

MICROSOFT'S MOVIE ANALYLIS

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Overview

The goal of this project is to help Microsoft create a new movie studio by exploring the types of films that are currently doing well at the box office. As Microsoft is new to the film industry, they need insights into what types of movies are popular among the audience, and what kind of content will attract them to the theaters. The project involves conducting research and analyzing data on the most successful movies of recent times to identify trends and patterns that can be translated into actionable insights for Microsoft's movie studio. The insights will help the head of the movie studio make informed decisions on what kind of films to create and increase the chances of success in the competitive industry.



Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. I will be exploring what types of films are currently doing the best at the box office. I will then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create. I formulated these three questions to help analyze the data and come up with the required findings.

1. Which movie genres are the most popular?
 2. Does production budget affect the returns of the movie?
 3. What time of year is best to release movies?
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Data Understanding

I will be using data from the following sources;

- Rotten Tomatoes - This file contains information about the Movie titles, Release dates, Genres Ratings or scores (e.g. Rotten Tomatoes score), Reviews or critic quotes, Director and cast information, Runtime & Production company
 - The Movie DB - Contains information about the Genre ids, Id, Original language, Original title, Popularity, Release date, Title, Vote average & Vote count.
 - The Numbers - This file contains Id, Release date, Movie titles, Production budget, the domestic box office revenue and the worldwide box office revenue
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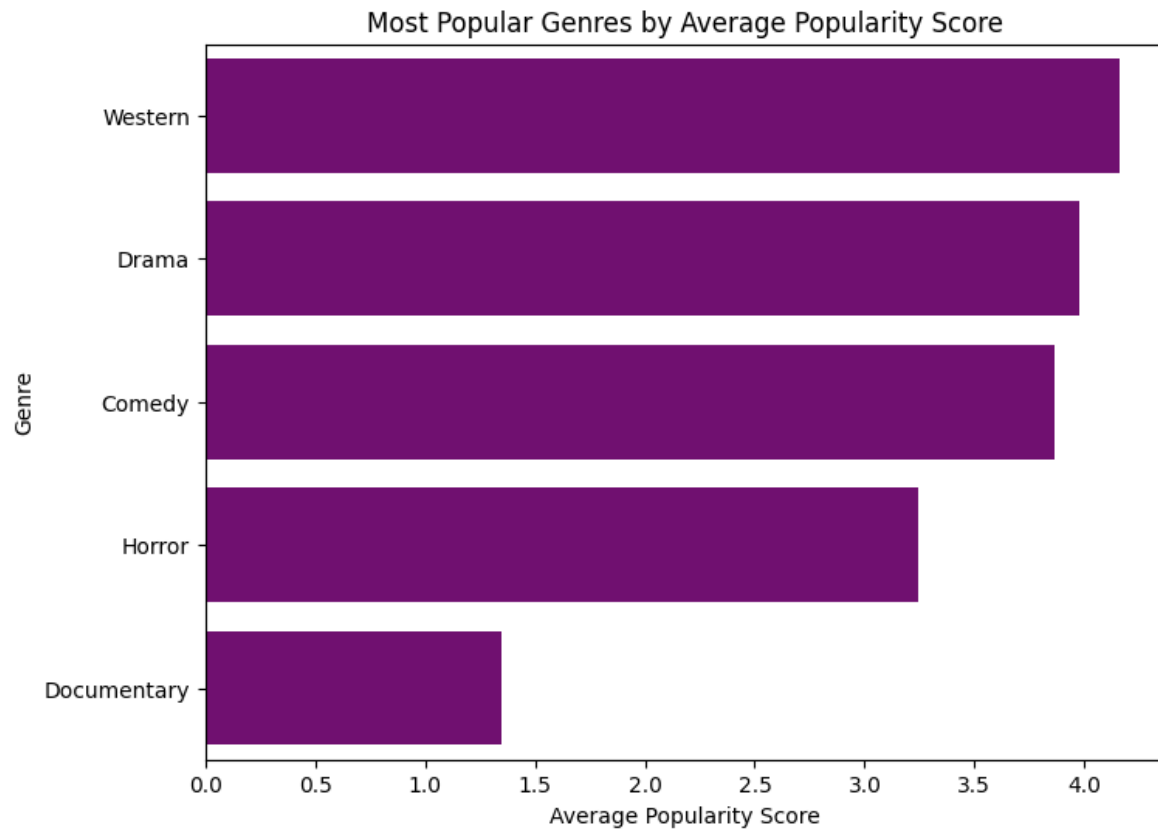
Data Analysis

1. Which movie genres are the most popular?

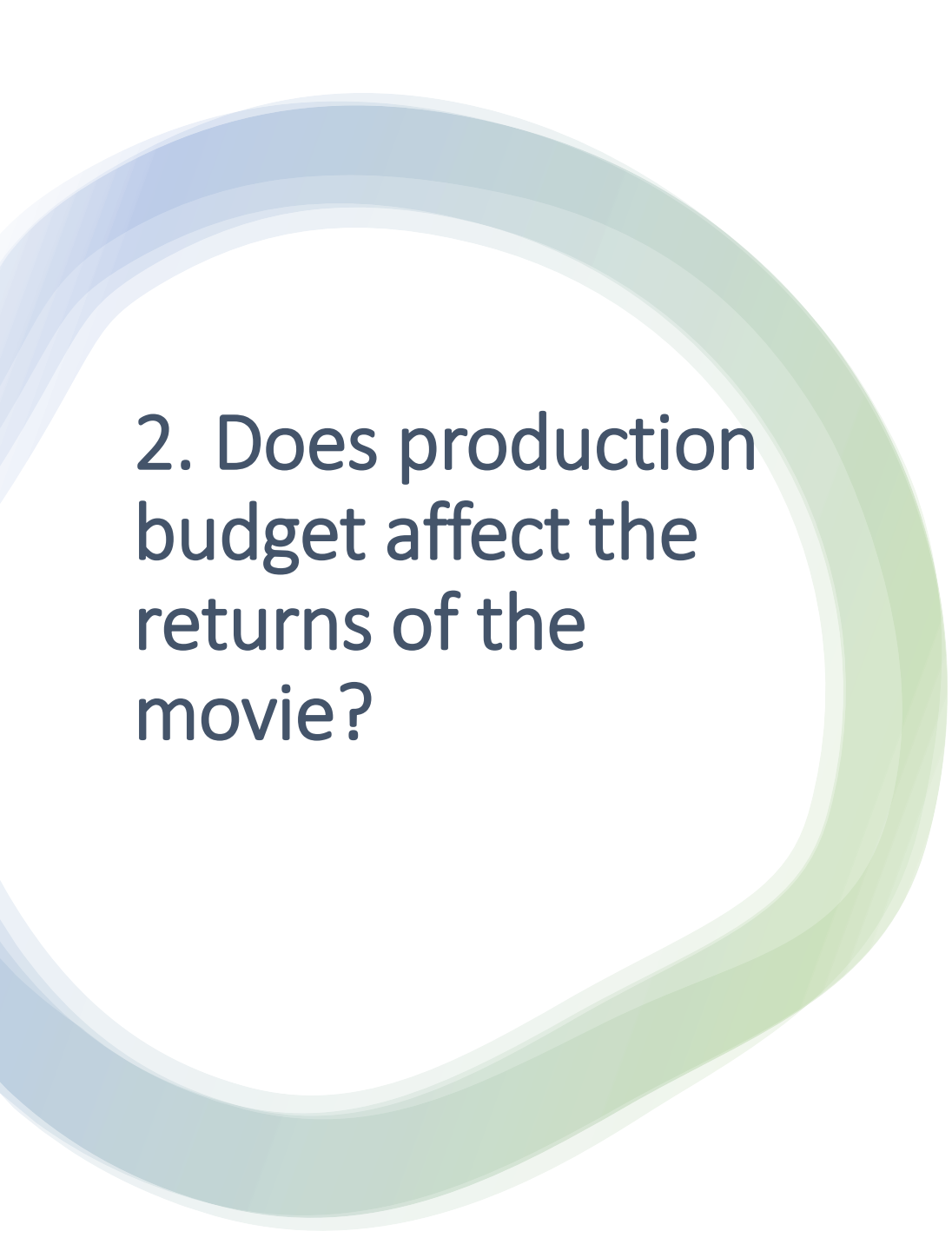
To answer this question, we are trying to find out which movie genres have the highest

popularity rating. By identifying the most popular genres, movie studios can make data driven

decisions about which types of movies to produce and market to maximize profits.

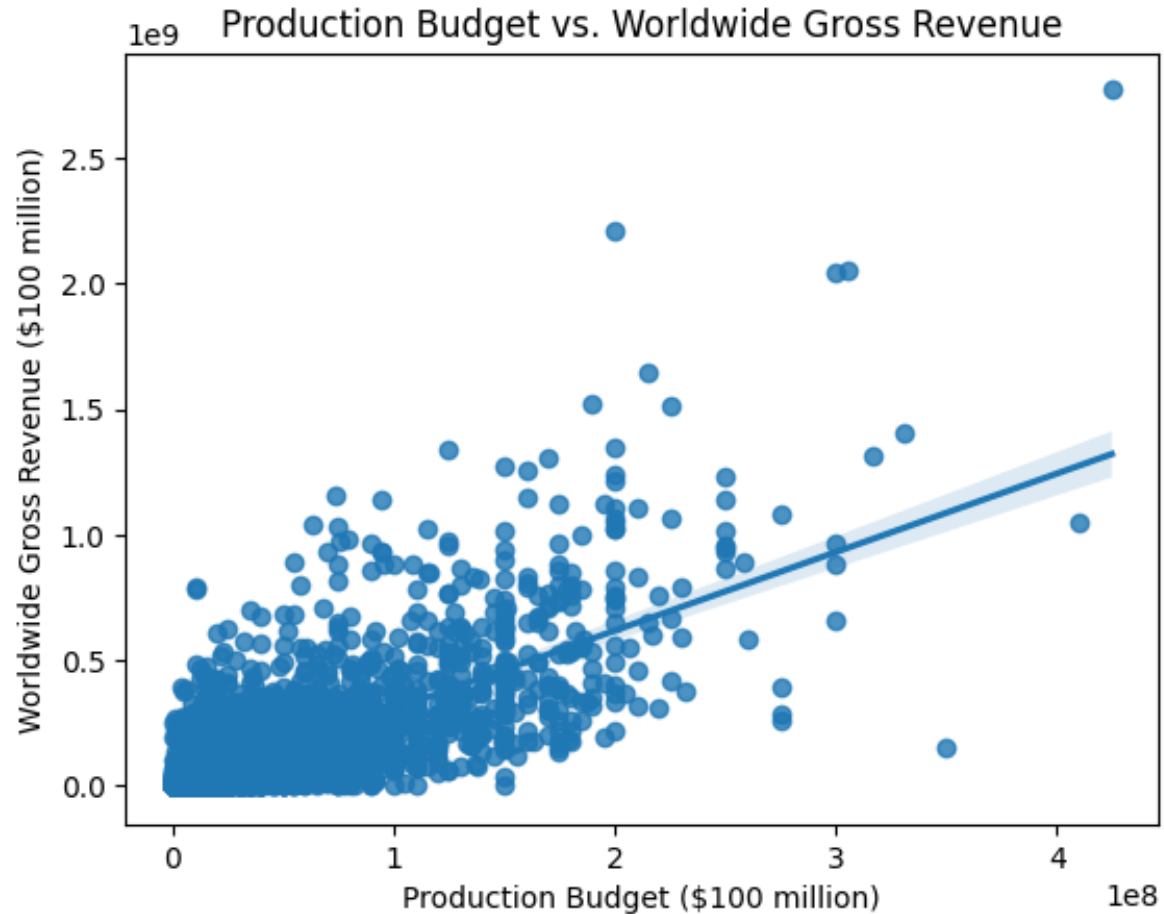


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- In the above bar chart, we see that the Western genre is the most popular followed by drama and comedy.

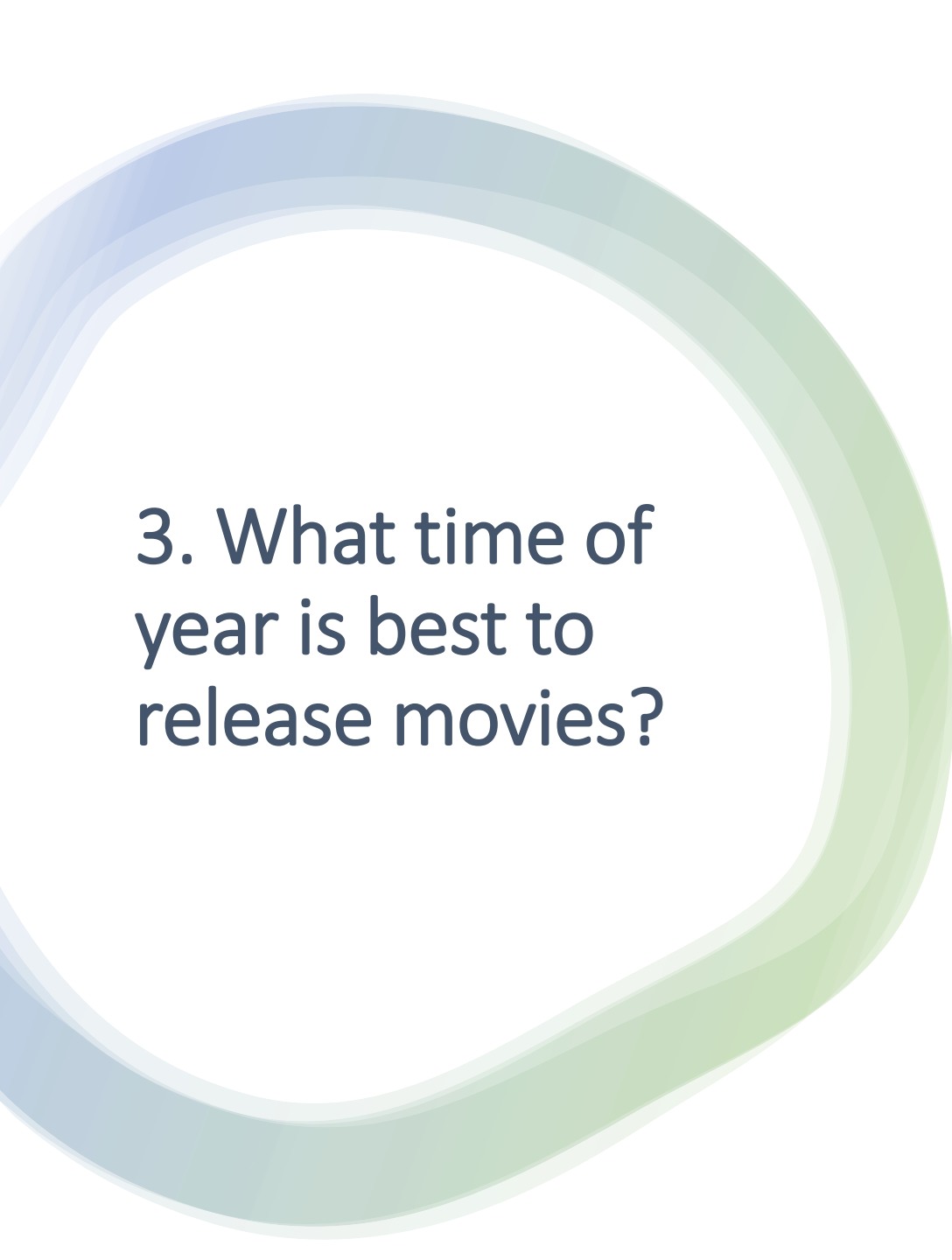


2. Does production budget affect the returns of the movie?

To answer this question, I will be performing an analysis of the relationship between production budget and box office revenue

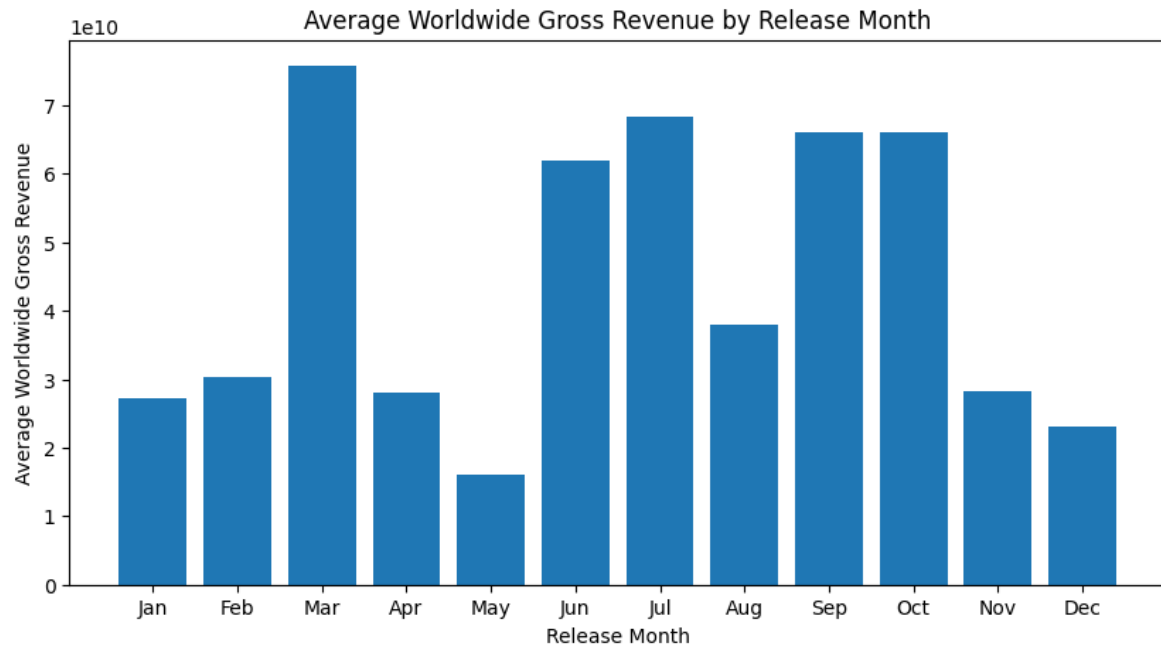


- There seems to be a positive linear relationship between the production budget and
- worldwide gross revenue, which means that as the production budget increases, so does the
- worldwide gross revenue. The regression line shows the best fit line through the data points,
- and it has a positive slope, indicating the positive relationship between the variables. The
- regression line can also be used to make predictions about the worldwide gross revenue for
- a given production budget.



3. What time of year is best to release movies?

To answer this question I am trying to find out when is the optimal time to release a movie in order to maximize its box office revenue.



- The bar chart shows that the months of March, June, July, September and October have consistently higher average gross revenue compared to others, March being the highest. This suggests that these months are the best time of year to release movies. On the other hand, the months of January, May, and December have consistently lower average gross revenue compared to the other months, with May being the lowest. This suggests that these months may not be the best time to release movies.

Conclusions

This analysis leads to three recommendations for Microsoft:

- **Focus on producing Western and Drama movie genres.**

Since the Western genre has the highest ratings, it would be wise to start production of movies in that genre. Microsoft can also include the Drama genre as it is second in popularity.

- **Invest heavily in production.**

The analysis shows that revenue increases with increase in production budget.

- **Schedule movie release dates around the months of March, June, July, September and October.**

This is because these months have recorded a higher revenue than others.

Next Steps

Further analyses could yield additional insights to further help Microsoft succeed in the movie industry.

- The information from popularity analysis can also be used to identify trends in audience preferences and anticipate changes in the movie industry.
- Explore other factors besides production budget that may also influence the worldwide gross revenue of a movie.
- Consider other factors when deciding on a release date, such as competition from other movies and holidays



Thank you for your time and attention. I hope you found this presentation informative and useful. If you have any questions or would like to continue the discussion further, please don't hesitate to ask.

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Thank you again and have a great day!