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README.md

# Microsoft-New-Movie-Studio-Need-Analysis

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## Overview

This project makes an analysis to give insight to the need of a new movie studio at Microsoft.

## 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, but they don't know anything about creating movies. There is need for exploring what types of films are currently doing the best at the box office.

## Objectives

The objectives for this project include: (i) To explore the movie business. (ii) To determine what areas can result in profits and high return on investment (ROI). (iii) To explore for potential market expansion.

## Data

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The data for analysis is found in the data folder that provide general information collected over years from various sources. The information include the gross earnings, names, and other related information of movies collected over a period of time.

## Method

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The project uses descriptive analysis with description of movies over time. This provides a useful overview of the movies - information that is need in the analysis.

## Results

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Most movies can be categorised into genres. Some genres (e.g drama, comedy) have high frequencies of movies while otheers have low distributions (e.g documentaries).

The highly distributed genres have a higher gross earning than the least distributed genres.

## Conclusions

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This analysis leads to recomendations to the new movie studio: 1.Engage in the high grossing genres 2.The highly distributed genres means there is a high number of viewers and a potential for market.

## Repository Structure

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├── Data ├── Images ├── Presentation.pdf ├── README.md └── index.ipynb

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