

# Best Performing Films Analysis

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# Summary

Descriptive analysis of **movie titles**, **rating** and **grossing** reveal the best performing movie genres that Microsoft can venture in producing.

This is based on movie popularity and revenue generated.

# Outline

- Business Problem
  - Data & Methods
  - Results
  - Conclusions
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# Business Problem

- Determine what Genre of films are currently doing the best at the box office.
- Recommend what films to create

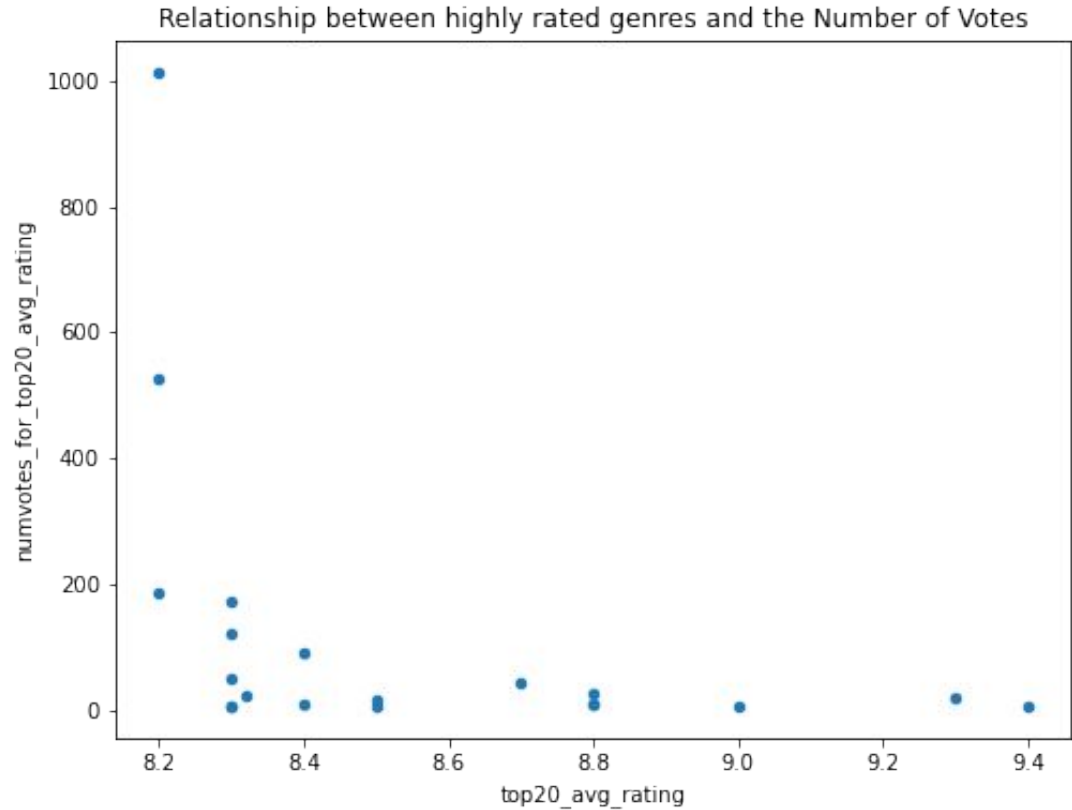
# Data and Methods

The analysis used film data on titles, film rating and film gross revenue filtered to range from 2010 to 2018.

Descriptive analysis was performed on the data to draw conclusions.

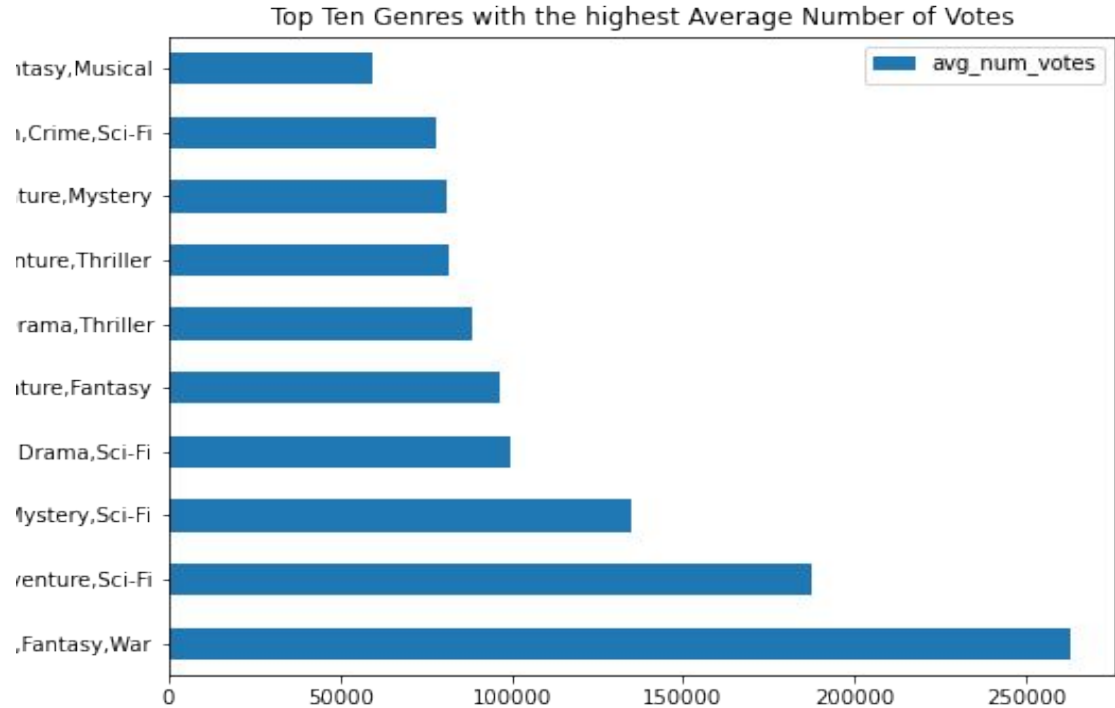
# Results

The graph indicates that the average rating is not a good indicator of the genres' popularity. With highly rated movies being rated by less than 200 votes.



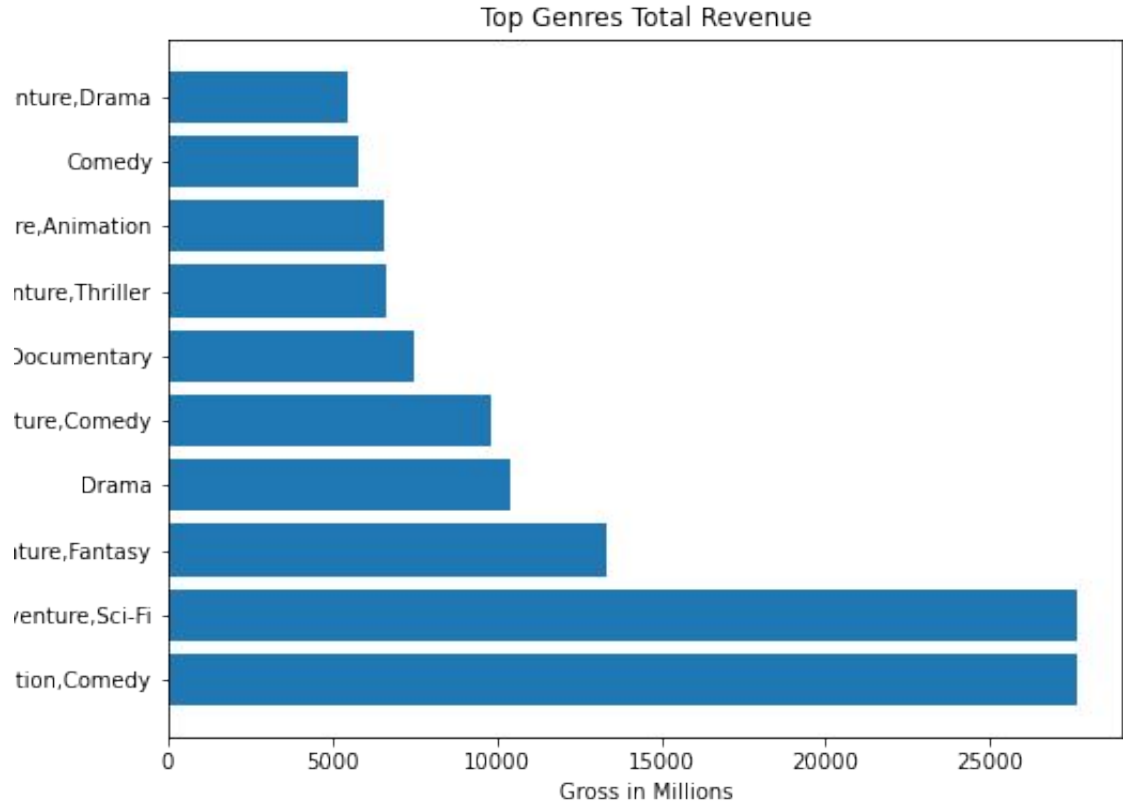
# Results

Combinations of Action, Fantasy, Adventure and Sci-Fi have the highest fan base.



# Results

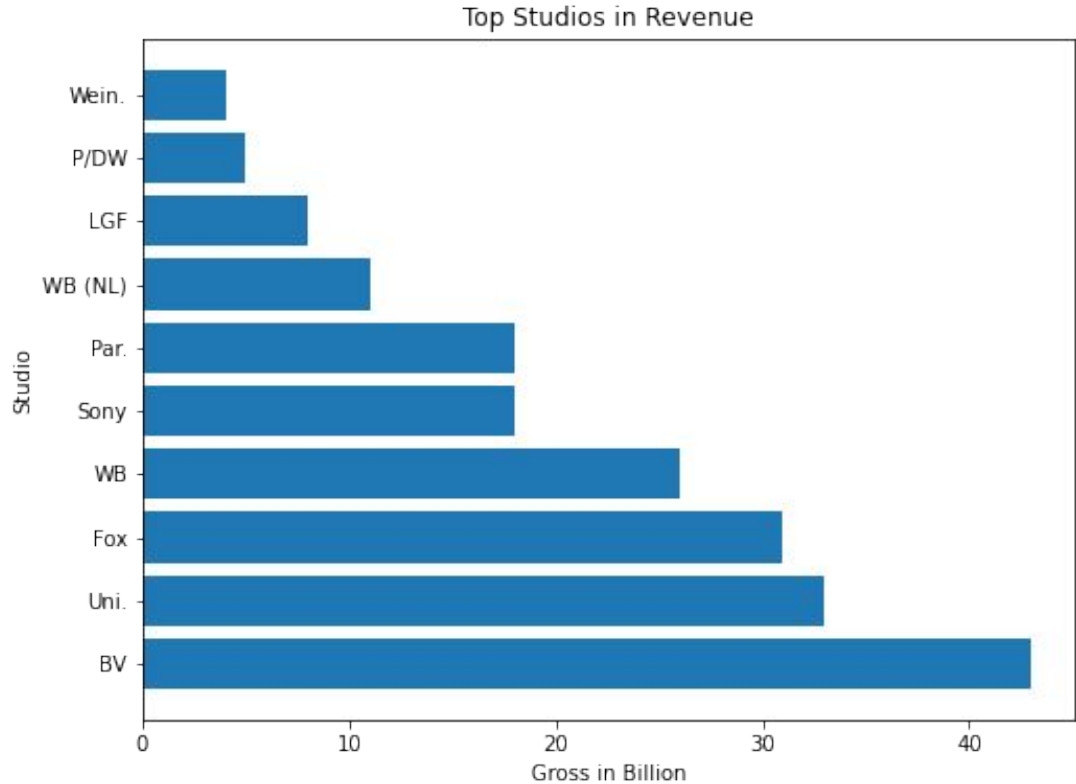
A combination of Comedy, Sci-Fi, Thriller and Animation with Adventure and Action grossed the highest.





# Results

Top competitors in the film industry.



# Conclusions

- Microsoft should focus on genre combinations with; Action, Fantasy, Adventure and Sci-Fi which have a bigger fan base and grossing in revenue.

# Conclusion

What is the conclusion of your experiment? Did the results support your hypothesis or predicted outcome? How will your findings help the area of science you've researched?

# Thank You!

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