

MICROSOFT

ANALYSIS

PHASE 1 PROJECT

ANALYSIS

CAROL MUNDIA

BUSINESS UNDERSTANDING

Microsoft aims to venture into the world of original video content creation, inspired by the success of industry giants. Despite lacking experience in filmmaking, they are establishing a new movie studio.

The task at hand is to analyze the current box office trends and identify the most successful film genres. These findings will be translated into actionable insights for the head of Microsoft's new movie studio, aiding in decision-making regarding the types of films to create

BUSINESS PROBLEM

**WHAT ARE THE
PROFITABLE
FILM VENTURES
?**



OVERVIEW STEPS IN THE DATA ANALYSIS



- RECOMMENDATION
- CONCLUSION
- DATA visualization
- DATA ANALYSIS
- DATA PREPARATION
- DATA UNDERSTANDING
- BUSINESS UNDERSTANDING



OBJECTIVES OF THE ANALYSIS

WHY THE ANALYSIS?

Establish connections between various datasets to identify recurring patterns within the film sector.



Conduct Explorative Data Analysis on Movies Datasets to generate insights



DETERMINE THE CORRELATION BETWEEN PRODUCTION BUDGET AND COMPANY PROFITS IN THE MOVIE INDUSTRY.



IDENTIFY THE GENRES THAT ENJOY THE HIGHEST POPULARITY.



DATA

UNDERSTANDING

The data utilized for this analysis was sourced from the following origins:

<https://www.boxofficemojo.com/>

<https://www.imdb.com/>

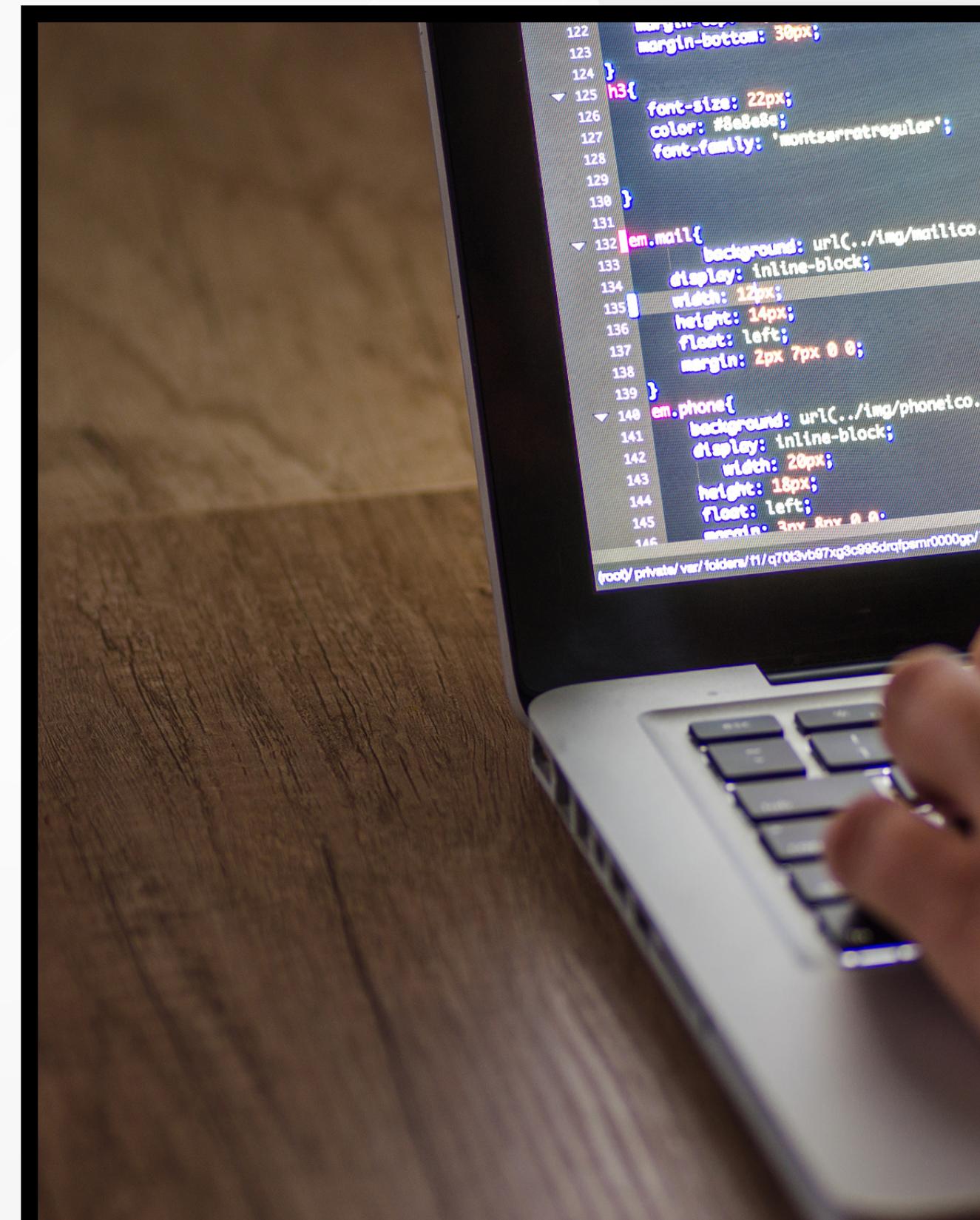
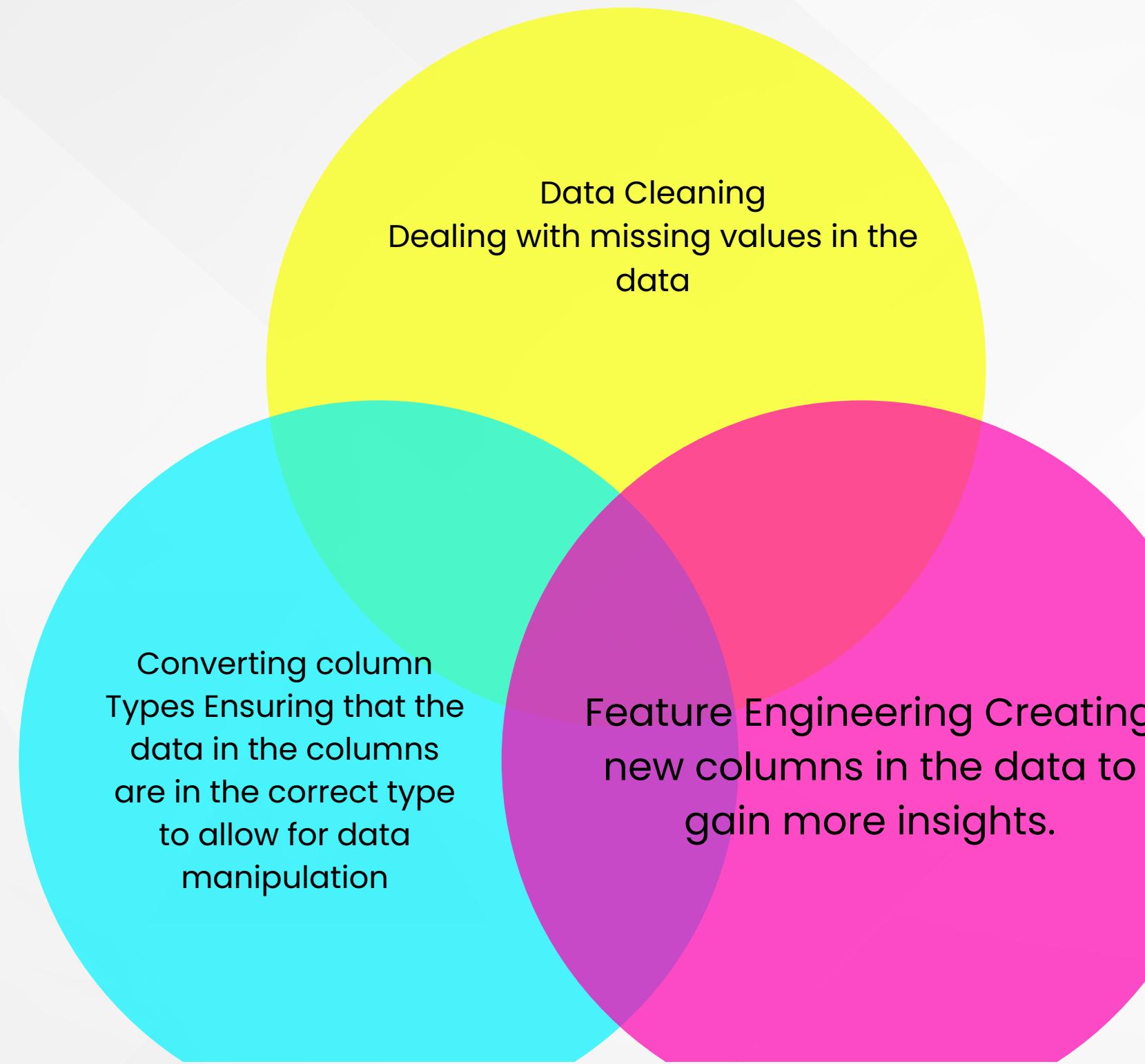
<https://www.rottentomatoes.com/>

<https://www.themoviedb.org/>

<https://www.the-numbers.com/>



DATA PREPARATION



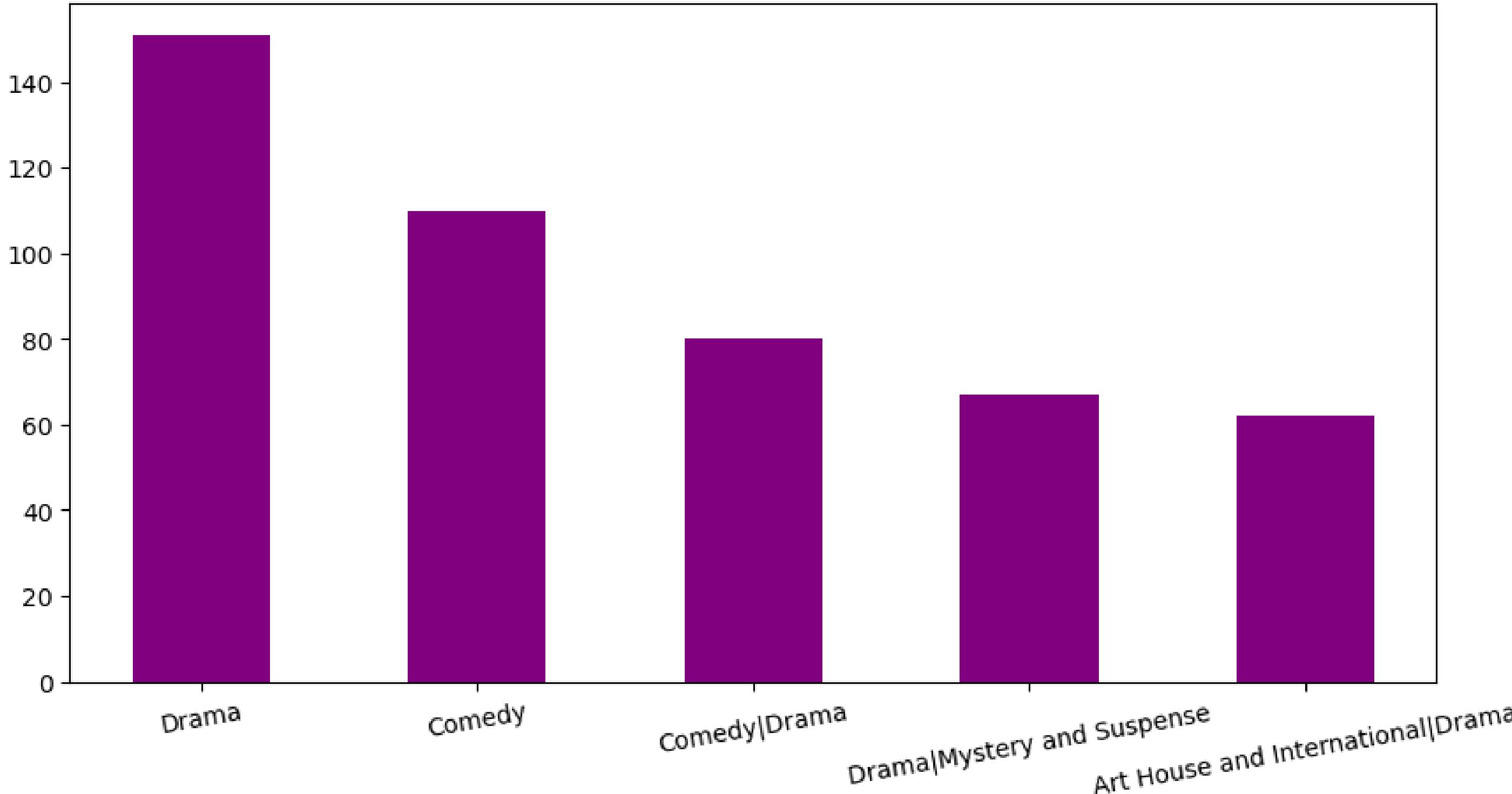
DATA ANALYSIS AND VISUALIZATION

Data analysis involves exploration of the data to establish meaningful insights



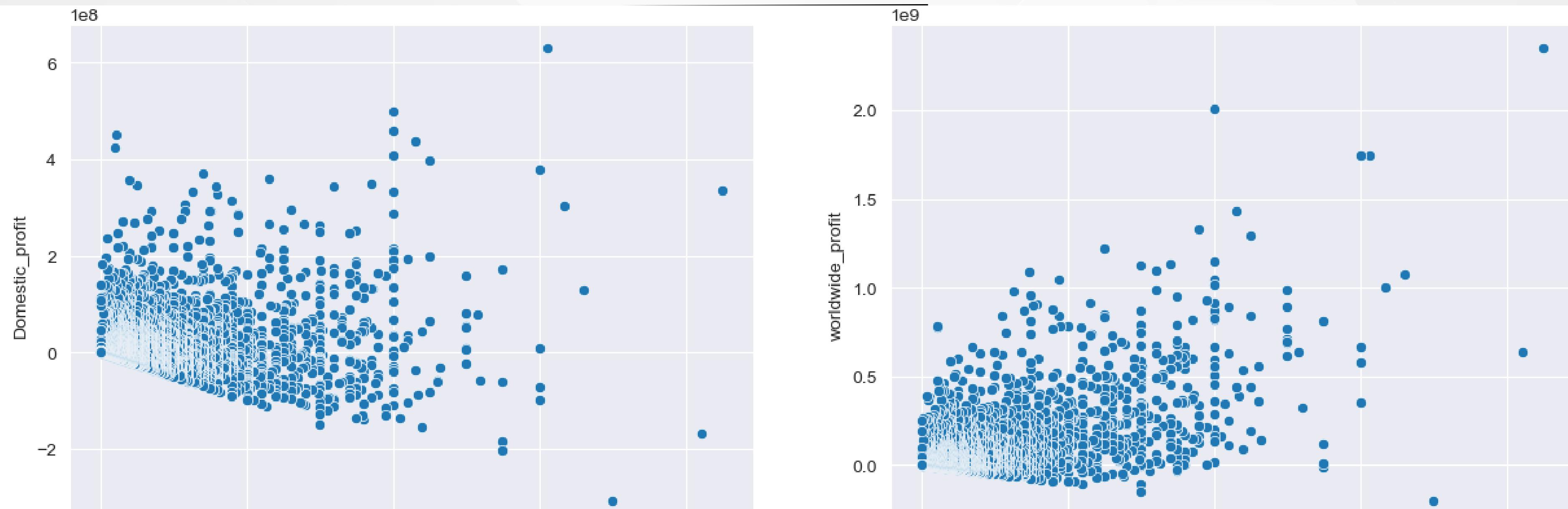
POPULAR MOVIE GENRES

Five Most Popular Movie Genres



The most popular genre was Drama followed by Comedy.

RELATIONSHIP BETWEEN PRODUCTION BUDGET AND PROFITS

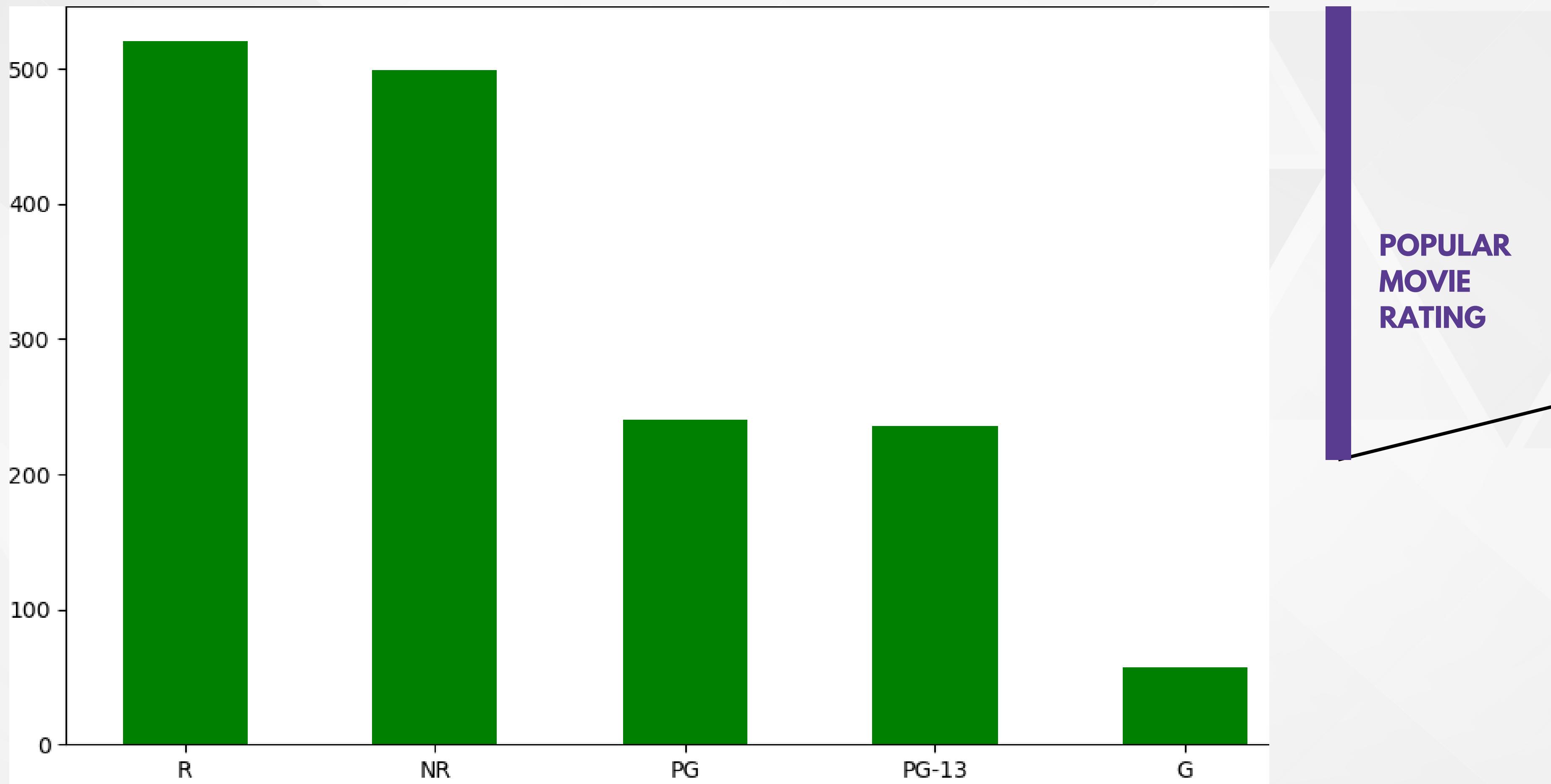


There is a direct correlation between production budget and worldwide gross.

RELATIONSHIP BETWEEN PRODUCTION BUDGET AND GROSS

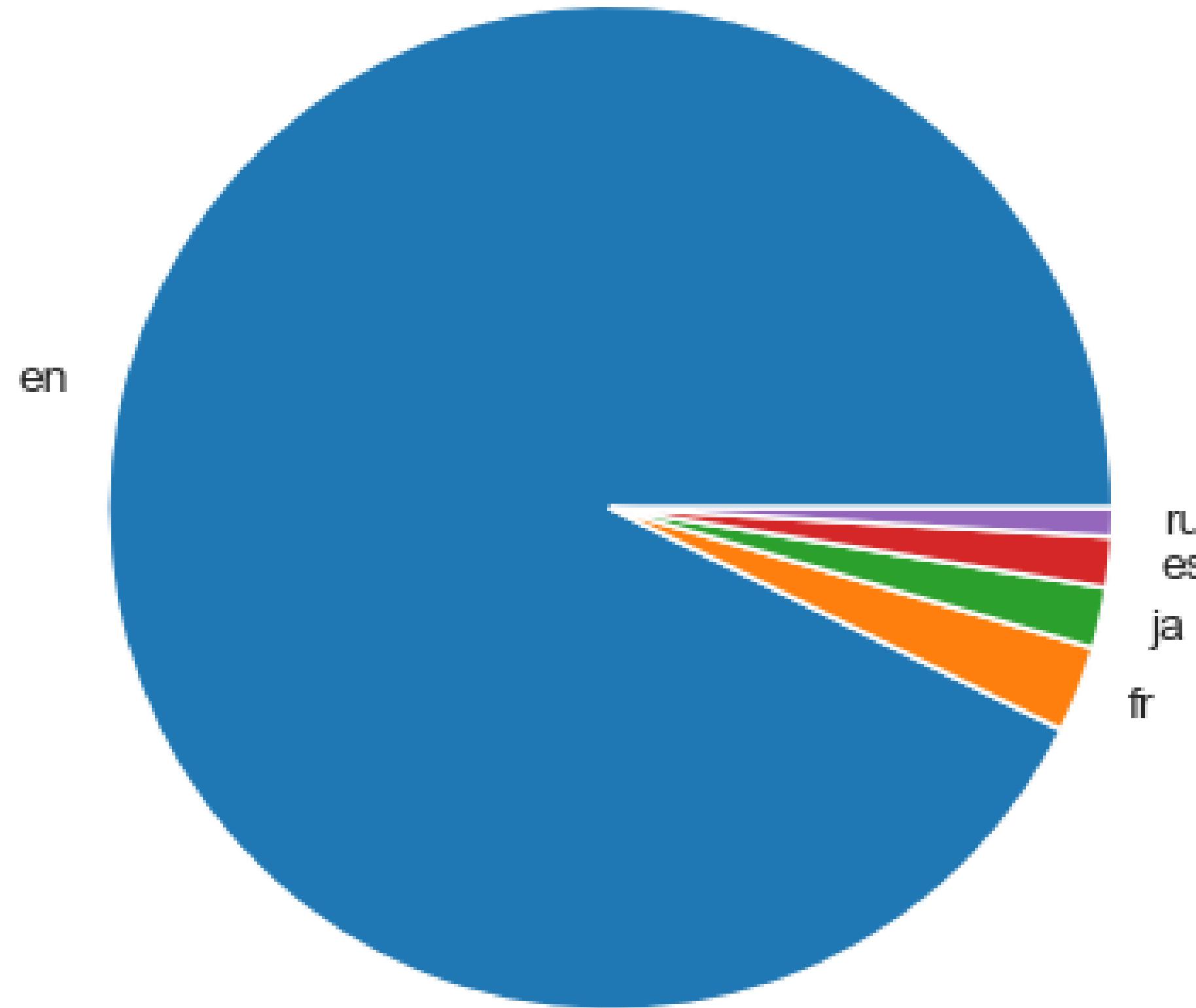


There is a positive relationship between production budget of movies and worldwide gross revenues.



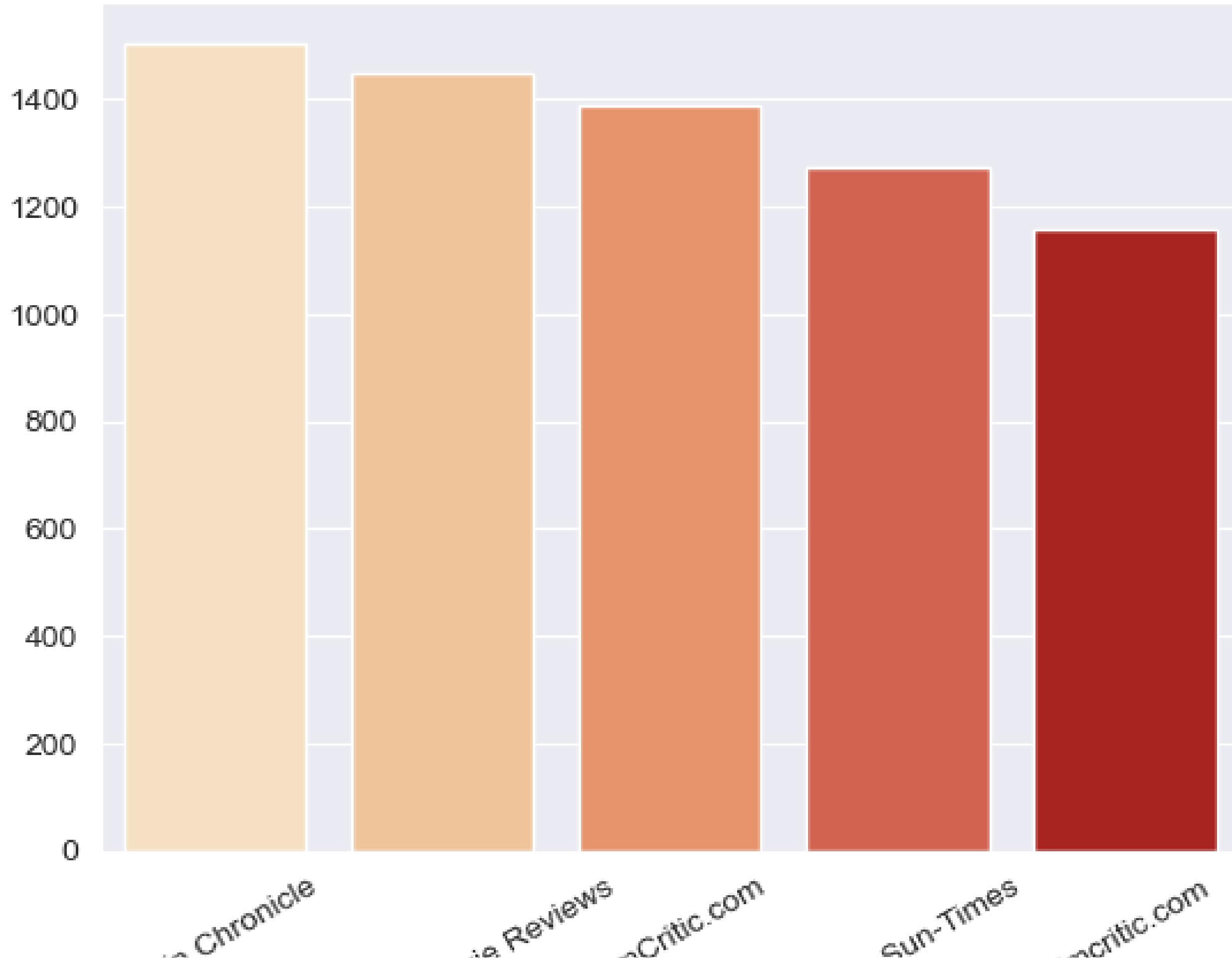
The most popular movie ratings are R, followed closely by NR then PG. Among the top five, the least popular rating is G followed by PG-13

MOST COMMON MOVIE LANGUAGE



The most common movie language is
English followed by Franc

POPULAR PUBLISHERS



**The most popular Publishers is
Austin Chronicles, then Ozus World
Movies etcx**

BUSINESS CONCLUSION AND RECOMMENDATION

To ensure success in the movie business, Microsoft should take into account the following recommendations:

Focus on producing movies in Drama, Comedy, and comedy dramas, as these are the most widely embraced genres among audiences.

Prioritize the creation of movies with an R or NR rating, as these ratings tend to attract larger audiences and garner more attention.

Collaborate with highly experienced publishers, particularly Austin Chronicles and Ozus, with a proven track record of successfully releasing numerous movies.

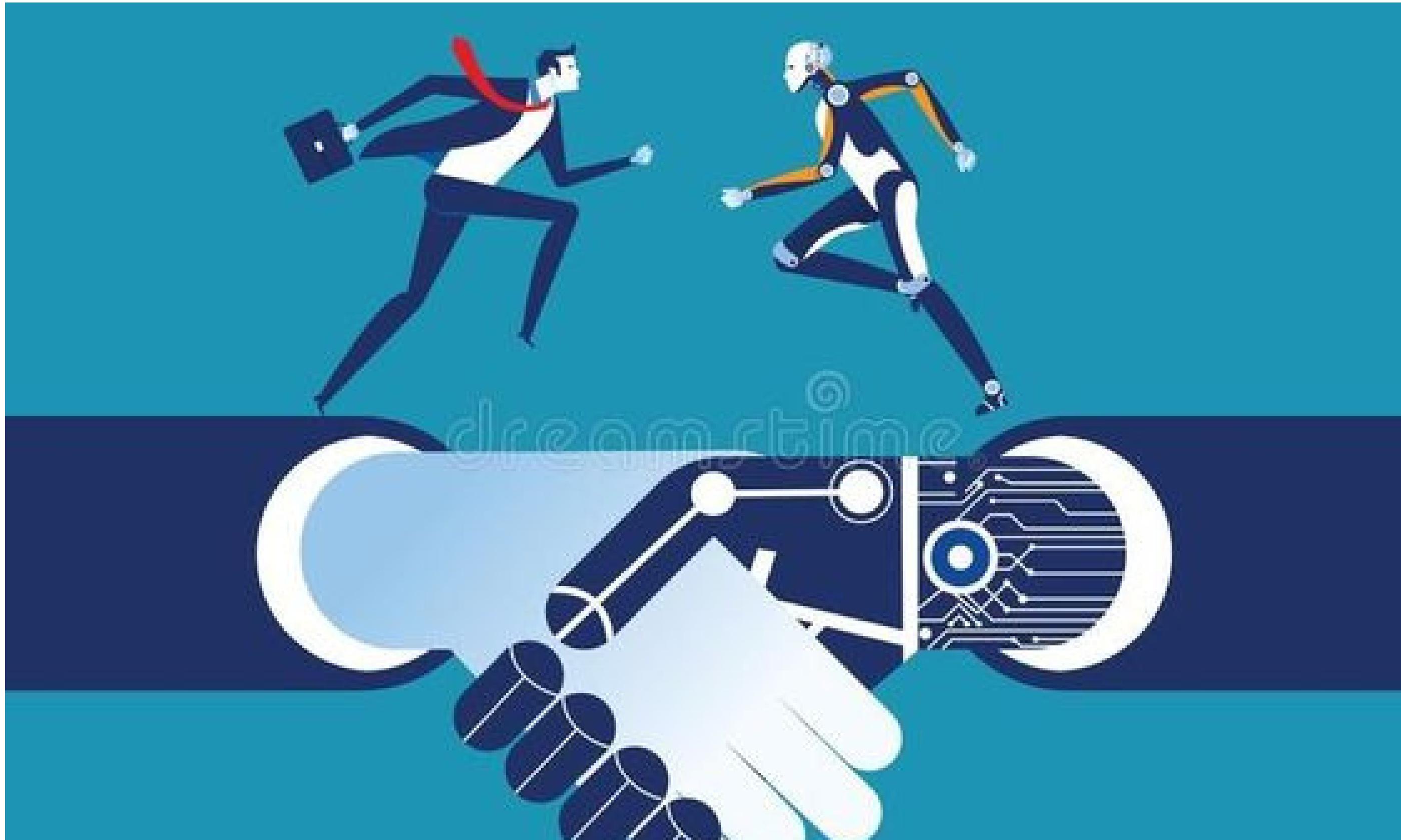
Allocate ample resources to production budgets, as there is a demonstrated positive correlation between production budgets and both worldwide gross revenues and profits



QUESTIONS



**"We will discover a path forward, or forge
one ourselves." - Hannibal**



THANK YOU



carolmundia12@gmail.com



www.linkedin.com/in/wairimu-mundia-