

# Microsoft Films Analysis

Phase-One Project





## Summary

This project analyzes the types of films released as well as their performances in the box office. Their performances are measured by the ratings, gross incomes and popularity. With this analysis Microsoft's new movie studio is able to determine which films to create.



# Business Understanding

Microsoft Company develops and supports software, services, devices, and solutions. Since it has little to no experience in the film industry, an analysis on different films is required to answer the following questions:

- What are the top movies? And from which studio?
- What are the top Genres?
- Which Genres produce the highest gross incomes and highest profit earned?



# Data Understanding

The data files we'll be making use of are that provide information on the movies, the year released, their votes, their gross incomes, their production budget. To understand our data, we need to explore the data files and familiarize ourselves with the columns and rows as well as the information within the file.



# Data Visualization