

PHASE 1 PROJECT PRESENTATION: MICROSOFT MOVIE MARKET ANALYSIS

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Project Overview:

This project uses exploratory data analysis to generate insights for a business stakeholder.

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

1. Studio and Best-Selling Movies:

Identify the film studio(s) responsible for producing the best-selling movies.

2. Language and Movie Ratings:

Investigate the languages in which highly-rated movies are predominantly produced

3. Movie Genres and Ratings:

Identify the top-rated movie genres based on user ratings.

The Data

Box Office Mojo

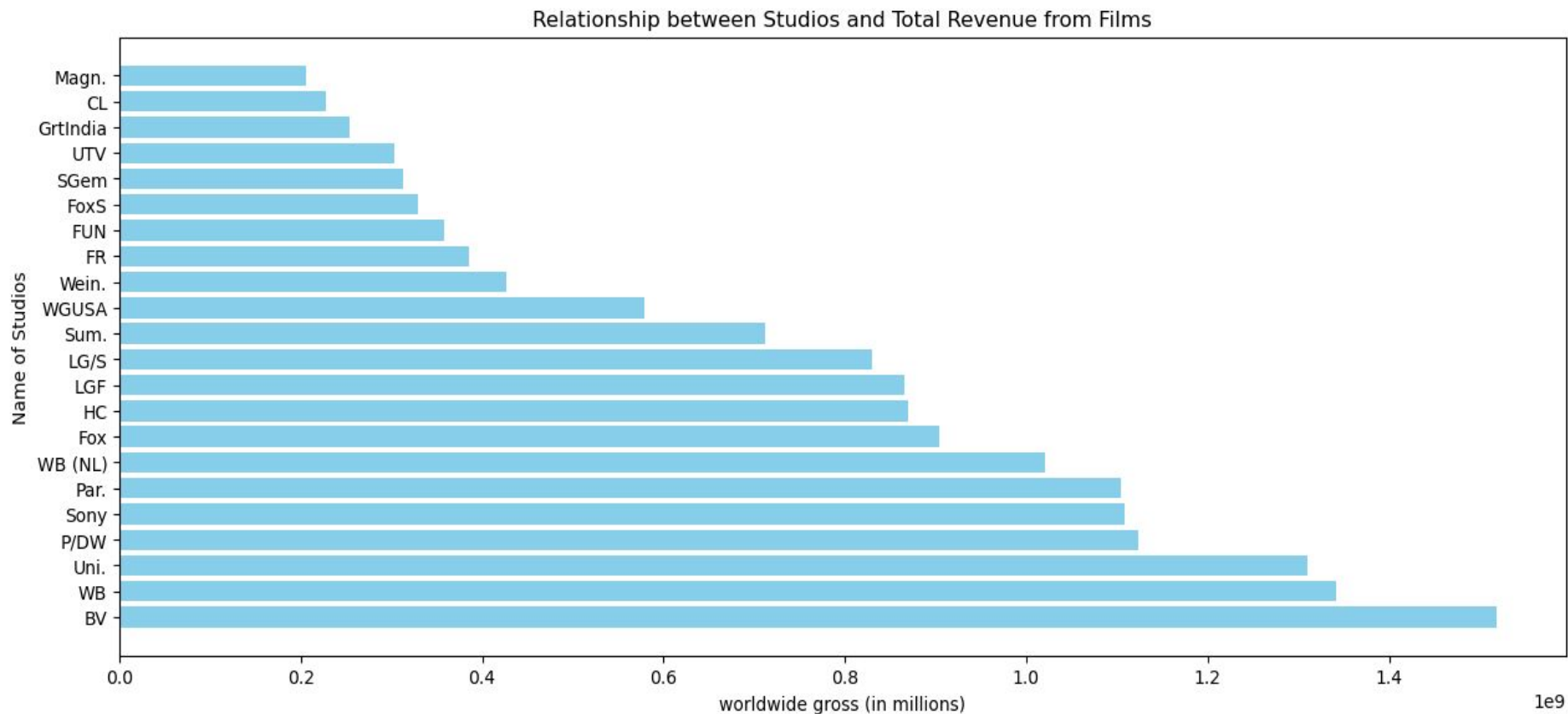
IMDB

Rotten Tomatoes

TheMovieDB

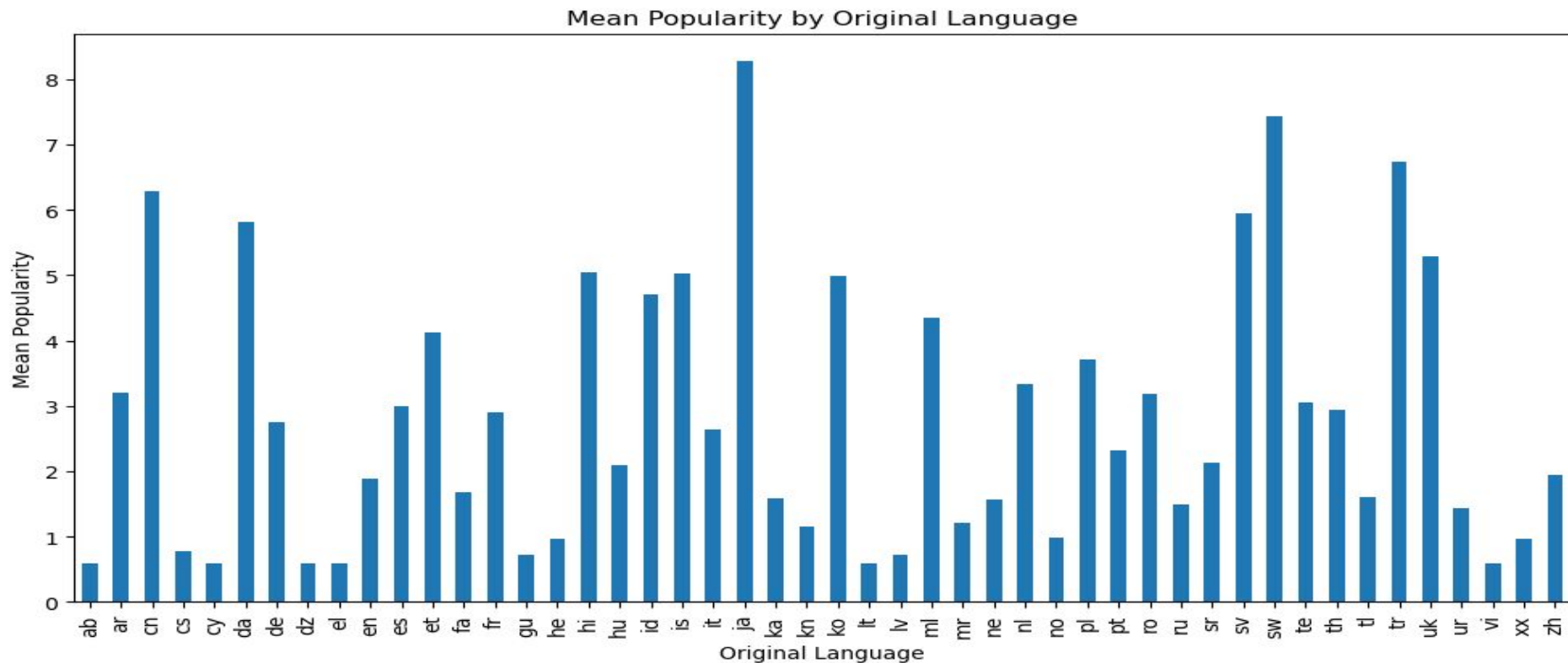
The Numbers

BOX OFFICE MOJO ANALYSIS

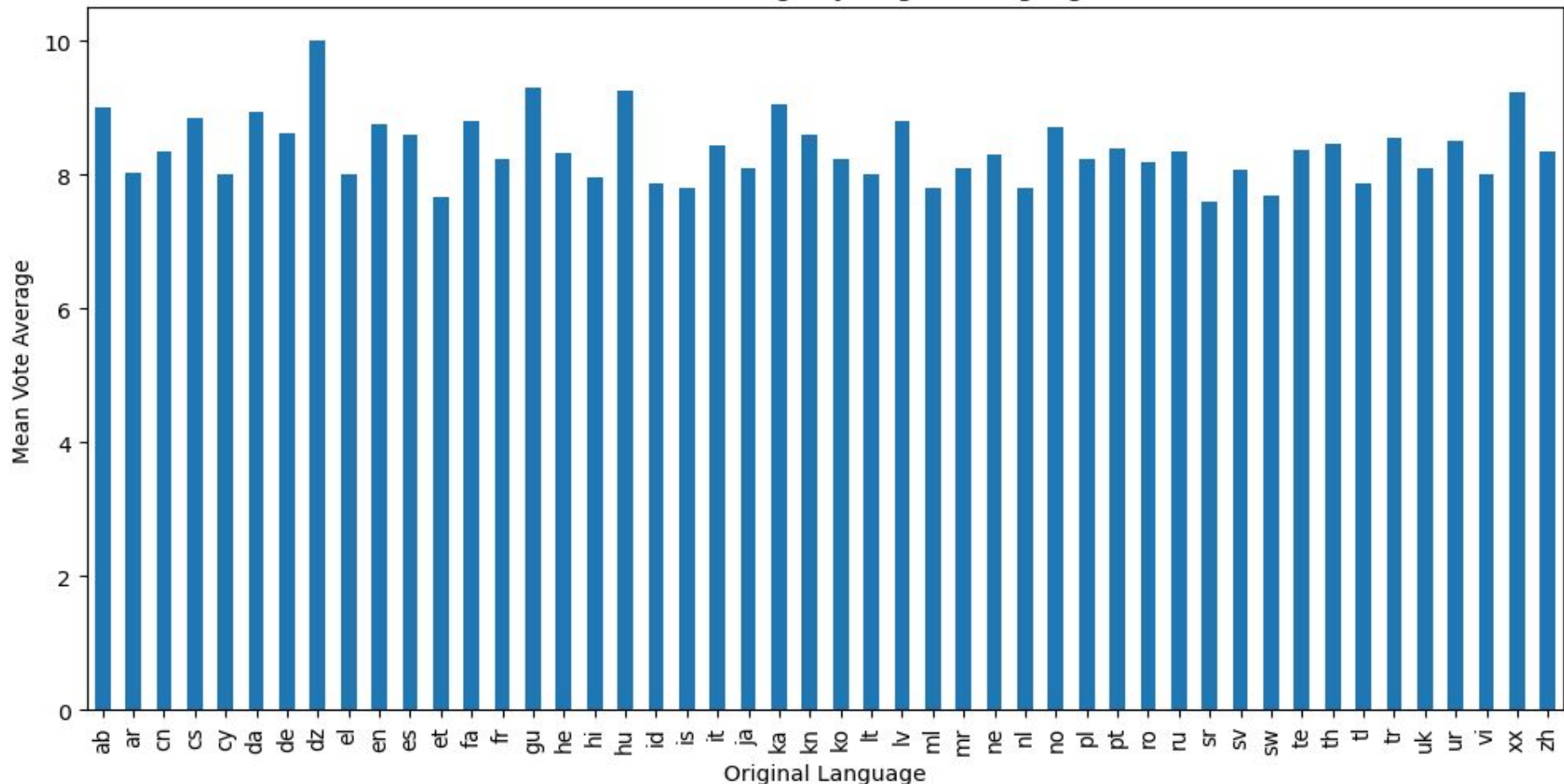


BV studio had produced the movies with the highest worldwide gross followed by WB studio.

THE MOVIEDB DATA ANALYSIS

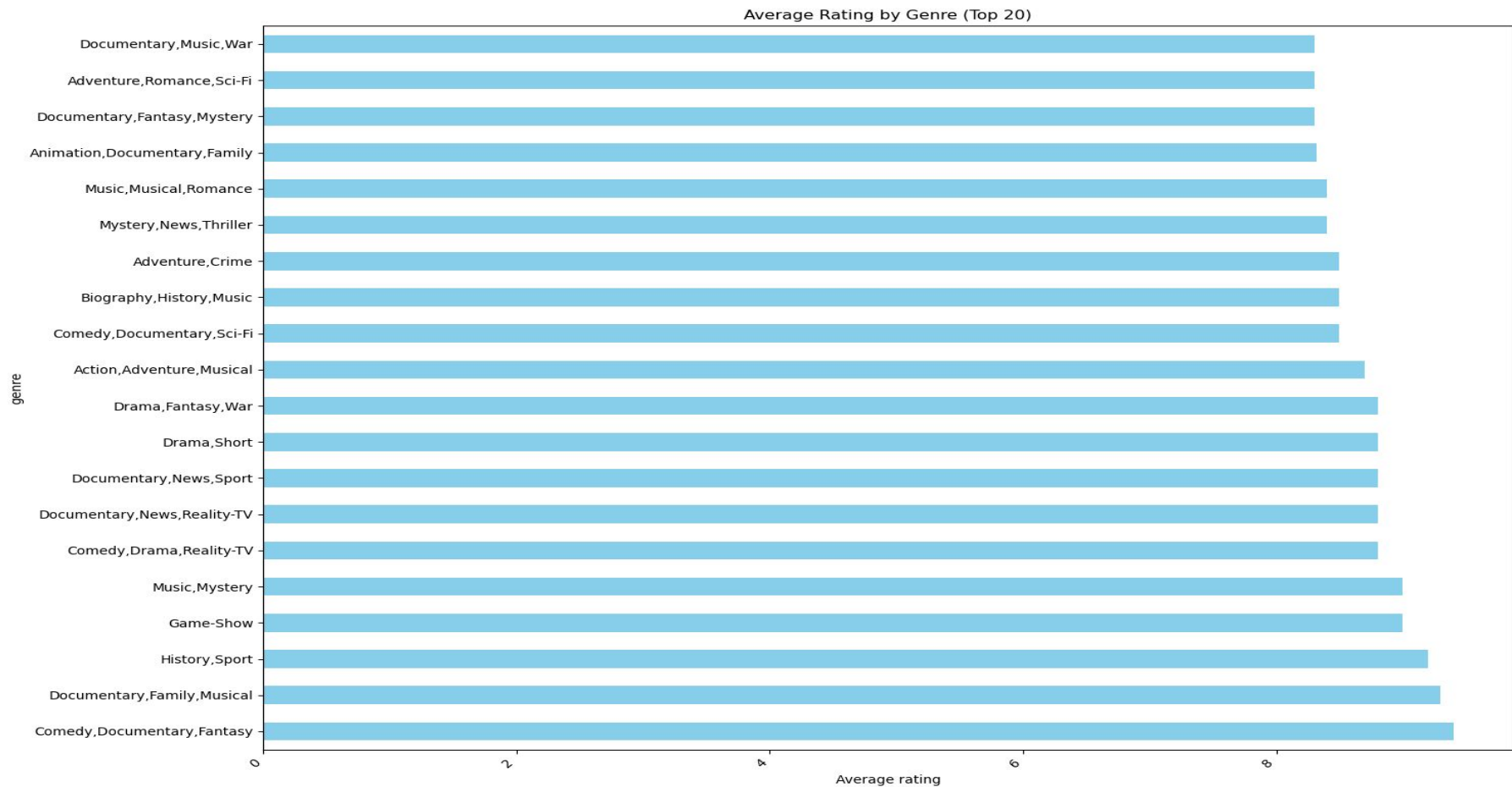


Mean Vote Average by Original Language



Japanese language movies had the highest mean popularity while the Dz language movies had the highest mean vote average.

IMDB DATA ANALYSIS



Comedy, Documentary and fantasy genre movies had the highest average rating followed by the Documentary, Family and Fantasy genre movies.

Conclusion

BV studio had the highest worldwide gross followed by WB studio. Ja language movies had the highest mean popularity while the Dz language movies had the highest mean vote average. Comedy, Documentary and fantasy genre movies had the highest average rating followed by the Documentary, Family and musical genre movies.

Recommendations

Focus on High-Rated Genres like Comedy, Documentary and fantasy to maximize audience satisfaction and critical acclaim. This strategy aligns with creating content that resonates positively with viewers and critics alike.

Partner with studios like BV na WB because of their high worldwide gross. This will help them establish themselves in the movie industry.

Produce movies in languages that have been used to produce popular movies or movies with high mean vote averages because they are likely to be watched by many people. A Language like ja has been used to produce the most popular movies while dz has been used to produce movies with the highest mean vote average.

THANK YOU