AFFLUENT FILMS AT BOX OFFICE

CASE STUDY MICROSOFT

Presentation by William Ndoni

Project Overview:

Using exploratory data analysis to recommend on the films the head of Microsoft's new movie studio should create.

Business understanding:

Microsoft wants to begin creating films.
This project will extract the relevant data and provide insight on what films to create by creating meaningful visualizations.

Data understanding:

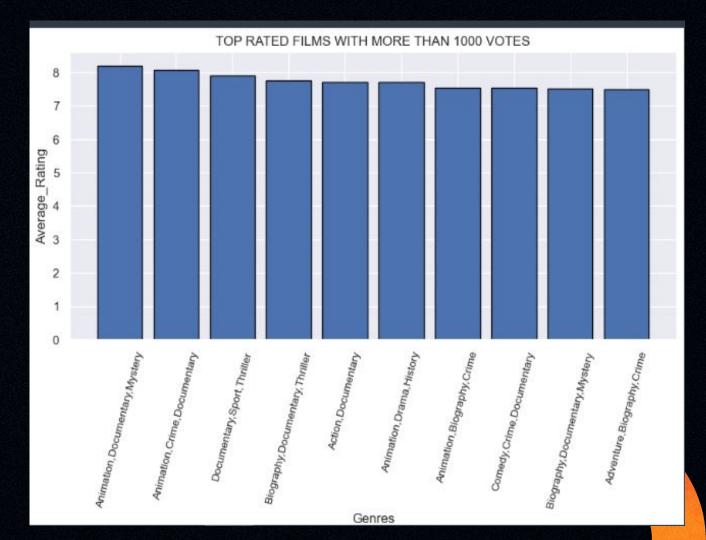
The data used in this project was extracted from ;

- Box Office Mojo
- The Numbers
- <u>IMDb</u>

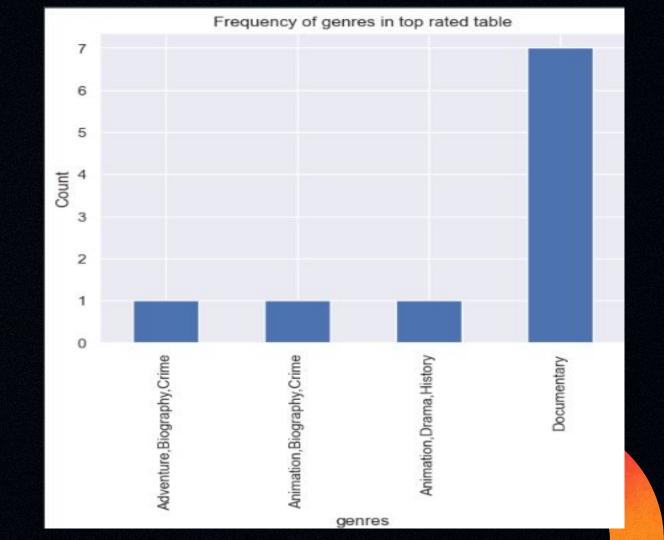
Data analysis:

- Which films have the highest rating on IMDb
- Which films receive the highest profits ...
- What is the best duration of a film
- What is the most appropriate budget

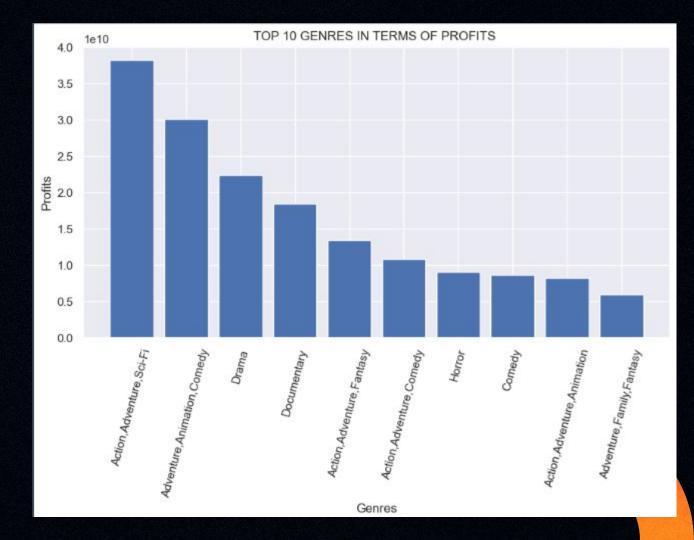
From the bar graphs it can be seen that the most rated films contained animation, documentary and mystery. Films related to documentaries occur the most in the top rated films.



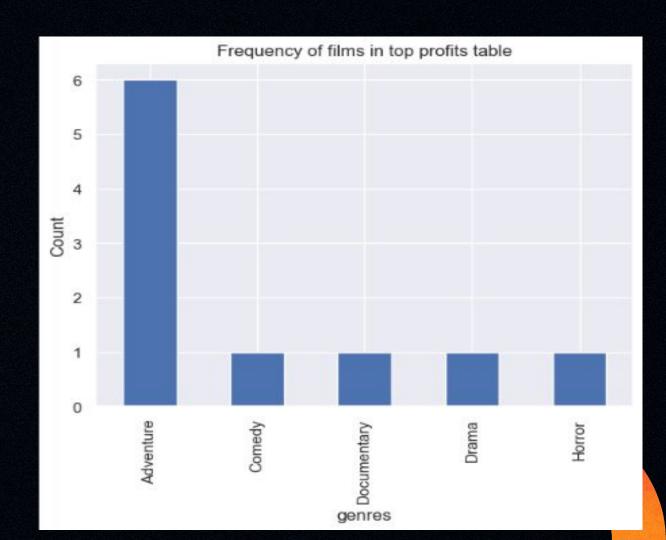
DOCUMENTARY RELATED FILMS OCCUR THE MOST IN THE TOP RATED FILMS



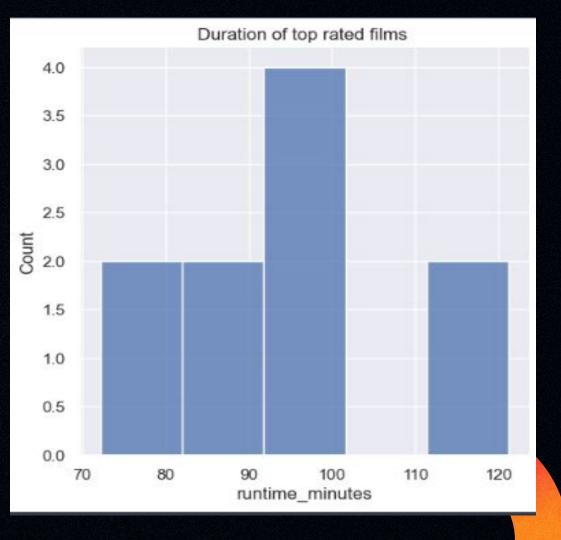
The films with the highest profit contained action, adventure and science fiction.



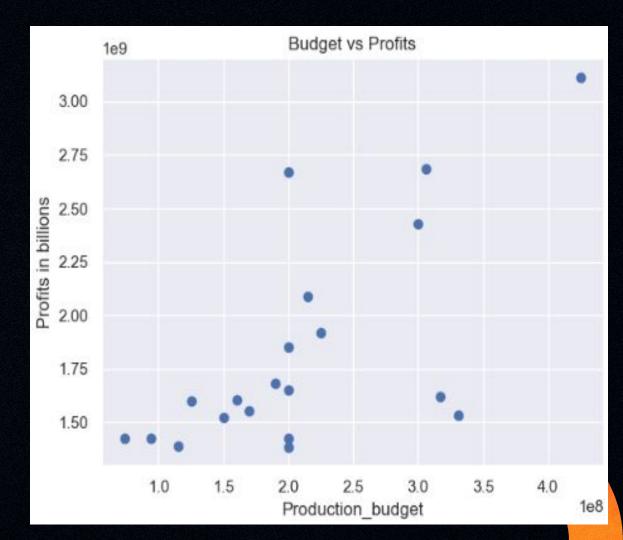
Most films related to adventure occurred frequently in the most profitable films.



Most highly rated films have a duration of between 90 - 100 minutes.



Having a budget greater than 220 million dollars increases the chances of getting the most profits from a film.



RECOMMENDATIONS:

1. To increase the ratings of films created, the company should focus on documentary related films.

2. To gain higher profits the company should create adventure related films.

3. Films created should have a duration of 90 - 100 minutes.

4. The budget allocated for filming should be above 220 million dollars to increase the chances of getting higher profits.

NEXT STEPS:

- Invest in adventure related films.
- Produce films with a duration of 90 100 ... minutes.
- Allocate a budget of above 220 million dollars for filming.

THANK YOU!

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QUESTIONS?



CONTACT INFO:

- LinkedIn <u>WILLIAM OMONDI</u>
- Email ndoniwilliam09@gmail.com

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