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.

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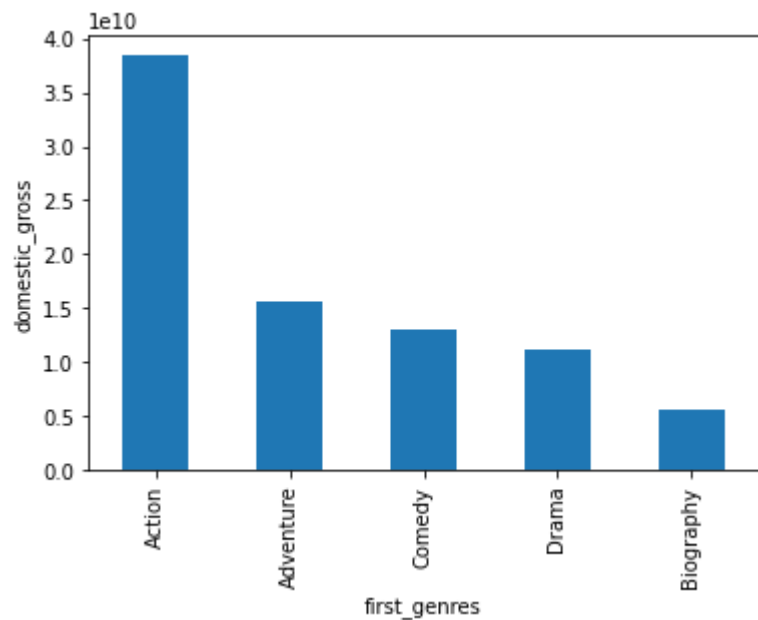
Drama	861
Action	658
Comedy	649
Biography	272
Documentary	236
Adventure	218
Crime	145
Horror	124
Animation	41
Thriller	38
Fantasy	17
Romance	13
Mystery	12
Family	8
Sci-Fi	5
Music	2
History	1
Sport	1
Western	1

CONCLUSIONS

DATA CONCLUDES:

- DRAMA, ACTION AND COMEDY GENRES ARE THE TOP 3 HIGHEST PRODUCED MOVIES

- ACTION, ADVENTURE AND COMEDY GENRES ARE THE TOP 3 HIGEST 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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