

MOVIE STUDIO PROJECT ANALYSIS

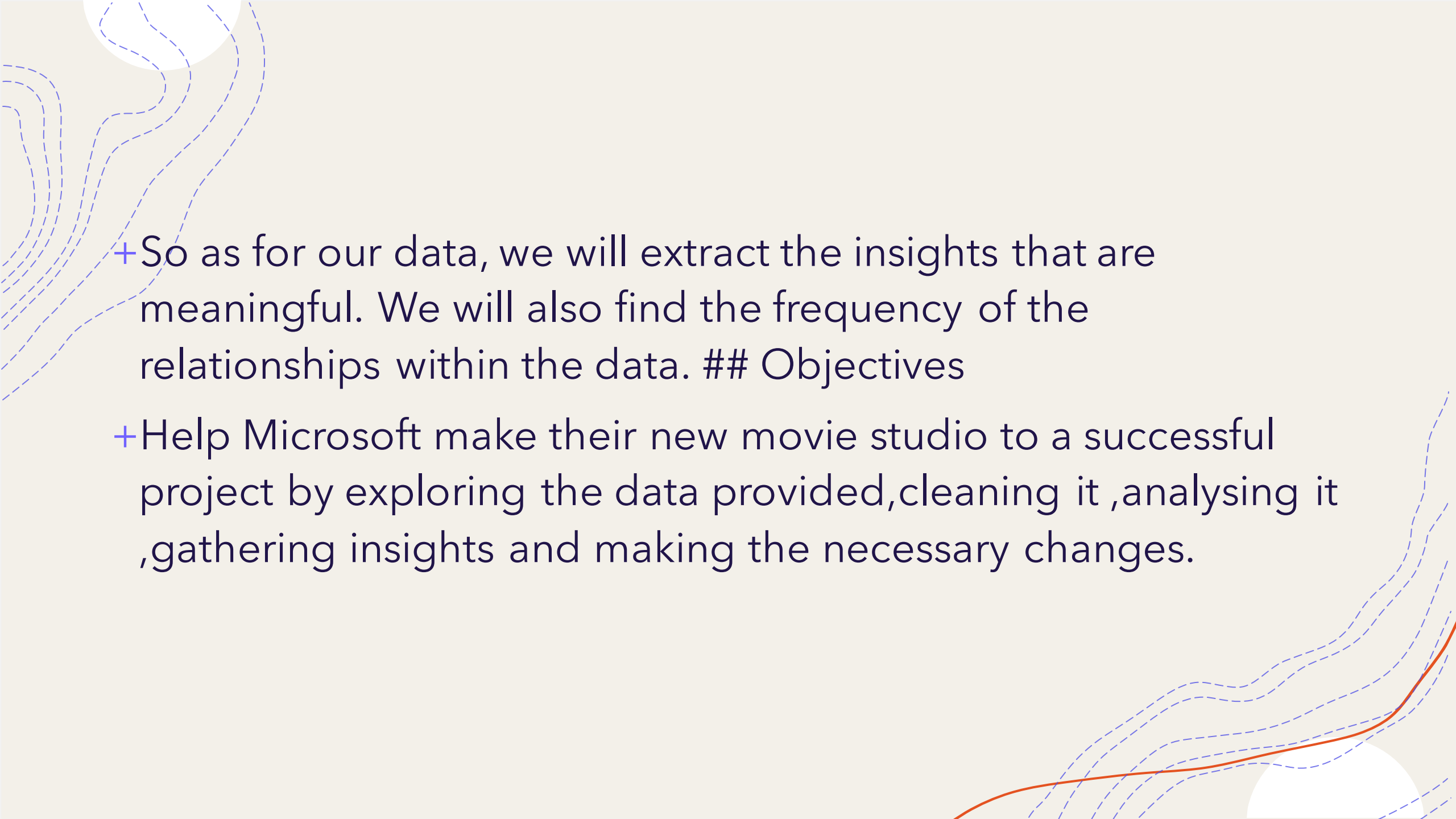
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Problem Statement

- + 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. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

We have the information from IMDb, which provides insights into movie ratings, genre classifications, and viewer votes, we gain a deep understanding of audience perceptions and preferences. Furthermore, our analysis incorporates data from Box Office Mojo, offering invaluable insights into domestic and foreign gross earnings, providing a comprehensive picture of a movie's financial performance on a global scale.



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- + So as for our data, we will extract the insights that are meaningful. We will also find the frequency of the relationships within the data. ## Objectives
 - + Help Microsoft make their new movie studio to a successful project by exploring the data provided, cleaning it, analysing it, gathering insights and making the necessary changes.

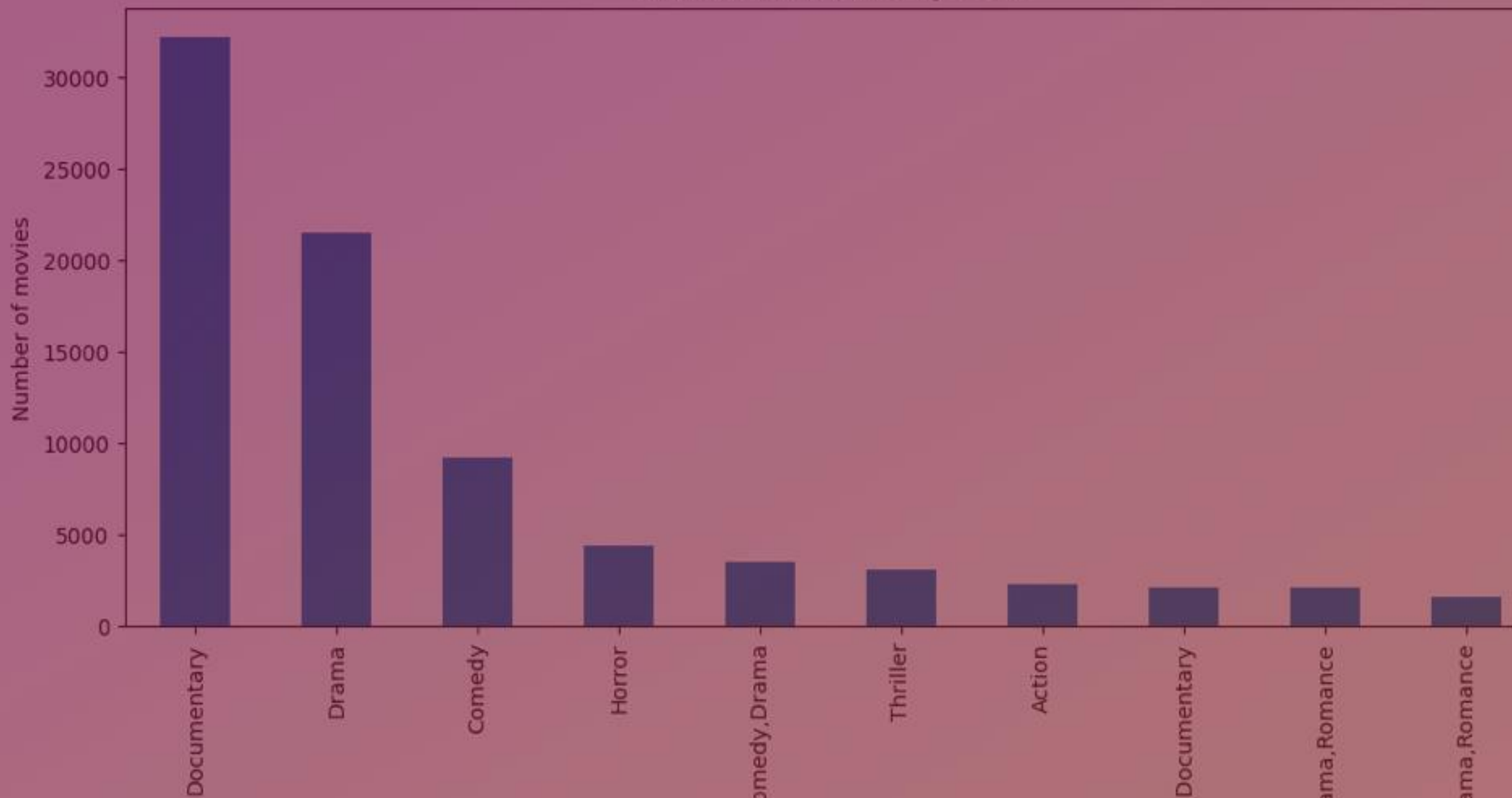
The outcomes were as follows:

Our analysis yields compelling results that shed light on key trends and correlations within the movie industry .

our findings reveal that movies with higher domestic earnings tend to garner proportionally higher foreign earnings, underscoring the importance of domestic market performance in driving overall profitability

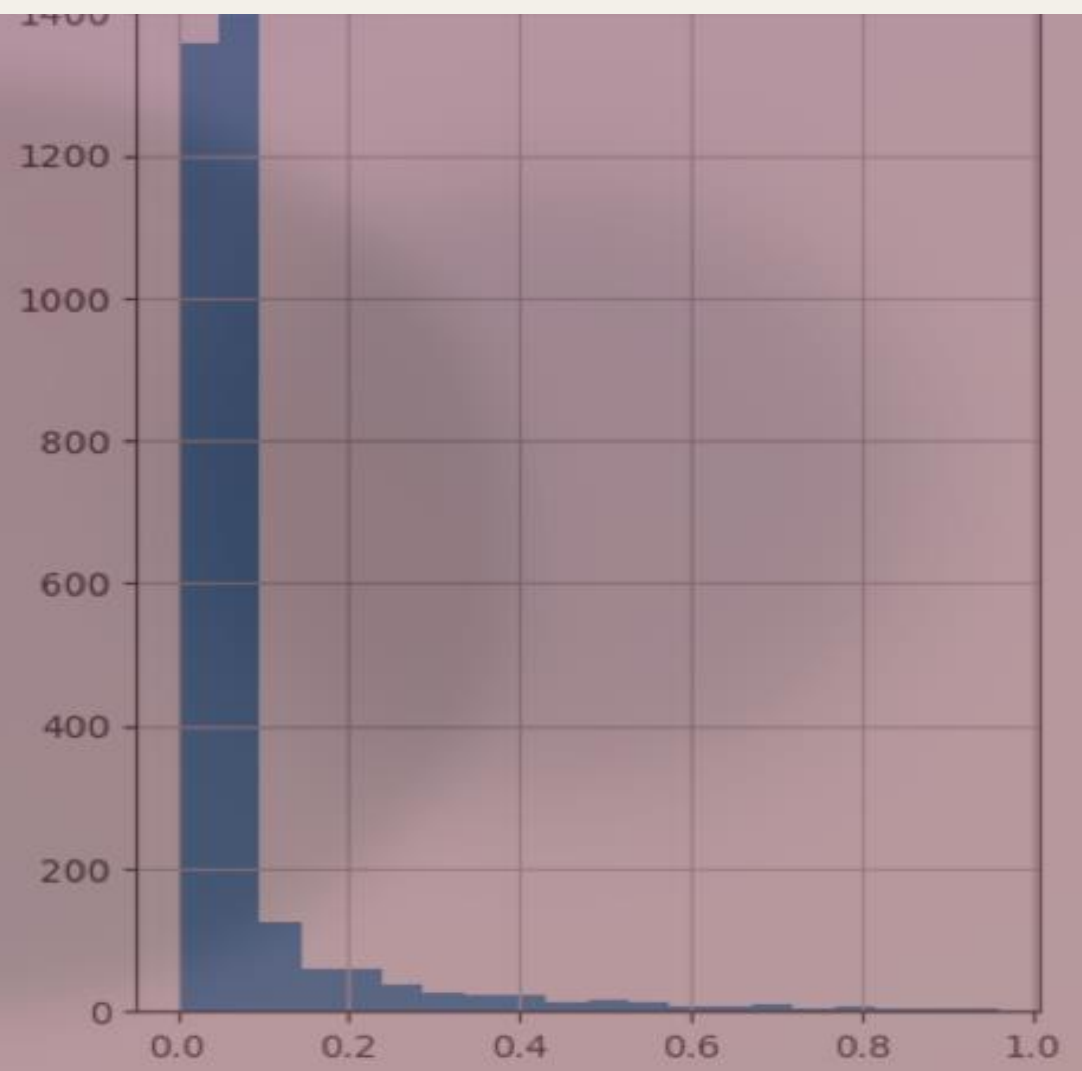
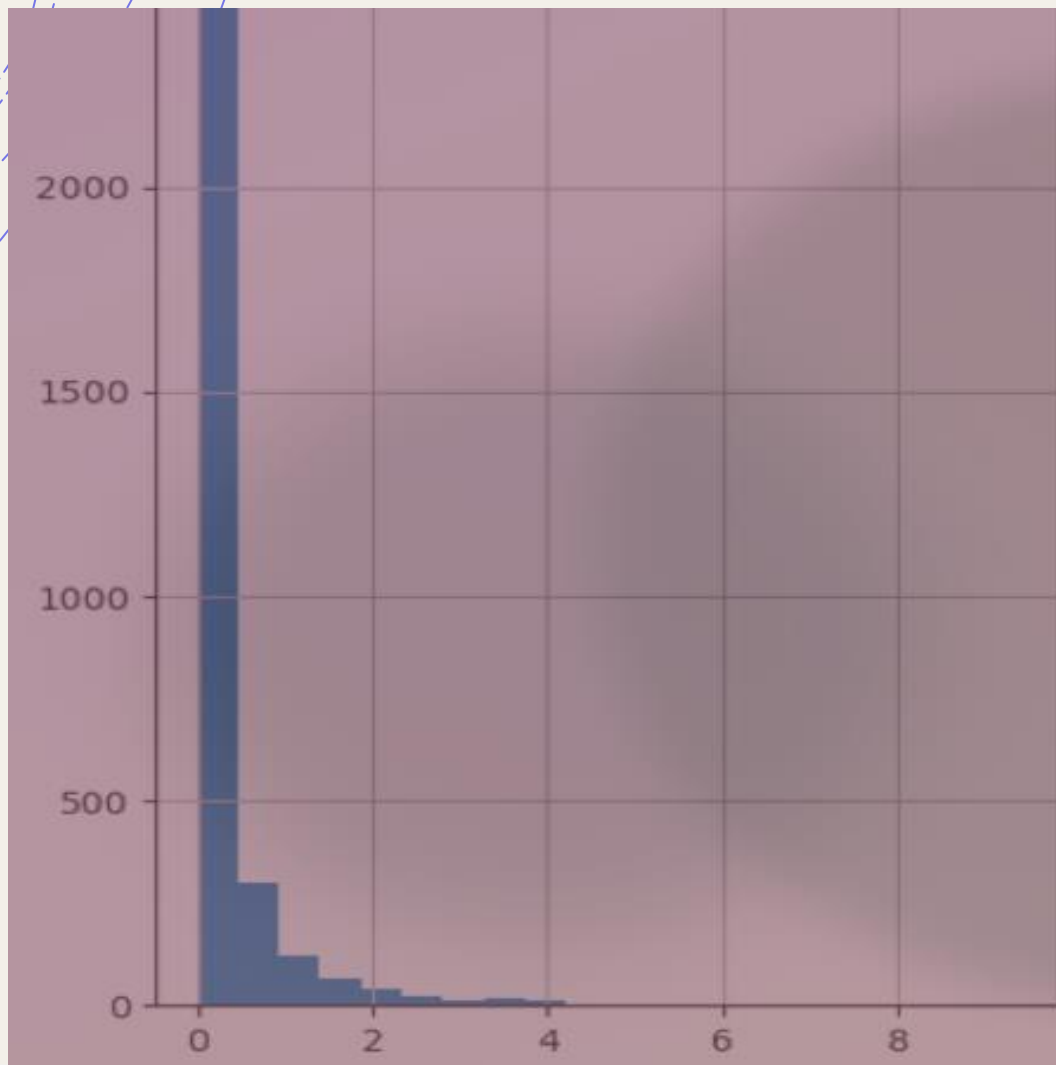
Additionally, we delve into the relationship between viewer ratings and votes, providing valuable insights into audience perceptions and engagement levels

Distribution of Movies by Genre



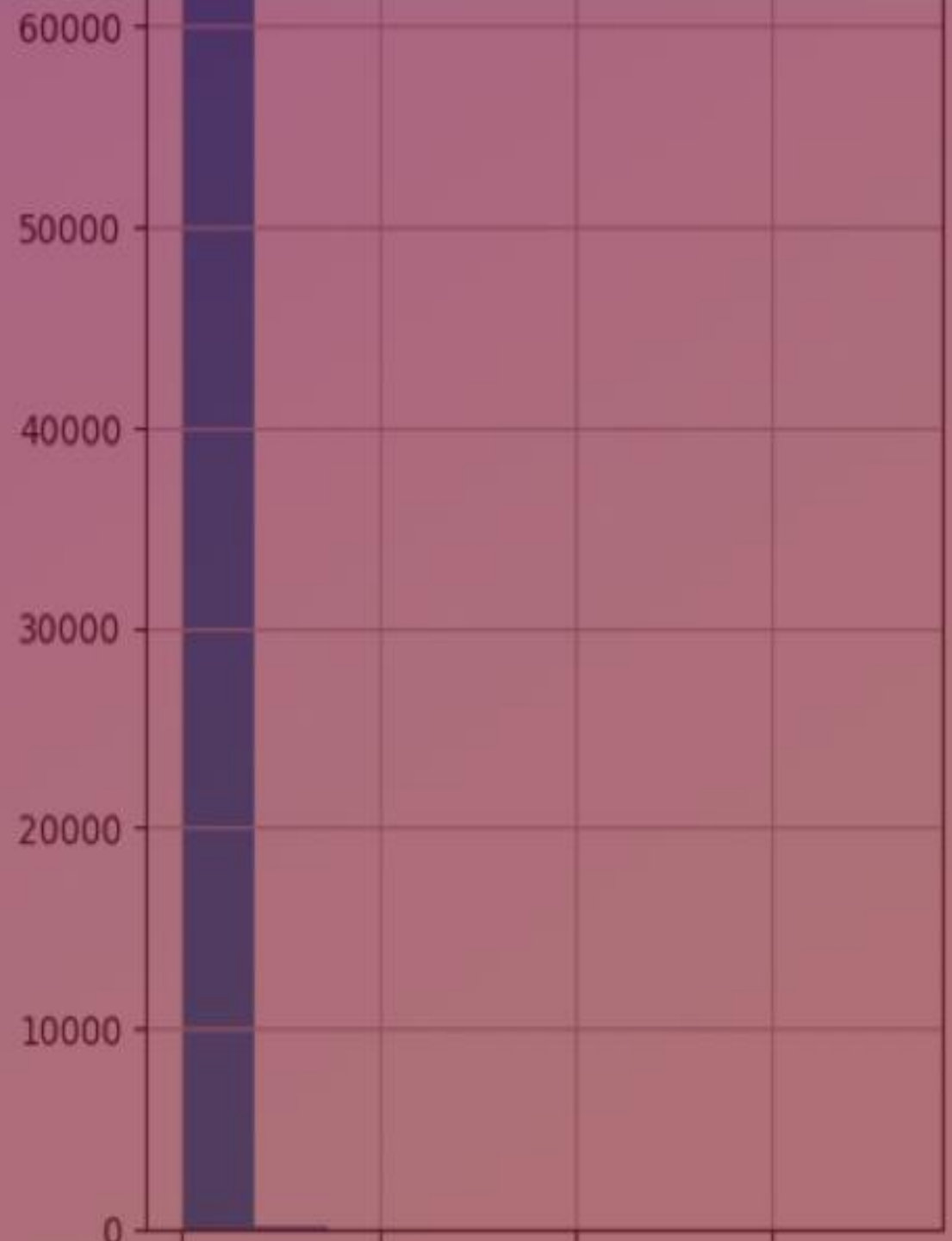
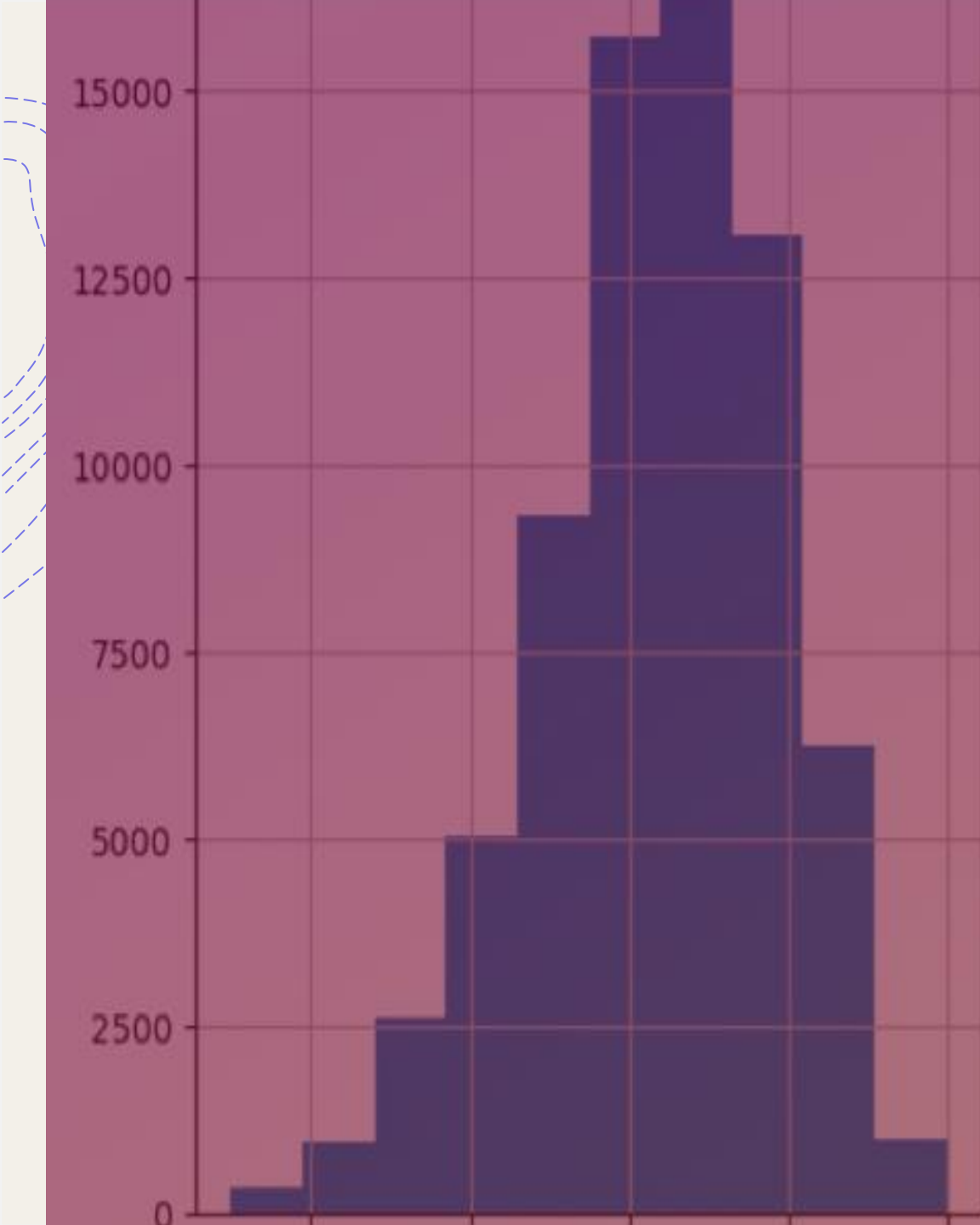


+ Our analysis yields compelling results that shed light on key trends and correlations within the movie industry. We observe a robust positive correlation between domestic and foreign gross earnings, indicating the interdependence of these two revenue streams.





+ Furthermore, our findings reveal that movies with higher domestic earnings tend to garner proportionally higher foreign earnings, underscoring the importance of domestic market performance in driving overall profitability.



The background is a light beige color. It features several decorative elements: a white circle in the top-left corner, a white semi-circle in the bottom-right corner, and several wavy lines. Most of these lines are dashed and blue, flowing from the top-left towards the bottom-right. One solid orange line is also present, starting from the bottom-left and curving upwards towards the bottom-right.

Additionally, we delve into the relationship between viewer ratings and votes, providing valuable insights into audience perceptions and engagement levels.

Conclusions

We were able to explore the data provided extensively and came to a conclusion .

Conclusion; Having this insights, movie studios can make informed decisions and better their chances of success in the industry of entertainment.



Recommendations,

- + Use data analytics and machine learning algorithms to predict the potential success of each film based on factors such as genre, budget, marketing strategy, and release schedule. This can help Microsoft's new movie studio make data-driven decisions and optimize its film slate.
- + Consider creating a mix of different genres and sub-genres to appeal to a wider audience and reduce the risk of relying on a single genre.
- + Look at the demographics of the audience for each genre. This can help Microsoft's new movie studio tailor its content to the target audience and create movies that will appeal to a specific age group or gender.



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