




AN ANALYSIS ON MOVIES FOR MICROSOFT

MOVIES BY GENRES
GENRES BY REVENUE



SUMMARY















THIS PRESENTATION LOOKS INTO THE TYPES OF GENRES THAT HAVE BEEN RELEASED TO HELP MICROSOFT WITH THEIR DECISION ON WHAT MOVIES TO PRODUCE.

ENGLISH VOCABULARY

Types of Movies

Film Genres

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 ACTION This type of film has a lot of action scenes including violence (fighting, shoot-outs), car chases and often lots of explosions.	 HORROR The objective is to scare / frighten the viewer. They often feature a monster, some type of evil entity or terrible/frightening situation.
 ADVENTURE This is a journey that often takes place in exotic locations and can involve exploration or a quest.	 MUSICAL Songs are sung by the characters as a part of the narrative and usually help advance the plot or develop the film's characters.
 ANIMATED Instead of real actors, drawn images (nowadays computer generated ones) are used to tell the story. Real actors are used for the voices.	 ROMANCE Love stories that focus on the romantic involvement of the main characters and the development of their relationship.
 COMEDY The main idea of comedies is to make the audience laugh. The main characters are constantly involved in funny situations.	 SCIENCE FICTION Fictional stories based on science. They can be about the future or other worlds/beings, often include spaceships and advanced technology.
 DRAMA These films are serious and focus on the emotions of realistic characters and the conflicts they have.	 THRILLER They evoke excitement and suspense in the audience. A common theme involves innocent people dealing with a deranged adversary.
 FANTASY Situations, places and/or events that don't comply with natural laws or settings. They often involve some form of magic.	 WESTERN Fictional stories based in the American West during the late 19th century. They feature cowboys, horse riding and gunfights.
 HISTORICAL They are based on real events in the past or sometimes just the time period is used as the setting and all events are fictitious.	 HYBRID GENRE Many movies can be a combination of different genres. <i>Pride and Prejudice</i> is a romantic film and a historical film (because of its setting).

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BUSINESS PROBLEM

MICROSOFT WOULD LIKE TO CREATE A NEW STUDIO FOR MOVIE MAKING AND THEY WANT TO KNOW THE FOLLOWING:

- WHICH GENRE TO PRODUCE?
- WHICH GENRE OF MOVIES ARE DOING THE BEST?



DATA

- IMDB TITLES.CSV – HAS NUMEROUS MOVIES BY GENRES, RELEASED DATE, TITLE AND OTHER COLUMNS
- BOM.CSV – HAS NUMEROUS MOVIES BY THE GROSS VALUE, DOMESTIC AND FOREIGN

	tconst	primary_title	original_title	start_year	runtime_minutes	genres
0	tt0063540	Sunghursh	Sunghursh	2013	175.0	Action,Crime,Drama
1	tt0066787	One Day Before the Rainy Season	Ashad Ka Ek Din	2019	114.0	Biography,Drama
2	tt0069049	The Other Side of the Wind	The Other Side of the Wind	2018	122.0	Drama
3	tt0069204	Sabse Bada Sukh	Sabse Bada Sukh	2018	NaN	Comedy,Drama
4	tt0100275	The Wandering Soap Opera	La Telenovela Errante	2017	80.0	Comedy,Drama,Fantasy

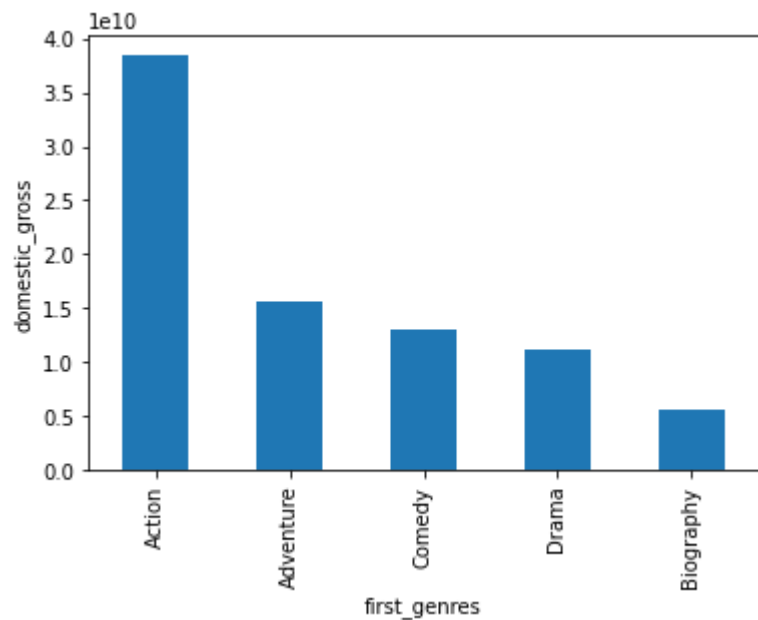
	title	studio	domestic_gross	foreign_gross	year
0	Toy Story 3	BV	415000000.0	652000000	2010
1	Alice in Wonderland (2010)	BV	334200000.0	691300000	2010
2	Harry Potter and the Deathly Hallows Part 1	WB	296000000.0	664300000	2010
3	Inception	WB	292600000.0	535700000	2010
4	Shrek Forever After	P/DW	238700000.0	513900000	2010

METHODS

1. REMOVED UNWATED COLOUMS AND ROWS WITH MISSING VALUES
2. MERGE BOTH DATA, ONE OF THE DATA HAD THE GENRES, THE OTHER HAD THE GROSS VALUE
3. EXTRACT THE TOP 5 GENRES BY DOMESTIC GROSS VALUE

	index	title	domestic_gross	tconst	primary_title	start_year	genres	first_genres	second_genres	third_genres
0	0	Toy Story 3	415000000.0	tt0435761	Toy Story 3	2010.0	Adventure,Animation,Comedy	Adventure	Animation	Comedy
1	3	Inception	292600000.0	tt1375666	Inception	2010.0	Action,Adventure,Sci-Fi	Action	Adventure	Sci-Fi
2	4	Shrek Forever After	238700000.0	tt0892791	Shrek Forever After	2010.0	Adventure,Animation,Comedy	Adventure	Animation	Comedy
3	5	The Twilight Saga: Eclipse	300500000.0	tt1325004	The Twilight Saga: Eclipse	2010.0	Adventure,Drama,Fantasy	Adventure	Drama	Fantasy
4	6	Iron Man 2	312400000.0	tt1228705	Iron Man 2	2010.0	Action,Adventure,Sci-Fi	Action	Adventure	Sci-Fi

RESULTS



Drama	861
Action	658
Comedy	649
Biography	272
Documentary	236
Adventure	218
Crime	145
Horror	124
Animation	41
Thriller	38
Fantasy	17
Romance	13
Mystery	12
Family	8
Sci-Fi	5
Music	2
History	1
Sport	1
Western	1

CONCLUSIONS

DATA CONCLUDES:

- DRAMA, ACTION AND COMEDY GENRES ARE THE TOP 3 HIGHEST PRODUCED MOVIES
- ACTION, ADVENTURE AND COMEDY GENRES ARE THE TOP 3 HIGHEST RECORDED DOMESTIC GROSS VALUE
- ACTION IS BY FAR THE WINNER, AS IT DOUBLED THE VALUE OF THE DOMESTIC GROSS AMOUNT





THANK YOU!

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