



# RECOMMENDATIONS FOR MICROSOFT

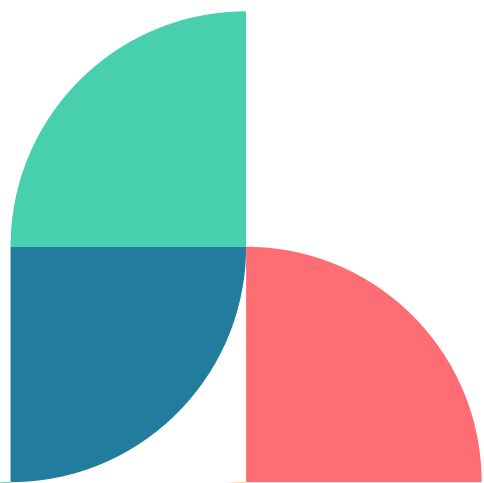
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**BUSINESS PROBLEM**

**DATA & METHODS**

**RECOMMENDATIONS**

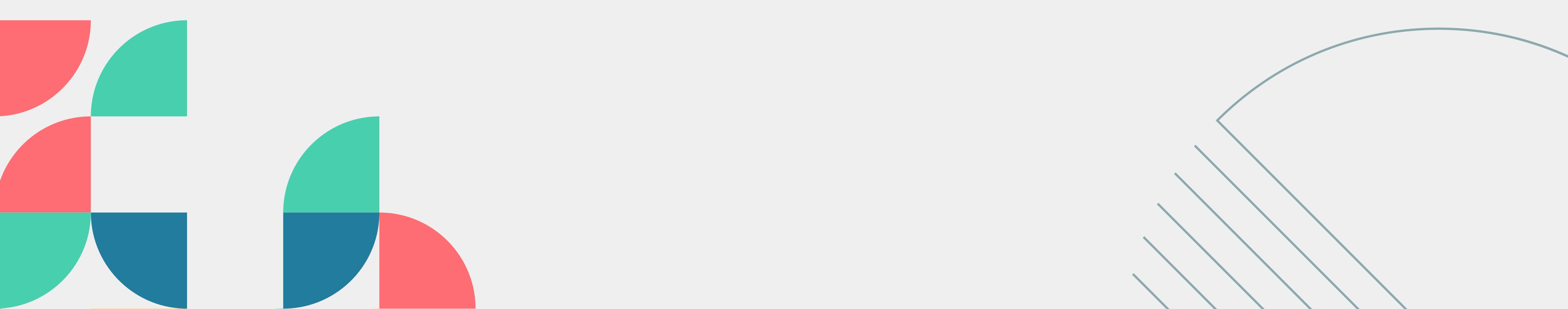
**CONCLUSION**





# BUSINESS PROBLEM

Microsoft currently wants to open a new movie studio, they need recommendations on what films are doing well in order to know what films to create



# METHODS

Data Cleaning

Merging dataframes

Analysing the data

Visualization of the data



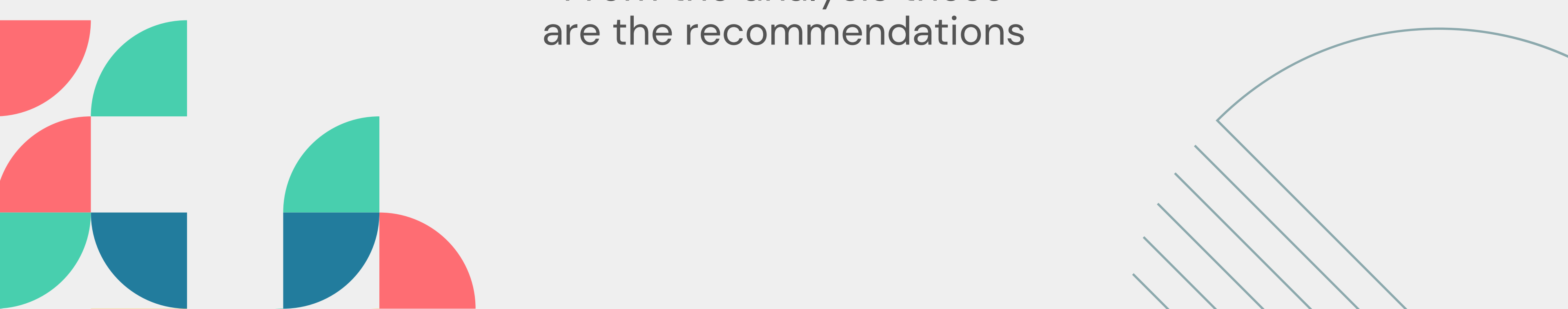
For this project, I used these datasets:

- IMDB.TITLE.BASICS
- IMDB.TITLE.RATINGS
- BOM.MOVIE\_GROSS



# RECOMMENDATIONS

From the analysis these  
are the recommendations



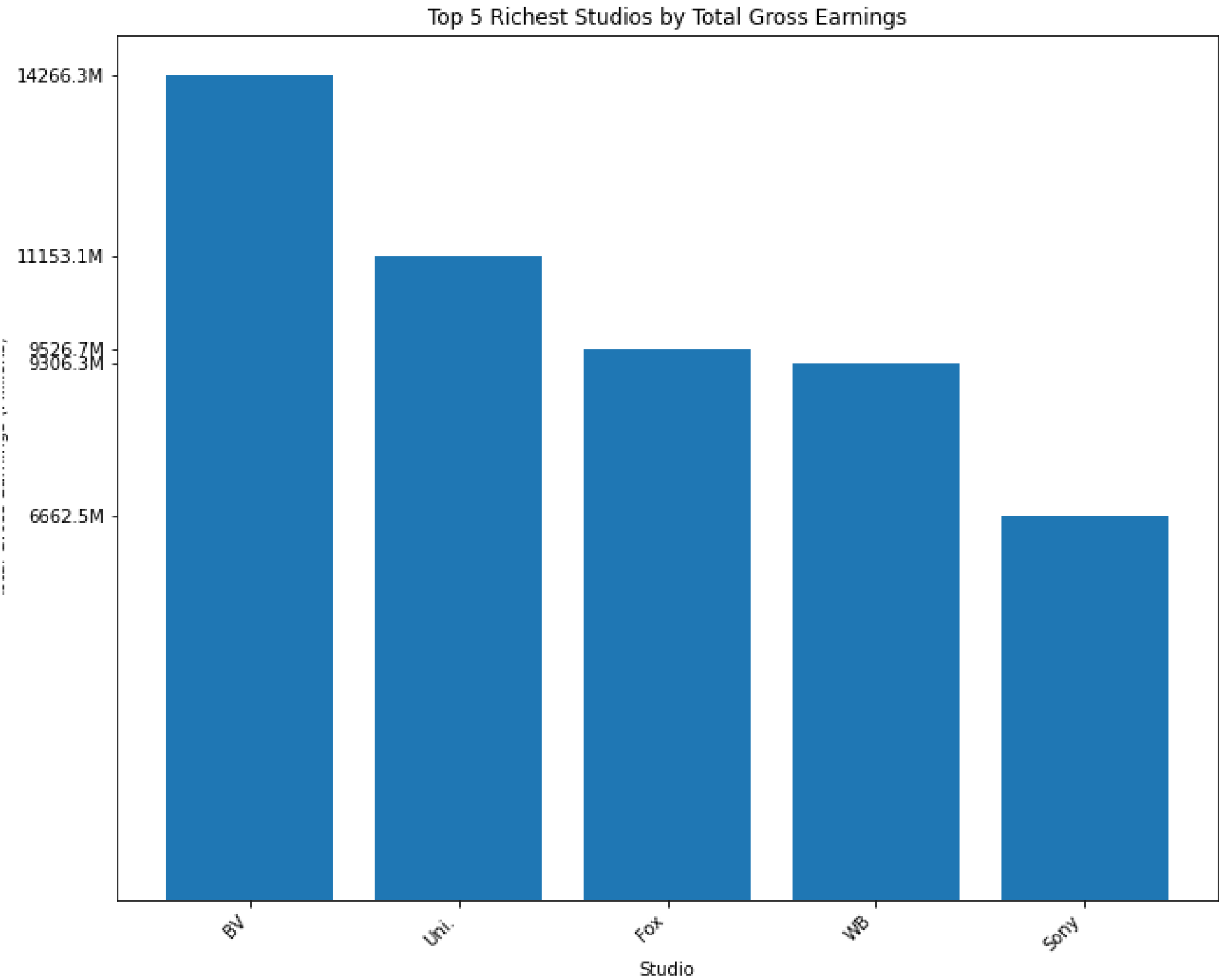
# TOP 5 RICHEST STUDIOS

The Top 5 Movie Studios:

- BV – 14.2 B
- Uni. – 11.1 B
- Fox – 9.5 B
- WB – 9.3B
- Sony – 6.6B

BV – is the Richest studio with a gross of 14266.3 Million

Therefore I recommend benchmarking from BV to witness how they managed to grow their data



# TOP 5 MOVIES

From the Top 5 movies from the top 5 richest studios we see that BV has the largest share (4 out of 5) and therefore we recommend to benchmark from them

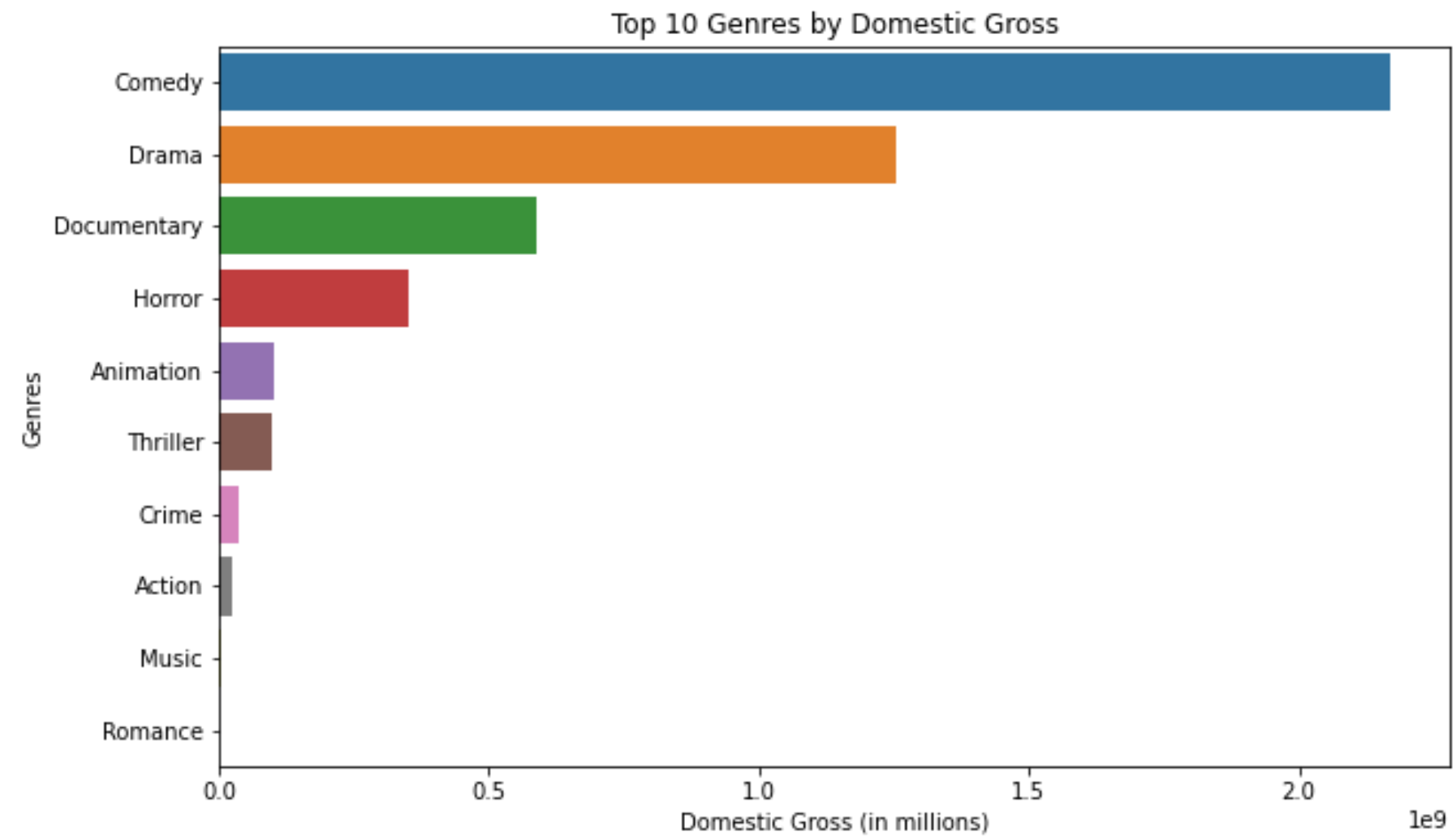
```
#sort the data from highest to lowest  
movie_df.sort_values('domestic_gross', ascending = False).head(5)
```

	tconst	primary_title	start_year	genres	averagerating	studio	domestic_gross	year
1035	tt1825683	Black Panther	2018	Action,Adventure,Sci-Fi	7.30	BV	700,100,000.00	2018
2094	tt4154756	Avengers: Infinity War	2018	Action,Adventure,Sci-Fi	8.50	BV	678,800,000.00	2018
4	tt0369610	Jurassic World	2015	Action,Adventure,Sci-Fi	7.00	Uni.	652,300,000.00	2015
1602	tt2527336	Star Wars: The Last Jedi	2017	Action,Adventure,Fantasy	7.10	BV	620,200,000.00	2017
1943	tt3606756	Incredibles 2	2018	Action,Adventure,Animation	7.70	BV	608,600,000.00	2018

# TOP 10 MOST EARNED GENRES IN THE STUDIOS

The top 10 movie genres are:

- Comedy
- Drama
- Documentary
- Horror
- Animation
- Thriller
- Crime
- Action
- Music
- Romance

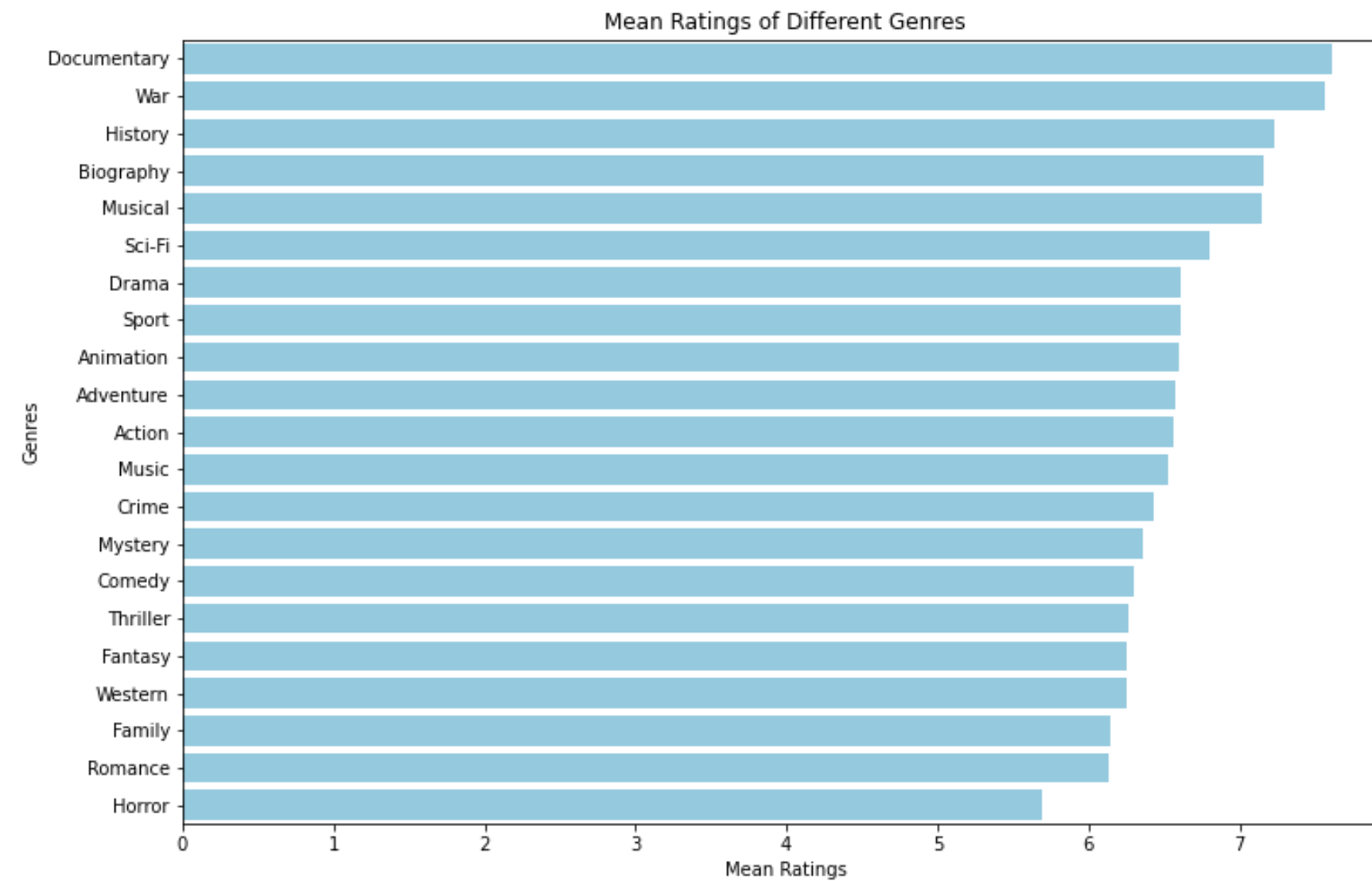




# TOP 10 MOST EARNED GENRES IN THE STUDIOS

My recommendation is that Microsoft should venture into any of these genres such as comedy, and drama from the data we can see that merging genres also helps with ratings.

# HIGHEST RATINGS PER YEAR PER GENRE



# CONCLUSION

- In summary, I will recommend producing documentaries, war and adventure as they both have good ratings and gross earnings are high as well
- Benchmarking and using a few of the strategies of BV would be a great approach as we curve the way forward



The background features several decorative geometric elements. In the top-left corner, there are thin, parallel diagonal lines. In the top-right corner, there is a cluster of overlapping semi-circles in teal, orange, and red. In the bottom-left corner, there is another cluster of overlapping semi-circles in teal, orange, and red. In the bottom-right corner, there is a large, faint, light-blue circular arc and some thin diagonal lines.

**THANK YOU**