Microsoft Studios' Movies Analysis

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Business Understanding

The main goal of the project is to come up with insights to help Microsoft start and excel in the movie business.We will use exploratory data analysis to come up with actionable insights to help decide what type of films Microsoft should create.

General Objectives

Explore and analyze the types of films that are currently doing the best at the box office and using the findings to help decide the types of films to create.

Specific Objectives

I.   Loading datasets into pandas

II.   Retrieving data from a DataFrame

III. Data preparation and cleaning

IV.   Exploratory analysis

V.   Data visualization

Questions to answer

1. What are the popular genres in the box office?
2. What are the most popular studios with high world-wide gross?
3. Does popularity affect the worldwide gross?
4. Does budget affect revenue?
5. Does rating affect revenue?
6. Does popularity of the movie affect the rating?
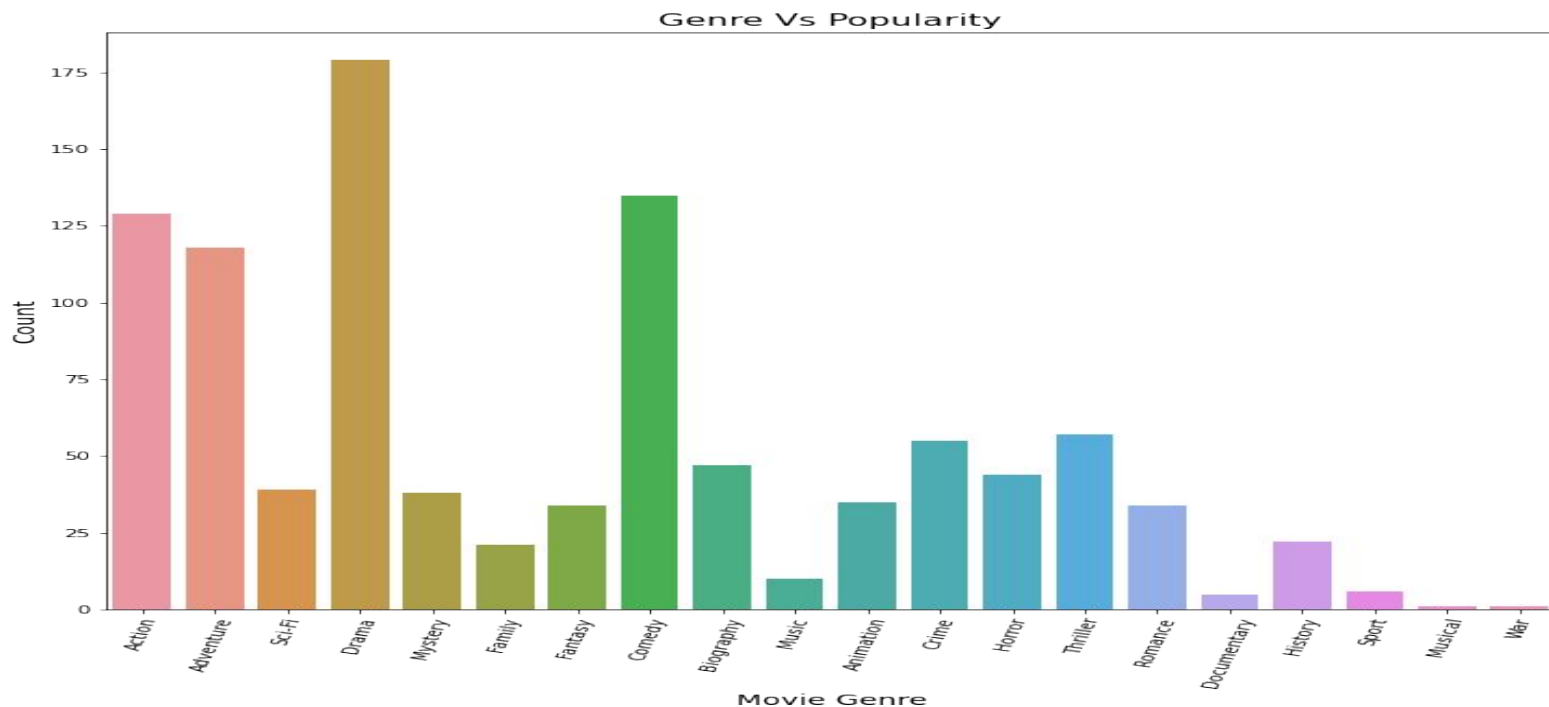7. Does the runtime minutes affect the ratings and the movie popularity?

Data Understanding

The datasets are extracted from the following sites:

- Box Office.
- IMDB.
- Rotten Tomatoes.
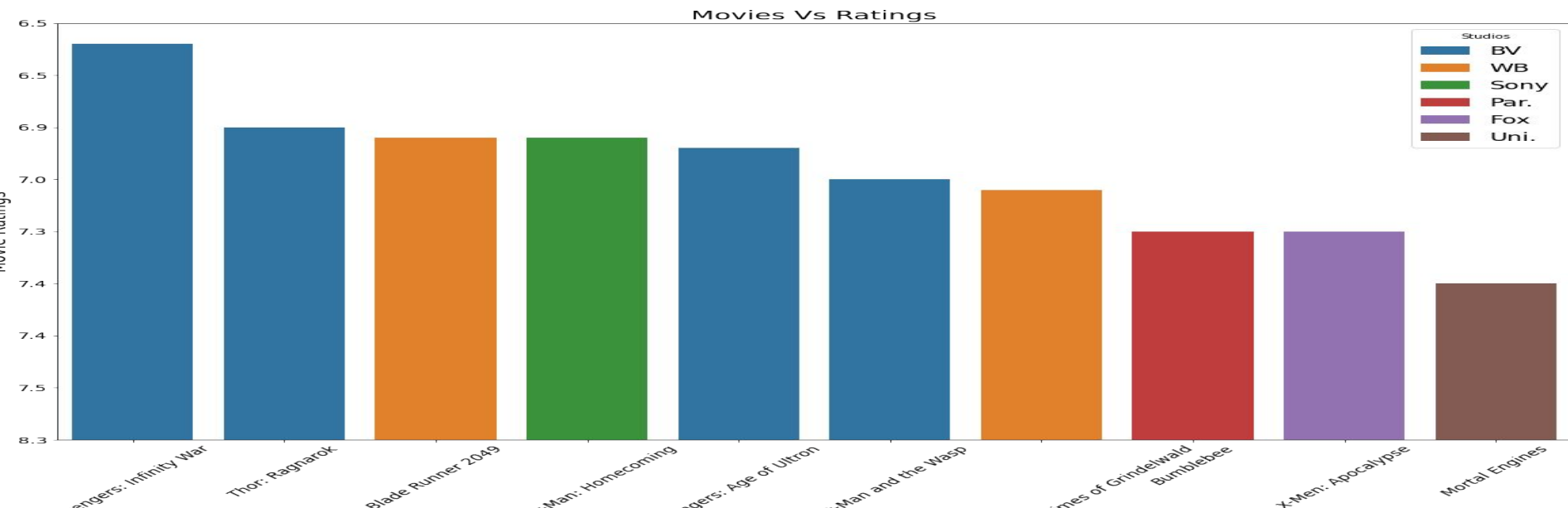- TheMovieDB.
- The Numbers.

The Most Popular Genres

Genre Vs Popularity

From the bar graph,we can say that Drama is the most popular Genre in the movie industry as it has the tallest bar, followed by Comedy and Action.
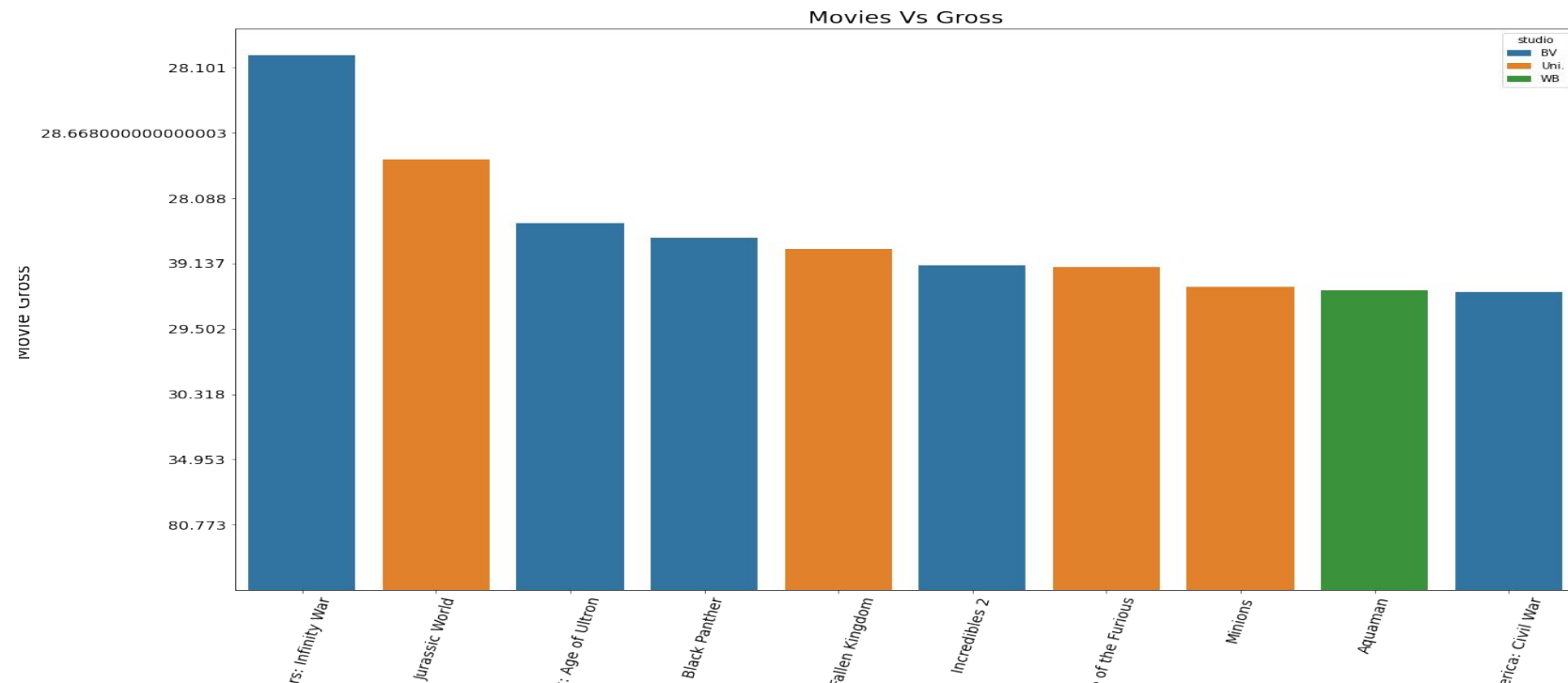
Top rated movies with reference studio

From the bar graph we can see that BV studios has highly rated movies, with the top two movies being Avengers and Thor.
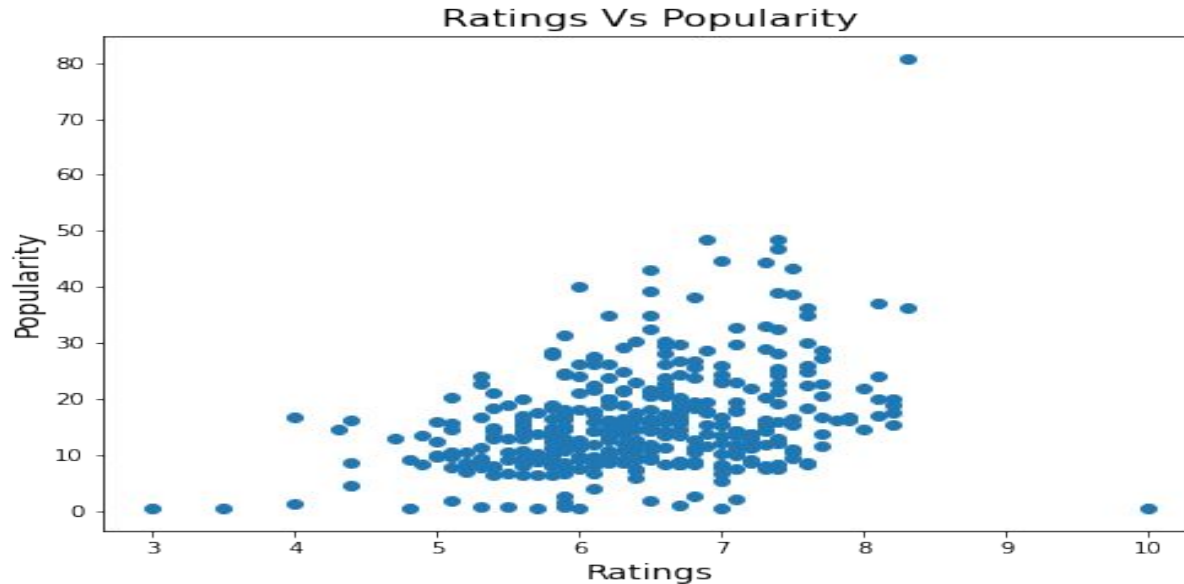
High Grossing Movies

Deductions

The highly grossing movies are Avengers and Jurassic world.

The studios BV and Uni produce the movies with the highest gross.
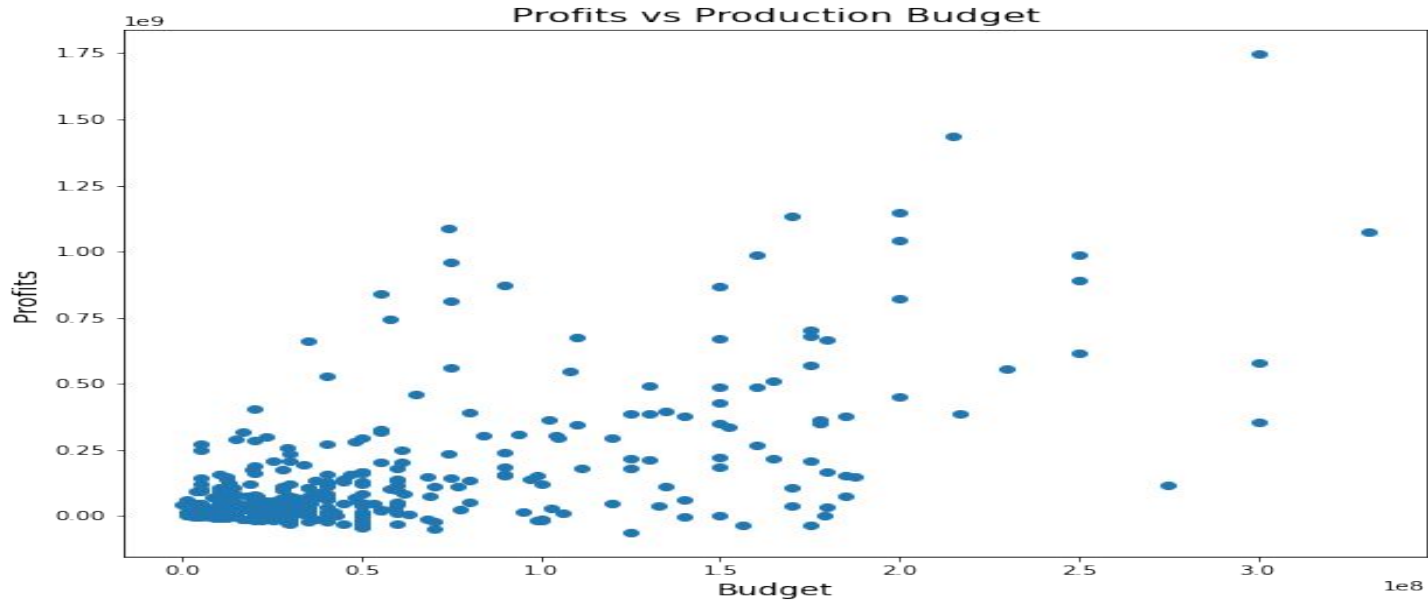
Does Popularity affect the ratings

From the above scatter plot, we deduce that the rating of the movie increases with its popularity.
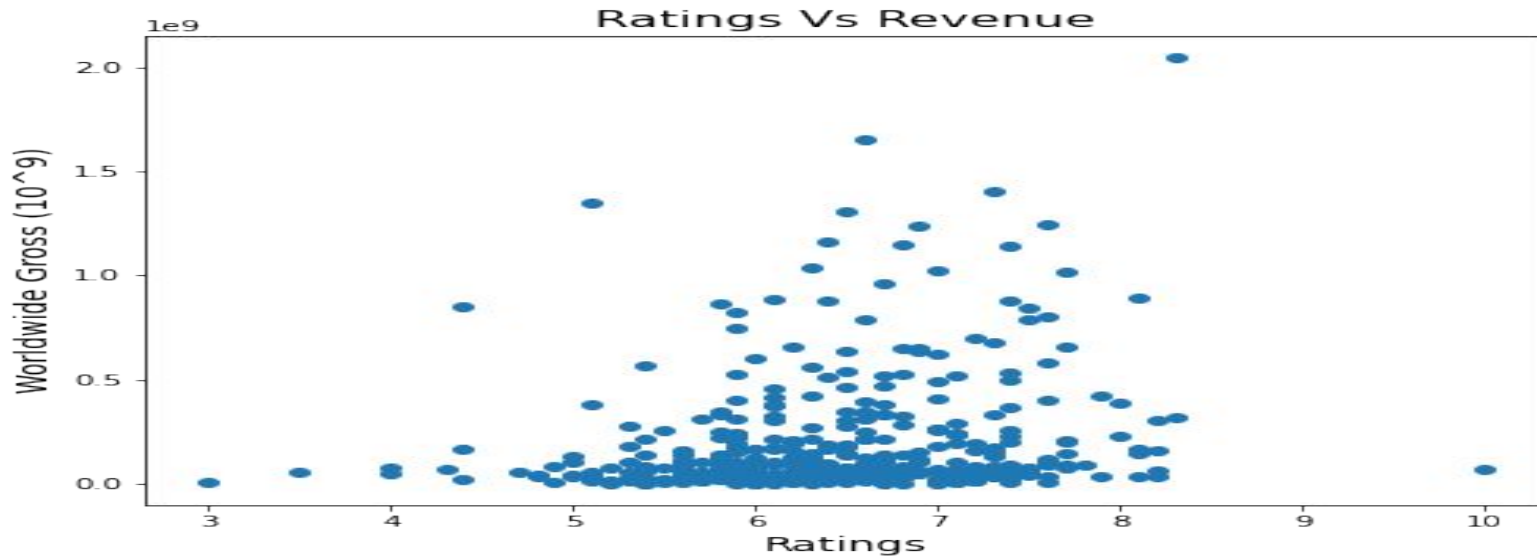
Does the production budget affect the profits

Profits vs Production Budget

A larger budget results to high profits.

How ratings affect revenue

From the above plot, it is possible to deduce that ratings affect revenue. It can be noted that movies with high ratings have a high revenue

Conclusion

- Movies with a high budget make more profits as compared to those with a low budget.

- High rated movies gross higher, hence high profit margins.

- Popular movies have high ratings

- Drama, Comedy and Action genre of movies are the best to venture into since they are the popular genres

Recommendations

- Microsoft should come up with movies that incorporate drama and comedy.
- Microsoft can benchmark from BV and … since they produce high ranking and grossing movies.
- Microsoft should come up with a strong marketing strategy since popularity increases the ratings and profits.

Questions?