MILESTONE PROJECT

MICROSOFT MOVIE STUDIO ANALYSIS

Genre Films and their IDs

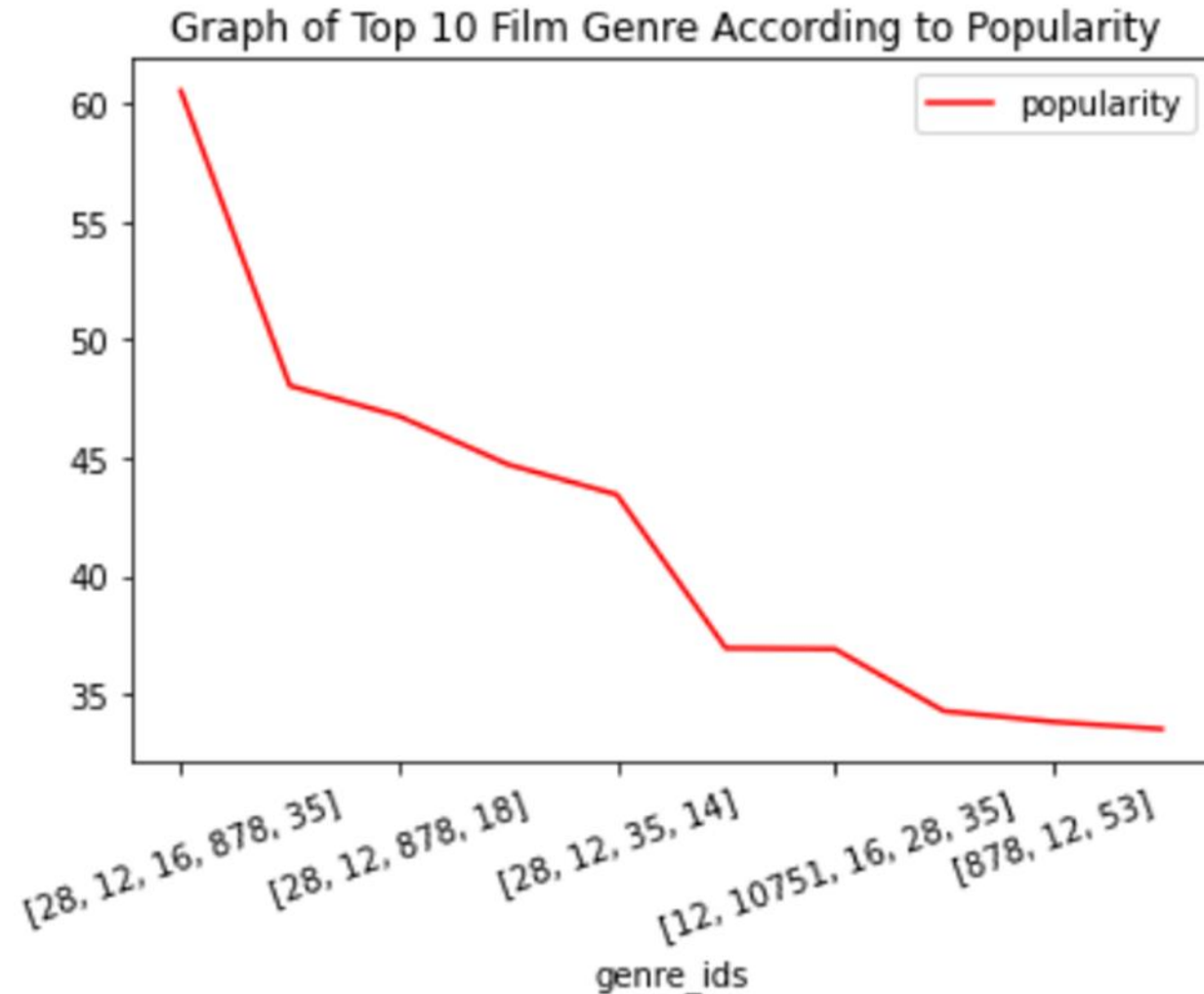|	Genre	Genre_ids
0	Action	28
1	Animation	12
2	Comedy	16
3	Crime	35
4	Documentary	80
5	Drama	99
6	Family	19
7	Fantasy	10751
8	History	14
9	Horror	36
10	Music	27
11	Mystery	1042
12	Romance	9648
13	Science Fiction	878
14	TV Movie	10770
15	Thriller	53
16	War	10752
17	Western	37

Analysis of the top performing best genre as indicated by their popularity include the following list:
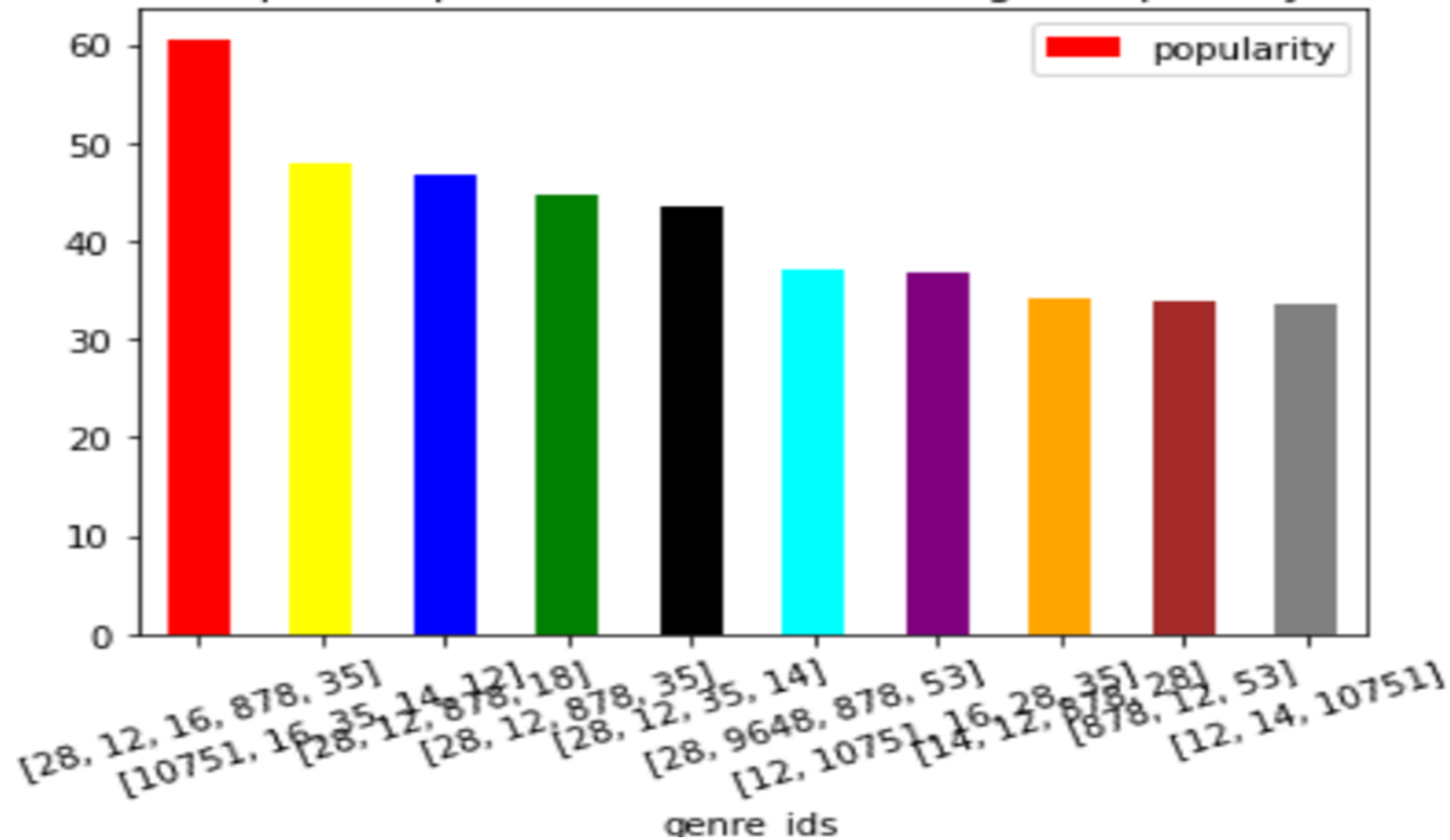
- ['[28, 12, 16, 878, 35]',
- '[10751, 16, 35, 14,12]',
- '[28, 12, 878, 18]',
- '[28, 12, 878, 35]',
- '[28, 12, 35, 14]',
- '[28, 9648, 878, 53]',
- '[12, 10751, 16, 28,35]',
- '[14, 12, 878, 28]',
- '[878, 12, 53]',
- '[12, 14, 10751]']

Most Popular Genres

genre_ids	popularity
[28, 12, 16, 878, 35]	60.534
[10751, 16, 35, 14, 12]	48.057
[28, 12, 878, 18]	46.775
[28, 12, 878, 35]	44.729
[28, 12, 35, 14]	43.450
[28, 9648, 878, 53]	36.955
[12, 10751, 16, 28, 35]	36.920
[14, 12, 878, 28]	34.293
[878, 12, 53]	33.837
[12, 14, 10751]	33.533

Graph of Top 10 Film Genre According to Popularity
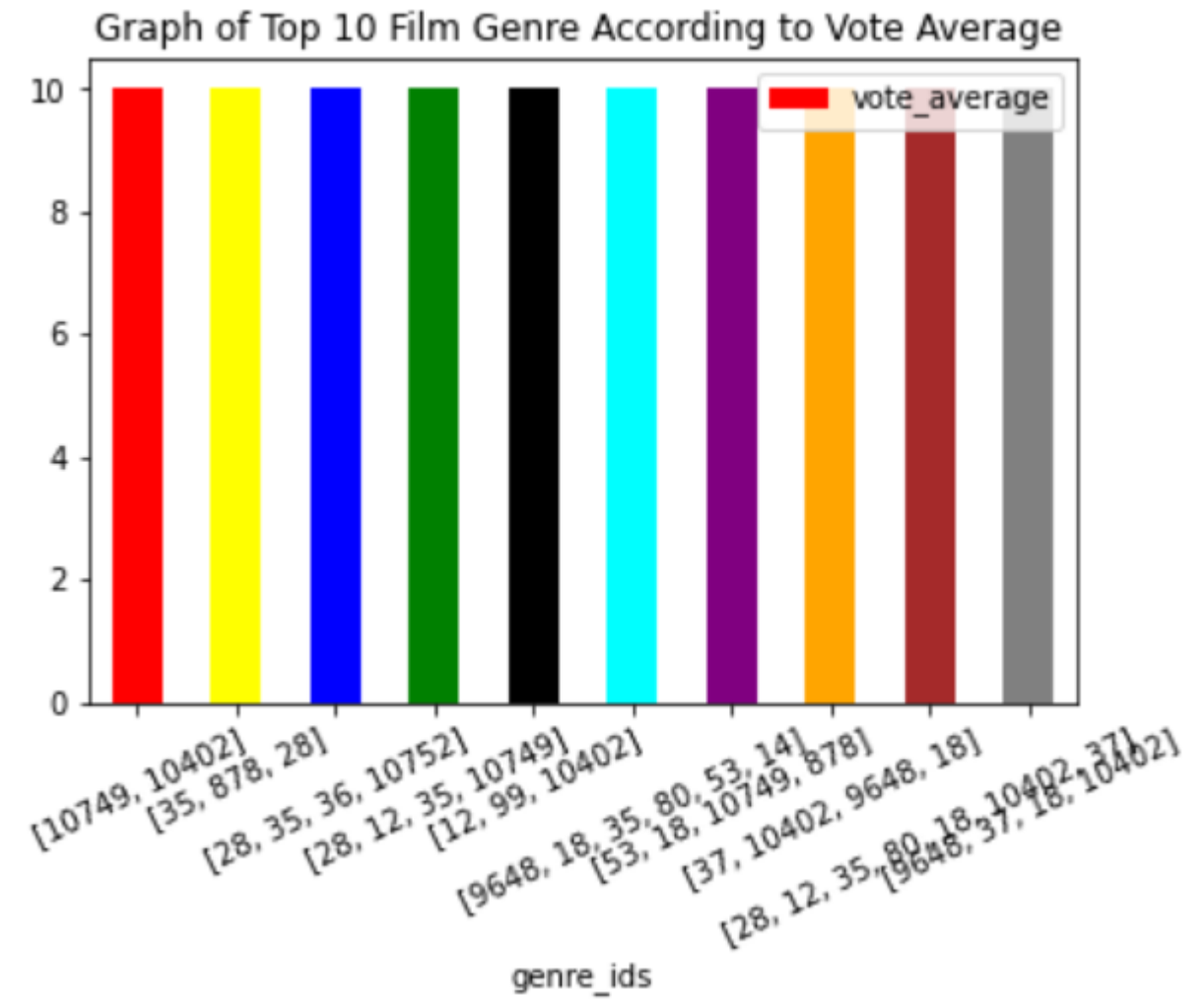
Graph of Top 10 Film Genre According to Popularity
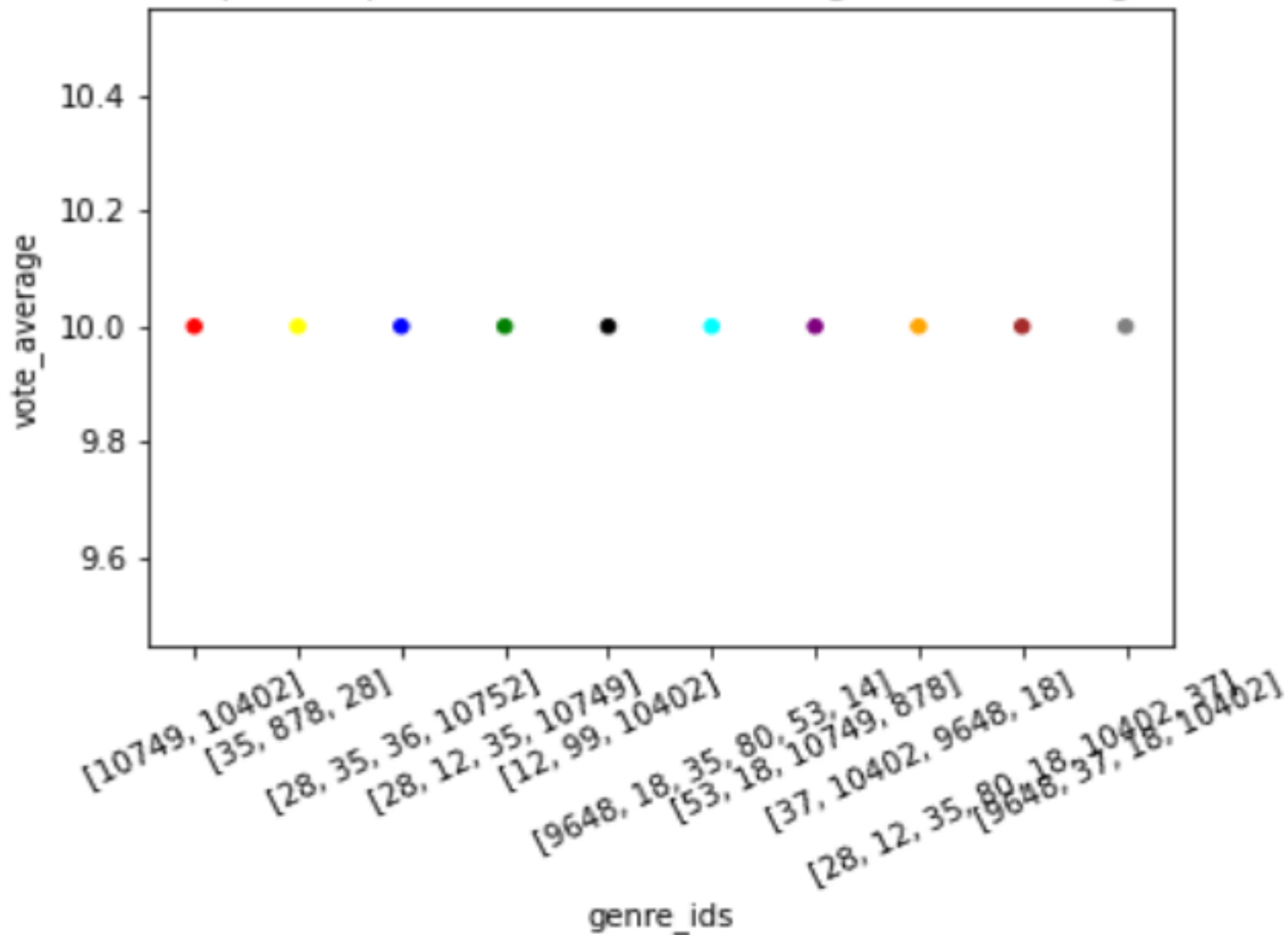
The following is the list of the most voted by average genres:

- ['[10749, 10402]',
- '[35, 878, 28]',
- '[28, 35, 36, 10752]',
- '[28, 12, 35, 10749]',
- '[12, 99, 10402]',
- '[9648, 18, 35, 80, 53, 14]',
- '[53, 18, 10749, 878]',
- '[37, 10402, 9648, 18]',
- '[28, 12, 35, 80, 18, 10402, 37]',
- '[9648, 37, 18, 10402]']

Most Voted for Genres

genre_ids	vote_average
[10749, 10402]	10.0
[35, 878, 28]	10.0
[28, 35, 36, 10752]	10.0
[28, 12, 35, 10749]	10.0
[12, 99, 10402]	10.0
[9648, 18, 35, 80, 53, 14]	10.0
[53, 18, 10749, 878]	10.0
[37, 10402, 9648, 18]	10.0
[28, 12, 35, 80, 18, 10402, 37]	10.0
[9648, 37, 18, 10402]	10.0

Graph of Top 10 Film Genre According to Vote Average
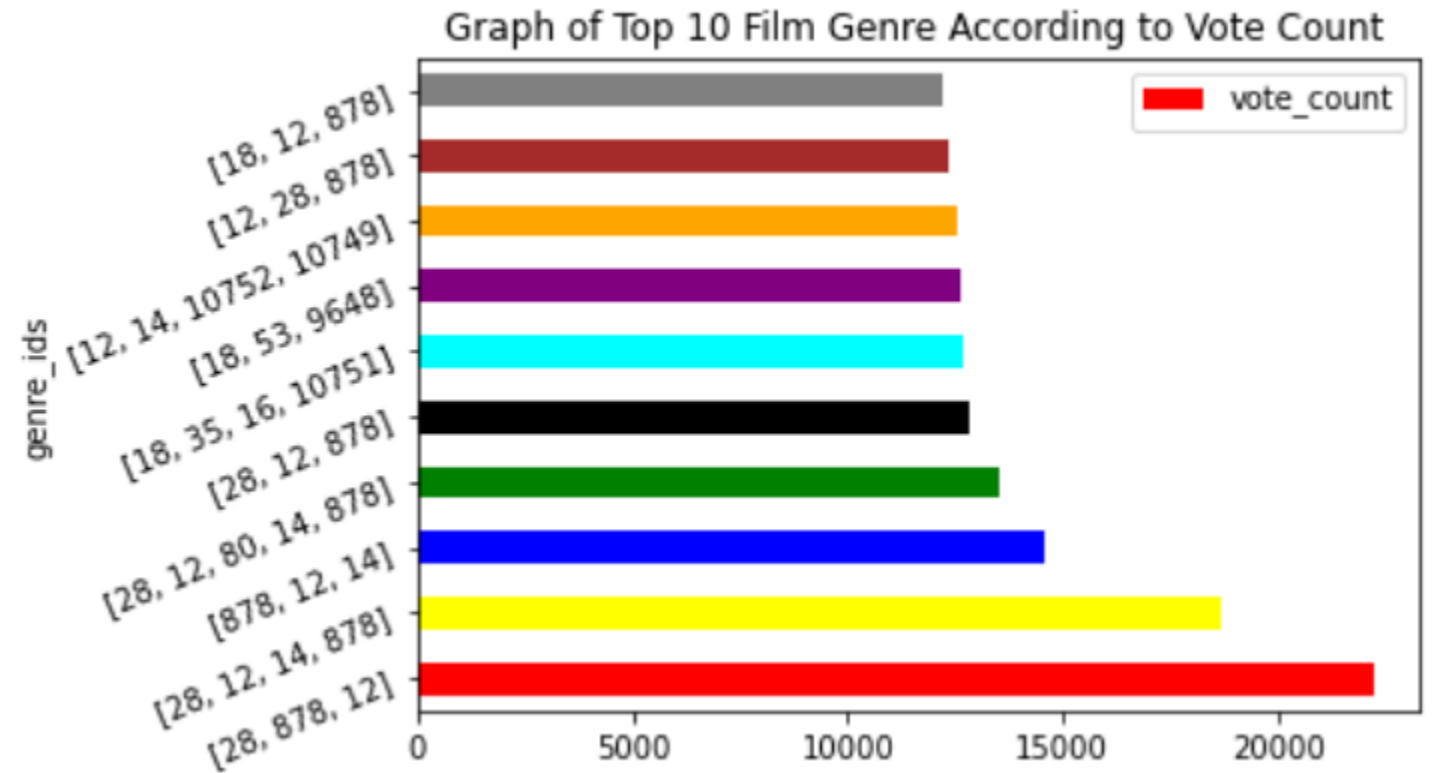
Graph of Top 10 Film Genre According to Vote Average
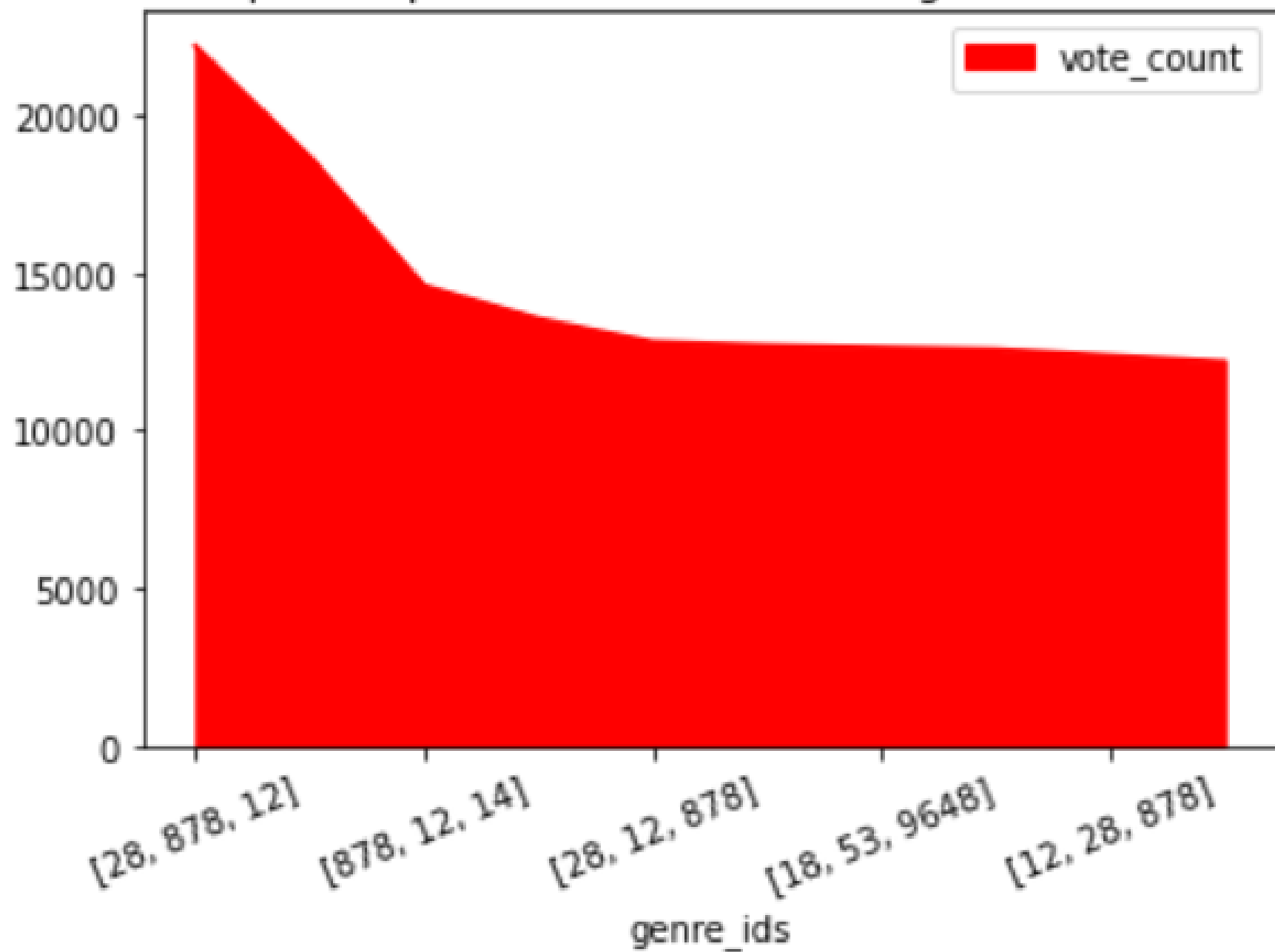
The following is the list of the most voted by counts genres

- ['[28, 878, 12]',
- '[28, 12, 14, 878]',
- '[878, 12, 14]',
- '[28, 12, 80, 14, 878]',
- '[28, 12, 878]',
- '[18, 35, 16, 10751]',
- '[18, 53, 9648]',
- '[12, 14, 10752, 10749]',
- '[12, 28, 878]',
- '[18, 12, 878]']

Genres with most Counts

genre_ids	vote_count
[28, 878, 12]	22186
[28, 12, 14, 878]	18676
[878, 12, 14]	14587
[28, 12, 80, 14, 878]	13533
[28, 12, 878]	12810
[18, 35, 16, 10751]	12691
[18, 53, 9648]	12625
[12, 14, 10752, 10749]	12566
[12, 28, 878]	12368
[18, 12, 878]	12172

Graph of Top 10 Film Genre According to Vote Count

Graph of Top 10 Film Genre According to Vote Count

Widely Used Languages

En: 2074
Ja :   86
Fr :   42
Ru: 37
Es: 34
Zh: 33
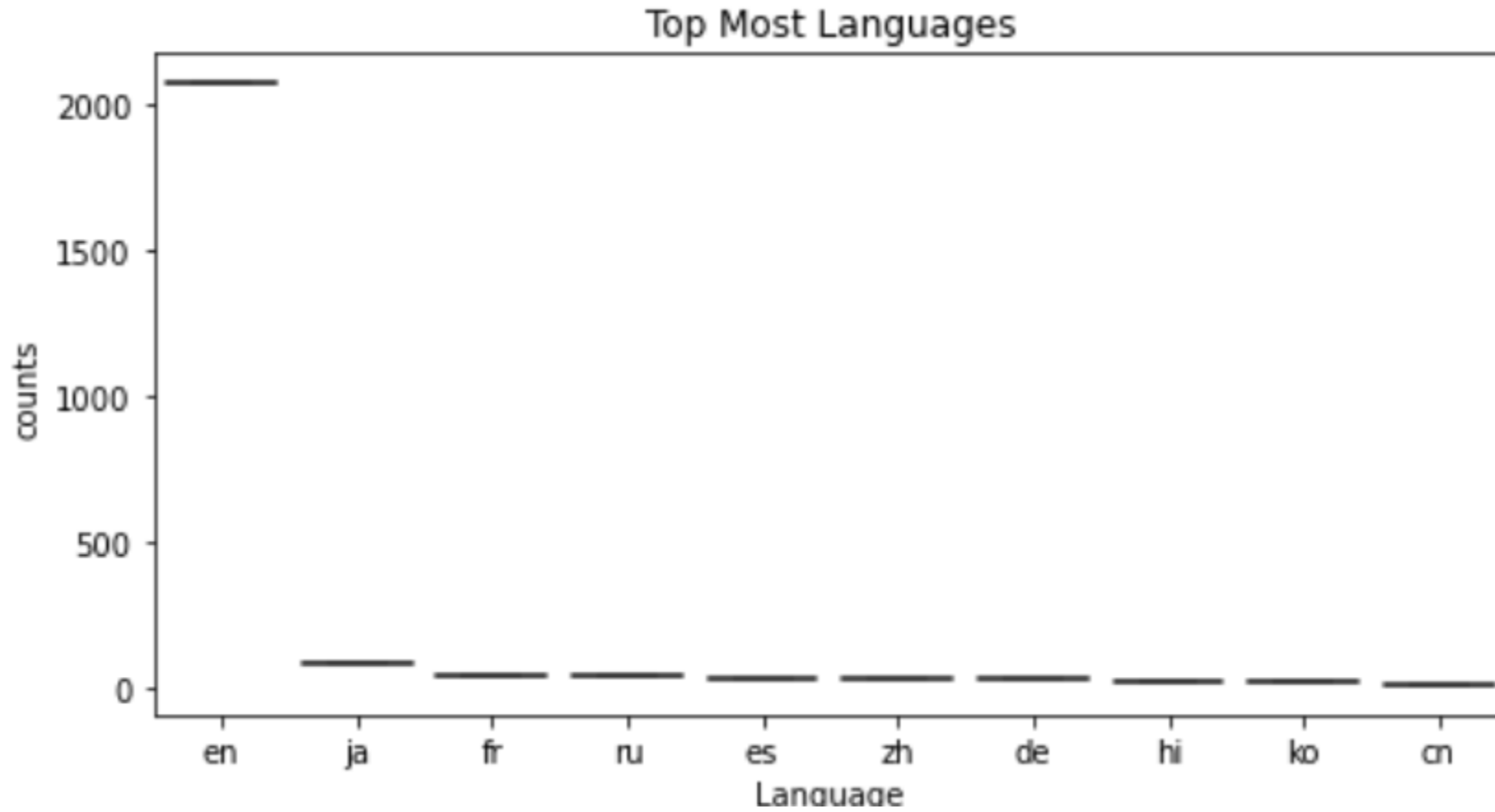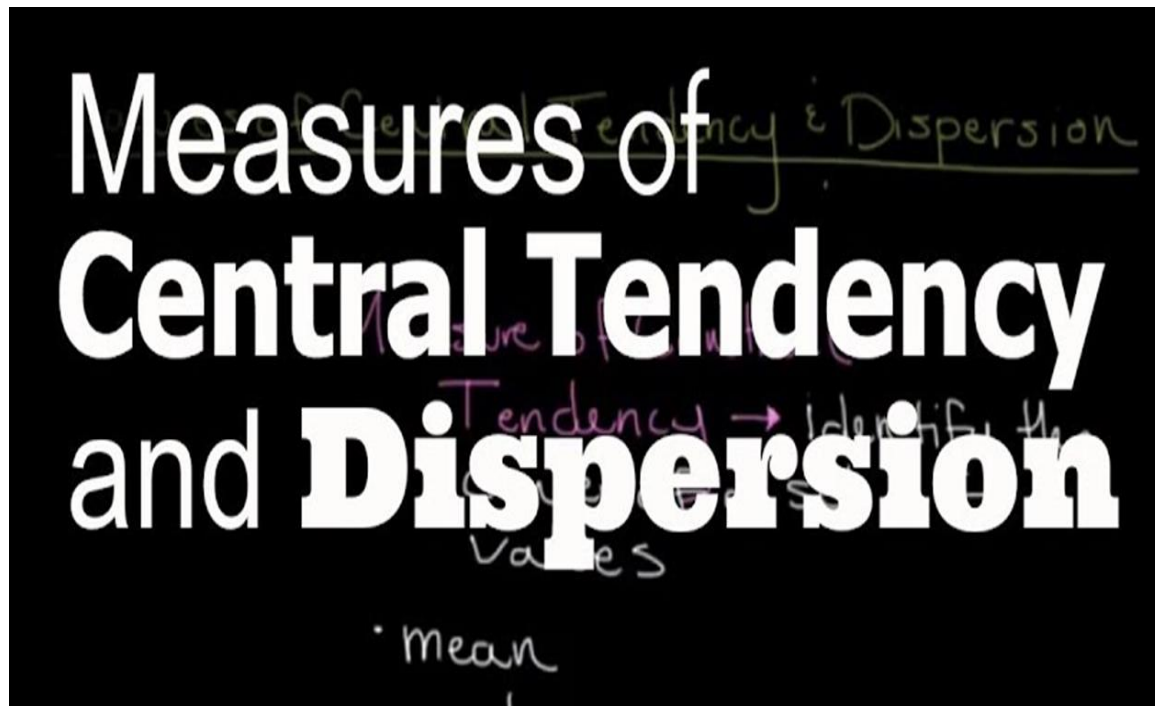De: 27
Hi: 21
Ko: 15
Cn: 10

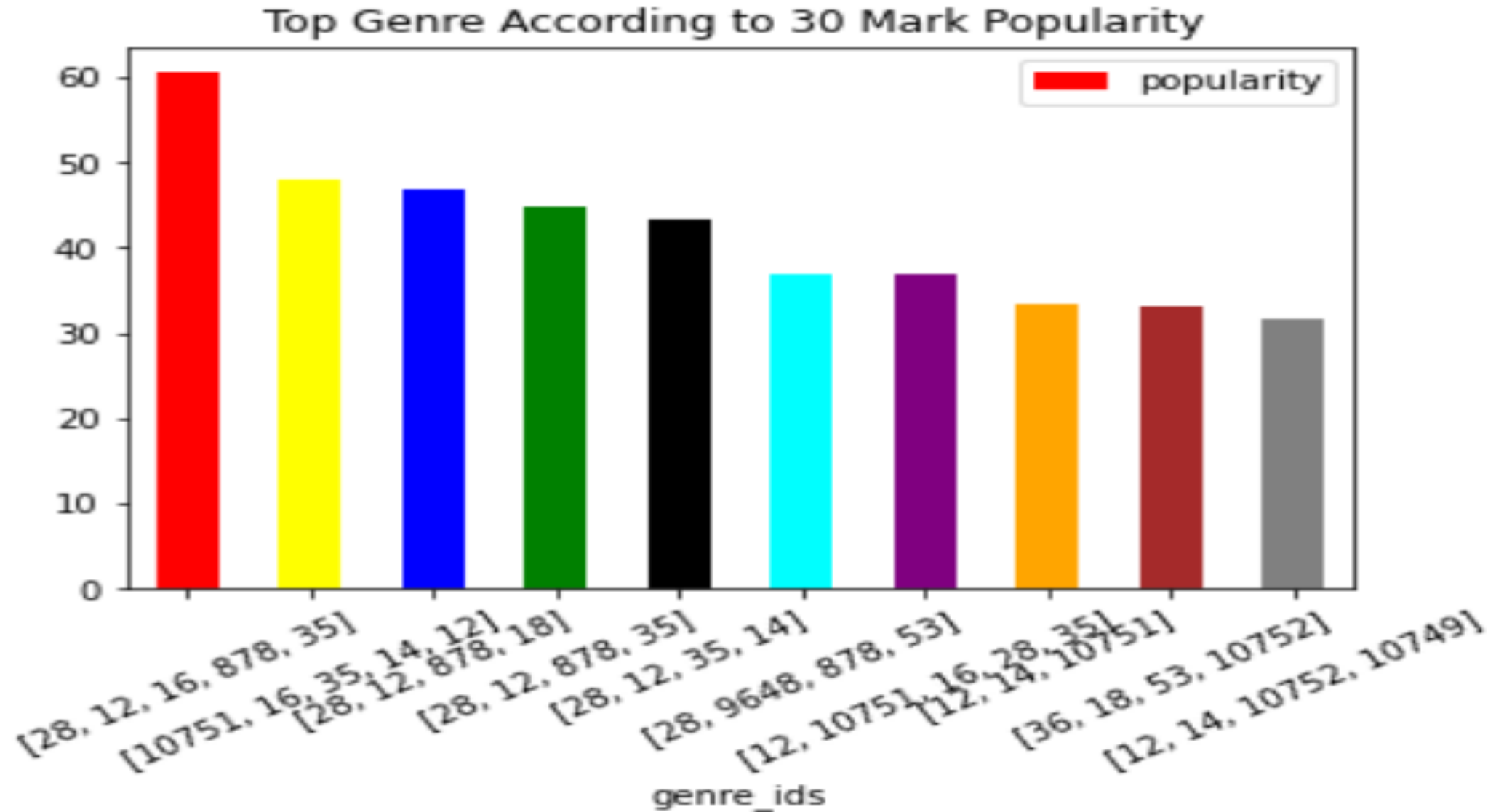# Most widely used Language in movies

Aggregate Statistics

	popularity	vote_average	vote_count
count	2477.000000	2477.000000	2477.000000
mean	5.430405	5.958942	493.811465
std	5.973423	1.627420	1587.675955
min	0.600000	0.000000	1.000000
25%	1.089000	5.100000	4.000000
50%	2.989000	6.000000	21.000000
75%	7.974000	6.900000	154.000000
max	60.534000	10.000000	22186.000000

The following are list of films having a popular vote of at least 30

- ['[28, 12, 16, 878, 35]',
- '[10751, 16, 35, 14, 12]',
- '[28, 12, 878, 18]',
- '[28, 12, 878, 35]',
- '[28, 12, 35, 14]',
- '[28, 9648, 878, 53]',
- '[12, 10751, 16, 28, 35]',
- '[12, 14, 10751]',
- '[36, 18, 53, 10752]',
- '[12, 14, 10752, 10749]']

Genres above limit 30 in Popularity
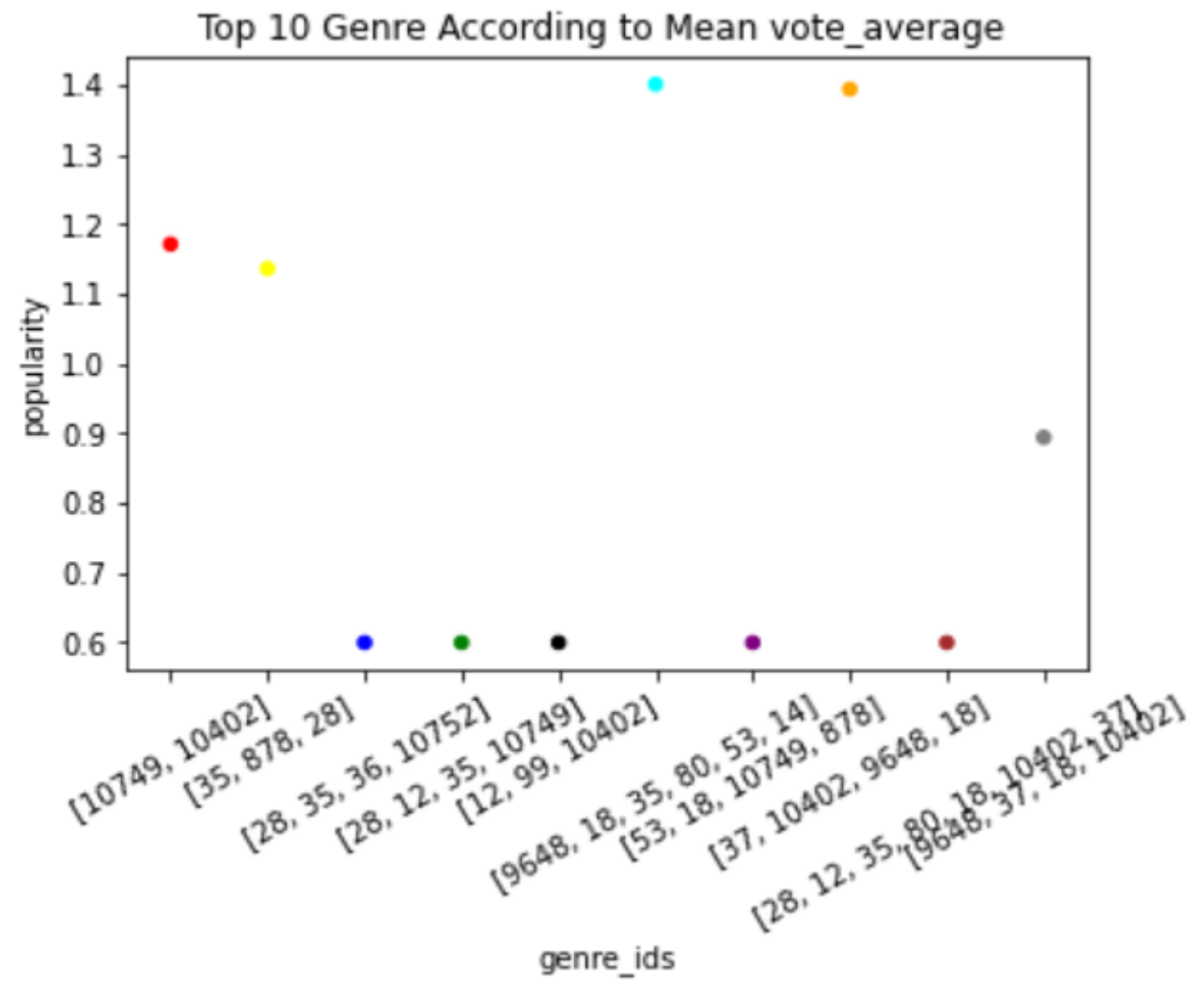

Top Genre According to 30 Mark Popularity

Genres above the Mean Vote Average

Mean Vote_Average=5.958942

- ['[10749, 10402]',
- '[35, 878, 28]',
- '[28, 35, 36, 10752]',
- '[28, 12, 35, 10749]',
- '[12, 99, 10402]',
- '[9648, 18, 35, 80, 53, 14]',
- '[53, 18, 10749, 878]',
- '[37, 10402, 9648, 18]',
- '[28, 12, 35, 80, 18, 10402, 37]',
- '[9648, 37, 18, 10402]']

Top 10 genres above vote average mean

Top 10 Genre According to Mean vote_average

Recommendation and Conclusion

Microsoft should:

a. Focus on producing genres of the following combination: '(28, 12, 16, 878, 35]', '(10751, 16, 35, 14,12]', '(28, 12, 878, 18]' '(28, 12, 878, 35]', '(28, 12, 35, 14]','(28, 9648, 878, 53]', '(12, 10751, 16, 28,35]', '(14, 12, 878, 28]', '(878, 12, 53]', and '(12, 14, 10751]'

b. Use the following languages to produce films:

English, French, Russia, and Japanese in that sequence. These languages were more viewed. Most films also produced films using these languages as seen in the analysis.

c. Microsoft should not be blinded by low points which counted more in popularity since the those films did not make to the top ten best genres and films in the industry

d. Numbers in terms of views plays a significant role in successful film production

However, there is need for more analysis. Further research is necessary to include key metrics like gross and international sales which were not included in this analysis. It is fallacious to say that most watched films earns more money although chances are high that most watched films may earn more profits.

Therefore, given more time we can help further the analysis and provide a more comprehensive recommendation.

These genres appeared in the list of top ten genre combinations that were most voted for and therefore more popular

End of presentation.....

"Microsoft" brand
(for better or worse).