PHASE ONE PROJECT

Data Analysis of movies for Microsoft Company

▶ The project focuses on utilizing Exploratory Data Analysis to generate insights and make recommendations for Microsoft on what movies to venture in to for their movie studio.

Business Problem

▶ 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 will explore the types of films that are currently ranking highly on the box office and translate my findings into actionable insights that can be used by the head of Microsoft's new movie studio to help decide what type of films to create.
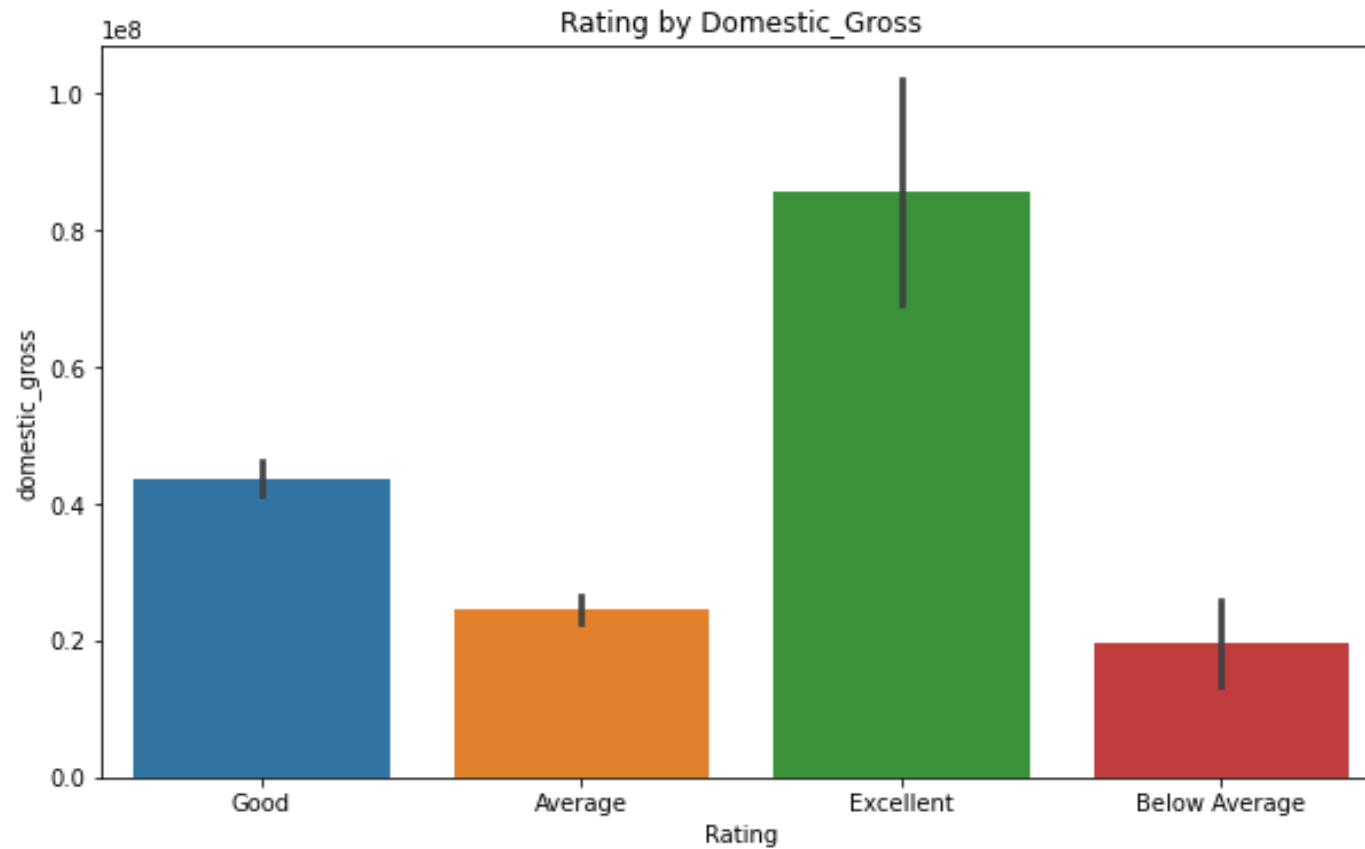
Understanding the nature of data

▶In order to have better understanding of the performance of the movies, I opted for imdb.title.basics, imdb.title.ratings and bom.movie gross datasets.

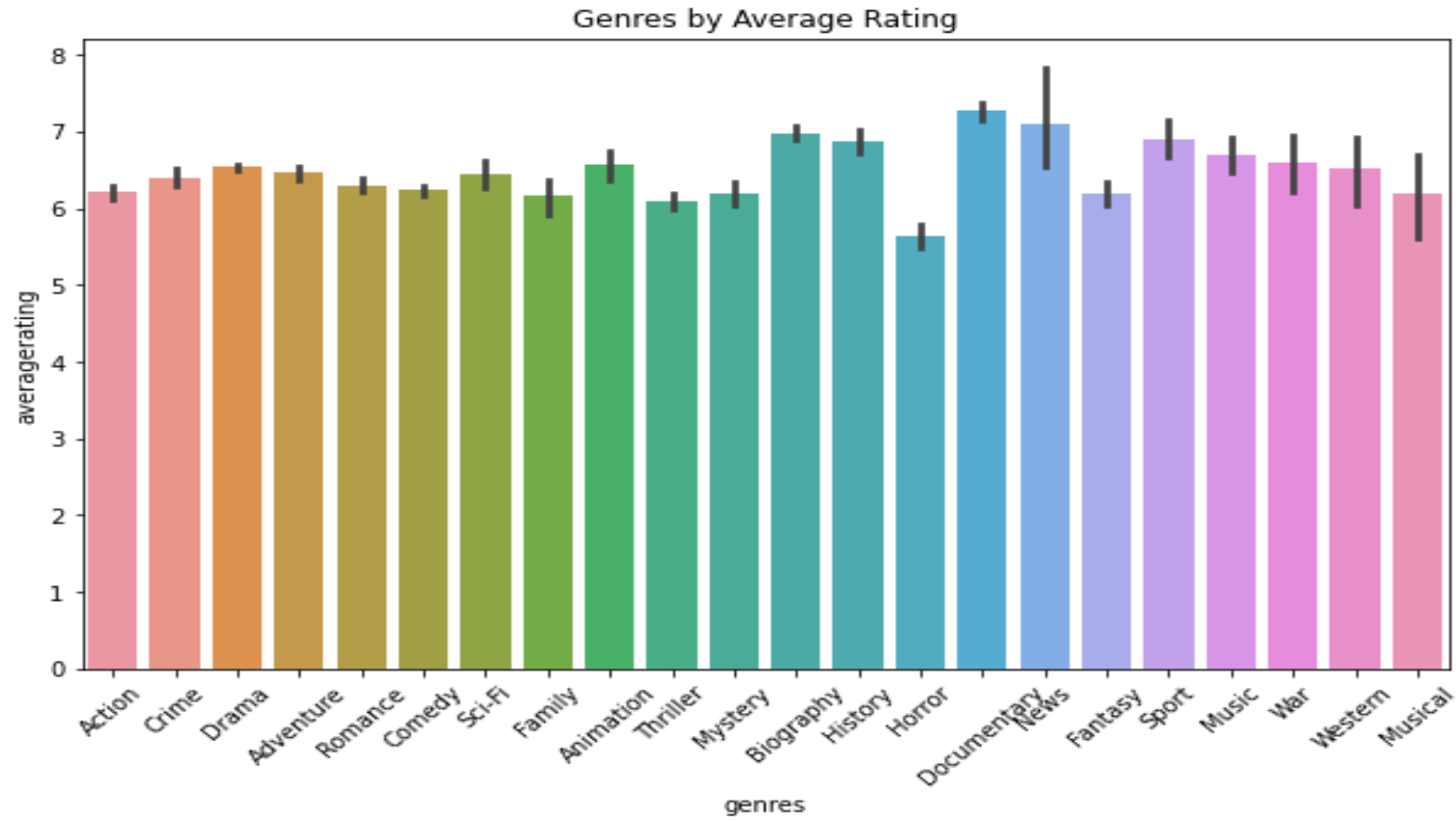▶The datasets give information on movie genres, ratings, domestic gross, foreign gross, and the runtime of the movies

Methods used

- ▶ Merging of data sets
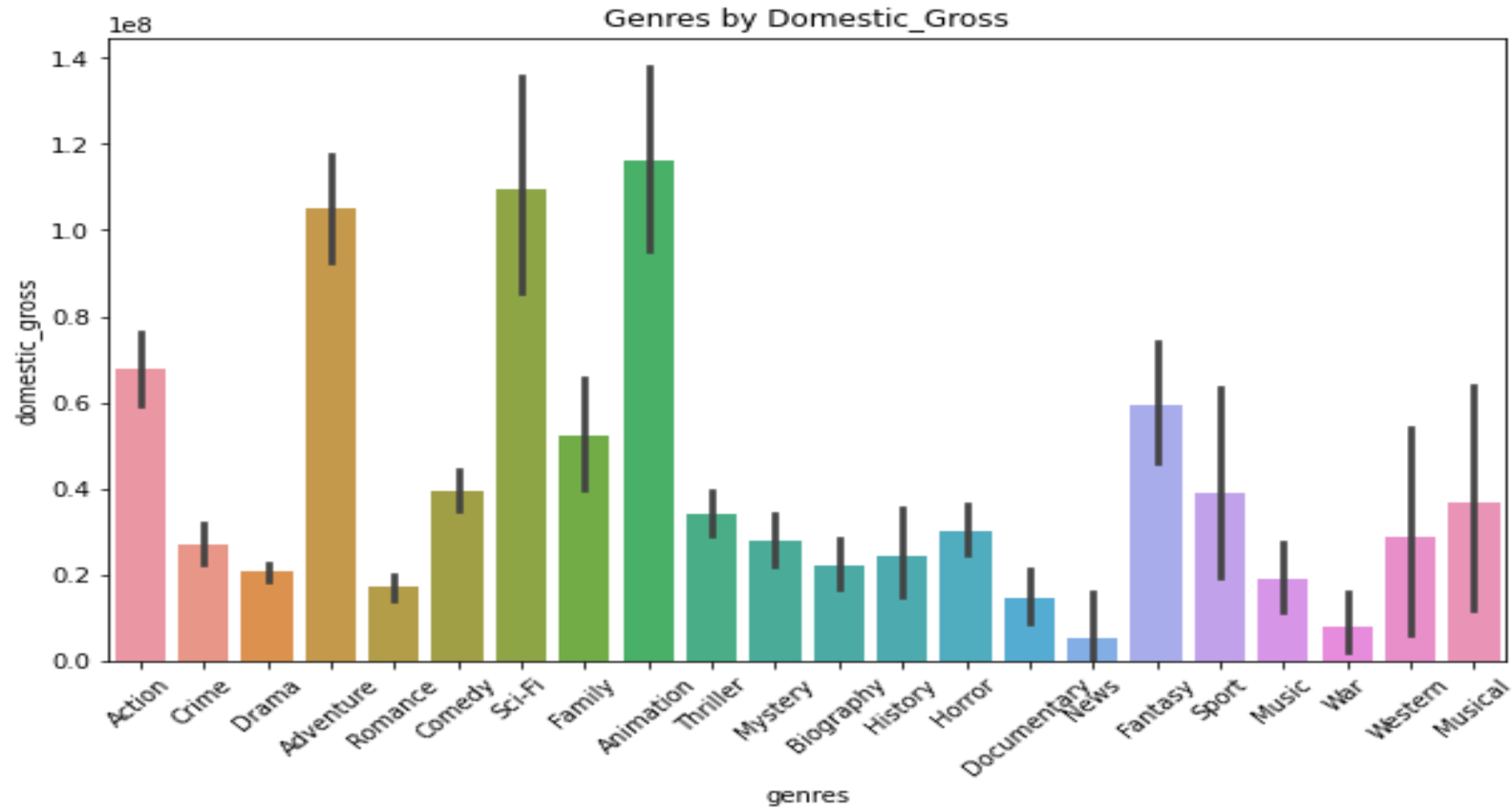- ▶ Cleaning of data
- ▶ Grouping of data

Relationship between ratings and revenue

Genres with the highest ratings

Genres by Average Rating

Genres have the Highest Domestic Gross

Conclusion and recommendations

➢ Animation movies have the highest Domestic Gross that's highly likely to generate good revenue.

➢ Science Fiction films being the most popular genre and it is the second most profitable genre.

➢ Documentary movie are the most popular in ratings hence a considerably good area to venture into.