

# Microsoft Movie Analysis

Author: Sylvester Magunda  
Date: July 24, 2023





# Summary

Descriptive Analysis of Box Office Mojo and IMDB data provides Microsoft with insights helpful to start a new movie studio.

This model shows that most movies are in English and that the worldwide gross income for movies has been increasing since 2015.

Increase in production budget will most probably increase profits for Microsoft due to the positive linear relationship discovered between the two variables



# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



# Business Problem

To help Microsoft make informed decisions while starting a new movie studio



# Data

Box Office Mojo and IMDB data from 2010 to 2018 were used

The original data had 3 csv files

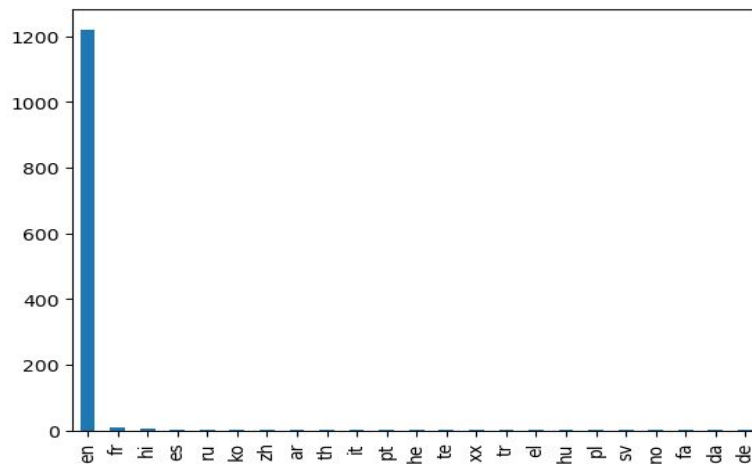
Merged together to form the final data with 1270 movies

The data has information such as original language, title, worldwide gross, genre-ids, and production budget of each movie



# Methods

This project uses descriptive analysis. For instance, this countplot shows that the original language of most movies is English





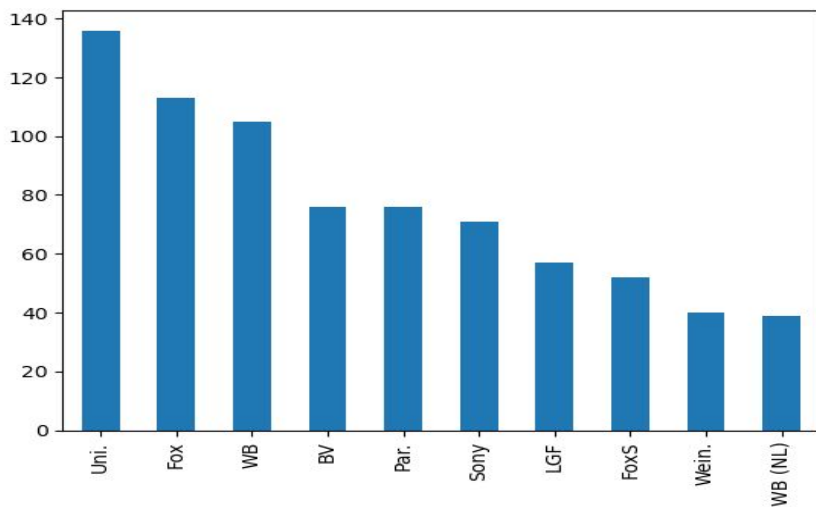
# Results

- \* Worldwide gross income has been increasing since 2015
- \* There is a positive linear relationship between profits and the production budget
- \* The "vote\_count" column has some outliers
- \* Most movies are averagely voted at around 6.5
- \* Most movies produced are for genre\_id "[18]"
- \* Most movies are produced in the English language



# Results

The top ten studios that produced most movies in my dataset

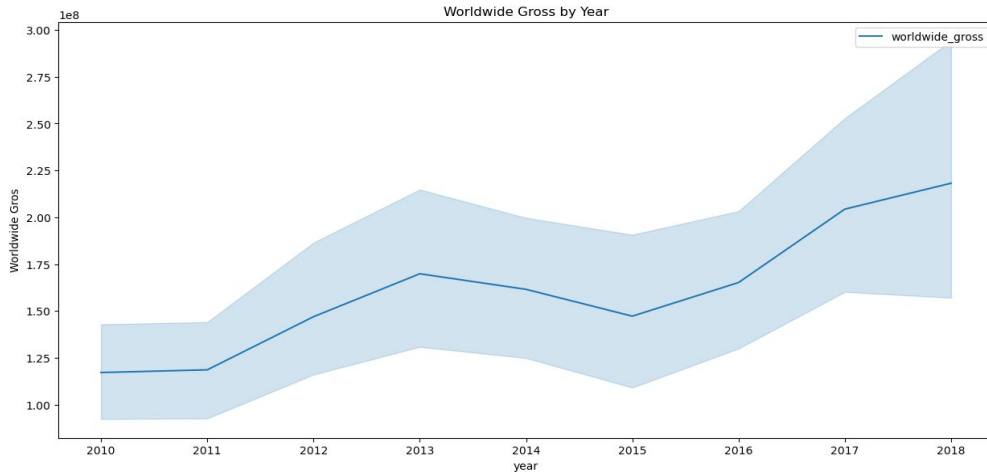






# Results

Worldwide gross income for movies has been increasing since 2015





# Conclusions

Microsoft should focus on producing English movies.

Microsoft should also invest heavily in production to realize good profits.

Microsoft can consider collaborating with or benchmark from the top 10 movie production studios

The main limitation was missing data on movie genres



# Thank You!

**Email: [sylvestermagunda@gmail.com](mailto:sylvestermagunda@gmail.com)**

**GitHub: [@SylvesterMagunda](#)**