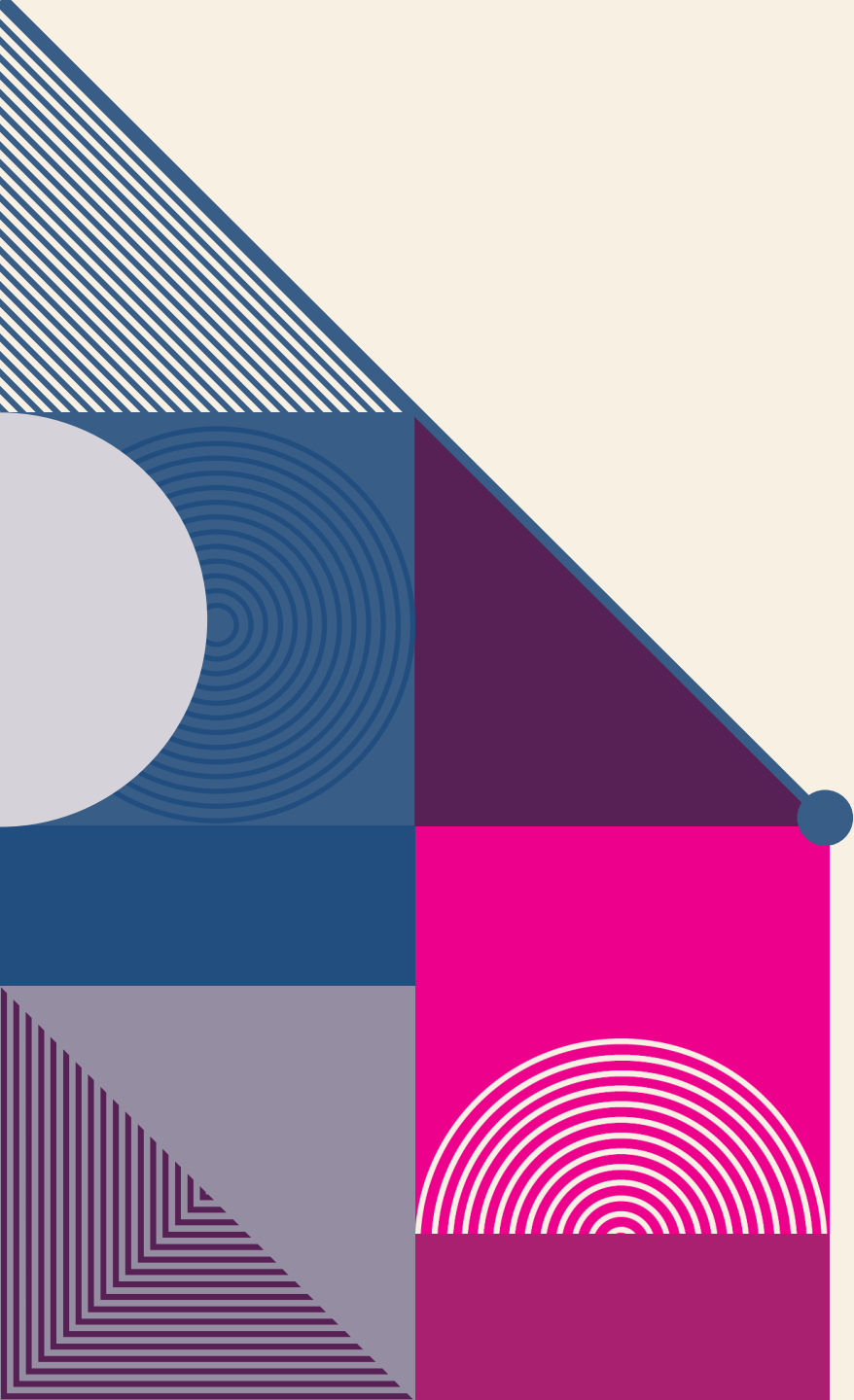


MICROSOFT MOVIE ANALYSIS

Troye Gilbert



Microsoft wants to get in on the excitement after noticing that all the major corporations are producing original video content. They don't know anything about making movies, yet they have decided to start a new studio. It is your responsibility to research the kinds of movies that are currently doing the best at the box office.



OBJECTIVES

1. Determine the relationships between genres and various variables such as rating, gross, and numbers of votes.
2. Determine the relationships between the title and various variables such as rating, gross, and the number of votes.
3. Determine how average rating and number of votes will affect movies to be produced

DATA UNDERSTANDING

The data was acquired from:

- **Box Office**
- **MojoLinks**
- **IMDB**
- **Rotten Tomatoes**
- **TheMovieDB**
- **The Numbers.**

The data contains information about movies that have posted in box offices. The data has two files:

- **Imdb movie ratings & basics.**
- **Boom movies gross.**

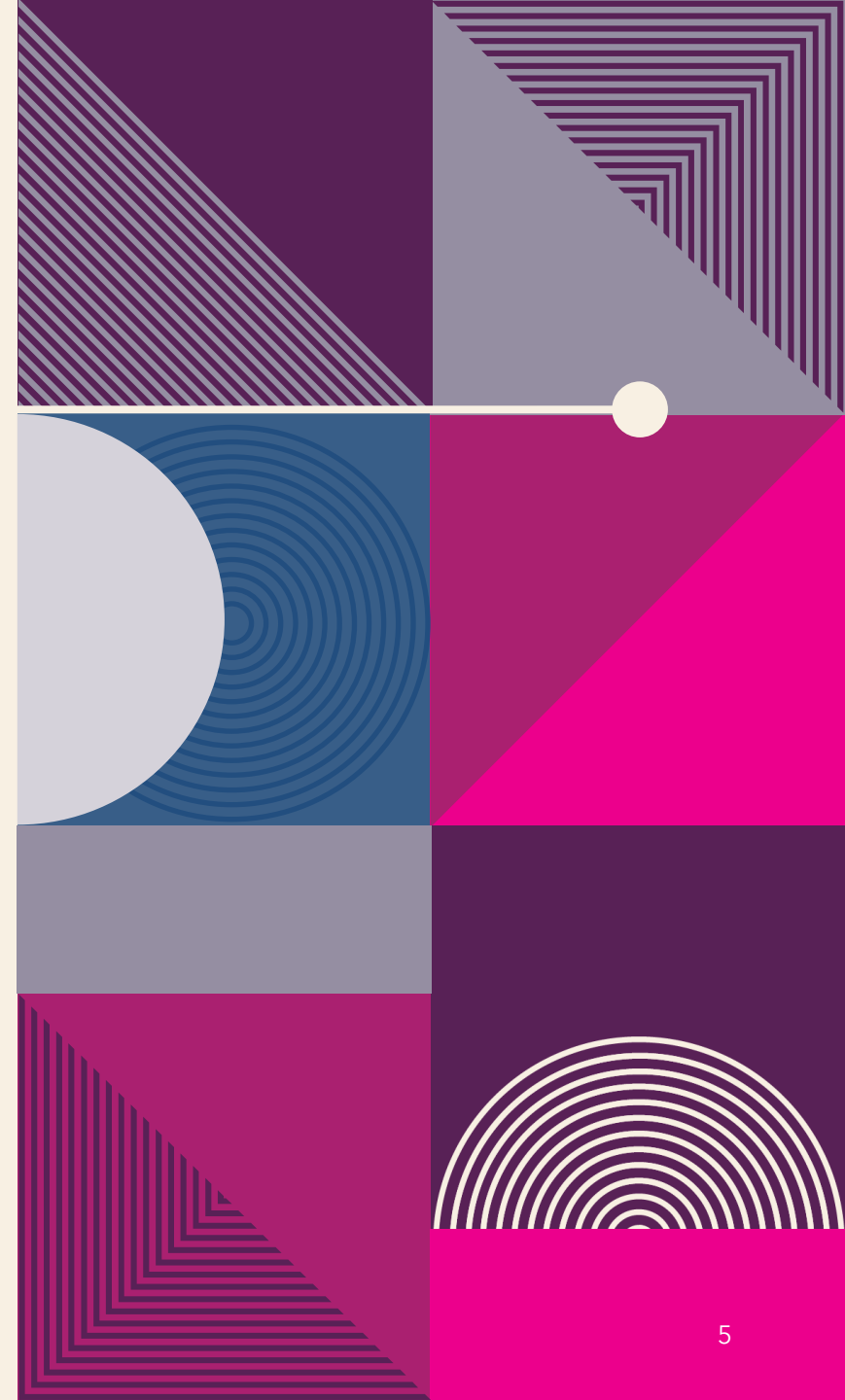
REQUIREMENTS

1. DATA PREPARATION

- LOADING LIBRARIES
- LOADING DATA
- DESCRIPTIVE EXPLORATION
- DATA CLEANING
- EXPLORATORY DESCRIPTIVE ANALYSIS (EDA)
- PRE-PROCESSING DATA

2. CONCLUSION

3. RECOMMENDATIONS



LOADING LIBRARIES

```
import pandas as pd
import numpy as np
import sqlite3
import csv
import shutil

import matplotlib.pyplot as plt
import seaborn as sns

%matplotlib inline import warnings
warnings.filterwarnings('ignore')
```

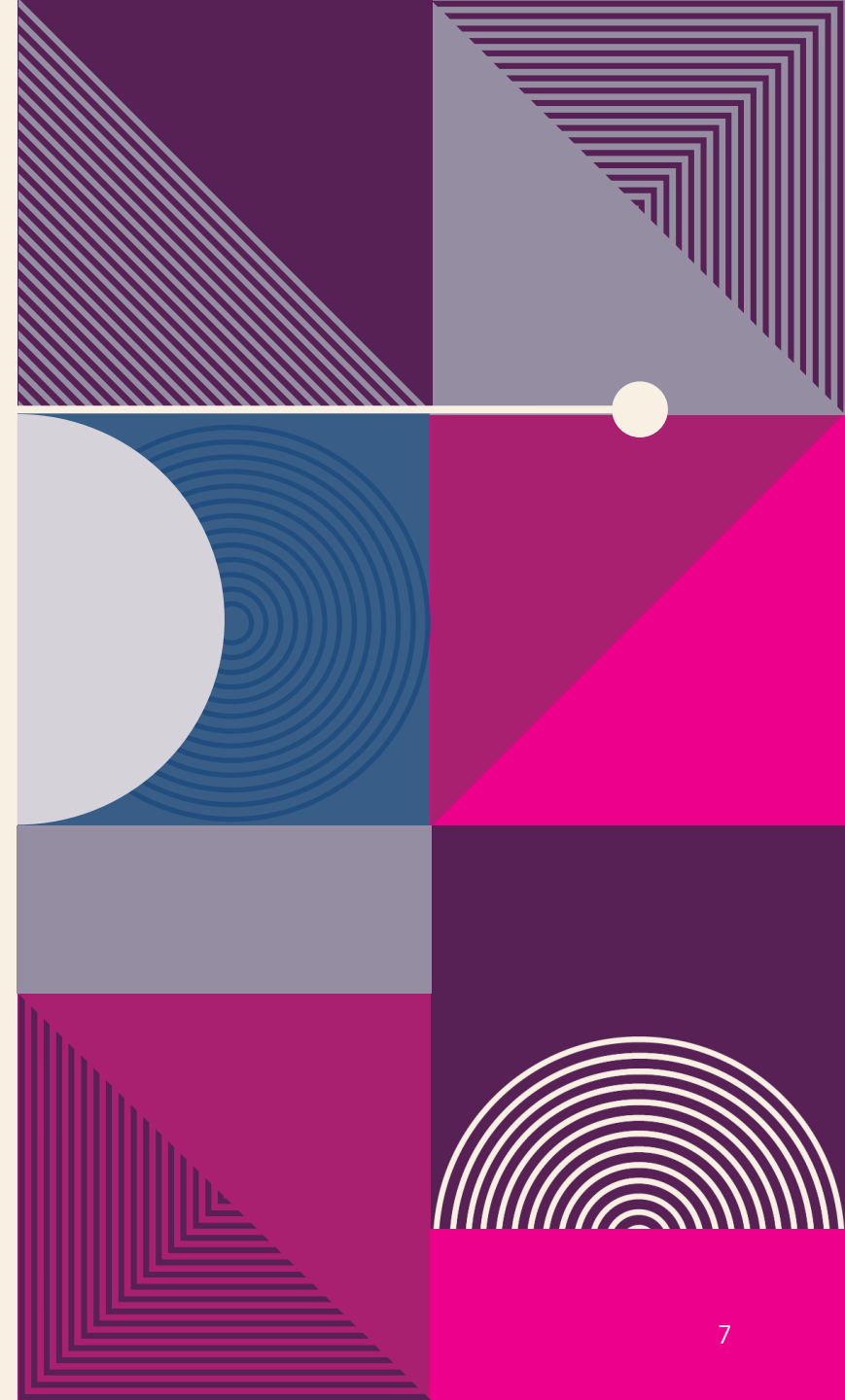
DATA CLEANING

1. COMPLETENESS

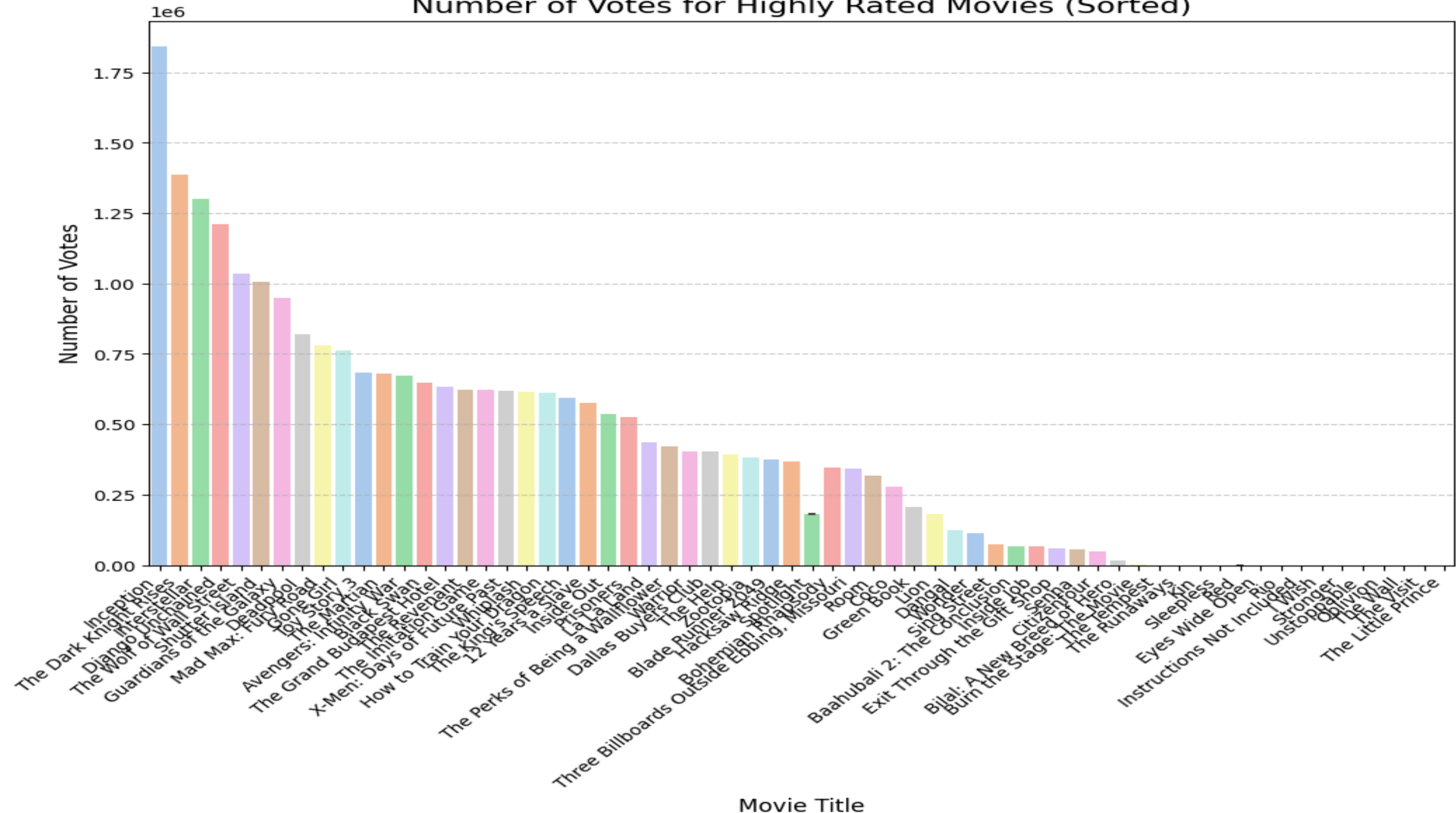
- CHECKING FOR MISSING DATA.
- DROPPING THE MISSING DATA.
- CHECKING FOR THE DATA TYPES.

2. VALIDITY

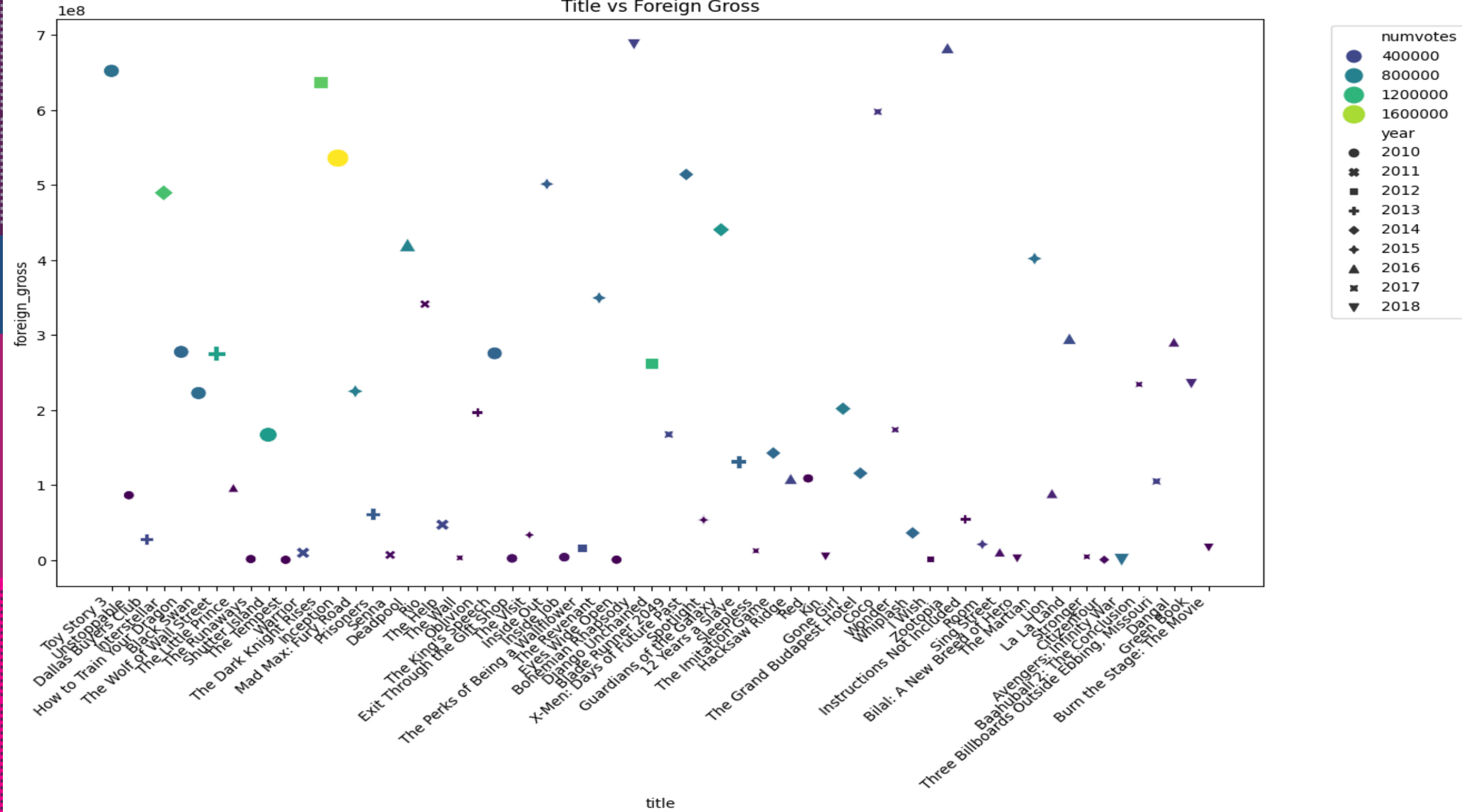
- RENAMING COLUMNS.
- DROPPING UNNECESSARY COLUMNS.
- PRE-PROCESSING DATA



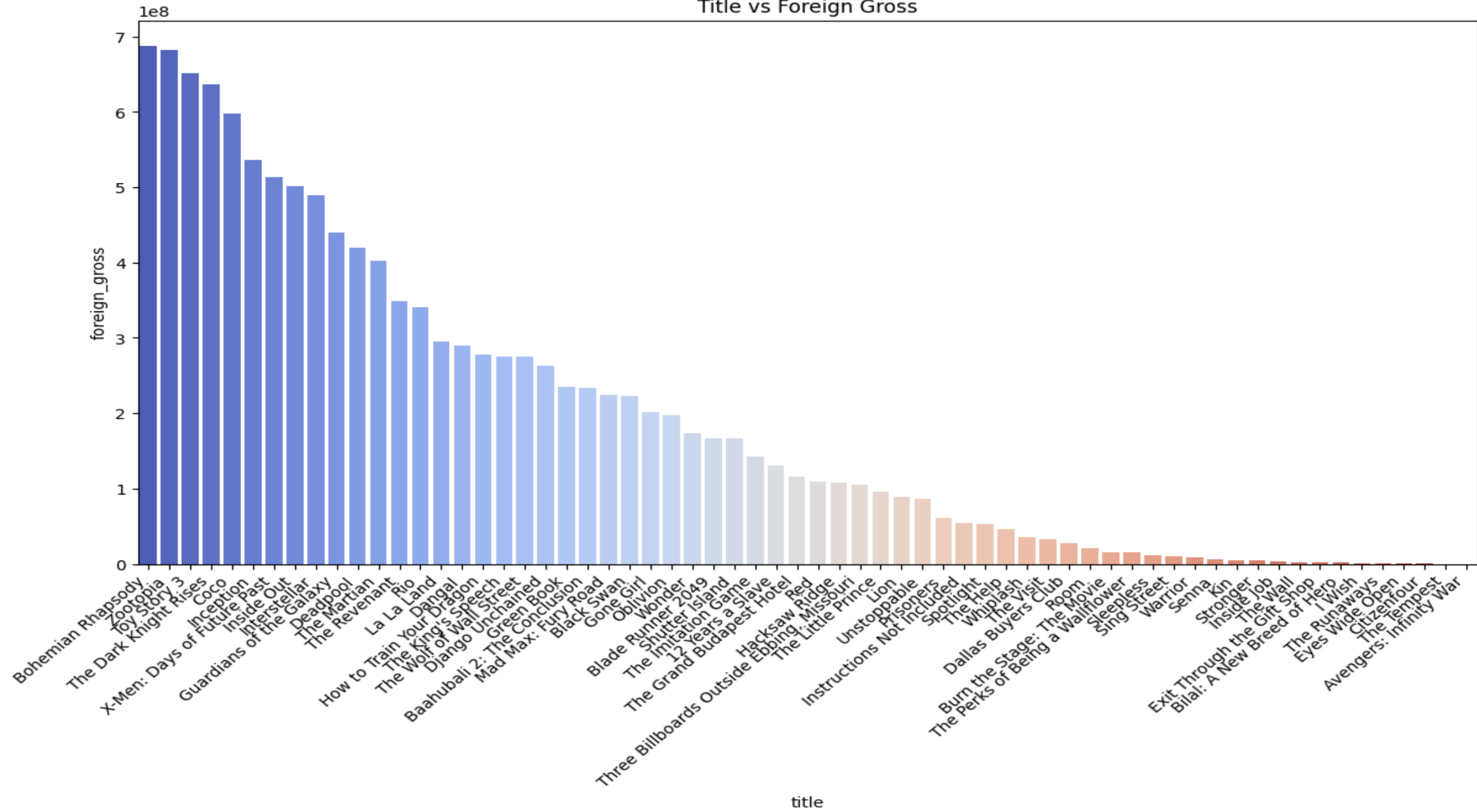
Number of Votes for Highly Rated Movies (Sorted)



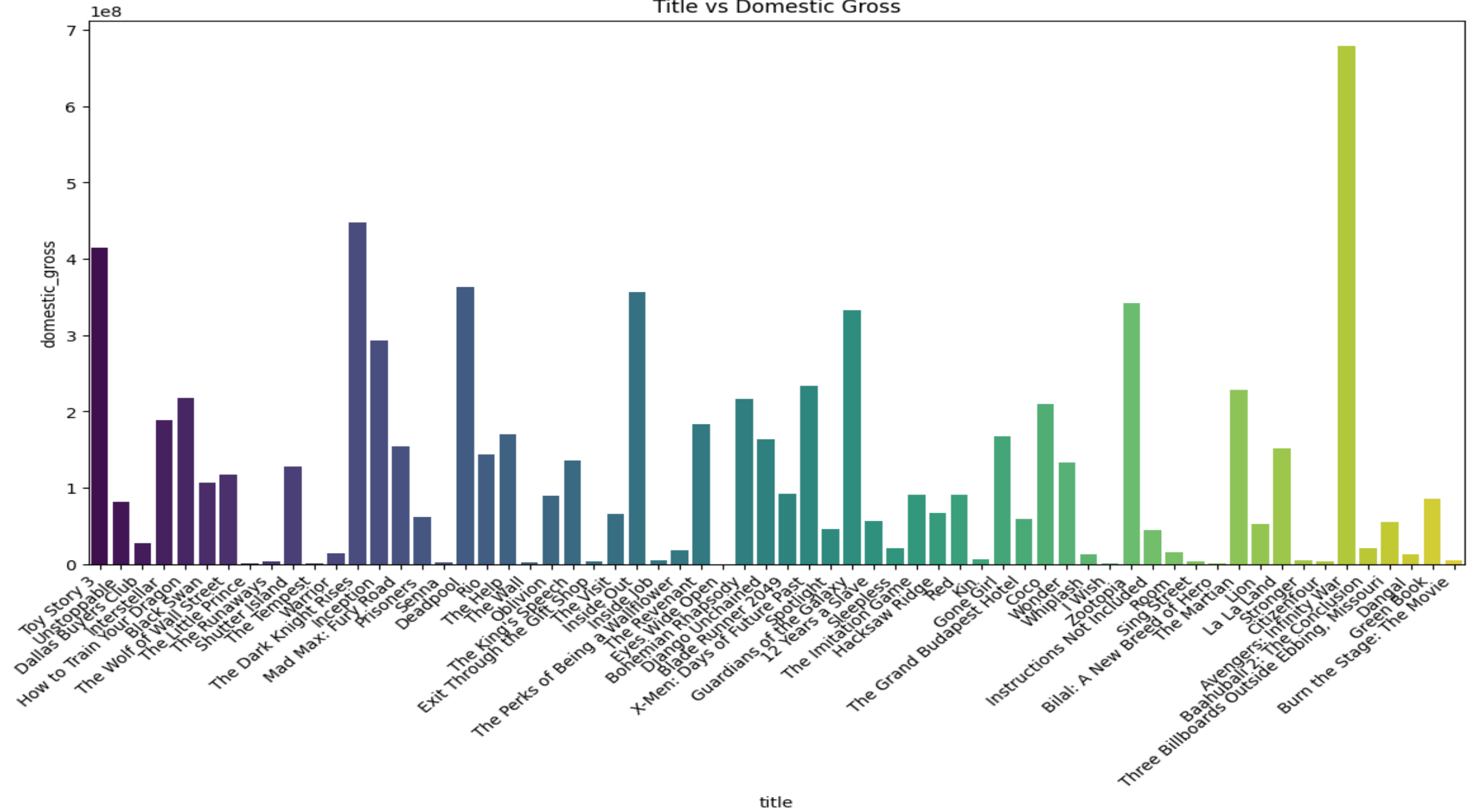
Title vs Foreign Gross



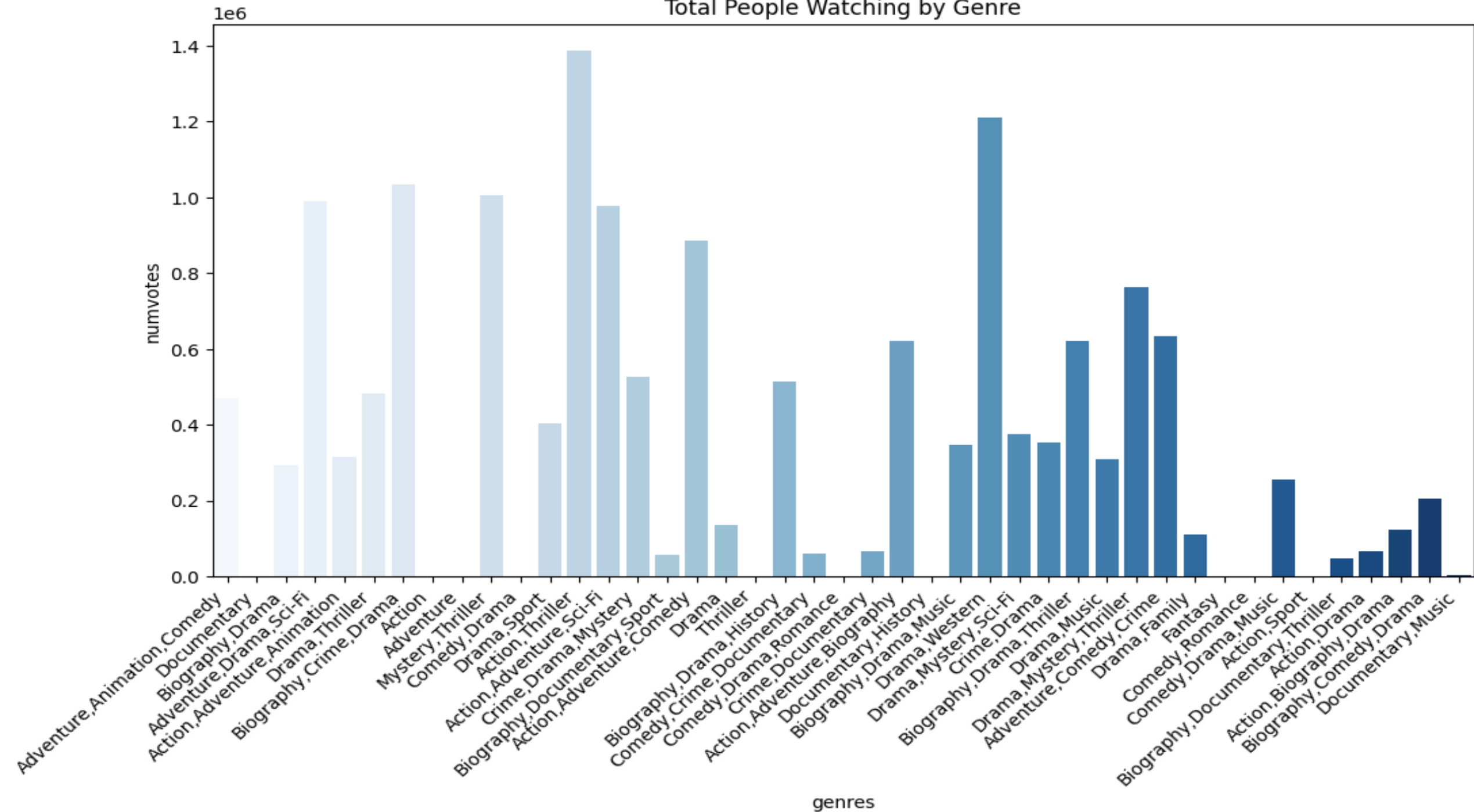
Title vs Foreign Gross



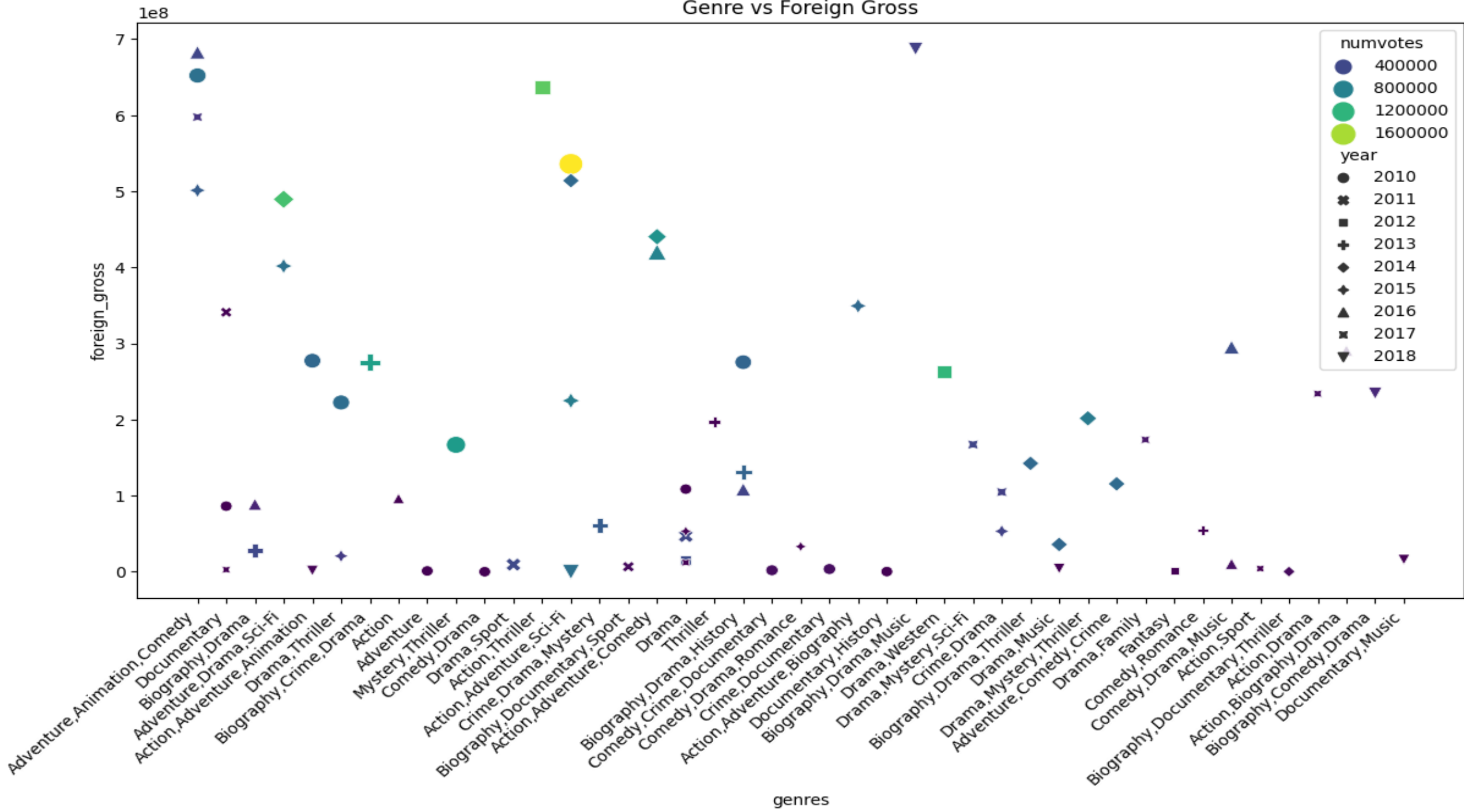
Title vs Domestic Gross



Total People Watching by Genre



Genre vs Foreign Gross





CONCLUSION

- Interception is the highest watched movie and was acted on 2010.
- Bohemian Rhapsody is the highest selling movie internationally.
- Avengers' Infinity is the was highest selling movie locally.
- The best genre of movie that is liked by a lot of people in general is an action, adventure, Sci-Fi based movie.
- Action, thriller genres are highly watched movies.
- Biography, Drama, Music is the most selling genre internationally.



RECOMENDATIONS

- ❖ *Adventure, Animation, Comedy, Action, Thriller and biography, Drama and music movie genres** for foreign countries because they have the highest selling rates in foreign countries.
- ❖ The managers should concentrate on the International market for gross collected.
- ❖ Action, adventure sci-fi movies have the highest number of people watching them locally and in foreign countries and thus should be given a priority.
- ❖ Adventure, drama, sci-fi movies, action thrillers, and western drama are the highest-watched genres.



THANK YOU

TROYE GILBERT
PHASE 1 PROJECT
MORINGA SCHOOL.