
Microsoft Movie Studio

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Phase 1 Project



Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio.





Summary

This analysis seek to explore the movie market and recommend actionable measures that can help the microsoft team make informative decisions.



Data

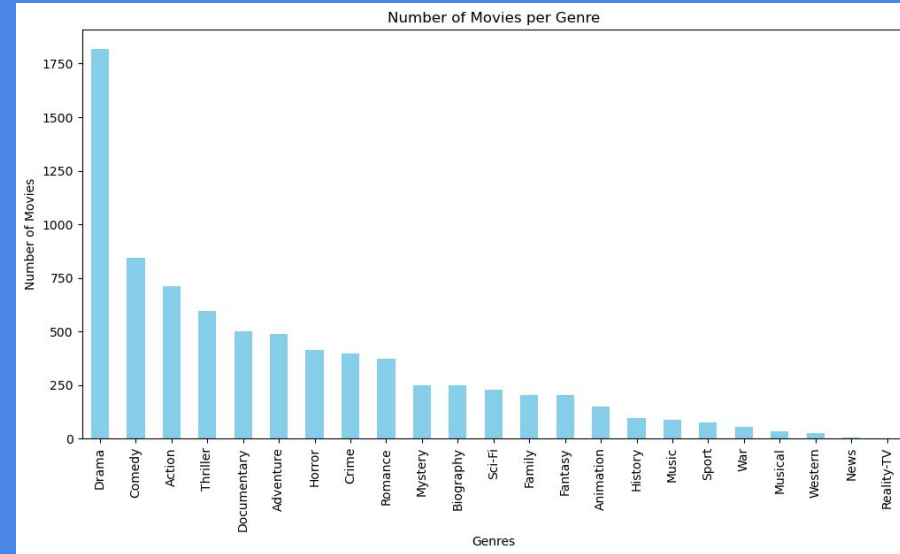
The data was drawn from

- Imdb database
- Box Office mojo csv file
- The MovieDb csv file

Data Analysis

Summary based on the analysis of data:

- Most of the movies viewed are from the genres : drama, comedy and action
- The above mentioned genres also had the highest grossing in the market both in the domestic and the foreign market.





Recommendation

Actionable recommendations:

- The new studio should capitalise in the high grossing genres inorder to maximise on profits
- Those genres also mean a higher market for other products.