



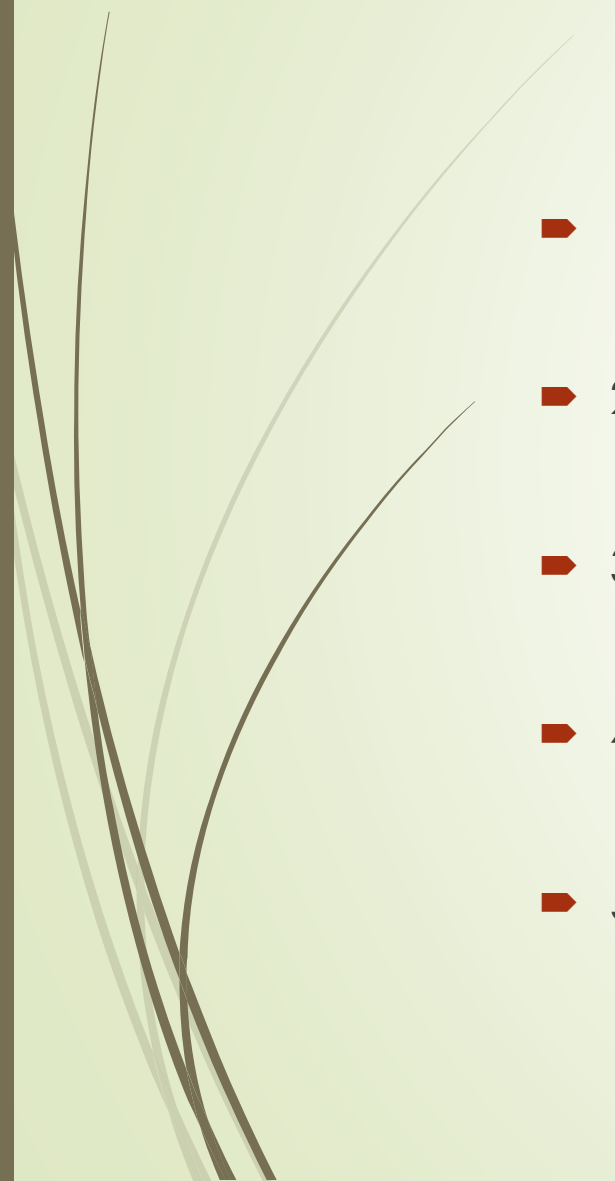
MICROSOFT MOVIE ANALYSIS

Assisting Microsoft's Venture into the Movie Industry

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OUTLINE:

- 1. BUSINESS UNDERSTANDING
 - 2. DATA UNDERSTANDING
 - 3. DATA CLEANING
 - 4. EXPLORATORY DATA ANALYSIS
 - 5. 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, directors,



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. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.



DATA UNDERSTANDING

SOURCE

IDMB

The Numbers

PERIOD

2010- 2018

ABOUT

The dataset has 5782rows and 6 columns

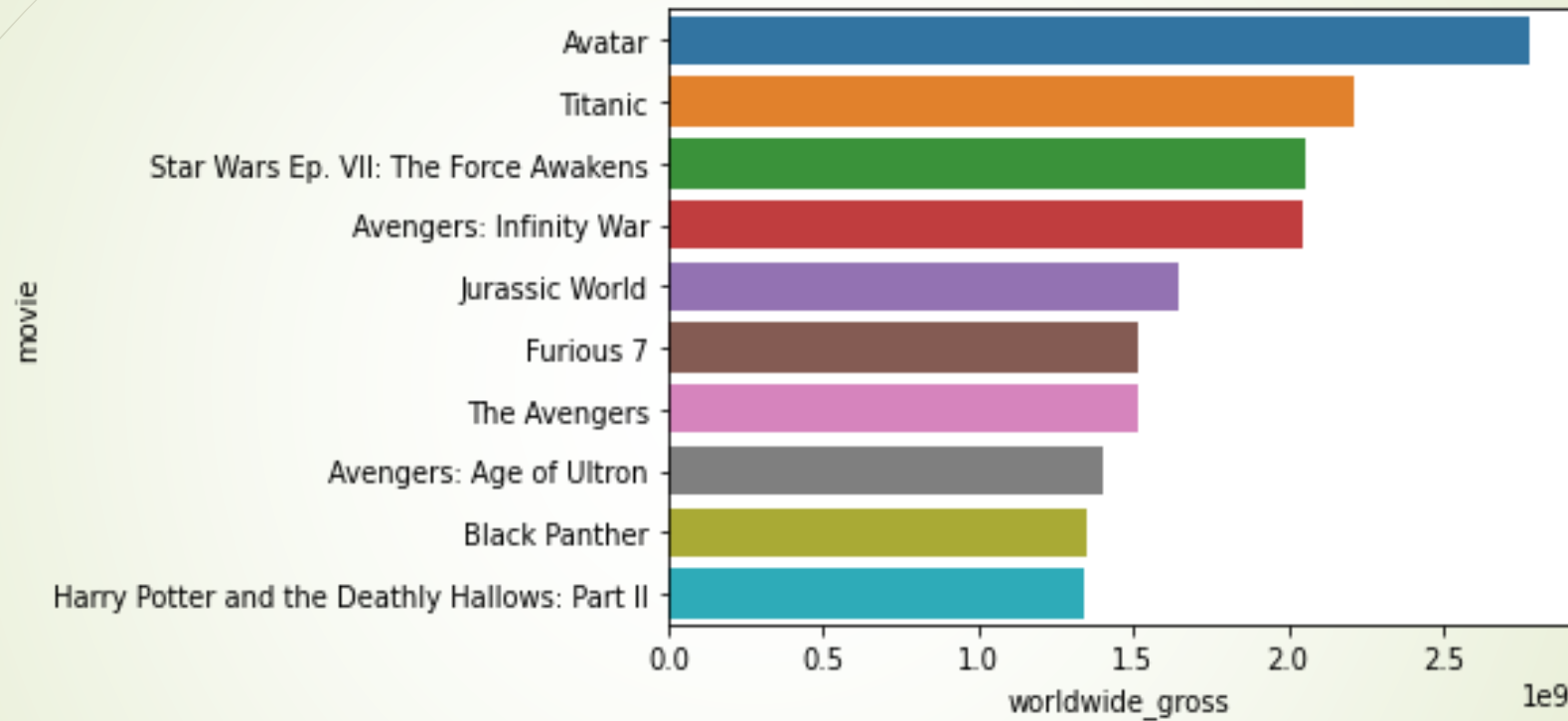


DATA CLEANING

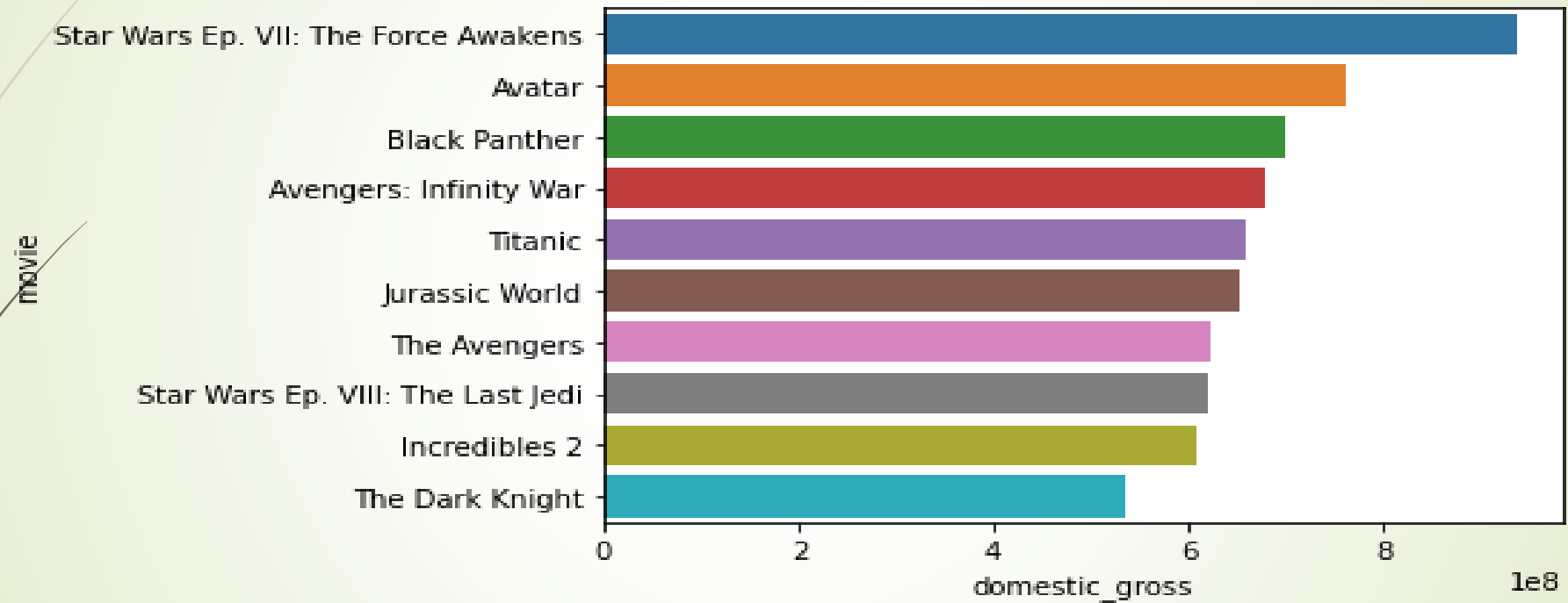


- 1. Finding missing values and replacing them with mean and median.
- Finding and handling duplicates.
- Changing data into correct data format.
- Splitting date into day, month and year.

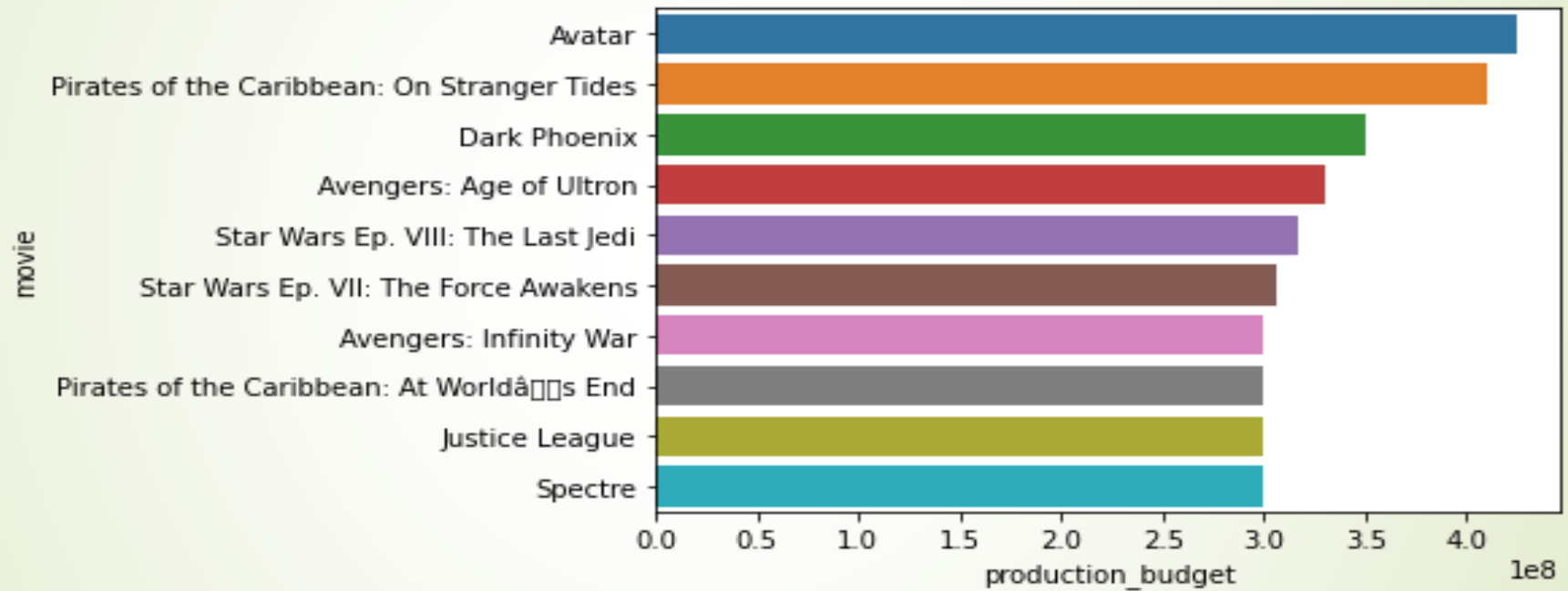
DATA ANALYSIS



The best movie that generated worldwide gross revenue was Avatar.



Star Wars Ep.VII:The forceAwakens generated the highest domestic gross revenue.



Avatar movie incurred the highest production budget.



RECOMMENDATIONS

- I would recommend Microsoft company to produce the following movies which generated the highest revenues both worldwide and domestically:

- > Avatar

- > Star Wars Ep. VII: The force Awakens

- > Avengers:Infinity War

- I would recommend the above movies to be released in December which generated the highest domestic and worldwide revenue.
- I would recommend Microsoft to produce a lot of Drama genres, Documentary and Comedy since these three, in the order, recorded highest number of voters.