

Microsoft Movie Analysis

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OVERVIEW

- ▶ This project aims to provide actionable insights into the types of films that are currently performing well at the box office, and to help Microsoft determine what type of films they should create in order to achieve commercial success.



OUTLINE

- ▶ Business Problem
- ▶ Data
- ▶ Methods
- ▶ Results
- ▶ Conclusions

BUSINESS PROBLEM

Genre selection for Microsoft new movie studio

Which genres have historically generated the highest average gross earnings?

Which genres have the highest total gross earnings overall?

Which movie genre has the highest number of movies produced?

DATA

IMDB

SQL database consisting of 8 tables of film data

Box Office Mojo

CSV file with 3,387 rows of data of film

TheMovieDB

CSV file with 26517 rows of data of film

METHODS

Clean and prepare Data

Use data from IDMB, Box Office Mojo and TheMovieDB

For Analysis

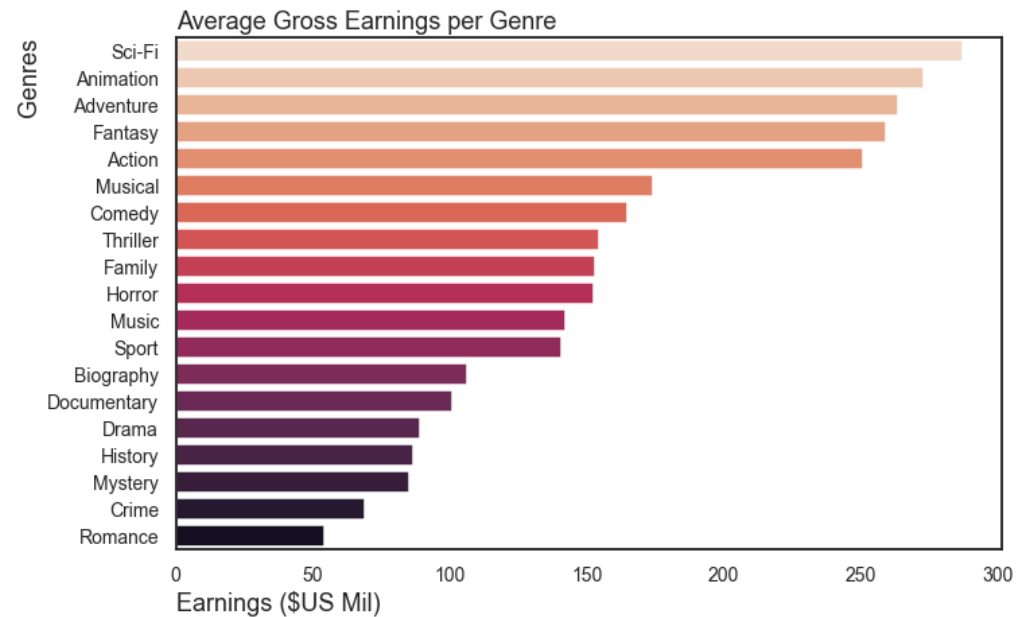
Use bar charts and stem plots

RESULTS

Genres that have historically produced the highest average gross earnings

We can see that the genres of Sci-Fi, Animation, Adventure, Fantasy, and Action have historically generated the highest average gross earnings.

This suggests that movies within these genres tend to perform well.

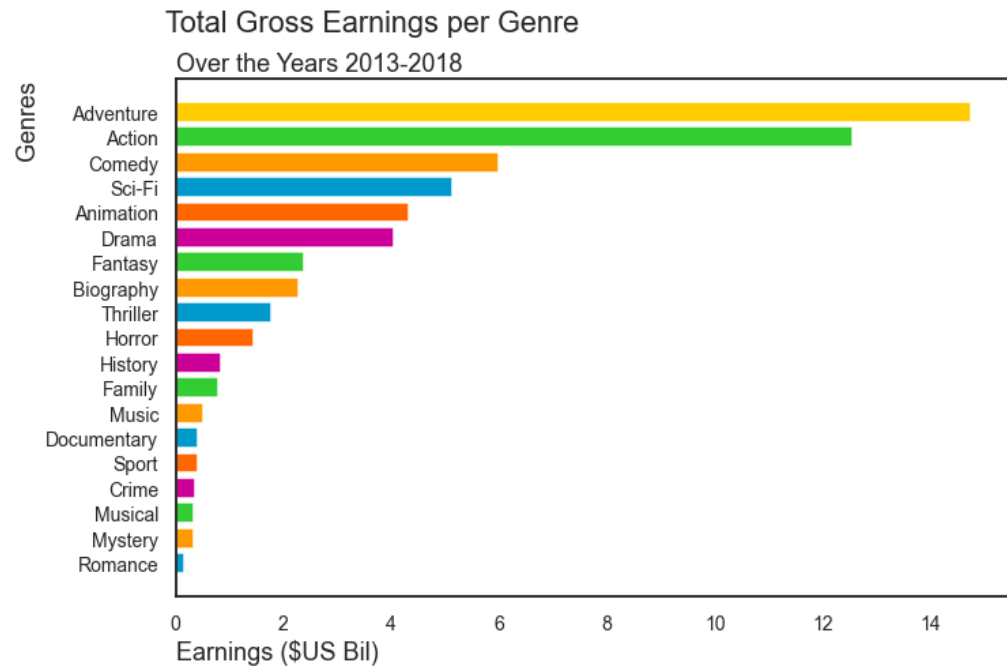


RESULTS

Genres have the highest total gross earning overall

Adventure, Action, Comedy, Sci-fi, and Animation are the top grossing genres.

Comedy movies tend to have lower production costs and can attract a wide audience, leading to higher profits.

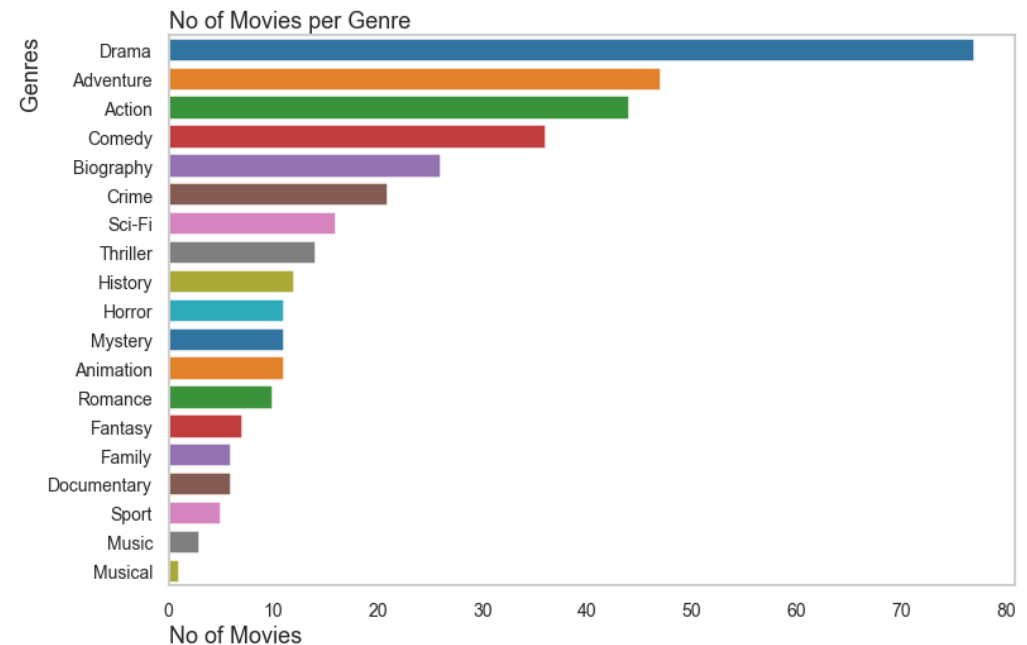


RESULTS

Genre with the highest number of movies produced

Drama has the most number of movies produced, followed by Adventure and Action.

This information can be useful for movie producers and studios to make informed decisions about which genres to invest in based on their popularity and demand.



RECOMMENDATIONS

Microsoft should invest in producing Adventure, Action, and Comedy movies for long-term success based on the consistently high total gross earnings of these genres throughout history.

Microsoft should invest in genres that historically generate the highest average gross earnings, which includes Sci-Fi, Animation, and Adventure.

Microsoft can invest in Drama genre to increase their movie portfolio as it is the most produced genre.

NEXT STEPS

Study the impact of release date and marketing on a movie's success.

Analyze the impact of actors and directors on the success of a movie.

Analyze budget ROI (Return on Investment) for successful movies



Thank You!

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