

Microsoft Movie Analysis

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DSC-PROJECT-1



Outline:

- Introduction.
- Business Problem.
- Data Analysis.
- Recommendations.
- Conclusion.

Introduction

- Microsoft intends to open a new film studio in an attempt to enter the lucrative field of producing original video content.
- The difficulty comes in deciding what kinds of films to make without prior knowledge of the ever-changing motion picture industry.
- The results give the company guidance on the kinds of films to focus on, enabling them to purposefully create content that appeals to viewers and maximises box office receipts.





Business Problem



Microsoft is taking on the task of launching a new film studio in the cutthroat film industry. Since the corporation does not have experience making movies, it must determine which film genres would yield the highest returns on investment. Investigating the kinds of movies that are currently doing well at the box office and turning the results into useful information for Microsoft's upcoming film studio are the main objectives.

Data Understanding

- The analysis used data from a dataset: 'imdb.title.basics.csv'.
- The dataset contains vital information about films, including names, years of release, durations, and genres.
- These characteristics allow for a thorough examination of movie genres, their financial performance, runtime impact, and popularity patterns.



Data Analysis:

01.

What are the most common movie genres in the dataset?

02.

How has the average movie runtime changed over the years?

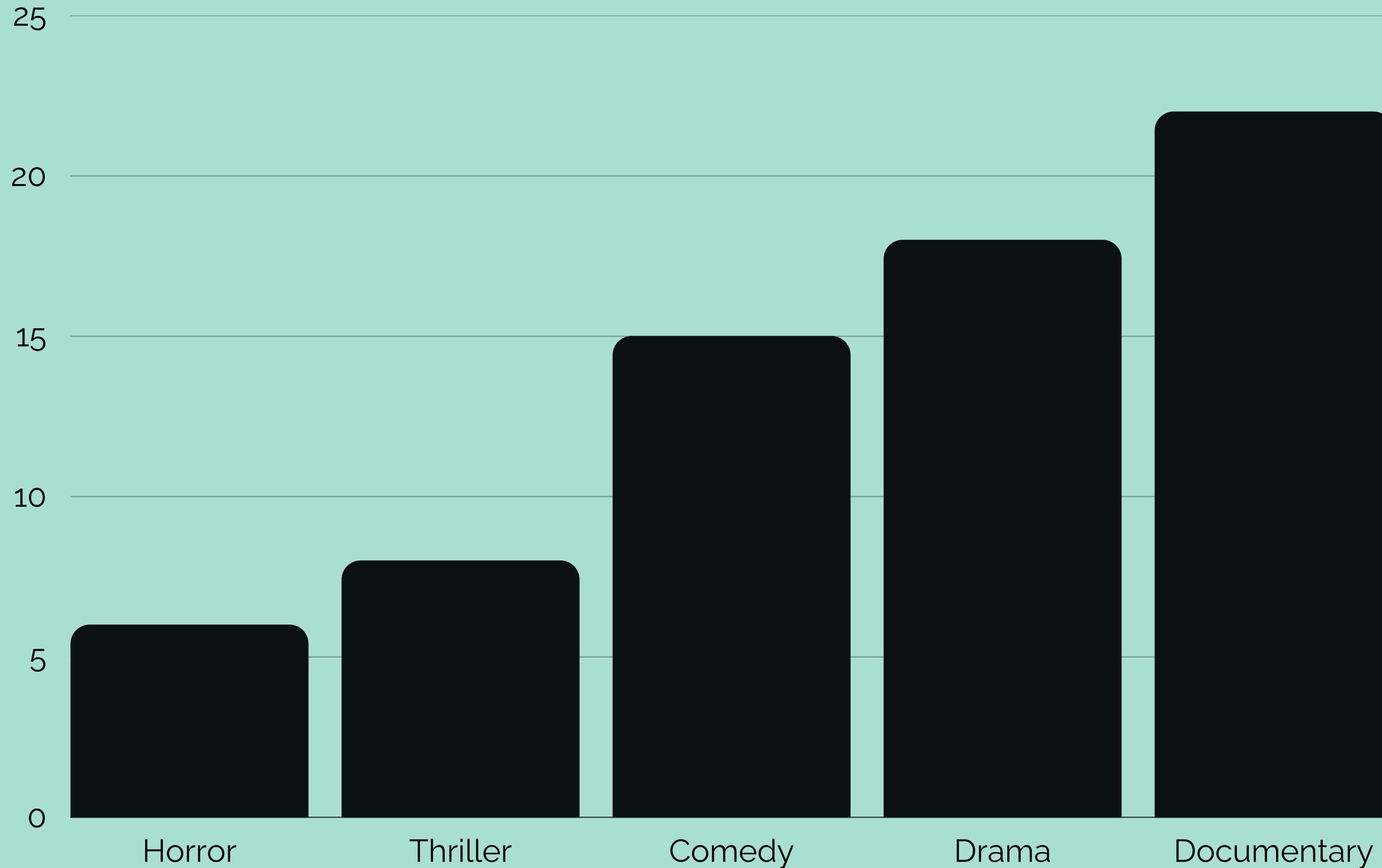
03.

What is the distribution of movie runtimes within specific genres(the most common genres)?

1. Common Movie Genres

- The top 10 most common movie genres have been identified, with "Documentary," "Drama," and "Comedy" being the most prevalent.
- This information can guide Microsoft's movie studio in choosing genres that have a higher likelihood of resonating with the audience due to their popularity.

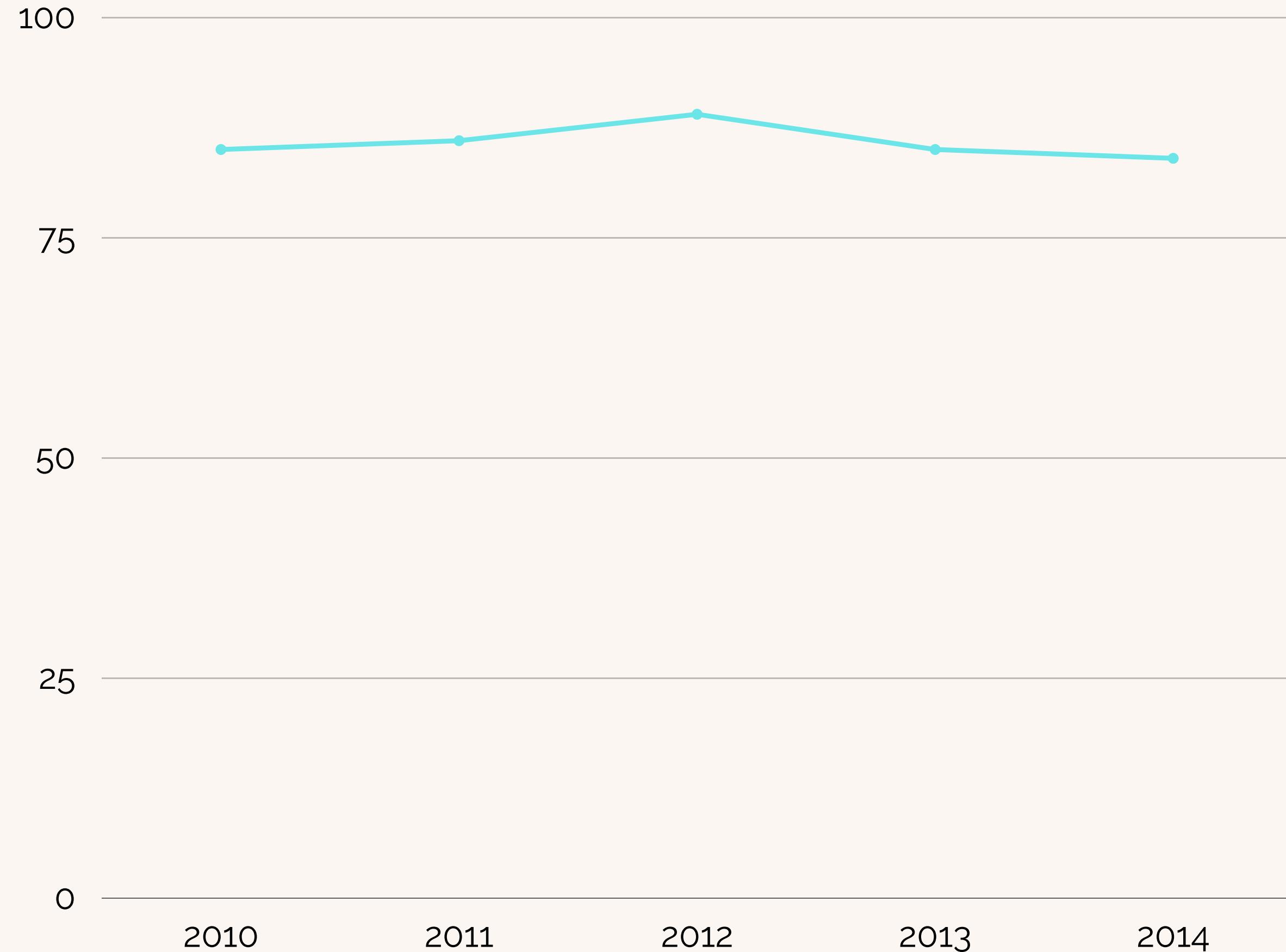
Popular Movie Genre



2. Average movie runtimes

- This involves calculating the average runtime of movies for each year. Plotting this information helps visualize trends in movie lengths over time.
- For instance, the average runtimes in 2012 and 2019 were 89.02 minutes and 89.16 minutes, respectively, suggesting that the films in those years were comparatively longer. On the other hand, the average runtimes for the years 2014 and 2017 were 84.97 minutes and 85.95 minutes, respectively.
- Overall, the average runtimes seem to be very consistent throughout years, with just slight variations.
- A number of factors, such as audience preferences, filmmaking trends, the popularity of a certain genre, and societal transformations, could affect average duration changes.

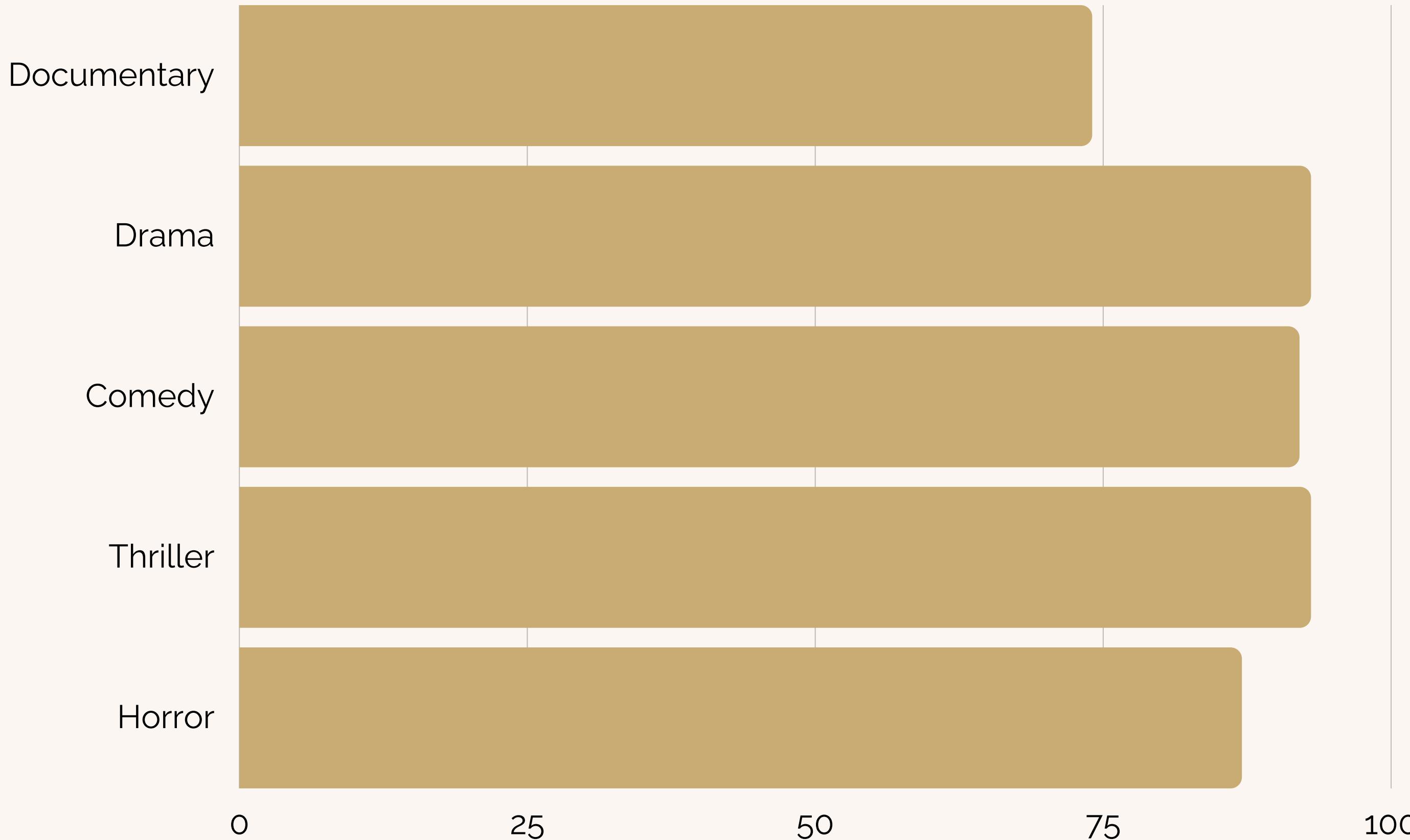
Average runtimes



3. Distribution of Movie Runtimes within Specific Genres

- For each of the most common genres, the analysis has determined the average or median runtime. However, understanding the distribution goes beyond the average; it delves into the full spectrum of runtimes within each genre.
- For instance, we established that 'Documentaries' are the most common genre. The average runtime for this genre is around 74 minutes.
- On the other hand, the average runtime for comedies is 92 minutes.
- Depending on the genre Microsoft wants to venture into, they can use this information to determine how long the film should be.

Specific Movie Runtimes



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Suggested Actions:

- **Genre Selection:**

The company could focus on producing movies in genres such as "Documentary," "Drama," and "Comedy," which have proven to be the most common and popular among audiences.

- **Runtime Considerations:**

Microsoft could also take note of the typical runtimes of the various genres. Maintaining viewers' interest and satisfaction requires an understanding of their expectations regarding the running time of the film.

- **Constant Analysis and Monitoring:**

Aside from these, Microsoft should do regular analysis of genre trends over time and keep an eye on audience preferences.

Conclusion

With this analysis, Microsoft's new film studio will be able to make data-driven decisions by better understanding the state of the film business. Nonetheless, to guarantee continued applicability and prosperity in the ever-changing entertainment sector, it is crucial to consistently verify these conclusions with fresh information and consumer input.



