

# *MICROSOFT MOVIE ANALYSIS*

*Aiding Microsoft's journey into the movie industry*

*By Medrine Waeni*

# SUMMARY

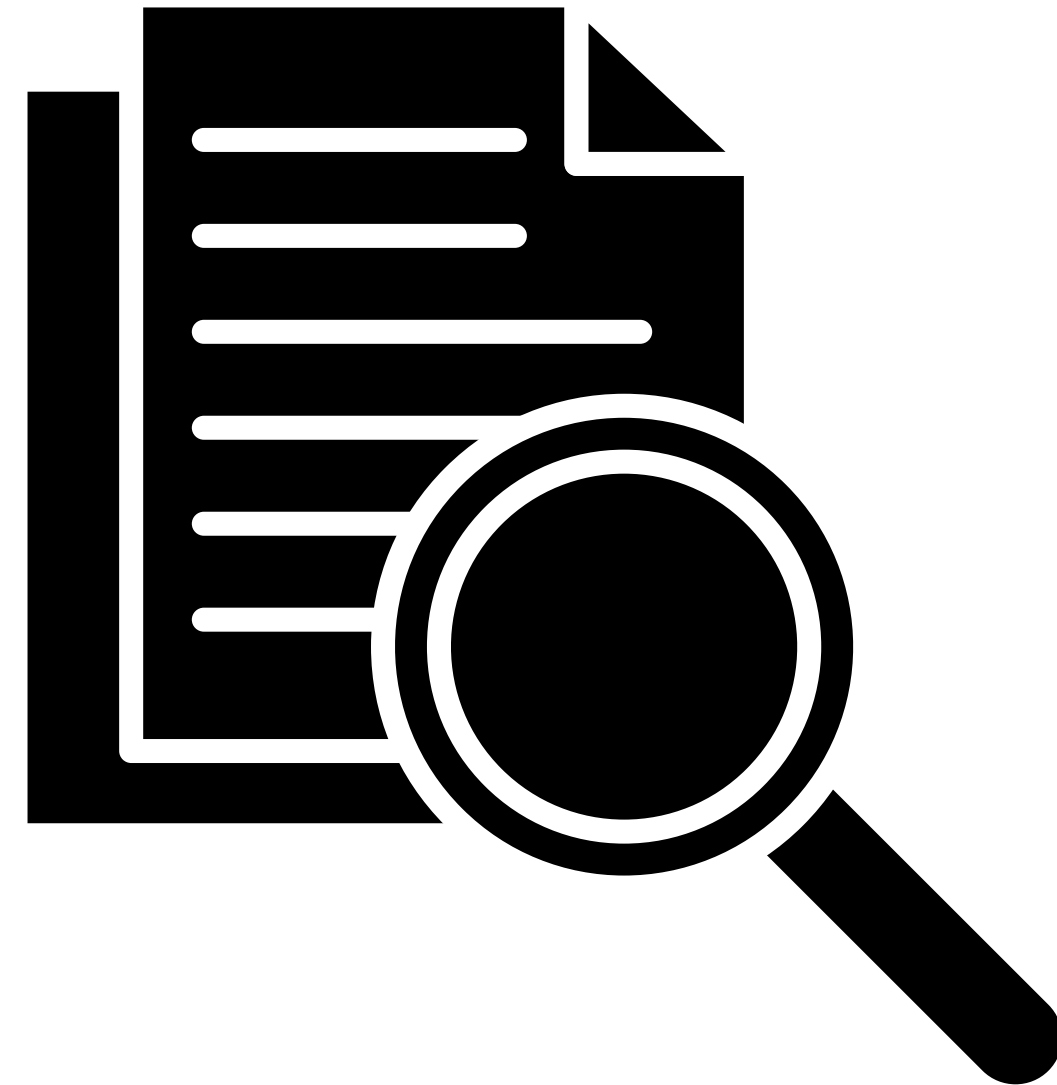
*Descriptive analysis of the movie scene yielded the following results:*

- *The genre with the most gross income was Family*
- *The movies should be released for sale worldwide*
- *The length of the movie should be between 40 to 120 minutes*
- *An overview of the competitors and their income*

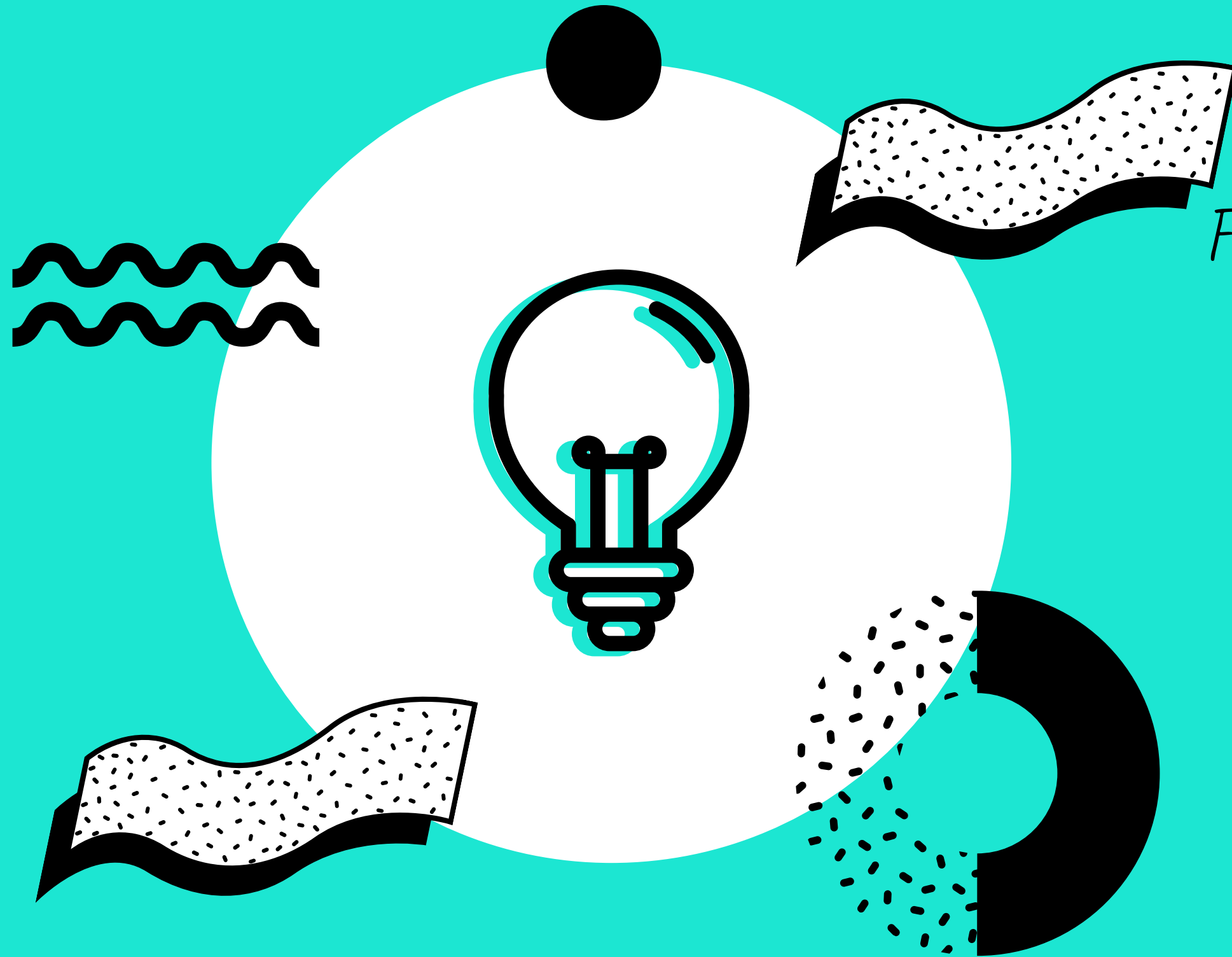


# OUTLINE

- *Business Problem*
- *Data*
- *Methods*
- *Results*
- *Conclusion*



# BUSINESS PROBLEM



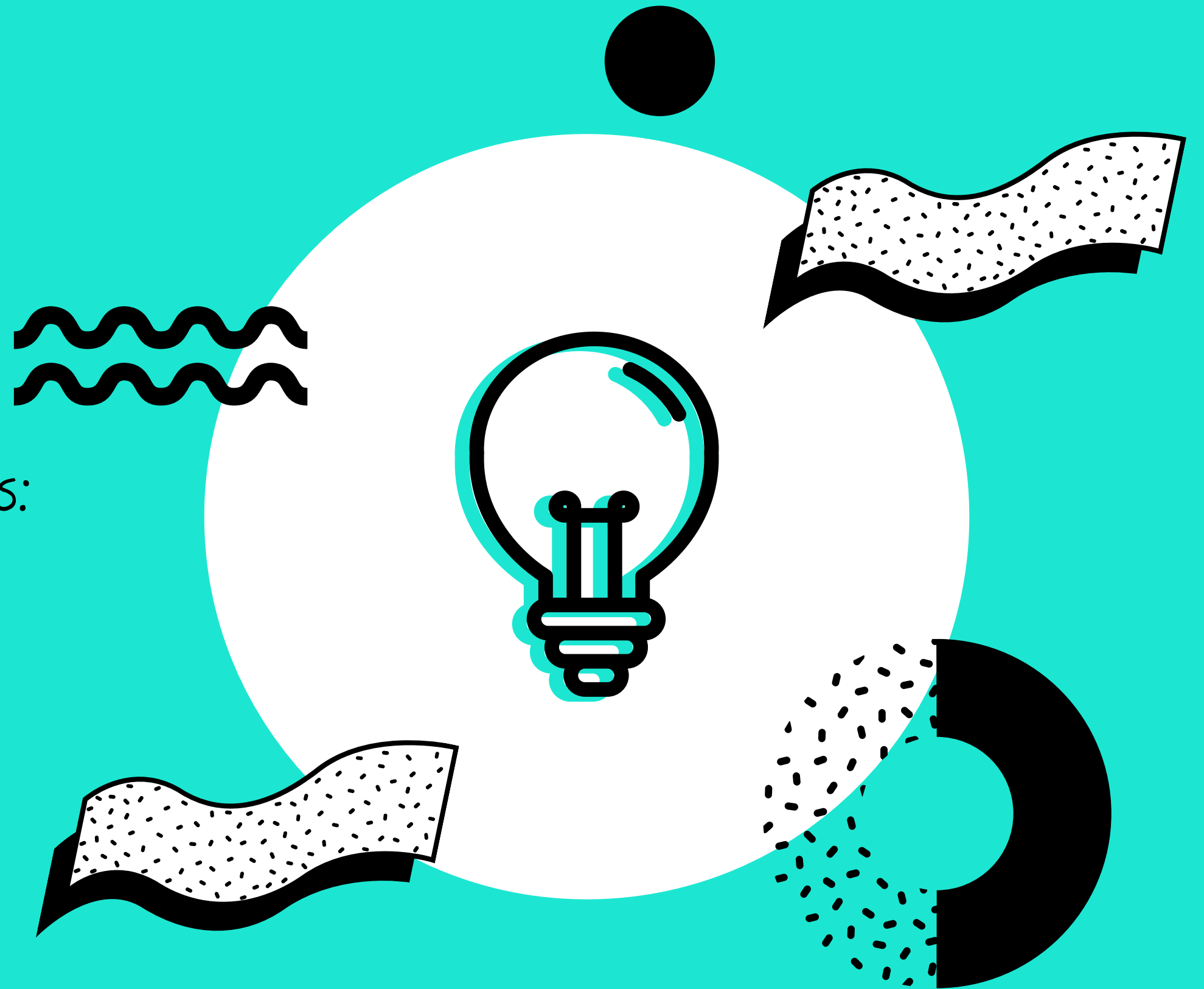
*Factors to look at as you enter the movie industry:*

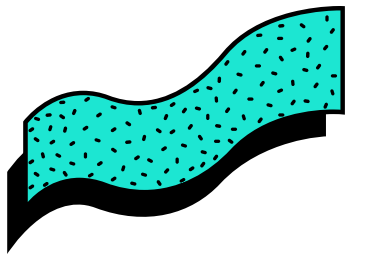
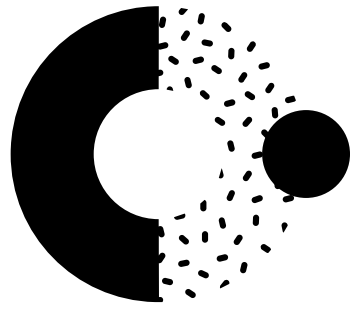
- *Genre of movie*
- *Target Audience*
- *Directors to bring on-board*
- *Movie length*
- *Competition*

# DATA

*Data was collected from the following sites:*

- *Box Office Mojo*
- *IMDB*
- *The Numbers*

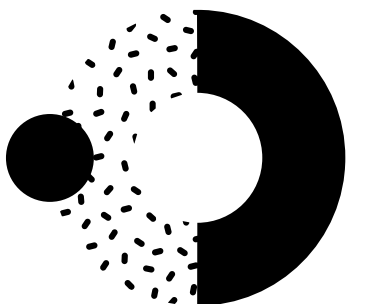
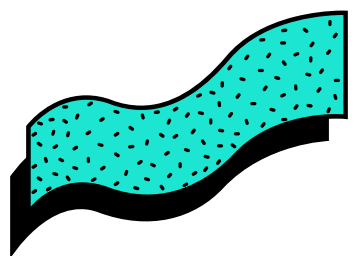




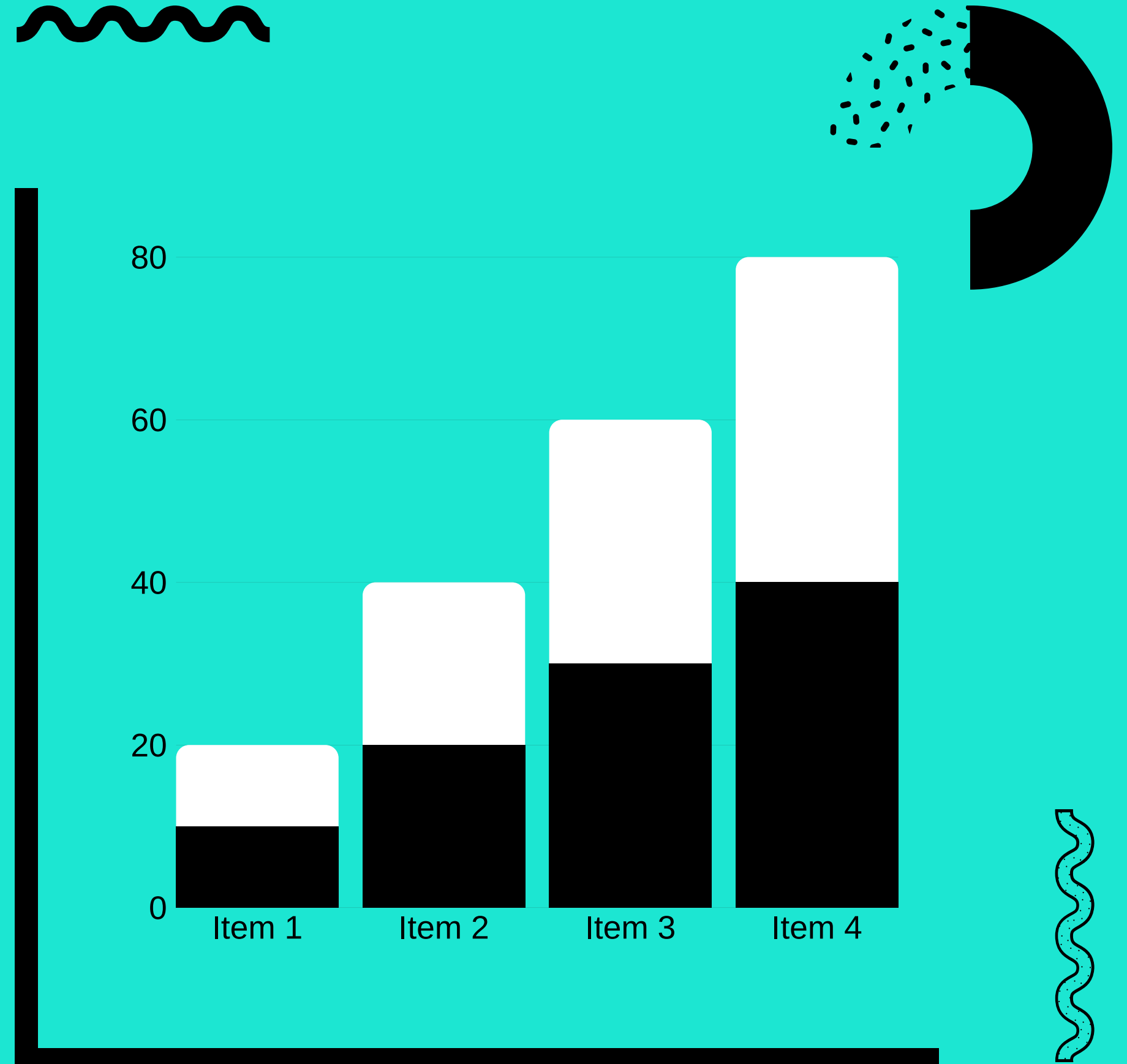
# *The Method*

*The datasets were imported and the dataset preparation was done.*

- *Missing were handled by dropping affected columns or filling with the mean of the data depending on the scenario*
- *Duplicated data were dropped and only the first instance of the duplicates was kept*
- *The cleaned data was used to analyze and answer the problem statement*
- *Data visualization methods were used to answer the problem statement with visuals*
- *A recommendation was made*

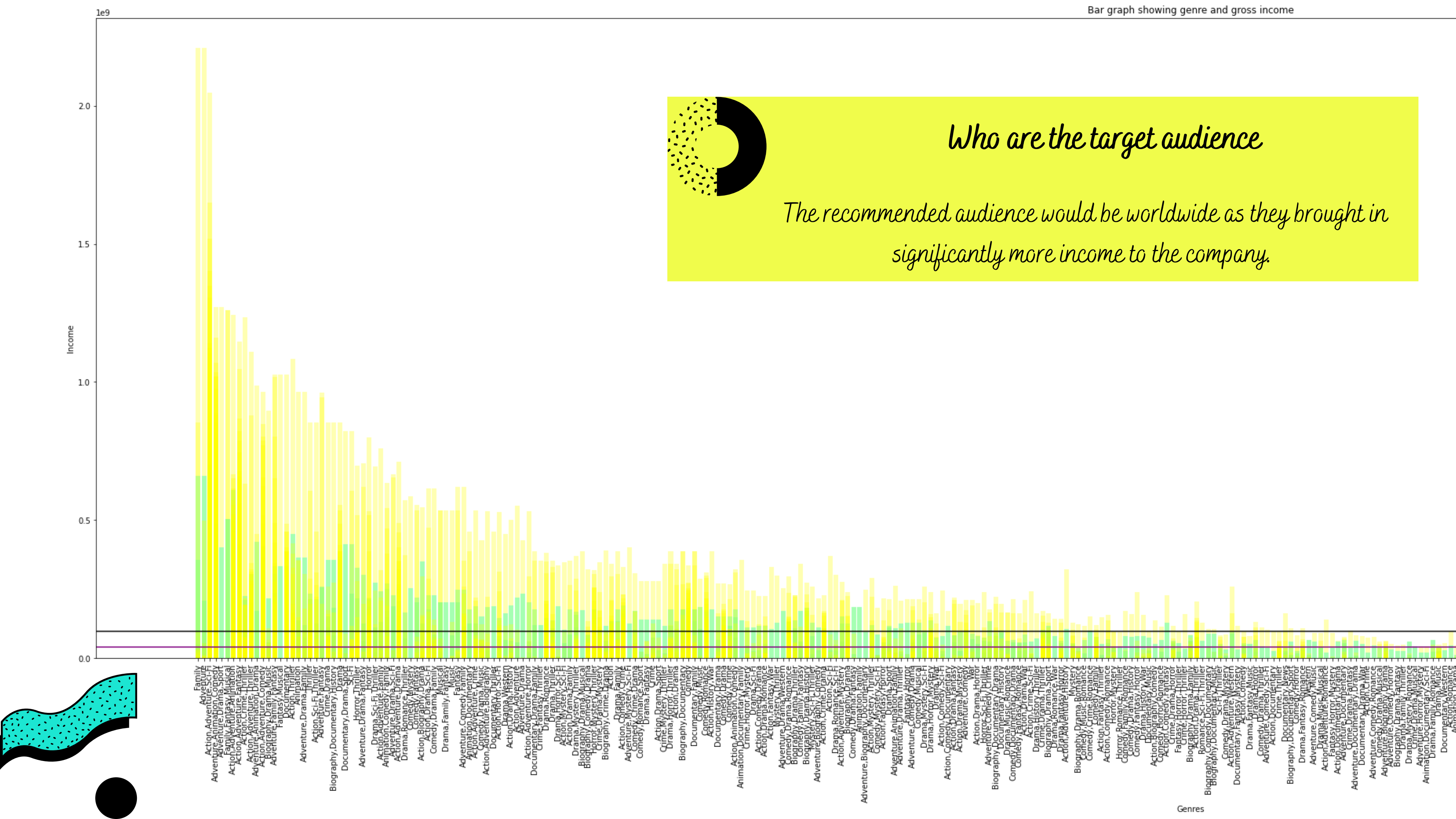


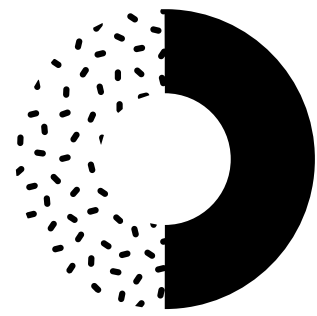
# RESULTS







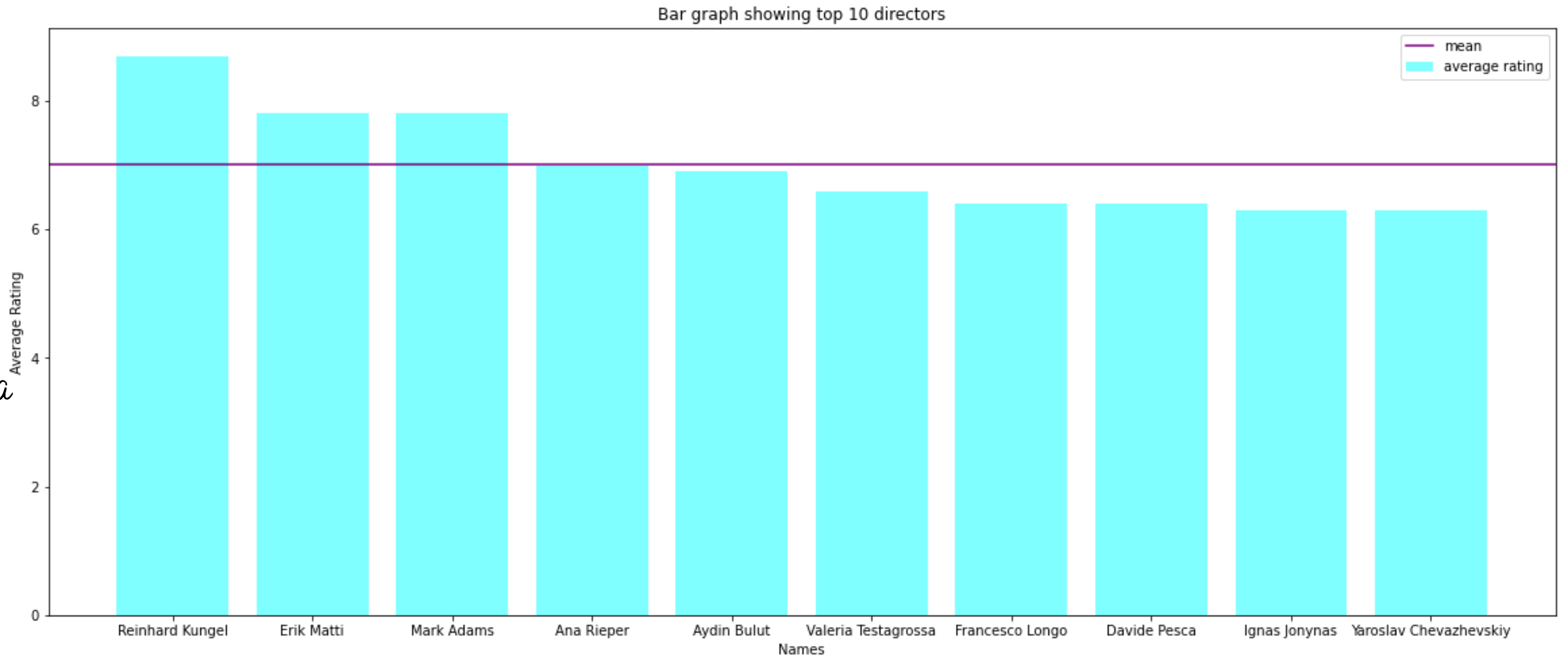


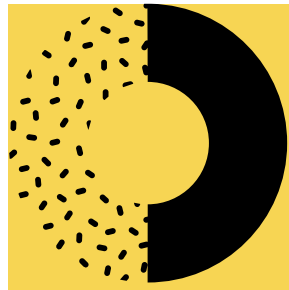


## Recommended directors for movie

The following directors would be best for consultation or hiring when working on the different films:

- Reinhard Kungel
- Erik Matti
- Mark Adams
- Ana Reiper
- Aydin Bulut
- Valeria Testagrossa
- Francesco Longo
- Davide Pesca
- Ignas Jonynas

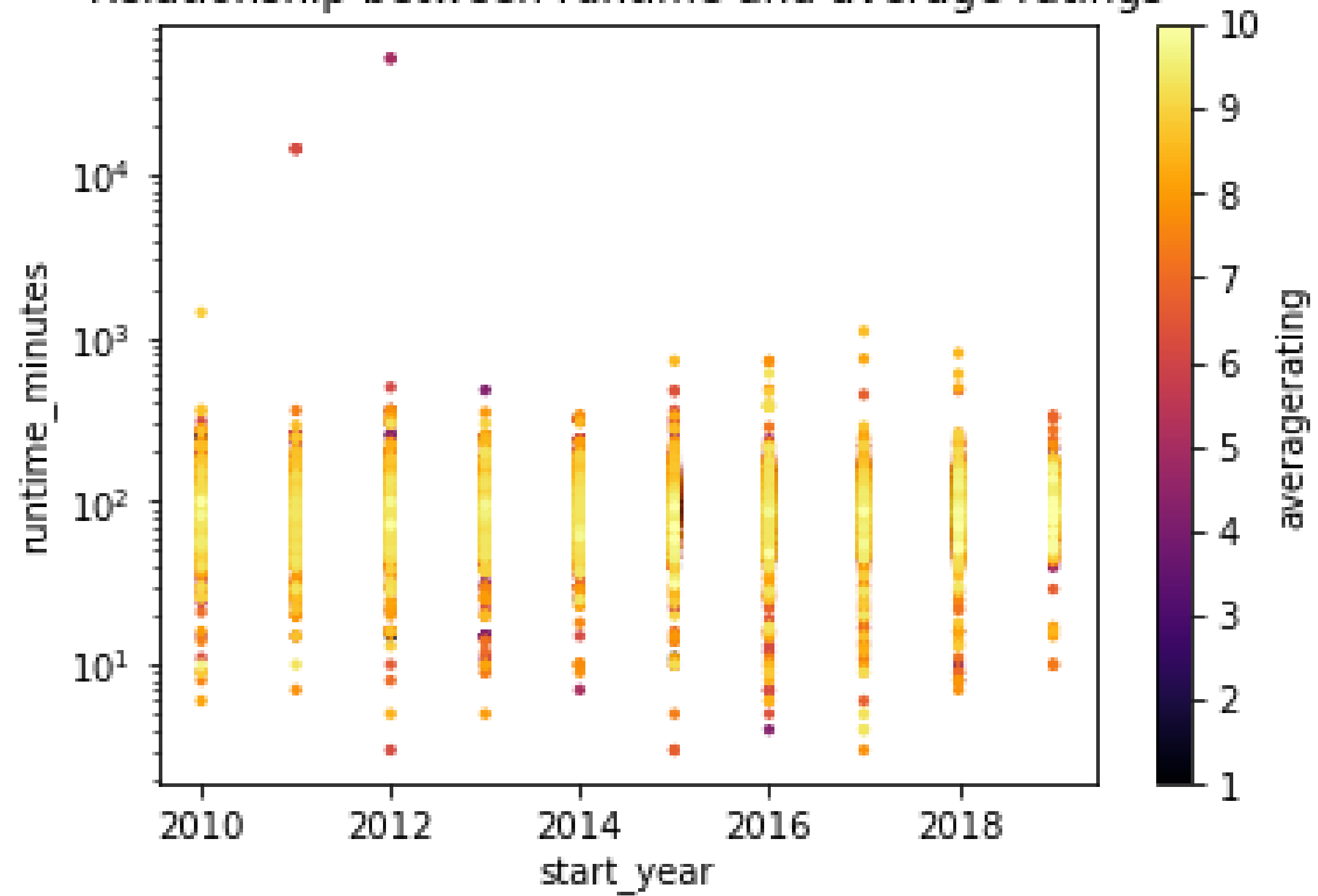


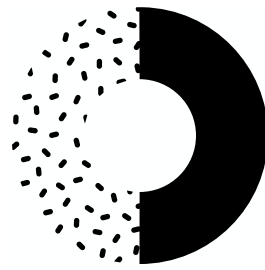


## Movie length recommendation

*The movie length should range from 40 to 120 minutes. This is because movies that lie in this range had better ratings through the years compared to other times*

Relationship between runtime and average ratings





## Competition

The following are the top 5 studios:

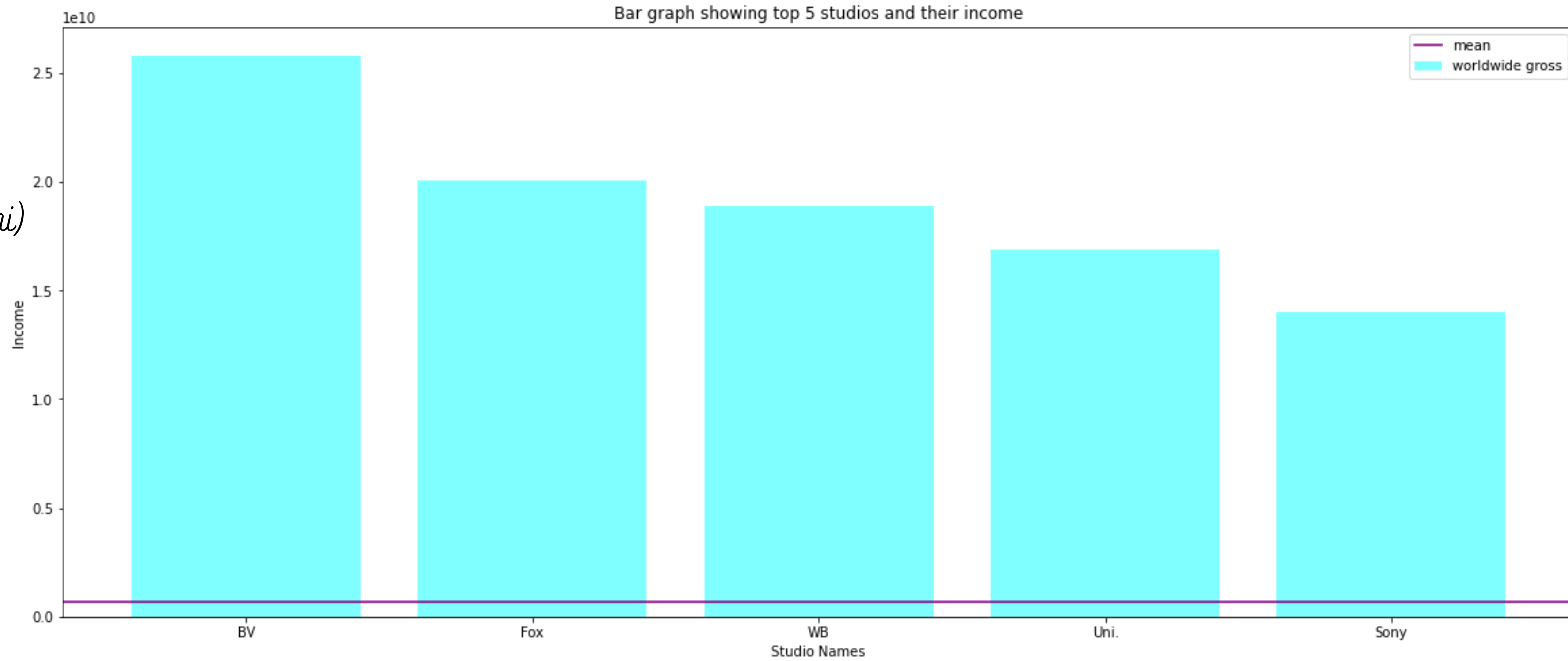
- Studio BV

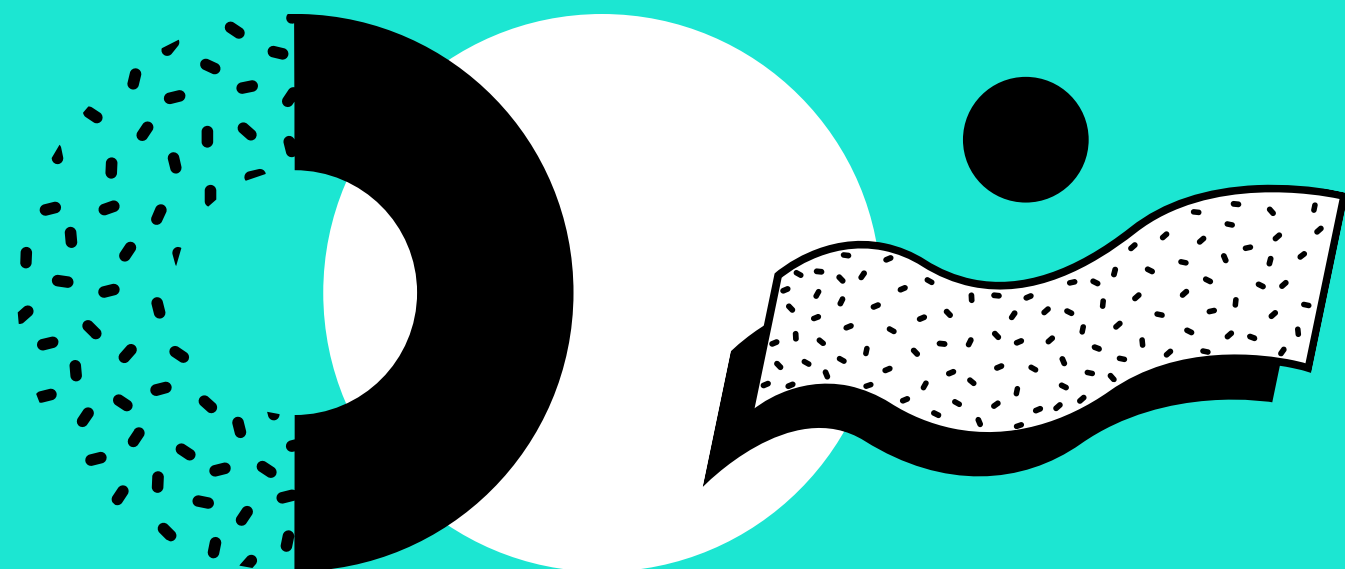
- Fox

- Warner Bros (WB)

- Universal Pictures (Uni)

- Sony





# RECOMMENDATIONS

## *Movie Type*

*Family or Adventure*

## *Target Audience*

*Worldwide release*

## *Directors*

*Reinhard Kungel et all*

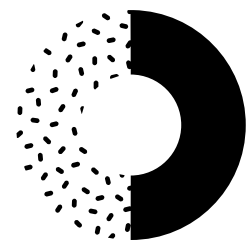
## *Runtime*

*40 to 120 minutes*

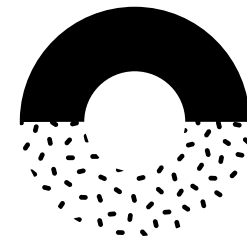
## *Competition*

*Studio BV et all*

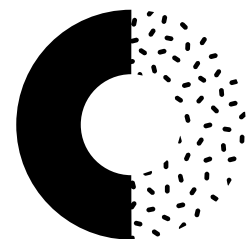
# Next Steps



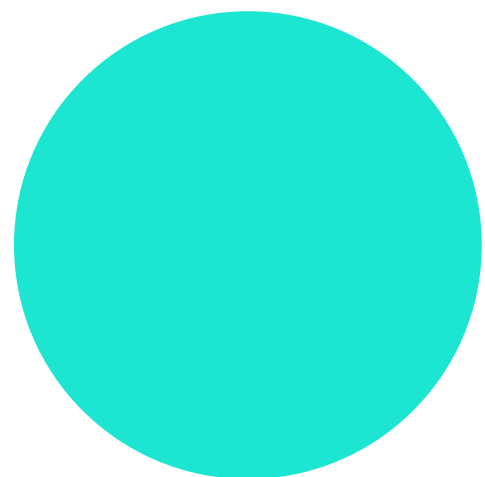
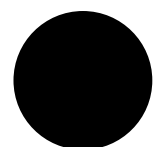
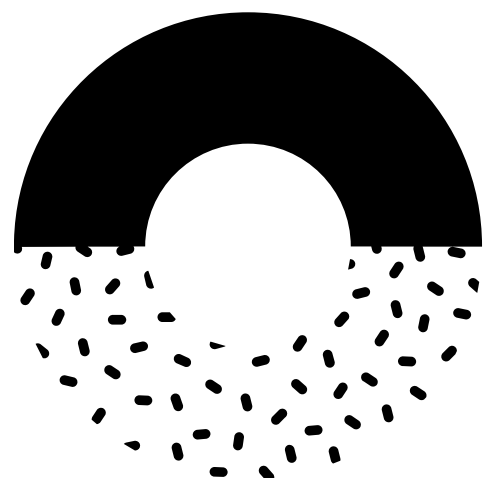
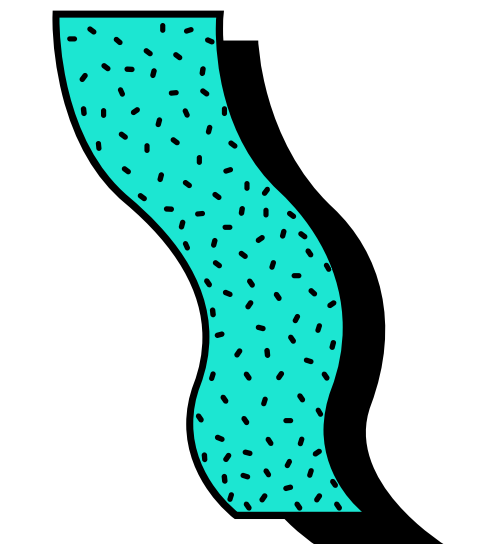
*Web scraping to obtain current data from the movie sites. This would help to do analysis based on current events*



*Narrowing down to the specific genres needed. This would help rank specific movies better even those with a combination of genres.*



*Making a machine learning predictive model that would analyse the current movies and offer a suggestion on the route to take.*



# *THANK YOU*



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