

# Microsoft Movie Data Analysis

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March 3<sup>rd</sup>, 2023

# Summary

- Descriptive analysis of Movie data from credible movie review and Rating sites such as IMDB
- It revealed:
  1. The most common genres of movies.
  2. How well each genres ratings are doing.
  3. Relationship between production cost and gross.

# Outline

- ♦ **Business Problem**
- ♦ **Data and Methods**
- ♦ **Findings**
- ♦ **Conclusions**

## Business Problem

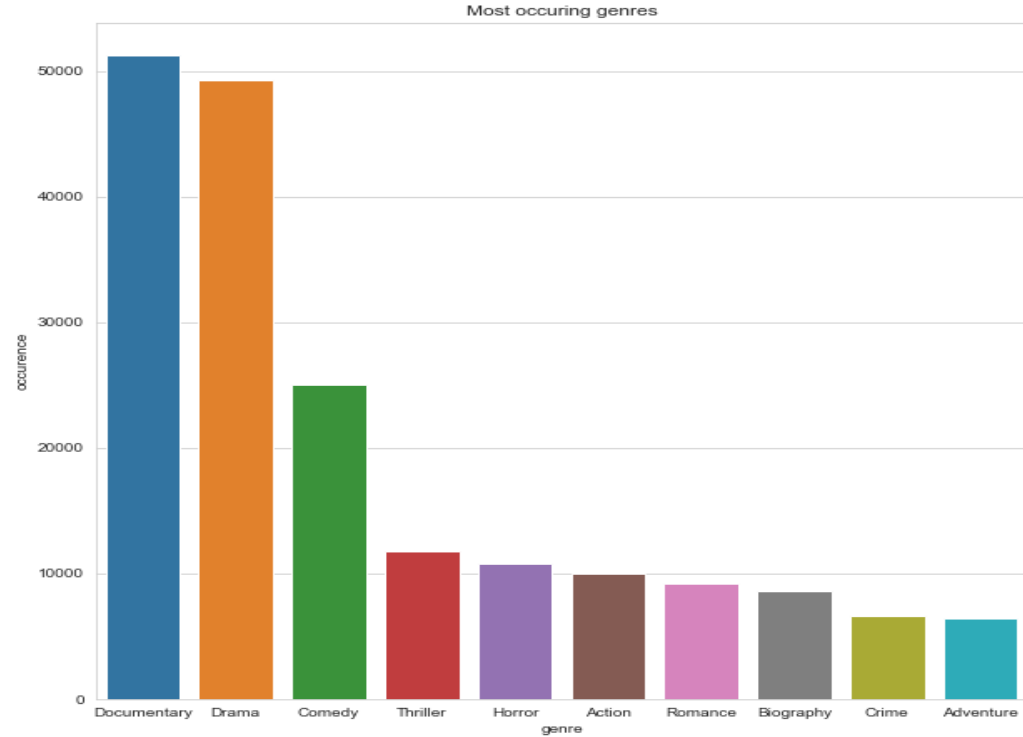
- Enable informed investment of resources
- Reduce risk
- Inform selective investment into studios
- Produce high quality entertainment

## Data and Methods

- **Movie basics and ratings gotten from IMDB website.**
- **Movie grossing and budgets from Rotten Tomato**

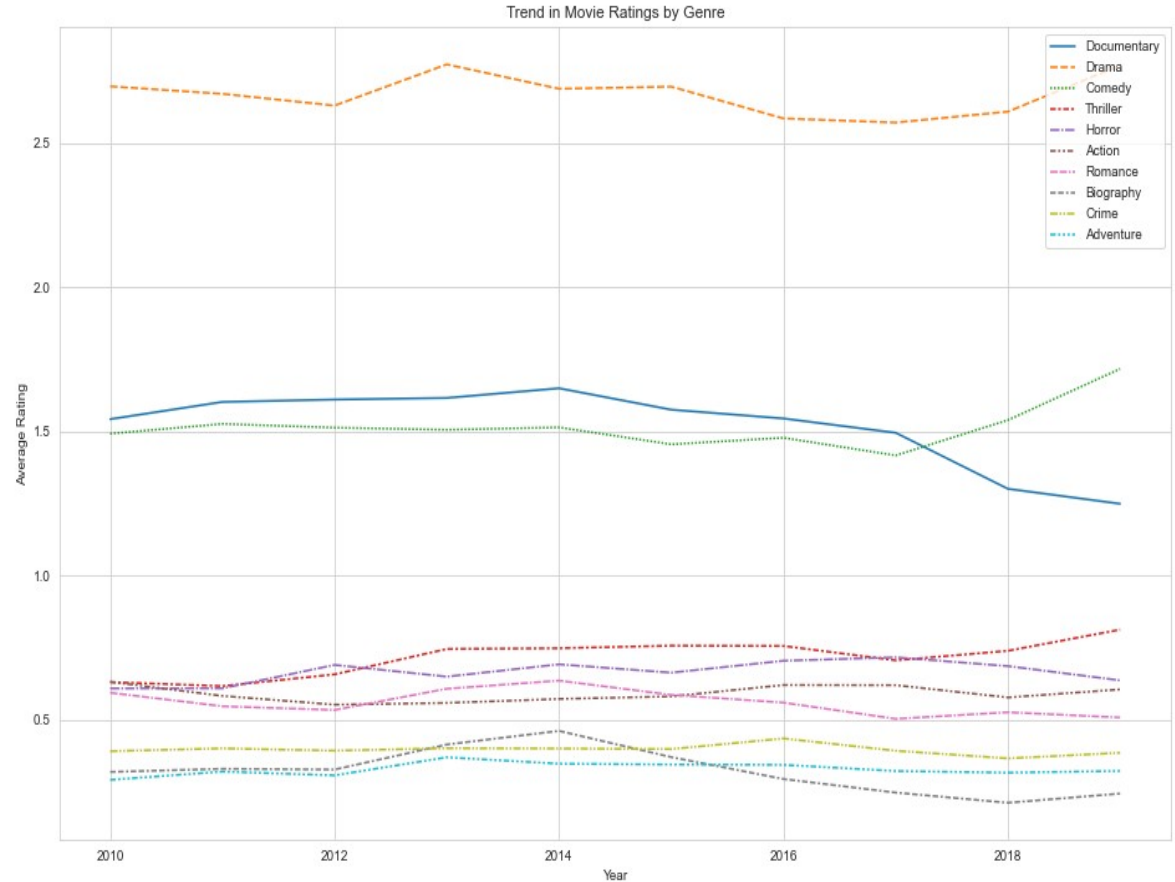
# Findings

- The most common genres of movies are Documentaries, Drama and Comedy.



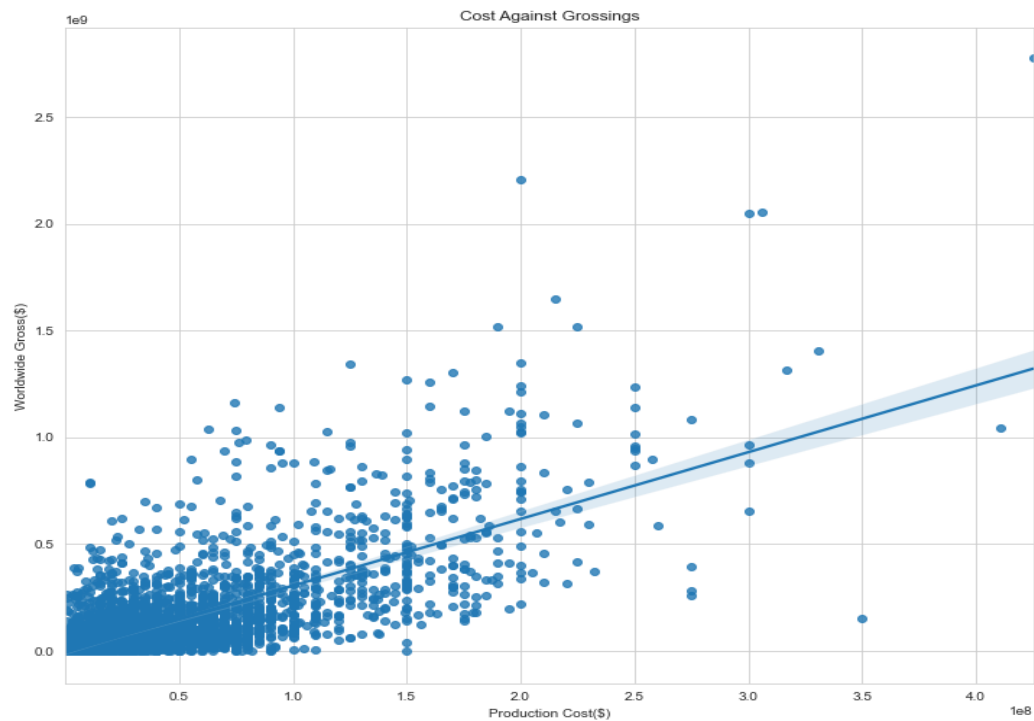
# Findings

- Dramas maintain stable rating
- Documentaries have been on a steady decline
- Comedies have been on an incline surpassing Documentaries.
- Thrillers have also been on a steady rise.



# Findings

- The global gross of movies has increased with increased cost of production.





# Conclusions

- The best movie studios to sponsor and invest in are those working on Drama, Documentary and Comedy productions.
- Drama productions are the safest investment as they show stable ratings.
- Thriller productions might be worth investigating as they have been steadily rising in ratings.
- The more monetary resources invested in a movie the more likely it is to gross highly.

# THANK YOU

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