



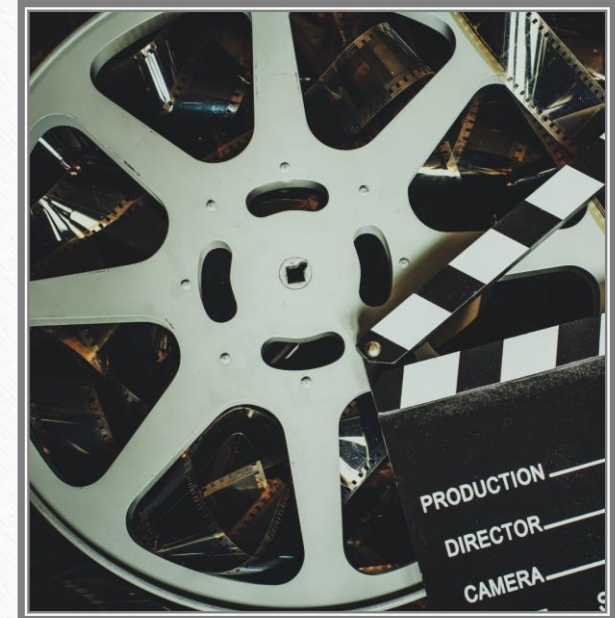
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12 - March - 2023

Background

Microsoft intends to open a movie studio. Based on provided datasets, we explore what types of films are currently doing the best at the box office.

With the analysis data, we then get some insights about movies that will help in decision making, to determine what films to create.



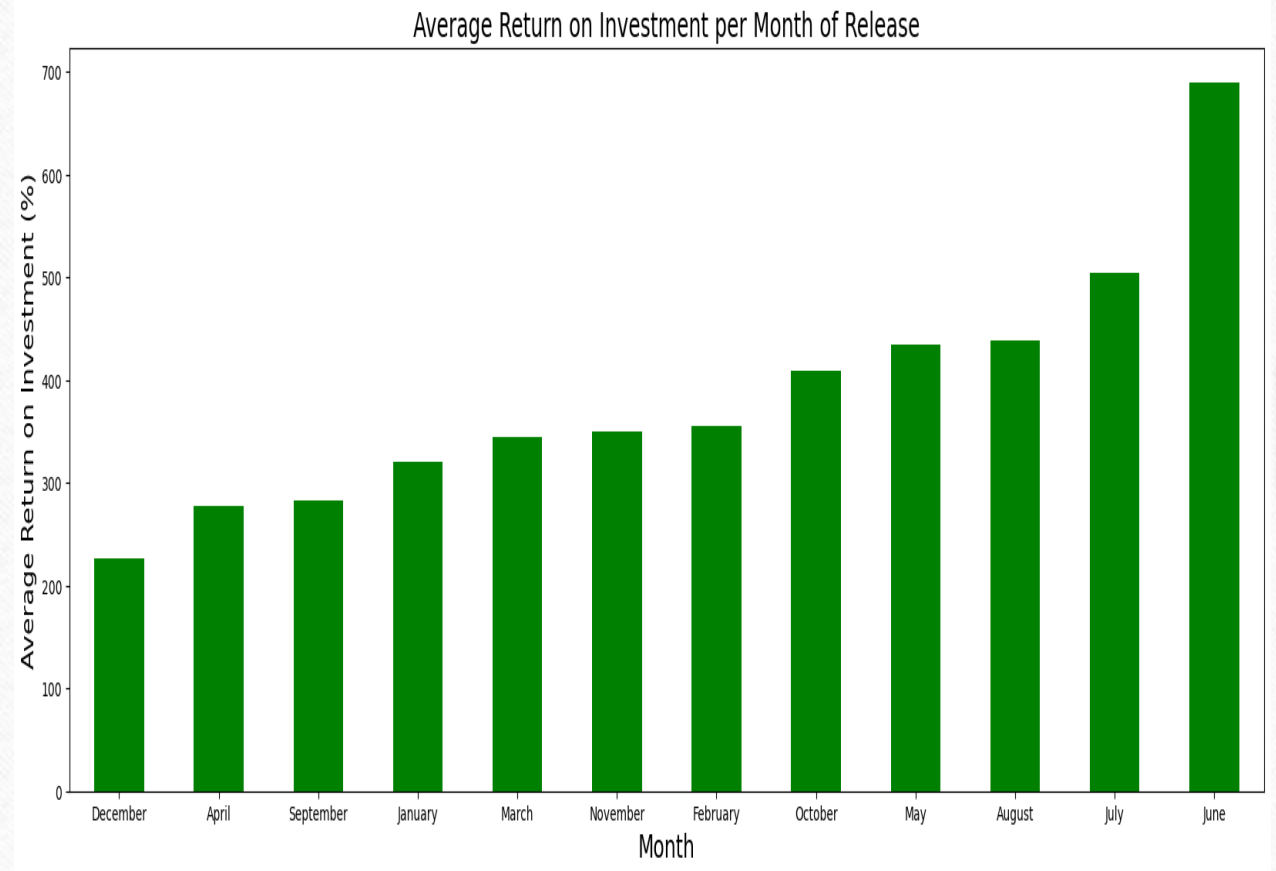
Data Exploration

The data we used in this analysis was sourced from 3 datasets:

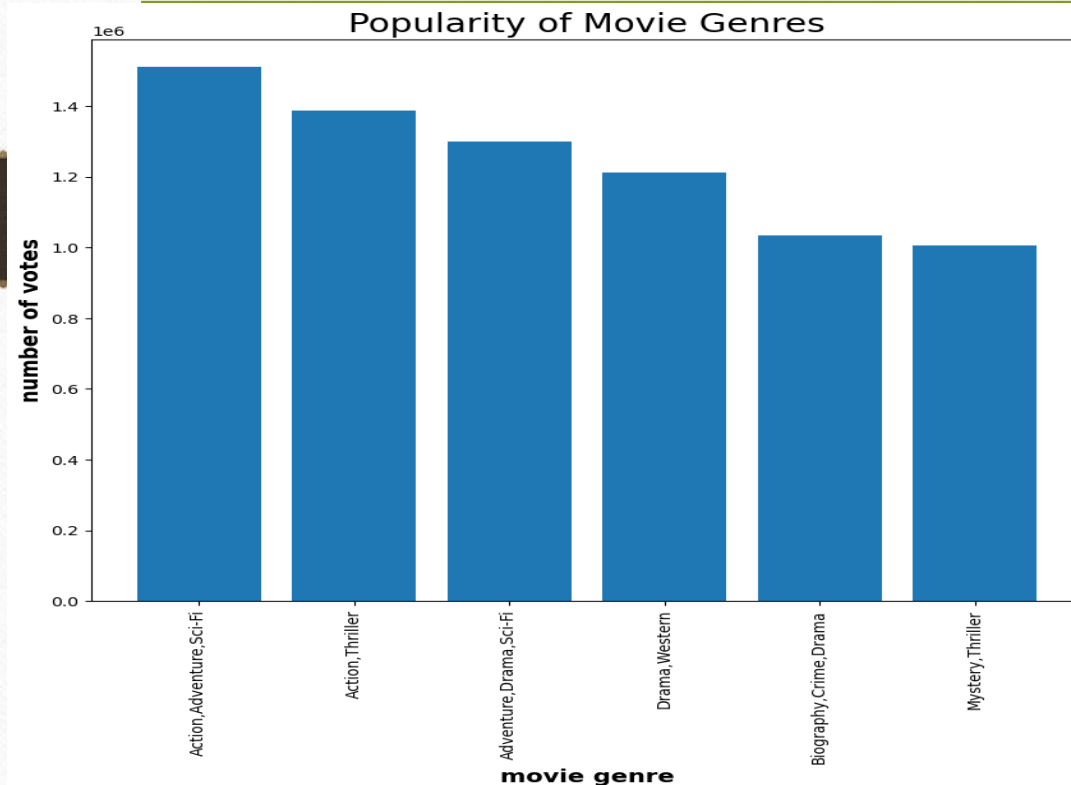
- Box Office Mojo
- IMDB
- The Numbers

Return on Investment

Movies released in June had the highest return on investment.

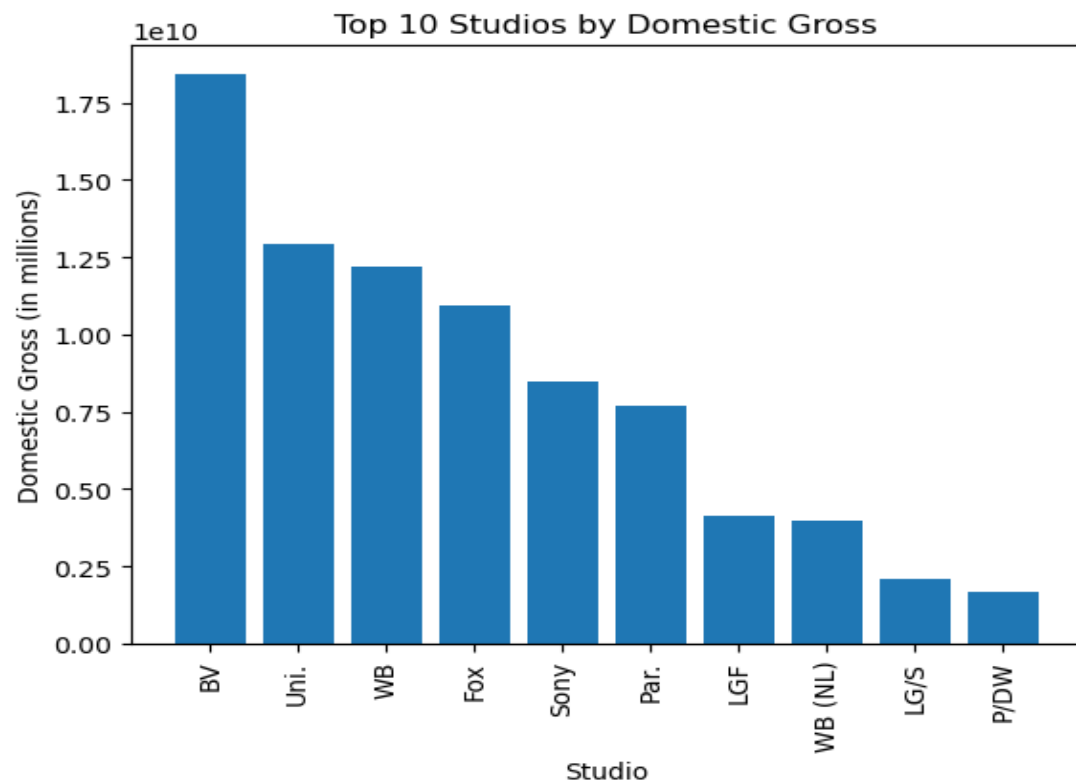


Popularity of Movie Genres



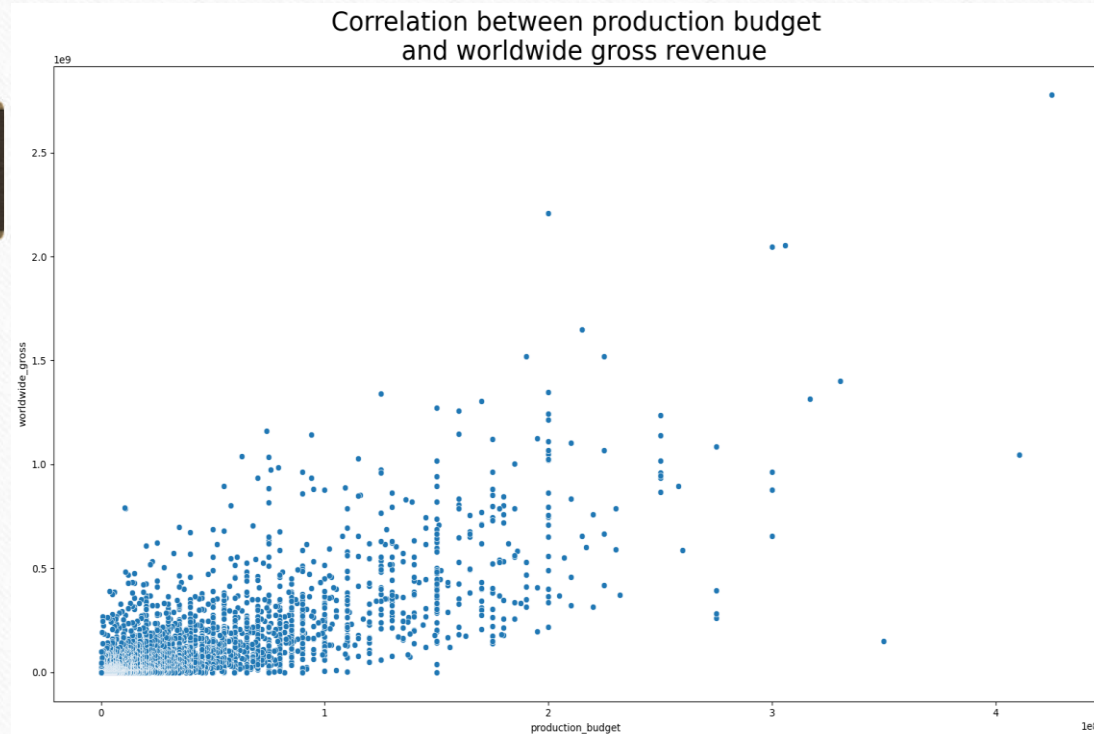
Movies with a combination of Action, Adventure and Sci-Fi genres are the most popular movies.

Top Studios by Gross Revenues



BV Studios had the highest revenues generated by movies produced.

Relationship between Production Budget and Gross Revenue



A higher production budget results in higher worldwide gross revenue.

Recommendations

- Movies with a combination of Action, Adventure and Sci-Fi genres were the most popular. Microsoft should consider producing a movie with this combination of genres.
- Microsoft should release movies in June, to generate the highest return on investment.
- BV Studios had the highest revenues generated by movies produced. Microsoft Studios should consider partnering with them.

THANK YOU

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GitHub: <https://github.com/S-Kagwi/dsc-phase-1-project-v2-4.git>