

MICROSOFT MOVIE STUDIO PROJECT

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OVERVIEW

MICROSOFT IS A MULTINATIONAL COMPUTER TECHNOLOGY CORPORATION WITH ITS ORIGIN IN THE UNITED STATES OF AMERICA. IT WAS FOUNDED ON THE 4TH OF APRIL 1975 BY TWO FOUNDERS; BILL GATES WHO WAS A HARVARD COLLEGE STUDENT DROPOUT AND PAUL ALLEN WHO WAS HIS CHILDHOOD FRIEND. THE COMPANY IS ONE OF THE WORLD'S LARGEST AND MOST INFLUENTIAL TECHNOLOGY COMPANIES.

BUSINESS PROBLEM



MICROSOFT WANTS TO
START CREATING A NEW
MOVIE STUDIO BUT THEY
DON'T KNOW ANYTHING
ABOUT CREATING MOVIES.

DATA UNDERSTANDING



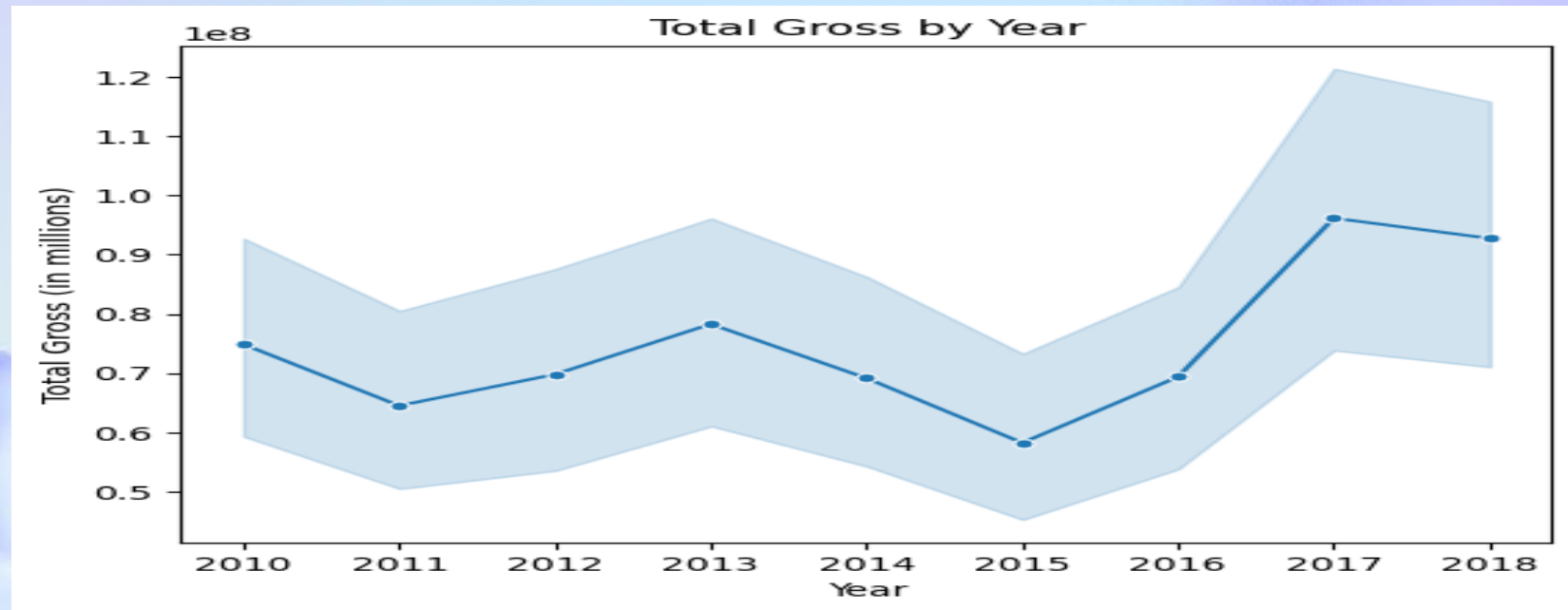
THIS PROJECT ANALYZED DATA FROM TWO DATASETS, BOX OFFICE MOJO AND IMDB. THIS PROVIDED INFORMATION REGARDING GENRE, GENRE AVERAGE RATINGS, RUNTIME, AND THE TOTAL GROSS FROM PRODUCTION. THIS WILL HELP US CONDUCT THE EXPLORATORY DATA ANALYSIS



OBJECTIVES

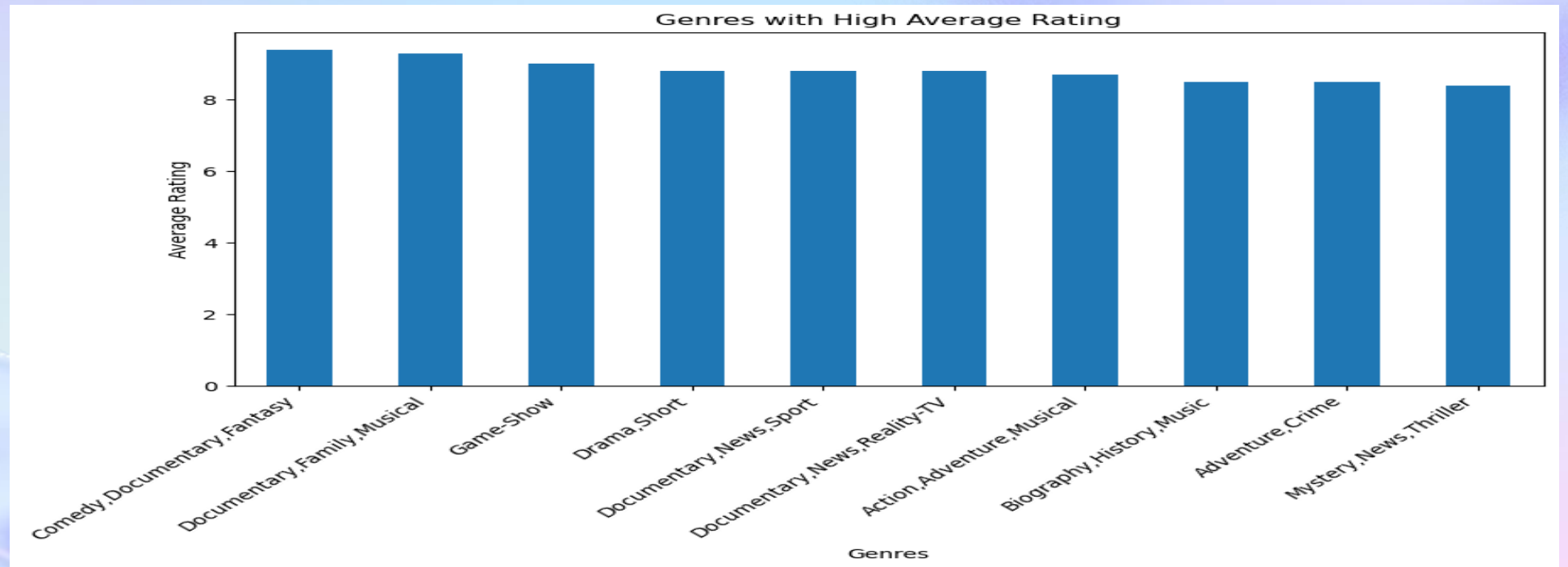
1. TO FIND OUT WHAT GENRES OF MOVIES ARE DOING WELL AND THEIR RUNTIME.
 2. TO FIND THE BEST PRODUCTION STUDIOS.
 3. TO FIND OUT THE GENRES OF MOVIES THAT HAVE HIGH RATINGS
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TOTAL GROSS BY YEAR



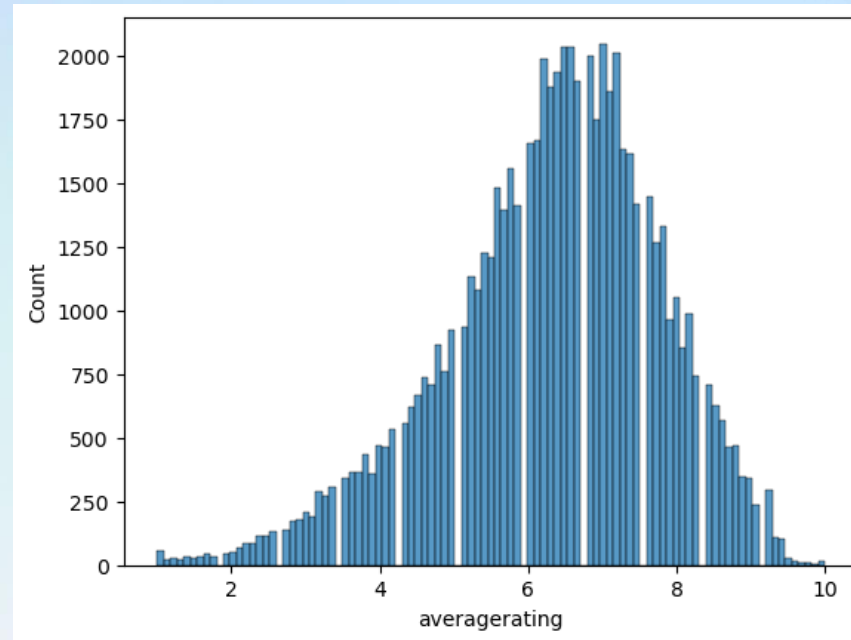


GENRE WITH HIGH RATING



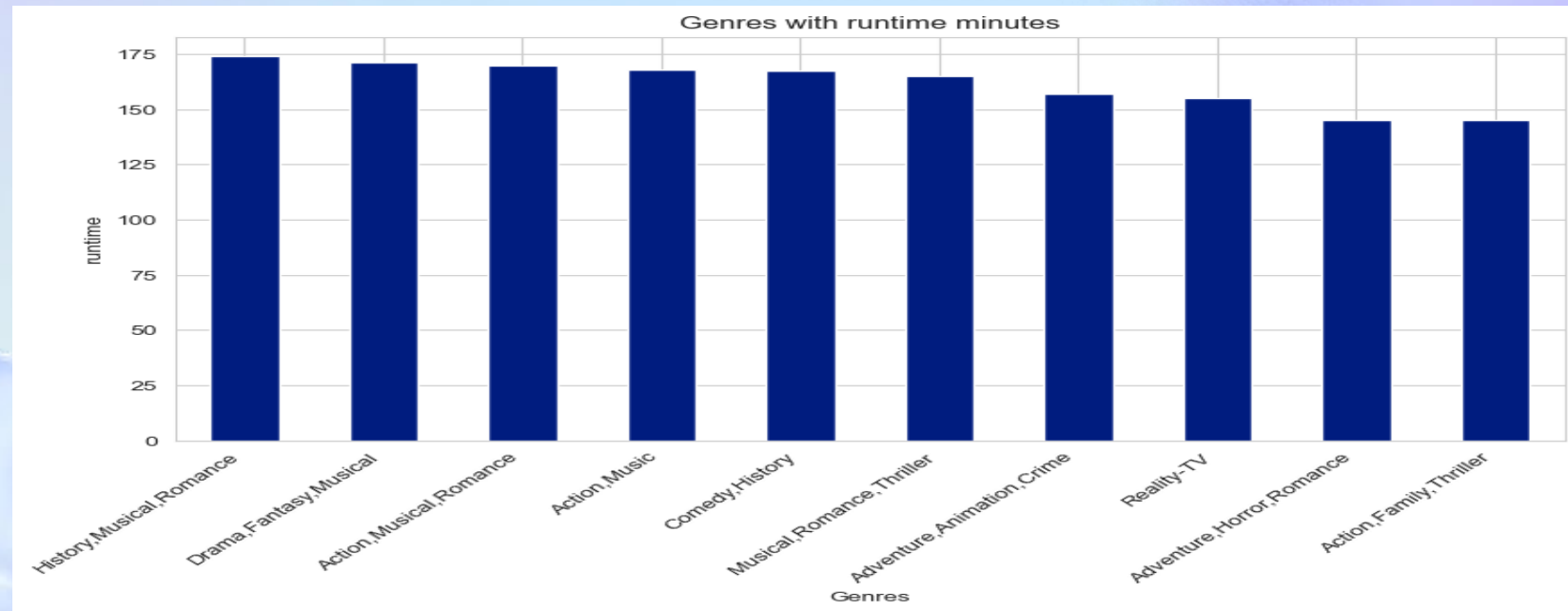


AVERAGE RATING





GENRES WITH RUNTIME





RECOMMENDATION

- MICROSOFT SHOULD FOCUS ON COMEDY, DOCUMENTARY, FANTASY, AND FAMILY GENRES. THESE GENRES HAVE VERY HIGH RATINGS ACCORDING TO AVERAGE RATINGS BY THE VIEWERS.
- MICROSOFT SHOULD CONSIDER BENCHMARKING WITH THE STUDIOS THAT HAVE PERFORMED WELL BY THEIR TOTAL GROSS FROM VENTURING INTO MOVIE PRODUCTION.
- MICROSOFT SHOULD ALSO CONSIDER THE RUNTIME MINUTES WHEN ENTERING THE VIDEO CONTENT CREATION. THIS IS BECAUSE SOME OF THE GENRES WITH LONG RUNTIMES MAY AFFECT THEIR RATING



THANK YOU

