



# Microsoft movie recommendation

Presentation



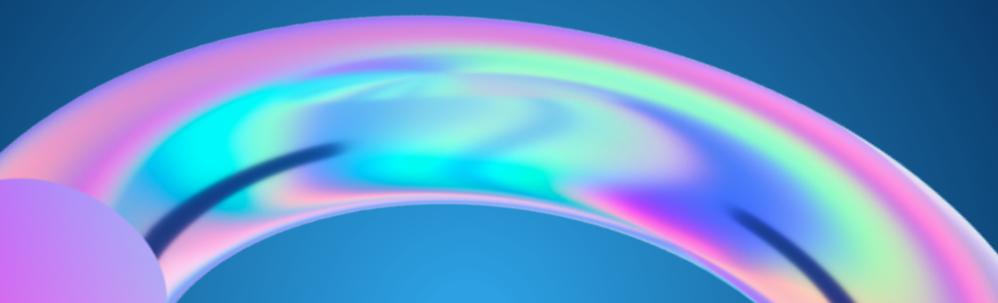
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# Business Understanding



By understanding different statistics and how they play into the overall movie industry, the project aims to analyse data from different movie sites and their statistics and help Microsoft to make informed decisions that will impact the future decision making of Microsoft



# Data Understanding

The datasets used contain information on thousands of movies, including details such as release year, language, budget, revenue, average vote, and popularity. We approached the analysis of the data using questions in the data analysis



# Data Analysis

- The Most common movie language
- How language affects popularity
- How average vote affects popularity
- How the budget affects the revenue



# Findings

- The Most common language is English
- There is a Positive correlation between budget and revenue, but a bigger budget does not necessarily mean that it will have a bigger profit
- Discrepancy between average vote and popularity shows that despite a movie being voted high by the audience, it does not necessarily indicate that it is popular
- Limited impact of movie language on popularity, as some popular movies are not in the most common language

# Recommendations

- For the language , a recommendation is to incorporate more subtitles, as some popular movies in other languages can be made more popular
- Optimize budget allocation strategies for revenue maximization
- Microsoft should focus more on the worldwide market as the combination of worldwide gross and other languages can significantly increase worlwide profit

# Next steps

- Conduct deeper analysis on audience demographics and preferences
- Explore innovative marketing approaches to enhance movie visibility
- Collaborate with industry partners to validate findings and implement recommendations
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# Thank You

Further questions can be addressed to:

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