PHASE 1 PROJECT



PROJECT QUESTION

- Microsoft sees all the big companies creating original video content and they want to get in on the fun.
- They have decided to create a new movie studio, but they don't know anything about creating movies.

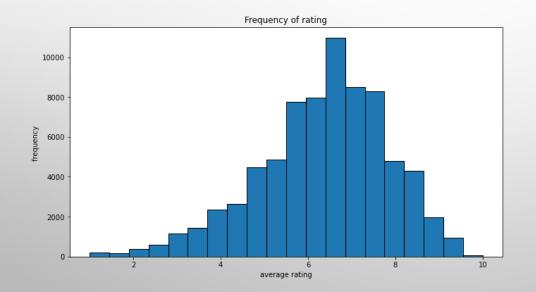
PROJECT GOAL

Charged with

- Exploring what types of films are currently doing the best at the box office.
- Providing actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

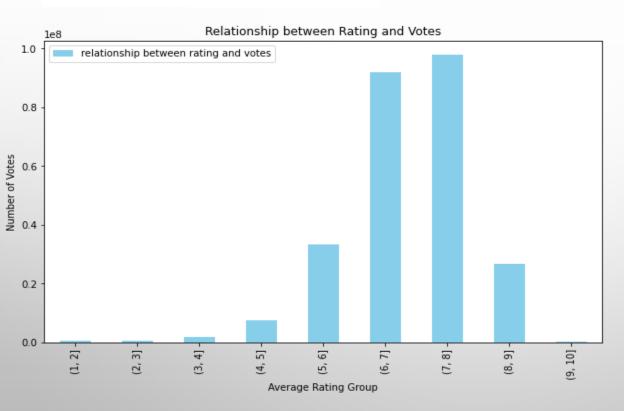
IMDB.TITLE.RATINGS

- Imdb registered users cast votes on every release title in the database.
- The average rating is slightly skewed to the left.



	averagerating	numvotes
count	73856.000000	7.385600e+04
mean	6.332729	3.523662e+03
std	1.474978	3.029402e+04
min	1.000000	5.000000e+00
25%	5.500000	1.400000e+01
50%	6.500000	4.900000e+01
75%	7.400000	2.820000e+02
max	10.000000	1.841066e+06

RATING AND VOTE COUNT

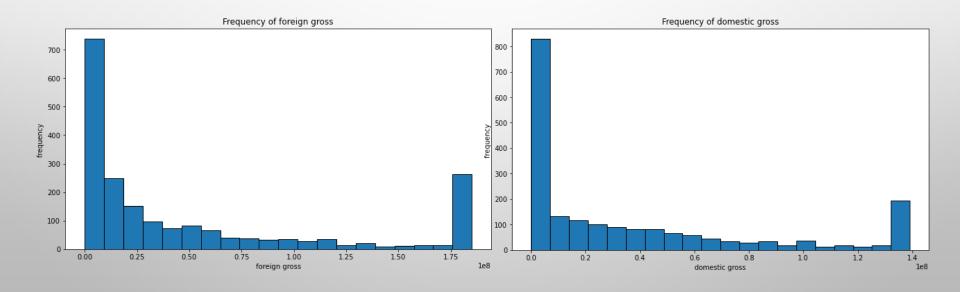


The ratings range from 1-10 with most voters voting titles above average.

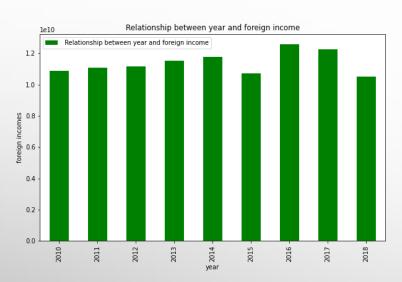
Most voters rate the movies from 7-8 out of 10.

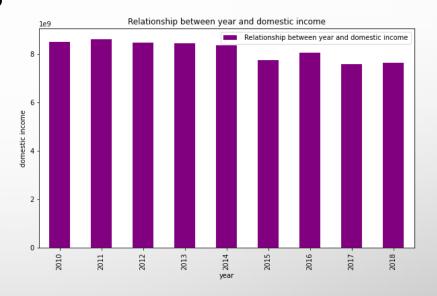
BOM.MOVIES_GROSS DATABASE: FOREIGN AND DOMESTIC INCOME GENERATION

- Movies that generate less income are more than those of higher income.
- Its notable that incomes are at the both extremes.



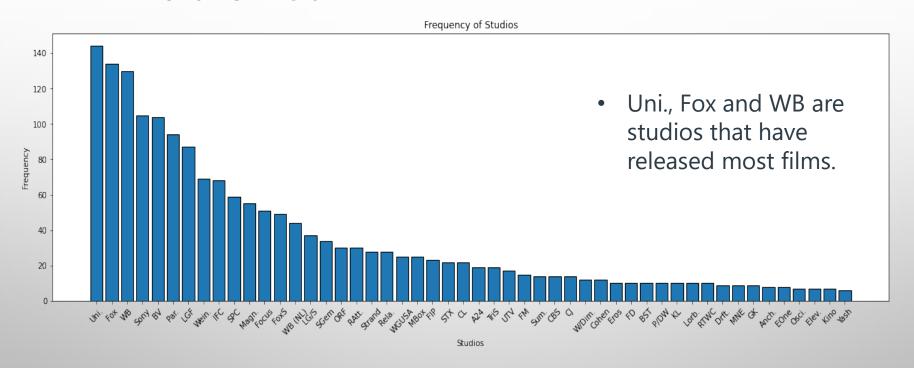
CONSISTENCY OF INCOMES



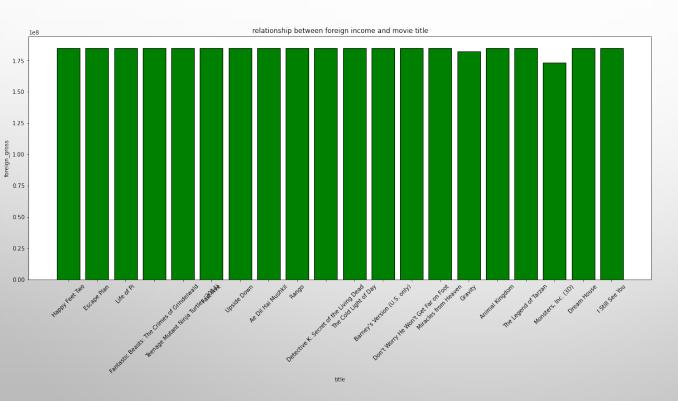


- Foreign income if more than domestic income
- Foreign income has been consistently above 100 billion
- Domestic income has decreased since year 2014 with a slight rise in 2016

LEADING STUDIOS

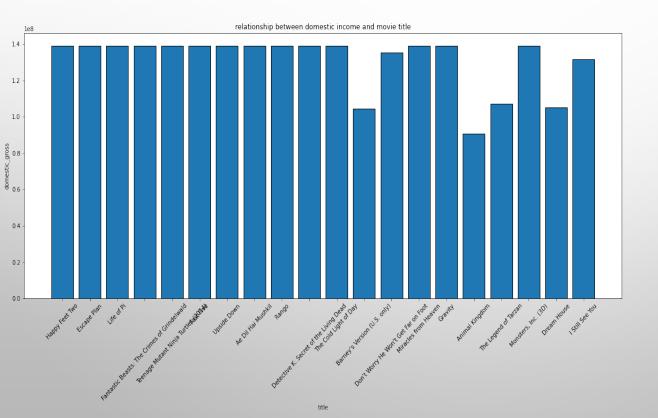


LEADING MOVIES- FOREIGN_GROSS



The foreign gross generally steady for the first 20 movies.

LEADING MOVIES- FOREIGN_GROSS



The domestic gross was lower for a few movies

RECOMMENDATION

- Best movies are of the type of comedy, fantasy and thriller
- Best studios are uni., Fox and WB
- Marketing in foreign countries would be a good strategy to maximize profit.