A large red square with a white border, centered on a white background. Inside the square, the text "MICROSOFT MOVIE STUDIO ANALYSIS" is written in white, bold, uppercase letters.

MICROSOFT MOVIE STUDIO ANALYSIS

PROJECT SUMMARY

- The project uses exploratory data analysis to generate insights on which films Microsoft should produce.
- Three datasets from IMDB were used for this analysis
- The combination of the genre Action, Adventure and Sci Fi proved to be the most successful in terms of total grossing and number of votes received.
- The above genre is therefore the main recommendation as a result of the analysis
- A combination of adventure with either fantasy or animation was also recommended as an alternative.

BUSINESS PROBLEM

The business problem here is what types of films to produce in the industry. Since Microsoft is new to the industry, it is important to carry out an analysis of the movie industry in order to come out with conclusions on which genre would guarantee success for such a heavy financial investment.

DATA

The data used for this analysis was sourced from IMDB, which is a database that contains various information about movies such as ratings and the revenue.

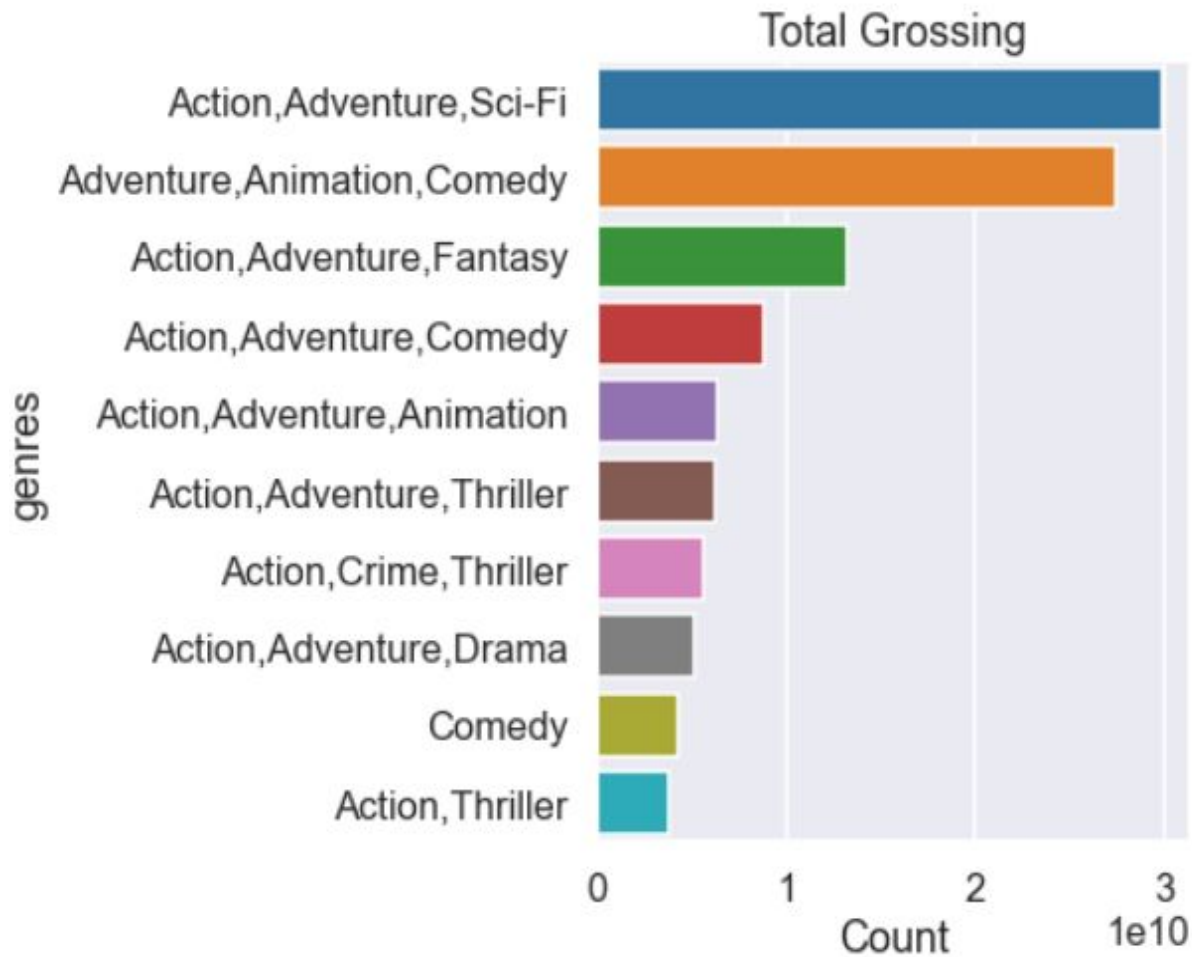
Three datasets were used to carry out this analysis. The datasets contained information about the titles, genres, number of votes, average rating and grossing information of various movies.

METHODS

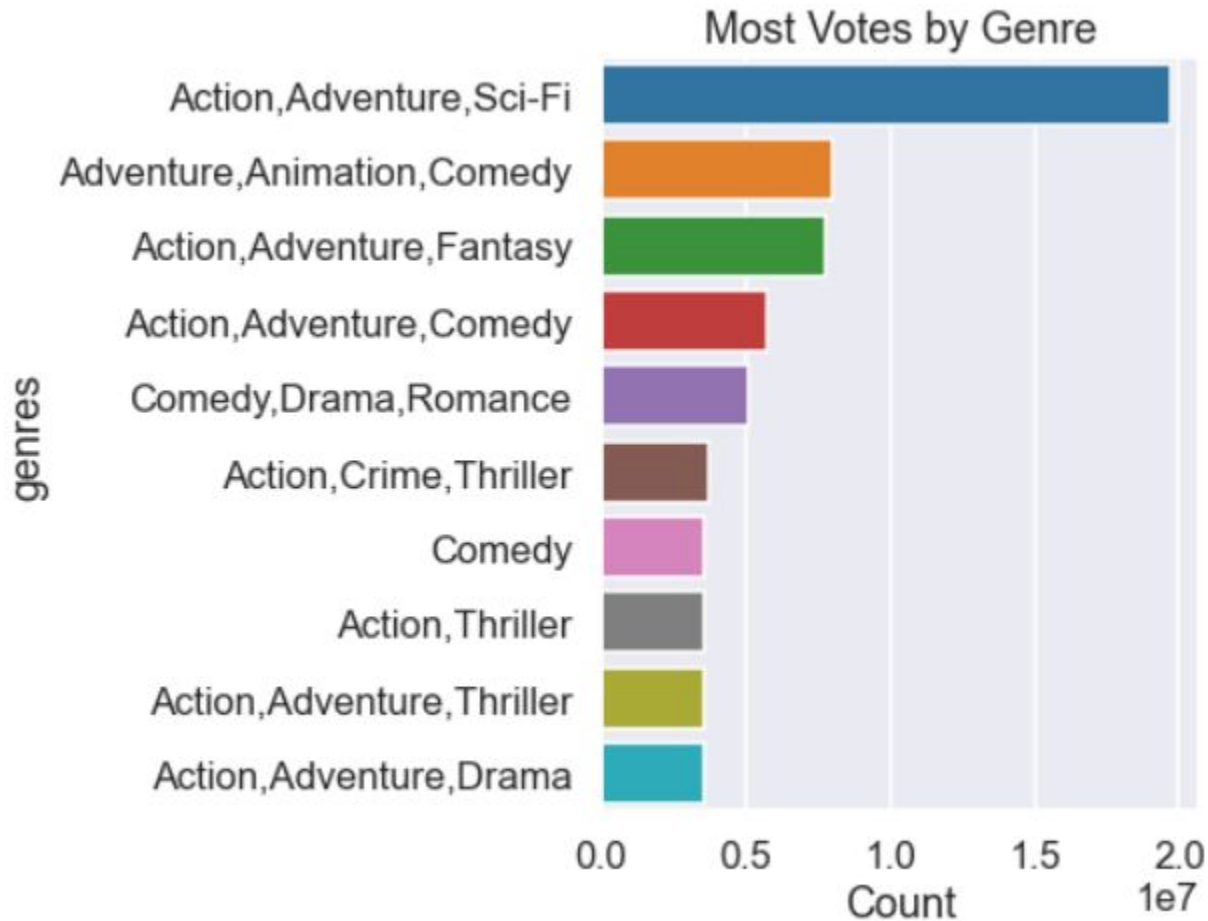
The three datasets were combined into one dataframe that consisted of the titles, genres, number of votes and the grossing figures. After cleaning the dataset, 264 unique genres remained.

A new column, total grossing was added to the combined dataframe. The column was the addition of the foreign and domestic grossing in order to view the results of the grossing as one whole figure.

The data frame was then grouped by genres and this formed the basis of all the analysis. The top 20 genres by total grossing and number of votes was then analysed to come up with conclusions.



The plot illustrates the total grossing of the top 10 genres. It is clear that action, adventure and sci-fi films have the highest domestic grossing.



The plot shows the number of votes by genre. It is clear that the genre combination of Action, Adventure, Sci-Fi had the highest number of votes by far, indicating the popularity of that genre combination.

CONCLUSIONS

This project yields three recommendations with regards to successful movie types; make movies with the genre combination Action, Adventure, SciFi the number 1 priority.

Movies with Adventure, Animation and Comedy can be produced as an alternative. Action, Adventure and Fantasy is included as the third recommendation just to diversify the portfolio but to ensure maximum success, the first film combination should be the main focus of the company

CONCLUSIONS

Limitations of the analysis include whether a single film could be classified differently by different audiences and whether a narrower approach to the genres would yield different results.

Future analysis might include the budget spent of the films to see the success of the films based on a more financially sound measure such as net profit rather than the gross amount which might be misleading.

THANK YOU

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