

The background features a stylized graphic of a black movie camera on a tripod, positioned on the right side. A horizontal film strip with rectangular frames extends from the left towards the center. The background is a dark purple gradient with geometric shapes. There are green L-shaped lines in the top-left and bottom-right corners, and a small blue horizontal line below the main title.

MOVIES ANALYSIS

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Business understanding

Most big companies ave began creating original video contents all over and Microsoft wants to join in on the fun. I have therefore been tasked with carrying out an analysis of a certain data set so that i may be able to advise them accordingly. I have come up with several prompts to guide me as i do this:

1. Currently what genre of movies are doing well when it comes to rating?
2. What films ae rated the highest at the box office?
3. What was the production budget for these films and what is their current return value?
4. Which production movies have produces some of the films with the highest rankings currently

Data Understanding:

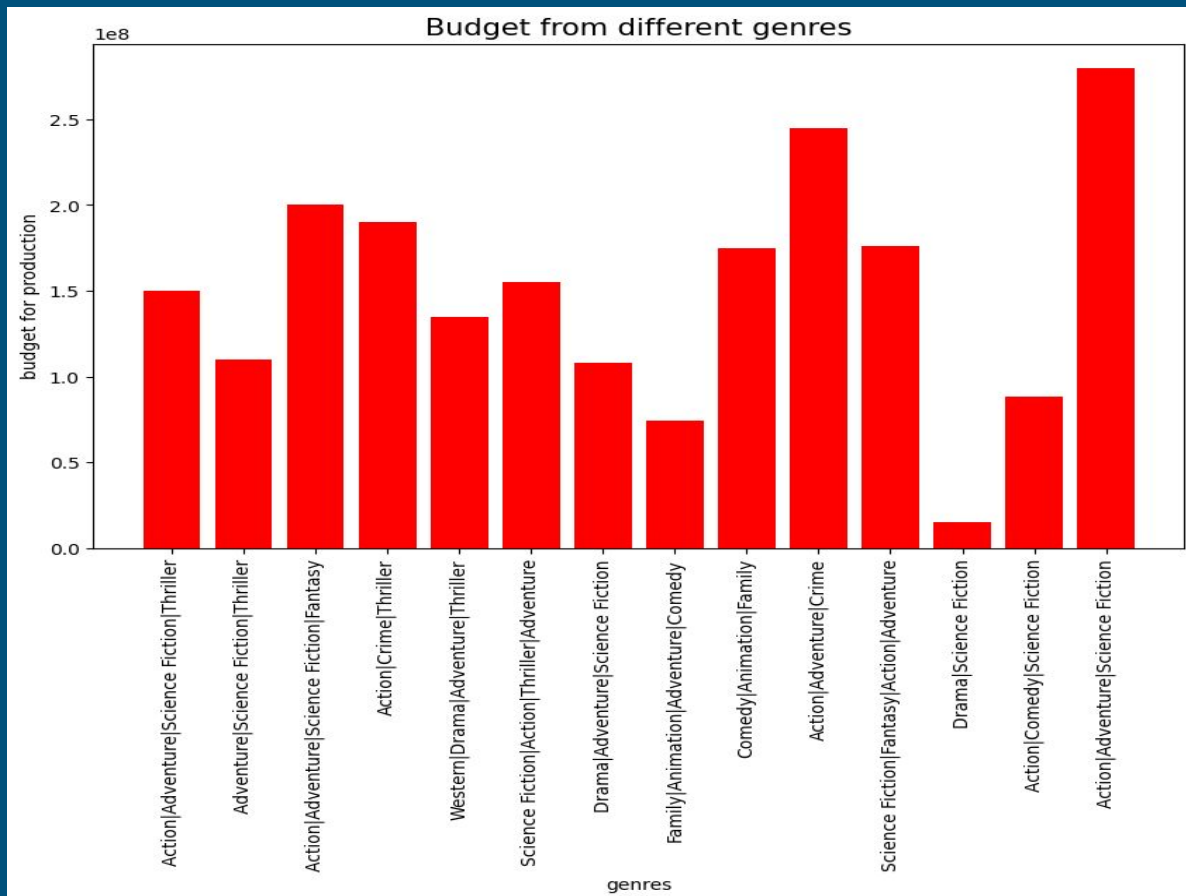
The dataset used was
got from
bom.movie_gross.csv
.gz

Genre with the best ranking:

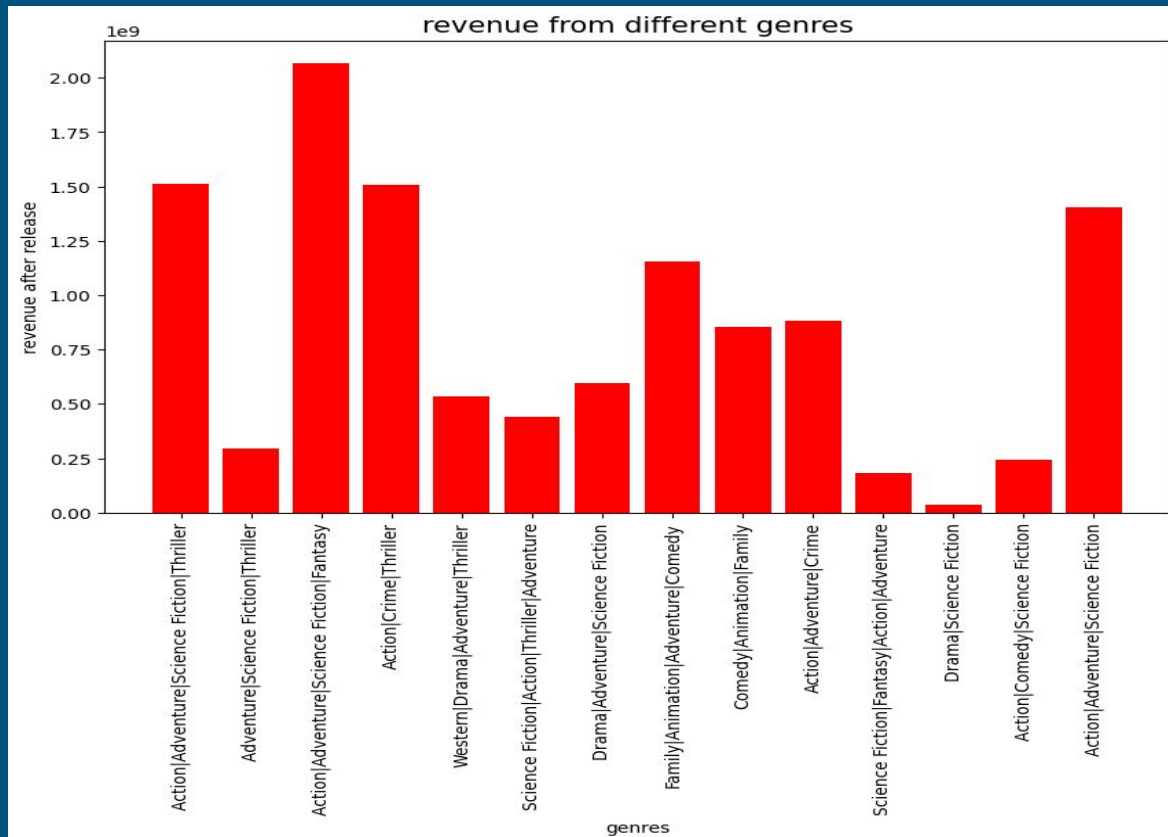
COMEDY

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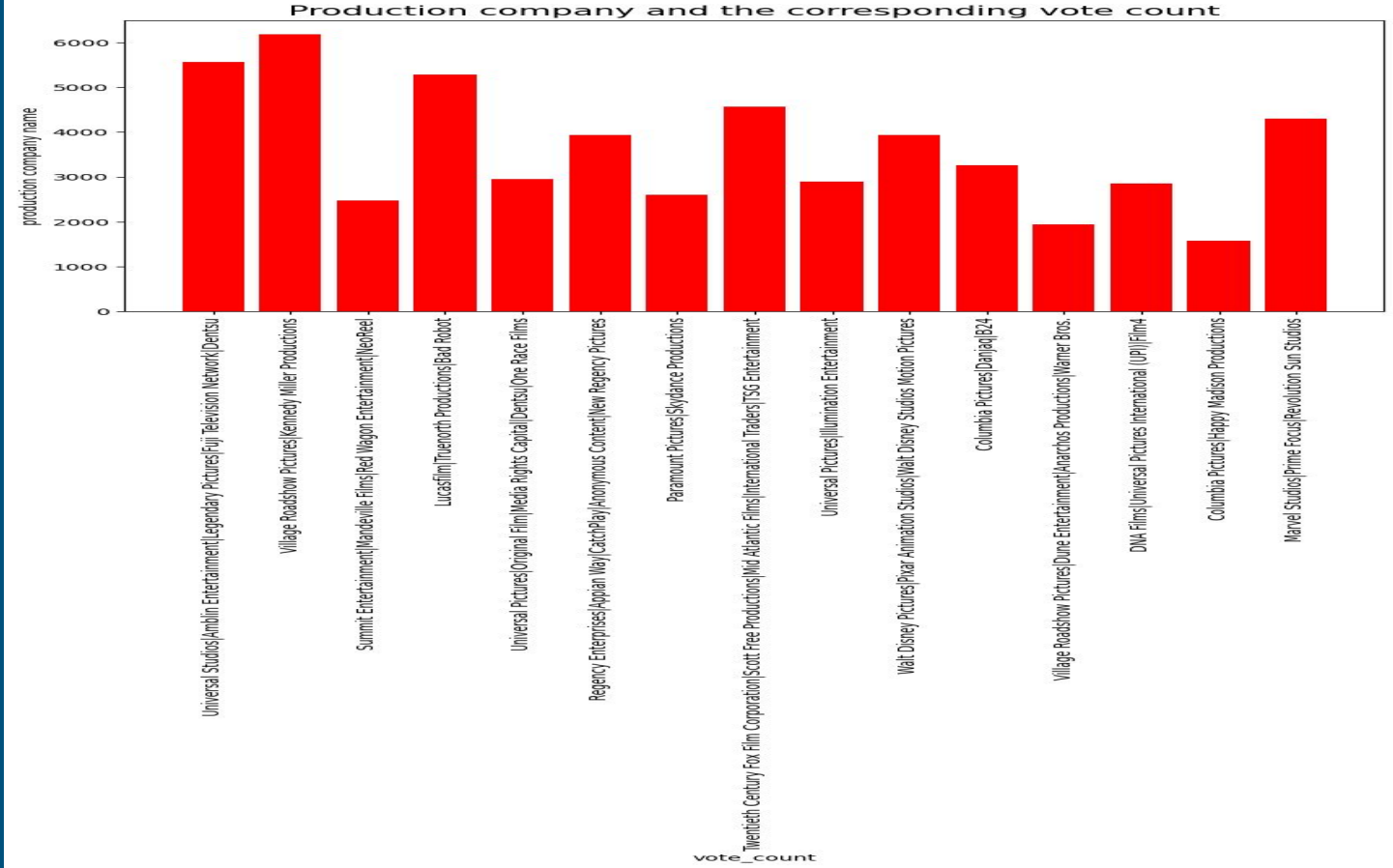
Production budget is relational
to revenue after release of the
movie.



Revenues from different genres



Production company with highest ranking:



Conclusions

1. The genre with the highest rankings currently is comedy
2. Revenues are directly proportionate to the budgets during the filming of the movies.
3. Action/Adventure movies are the most expensive to produce
4. Drama/Fiction are the least expensive to produce and consequently yield lower revenues

RECOMMENDATIONS:

1. Microsoft should avoid investing in the drama/fiction genre as it has very little demand in the market
2. They should team up and work with the top five production companies whose films are the highest in ranking.
3. Microsoft should focus more on producing comedy films if they want to break into the film industry.

A hand holding a camera lens against a scenic background. The lens is held in the foreground, and the background shows a blurred landscape with a body of water and mountains under a blue sky with clouds. The text "THANK YOU" is overlaid in white, serif font across the center of the image.

THANK YOU