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# MORINGA SCHOOL: PROJECT PRESENTATION

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# Business understanding

- Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies.
- This analysis is to help reveal insights for Microsoft's new movie studio by looking at budget, genres to invest into for the best ratings from 3 different datasets.
- We will also focus on movie runtime the relevant information

# Data used:



- IMDB SQL database.. Data from 2010 to 2020, <https://www.imdb.com/>



- Box office Mojo dataset from <https://www.boxofficemojo.com/>, which is related to IMDBpro

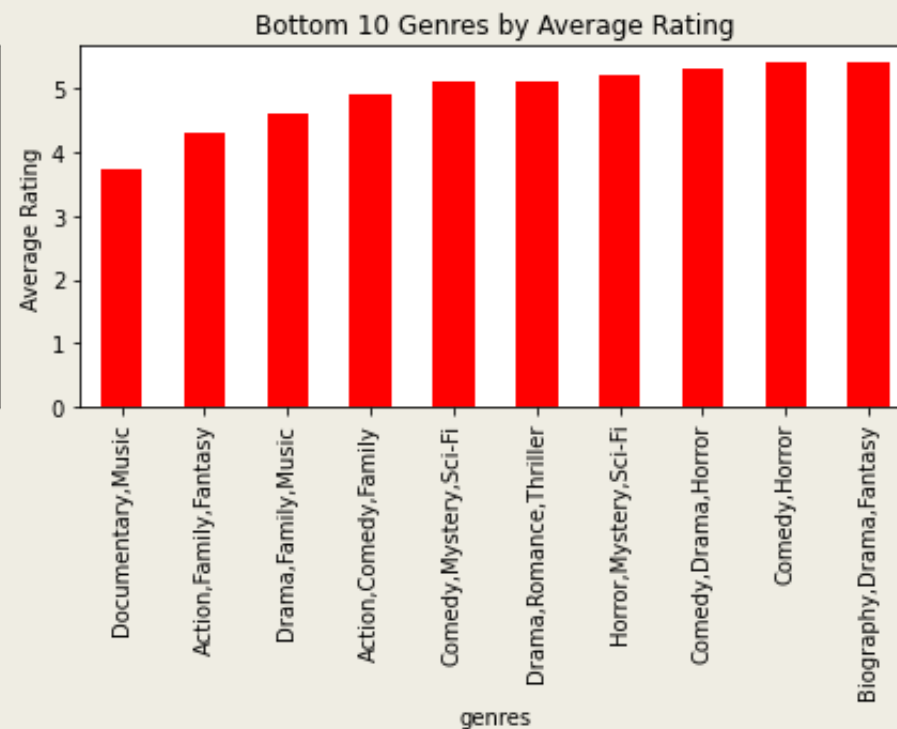
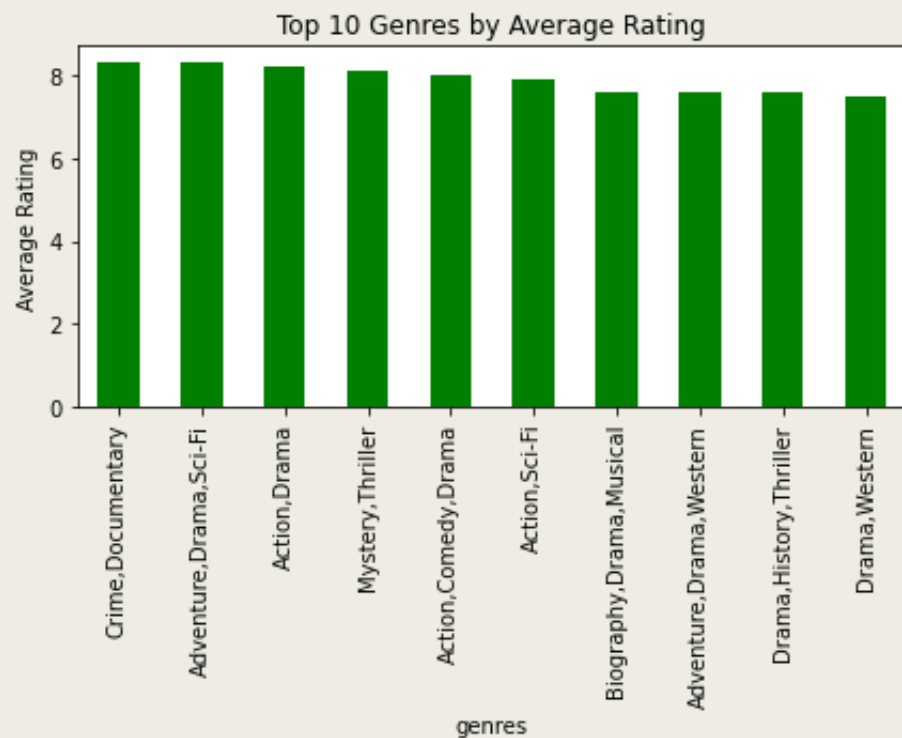


- The Numbers dataset from <https://www.the-numbers.com/>
- This sites trustworthy because they are legitimate sites for getting reviews for movies

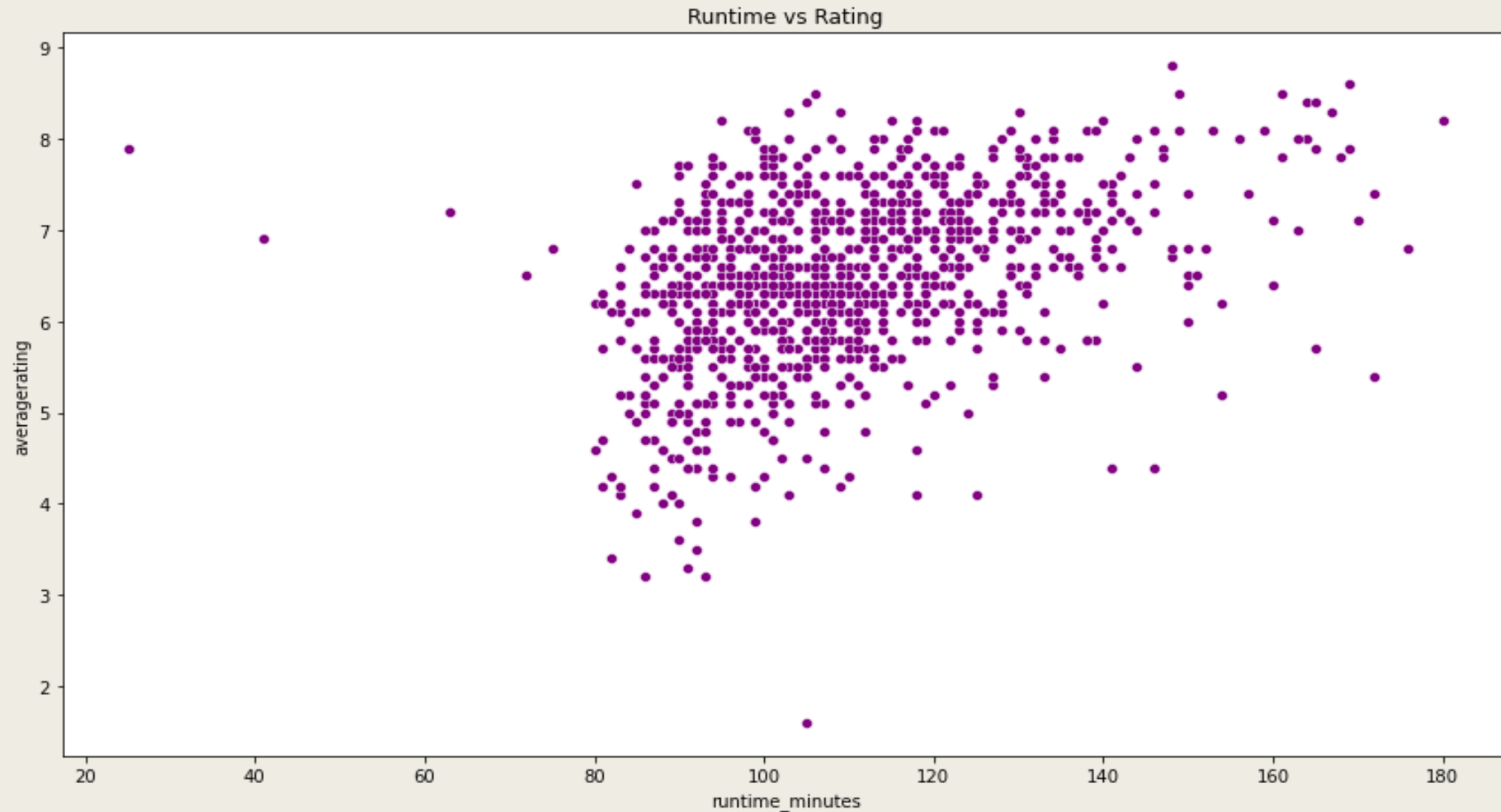
# Methods used

- Data cleaning: used Pandas to read the csv or SQL files, creating a dataframe and then using pandas methods for data exploration and cleaning:
  - *Examples: merging the 3 datasets to create a detailed dataset that can be used to draw conclusions*
- Used Seaborn and matplotlib to Visualize, mostly relying on scatterplots, but also using barplots where necessary

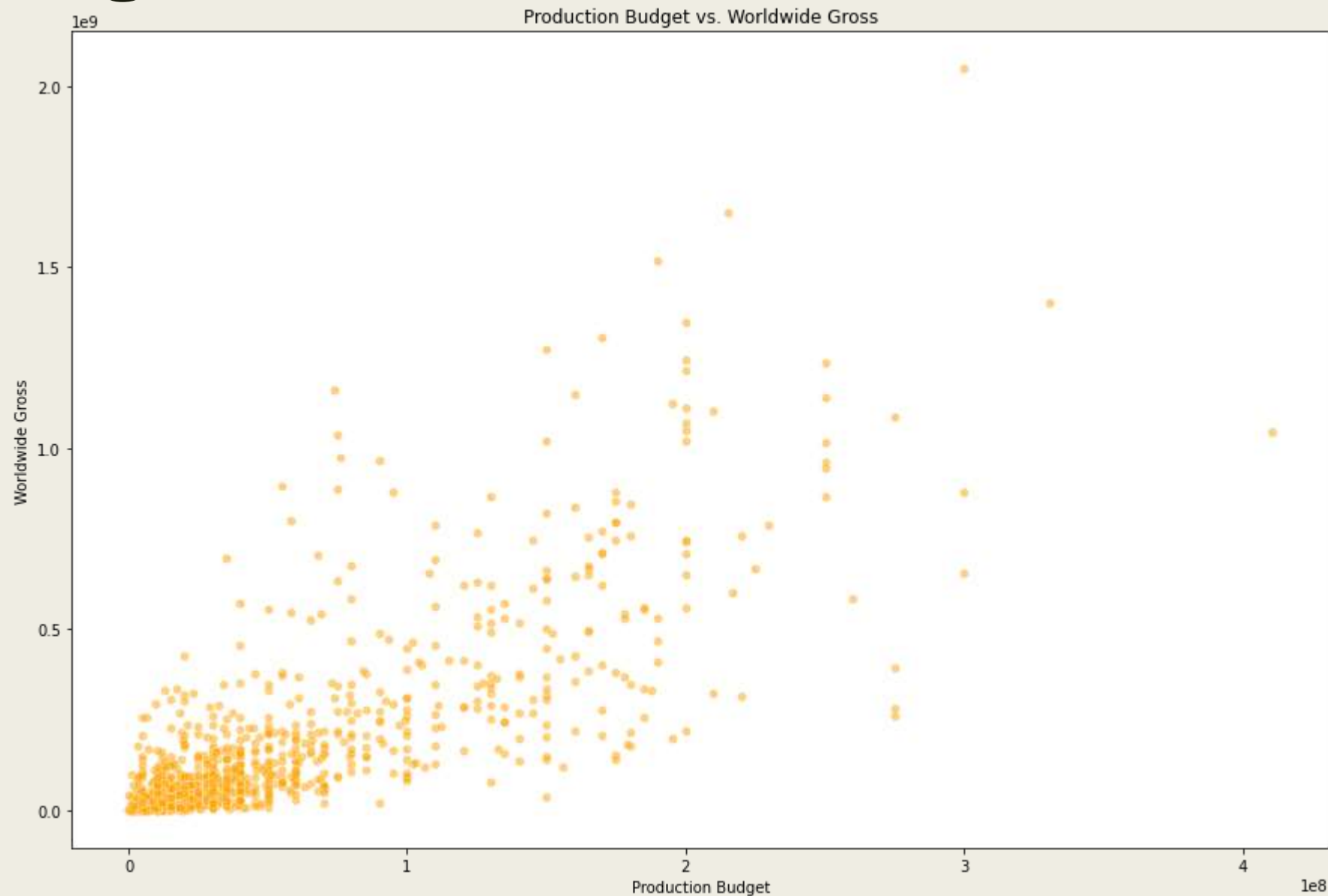
# The genres that are popular in ratings



# Comparing runtime vs ratings



# Production Budget vs Worldwide Gross



# Conclusion and Recommendations To Microsoft

- **Budget for best returns**

- 100 million should be the goal if we want a good return, however, smaller projects can be done if they are able to hit the 7-8 rating, even though it has a weak positive correlation with both domestic and worldwide gross,



# Conclusions and Recommendations to Microsoft CONT.

- Genres to invest into for best ratings
- Crime,Documentary  
Adventure,Drama,Sci-Fi  
Action,Drama  
Mystery,Thriller  
Action,Comedy,Drama  
Action,Sci-Fi  
Biography,Drama,Musical  
Adventure,Drama,Western  
Drama,History,Thriller  
Drama,Western

# Conclusions and Recommendations to Microsoft CONT

- Runtime
- Rating has a strong positive correlation with the runtime of the movie, the distribution is clustered within a value range of 80 to 140 minutes, hence a runtime of that range will suffice for normal movies
- Documentaries may be longer though