Generating insights of movie genres and Studios for Microsoft

Summary

Descriptive of exploratory data analysis to generate understanding of movies genres and Microsoft studio

Outline

- Business Problem
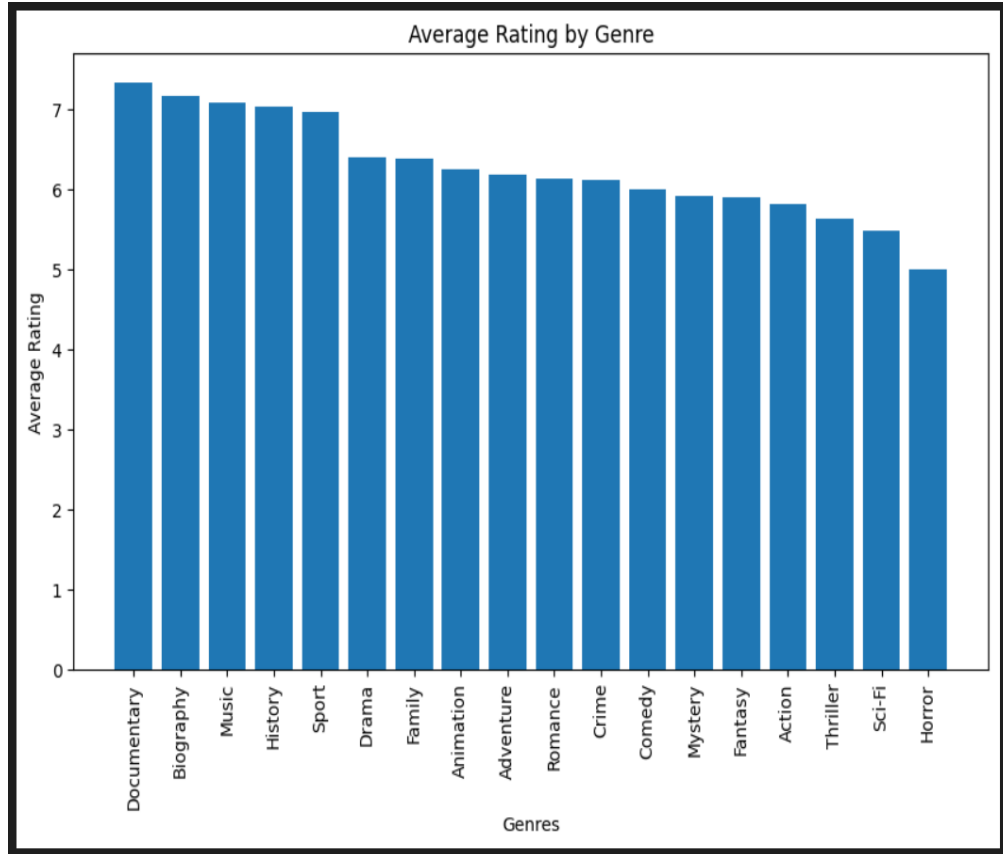- Data & Methods
- Results
- Conclusions

Business Problem

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. The company needs to know what types of films are currently doing the best at the box office therefore making informed decisions that the head of Microsoft's new movie studio can use to help decide what type of films to create.
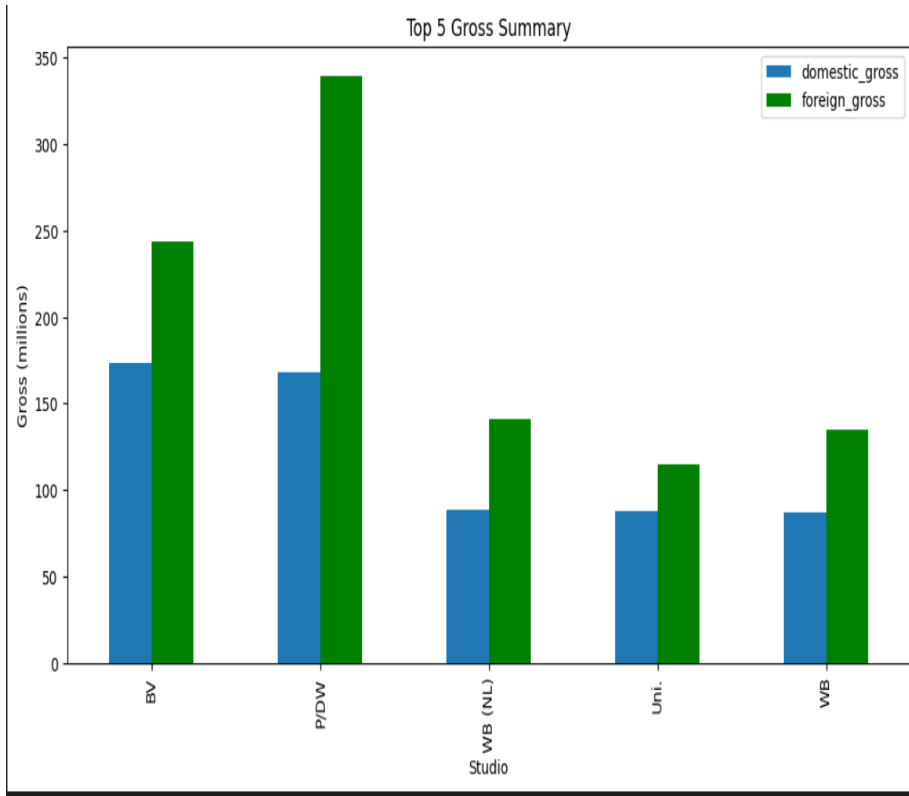
Data & Methods

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

Results

Average Rating by Genre

- Documentaries,Biographies ,Music,History and sports have a higher rating.

Results

Top 5 Gross Summary

- Both BV Studio and P/DW Studio achieved the highest gross earnings. BV Studio earned more domestically, while P/DW Studio earned more from foreign markets.

Conclusions

The new Microsoft movie studio should prioritize genres such as documentaries, biographies, music, and sports, since these have high ratings and audiences will get satisfaction.

Thank You!

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