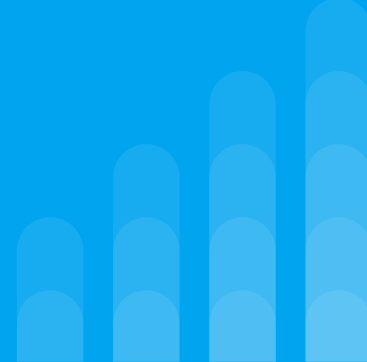


MICROSOFT'S NEW STUDIO'S BUSINESS ANALYSIS.





PROJECT GOAL

We are looking to create a new movie studio but this is a new business venture for us.

- Find the best performing movies at the box office to guide us in this new venture



DATA PREPARATION

Since the data is obtained from different sources before working on it I needed to first clean it this meant:

1. Checking for duplicates
 - This particular data did not contain duplicates
2. Checking for missing data
 - Some of the data contained missing values. I found that the best way to deal with the missing data was to fill the space with the mean instead of deleting the data and losing some of the valuable data
 - There was also some of the missing data that deleting would not cause too much data loss so I dropped this
3. I also checked for extraneous
 - This is data that did not make sense within the range of data that I had



DATA ANALYSIS & INSIGHTS

- "Action, Adventure, & Sci-Fi"
 - These genres are some of the most well liked since the number of people voting is one of the highest.
- "Action & Drama" are the ones with the least number of votes and the lowest ratings.
 - But we notice that the genre "Action" This shows that the movie genre is not the only determinant of success but rather just one of the factors.



DATA ANALYSIS & INSIGHTS

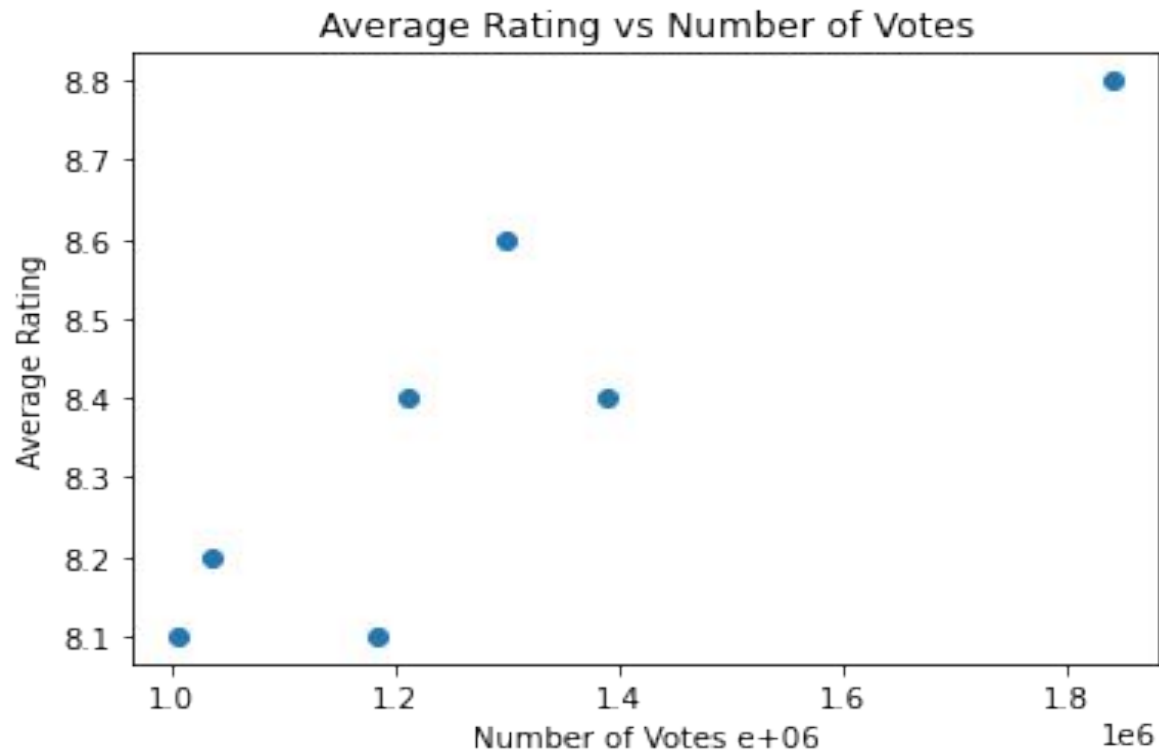
The BV studio earned the most revenue during this period and also had the highest grossing movie too.

But we also see that the IFC studio produce at least 60 more movies than BV studio but earned a lot less money than Bv.

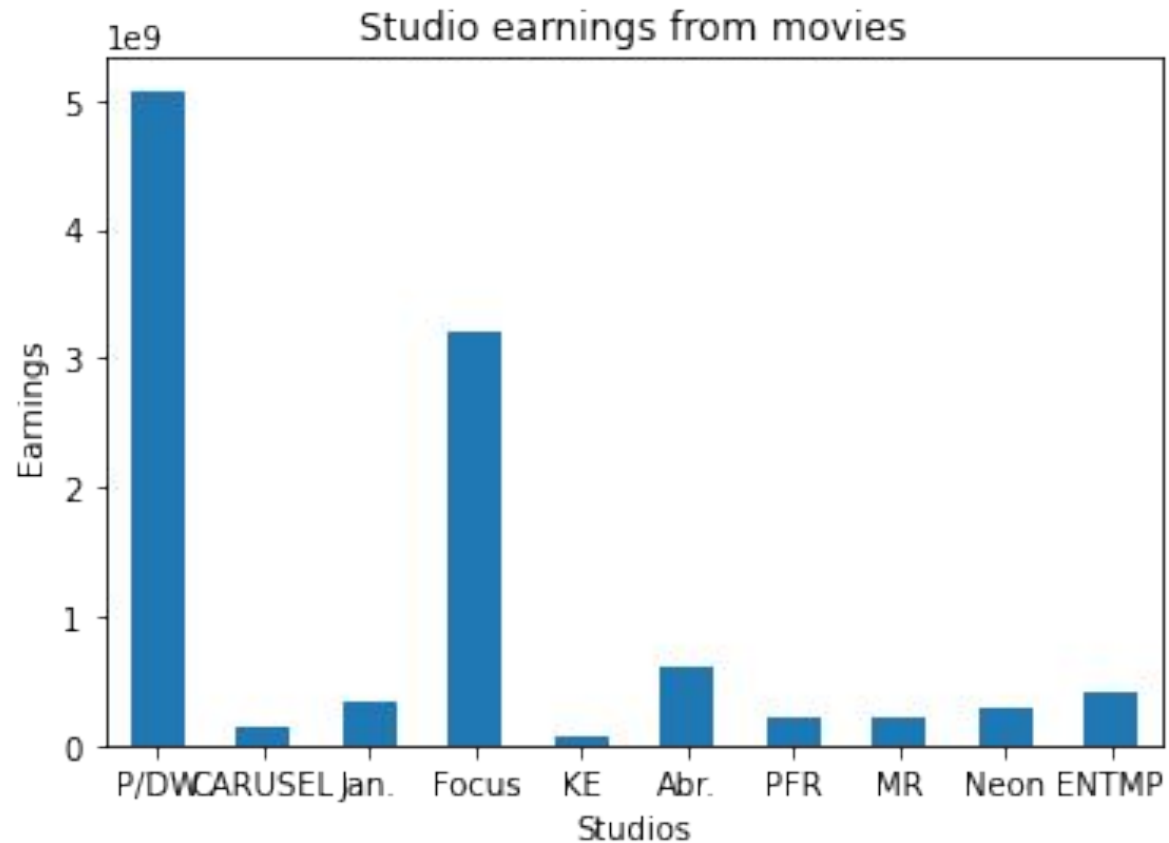
- The studio that produced the most movies was not the one that had the highest earnings over the time period we are considering.



VISUALIZATIONS

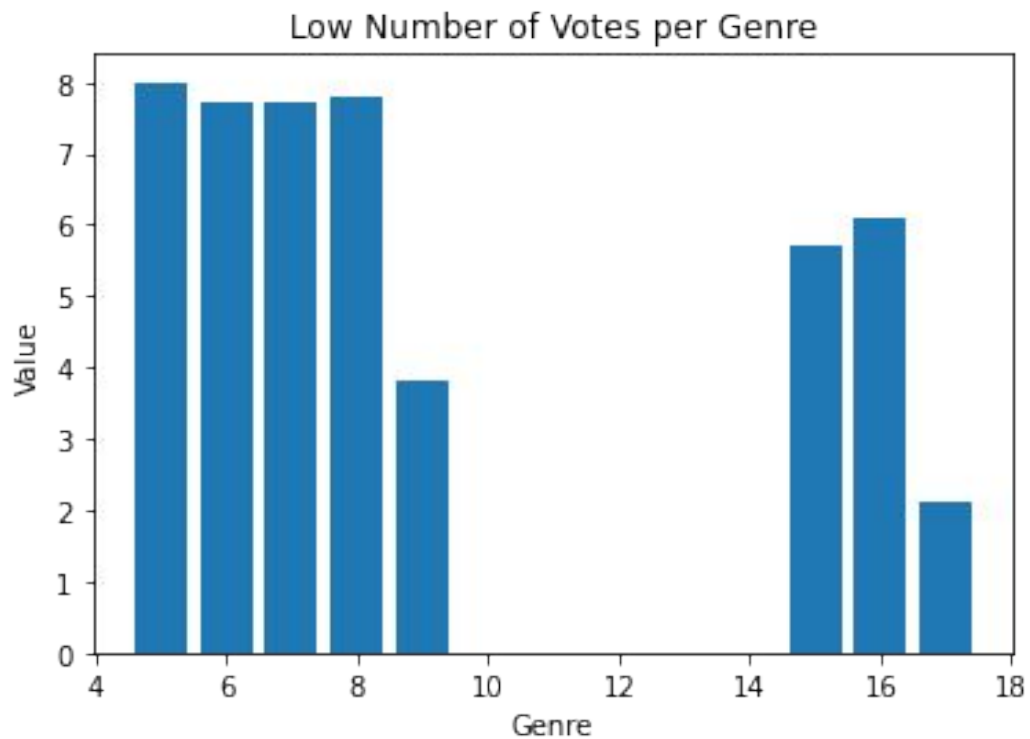


Data Visualization





Visualization





CONCLUSION

- I am assuming that a movie that has a lot of people voting for it is a movie that has a lot of people watching and therefore has good returns.
- Then I would suggest that we produce Action, Adventure, & Sci-Fi films to Producing action, adventure, and sci-fi movies can be a good strategy since these genres seem to have a wide appeal and a large audience.
- In order to better understand the reason why there is such a difference in the earnings of the BV and IFC studios I would like a chance to look at the studios to see what they are each doing that brings about the difference in success