Microsoft Movie Studio

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Business Question

We were required to come up with recommendations on the type of original content Microsoft should come up with to be competitive in the box office.

Data sets used

- IMDB data set
- Rotten tomatoes data set
- The box mojo data set
- The numbers data set

Benefit

This analysis aims to provide adequate information to Microsoft corporation on how to successfully venture into the content creation market and be competitive with other well established players.

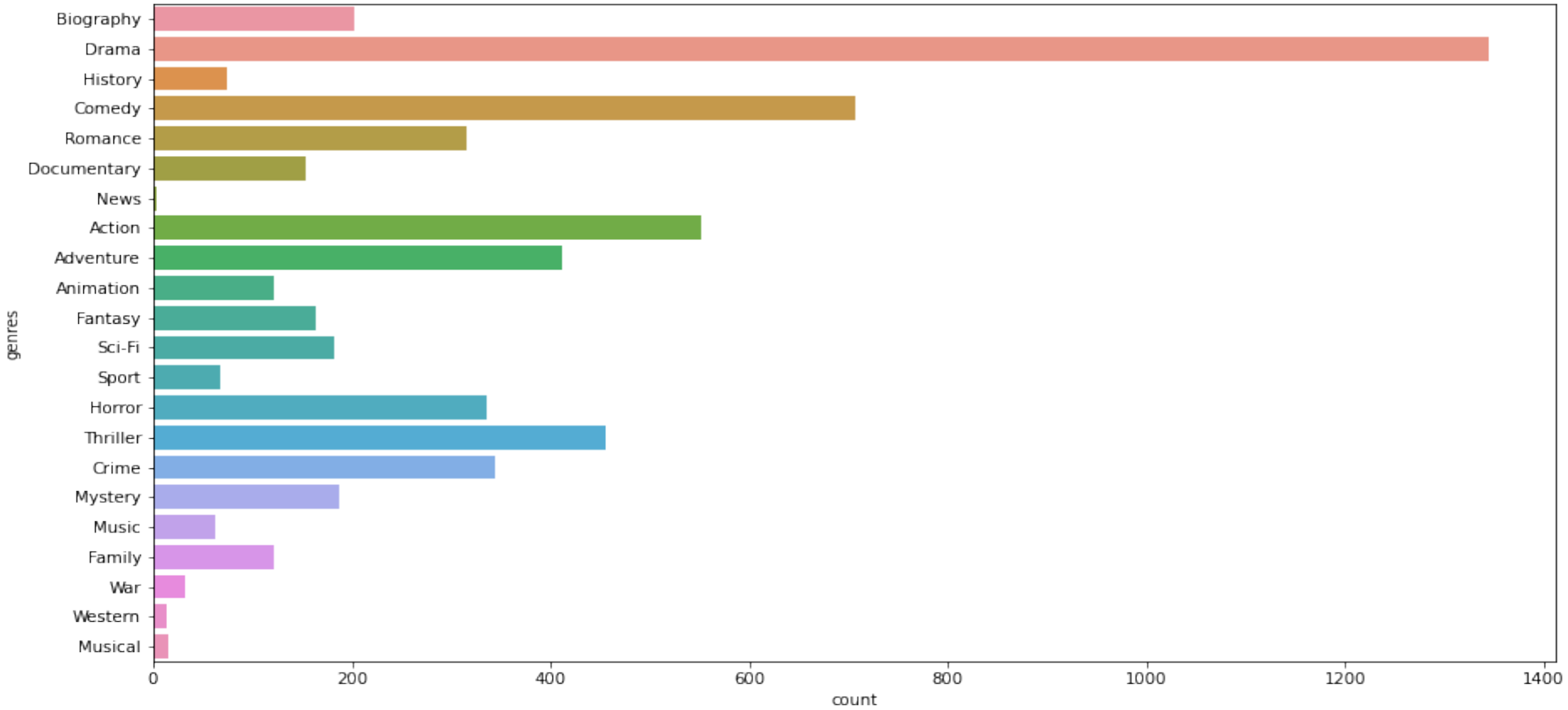
Methodology

- We first needed to clean the provided data sets for accurate analysis.
- We leveraged the strength of the pandas library in order to ease ourselves the burden of cleaning the data sets using complex methods.
- Rows which contained missing values were handled as was deemed appropriate.

Findings

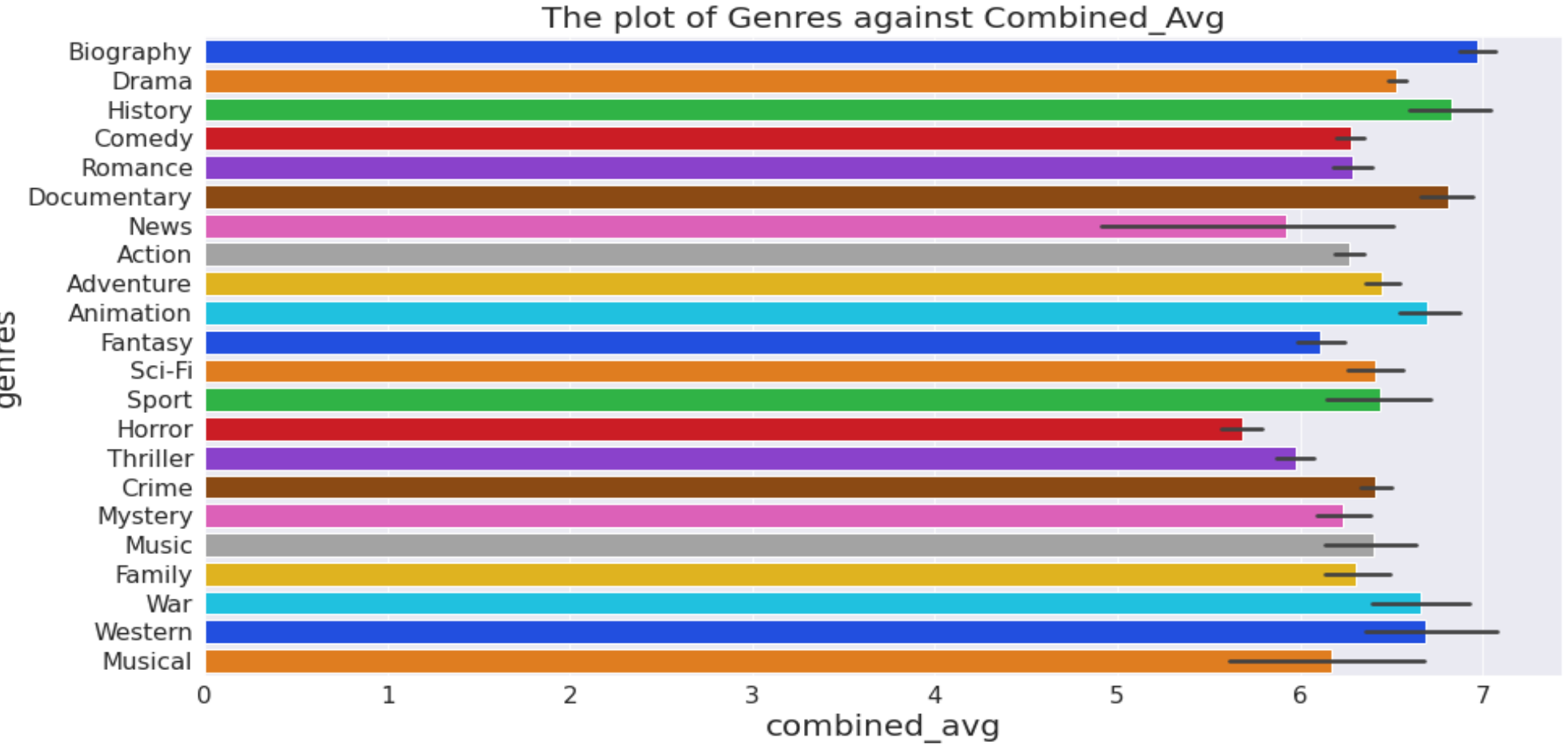
- We discovered that the drama, Comedy and Action genre were the most popular genres.

  The figure below clearly demonstrates this:

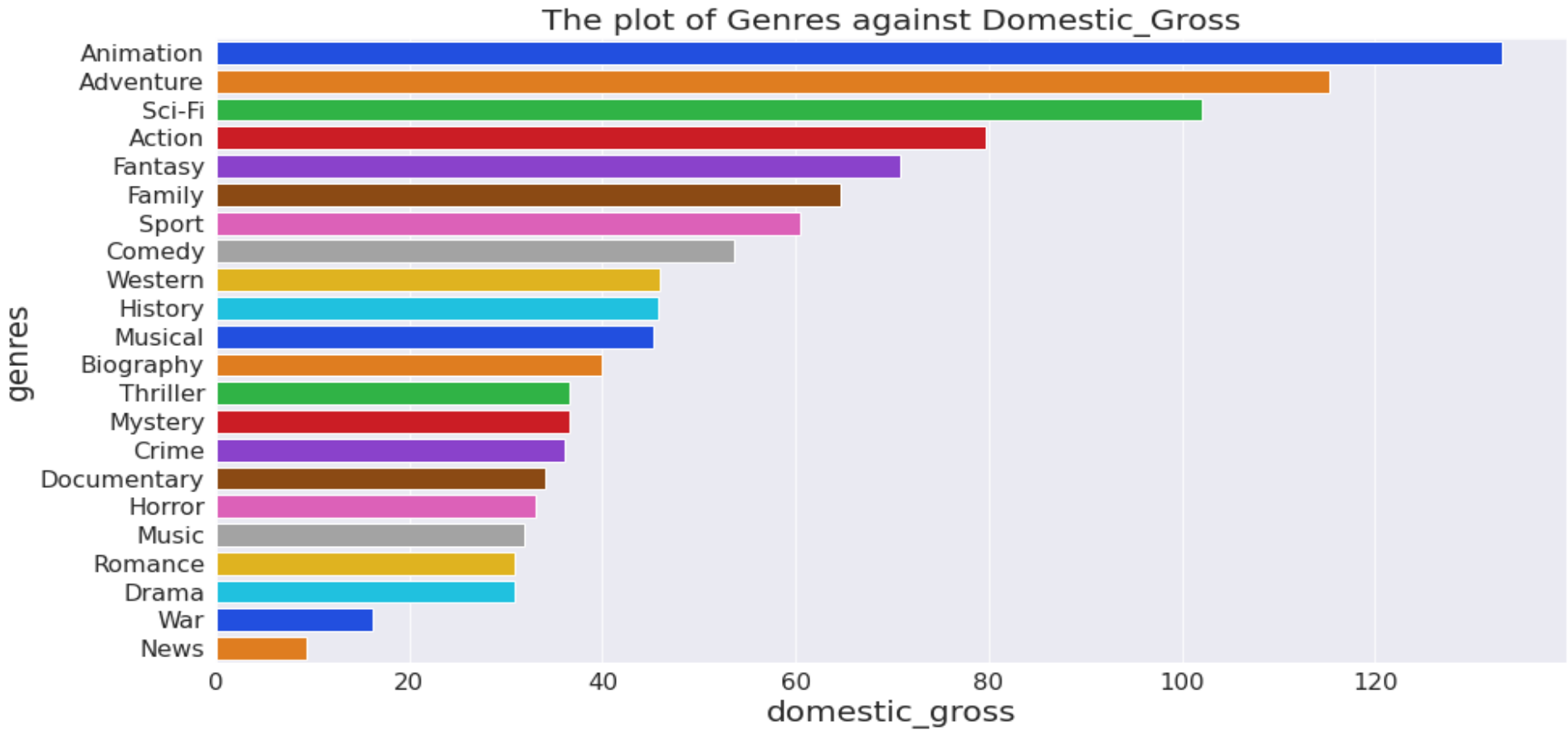

Biography
Drama
History
Comedy
Romance
Documentary
News
Action
Adventure
Animation
Fantasy
Sci-Fi
Sport
Horror
Thriller
Crime
Mystery
Music
Family
War
Western
Musical
genres
0
200
400
600
800
1000
1200
1400
count

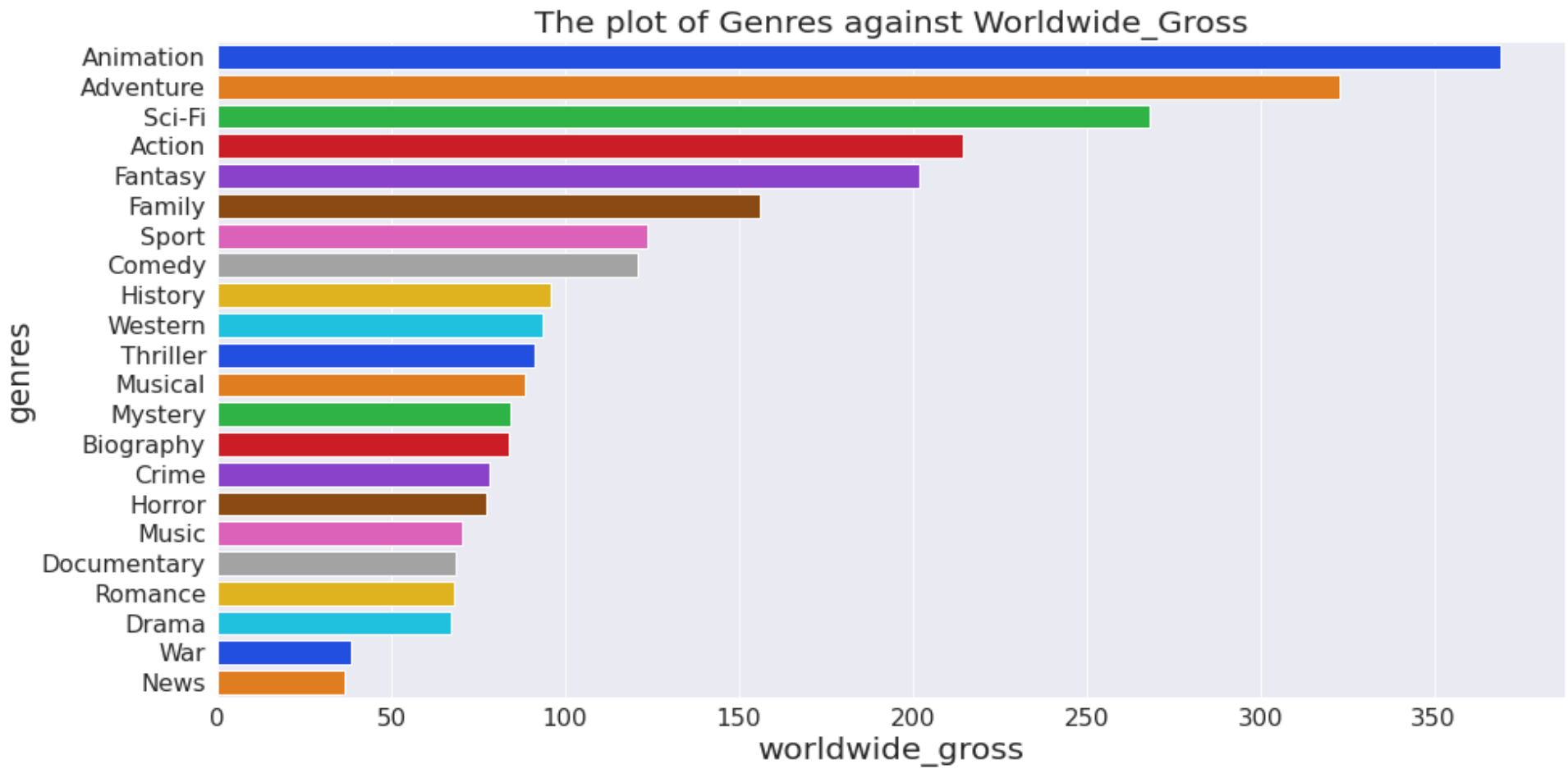
- It was discovered that Biography, History and Documentary genres received an average high number of rating.

  The figure that follows will serve to illustrate this notion.


The plot of Genres against Combined_Avg
Biography
Drama
History
Comedy
Romance
Documentary
News
Action
Adventure
Animation
Fantasy
Sci-Fi
Sport
Horror
Thriller
Crime
Mystery
Music
Family
War
Western
Musical
genres
0
1
2
3
4
5
6
7
combined_avg

- Finally we discovered that Animation, Adventure and Sci-Fi genres were among the top gross earners both in domestic and foreign income, as shown below:


The plot of Genres against Domestic_Gross
Animation
Adventure
Sci-Fi
Action
Fantasy
Family
Sport
Comedy
Western
History
Musical
Biography
Thriller
Mystery
Crime
Documentary
Horror
Music
Romance
Drama
War
News
genres
0
20
40
60
80
100
120
domestic_gross


The plot of Genres against Worldwide_Gross
Animation
Adventure
Sci-Fi
Action
Fantasy
Family
Sport
Comedy
History
Western
Thriller
Musical
Mystery
Biography
Crime
Horror
Music
Documentary
Romance
Drama
War
News
genres
0
50
100
150
200
250
300
350
worldwide_gross

Recommendations

This analysis leads to three recommendations of what movies to produce for Microsoft's new movie studo:

- For successful, sustained gross earnings over time, Microsoft studio should produce Adventure and Action. These two genres have demonstrated consistent success over five years in amassing the most amount of gross earnings.

- For immediately successful gross earnings, Microsoft should produce movies that are Sci-Fi, Animation, Adventure, Fantasy, or Action. These five genres all average at least 250 million dollars per film.

- Create Sci-Fi movies. Knowing that Sci-Fi movies do well in average gross earnings per movie and that the market is not overly saturated with Sci-Fi movies, this genre would be the most likely an immediate impact on the success of Microsoft Studio.

Fin, Thank you.