The background is a soft-focus photograph of a workspace. It includes a portion of a laptop keyboard at the top, a spiral-bound notebook in the center with a green paperclip and a green pushpin on it, and a ruler on the right side. The text 'MICROSOFT FILM PRODUCTION ANALYSIS.' is overlaid on the left side of the image in a white box.

# MICROSOFT FILM PRODUCTION ANALYSIS.

# INTRODUCTION

“Microsoft, a newcomer to the movie production industry, seeks advice on film genres. My task is to analyze current trends and recommend the types of movies they should prioritize for success.”

# BUSINESS CONTENT

## Business Questions

- Which is the most popular movie genre?
- What is the relationship between production budget and returns?
- Is the world wide gross higher than the domestic gross?



# DATA

- ◇ Box Office Mojo .
- ◇ IMDB
- ◇ Rotten Tomatoes
- ◇ The Movie DB
- ◇ The Numbers
- ◇ We are also provided a Movie data ERD that shows the relationship between tables in the database

# PROCEDURE



1. Business understanding
2. Data mining
3. Data Cleaning
4. Data exploration
5. Feature Engineering
6. Predictive Modeling
7. Data visualization

# RECOMMENDATIONS

## FIRST ANALYSIS

Start with the Drama genre to gain traction in film production industry.

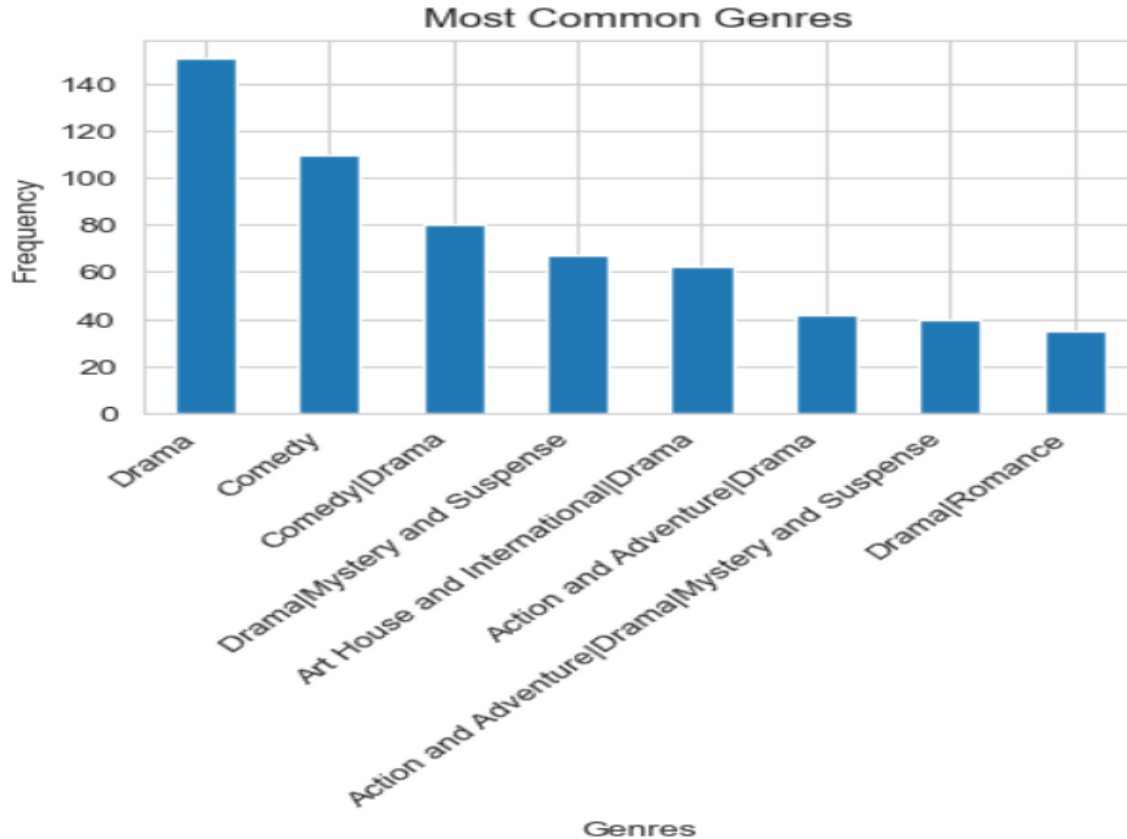
## SECOND ANALYSIS

Increase the production quality by heavily investing on the budget

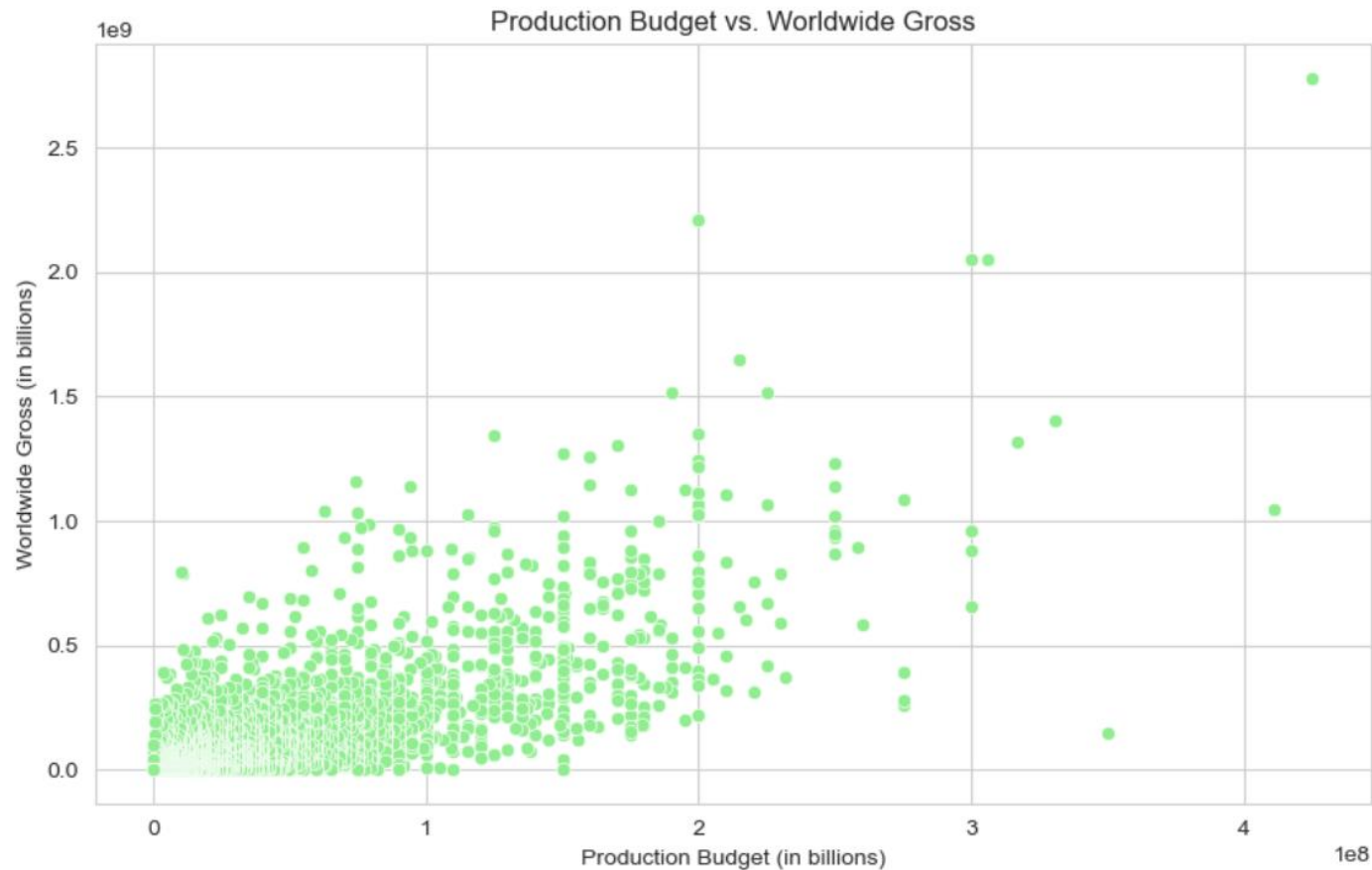
## THIRD ANALYSIS

World wide gross is higher than domestic gross

# FIRST ANALYSIS

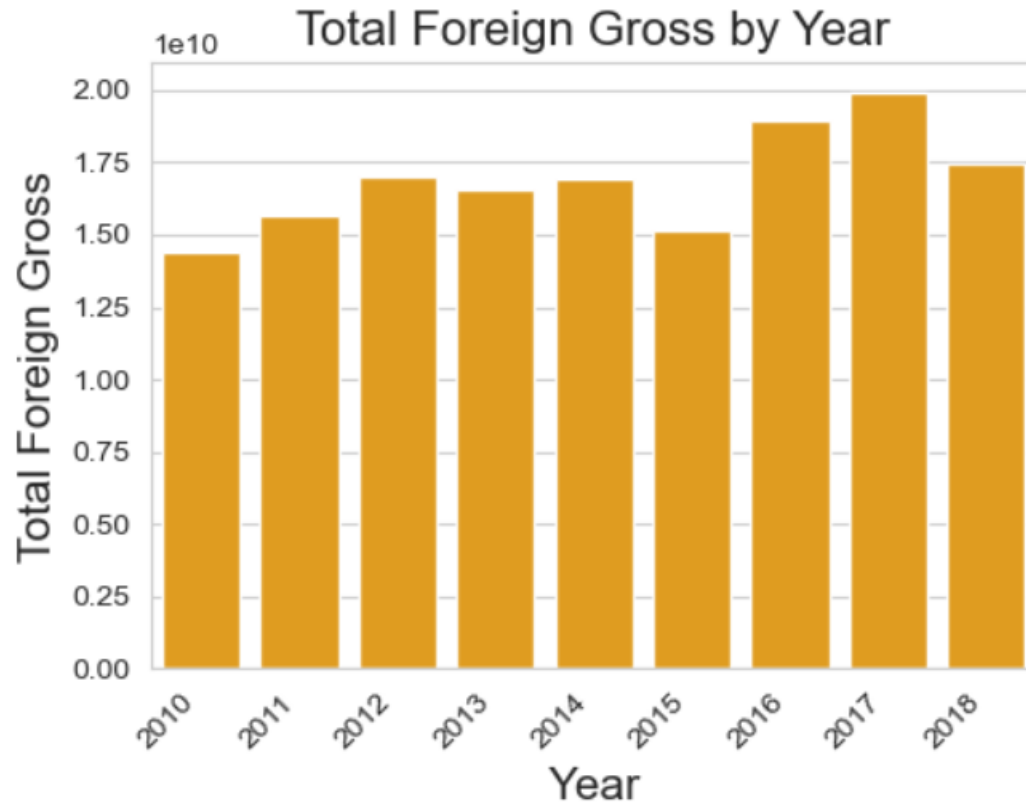


## SECOND ANALYSIS

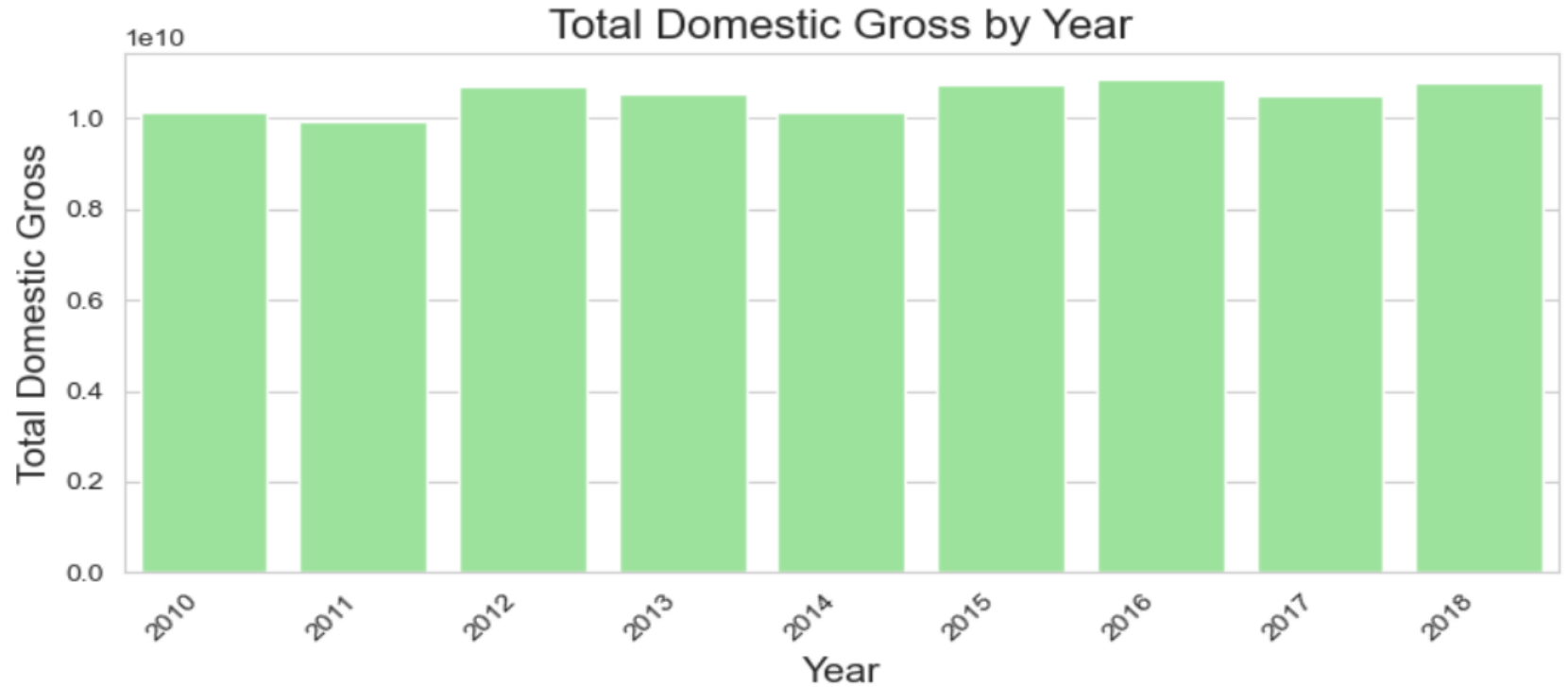




## THIRD ANALYSIS



# FOURTH ANALYSIS



# Evaluation for Improvement Ideas

- In the future Microsoft should also segment their movies based target market.
- They can also venture into cultural based movies.
- Popularities of movies can also be based of the actors present in the movie

# THANKS

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