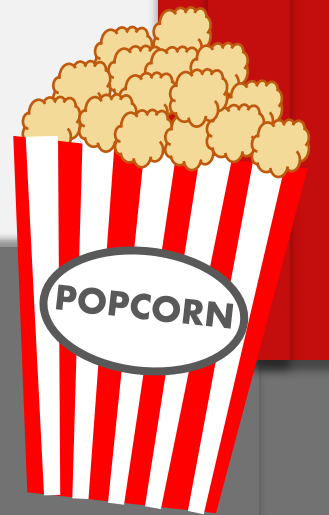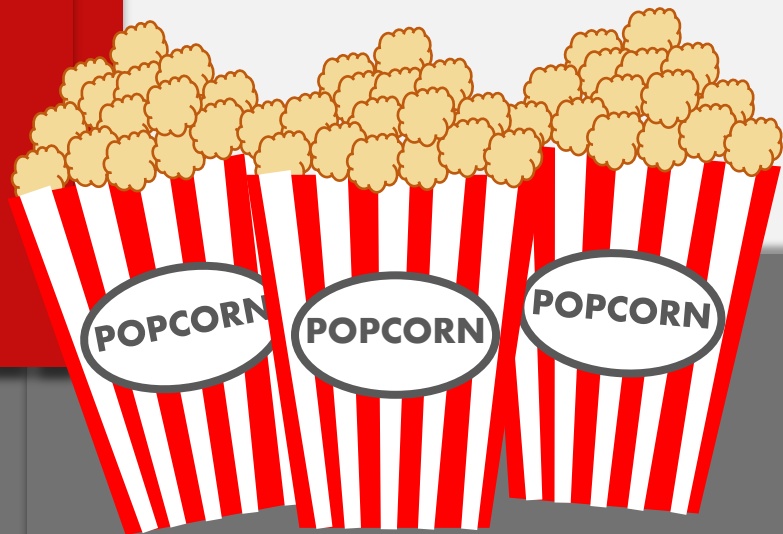# MICROSOFT STUDIO ANALYSIS

OUTLINE

- Introduction
- Business Problem
- Objectives
- Methodology
- Results
- Conclusions

INTRODUCTION

- Microsoft wants to open a new movie studio.

- Dataset is from IMDB, Box Office Mojo and the Movie Database(TMDB).

- Analysis of the data is to provide insights on the way forward on new movie studio.

2. BUSINESS PROBLEM

- Film industry is an old business. Breaking into an existing market is challenging.

- Microsoft wants to venture into film making.

- They want insights on how to move forward and actualize this.

- They want to know the type of movies, from other movie studios, that are doing well at the box office.

3. Objective

- Identify what types of films are currently doing the best at the box office.

- Identify the kind of films that Microsoft should be making.

4. METHODOLOGY

THE DATA ANALYSIS PROCESS

Step 1:
Define the question

Step 2:
Collect the data

Step 3:
Clean the data

Step 4:
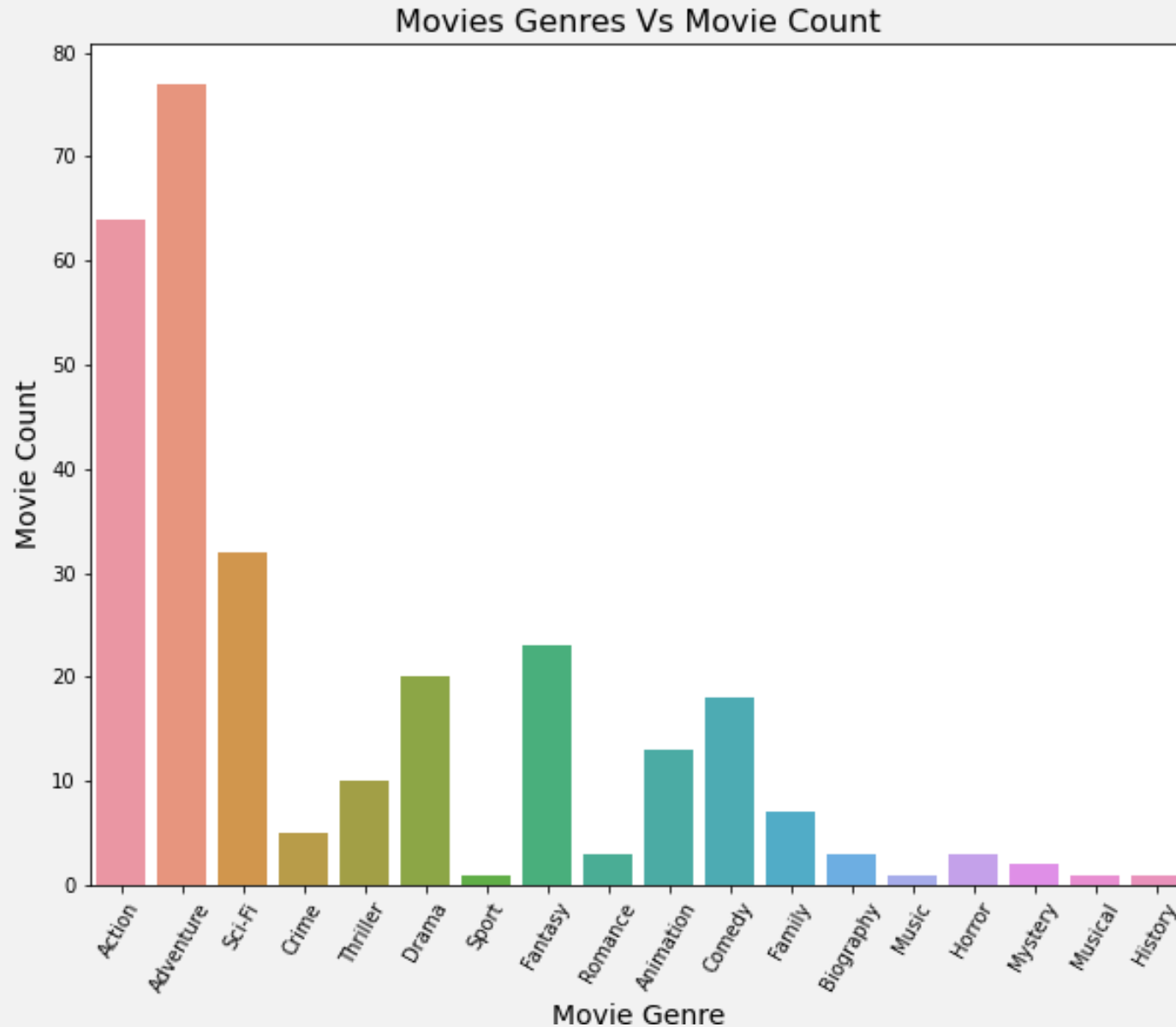Analyze the data

Step 5:
Visualize and share your findings

5. RESULTS

Questions asked:

- What are the genres of the highest grosssing and highest rated movies in the box office?

- Does rating affect movie revenue?

- Does budget affect movie profits?

- Is there a best time to debut a movie?

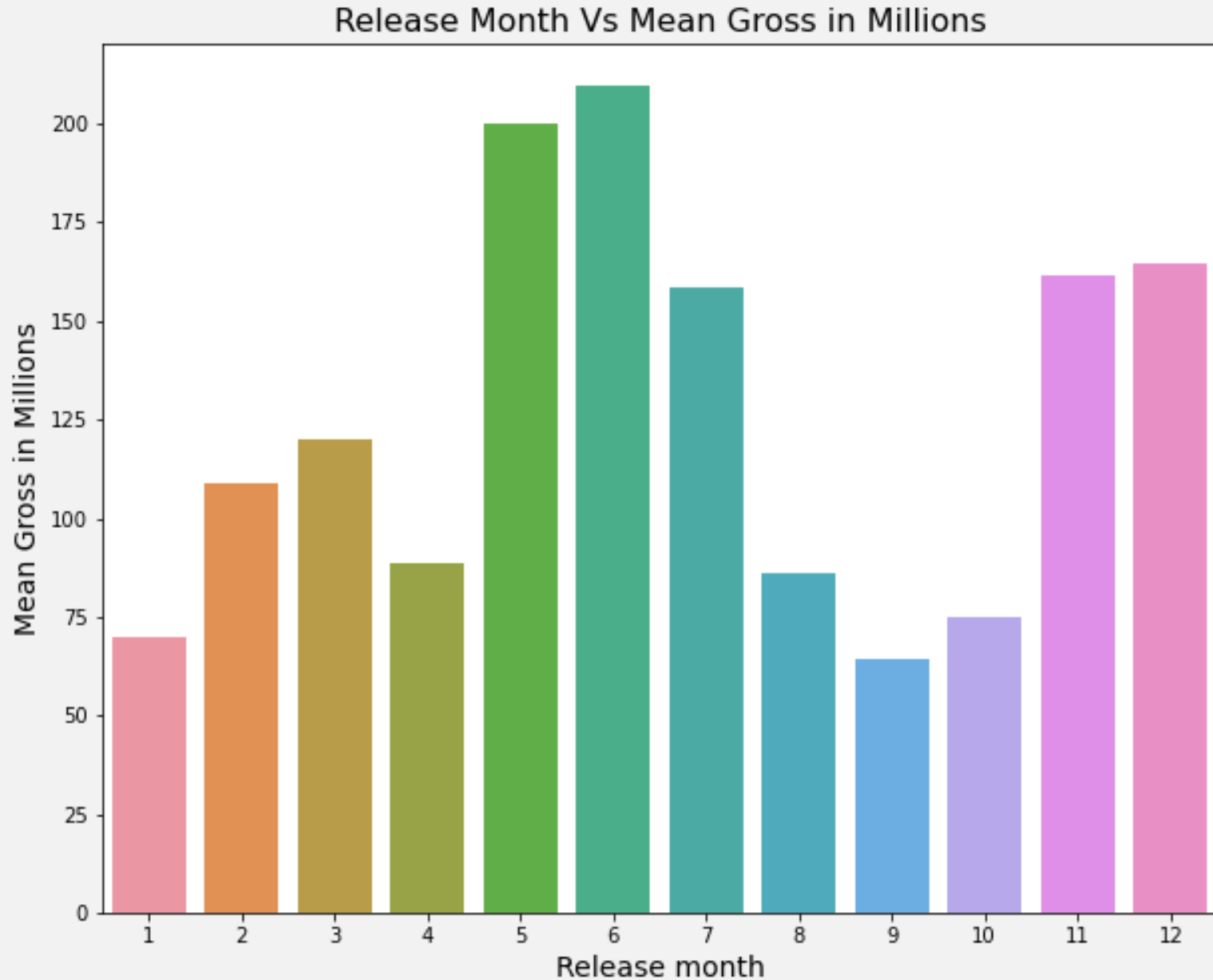# What types of films are currently doing the best at the box office.

Movies Genres Vs Movie Count

RESULTS

- Adventure, action and Science fiction genre of movies are the best to venture into since they gross the highest and have a high count of numbers.
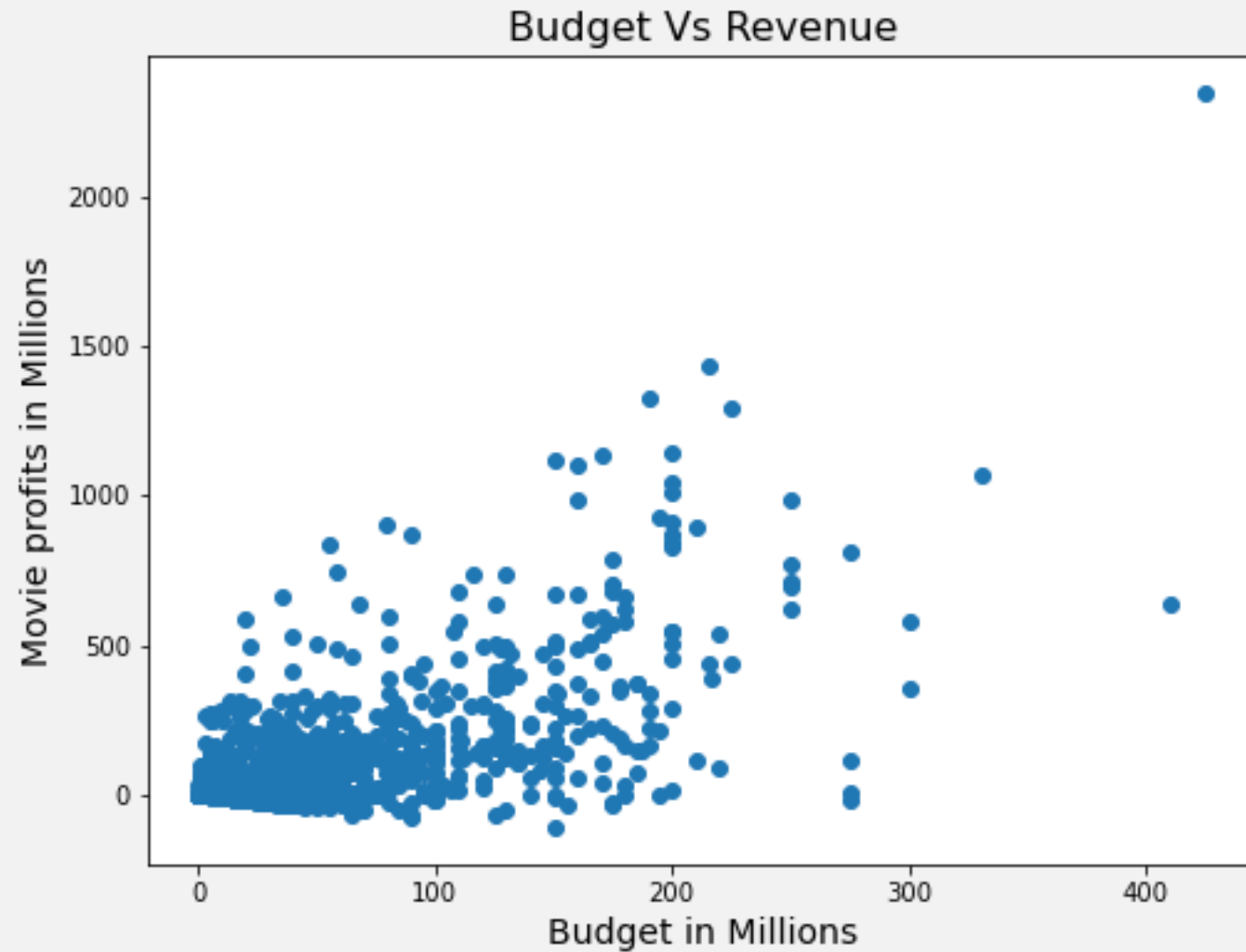
Release Month Vs Mean Gross

Release Month Vs Mean Gross in Millions

RESULTS

- It can be noted that May, June and July have the highest gross.

- This means movies that were released during these months grossed more.
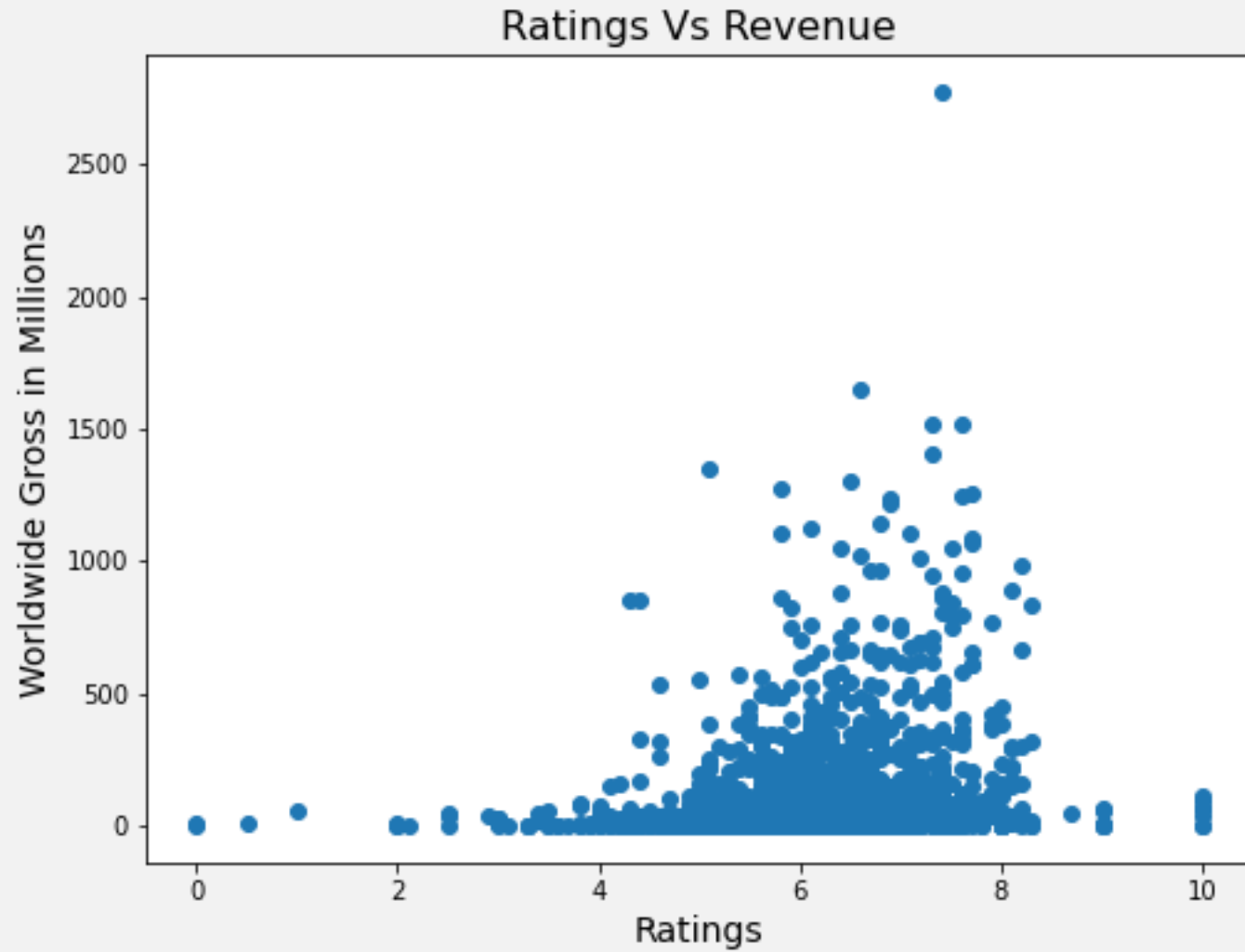
Movie Budget vs Movie Profits

RESULTS

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

Ratings Vs Revenue

RESULTS

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

6. CONCLUSIONS

- Movies with a high budget make more profits as compared to those with a large budget. Microsoft should spend a lot of money in making the movies.

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

- Adventure, action and Science fiction genre of movies are the best to venture into since they gross the highest and have a high count of numbers. Microsoft should make movies from these genres.

- Movies released in May, June and July grossed the highest as compared to the other months. These months can be adopted by Microsoft for when they release their movies. This may be attributed to the months falling within summer.