# MOVIE INDUSTRY ANALYSIS

OBJECTIVES

- **Inform** Microsoft about the state of the current movie industry

- **Use** the tools of data analysis to determine the characteristics of a successful movie

- **Make** the informed recommendations about what makes a movie successful

# Question 1: Which genres are popular in the movie industry?

The following movie genres have the most releases for the analyzed time period:

- **Documentary** - over 70,000 releases

- **Drama** – over 60,000 releases

- **Comedy** – over 20,000 releases

Number of Movies per Genre Releases During 2010 - 2022
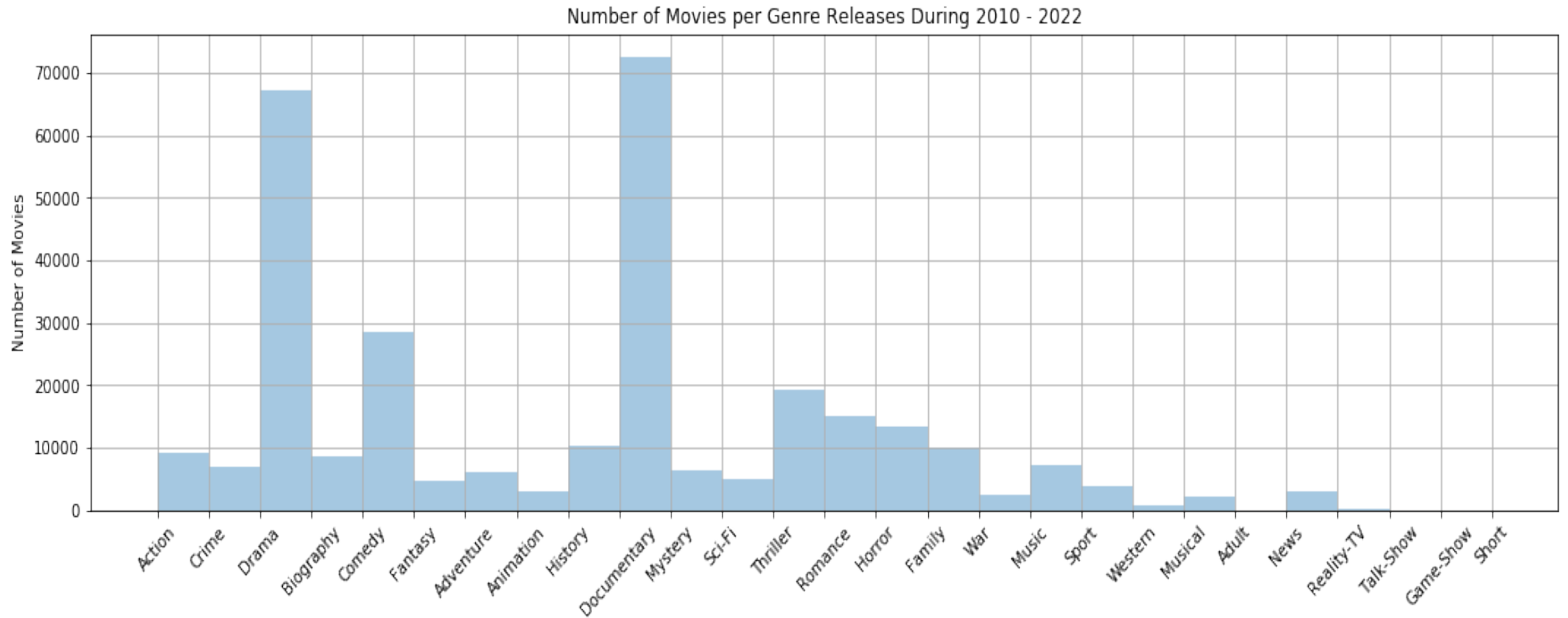
# Question 1: Which genres are popular in the movie industry?

- The Documentary, Biography and History movie genres appeared to have the highest average ratings, which prompts to think they are the most popular ones.

Average Rating per Movie Genres Based on the Number of Votes
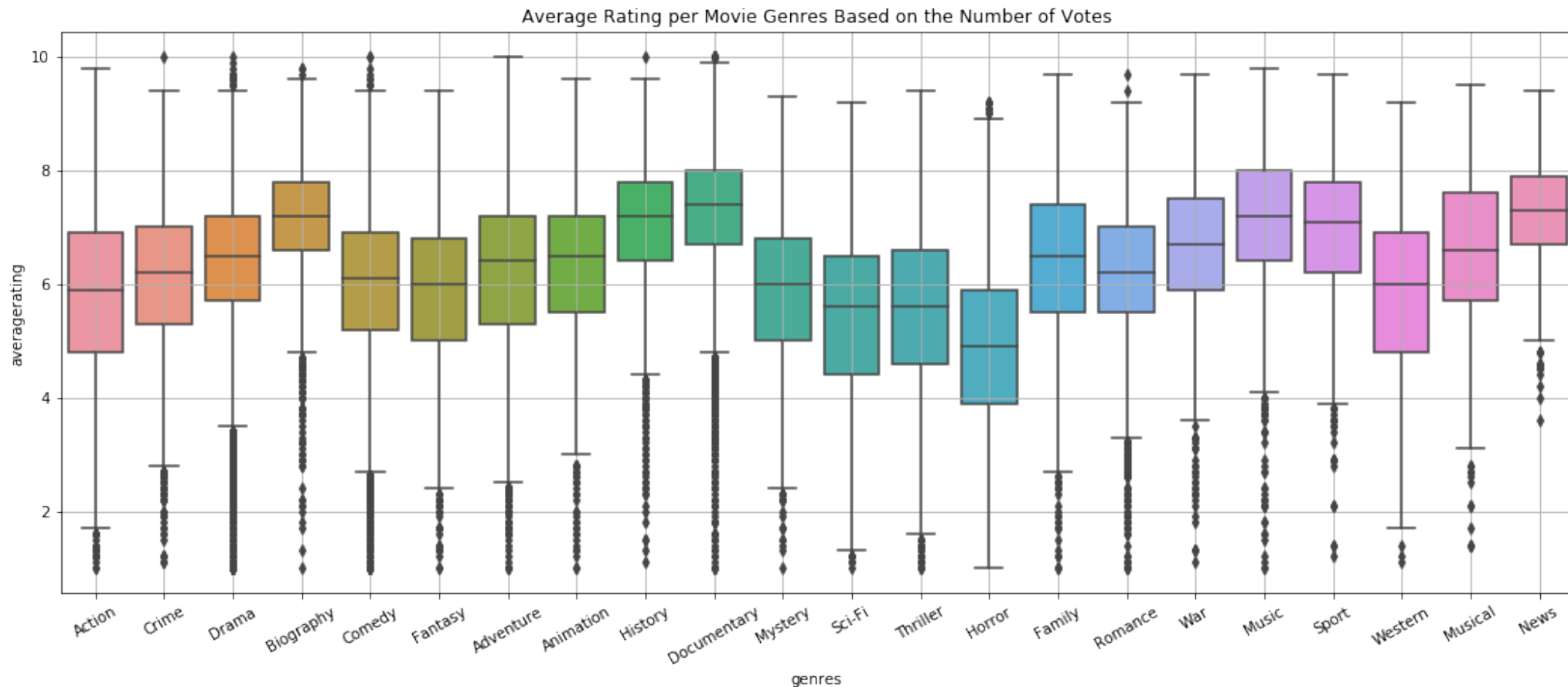
Question 2: What are the major competitors of Microsoft in the movie industry?

The top three competitive studios are:

- HC
- P/DW
- BV

Average Total Gross Income per 10 Studios
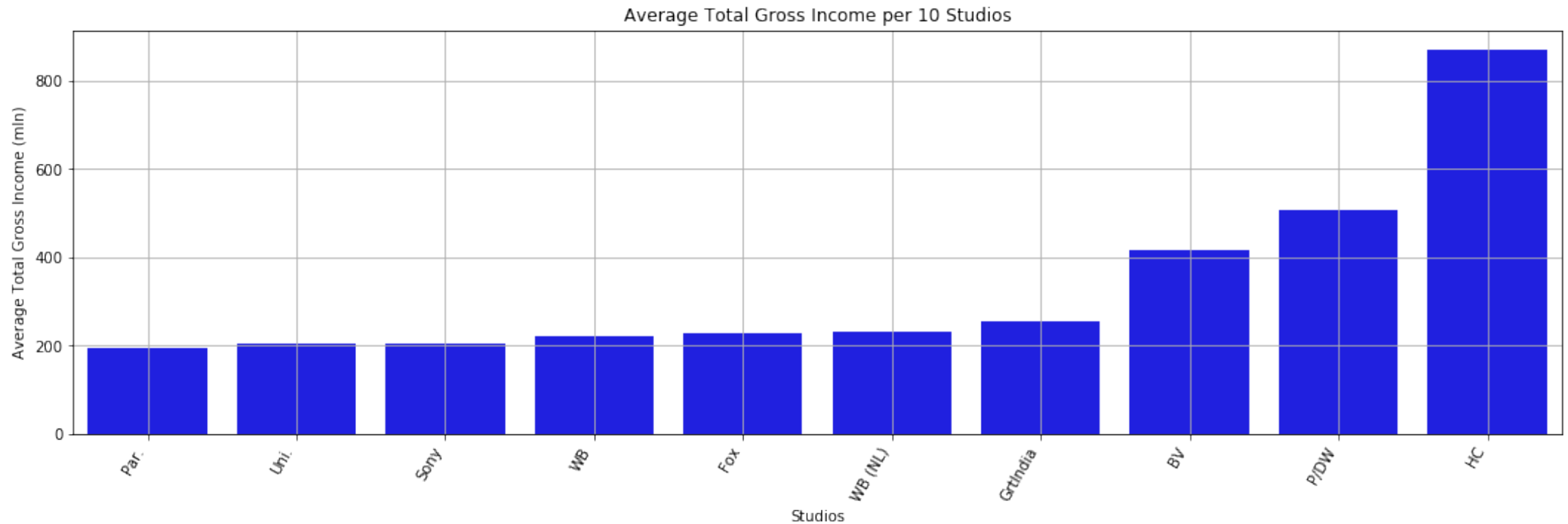
Question 3: Movies of which directors are the most popular?

It is safe to conclude that hiring one of this 10 directors might make the future Microsoft movies more popular among the viewers.

Average Rating of Movies produced by the top 10 most popular Directors
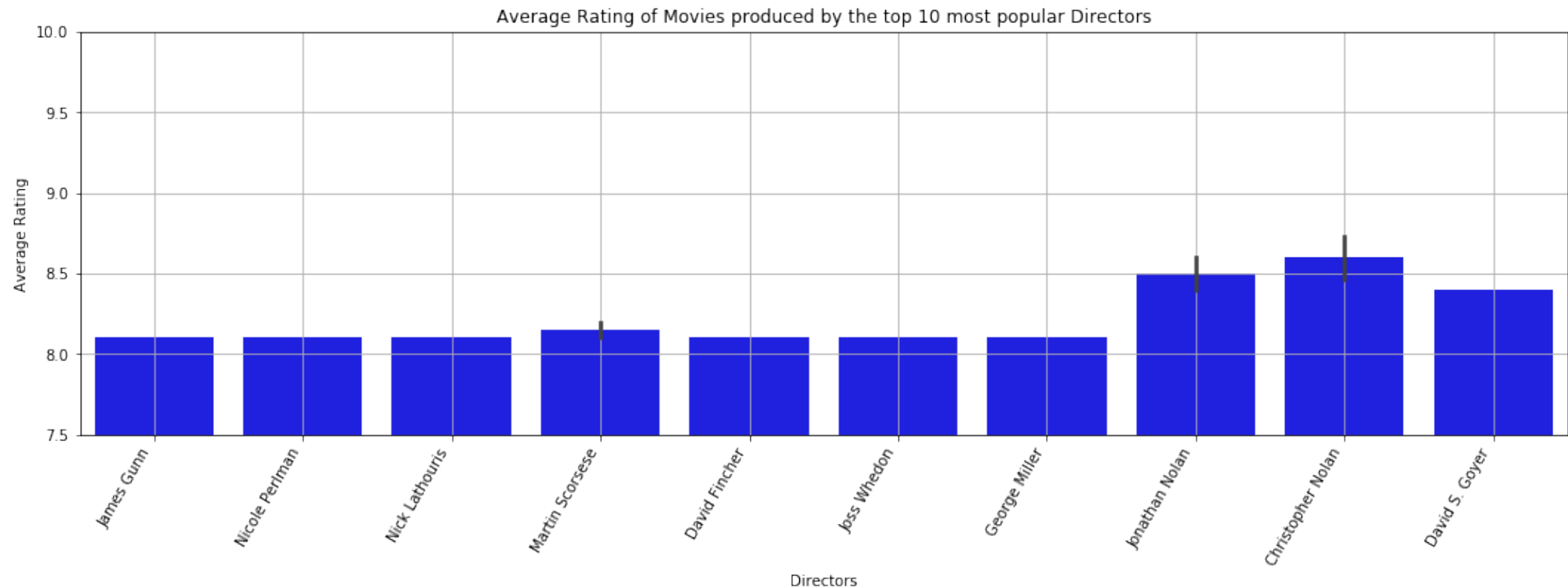
Conclusion

- I used the data on the number of movie genres during 2010-2022 and their individual average rating to determine the most popular movie genres.

- I defined the major competitors using the total gross income of each studio.

- I determined the directors whose movies have the highest average ratings based on the number of the viewers' votes.

Further analysis

- Look closer at the highest average net profit per genre

- Analyze the studios' net profit instead of the total gross income

- I would look closer at the movies of those directors who have a high number of votes but low average rating.

Thank you!