

MICROSOFT STUDIO MOVIE ANALYSIS



Project Overview

This project analyses two datasets to uncover patterns and trends that contribute to a movie's success. Primary focus revolves around two key findings: the influence of movie genres on profitability and the impact of film length on financial success.

Business Problem

Microsoft company wants to open a movie studio. In order to be successful they would require data driven decisions in their movie production process in order to create popular and more importantly, profitable movies.

Question for Analysis

1. Which movie genres demonstrate the highest average profitability?
2. What is the ideal length for a movie?

Datasets

BomMovie Dataset

BomMovie dataset is comprised of records on 3387 movies and includes 5 columns. column of interest would be foreign gross.

IMDB Dataset

IMDB dataset is comprised of multiple tables containing various information about movies. The two tables of interest are: movie_basics and movie_ratings.

Data Preparation and Analysis

The Database is filtered where average rating of 7, foreign gross of 27.9 million and genres are split to its own is used to find most profitable genre.

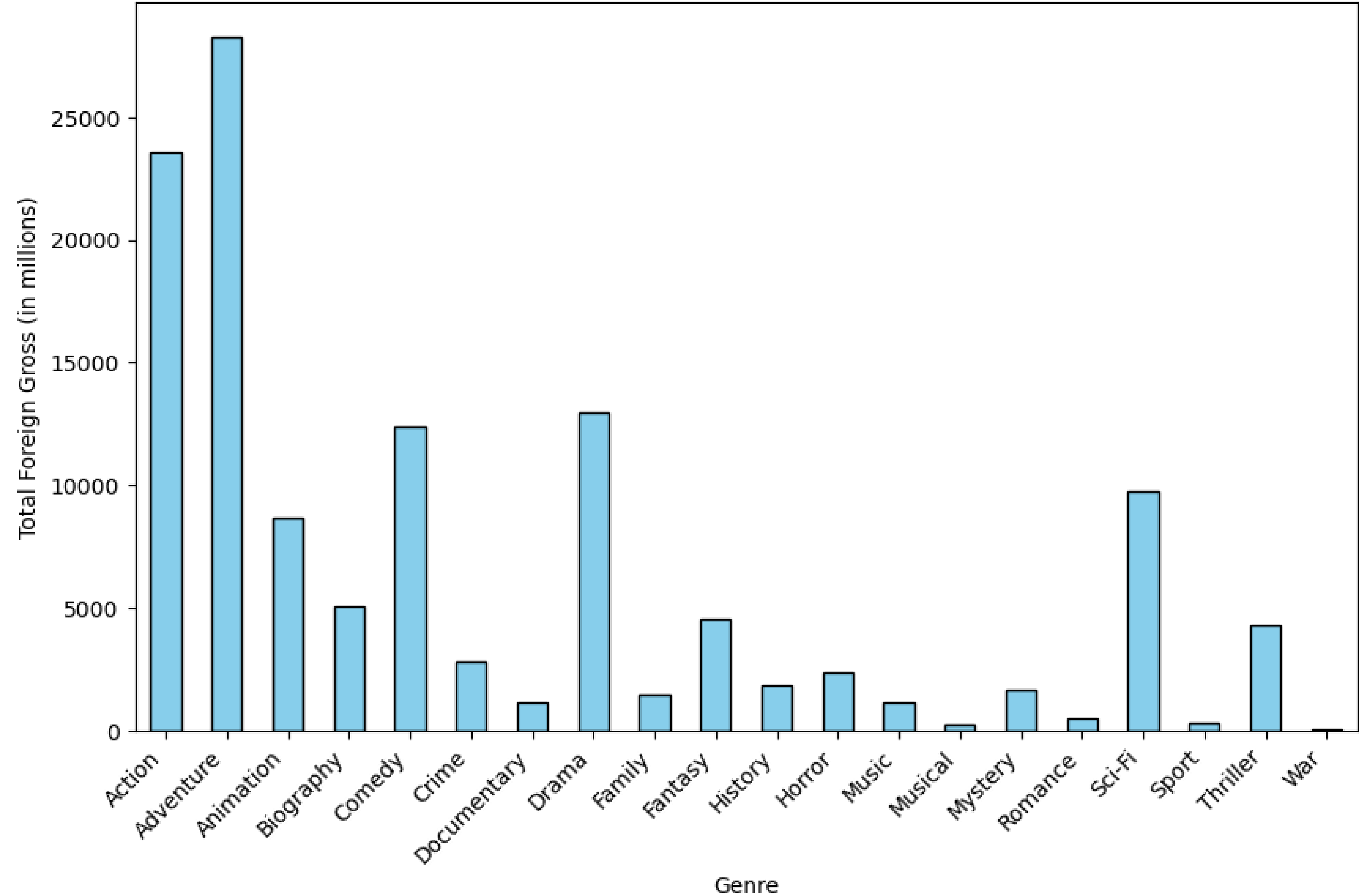
For ideal length average rating of 7 and runtime minutes of less or equal to 300 are filtered and analyzed to find the movie length liked by the audience.

Foreign gross by Genre

A bar graph is drawn to show which genre is most profitable.

Adventure genre is most profitable genre.

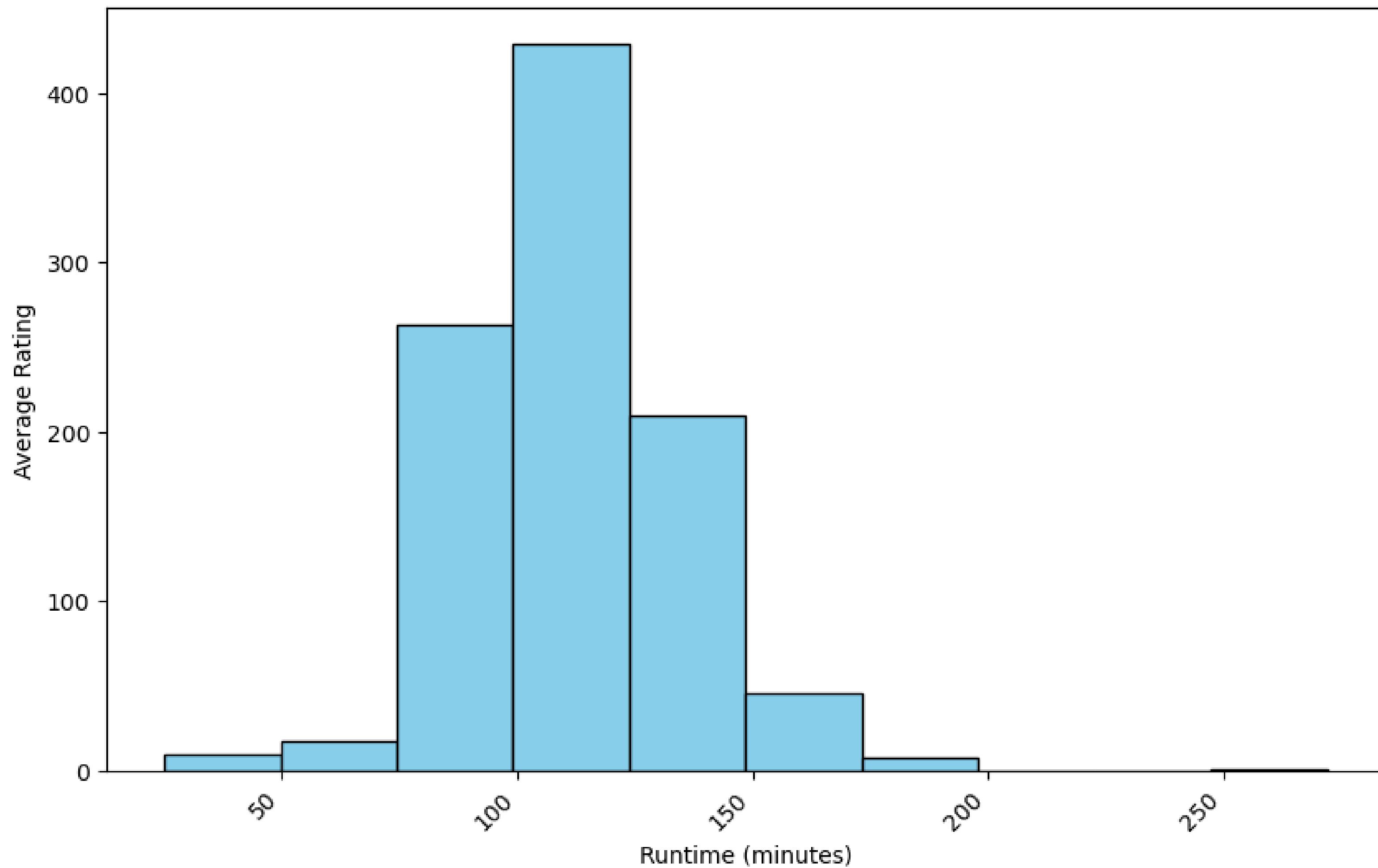
Total Foreign Gross by Genre



Runtime_minutes of a movie by Average rating

A histogram is used to show which movie length is more liked. Movies of length 90 minutes is liked more according to audience rating.

Average Rating by Movie Runtime



Conclusions

Genre

Adventure genre is the most profitable.

Movie Length

Movie length of 90 minutes is liked by audience.

Recommendation

It is recommended for Microsoft movie studio to produce more adventure genre films.

It is recommended for microsoft movie studio to produce films of 90 minutes long.



The end

SCENE

TAKE

ROLL

DATE

SOUND

DIRECTOR