MICROSOFT MOVIES PROJECT.

Brian Chabari Nyagah.

OUTLINE.

- Business Understanding.
- Data Understanding.
- Data Cleaning.
- Exploratory Data analysis.
- Recommendations and Conclusions.

OVERVIEW.

Following the creation of movie studio, we have been tasked by Microsoft, who have no idea about making films, to identify what makes a film perform well at the box office. After identifying return on investment (RoI) as the primary metric of success, we narrowed down the datasets provided to the top 200 most grossing movies worldwide then calculated the RoI for each. After plotting several scatter and bar plots comparing runtime, production budget, gross revenue, release date, genre and directors to come up with conclusions and recommendations.

PROBLEM STATEMENT.

- Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don’t know anything about creating movies. I am exploring what types of films are currently doing the best at the box office. The findings must then translate those findings into actionable outputs.

DATA UNDERSTANDING.

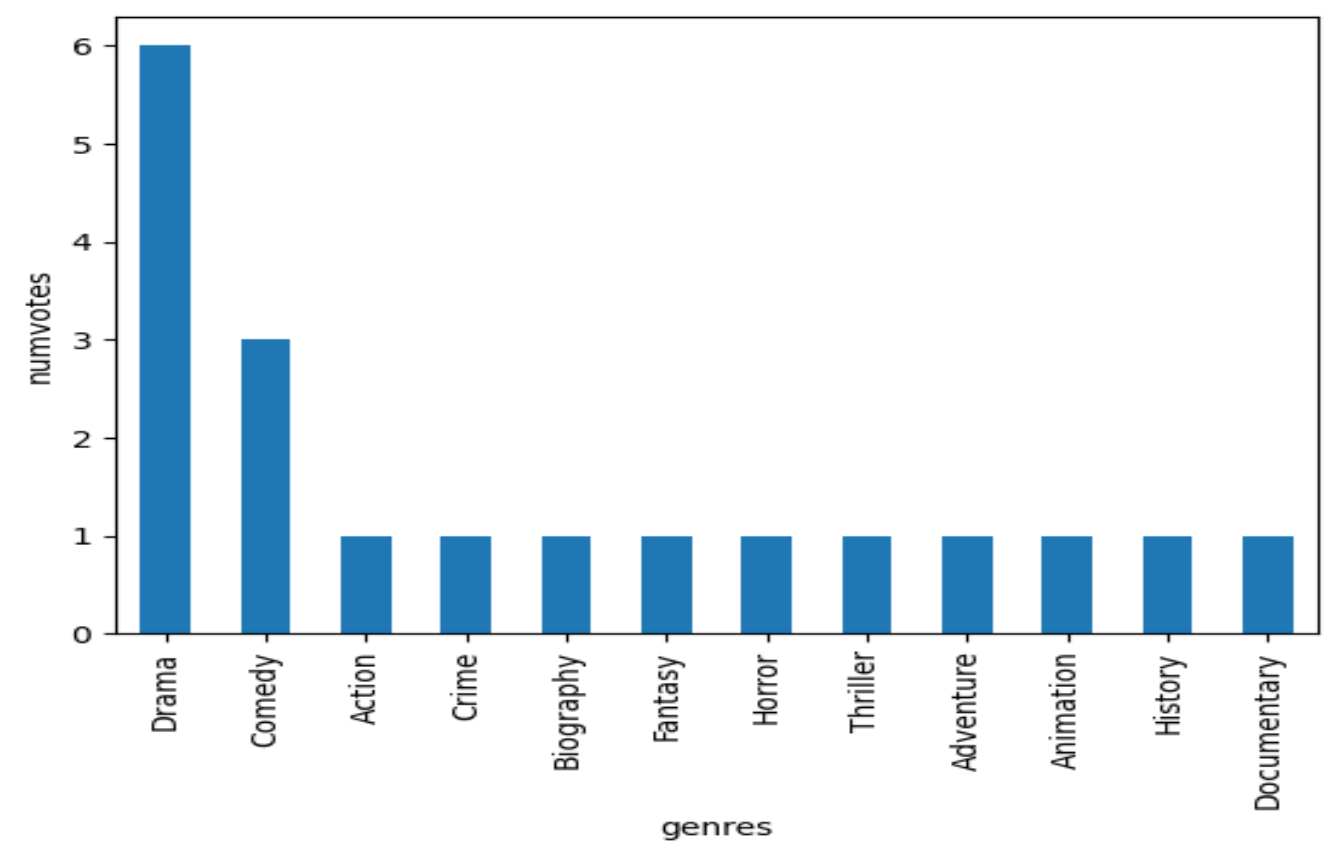
- **SOURCE.**
  - IDMB.
  - The Numbers.
- **PERIOD.**
  - 2010 to 2018.
- **ABOUT.**
  - The datasets are classified in rows and columns.

DATA CLEANING.

- Finding and replacing missing values with mean and median.
- Finding and eliminating duplicates.
- Changing data into the correct data formats.
- Splitting date into month, year and day.

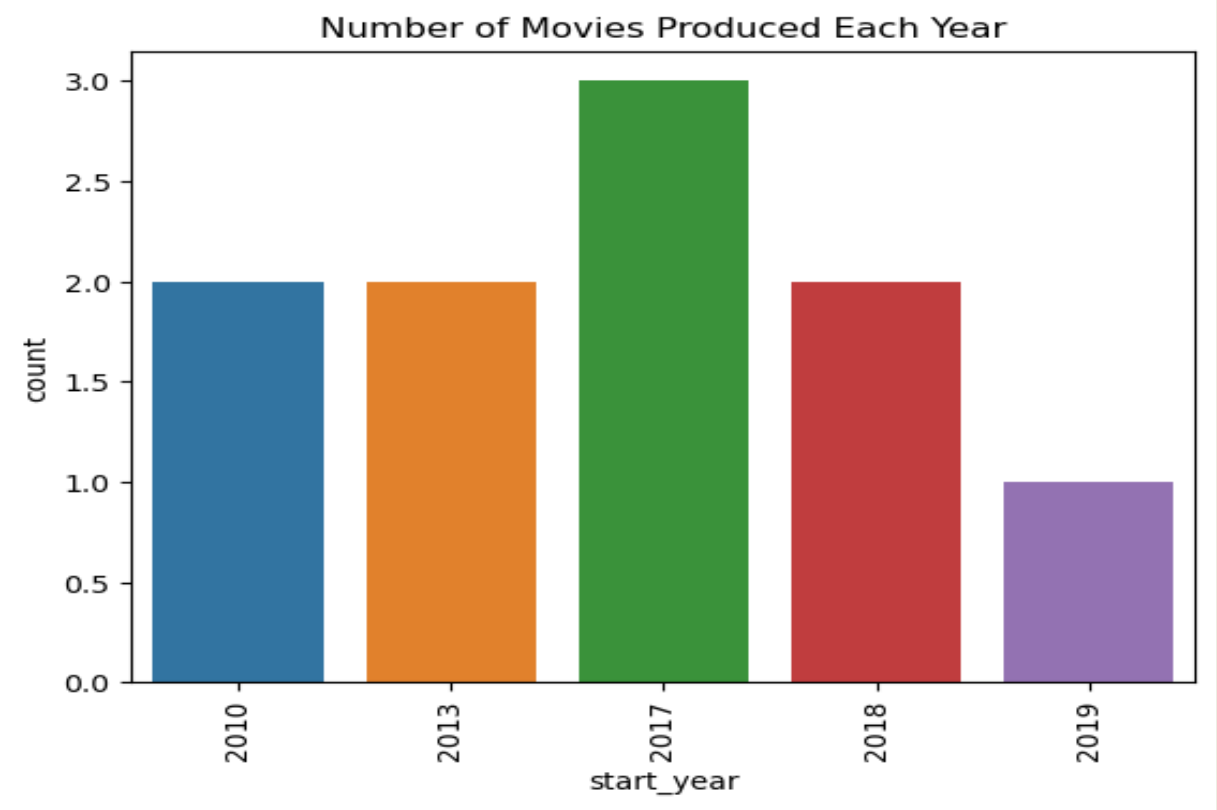
DATA ANALYSIS.

Histogram displaying votes distribution per number of votes.



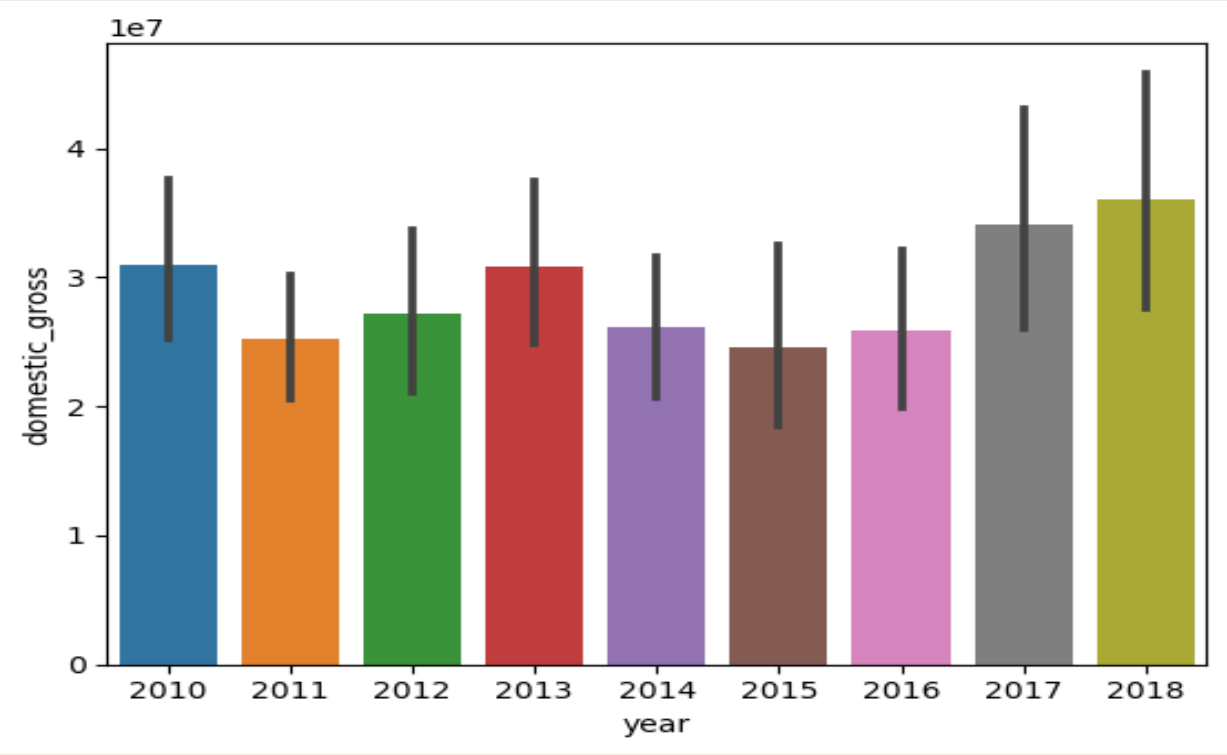
Drama was the most voted for movie genre.

Number of Movies Produced per year.



2017 recorded the highest number of movie productions

Trend in average domestic gross earnings for movies over the years.



The year 2018 generated the highest domestic gross income.

RECOMMENDATIONS.

- I highly recommend Microsoft to major in the production of the following movies which generated the highest incomes.
  - Star Wars: The Force Awakens.
  - Black Panther.
  - Avengers.