MICROSOFT MOVIE ANALYSIS

INTRODUCTION

The film industry is an ever-evolving and fiercely competitive sector where the fate of a movie can wield substantial influence over its creators, including authors and actors. In this context, grasping the intricate determinants that influence a film's success or failure at the box office becomes an invaluable asset for filmmakers, production studios, and content creators. Leveraging the power of Data Analysis methodologies, we embark on a journey to dissect and comprehend the performance trajectories of diverse films within the box office realm.

PROBLEM STATEMENT

This project is dedicated to tackling the challenge of pinpointing the pivotal elements that wield an impact on a film's triumph in the box office arena. Through a comprehensive examination of a dataset comprising films and their respective box office revenues, our objective is to unveil hidden patterns, discernible trends, and intricate relationships among an array of variables, including but not limited to genre categorizations, production budgets, release dates, and revenue earnings.

OBJECTIVES

Explore performance of different genres and their corresponding revenues to identify genre specific trends.

Investigate the relationship between budget and revenue to determine the impact of investment on film success.

Examine the average revenue per month to identify seasonal trends and patterns.

Analyze the total film revenue per year to understand the overall performance of the industry overtime.

MY NOTEBOOK STRUCTURE

Importing data

Reading the Data

Data Cleaning.

Exploratory Data Analysis

Conclusions

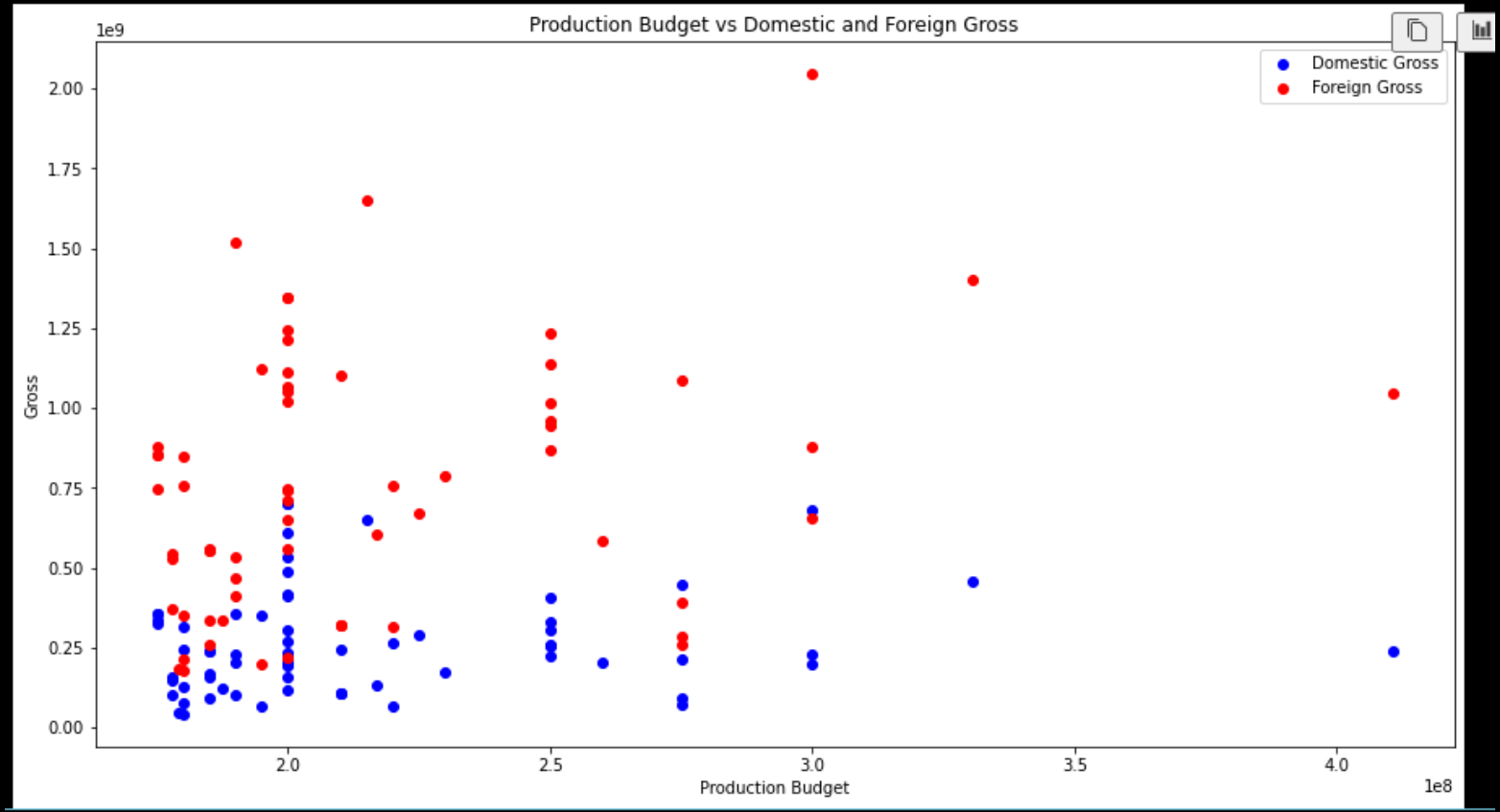
Recommendation

DATA UNDERSTANDING

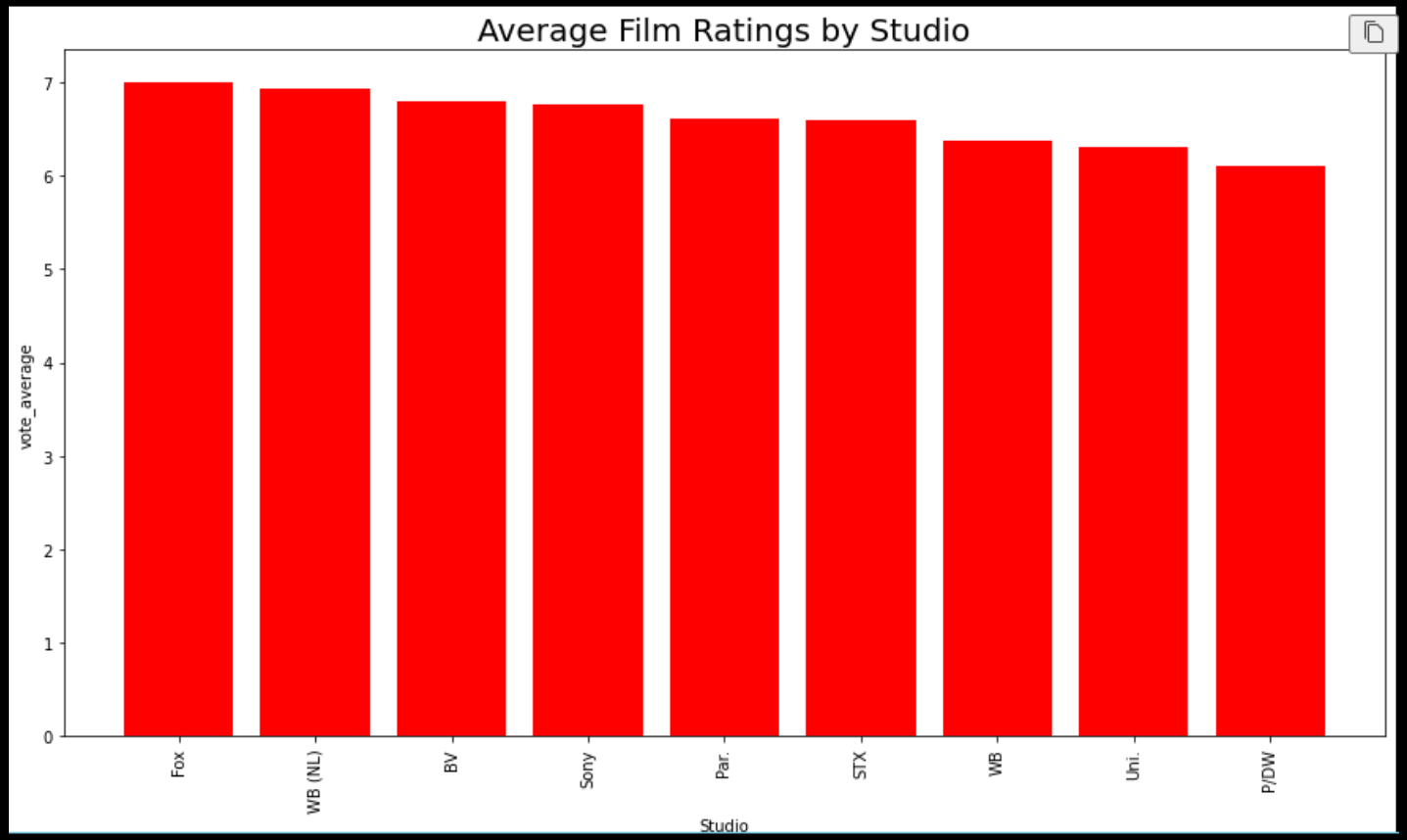
The dataset employed for this project encompasses a wealth of data pertaining to film box office revenues. Within this dataset, one can find an array of variables, including release dates, genre classifications, production budgets, and revenue earnings. Our approach will employ exploratory data analysis (EDA) techniques to gain a comprehensive and lucid comprehension of the dataset's nuances. These techniques will encompass tasks such as addressing missing values, scrutinizing data types, detecting outliers, and identifying any placeholder values. Additionally, our EDA process will involve the extraction of pertinent features that are essential for subsequent in-depth analysis.

EXPLANATOR Y DATA ANALYSIS

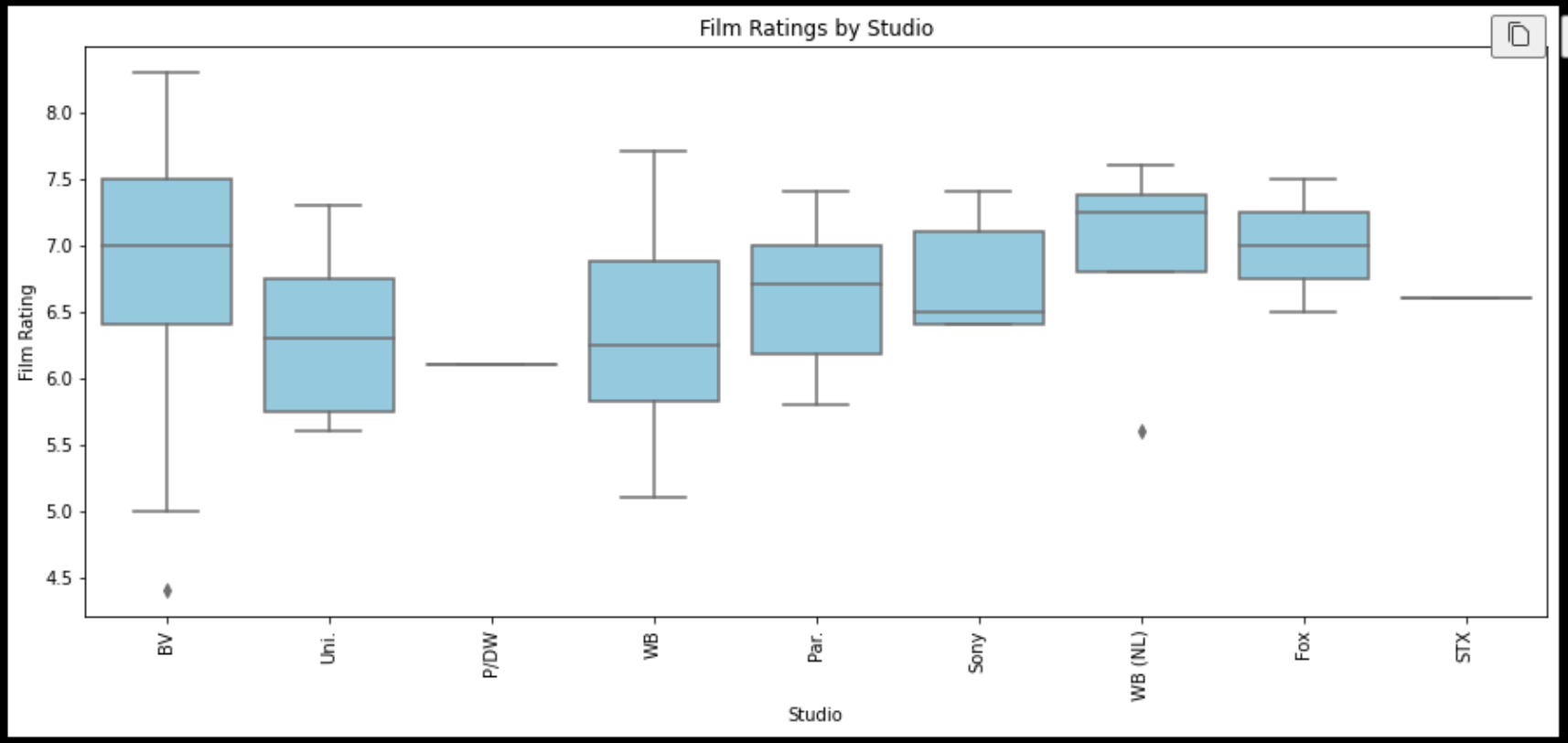
SCATTER PLOT SHOWING PRODUCTION AGAINST GROSS.



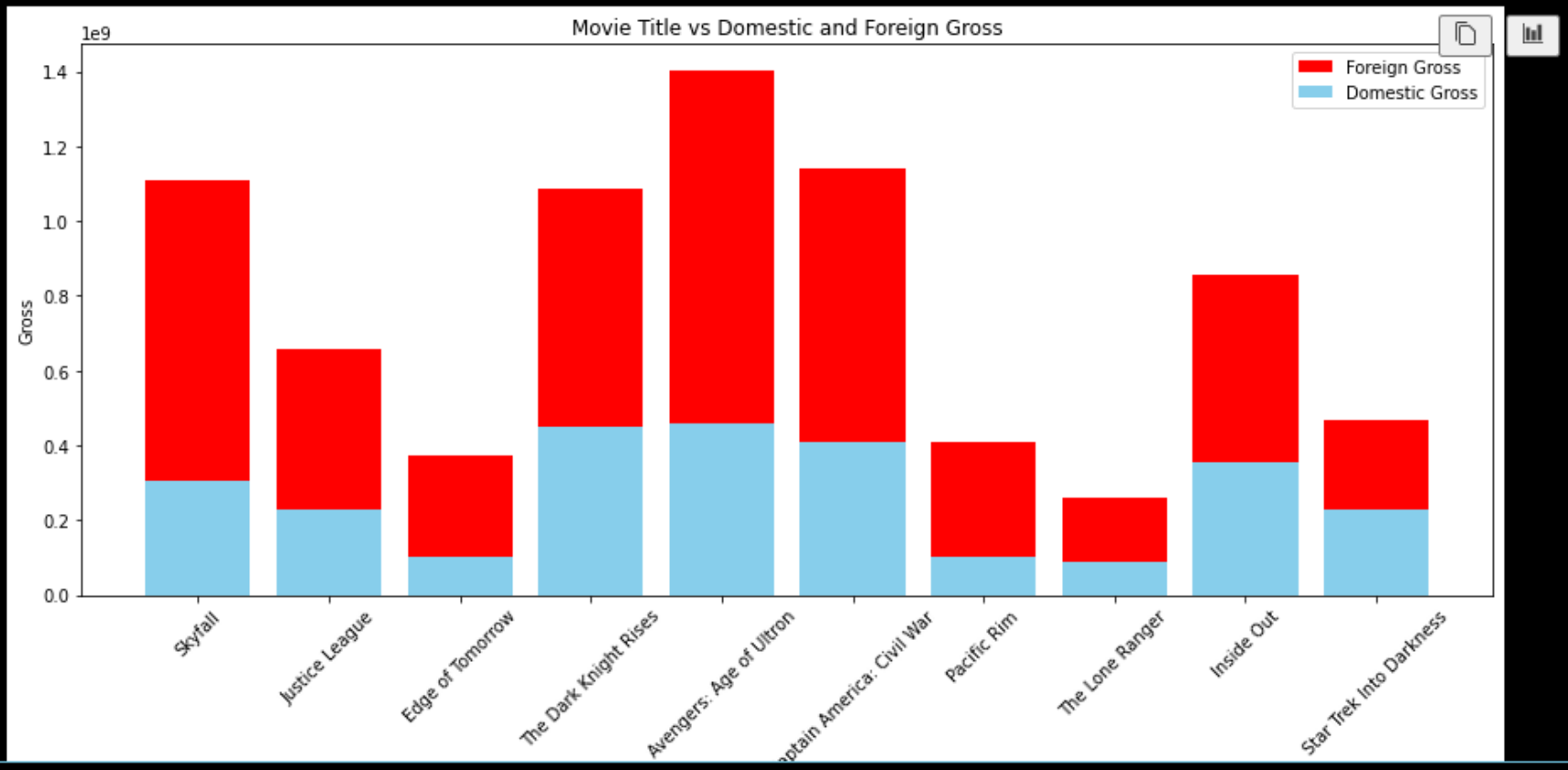
BAR PLOT SHOWING RATING AGAINST STUDIOS



BOX PLOT SHOWING FILM RATING BY STUDIO



BAR GRAPH SHOWING MOVIE TITLE VS GROSS



RECOMMENDATION

Release dates: Consider seasonal trends and patterns in box office performance. Release movies during peak seasons to capitalize on increased audience demand.

Budget allocation: Balance budget and production value. Allocate budgets strategically to maximize return on investment.

Genre analysis and targeting: Understand revenue potential and audience preference for different genres. Identify genres that match production studio's strengths and market demand.

Collaboration and partnership: Explore collaborations and partnerships with established studios, directors, or industry professionals and actors who have a track record of successful box office performance. Leverage their expertise, reputation, and fan base to increase attendance and revenue.

CONCLUSION.

A film's budget and income are positively correlated, indicating that higher production costs typically result in better returns.

Certain studios consistently generate higher revenues indicating their strong position in the industry. This can help Microsoft make informed decisions on competing with the studios best on the production of good genres of movies

Fox has the highest rating in film production compared to other studios. This means Microsoft should study what fox studios do to their best for them to attract those numbers in production of the films.