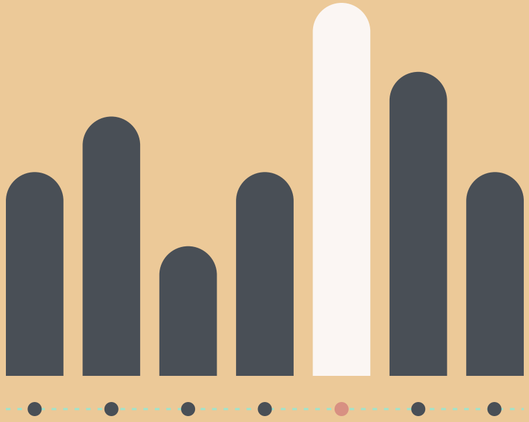
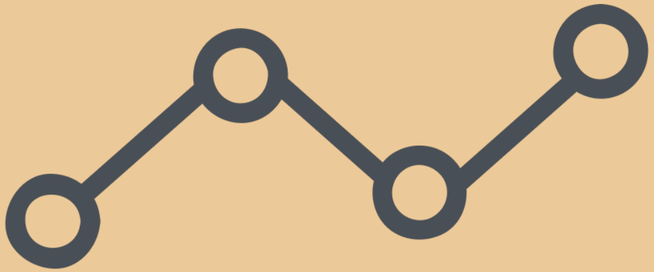
PHASE 1 PROJECT PRESENTATION

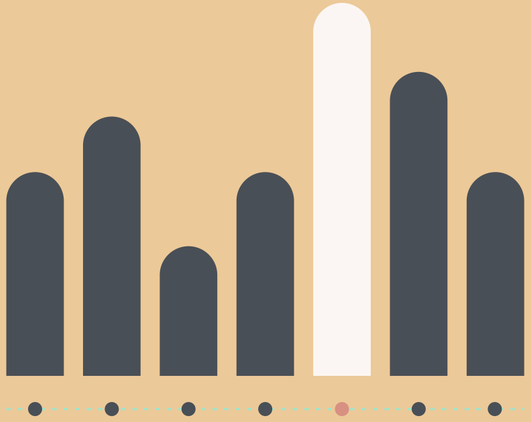
BY: JOY CHEPCHUMBA

INTRODUCTION

Microsoft want to create a new film studio ,they need some information about film making. In this project we will be analyzing some movie data in order to help Microsoft create their new film studio



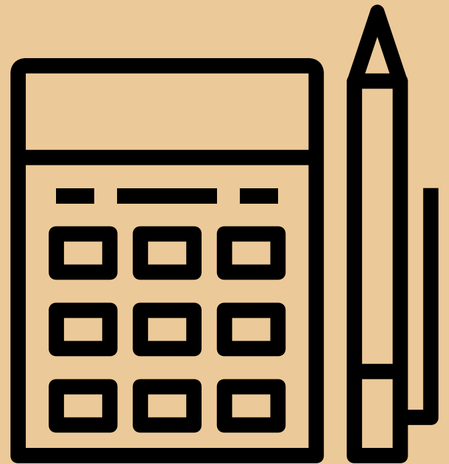




BUSINESS UNDERSTANDING

When starting out a business ,one needs to have some information about the business itself .For example if you were to start a business you would have to know how much money to put in the business.

Microsoft wants to start a film studio business ,since they are new to this field , it is our job to provide them with information such as the money they should set aside for movie production .In this project we shall analyze various movie datasets and come up with findings to help Microsoft create their new studio



My Approach to the business problem

In the next slide , I will show my approach to the business problem

a)Finding out the amount of money Microsoft should set aside for production of a movie

We can find the estimate of the amount of money that Microsoft can set aside for the production of a movie .We can do this by finding the mean of the column with the production budget.

From my calculations ,I found out that Microsoft can set aside amount close to ***$18234365.43*** *for the production of a single movie.*

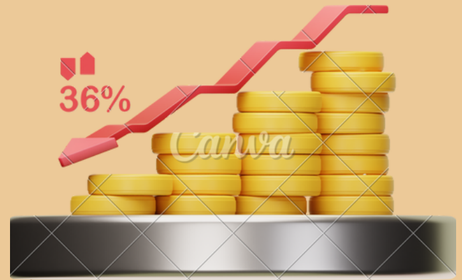
b)Finding out the amount off profit or loss Microsoft can get both world wide and domestically .

With technology in the rise, we can be able to find out if our business can have losses or profit .In this project we can be able to tell Microsoft where to allocate more of there resources since they will be able to gain profits.

To calculate the area of sale that has profits or loss we get the mean of the production budget, domestic gross and worldwide gross. We assume that the money set aside for production is the amount used to generate our product hence we subtract it from the domestics gross and world wide gross

From my calculations I found that sale of movies worldwide could amount to a profit of up to **$12080445.95** this is just an estimated value.

The sale of movies domestically could amount to a loss of up to -**$146686.58** again this is just an estimate



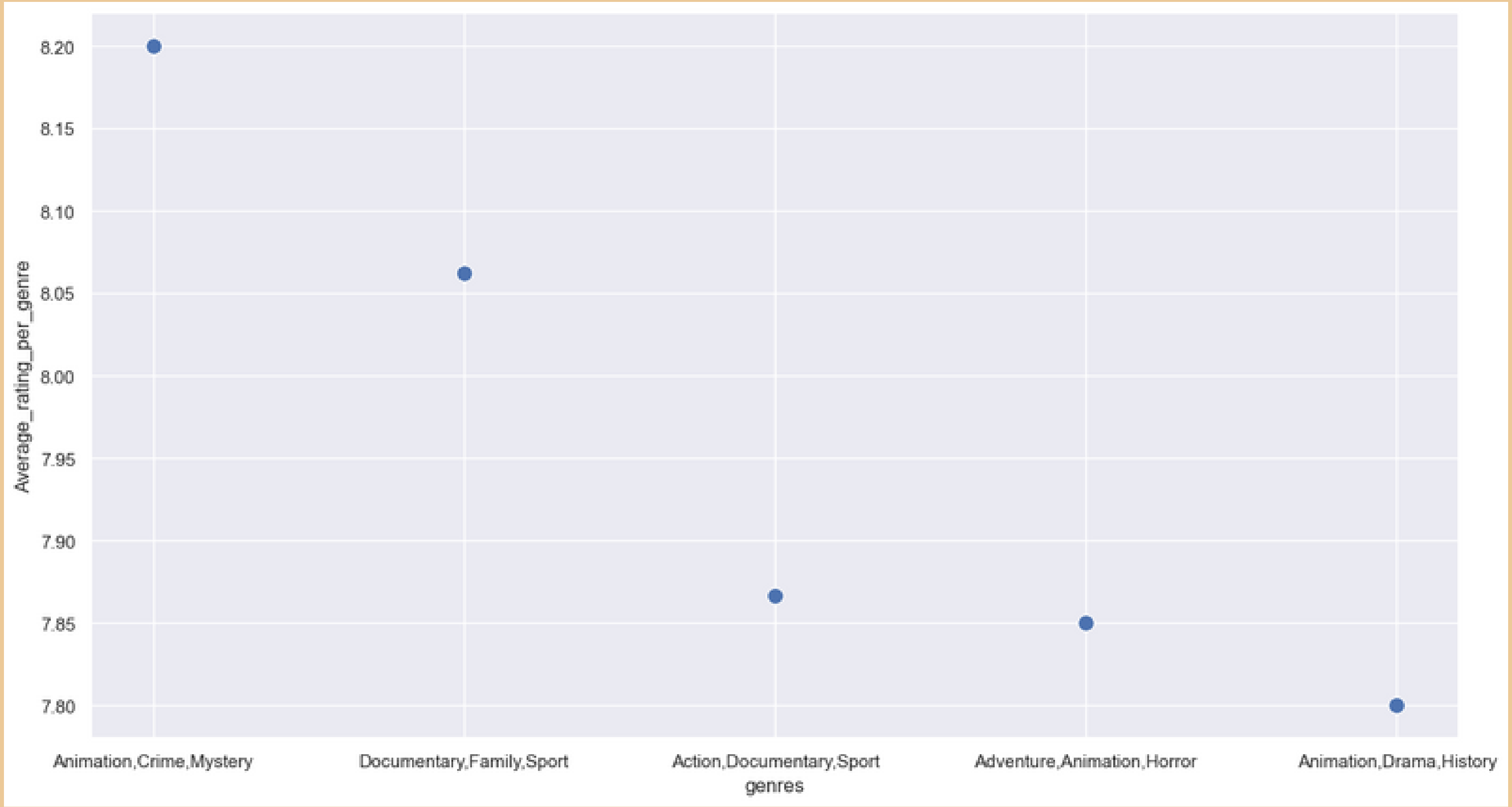
c) Finding out the genre that sells the most.

Microsoft might want to know the genres that sell the most .Its just like in a business environment when you know a certain product is on demand we need to increase the supply of the product .when they know a certain genre sells a lot then they will focus on producing more movies of that genres

From my analysis I found out that the genre that sells the most is the Animation, Crime, Mystery

In the next slide I will show a graph of the genre against average rating per genre

A PLOT OF THE TOP 5 GENRE'SAGAINST AVERAGE RATING PER GENRE

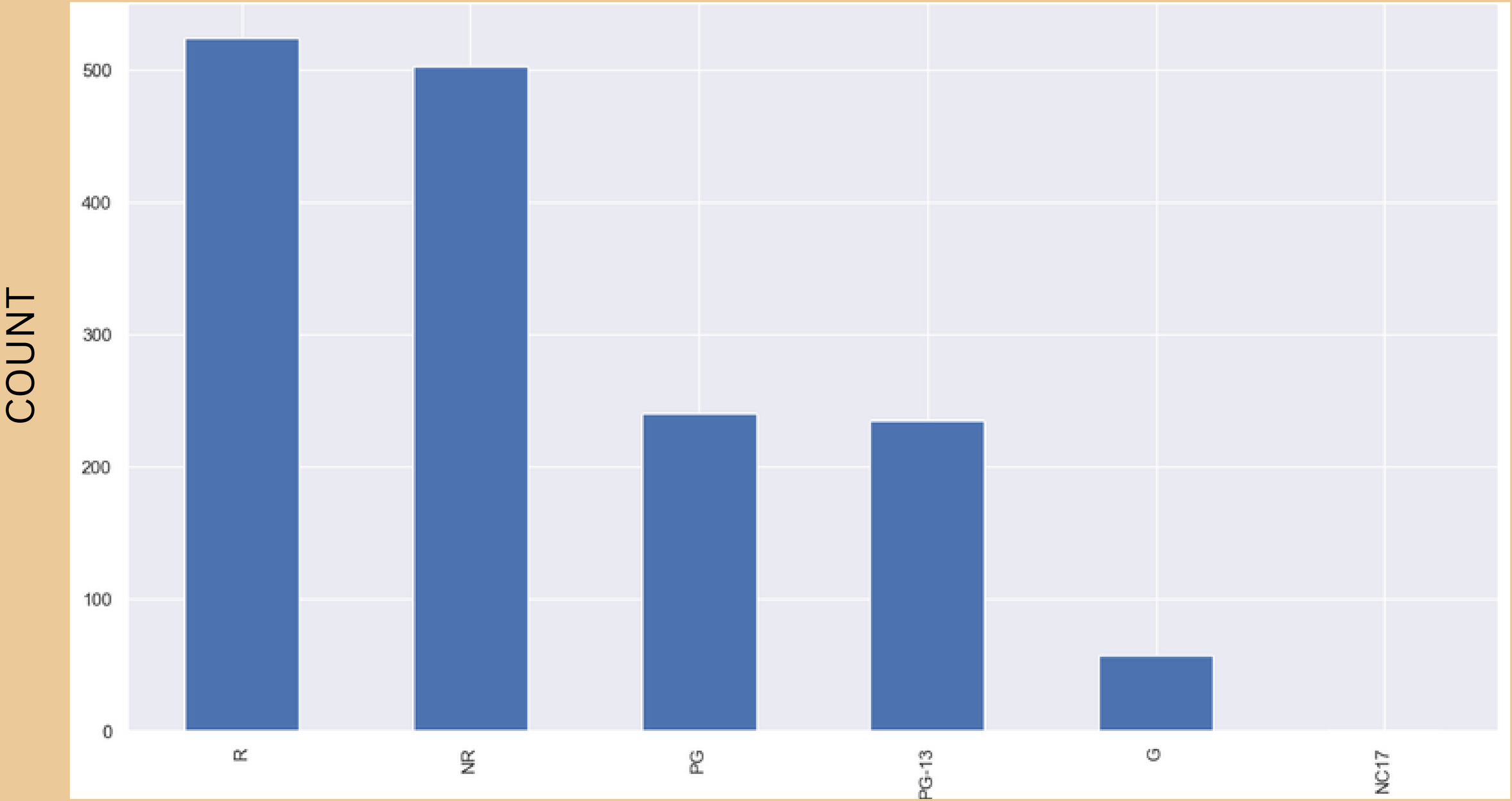


d)To know the type of movie rating that is most watched

Microsoft might want to know which rating is the most watched so that they can also increase the number of movies that have that rating ,To do this we find the number of counts that each rating has.
According to my analysis ,I found out that the rating **R** has most ratings
In the next slide I will show a graph of ratings against their count

NEXT

A PLOT OF RATINGS AGAINST THEIR COUNTS



e)Finding out if the amount of money used on production affects the worldwide and domestic gross

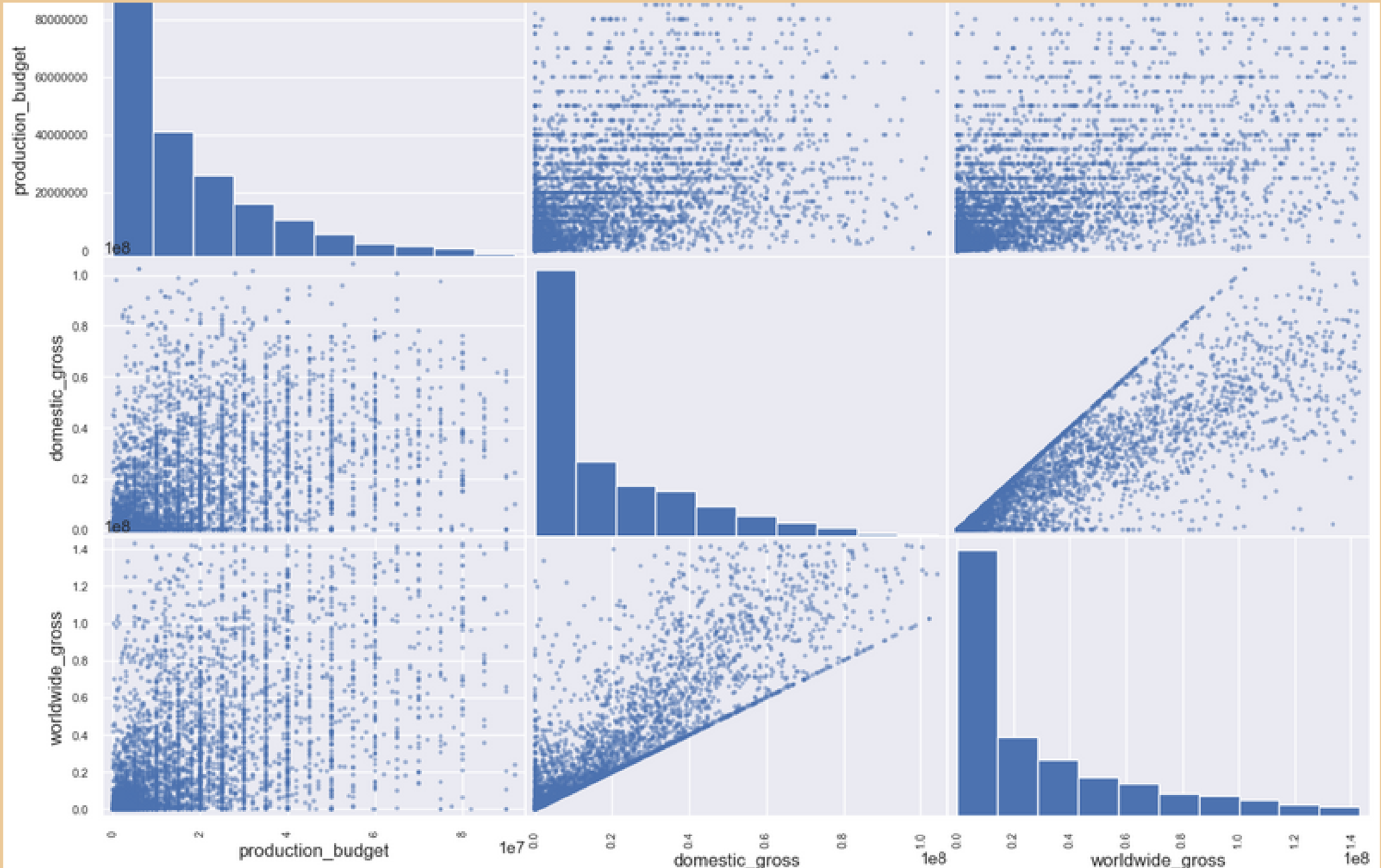
Microsoft might want to know ,if they were to allocate more resources to the production of a movie would it affect the amount of worldwide or domestic gross .

To find this we calculate the correlation between production budget ,domestic gross and worldwide gross. As shown bellow.

	production_budget	domestic_gross	worldwide_gross
production_budget	1.000000	0.470191	0.548968
domestic_gross	0.470191	1.000000	0.867876
worldwide_gross	0.548968	0.867876	1.000000

- From the table you can see that there is a neutral correlation between production budget and domestic gross , and a neutral correlation between worldwide gross and domestic gross .This means increasing the production budget doesn't mean that your income will increase.
- There is however a positive correlation between worldwide gross and domesticgross

A PLOT SHOWING THE CORRELATION BETWEEN PRODUCTION BUDGET,DOMESTIC GROSS AND WORLD WIDE GROSS



F)Finding out if the popularity of a movie affects its ratings

We would like to know if a movie is popular does it mean that the movie has high ratings .

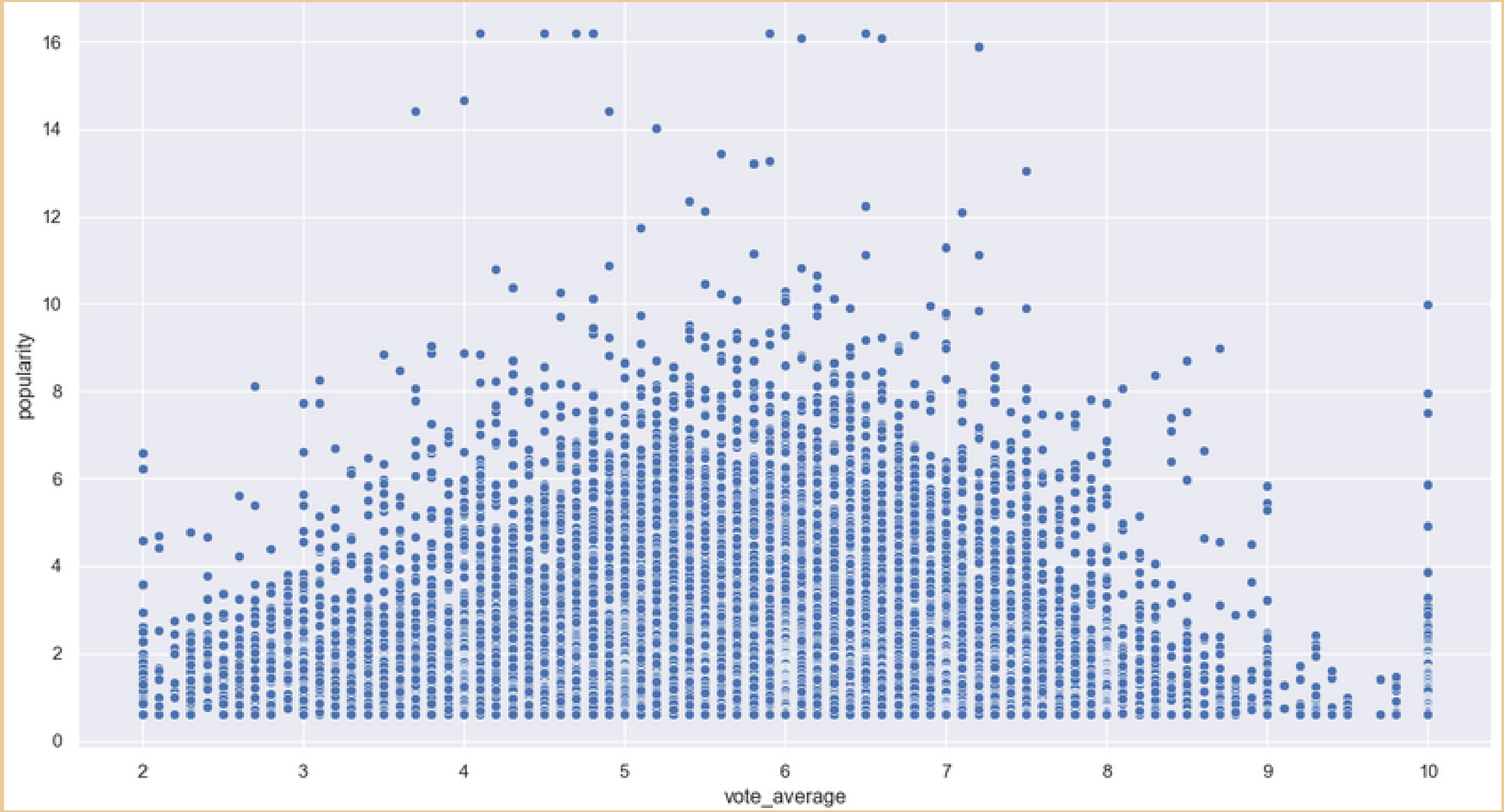
A goood way to fond this out is by calculating the correlation of between the popularity and the ratings .

In my finding I saw that their is no relationship between the two because think of it as just because something is popular doesn't mean it is liked by many hence it ends up having low ratings despite its popularity

In the next slide their is a plot showing the ratings of a movie againtst its popularity

NEXT

A plot of Movie votes average against Movie popularity

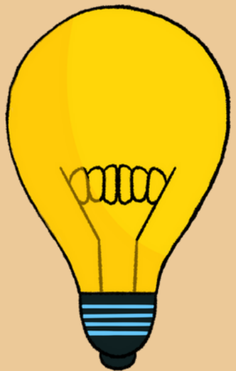


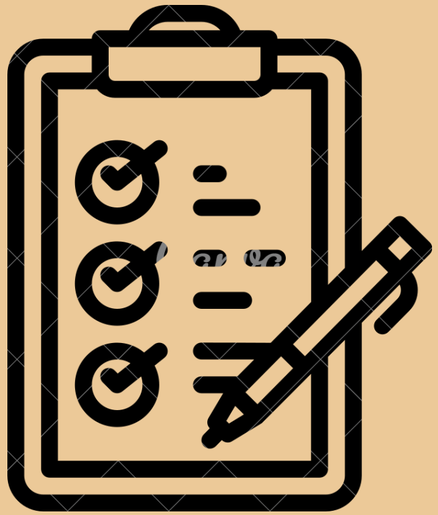
Note: As you can see there in relationship between the two that is why the data looks like this

CONCLUSION

Now that we have seen our approach to the business problem we can conclude that:

- The popularity of a movie does not affect its rating
- The R rating is the most popular
- The genre Animation, Crime, Mystery is the most rated.
- The worldwide sale of movies could amount to high profits if focused on.
- The amount of money that could be set aside for movie production could be close to **$18234365.43**
- The domestic sale of movies could lead to a loss in the business





Recommendations

- I would recommend that Microsoft produce more of R Rated movies
- I would recommend that Microsoft sell more of the products worldwide
- I would recommend that Microsoft focus more on selling the following genre's

-Animation, Crime ,Mystery

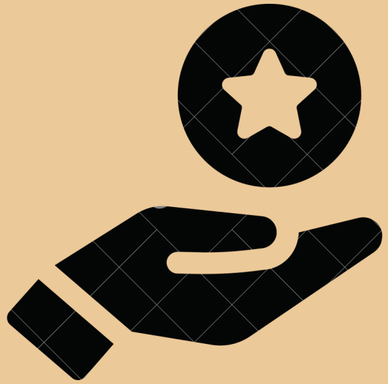
-Documentary, Family, Sport

-Action, Documentary sport

-Adventure, Animation, Horror

-Animation, Drama, History

- I would recommend that Microsoft should set aside close to **$18234365.43** for production of a movie



Thank
you