Microsoft Market Data Analysis

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Summary

Analysis of average overall audience ratings and mean box office gross show specific movie genres are best for production.

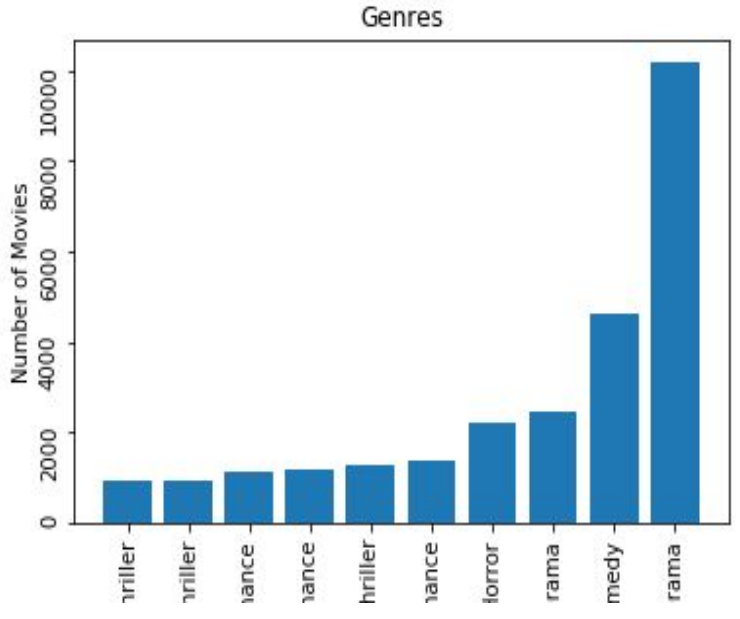
Business Problem

- What movies do best at the box office?
- What types of movies should be made?

Data

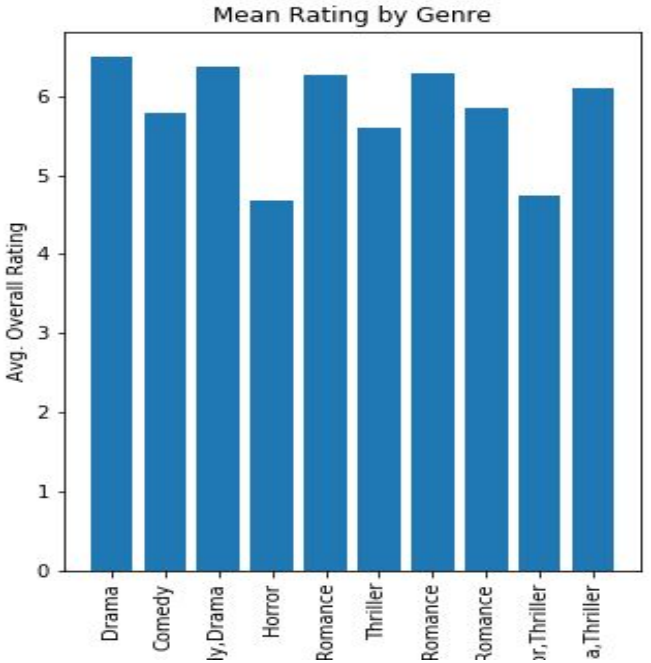
Methods

- Python
- Matplotlib
- Pandas



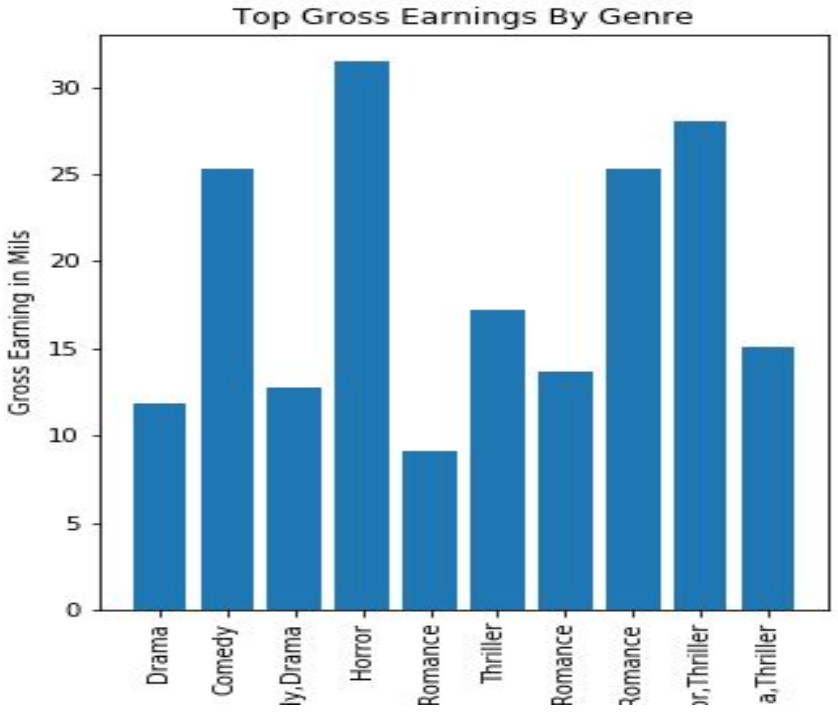
Results

Average Overall Ratings show best rated of most common genres



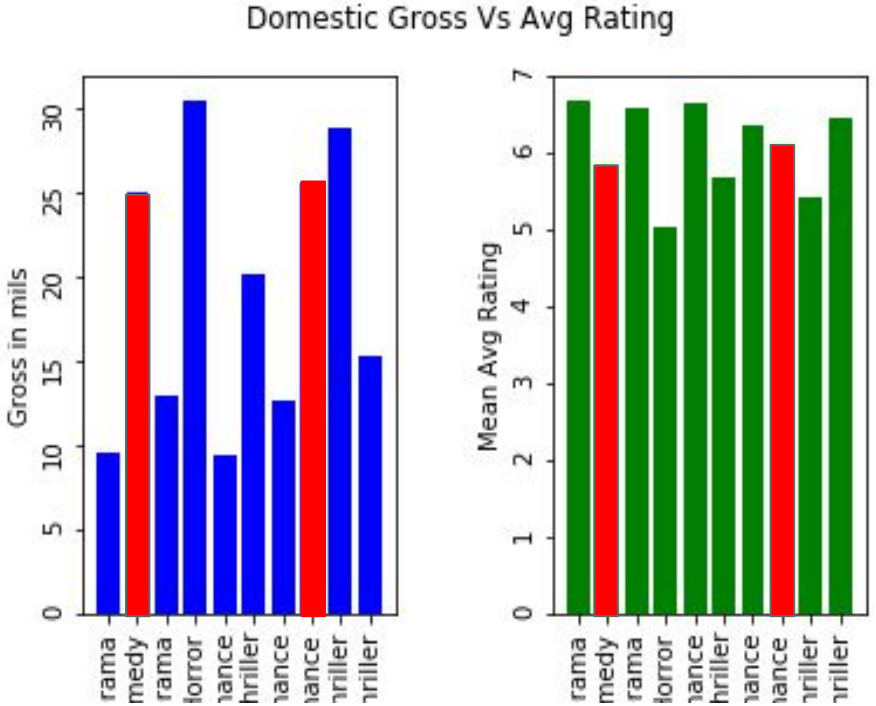
Results

Average box office gross shows highest earnings by genre



Results

Mean Gross earnings and Mean Average Rating show overlap



Conclusions And Next Steps

Conclusion

Microsoft should make comedies such as Bill and Ted Face the Music and romantic comedies such as Stranger Than Fiction

Next Steps

Better data modeling for avg. box office gross

Expansion into different movie genres after studio gains popularity

Thank You

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