# Exploratory Data Analysis for Microsoft Studio
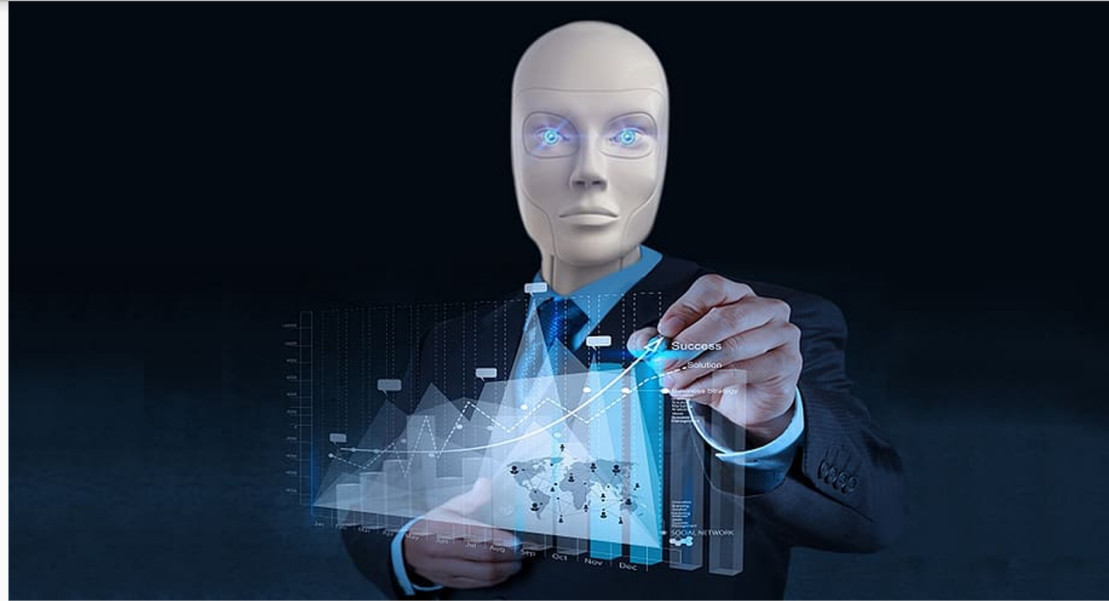
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# Outline

- Business problem
- Data and Methods
- Results
- Conclusion

# Business Problem

## Objective

- ❏ Microsoft is a tech company that wants to venture into video content creation and they have decided to create a new movie studio.

## Goal:

- ❏ Exploring the types of films that are topping box office movies in terms of income, genre and the length of films to be produced using different data analysis methods to help Microsoft's team decide what type of films to create.

# Data and Methods

*Answers the question, "Where and What do we need to analyze to come up with concrete solutions?"*

Data is from :

1. IMDb which is an online database of information related to films, television series, home videos, video games, and streaming content online.
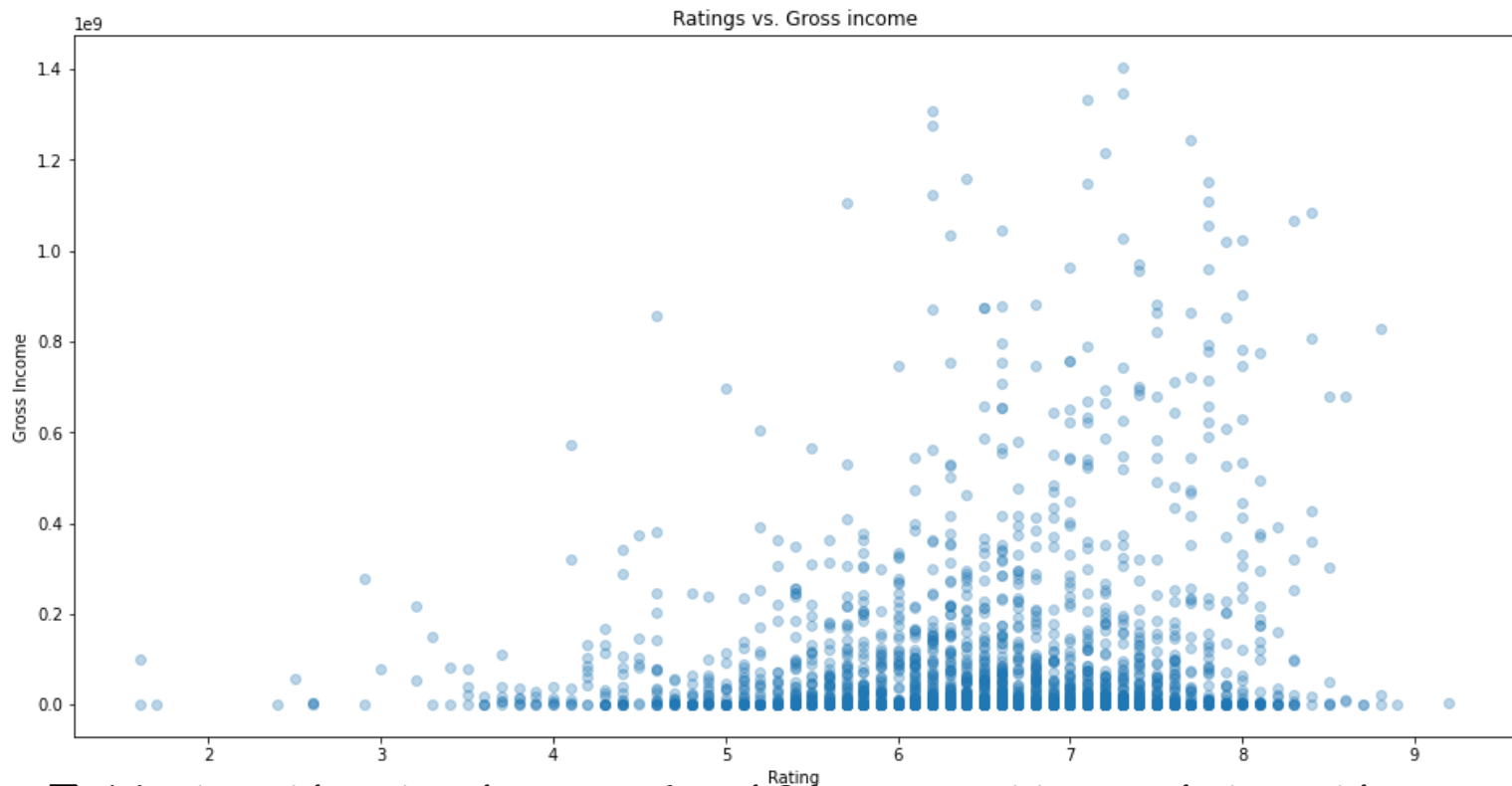2. Box office mojo which a subsidiary of IMDb to get data on how much money the movies brought in.

These two data sets were merged two using the title of the movie. Titles of movies are trade marked therefore cannot be replicated.
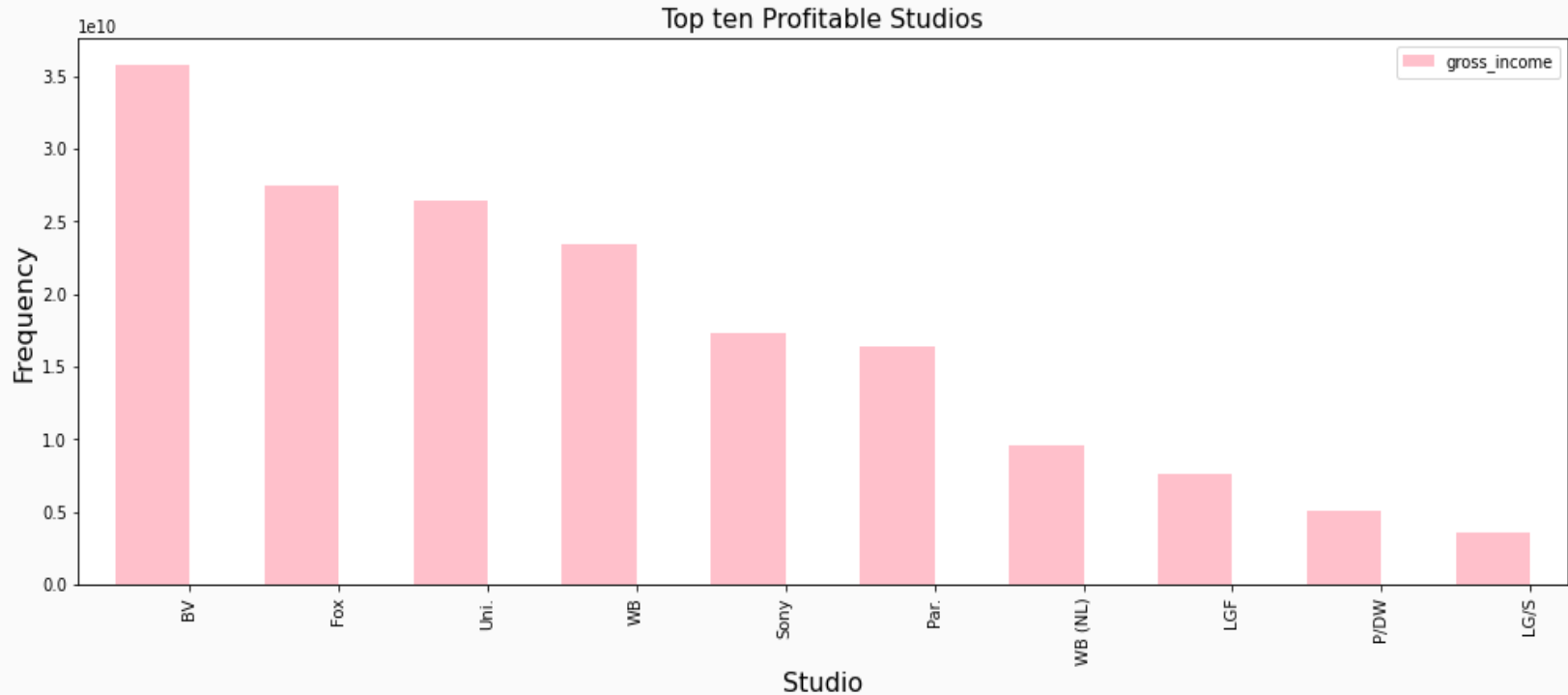
# Results



Top 10 most profitable genres
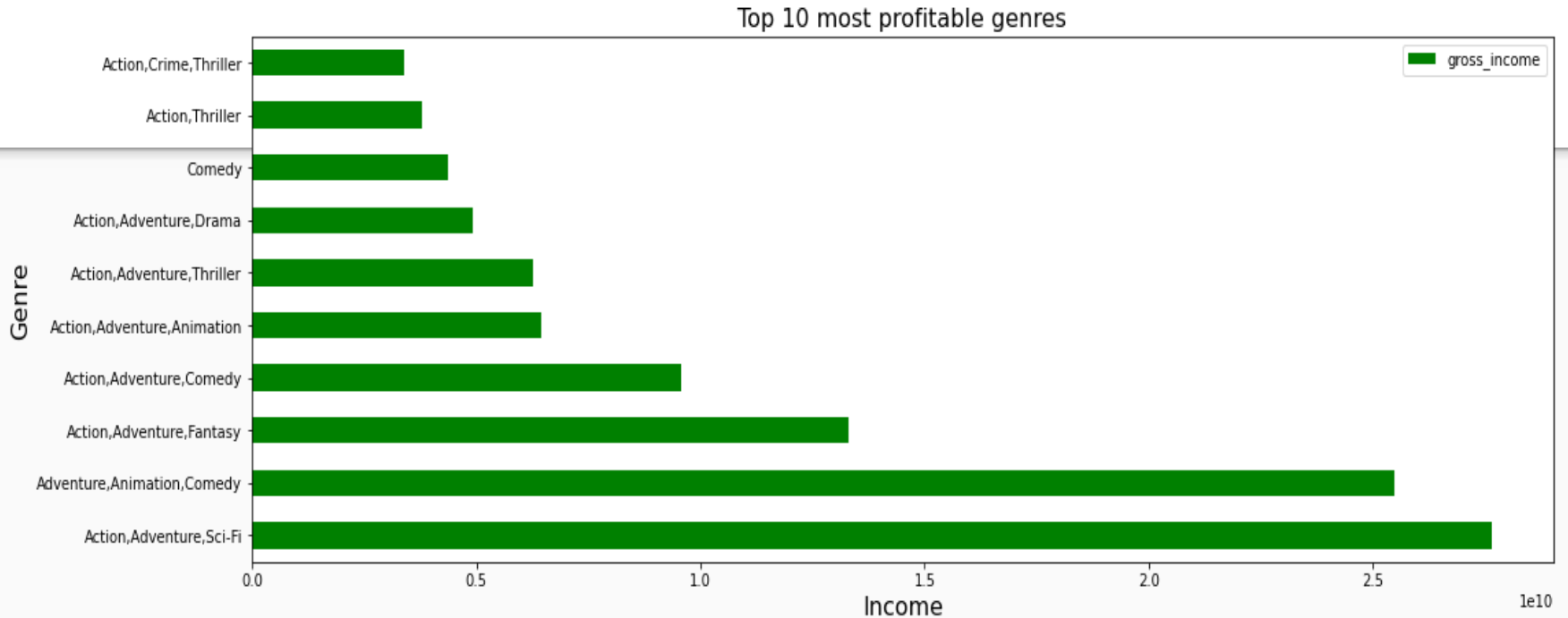
❑ The Most profitable genres are : Action, adventure and sci-fi

# Results



Ratings vs. Gross income

❑ Movies with ratings between 6 and 8 have a positive corelation with gross income
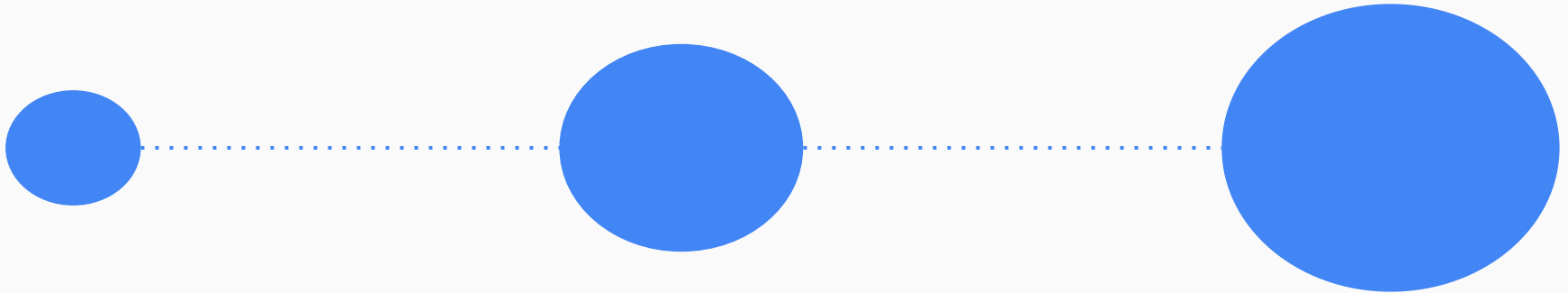
# Results



Top ten Profitable Studios

❑ The most profitable studio is BV studio

# Conclusion

- The highest rated genres are comedy, drama, Action, Adventure and romance

- The most profitable genres are comedy, Action, Adventure, sci-fi and animation .

- The data shows that the most profitable movie's genre is Action adventure and sci-fi.

# Recommendations

- Based on the analysed data Microsoft should create a genre of films that are adventure, action, sci-fi or comedy. Not only has the data shown that they are the most highly rated but they also the most profitable. It's a win win really.

- Microsoft can also choose to acquire BV studio which is the most profitable both in locally and internationally.

# Thank You!

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