MOVIE GENRE ANALYSIS

A quick overview of the findings in the Exploratory Data Analysis of movies in the Box Office

BUSINESS BACKGROUND

How did movie making develop?

The movie industry as we know it today originated in the early 19th century through a series of technological developments: the creation of photography, the discovery of the illusion of motion by combining individual still images, and the study of human and animal locomotion.

As technology improves, the film industry is also advancing. There is an increase in the number of companies that offer streaming services as well as production of movies.

Movies are created for various reasons such as creating imaginations into reality, telling real life story through acts, emphasizing on a theory and so on. Basically, movies are a visual representation of what is in the minds of the producers or the narrators in general.
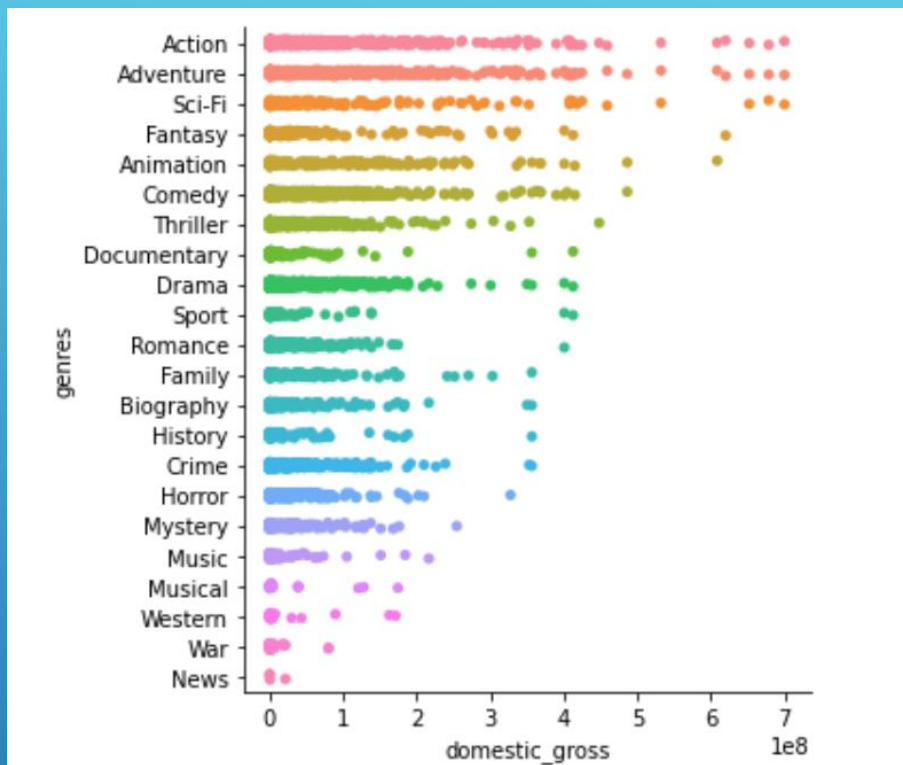
Primarily, the purpose behind creating films has always been to make profits in the long run. I

PROBLEM STATEMENT

In the past decades, the film industry has proven to be a good investment as is shown in most researches. The industry is growing and there is more competition in the production of fascinating movies that capture the attention of larger audiences. As we know, the larger the audience, the better the business. (:))
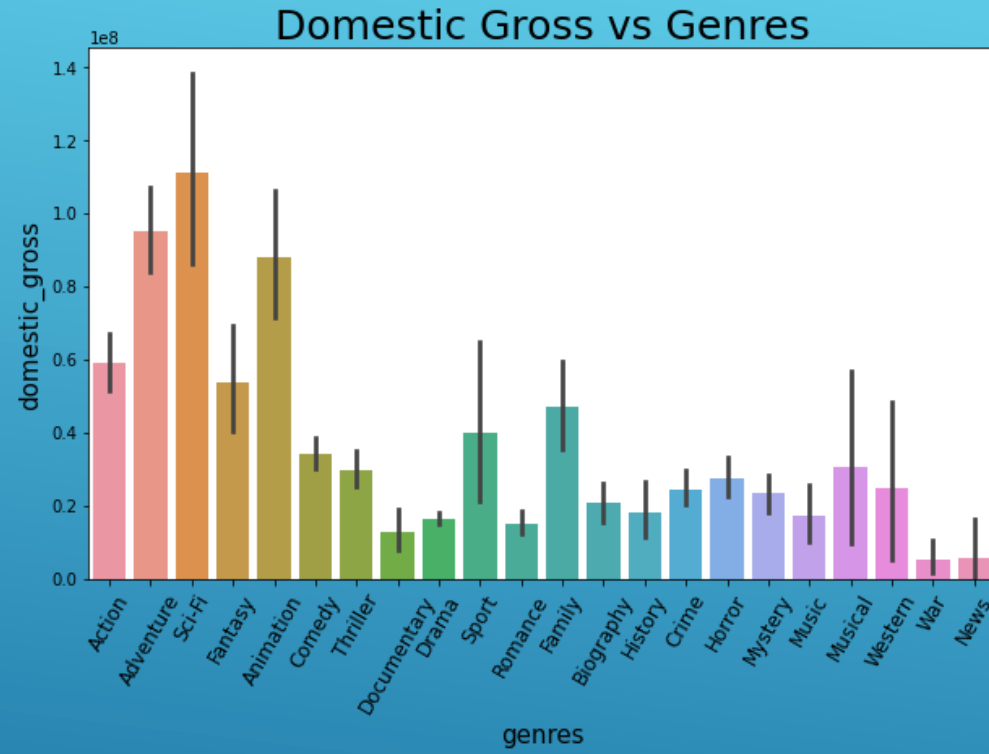
The data analysis of this research helps Microsoft know which types of movies are worth the investment. As a result, the analysis below targets the various genres of the best performing movies
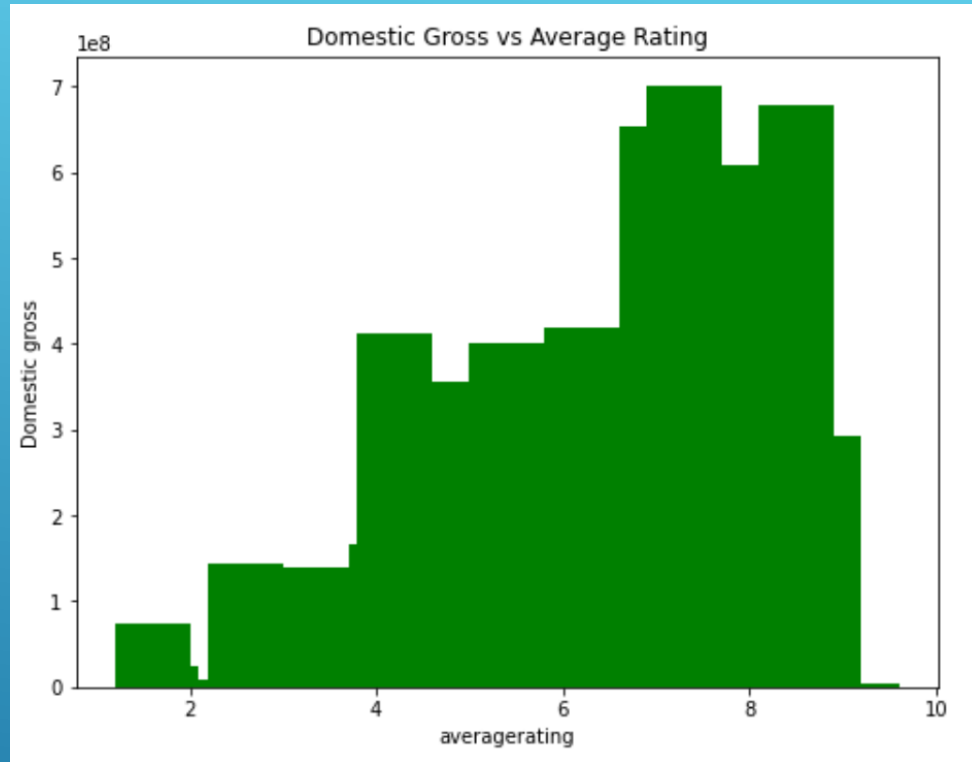
From the scatter plot on the left, we are able to see the genres that generates more domestic gross. The genres are: Action, Adventure, Sci-Fi, Fantasy, Animation, Comedy, Thriller and Drama

COMPARISON BETWEEN DOMESTIC GROSS AND GENRES

Domestic Gross vs Genres

Using a bar graph to compare the genre and domestic gross. The genres that were doing well in this part of the analysis are: Sci-Fi, Animation, Adventure, Action and Fantasy

COMPARISON BETWEEN DOMESTIC GROSS AND GENRES USING BAR GRAPH

Domestic Gross vs Average Rating

- The graph on the left, gives us a clear analysis that the ratings of a movie directly affect the domestic gross of the movie.

- The higher the average rating of a movie, the more the domestic gross

COMPARISON BETWEEN AVERAGE RATING AND DOMESTIC GROSS

SOLUTION

From the analysis above, the genres that are performing well in the Box Office are as follows:

1. Action
2. Adventure
3. Science Fiction (Sci-Fi)
4. Fantasy
5. Animation
6. Comedy
7. Drama

Creating movies from either of the genres or a combination of two or more of the genres will be a good way for Microsoft to start off her journey in the film industry.

DEVELOPMENT PROCESS

The following are the required steps for the successful development of the model :

1. Idea Generation. Using the the solutions, we can have a clear idea of what is expected in the industry

2. Screening.

3. Idea Evaluation.

4. Development (of product and marketing mix). In this case, we are looking for script-writers , actors, designers, props and

5. Commercialization. Find ways we can market

TECHNOLOGIES USED

From the analysis, the technologies used to come up with this analysis are: data mining, data understanding, data scrubbing data cleaning and data visualization.

The techniques have been used to analyze the various patterns that commonly attract a larger audience.

CONCLUSION AND RECOMMENDATION

From the analysis , it is clear that most of the audiences that are targeted in the movie industry prefer a certain type of genre.

This analysis is based on two assumptions:

1. All movies in the top listed genres are more likely to yield a higher domestic gross than the movies in the least listed genres

2. All movies in the bottom listed genres are more likely to yield a lower domestic gross

As a result of the above analysis, inclusive of the assumptions made, I recommend Microsoft to focus their attention on the top 6 movie genres. This means that your focus on creation of movies should be based around the following genres: Action, Adventure, Science- Fiction(Sci-Fi), Animation, Fantasy and Comedy for a start.