

ANALYSIS OF MOVIES FOR MICROSOFT





SUMMARY

This is a data analysis report on movies, their performance at the box office and factors that influence the success of movies

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OUTLINE

- Business problem
- Data
- Methods
- Results
- Conclusions

BUSINESS PROBLEM

Microsoft, has decided to create a new movie studio to tap into the Hollywood money.

- Which genre of movies offer higher returns?
 - What time of the year should movies be released?
 - Identify out the cost of production.
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Before Microsoft can embark on movie creation, this analysis provides insights on successful movie genres, financial risks to be incurred and the most favourable durations to release movies throughout the year.



DATA

Data used in this analysis is available in these files: `imdb.title.basics.csv.gz`, `rt.movie_info.csv.gz`, `tn.movie_budgets.csv.gz`, `imdb.title.ratings.csv.gz` and `bom.movie_gross.csv.gz`

Each data set has different variables. Describing movie names, genres, ratings, production budget, time of year the movie was released.

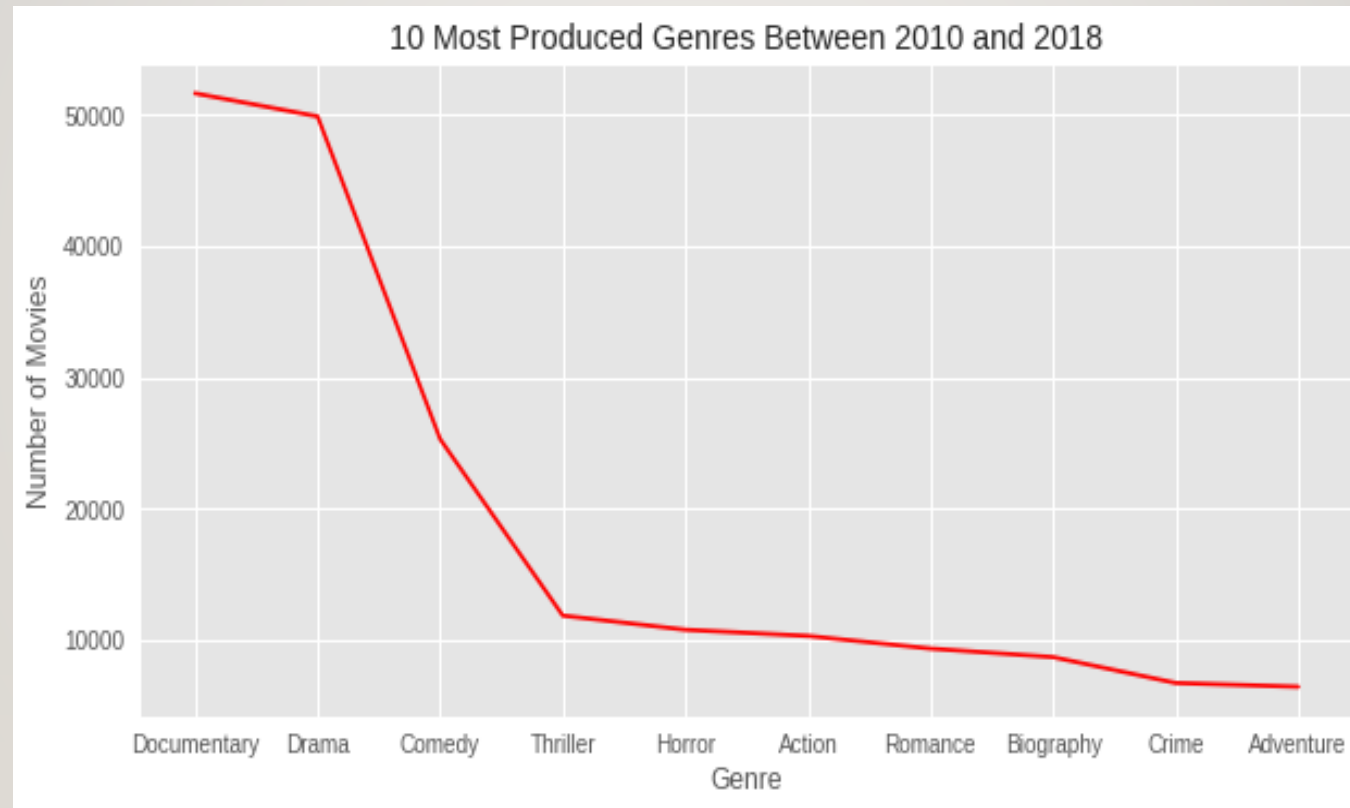
METHODS

Datasets for this analysis were provided in .csv and/ or .tsv format.

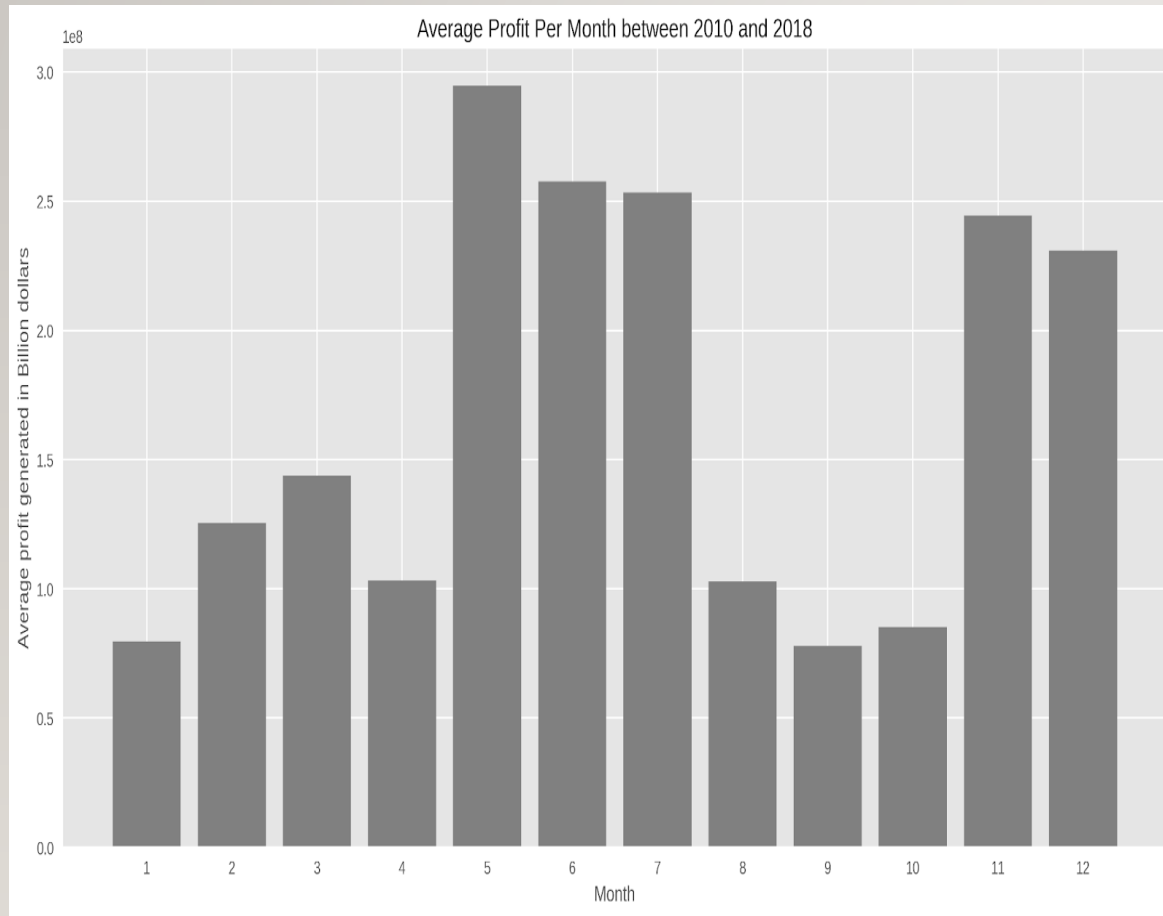
Data was cleaned, descriptive analysis and visualization done using python.

RESULTS

- The five most popular genres include: Documentary, Drama, Comedy Thriller, Action.
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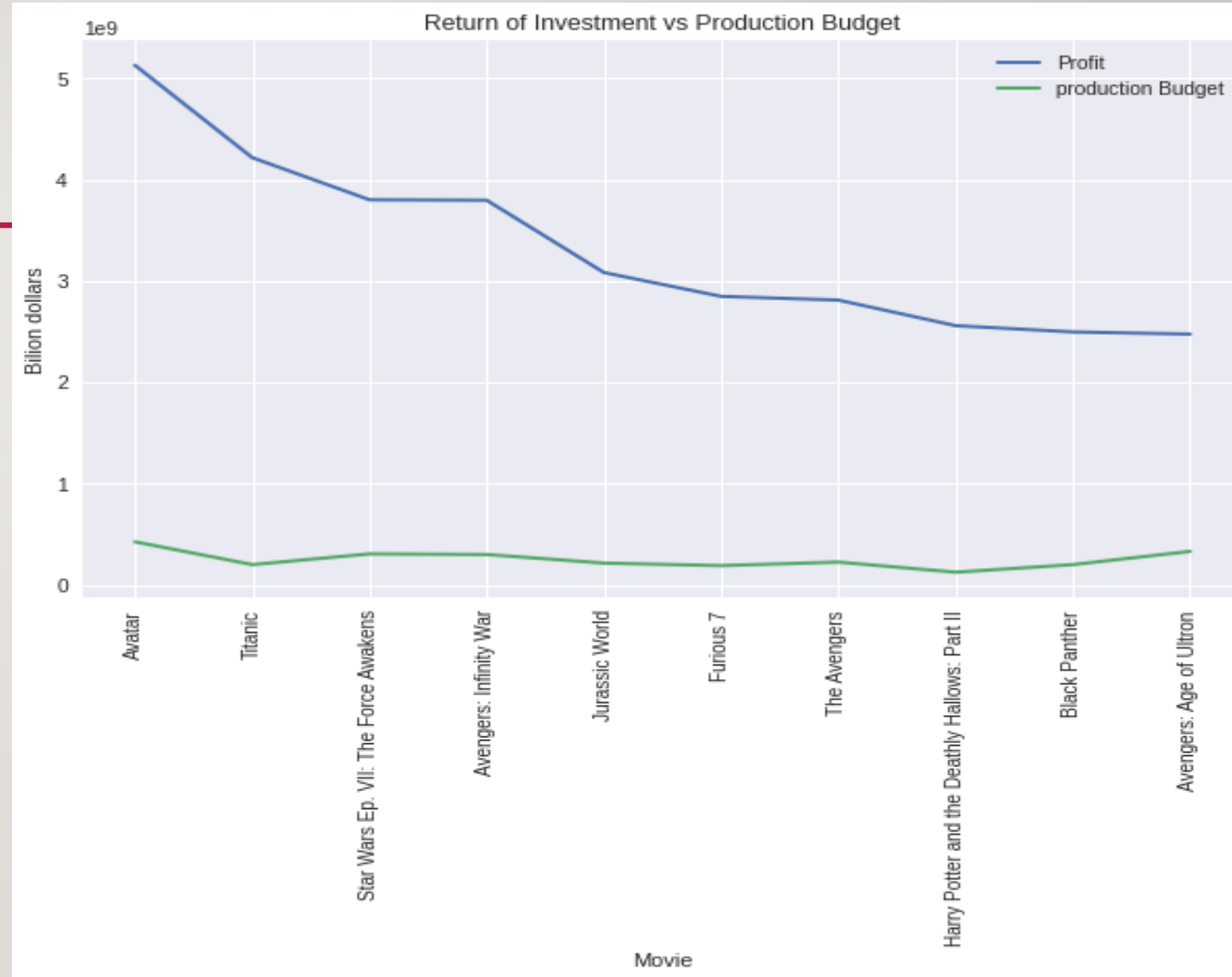
RESULTS



- The best months to release
- movies include the summer
- months
- of (May, June, July) and
- holiday season
- (November and December)
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RESULTS

Investment of
approximately
400 million dollars yields
Maximum profits



CONCLUSION

- Insights from this data analysis suggest that for Microsoft to break through in movie business, they should consider:
- Producing documentaries, dram, comedy, thriller action
- Release movies in Summer, November and December
- Invest at least 400 million per movie as production coat
- **Project Limitations**
- Missing values
- Redundancy-Duplicate values in the datasets

Limitations of Study

There are many other factors that may favour video production not discussed in this analysis.

- THANK YOU

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