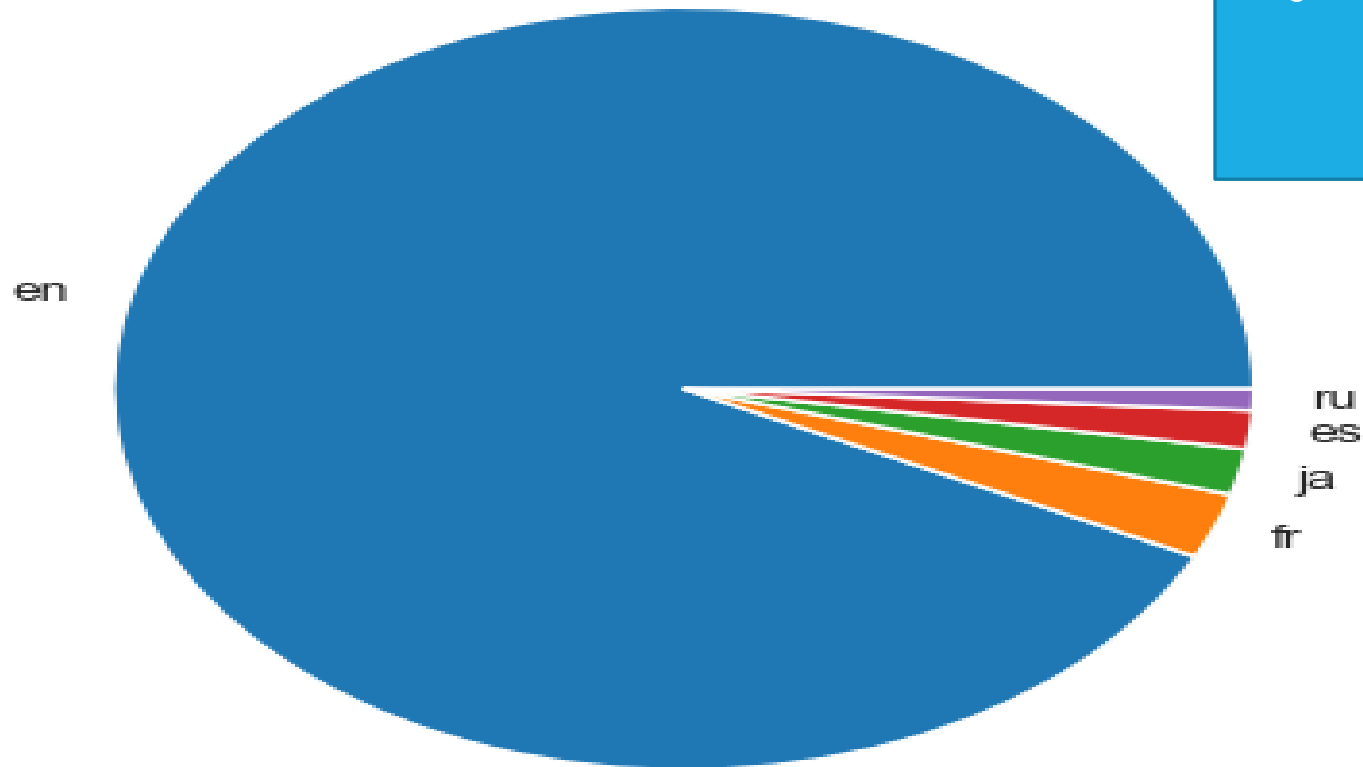There is a positive relationship between production budget of movies and worldwide gross revenues.

POPULAR MOVIE RATING

Most Popular Rating

The most popular movie ratings are R, followed closely by NR then PG. Among the top five, the least popular rating is G followed by PG-13
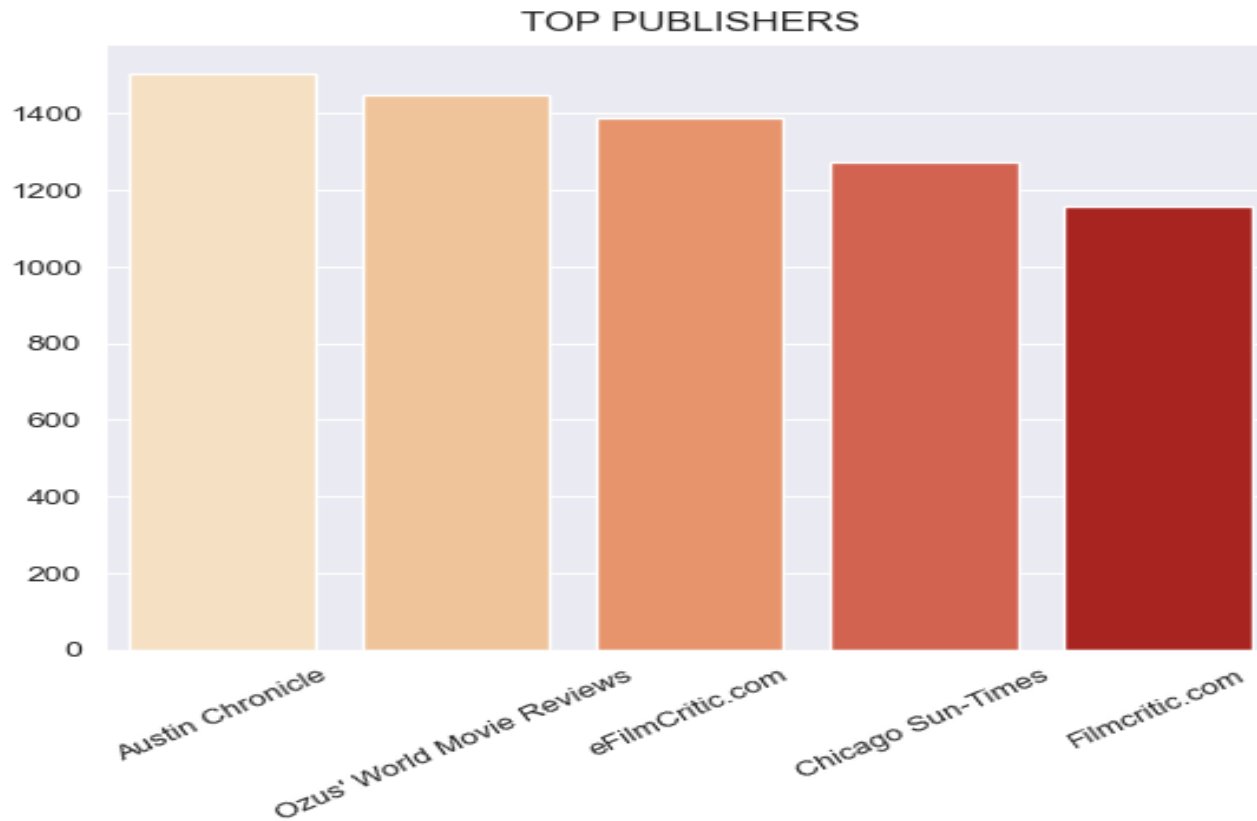
MOST COMMON MOVIE LANGUAGE

Most Prefered Languages

en
ru
es
ja
fr

The most common movie language is English followed by France

POPULAR PUBLISHERS

TOP PUBLISHERS

The most popular Publishers is Austin Chronicles, then Ozus World Movies etc.

[Bar chart showing Top Publishers: Austin Chronicle (~1490), Ozus' World Movie Reviews (~1440), eFilmCritic.com (~1380), Chicago Sun-Times (~1270), Filmcritic.com (~1150). Y-axis ranges from 0 to 1400 in increments of 200.]

CONCLUSION AND RECOMMENDATIONS

For Microsoft to get it right in the Movie Business;

It must consider the following:

1. Making movies of the genre Drama, Comedy and Comedy Dramas as they tare the most popular genres.

2. Making Movies that are rated R   or NR since they are the most popular.

3. Use the most experienced publishers who have published most movies. These are Austin Chronicles and Ozus

4. Investing enough resources in production budgets since production budgets have a positive relationship with the worldwide gross revenues and profits.

Questions

"We will either find a way or make one" Hannibal

THANK YOU