

PHASE 1 PROJECT

OUTLINE

1. Business Overview
2. Business problems
3. Data
4. Results
5. Conclusion
6. Recommendations

BUSINESS OVERVIEW

- Microsoft is a multinational technology corporation and is best known for its software products; windows.

BUSINESS PROBLEMS

- Microsoft wants to get into movie creation business and would like insights on the type of films to create.

DATA

- To gather insights, I will use datasets from;
 1. Box Office Mojo
 2. IMDB
 3. Rotten Tomatoes
 4. TheMovieDB
 5. The Numbers

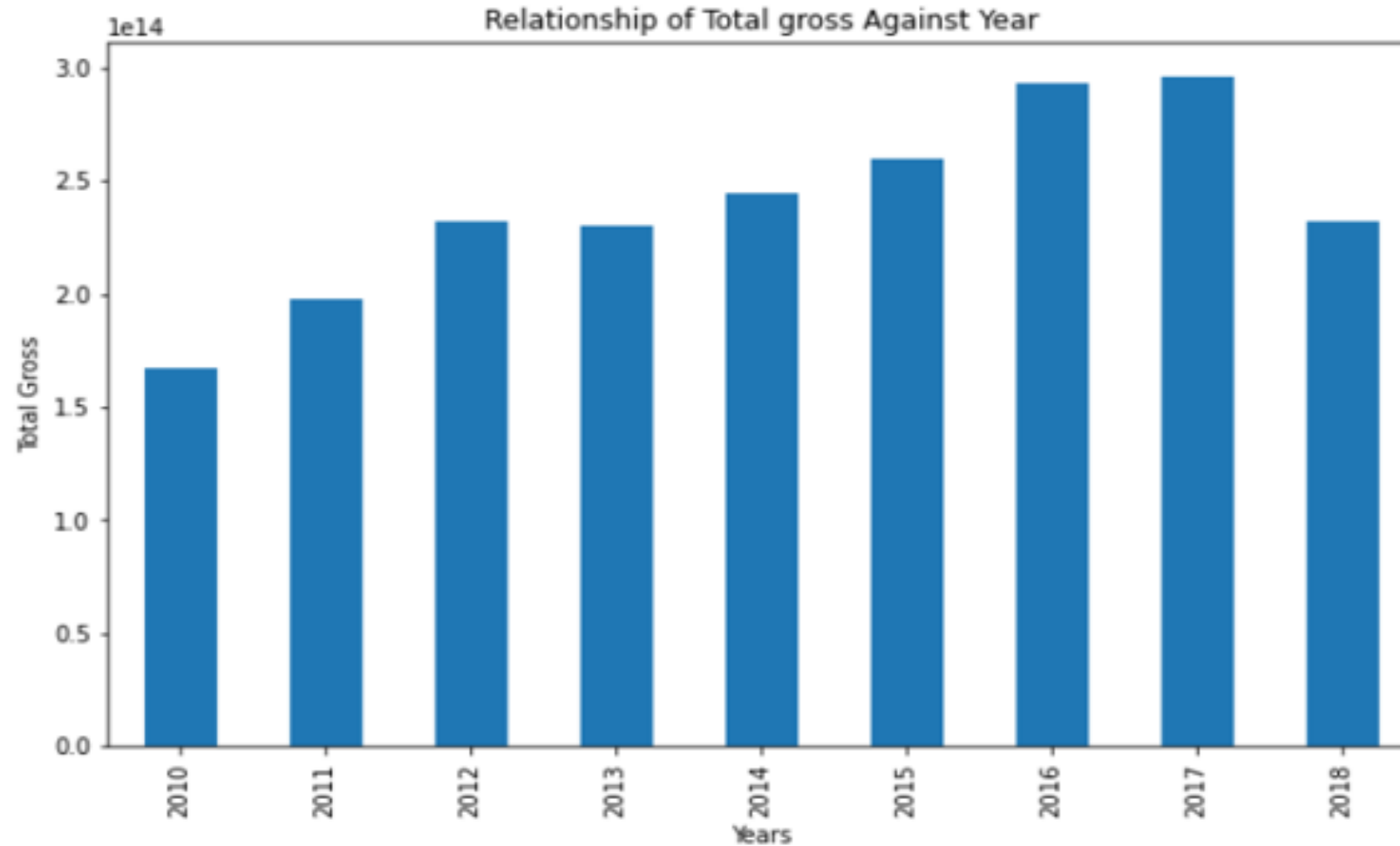
METHODS

- Methods used are;
 1. Reading data
 2. Data preparation
 3. Data cleaning
 4. Data analysis

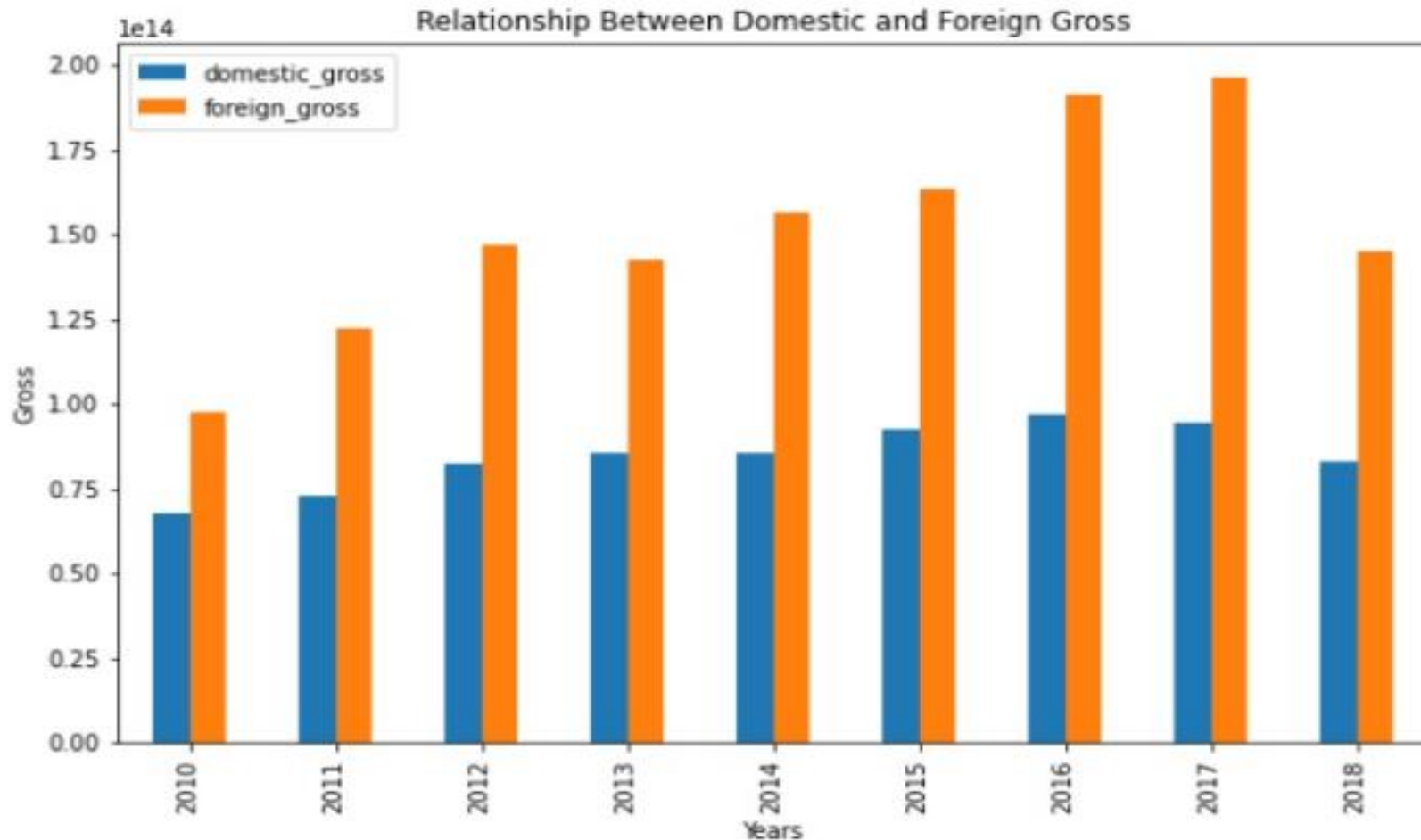
RESULTS

1. Relationship between Total Gross and Genres
2. Difference in foreign gross and domestic gross
3. Relationship of genre and rating

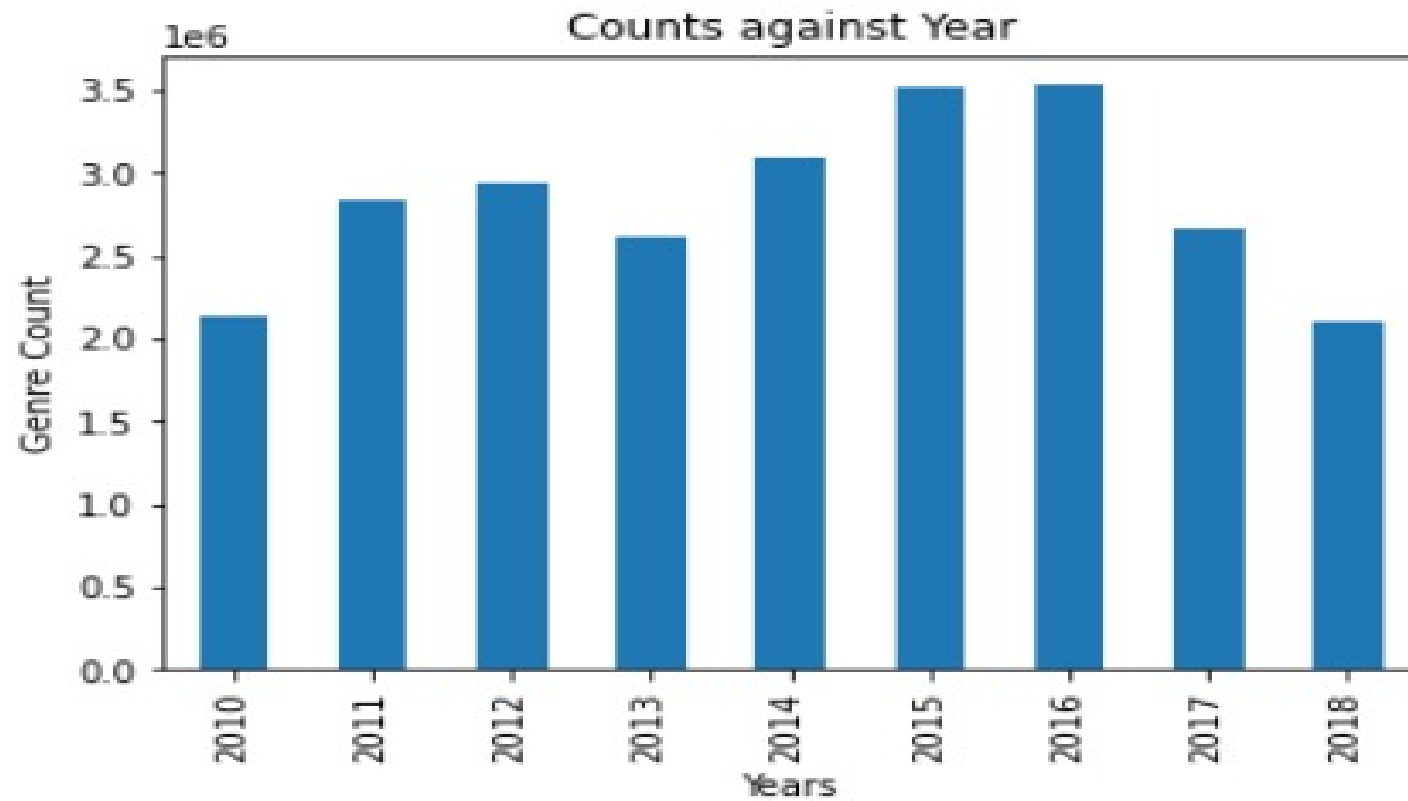
Total Gross and Genres



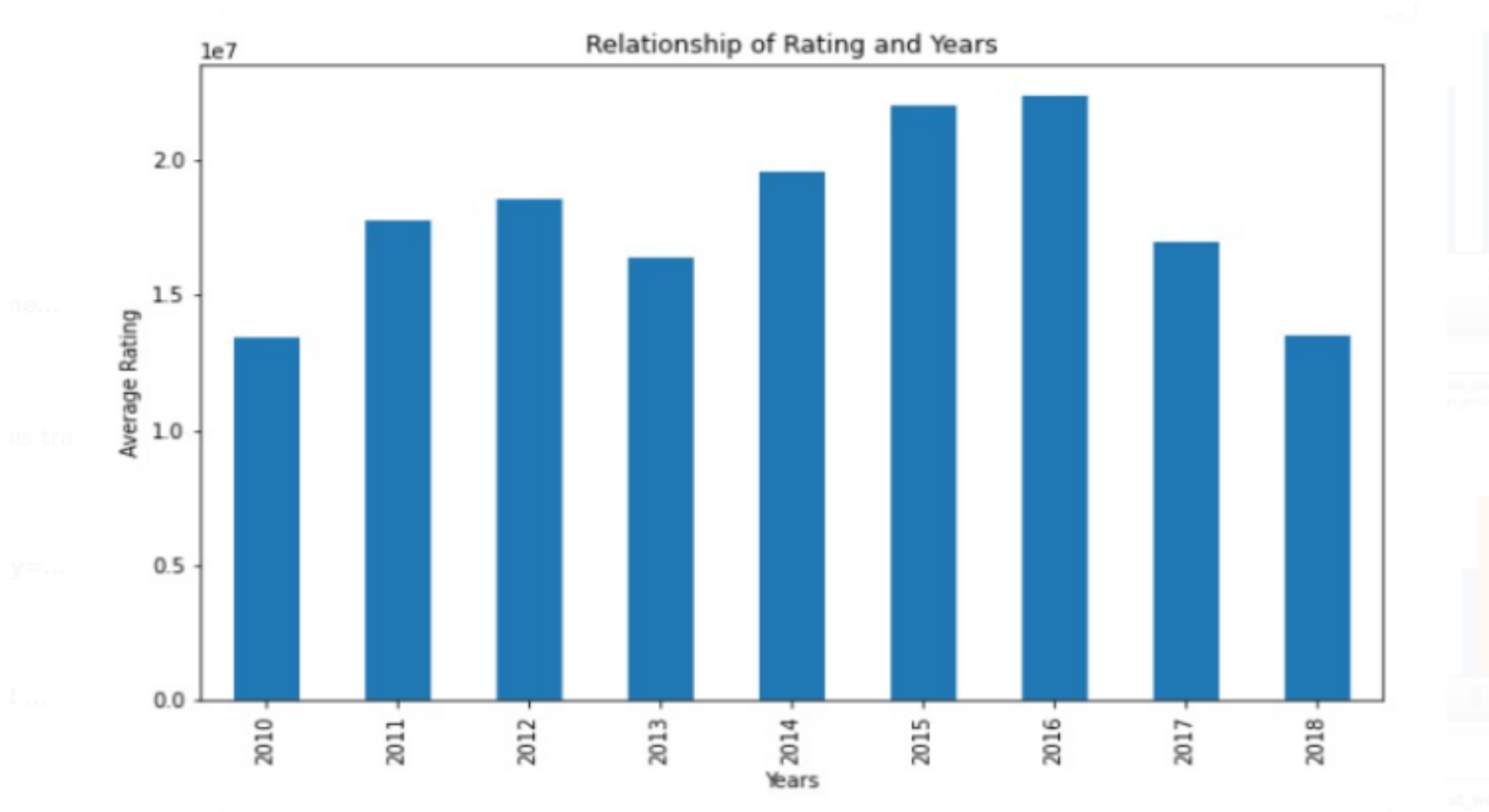
Domestic and Foreign Gross



Count Of Genres



Genre and Rating



RECOMMENDATIONS

1. Microsoft to focus more on creating more on Game-Show
2. Microsoft to produce more movies for foreign use.
3. Microsoft to produce more movies compared to the previous year.

Thanks