



# MICROSOFT MOVIE STUDIO

An Exploratory Data Analysis

## OVERVIEW:

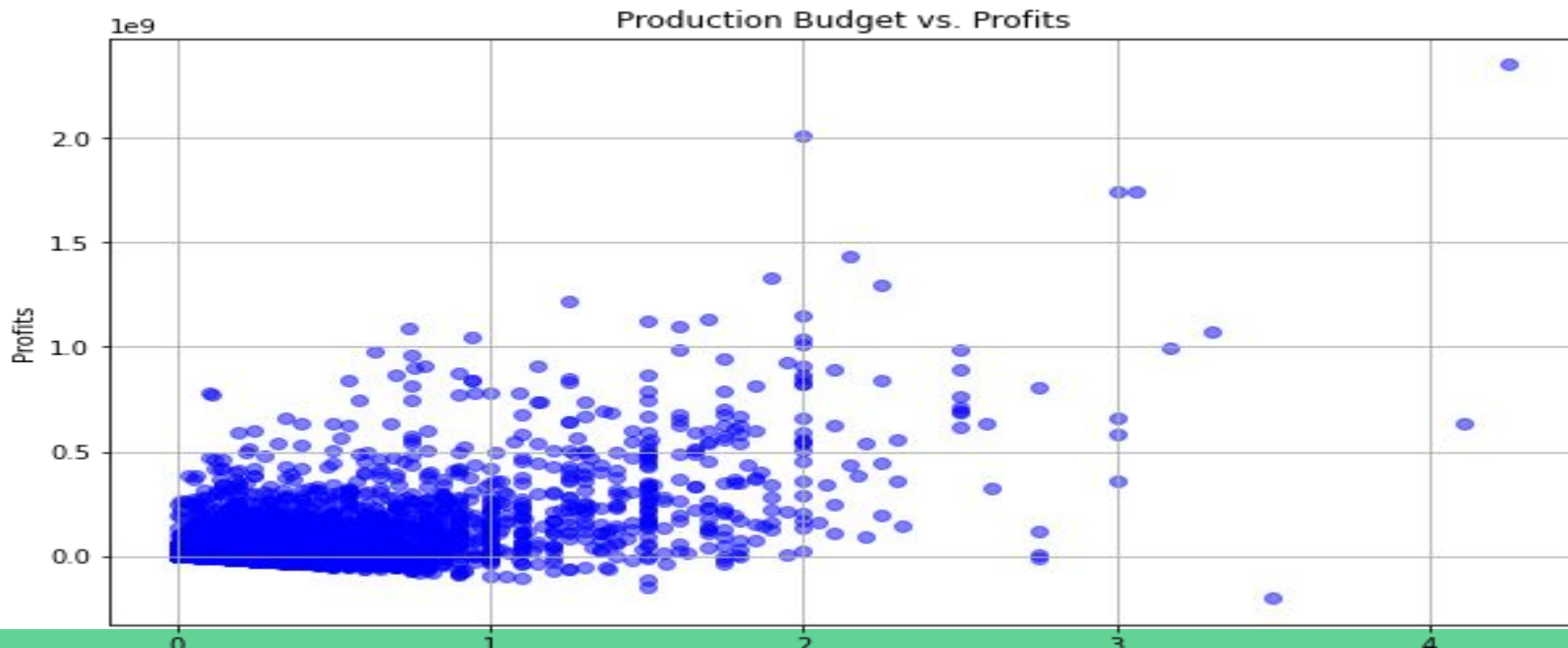
For this project I used exploratory data analysis to generate insights for a business stakeholder.

## BUSINESS PROBLEM:

Microsoft sees all the big companies creating original video content, and we want to get in on the fun. We've decided to create a new movie studio, but we don't know anything about creating movies. I've been charged with exploring what types of films are currently doing the best at the box office. I'll then translate those findings into actionable insights that the head of our new movie studio can use to help decide what types of films to create.

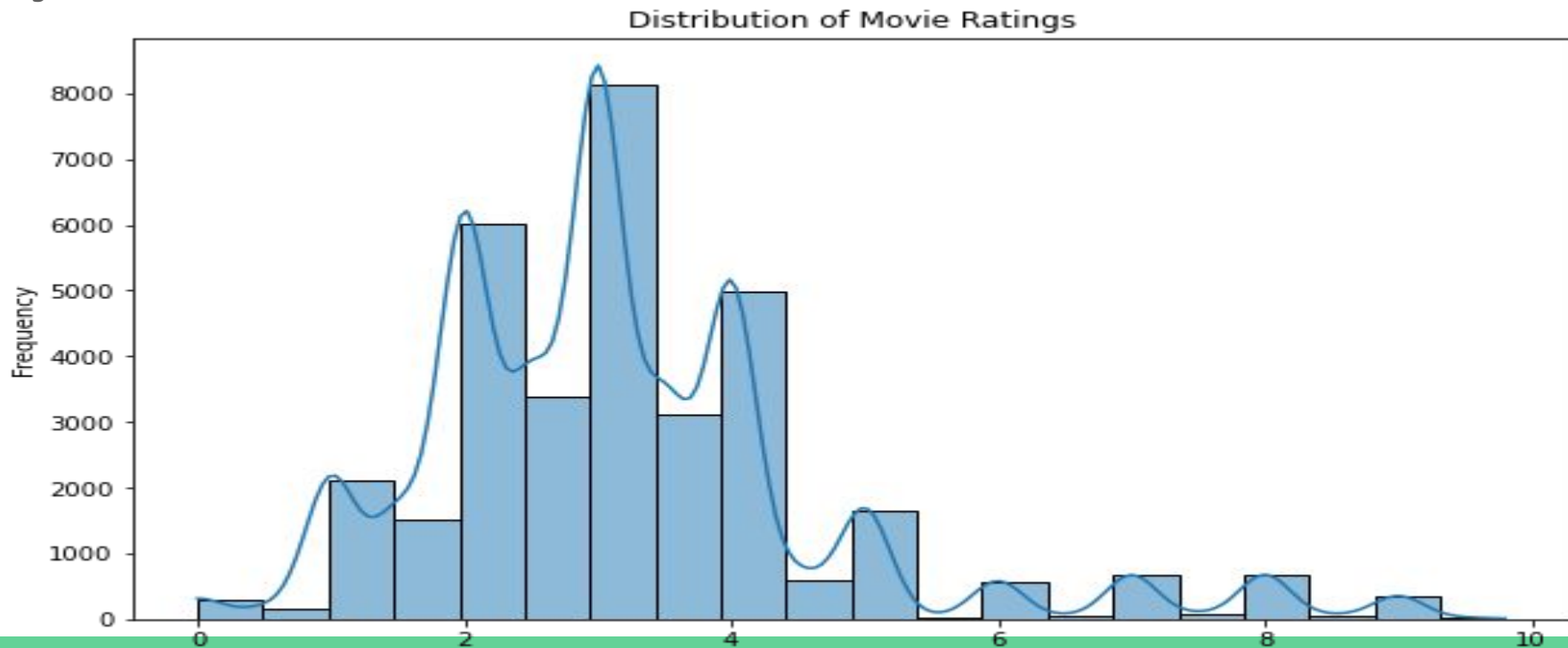
# How does the production budget affect profits?

Generally increasing trend from left to right, it suggests that higher production budgets are associated with higher profits.



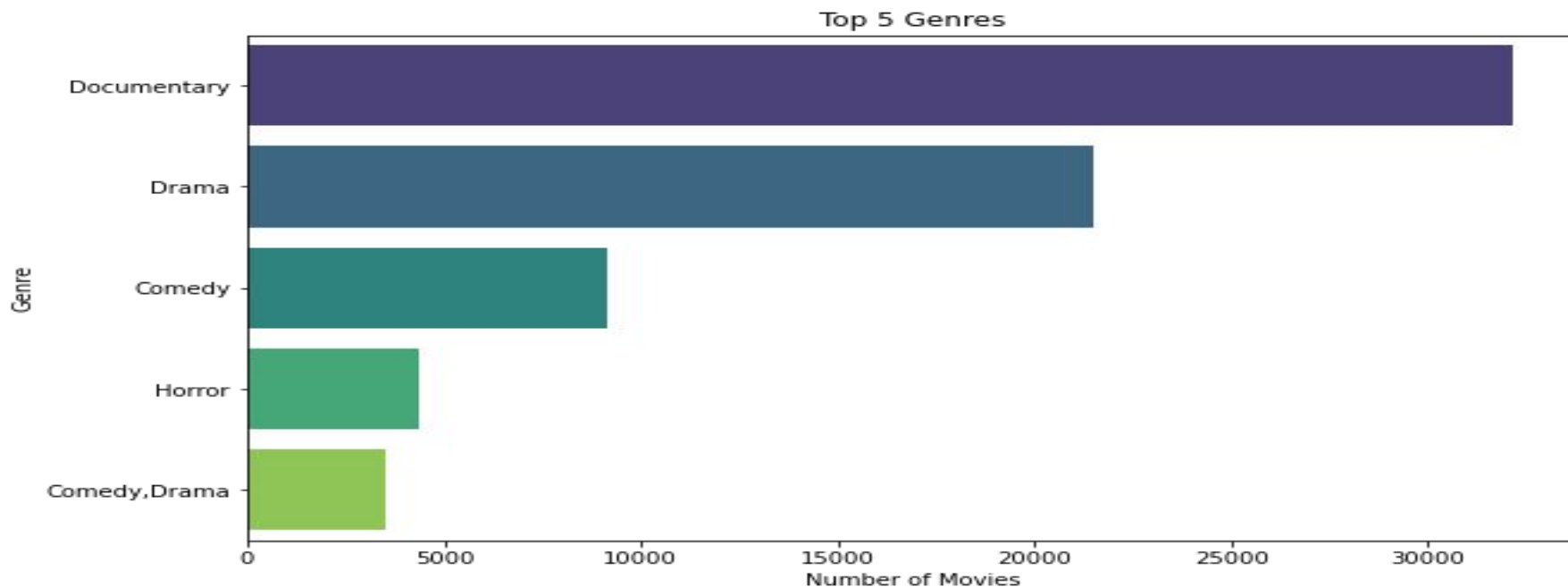
# Which Genres have the best ratings?

I started by looking at the distribution of movie ratings. The ratings are skewed. Most of the ratings are on the lower end (i.e many ratings are low or mediocre), but there are some higher ratings stretching out towards the right.



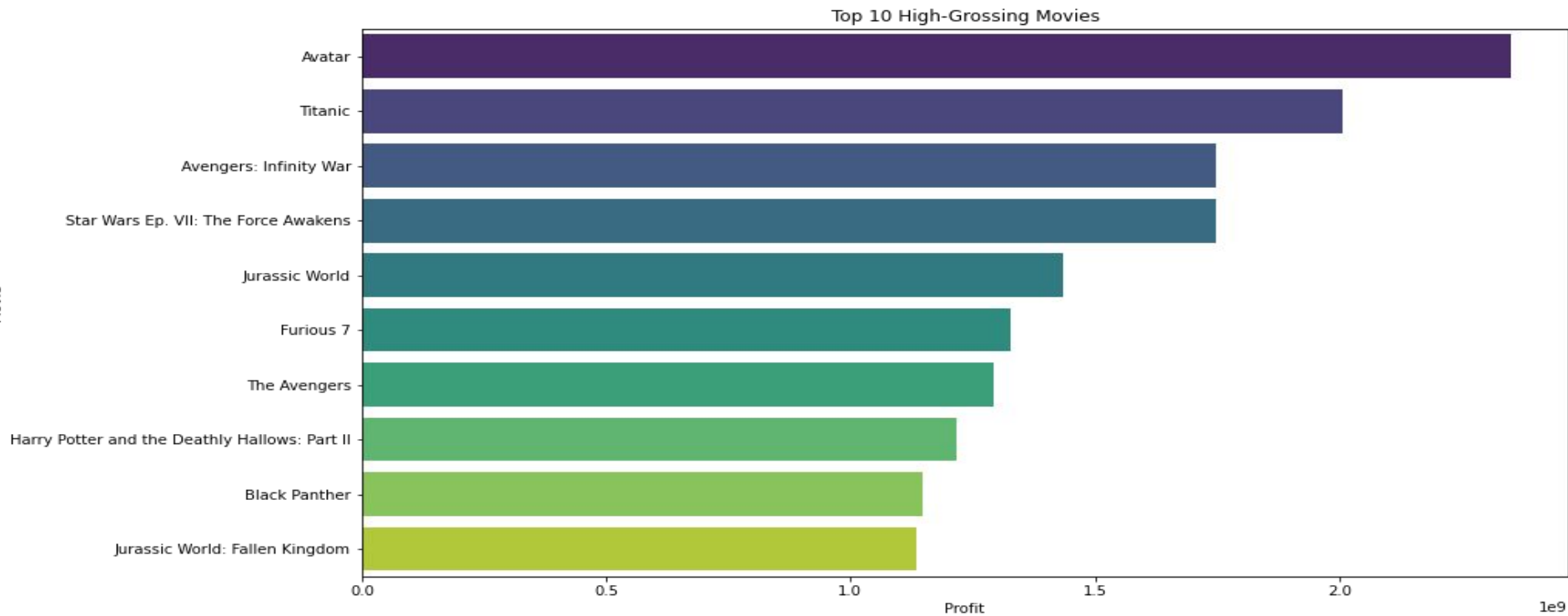
# Which are the best performing Genres?

In order to maximize on the returns on investment, the following genres should be produced:



# The highest grossing films:

The Avatar is the highest grossing film



# RECOMMENDATIONS:

1. Focus on producing movies in the following genres: ['Documentary', 'Drama', 'Comedy']
2. Ensure a balanced budget to maximize ROI.
3. Invest in marketing and quality to boost critic reviews.