

# PHASE 1 PROJECT

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# **Predictive Exploratory Analysis: Case Study of Microsoft Company**

## **Business Problem**

- **Microsoft sees many big companies creating original video content and want to establish their own movie studio to compete within the digital content market.**

## **Areas of Interest**

- **Movies produced per genre**
- **Gross earnings per genre**
- **Genre with highest ratings**

# **Date Understanding**

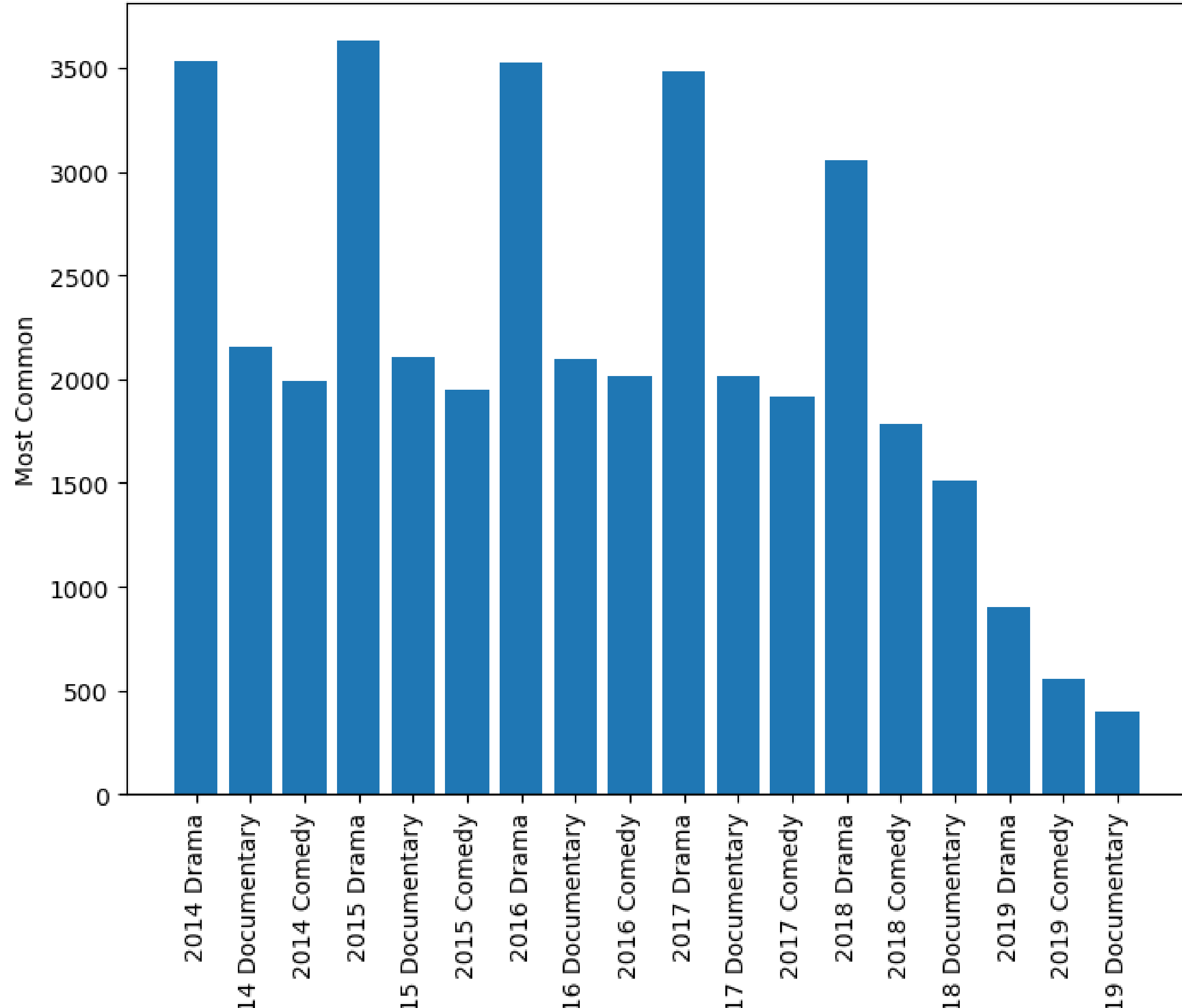
**The data for this analysis has come from:**

- **IMDb (average ratings, title, year, genres)**
- **Box Office Mojo (movie title, total earnings, movie title)**

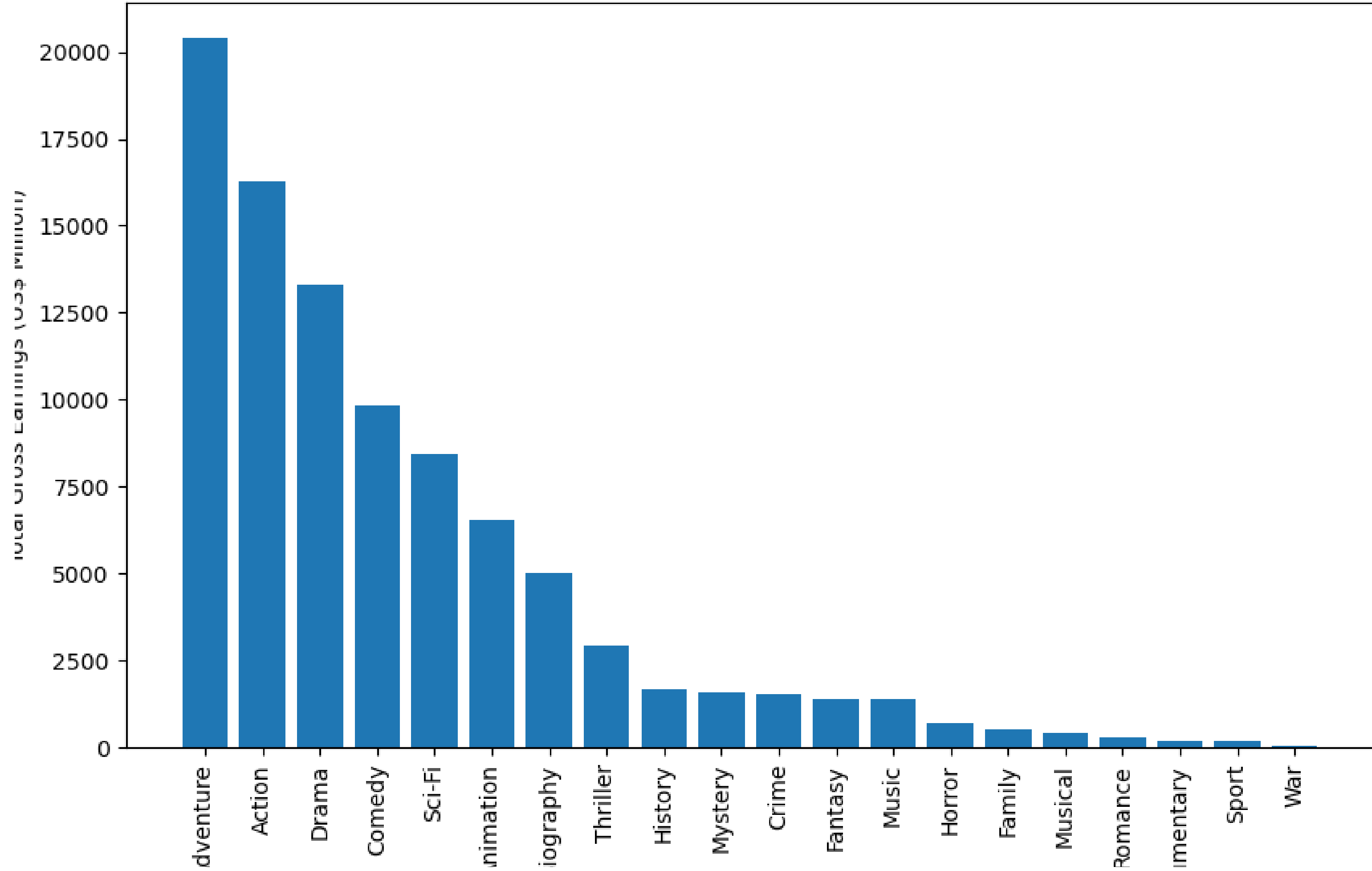
**Target variables are:**

- **Release year**
- **Total gross**
- **Genres**
- **Audience ratings**

Most Common Genre per Year

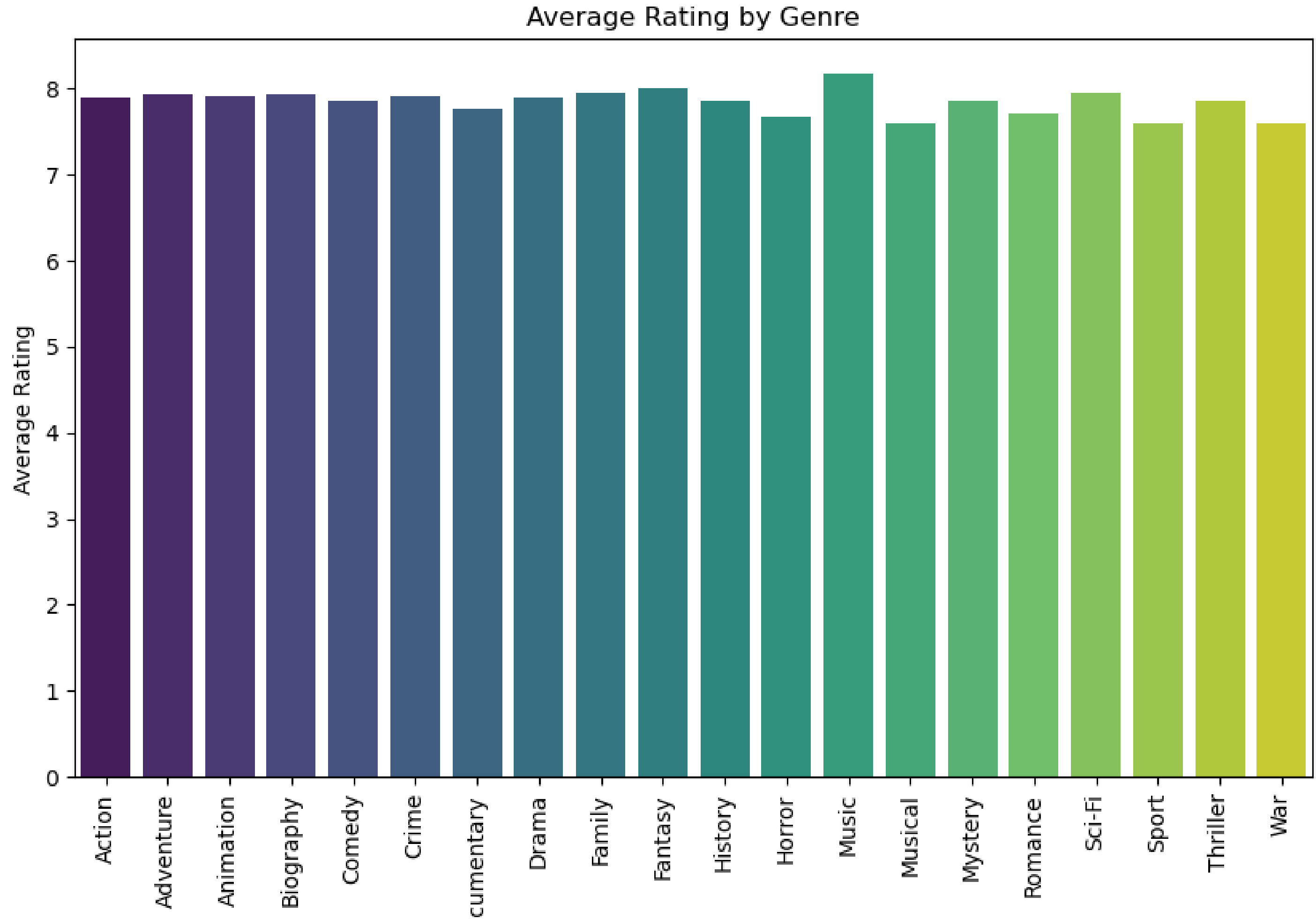


Total Gross Earnings by Genre

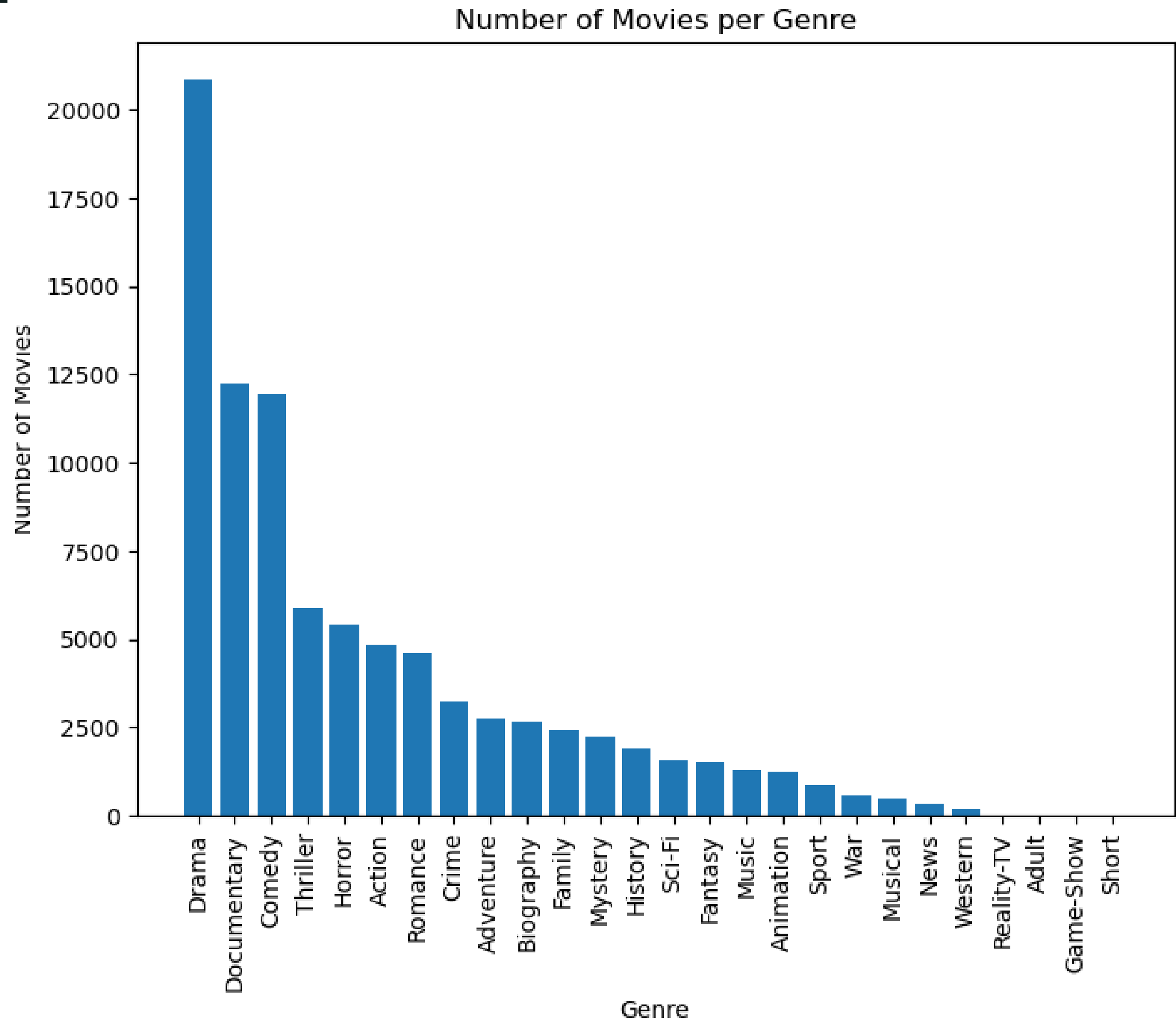




# Genre with high audience ratings



# Movies produces per genre:



**This analysis of movies from 2014-2019 shows the following:**

**a. All movies had almost the same level of rating, but music movies had the highest rating.**

**b. Adventure, action and drama are the three most successful movies in the industry in terms of earnings.**

**c. Documentary, drama and comedy are the most common genres over the five years period.**

**d. Drama movies had the highest rate of production.**

## **Recommendations and Conclusion:**



**a. For successful, sustained gross earnings over time, the company should produce Adventure, action and drama movies. These three genres have demonstrated consistent success over five years in amassing the most amount of gross earnings.**

**b. Further, the most common in the market over the five years period are drama, documentary and comedy movies for immediate success of gross earnings.**

**c. All movies had almost the same average ratings. Thus, the company should concentrate more on producing adventure, action, drama, documentary and comedy movies to successfully compete in the market.**

**Thank You**