

# UNVEILING BOX OFFICE DATA-DRIVEN INSIGHTS FOR MICROSOFT STUDIOS

EXPLORATORY DATA ANALYSIS OF MOVIE PERFORMANCE

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# INTRODUCTION

- MICROSOFT STUDIOS WANTS TO PRODUCE ORIGINAL VIDEO CONTENT, BUT THEY HAVE NO IDEA HOW TO GO ABOUT DOING SO. THE GOAL OF THIS ANALYSIS IS TO EXPLORE WHAT TYPES OF FILMS ARE DOING THE BEST AND WILL MOST LIKELY GENERATE REVENUE POST PRODUCTION.
- "CONSIDER THE BOX OFFICE AS THE MOTION PICTURE INDUSTRY'S REGISTRY. THE MONEY MADE FROM TICKET SALES IS RECORDED AT THE BOX OFFICE WHEN CUSTOMERS PURCHASE MOVIE TICKETS. THE INCOME FROM A FILM INDICATES ITS SUCCESS AND LEVEL OF POPULARITY. SIMILAR TO HOW RETAIL ESTABLISHMENTS MONITOR SALES AT THEIR CHECKOUT COUNTERS, THE BOX OFFICE ASSESSES THE FINANCIAL SUCCESS OF FILMS SHOWN IN THEATERS.
- OBJECTIVE : TO ANALYZE MOVIE DATA AND IDENTIFY FACTORS ASSOCIATED WITH COMMERCIAL SUCCESS.



# DATA ACQUISITION AND EXPLORATION

Data used:

- ☐ IM.db database
- ☐ The numbers
- ☐ The MovieDB
- ☐ Box office Movies

Data cleaning steps:

- ☐ Checking for missing values
- ☐ Checking for duplicated values
- ☐ Sorting and group a dataframe by one of the values of your choice
- ☐ Using descriptive statistics to understand the multitude of the data i.e check for mean, median, standard deviation.



PLOTTING POPULARITY AGAINST RELEASE MONTH