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
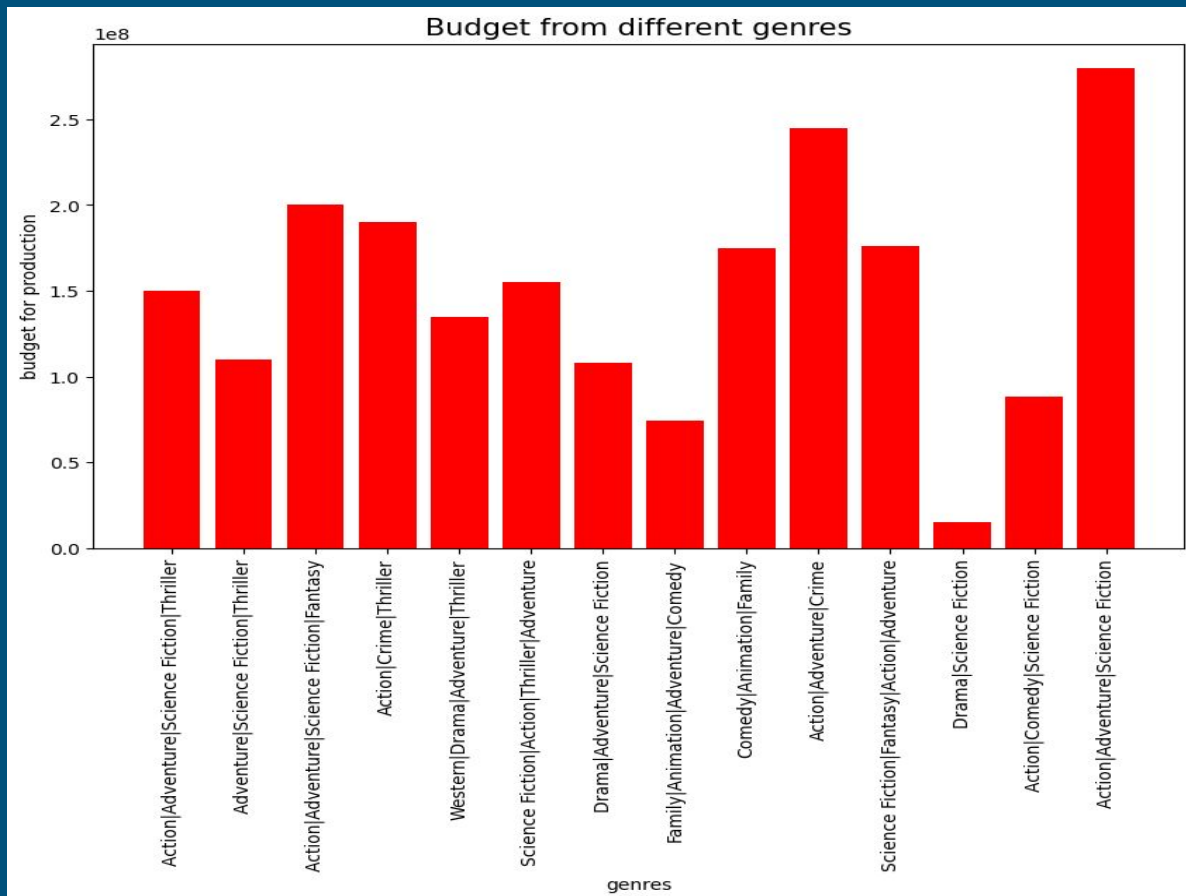
Data Understanding:
The dataset used was got from bom.movie_gross.csv .gz
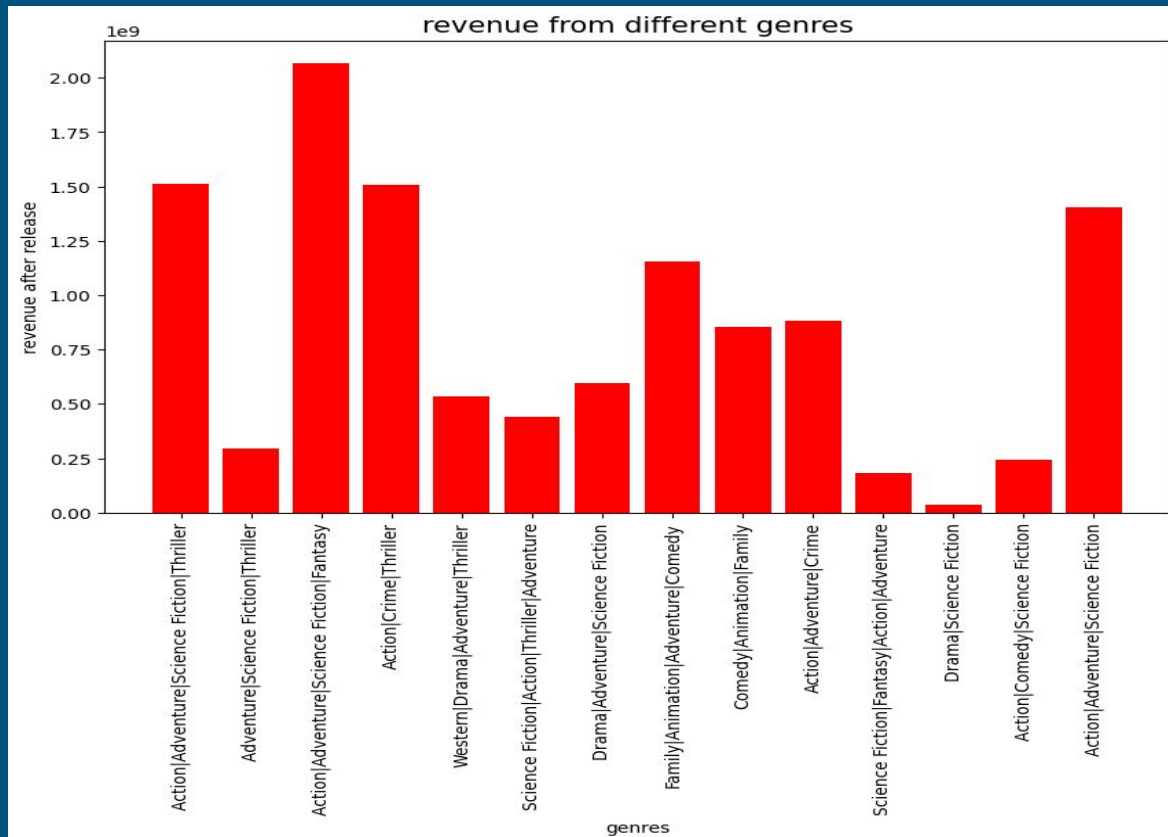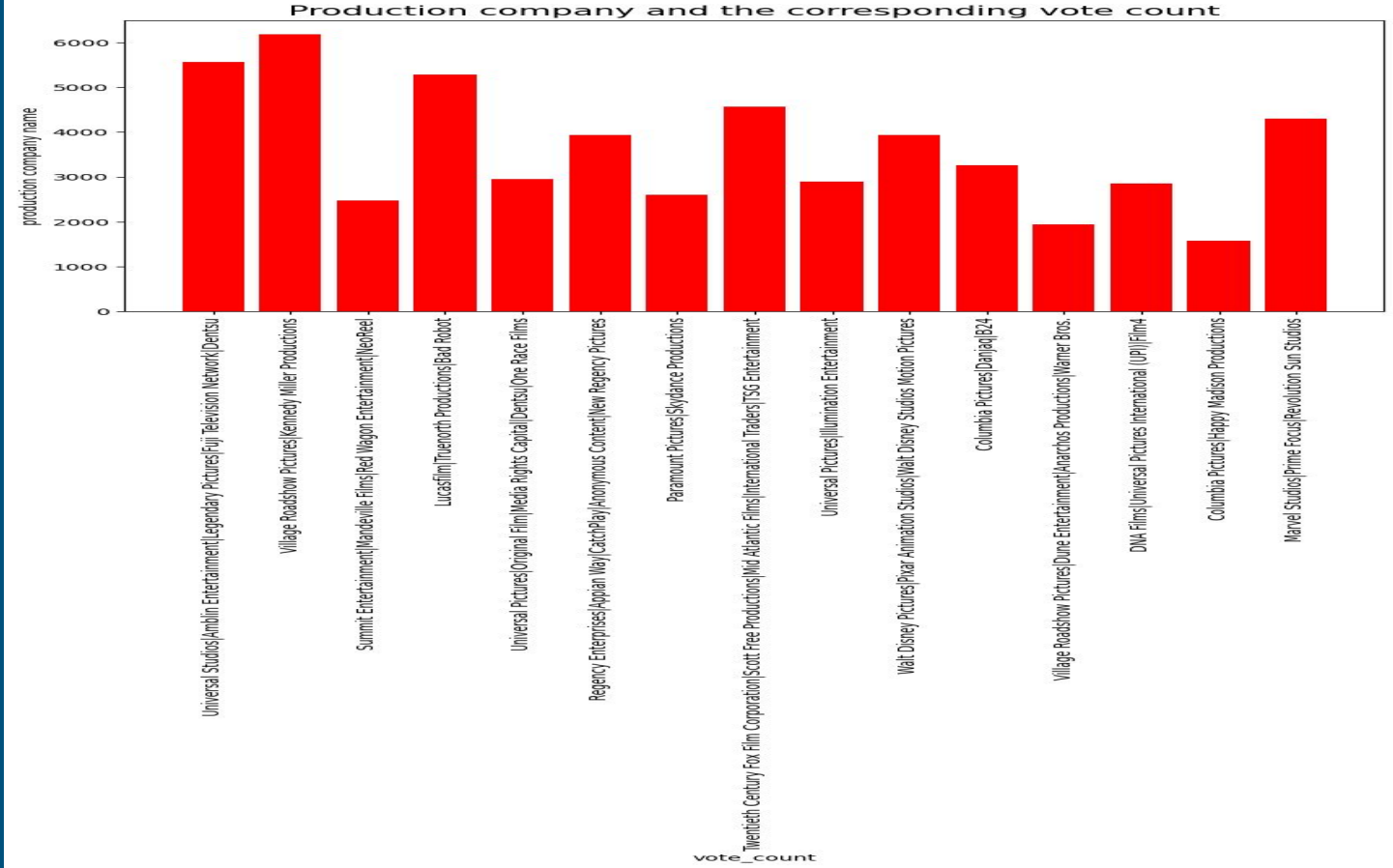
Genre with the best ranking:

COMEDY

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

Budget from different genres

Revenues from different genres

Production company with the film with highest ranking:

Production company and the corresponding vote count

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 ant to break into he film industry.

THANK YOU