Phase 1 Project

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Business Problem

- Microsoft has decided to dive into original video content creation and they want to start their own Movie Studio.
- But they do not know anything about creating movies
- The task is to find the best performing films at the box office so as to help Microsoft.

The Data Used

1. **imdb.title.basics**
   - This dataset has the title, start_year, runtime minutes and genres of the movie.
2. **imdb.title.ratings**
   - This one has the unique identifier of the movie which is 'tconst', the average rating and the number of votes the movie has.
3. **Bom.movie_gross**
   - This dataset contains the title, studio that produced the movie, domestic and foreign gross of the movie and the year of release.

Recommendations made from Analysis

1. **Microsoft can film the following top 3 most common genres from counts of genres :**
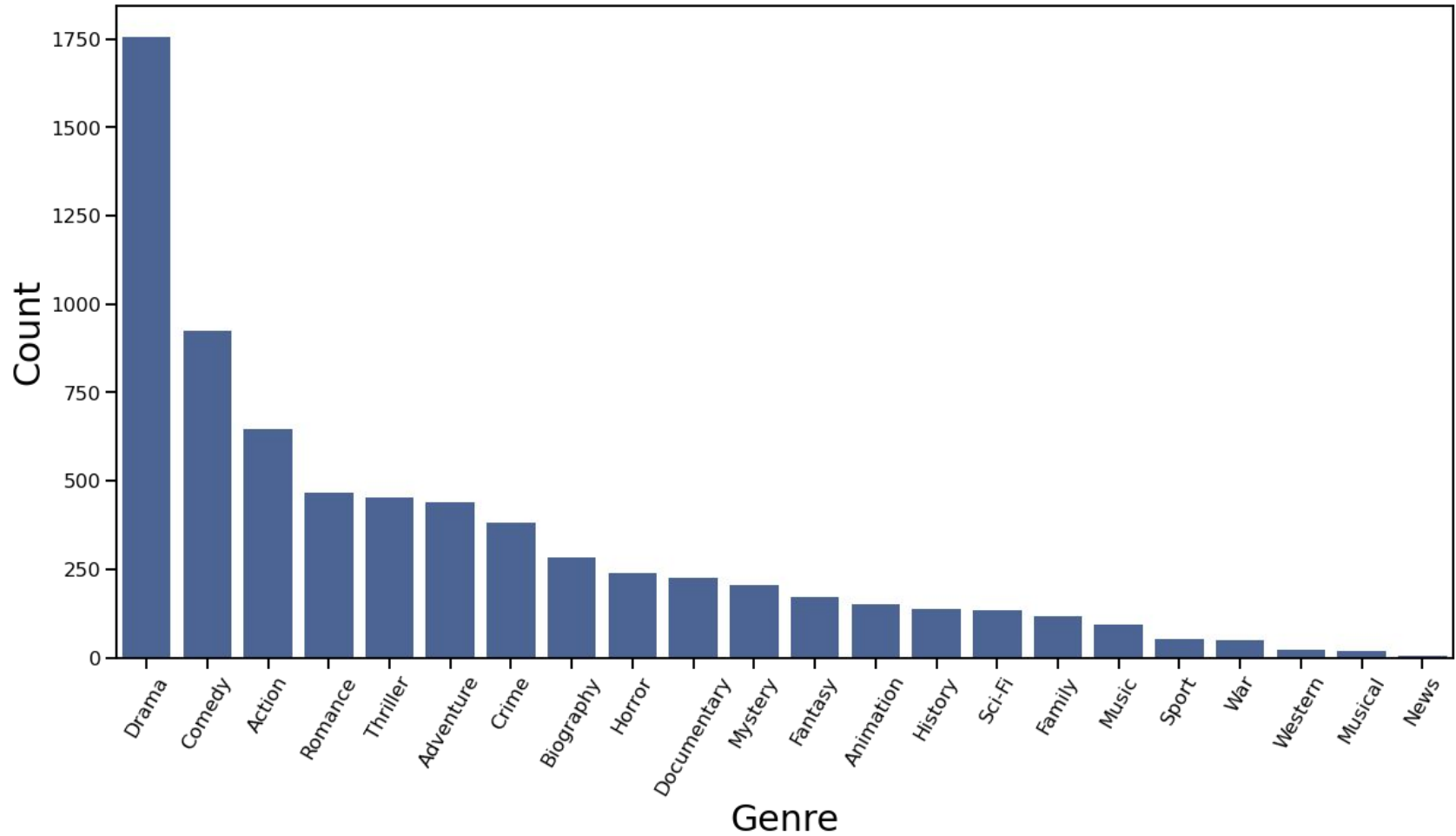   - Drama
   - Comedy
   - Action

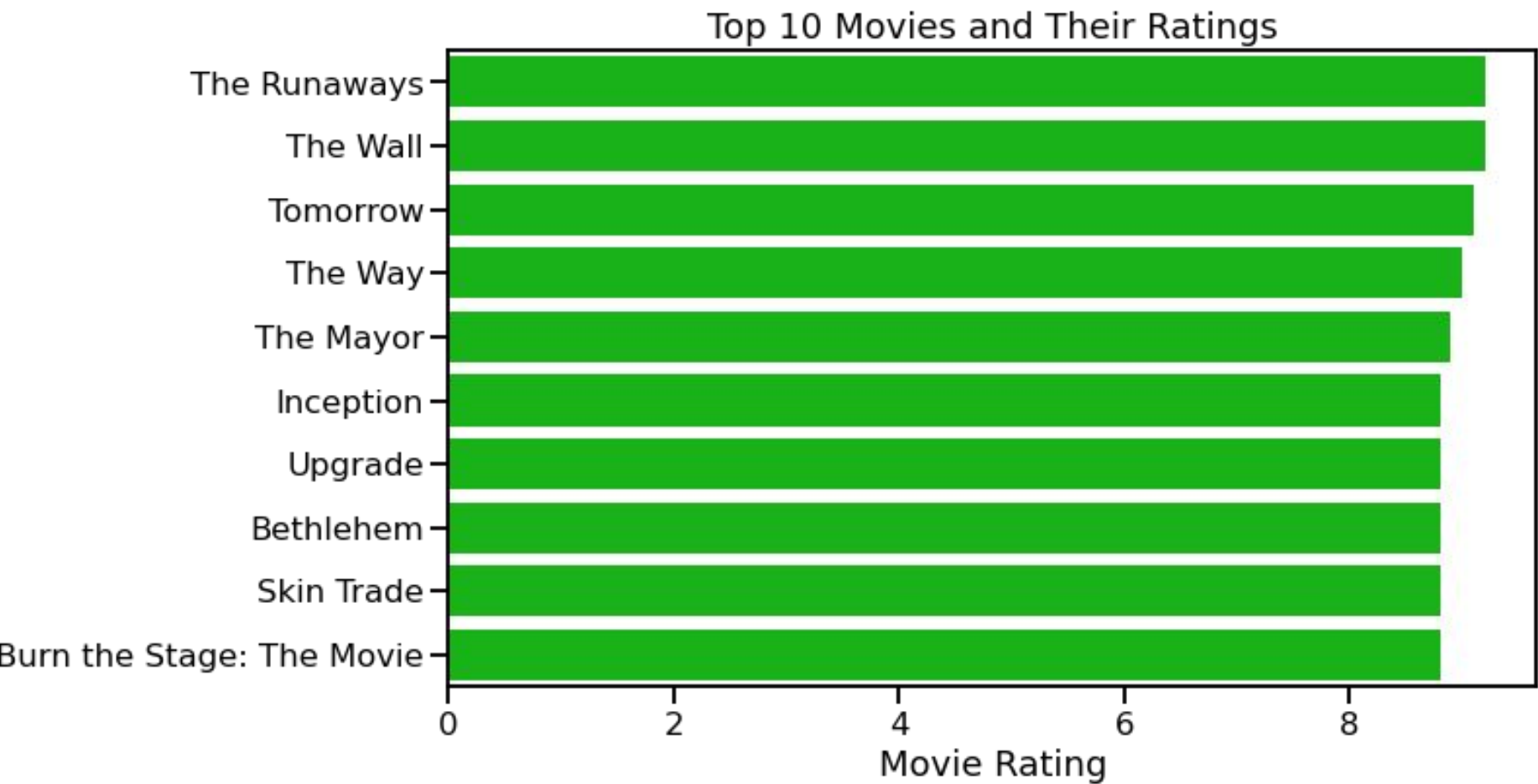-Those are the most common filmed genres.

I've backed the above conclusion with the following visualization:

Genre Counts

2. Movies with highest ratings.
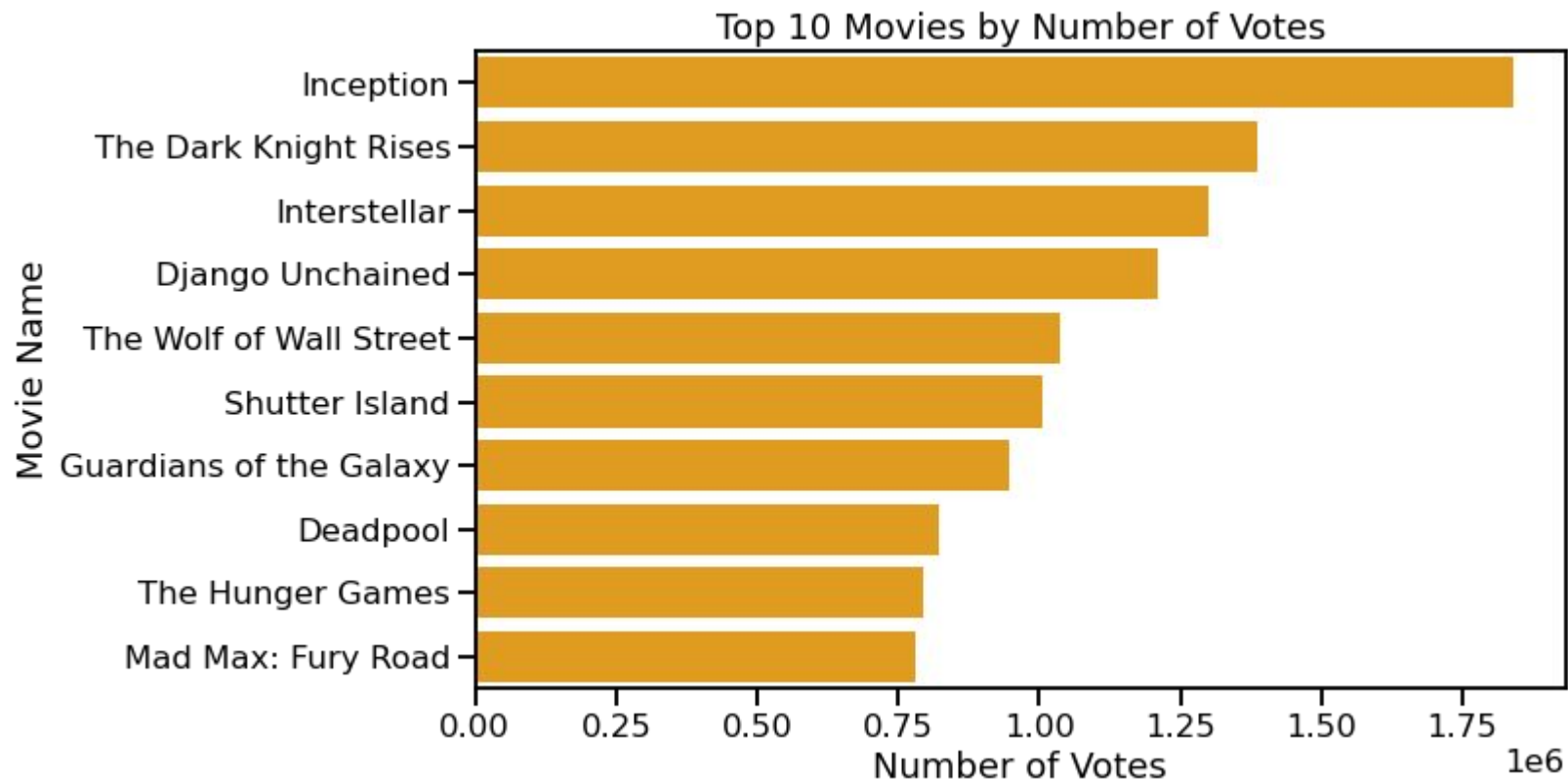

Top 10 Movies and Their Ratings

Other Genres Microsoft can produce according to movie ratings:

- From the movie names , the highest genres are as follows:
    - RunAways - Adventure
    - The Wall - Documentary
    - Tomorrow- Drama

- From the visualization we can see,

    i) Runaways ranks highest with **9.2 rating**

    ii) The wall is second with **9.2 rating**

    iii) Tomorrow with **9.1 rating**

- Other Genres Microsoft can film from that are:
    - Adventure
    - Documentary

3. Additional Genres from number of votes:

Top 10 Movies by Number of Votes

- **From the movie names , the highest genres are as follows:**

  - **Inception - Action, Adventure , Sci-Fi**
  - **The Dark Knight Rises - Action, Thriller**
  - **Interstellar - Adventure, Drama, Sci-Fi**

- From the visualization we can see,

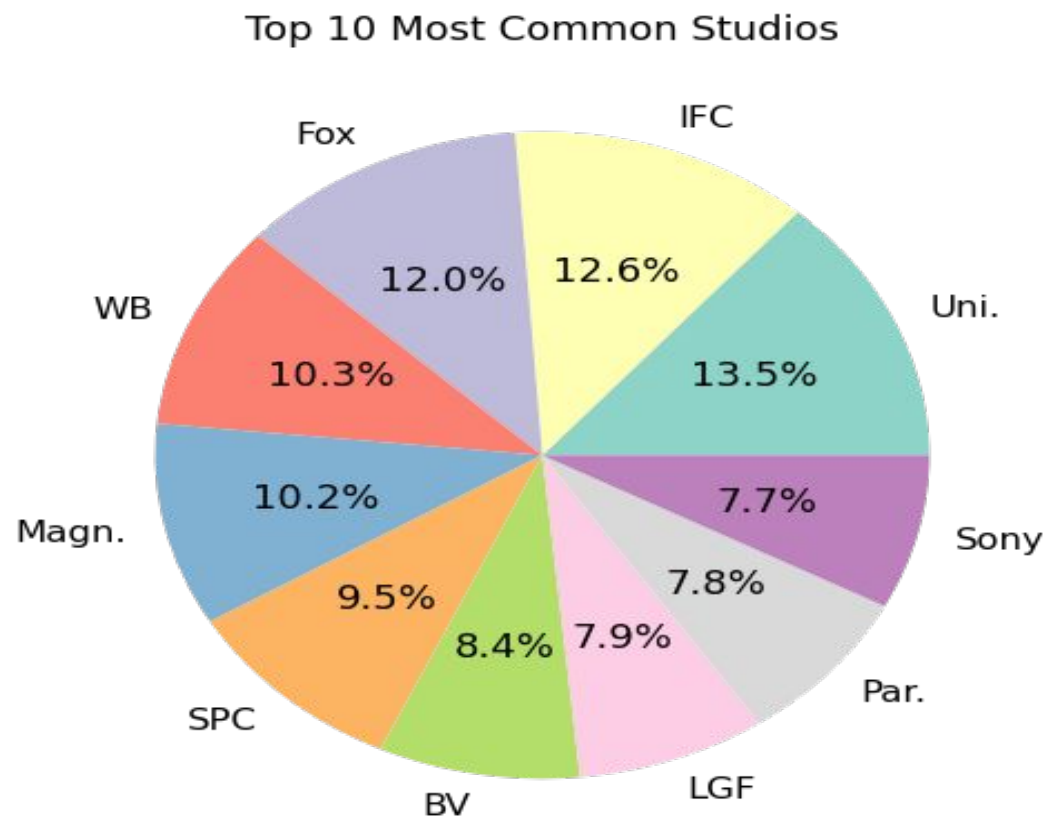 i) Inception ranks highest with **1,841,066** votes

  ii) The Dark Knight is second with **1,387,769** votes

  iii) Interstellar with **1,299,334** votes

- **Other Genres Microsoft can film from that are:**
  - **Sci-Fi**
  - **Thriller**

3. Distribution of Top 10 Movie Studios :

Top 10 Most Common Studios

From the previous studios visualization:

- The following are the top studios:

  - i) Uni. - **13.5%**

  - ii) IFC - **12.6%**

  - iii) Fox - **12.0%**

  Microsoft can consult the above studios as they may have experience and expertise in various genres of movies.
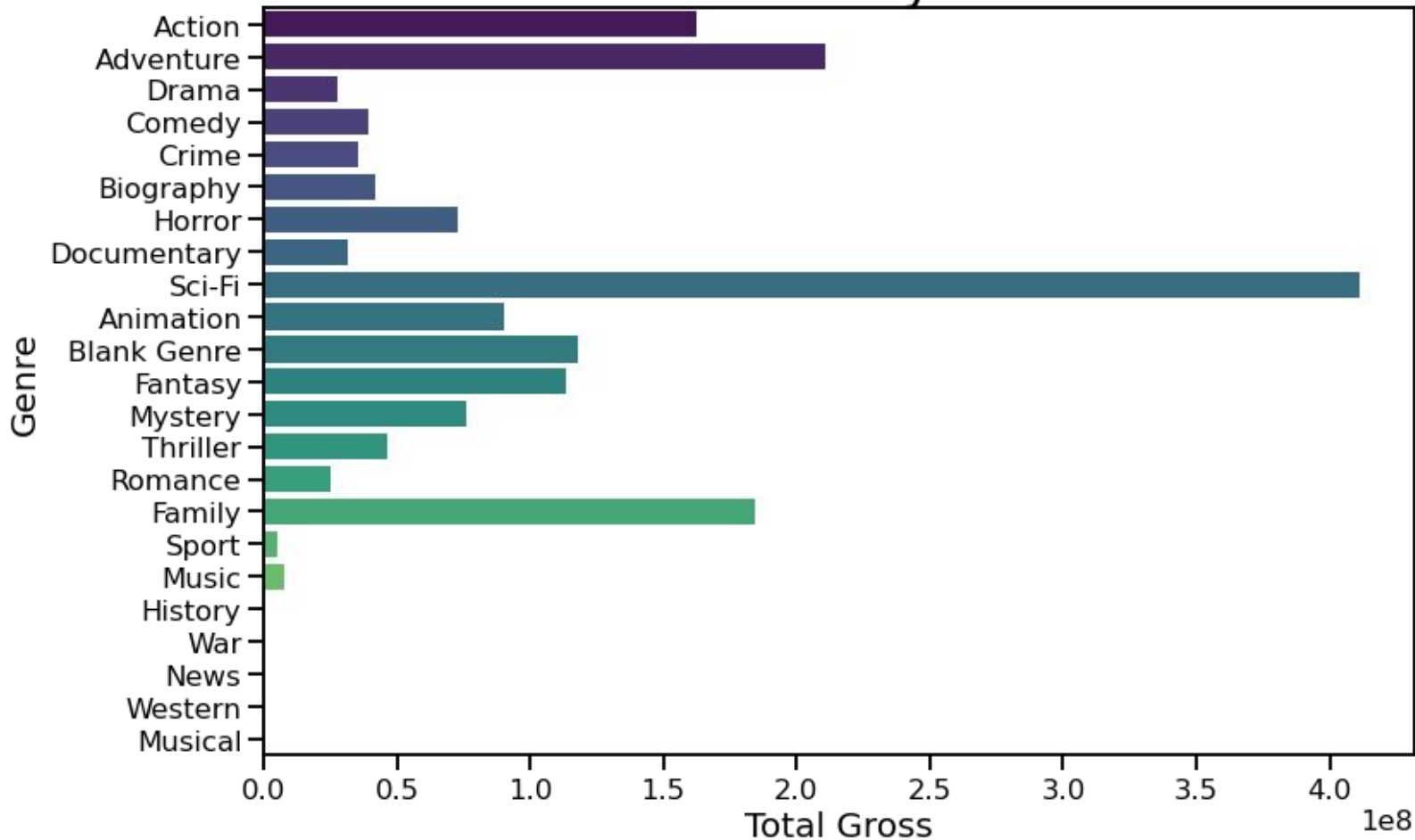
4. Performance on Both Domestic And Foreign Markets

The visualization is as follows:

Total Gross by Genre

From the visualization of Gross by Genre:

- The **Sci-Fi Genre** ranks with the highest revenue both locally and domestically.

    With a real word example:

- From wikipedia, the highest grossing movies are scientific fiction and they are the following:

    i) Avatar - $2,015,837,654

    ii) Star Wars - $1,116,648,995

    iii) Avengers - $1,329,609,642

    iv) Jurassic World - $996,662,583

    v) Furious 7 - $1,165,715,774

- Here's the link to wikipedia for the above information: https://en.wikipedia.org/

Conclusion

From all the above information:

Microsoft can invest in the following films:

1. Drama
2. Comedy
3. Action
4. Adventure
5. Documentary
6. Sci-Fi

- And get help from **Uni . , IFC and Fox Studios**