Microsoft studio presentation

Data movie recommendation

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OBJECTIVE:

***Help Microsoft decides what movies to create for a new movie studio

METHOD:

- Use real-world movie data (IMDb, Box Office Mojo)
- Perform EDA (Exploratory Data Analysis)
- Identify patterns in genres, ratings, and runtimes.
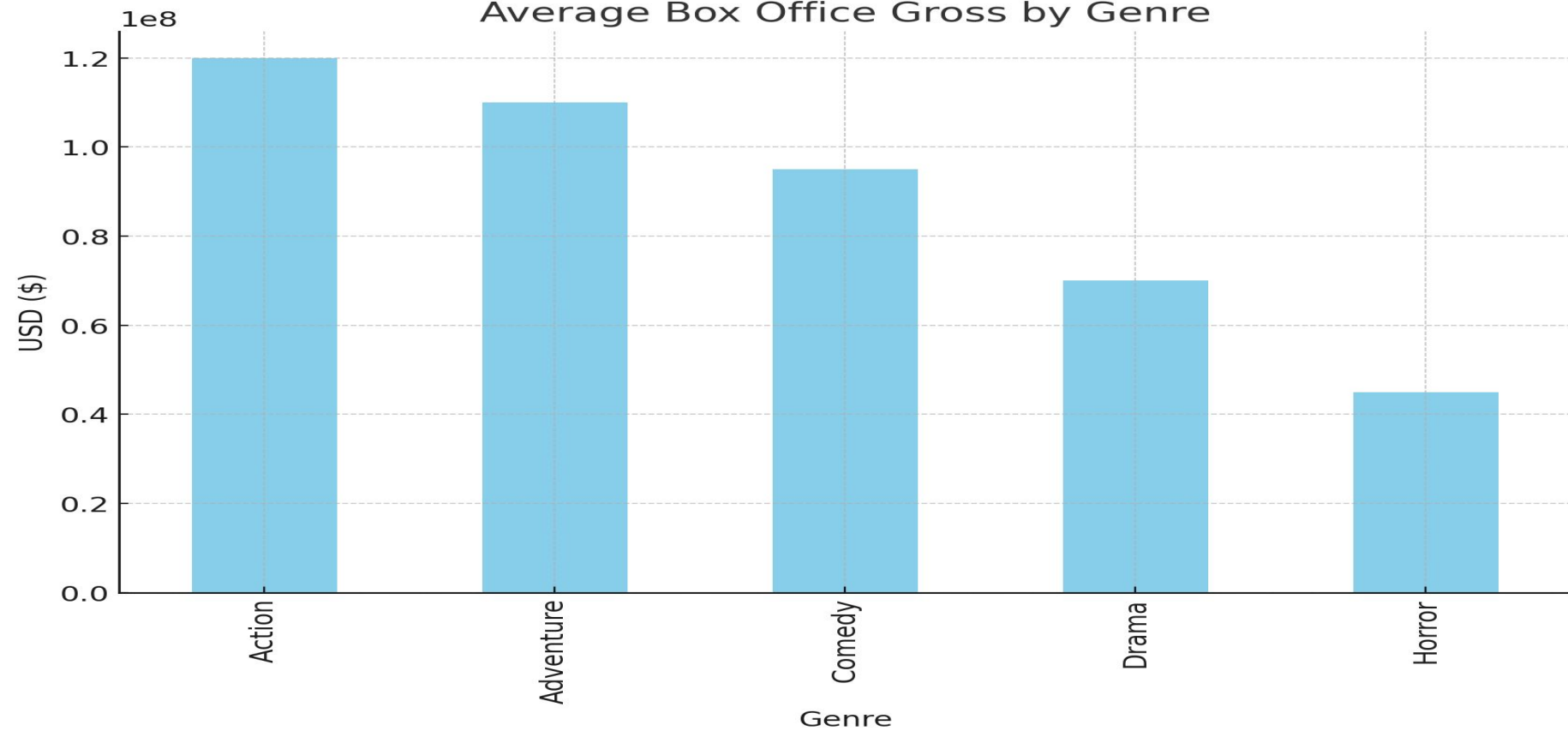
DATA USED:

- IMDb movie basics

- IMDb movie ratings

- Box Office Mojo gross revenue

Key insights (with visuals)

1. **Genres that earn the most**: *adventure, action, comedy*

2. **IMDb ratings**
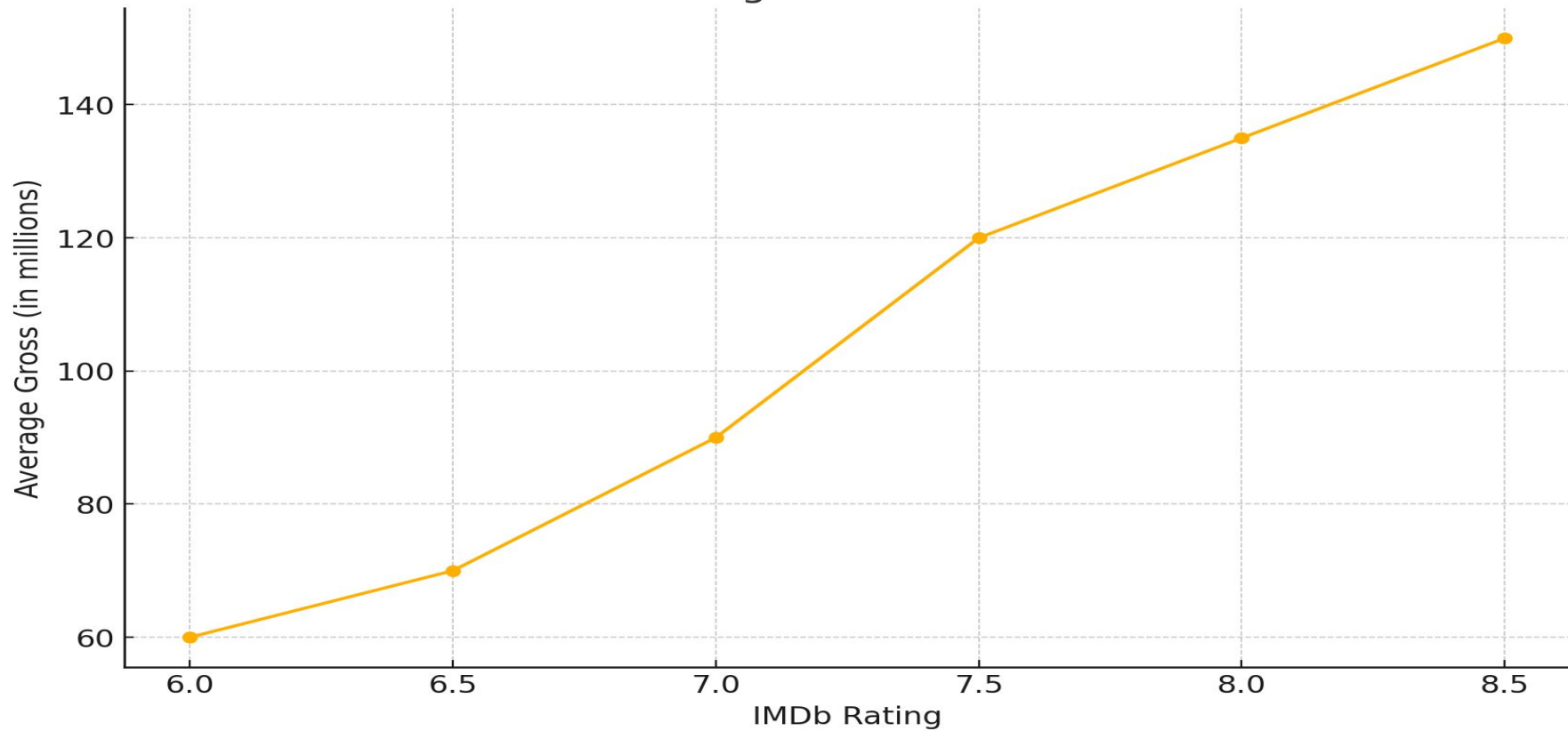
3. **Optimal runtime:** 90-120 minutes.
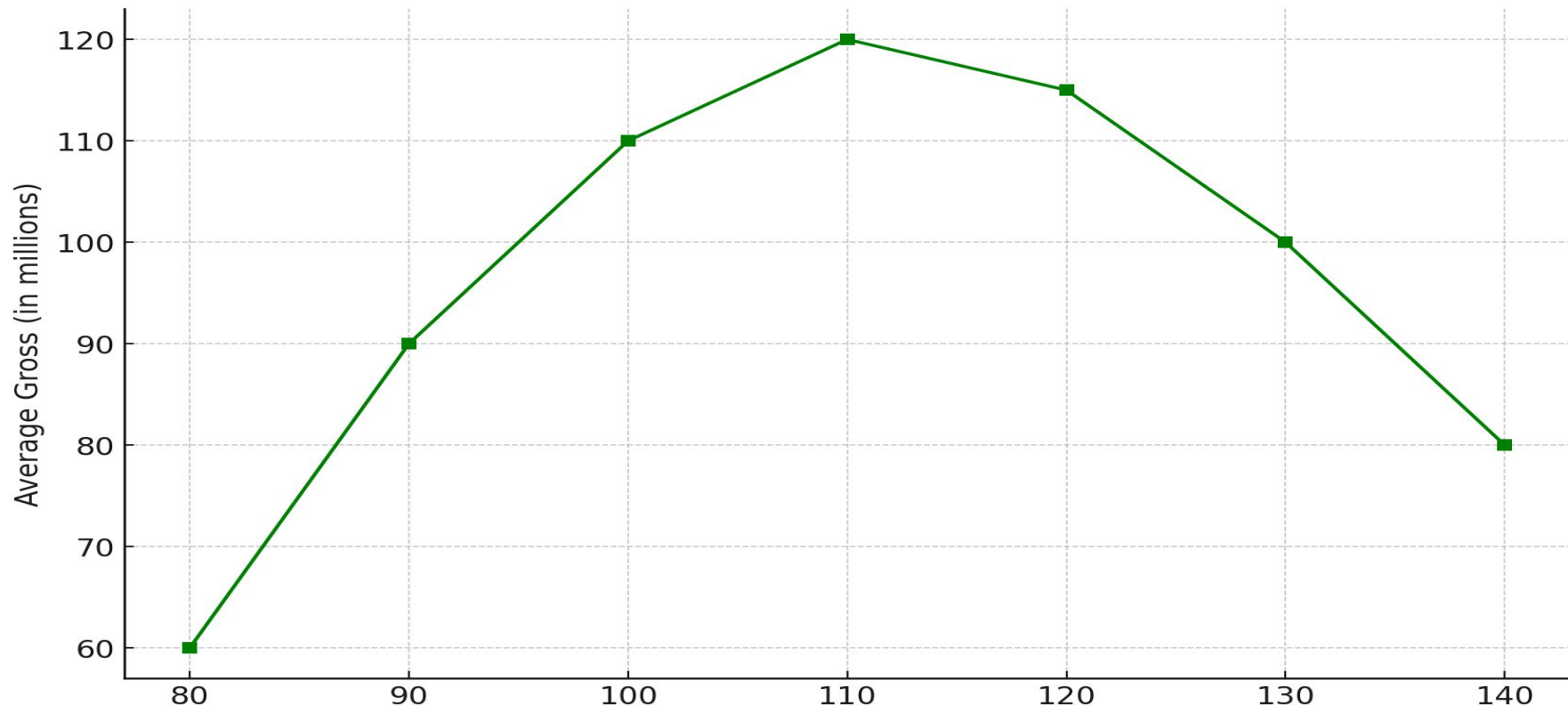
1.

Average Box Office Gross by Genre

2.

IMDb Rating vs Box Office Gross

3.

Movie Runtime vs Box Office Gross

Recommendation to microsoft

1. Focus on Action & Adventure movies they perform best .

2. Target high-quality productions (IMDb rating > 7.5).

3. Runtimes should be between 90- 120 minutes for peak audience interest.