



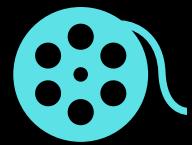
Microsoft Movie venture.

# FILM & THEATER

This project aims at helping Microsoft explore and venture into  
the dynamic world of movie production using data insights.



FILM



Film

Theater

# WELCOME MESSAGE

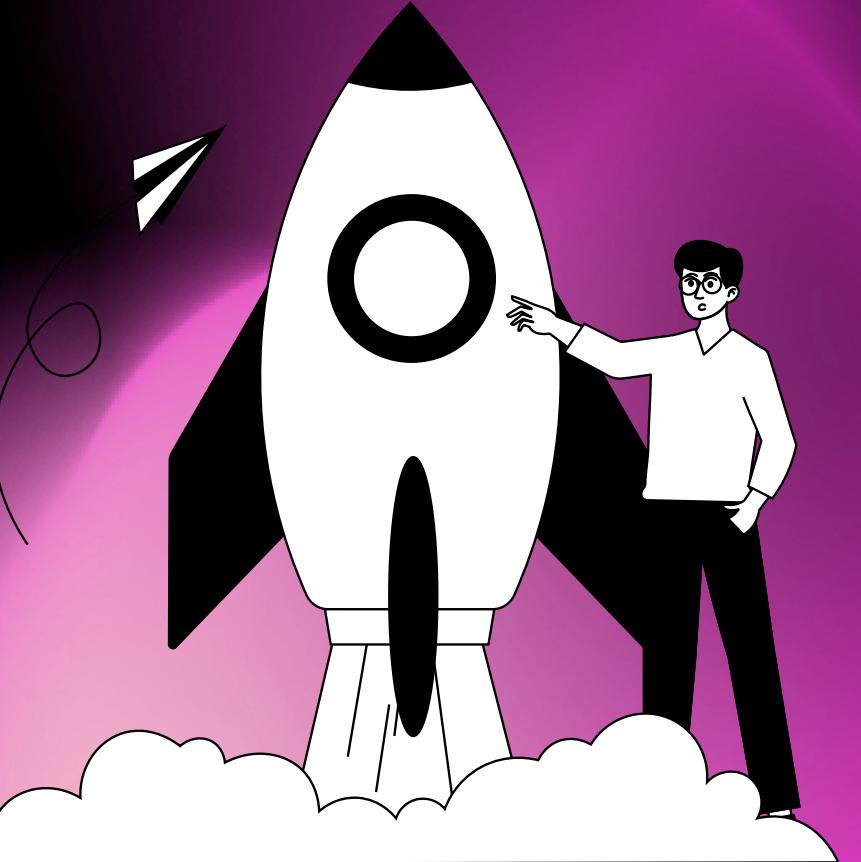
*Hi! this is my presentation for the phase one Microsoft movie venture project.*



Moringa School.

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- Thank you.





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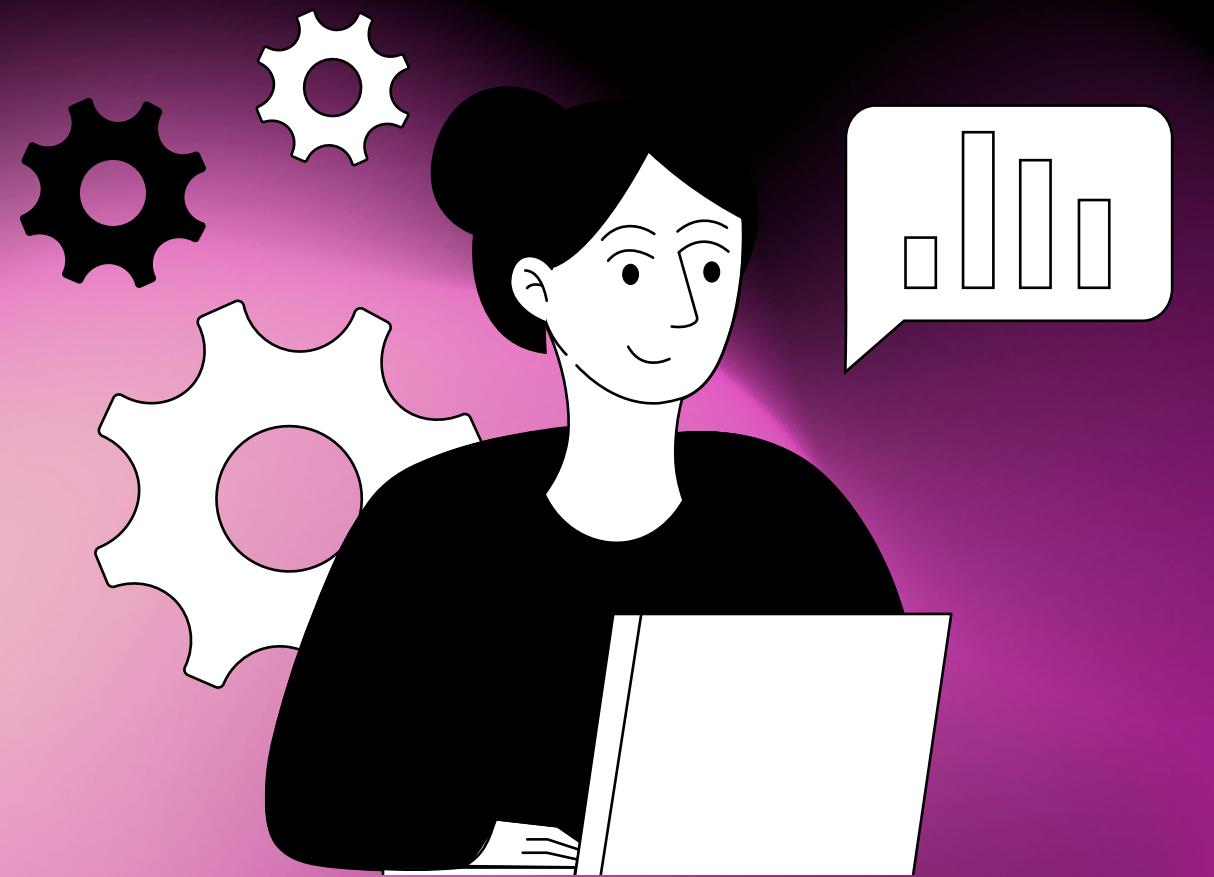
# PROJECT OVERVIEW

I was tasked with exploring Microsoft's entry into the movie industry, my responsibility includes using data analysis tools to explore current box office trends and offering insights to the new movie studio executives based on the findings.

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# Data Preparation



## *Tasks*

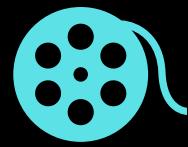
- Extracting Data
- Cleaning and Preprocessing Data
- Merging and Aggregating Data

***Here I merged 3 datasets.***

# Data cleaning

*We used pandas to clean the data.*

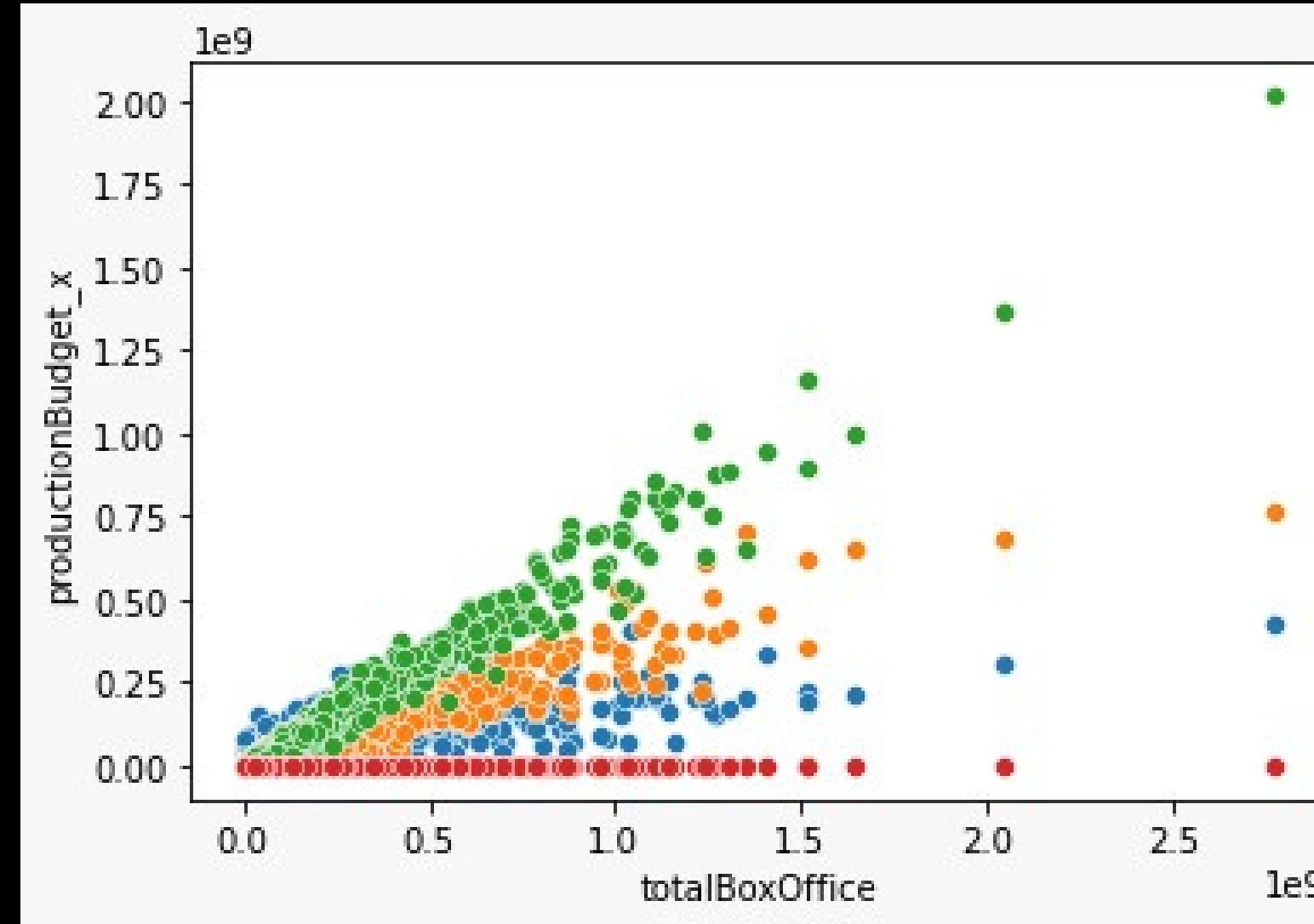




## EXPLORATORY DATA ANALYSIS.

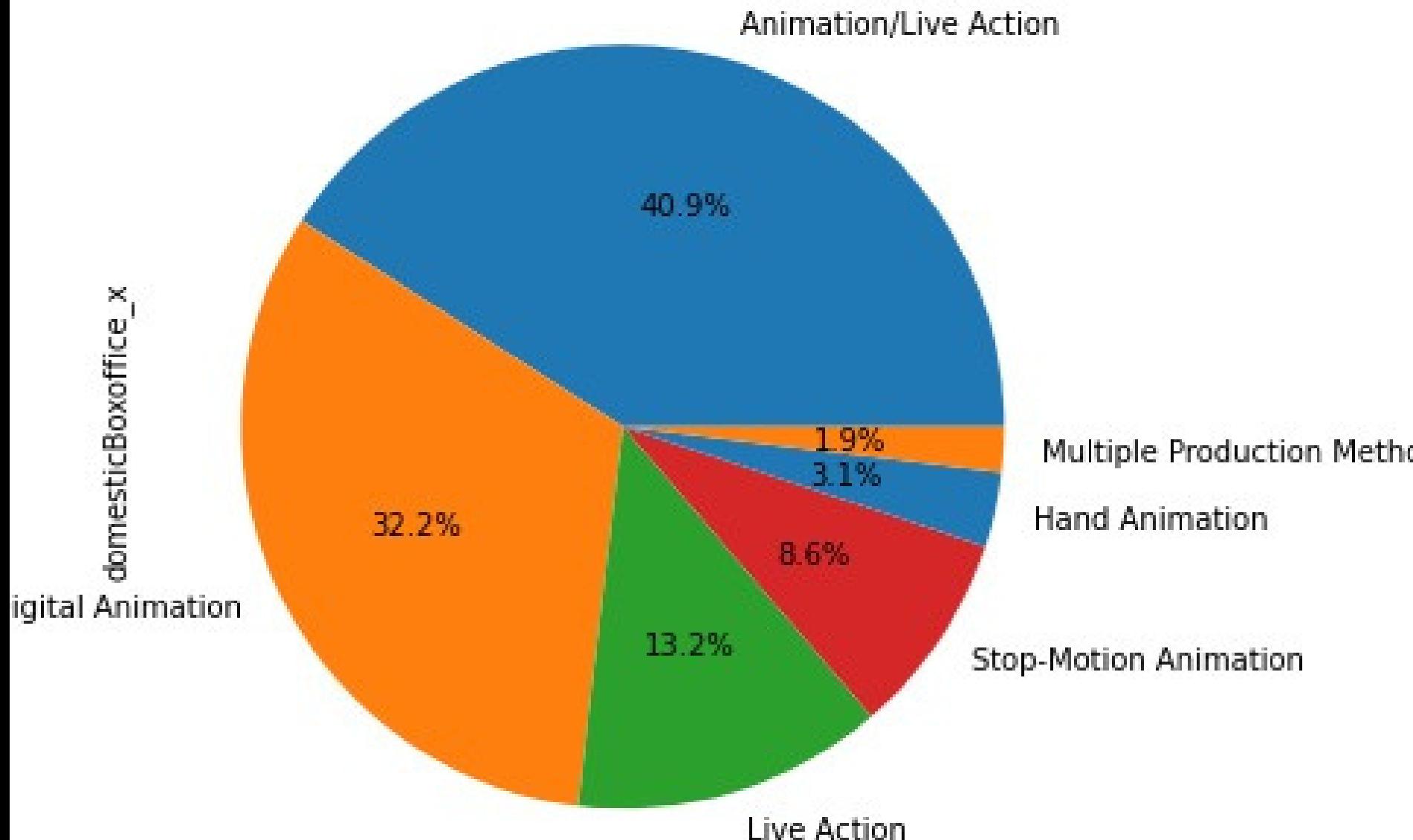
We explored the data and extracted the following visuals.





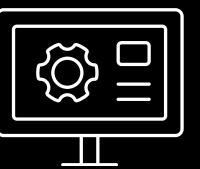
From my analysis I found a direct correlation between movie production budget and success of a movie in both domestic and international markets.

Pie Chart: Domestic Box Office Profit by Production Method



From this visual I found the most performing production methods were live action and digital animations methods.

# Recommendation.



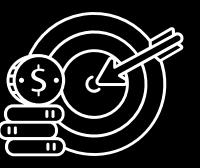
*Microsoft should*

Invest in animated and live action movies.



*And*

Hire skilled crew members in areas of animation and live action.



*Use up to date data*

Audience preference might change overtime.

# Conclusion.

Investing a substantial amount of capital in movies significantly enhances the likelihood of success, as a higher financial commitment tends to correlate with increased production values and marketing efforts, thereby boosting the probability of strong performance in both local and international markets.





THANK YOU  
FOR ATTENTION.

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