

Microsoft Studios Movie Recommendation

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Business Problem:

- How can Microsoft put out successful films?
- What does Microsoft need in order to operate on successful film making wavelength?
- What do we need to factor in to consideration so that our business can be lucrative
- What genres of movies to make?
- Which director to work with?

The Data and tools used to decipher:

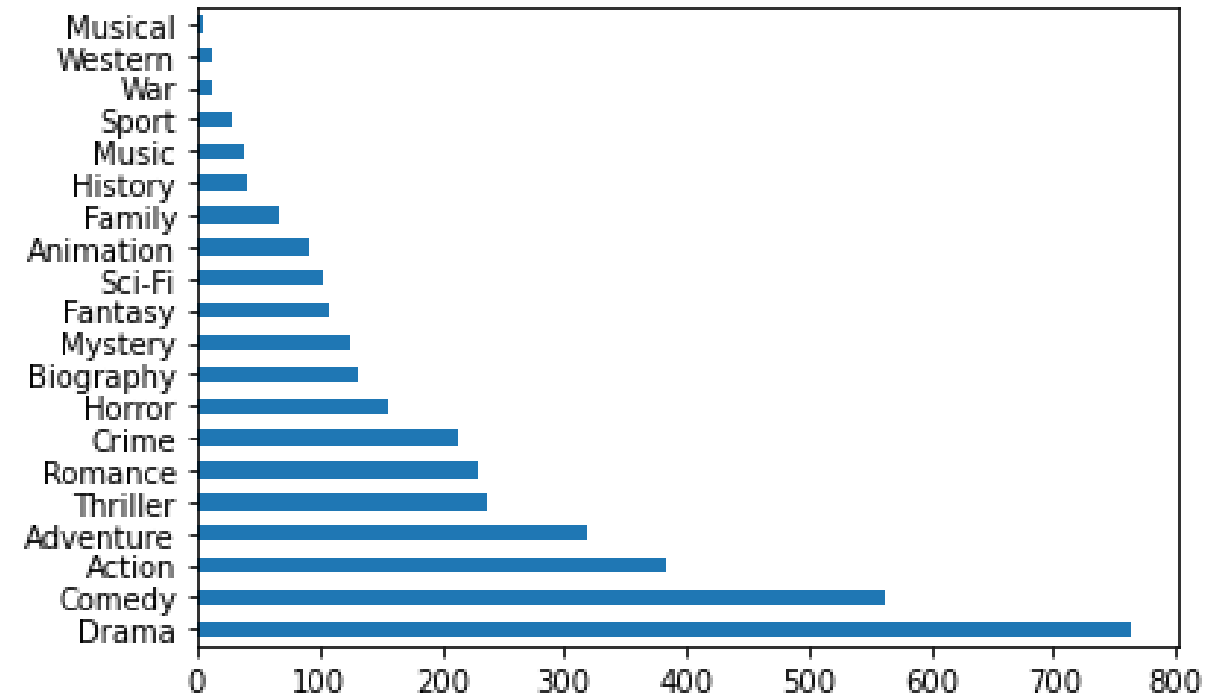
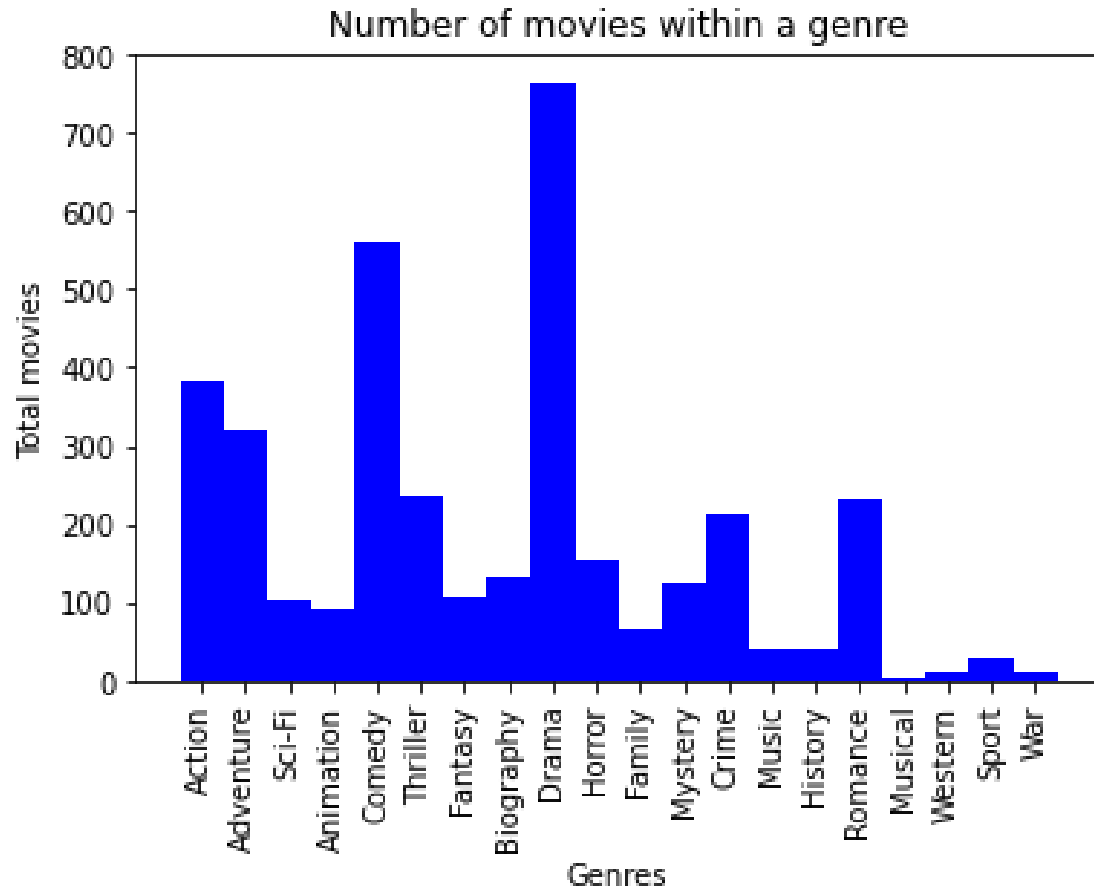
- I used data from 2 sources;
- The data from IMDB dataset:
- Had 146144 movies
- Includes genre, release Date, runtime, director and ratings
- The Numbers dataset:
- 5698 movies
- Included budget and gross
- Data Range 1921 – 2019



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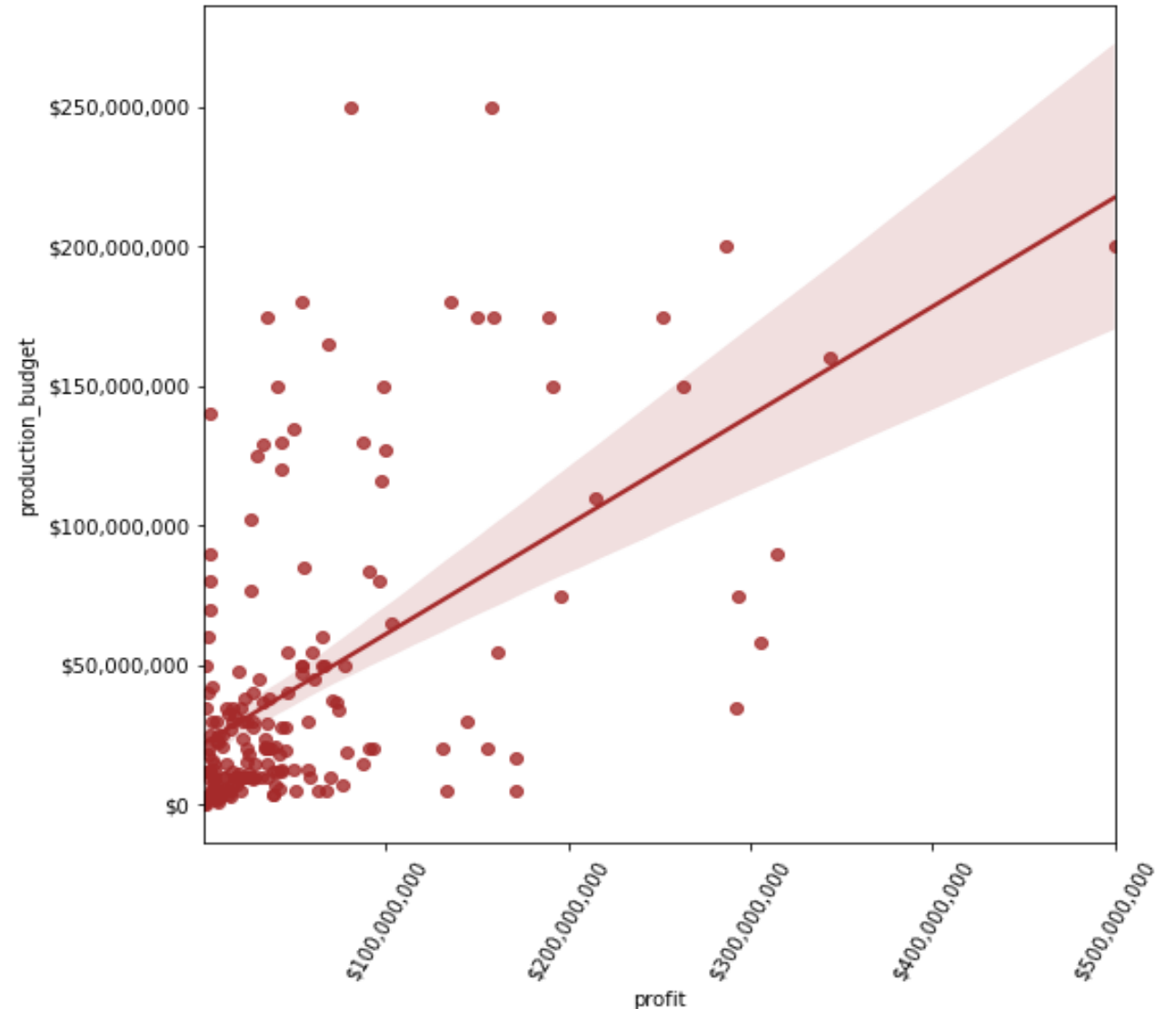
Recommendations:

The Genre I recommend is either action, adventure, Drama, comedy film



Recommendation 2:

- The number was obtained after obtaining the mean from the most watched genres
- Profit was obtained by gross – cost
- And we narrowed down our data to US region so even the gross was narrowed down to domestic markets.



Recommendation 3:

From all the movies:

The top 3 Directors are: Denis Villeneuve, Anurag Kashyap and Ridley Scott

This was after narrowing down the movies by calculating number of votes to be greater than 2000 each movie for each director and over 5 movies.

