



MICROSOFT MOVIE STUDIO INSIGHTS

BUSINESS PROBLEM

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.

OBJECTIVES

- Find the most popular genres
- Find the most popular studios in the market
- Know the relationship between the production budget and the worldwide gross
- Know the relationship between the production budget and profit

DATA USED TO GENERATE INSIGHTS

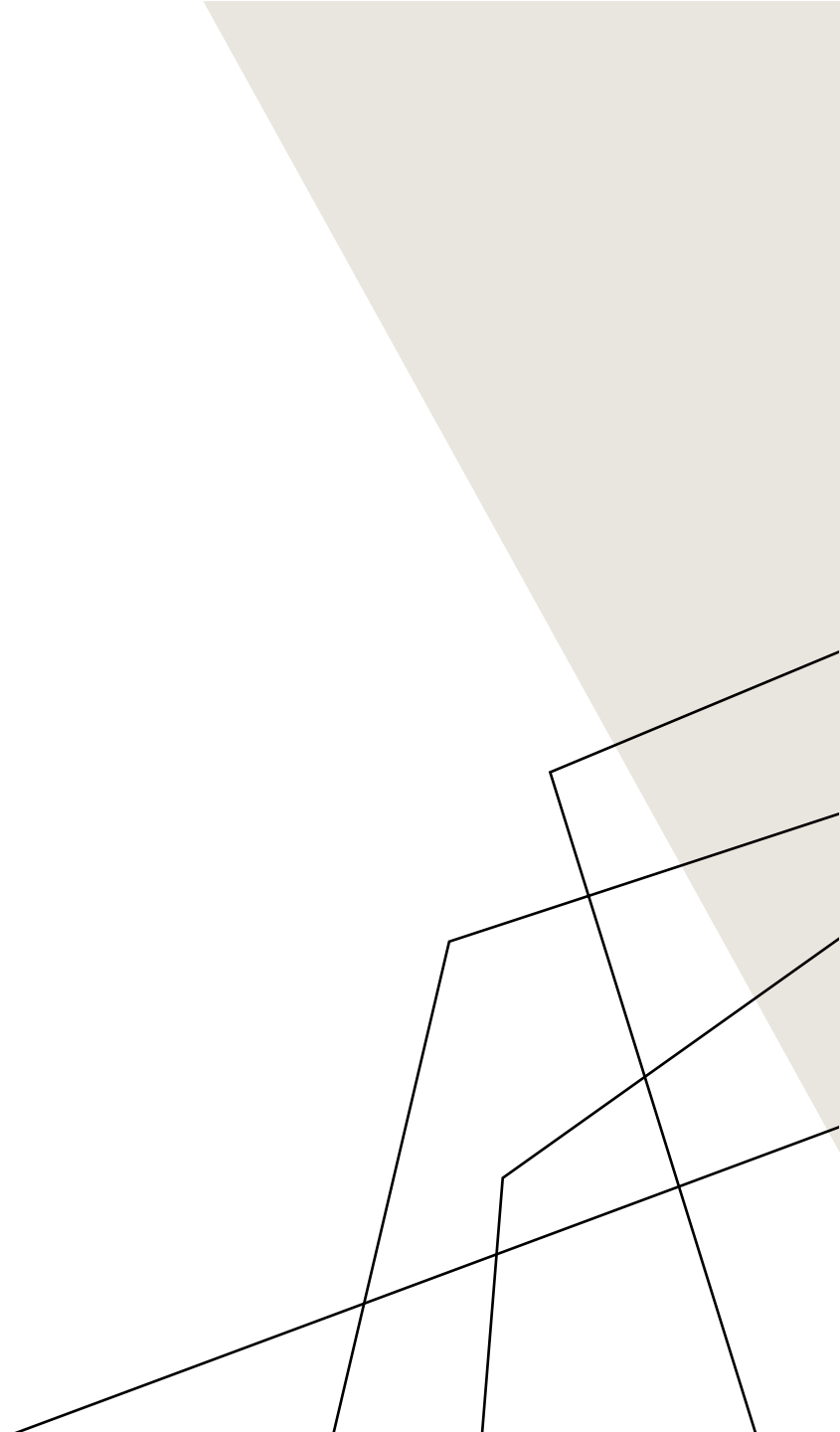
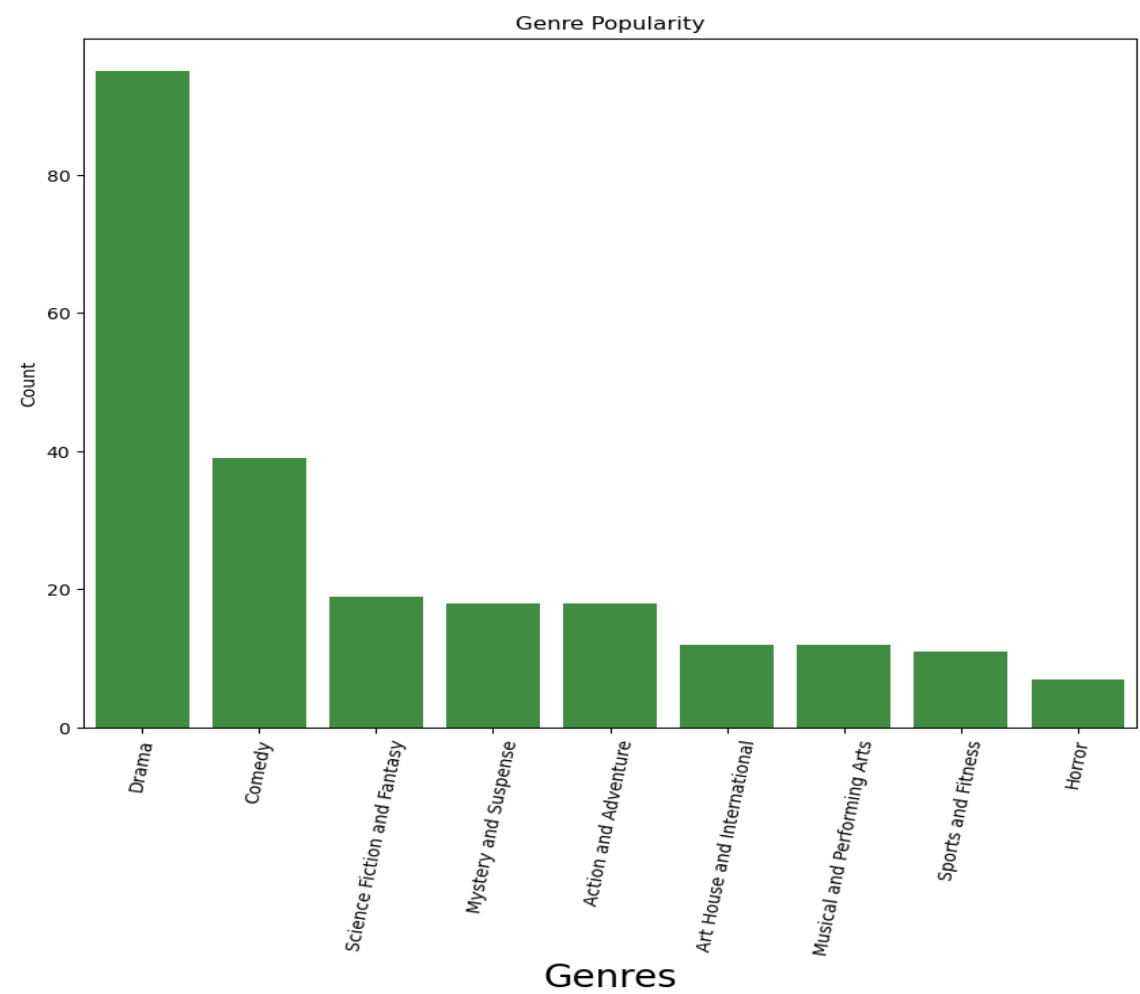
- bom.movie_gross 2.csv
- tn.movie_budgets.csv
- rt.movie_info.tsv.gz

METHODS USED

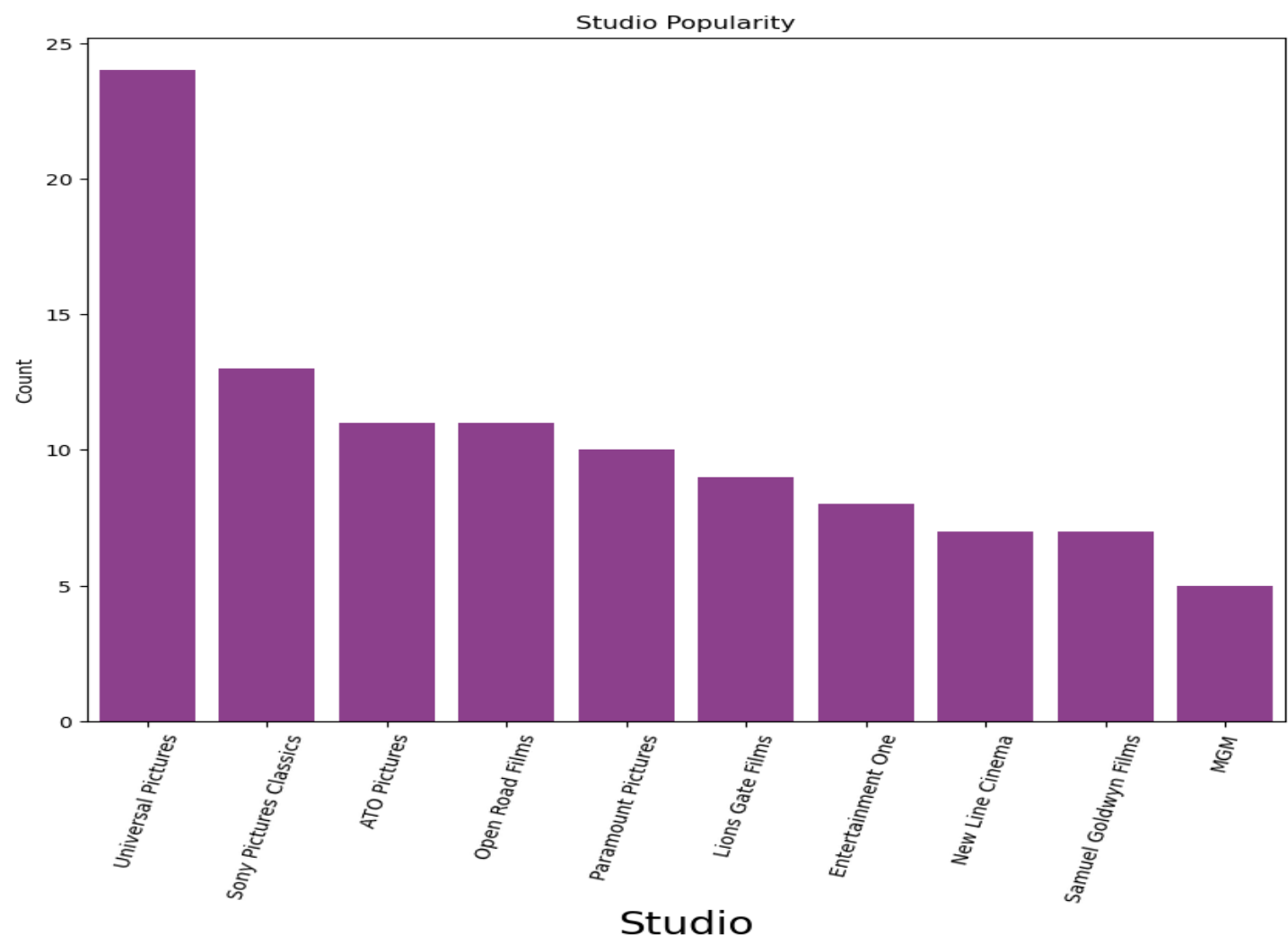
This is the steps we took to come up with the results and recommendations

- Importing the relevant libraries and loading the datasets
- Exploring the different dataframes
- Cleaning the data for each individual dataframe
- Merging the different datasets into one dataframe
- Generating different graphs to explain the objective questions

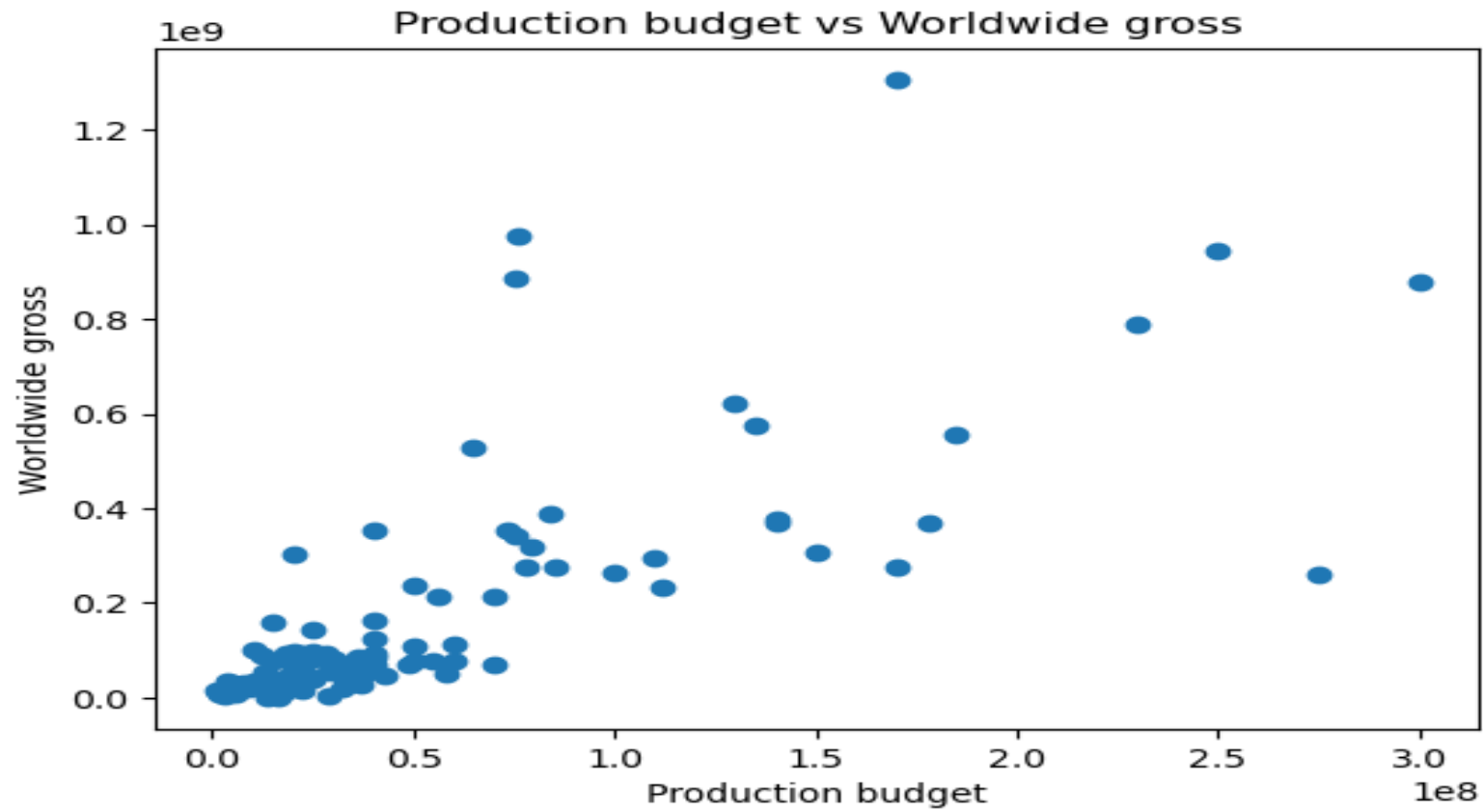
RESULTS – MOST POPULAR GENRE



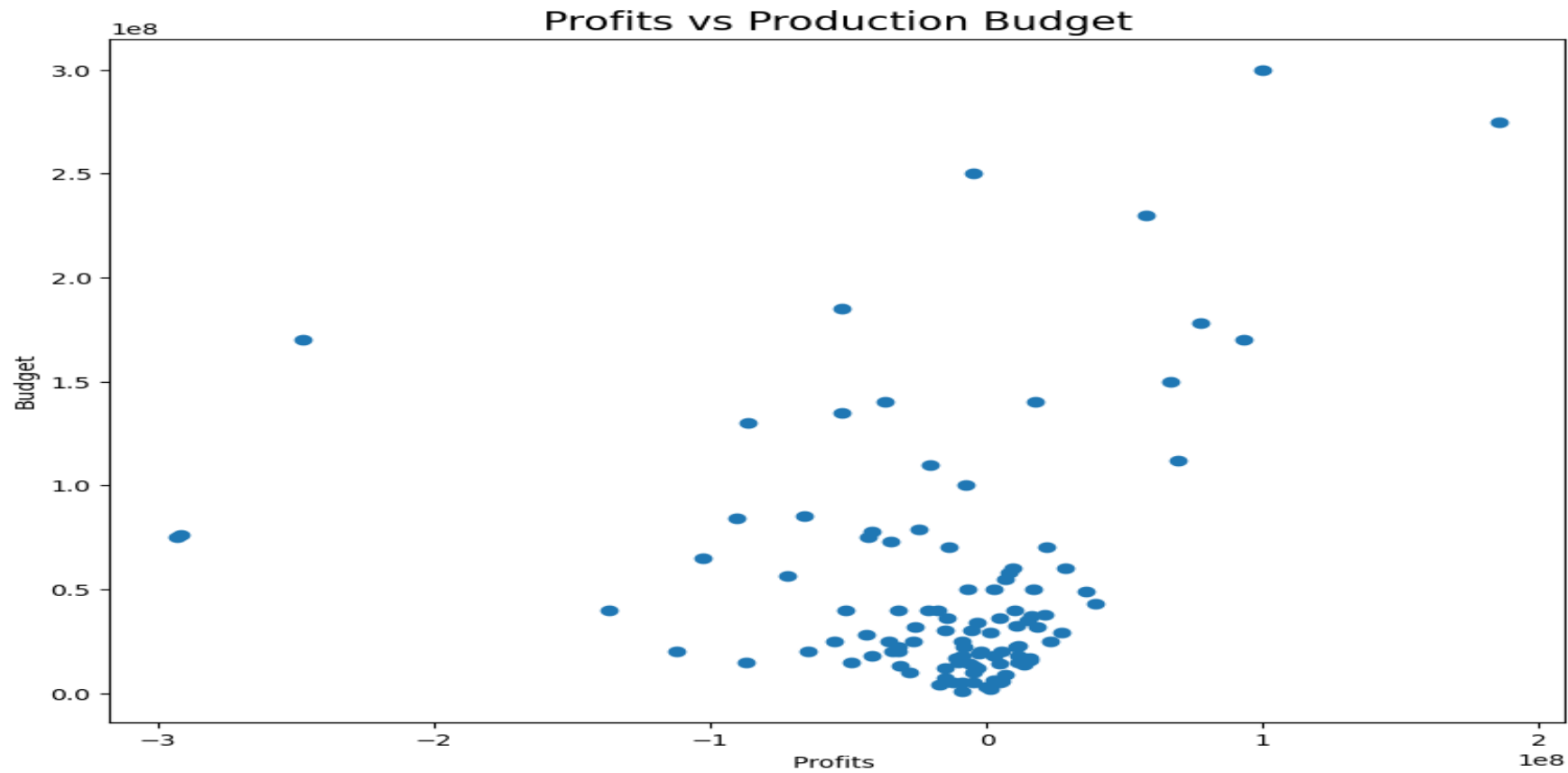
RESULTS – MOST POPULAR STUDIOS



RESULTS – RELATIONSHIP BETWEEN THE PRODUCTION BUDGET AND THE WORLDWIDE GROSS



RESULTS – RELATIONSHIP BETWEEN THE PRODUCTION BUDGET AND PROFIT



RESULT ANALYSIS

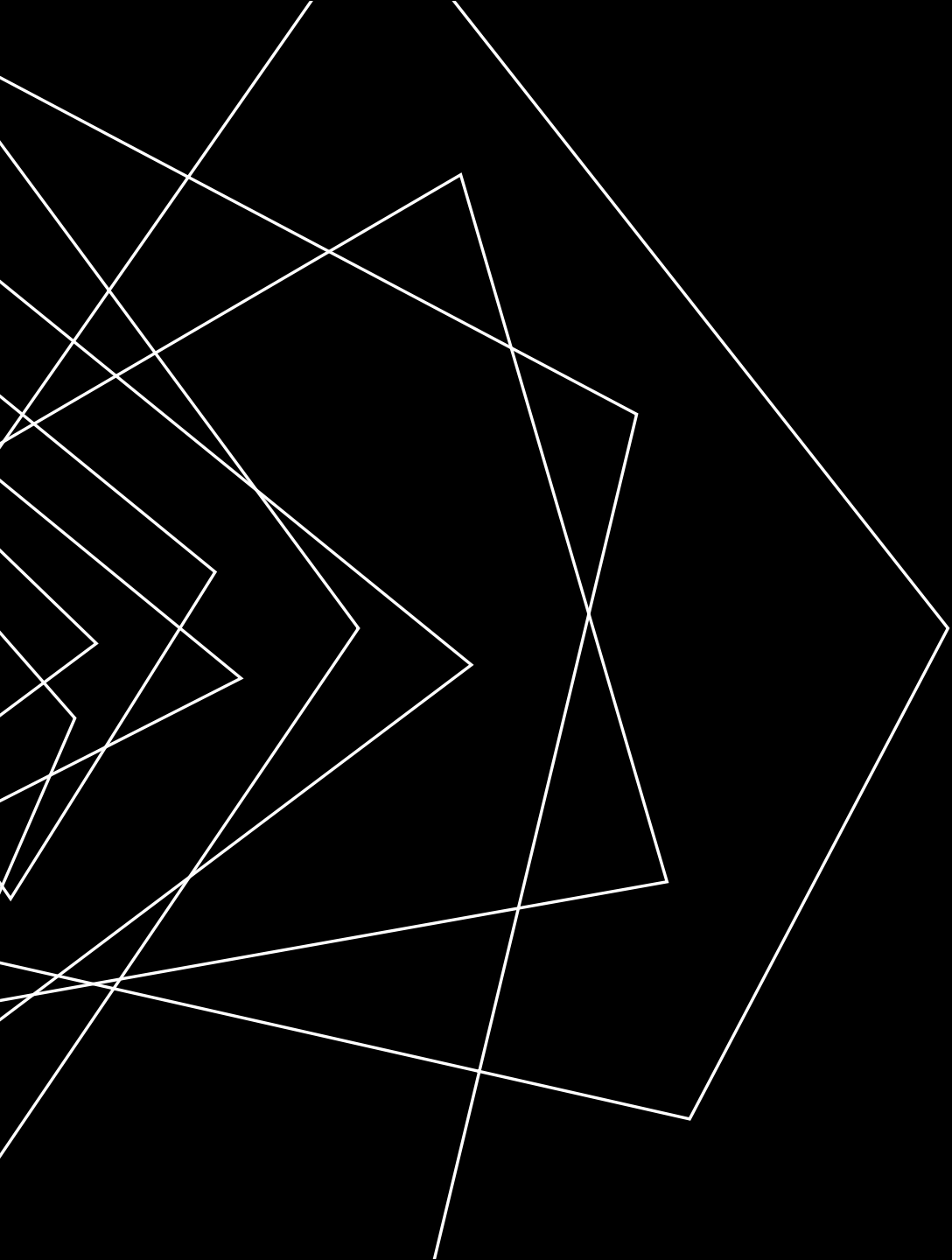
- From the analysis done above we are able to generate insights for the set up of the new venture the company plans to take up.
- We are able to see that the genre most people tend to gravitate towards is drama as it is the most popular genre
- We have also established that the studios with the most productions are Universal pictures and Sony Pictures Classics
- Another observation is that a higher production budget generates a higher worldwide gross
- Lastly a high production could yield a slight profit

RECOMMENDATIONS

- Microsoft should base production on mostly drama and comedy movies as they are the most popular.
- During research , Microsoft should focus on studios such as Universal Pictures and Sony Pictures Classics as they are the best performing studios.
- A high budget would be recommended to have a higher worldwide gross and profit.

NEXT STEPS

- Heavily research on the major studios methods so as to be able to ensure the success of this new venture
- Focus on production of the most popular genres
- Planning for budget allocations for each production



QUESTIONS?

THANK YOU

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