

Project: Movie Analysis

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Microsoft sees the opportunity of creating original video contents and they want to get into the new market.
- They have decided to create a new movie studio.
- The current business pain point is that they don't have much information about this new field and do not know what movies to create
- Business Decisions rely on this project to gain more insights on the movies with the best box office

Business Problem

Business insights to investigate:

- What types of movie contents are created the most(quantity) ?
- What types of movies have the highest ratings ?
- What types of movies have the best box office gross ?

Data

Sources:

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB
- The Numbers

Information:

- Movie info: Title, Run time, Studio, Year, Actors
- Movie Quantity
- Rating
- Budget and Box Office Gross (Domestic, Foreign)
- Movie Types/Genres

Methods

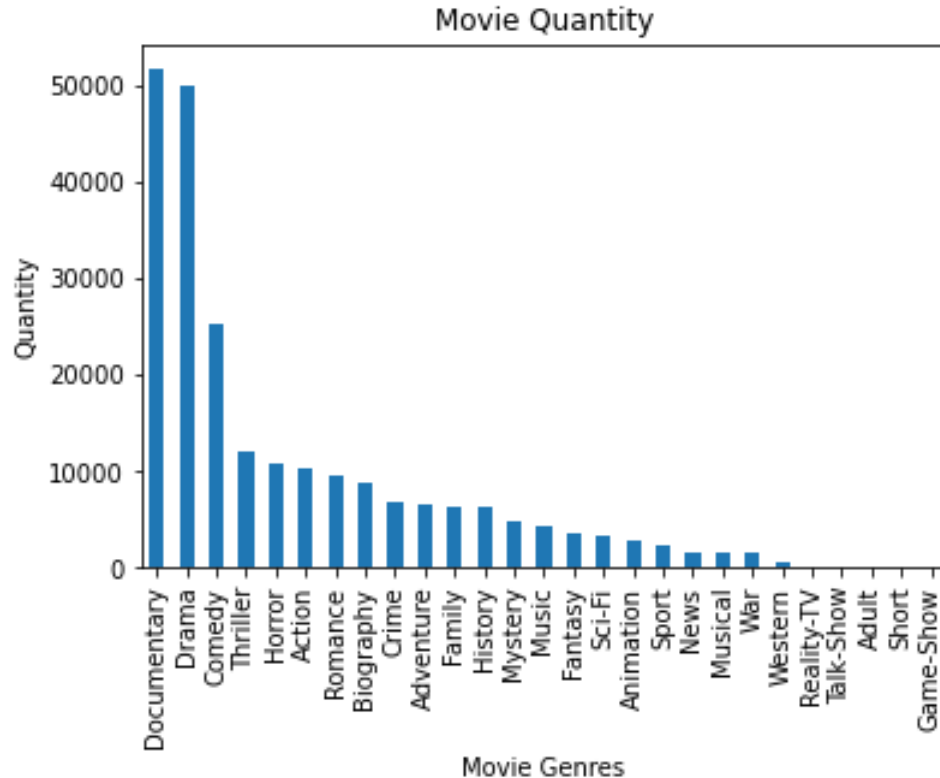
- Cross Reference the datasets from different sources
- Perform Data analysis to extract insights
- Visualizations

Results

Movie Genres:

- 'Action', 'Adult', 'Adventure', 'Animation', 'Biography', 'Comedy',
- 'Crime', 'Documentary', 'Drama', 'Family', 'Fantasy', 'Game-Show',
- 'History', 'Horror', 'Music', 'Musical', 'Mystery', 'News', 'Western'
- 'Reality-TV', 'Romance', 'Sci-Fi', 'Short', 'Sport', 'Thriller', 'War'

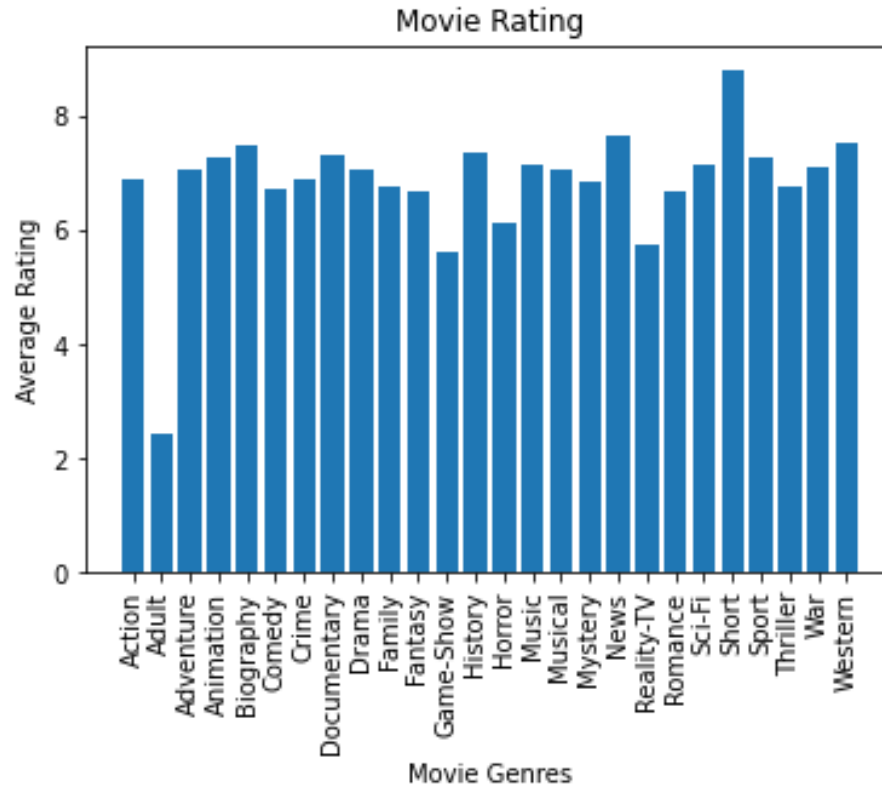
Results



Top 3 Movie Productions :

- Documentary 51640
- Drama 49883
- Comedy 25312

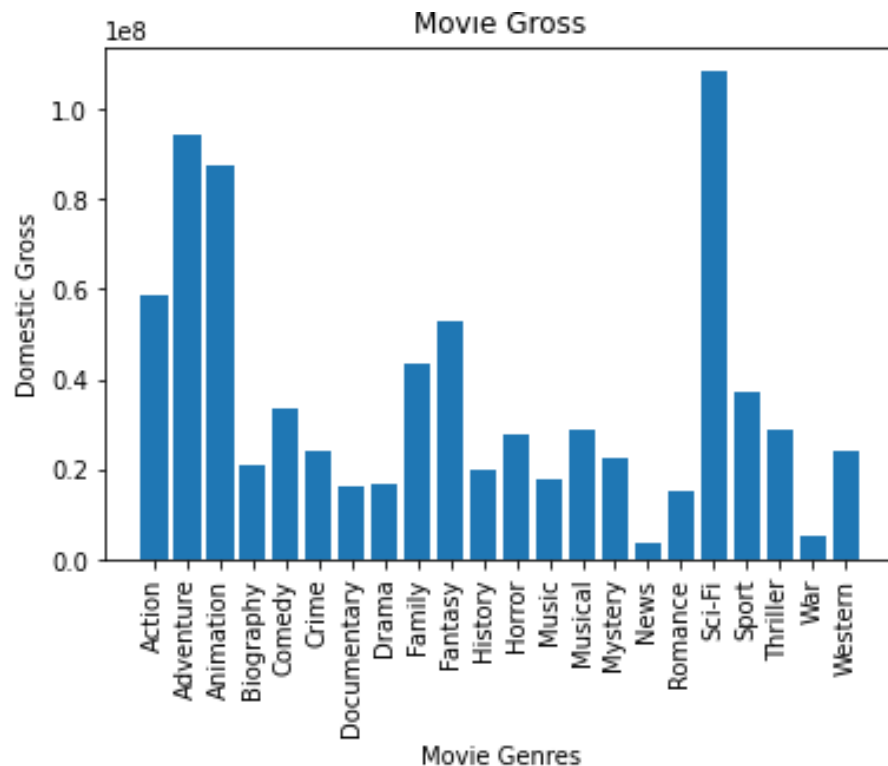
Results



Top 3 Movie Ratings :

- Short 8.92
- News 7.64
- Western 7.51

Results



Top 3 Gross Movies (domestic):

- Sci-Fi 10.8 million
- Adventure 9.44 million
- Animation 8.73 million

Conclusions

Our results have direct impact on decision making process

Business stakeholders (Microsoft) can follow recommendations to create movies

Recommendations:

- Movie Popularity (Quantity) : Documentary, Drama, Comedy
- Highest Ratings: Short, News, Western
- Gross : Sci-Fi, Adventure, Animation

Thank You!

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