MICROSOFT MOVIE STUDIO

BEATRICE KIRUI

OVERVIEW

- The Analysis Aims at Generating Insights for the Head of Microsoft's New Movie Studio and Help Decide What type of Films to Create.

BUSINESS PROBLEM

Microsoft wants to create a new movie studio

- What types of films are currently doing the best?
- Translate your findings into actionable insights.
- The total amount of money that can be made making movies.
- Microsoft have an existing brand that is very valuable.

DATA UNDERSTANDING

DATA SOURCE

- Box Office Mojo
- IMDB

Dependent Variable to consider
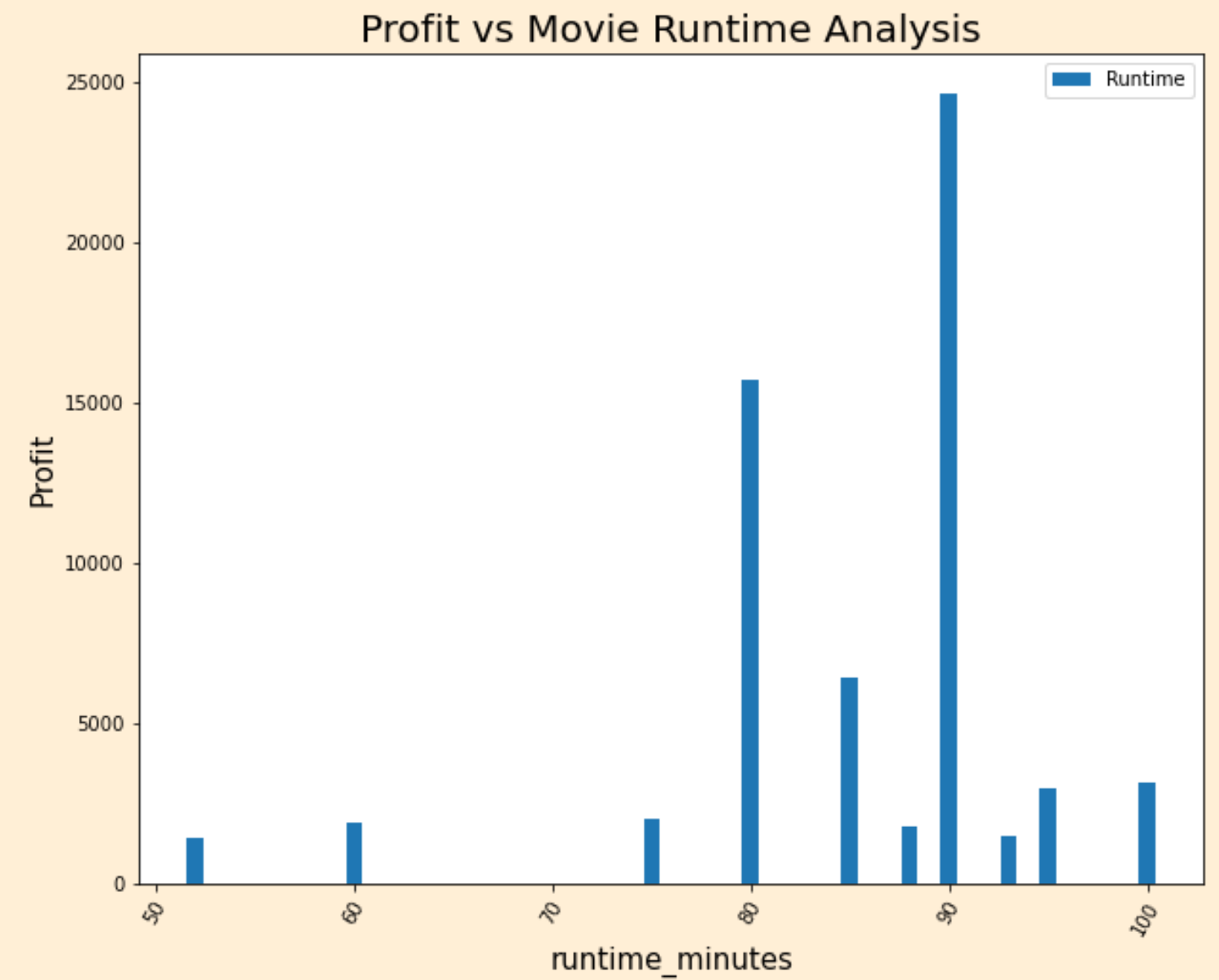
- Profit
- Average Vote

Independent Variables That Influenced Average Vote

- Runtime
- Genre

DATA ANALYSIS

- Used data from different sources

- Analyzed more than 2000 movies.

- Plotted line graphs,bar graphs to compare the variables.

- Analyzed the data provided by using relevant variables.

Profit vs Movie Runtime Analysis

- Movie runtimes below 90 are most profitable

- Documentaries are the most popular films.
- 'Comedy,Drama,Romance' are least popular.

Most Viewed Genres
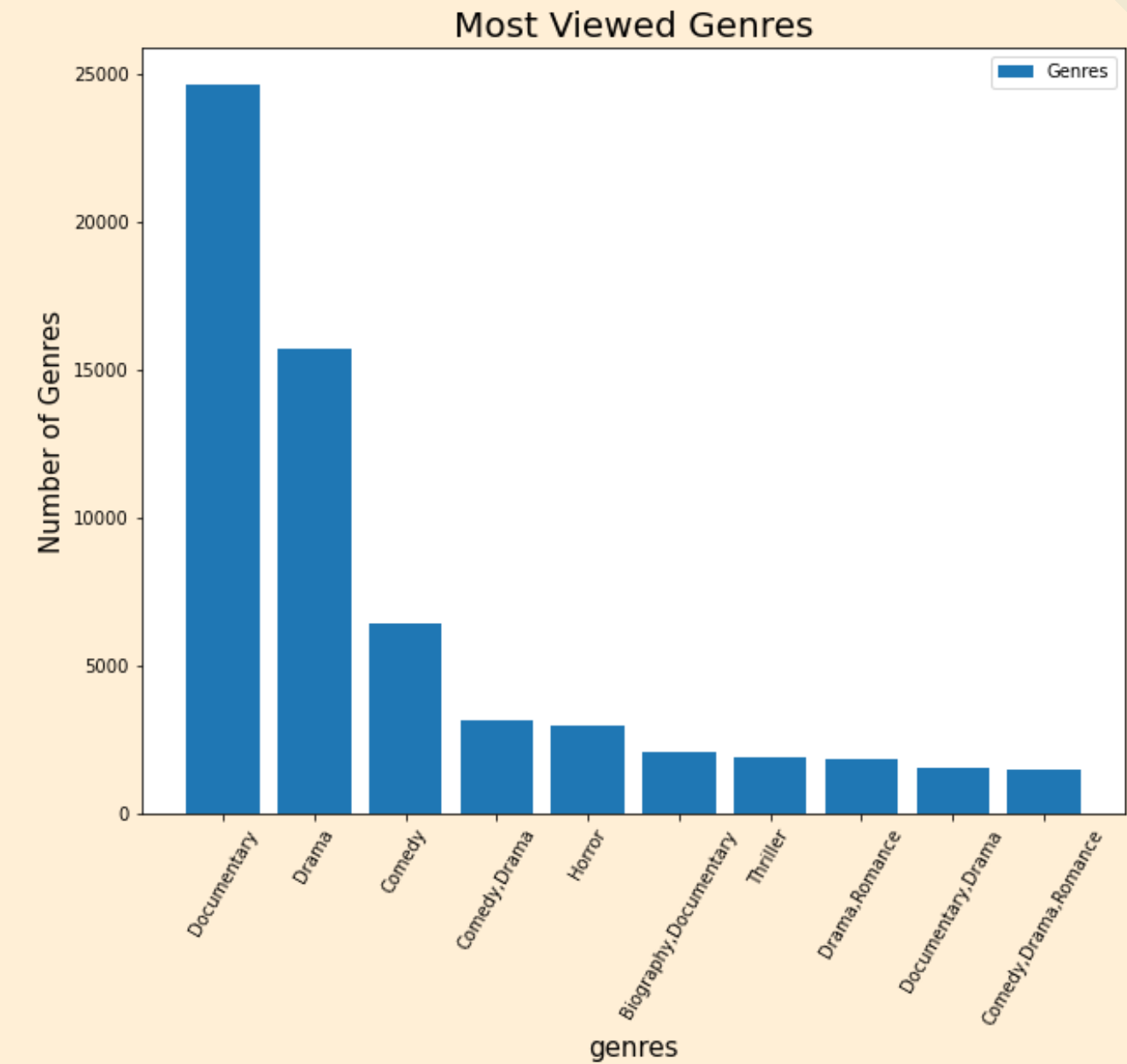
Domestic gross and foreign gross and almost similar

RESULTS

- Short movies are low cost but less votes.
- Long movies are high cost but high votes.
- Horror/actions are most watched.

RECCOMENDATION

I would recommend short, low budget
movies.
And Long,high budget movies.

THANK YOU.