MICROSOFT MOVIE ANALYSIS PROJECT

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Problem Statement

Microsoft want to create their movie studio after seeing all these big companies with movie studios, they want to join in on the fun. However, they do not have a clue on anything to do with the film industry hence they don't know which films are the best in the box officethat will enable them to create revenue.

Main Objective

I was tasked with exploring what types of film are doing best in box office and then translate the findings into actionable insights that the head of Microsoft can use to help decide what films to create

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Specific Objectives

1. To determine what film genres perform the best? What are the top genres in the industry? What genres have the highest rating?
2. To determine which films perform better in local markets and which films perform best in foreign markets?
3. Does the length of a film contribute to its rating?
4. To determine which film titles have the highest rating?
5. To determine if the number of film genre has an effect on the rating?
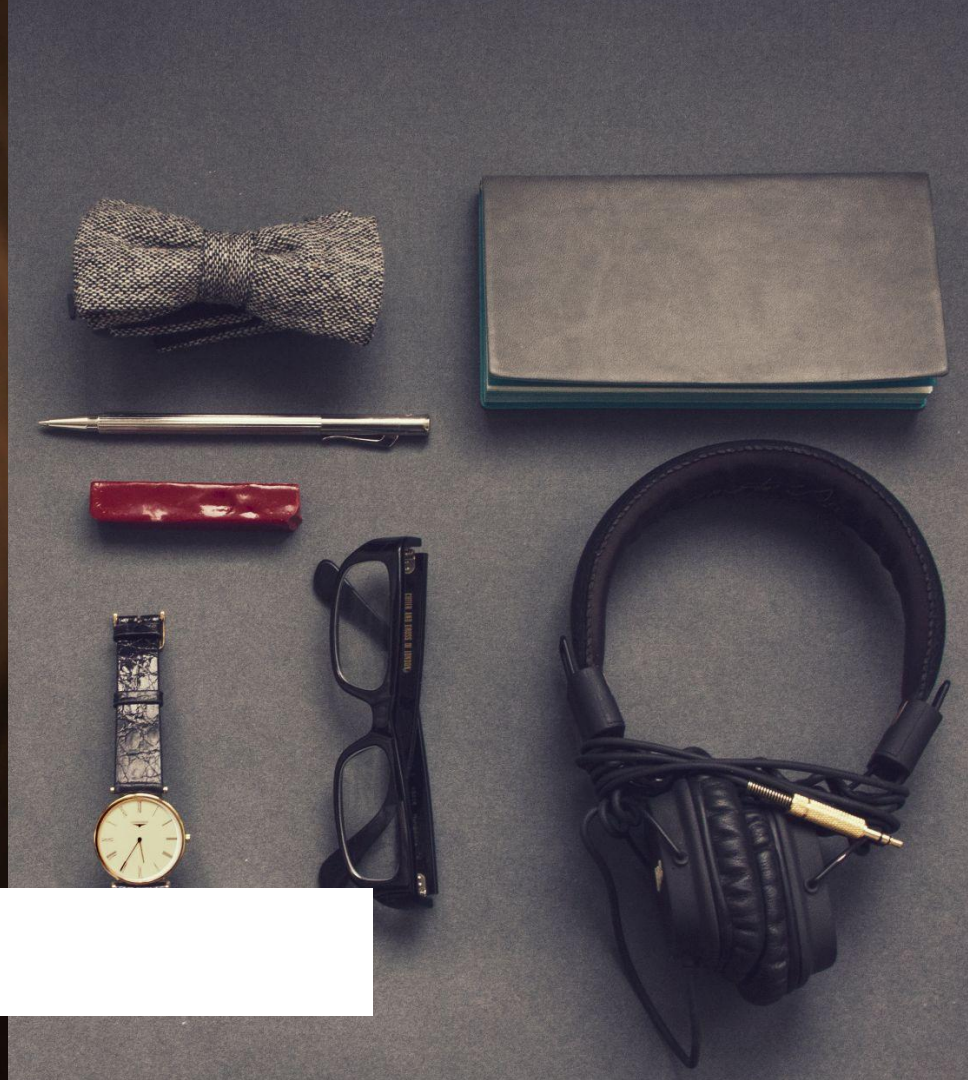6. To determine which films generate the most revenue?

Analysis Process

The analysis process started by loading the dataset to the Collab notebook and the necessary libraries before proceeding to the data cleaning . The steps taken in data cleaning are indicated below;

❖ DataUniqueness-this involved formatting columns(Dropping,creating new columns,dropping columns and adjusting columns i.e changing the case of the column names)changing datatypes,

❖ Data Completeness-checking for null values

❖ Data Accuracy- checking for duplicates and removing them where necessary.
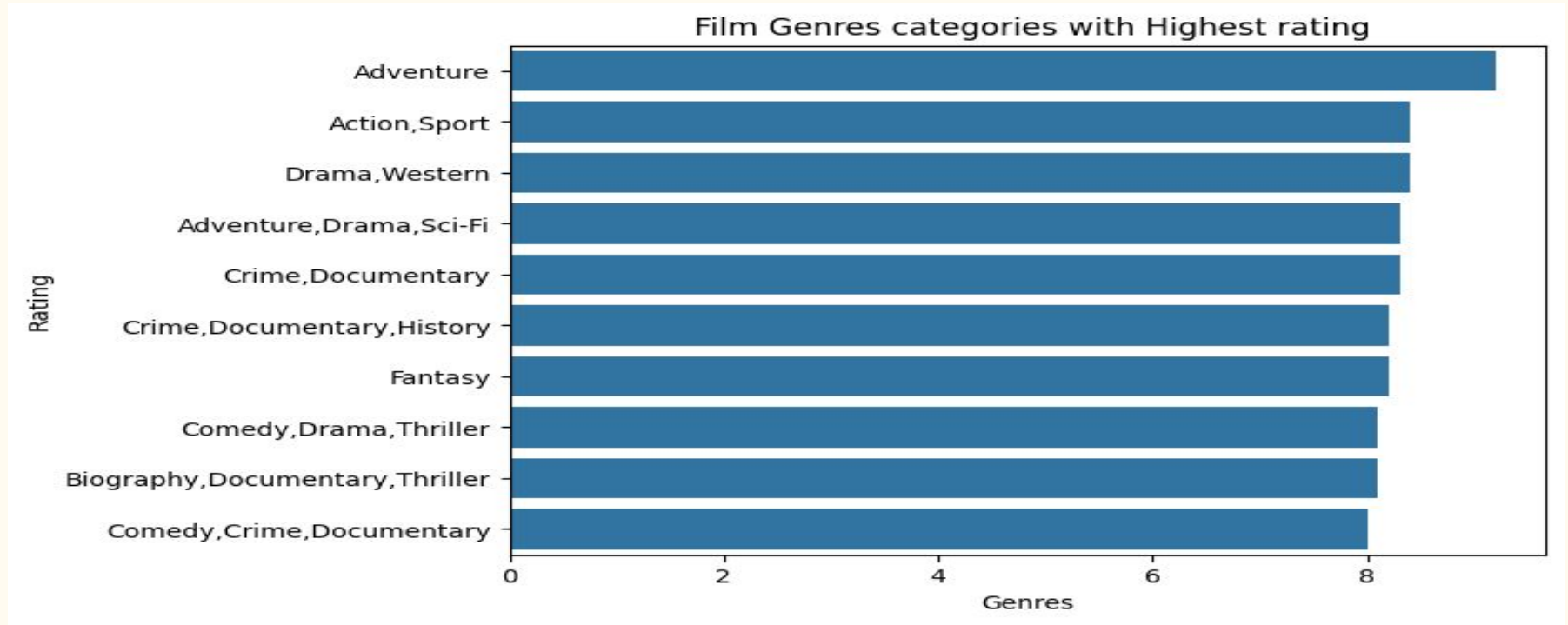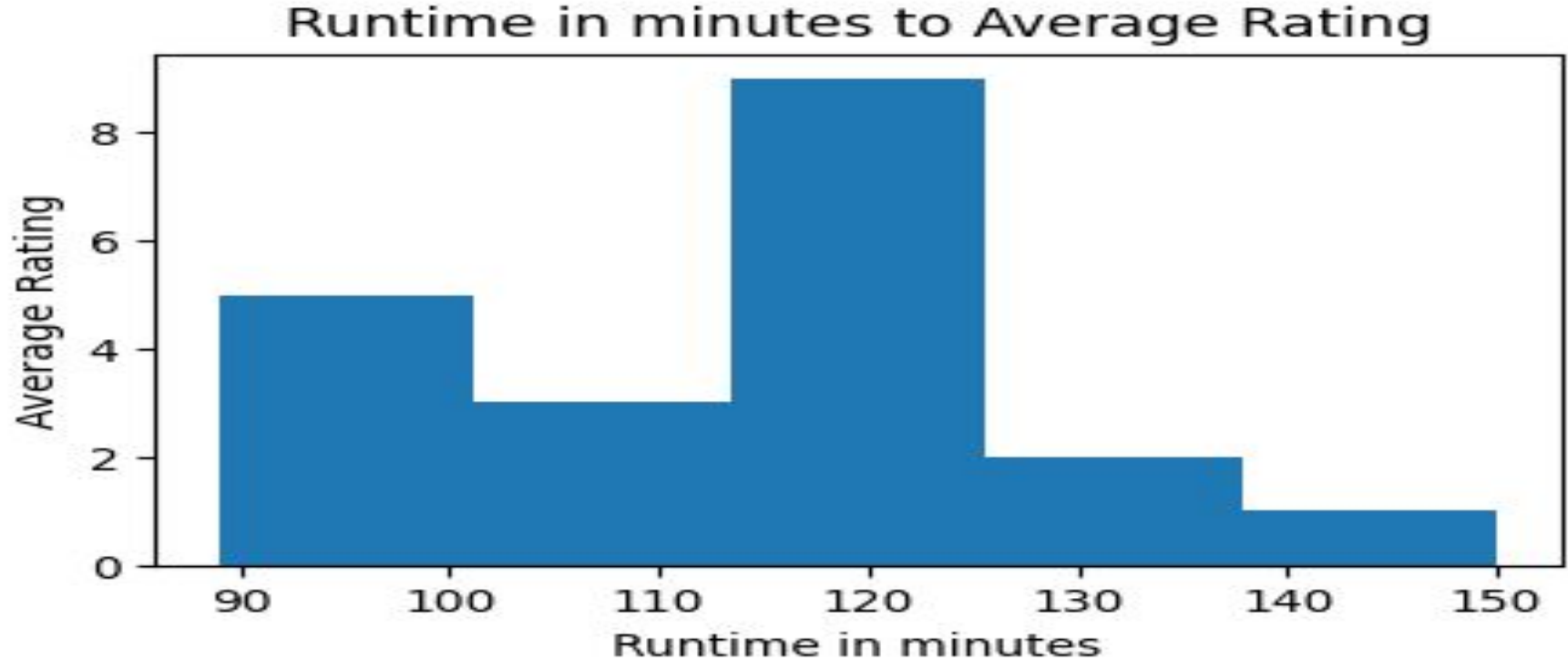
Research Findings

Conclusion

1. The film genres with the highest ratings was: Adventure at 9.2 rating and the lowest rating was: Comedy,Thriller with 2.1 rating.
2. The film with more than one genre had a higher rating than the films with only one genre
3. The length of films does not have an effect on the ratings.
4. The film titles with the highest ratings was:The Runaways and The wall
5. To determine if the number of film genre has an effect on the rating?
6. To film genre that generated the most Domestic revenue were: Documentary,Darama,Sport and Sci-Fi and that which generated most Foreign revenue were; Adventure,Drama and Sport
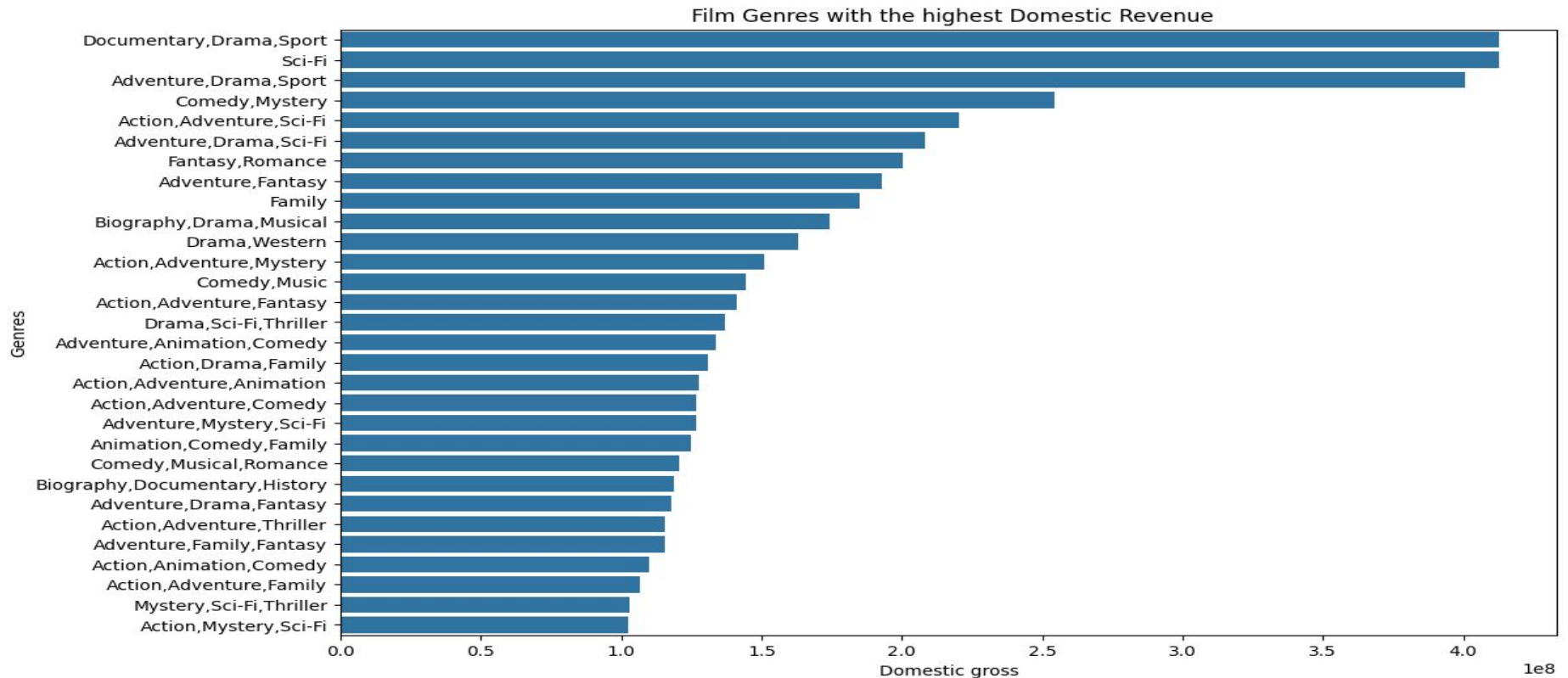7. The film titles with hidhest domestic revenue was: Black Panther and Foreign revenue was: Avengers-Age of Ultron
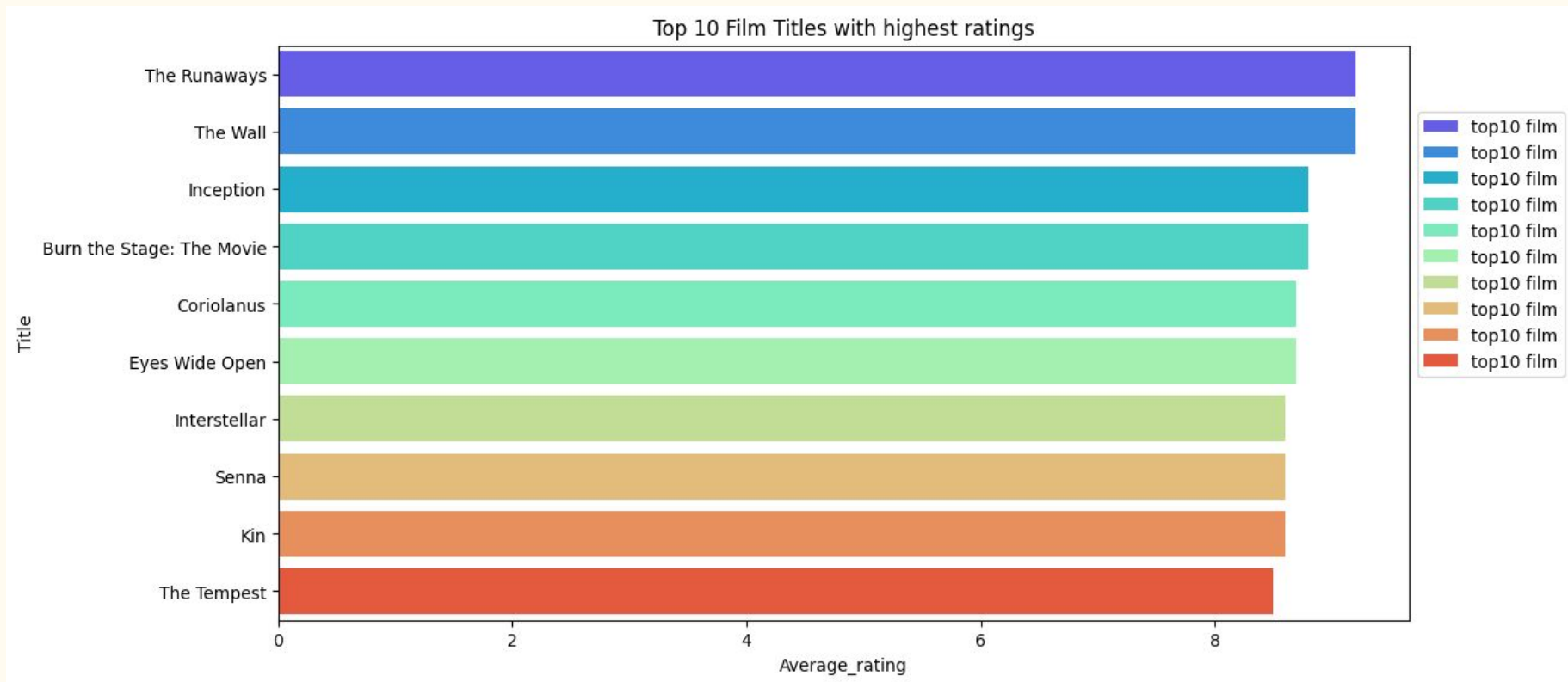
Performance by Genre ratings
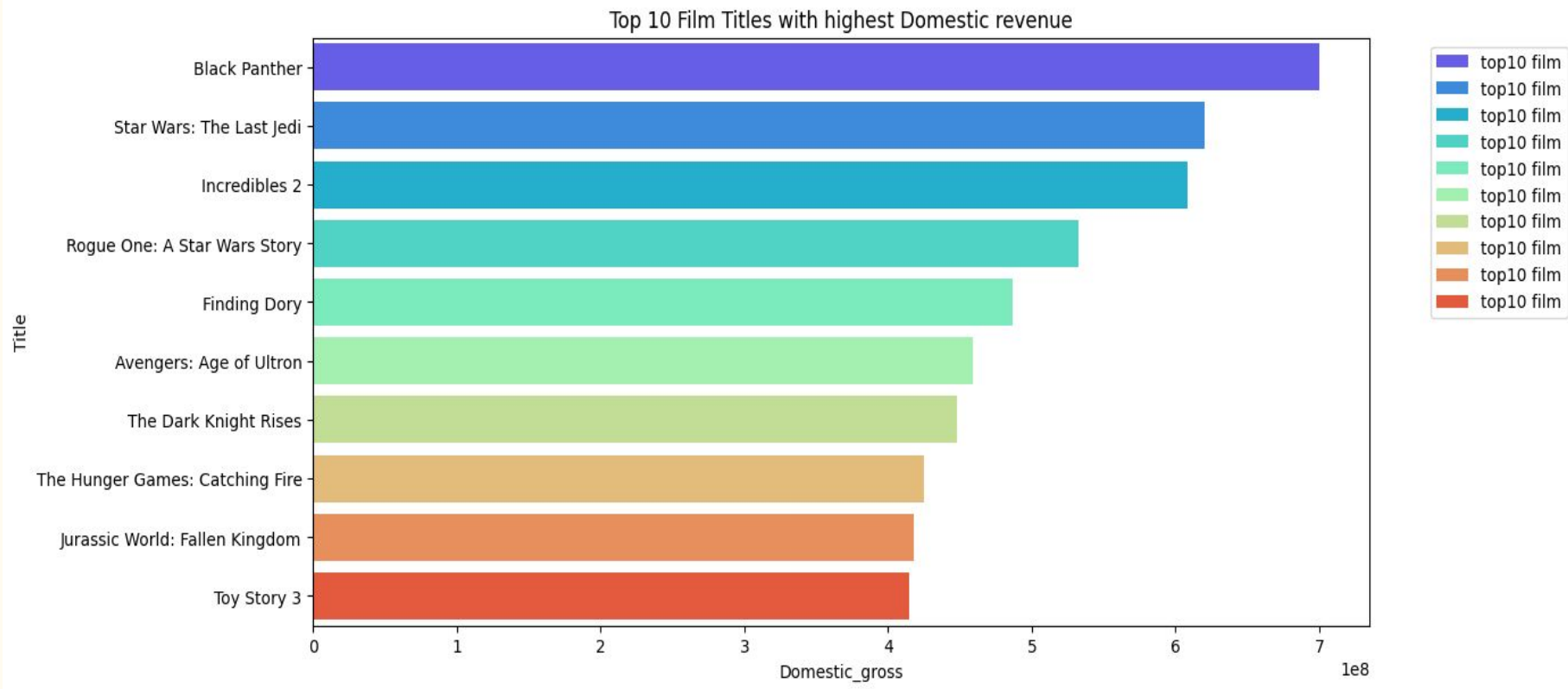

Film Genres categories with Highest rating

Performance by Runtime in Minutes to Rating

Performance by Genre to Revenue

Film Genres with the highest Domestic Revenue

Performance by Title to Rating

Top 10 Film Titles with highest ratings

Performance by Title to Revenue

Top 10 Film Titles with highest Domestic revenue

Recommendations

- I would recommend that you focus on producing more movies that favor the Foreign market because they generate a higher income than the Domestic market. It is a more profitable venture
- I would recommend that you don't produce very long films especially those that are more than 120 minutes as the rating is low . People prefer movies that have a running time of less than 120 minutes.
- I would recommend that you focus more on Adventure, Sport and Drama Genres as they have the highest rating and highest viewership.
- I would recommend that a thorough analysis be done to determine why certain movie titles and genres are doing better in Foreign Markets than in Domestic markets and vice verser.