DATA SCIENCE MICROSOFT BOX OFFICE

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PHASE ONE FINAL PROJECT

MORINGA SCHOOL

PROJECT SYNOPSIS

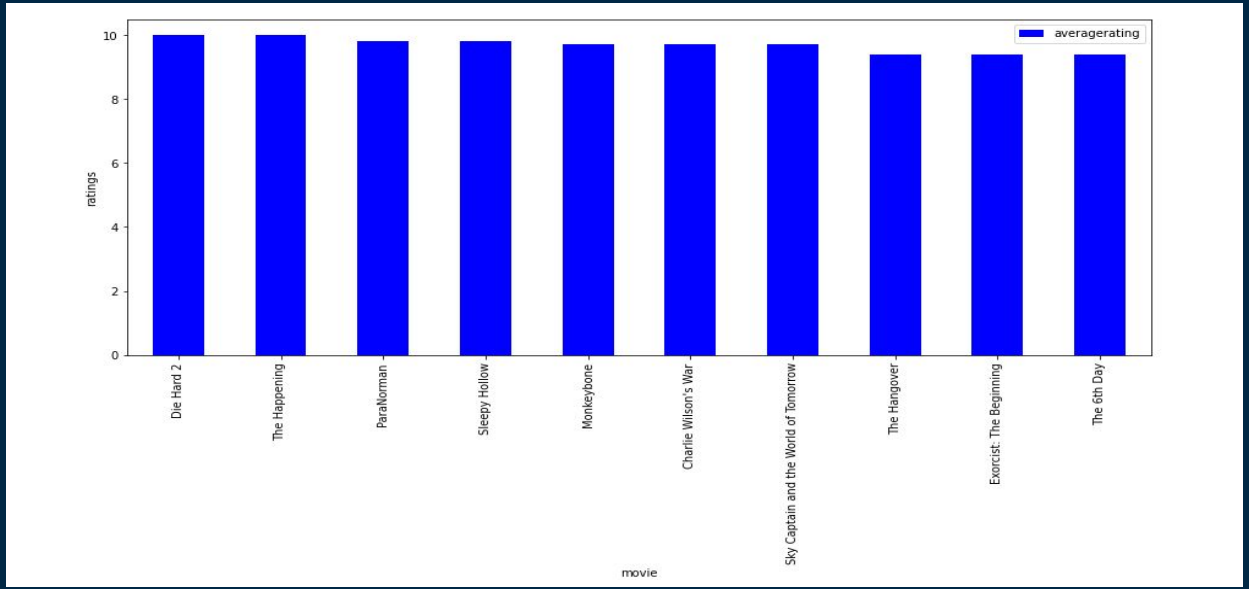
1. **SCENARIO** : **Microsoft has decided to start a movie studio.**
2. **TASK** : Explore what types of films are doing best at the box office.
3. **DELIVERABLES** : Actionable insights on what types of films to develop.

Procedure:

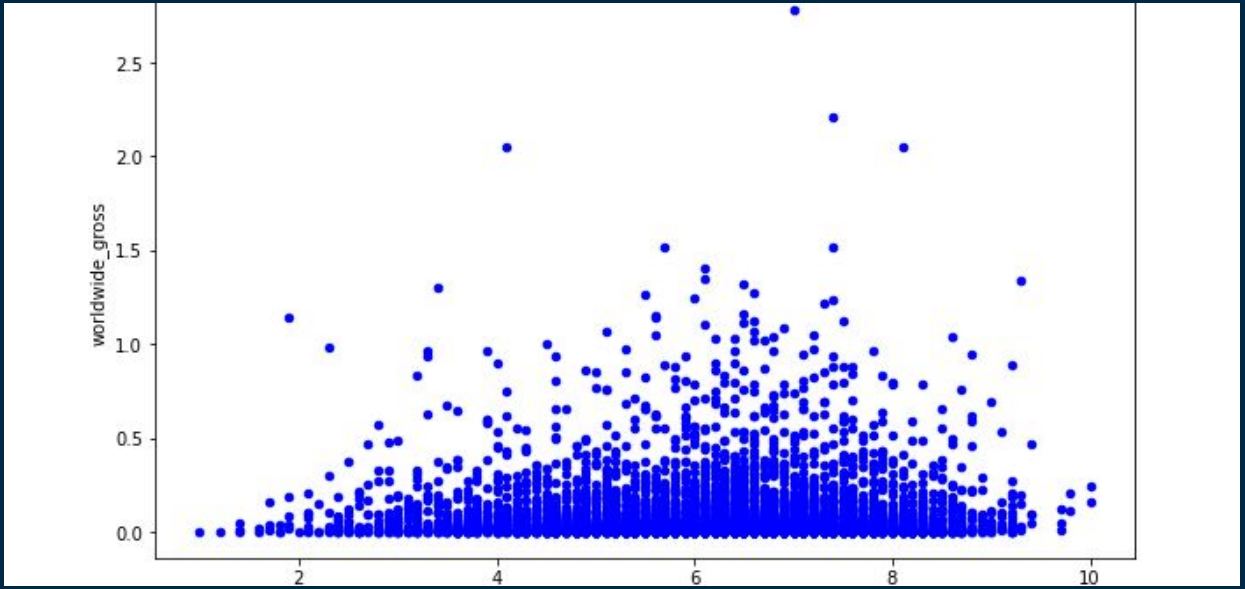
1. Exploration of data given
2. Cleaning the data sets
3. Analysis and visualizations

INDUSTRY INSIGHTS

1. What is the relationship between movie ratings and specific movies?

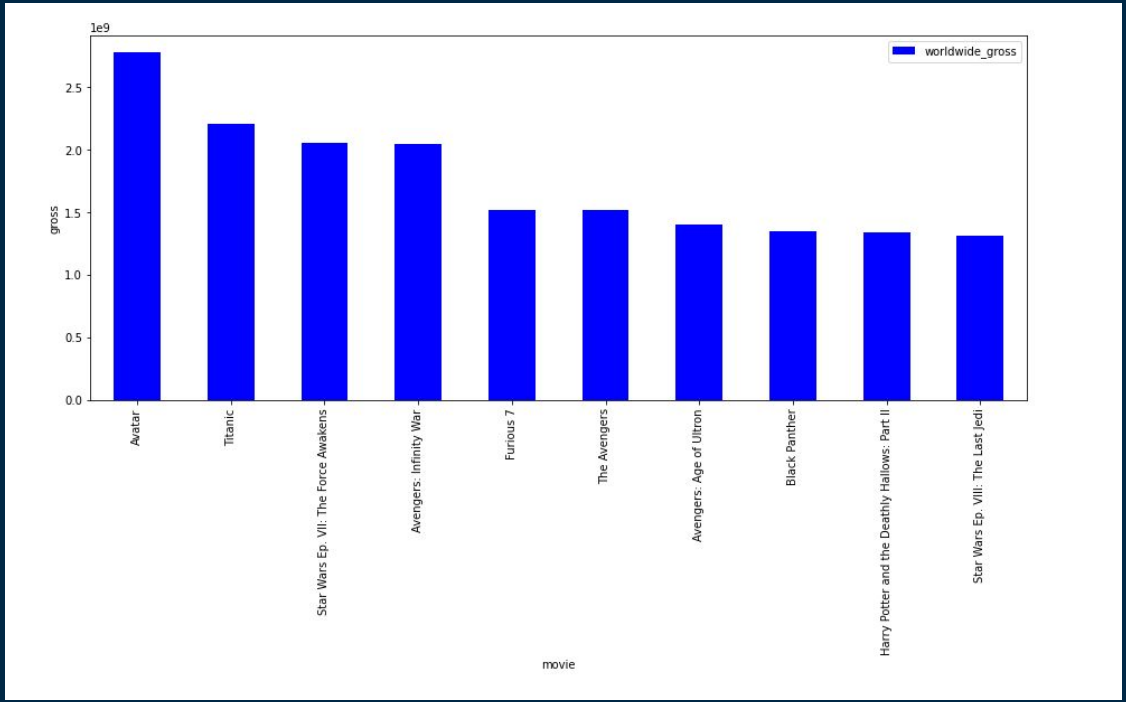


2. What is the correlation between worldwidegross and averagerating?



From the above plot, it is possible to deduce that ratings affect revenue. It can be noted that movies with high ratings have a high revenue.

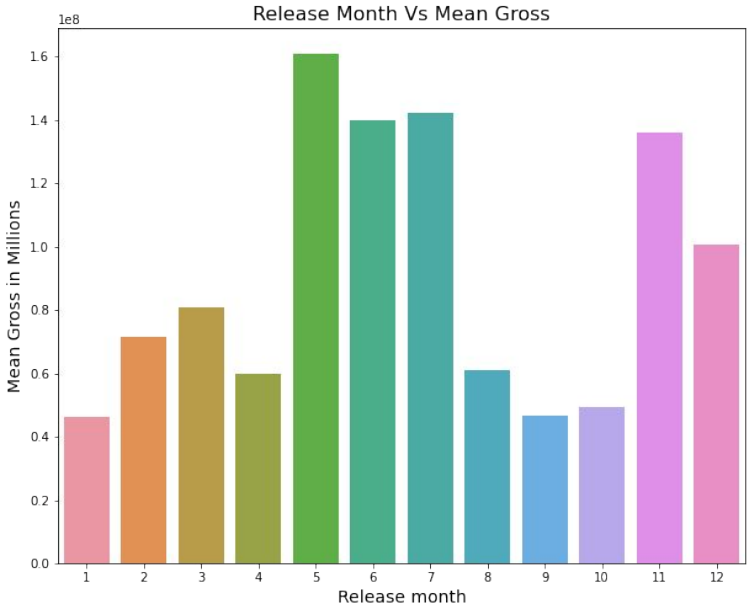
3.What genres of movies have the highest grossing movies?



From the above data , movies with highest gross and highest rating include:

1. Avatar
2. Titanic
3. Star Wars Ep. VII: The Force Awakens
4. Avengers: Infinity War
5. Furious
6. The Avengers
7. Avengers: Age of Ultron
8. Black Panther
9. Harry Potter and the Deathly Hallows: Part II
10. Star Wars Ep. VIII: The Last Jedi

4. What is the best time to release a movie?



It can be noted that the among the top 100 highest grossing , the genres with the highest movie counts are :

1. Drama - 49
2. Comedy -26
3. Action - 14

INSIGHTS: Conclusions and recommendations

High rated movies gross higher, hence high profit margins.

Action, drama and comedy genre of movies are the best to venture into since they gross the highest and have a high count of numbers. Microsoft should focus on production of Action, drama and comedy genre of movies

Movies released in May, June, July and November grossed the highest as compared to the other months.These months can be adopted by Microsoft for when they release their movies.

THANK YOU
ANY QUESTIONS?

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