

Microsoft

# Recommendations for Movie Production for Microsoft

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# Outline of the Presentation

- Project Overview
- Data sources for analysis
- Methodology of the project
- Results of the analysis
- Conclusion

# Project Overview

- This project involves studying the existing movie related databases.
- Analysis based on these databases were performed.
- Conclusions were derived from the study to provide recommendations to Microsoft for their movie production venture.

# Data sources for Analysis

The following data was used for the analysis:

- IMDB:

- Movies titles and corresponding IDs and run time in minutes
- Average Rating and number of votes for different movies IDs
- Movie titles and crew ID associated with the movie
- Crew ID and the role they have performed in the movie project

- Box Office Mojo:

- Domestic & Foreign gross, and the studio for different movies

- The Numbers:

- Worldwide gross for different movies

The IMDb logo, featuring the letters "IMDb" in a bold, black, sans-serif font, centered on a solid yellow square background.The Box Office Mojo logo, featuring the words "BOX OFFICE" in white, uppercase, sans-serif font, and "mojo" in a blue, lowercase, script font, all on a black square background.The Numbers logo, featuring the words "THE NUMBERS" in a bold, sans-serif font, with "THE" in white on a red rectangular background and "NUMBERS" in black on a white background.

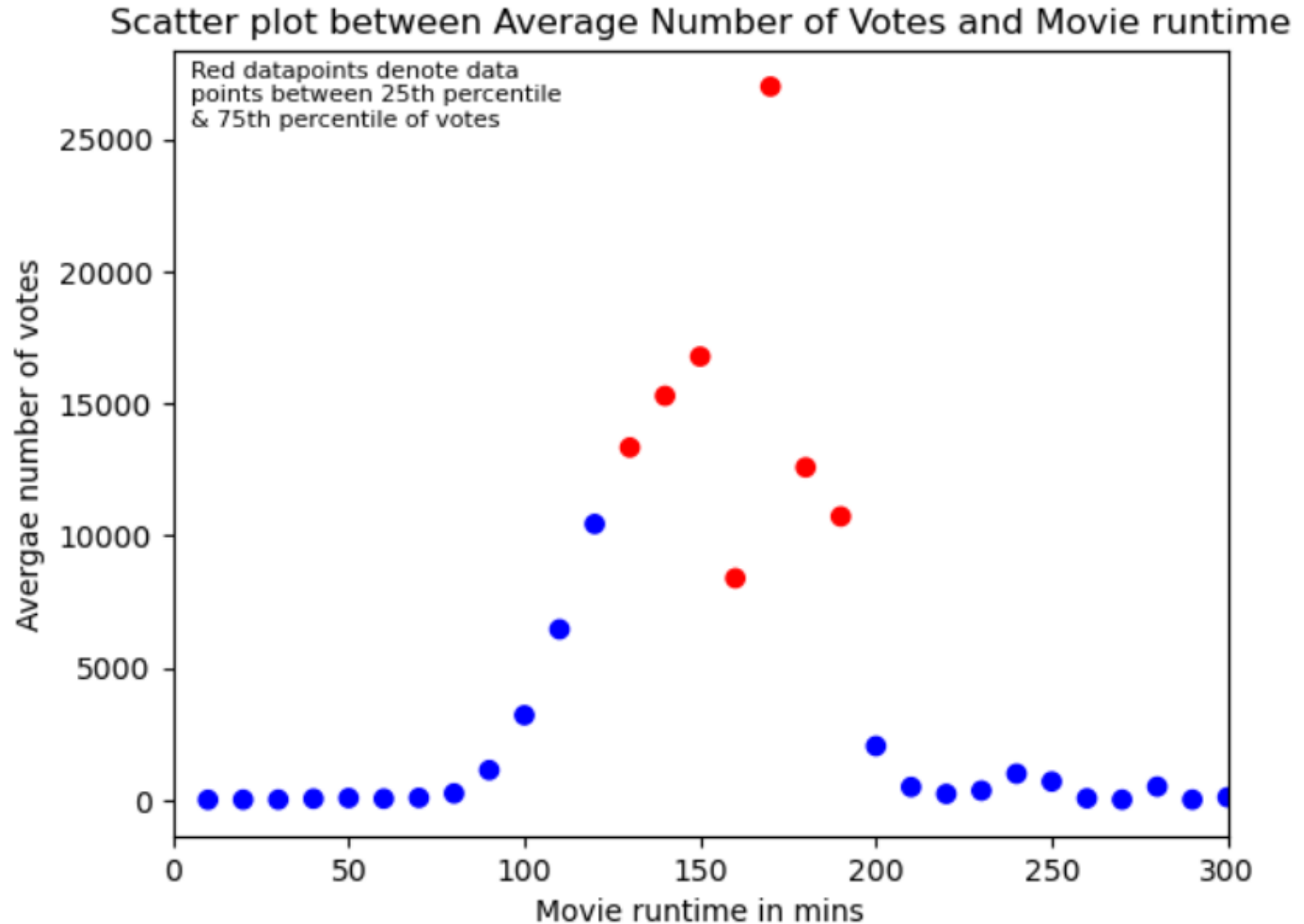
# Methodology

- The analysis for the project was done in Jupyter Notebook which utilises Python programming language.
- The databases from different sources were combined based on the movie title and the crew name.
- Meaningful correlations and results were obtained from the analysis which will be shown in the coming slides.



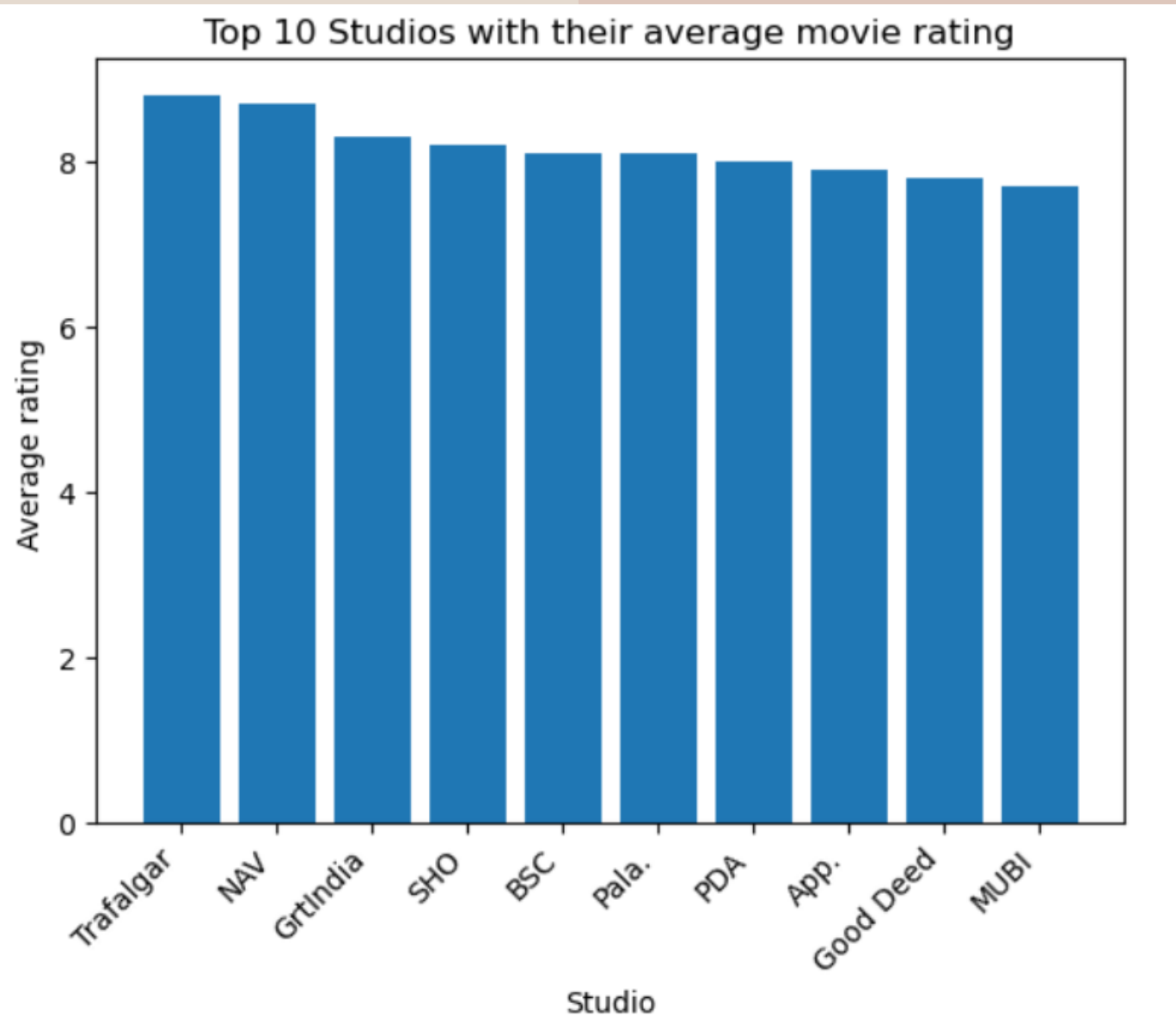
# Results of the Analysis

- Relation between Movie running time and Number of votes received for the movies



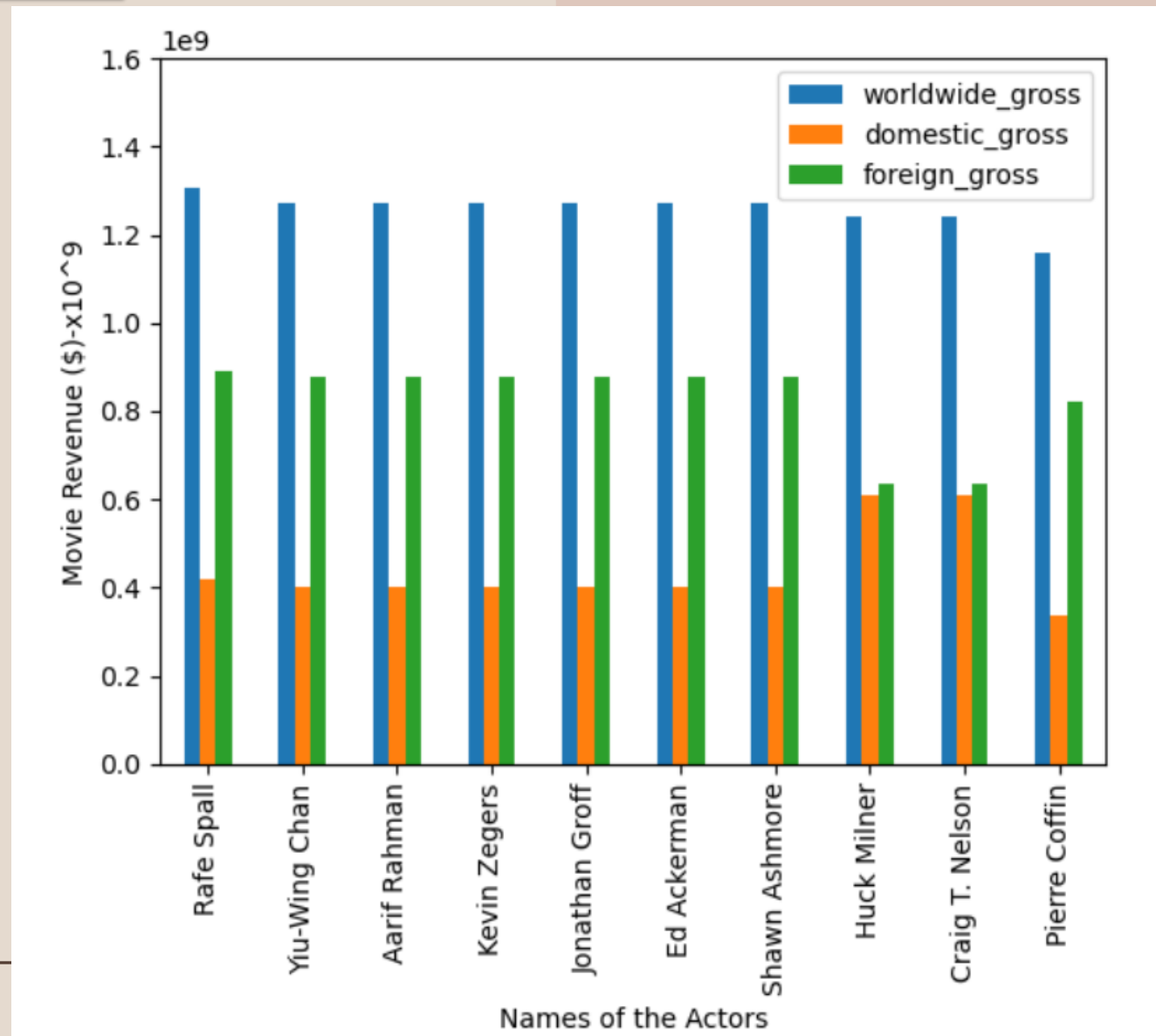
# Results of the Analysis

Top 10 studios based on  
the ratings of their  
movies



# Results of the Analysis

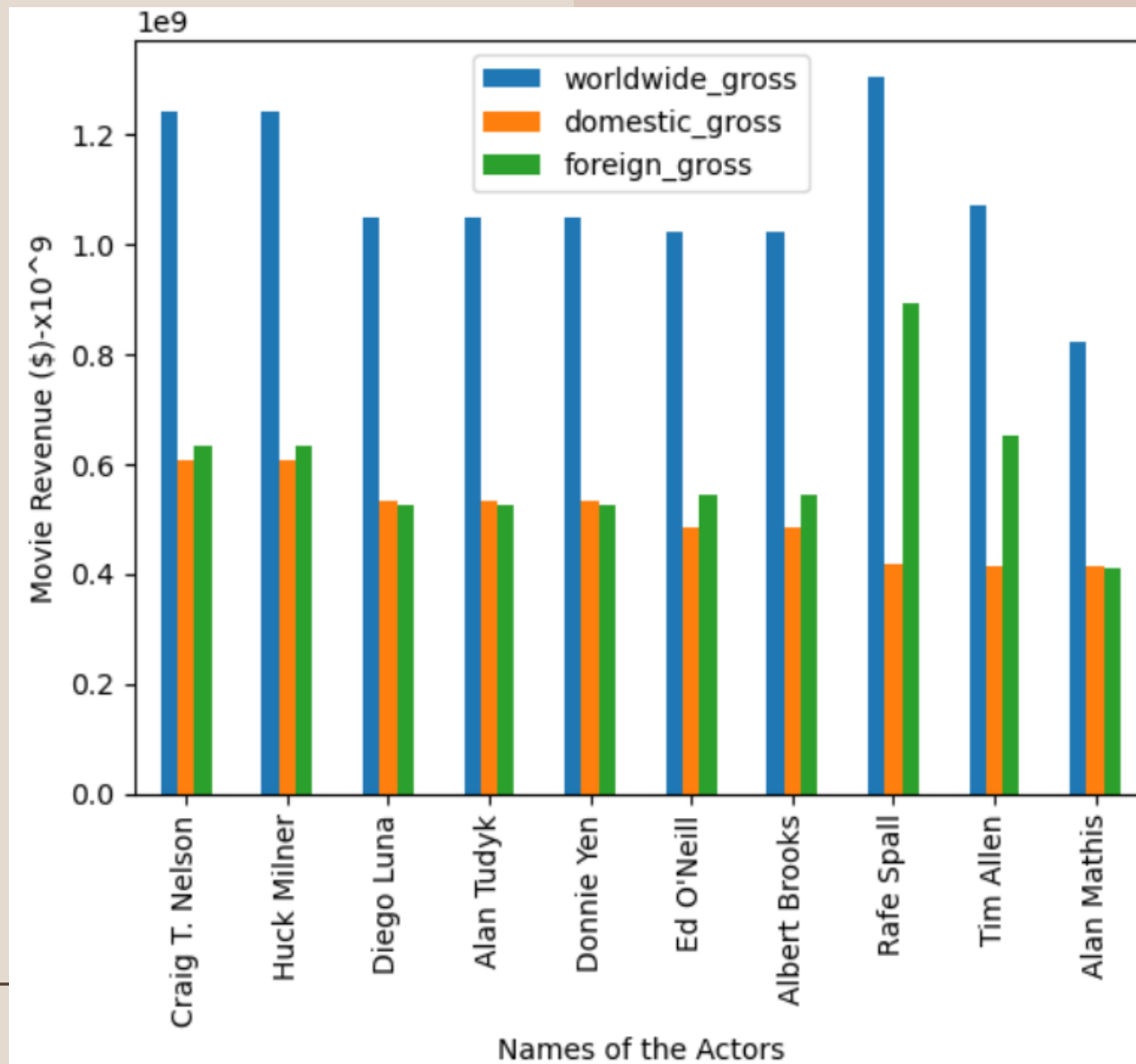
- Top 10 actors based on the highest worldwide gross





# Results of the Analysis

- Top 10 actors based on the highest domestic gross



# Conclusion & Recommendations

The following conclusion can be derived from the results:

- The movies with higher number of votes had a run time between 130 minutes and 190 minutes.
- The top ten studios that created movies with highest ratings were found out and these included studios like Trafalgar, NAV and GrtIndia.
- The top ten actors that acted in movies that bagged high revenue from across the world was found out and these included actors like Rafe Spall, Yiu-Wing Chan and Aarif Rahman.
- For good revenue collection in the domestic market, the top ten actors that could be associated with were found out and they included actors like Craig T Nelson, Huck Milner and Diego Luna. Microsoft may considering associating with these actors based on the market segment they are interested in.