

PHASE_ONE_PROJECT

MICROSOFT FILM VENTURE

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PROJECT DESCRIPTION: INSIGHTS ON THE TYPES OF FILMS THAT ARE DOING WELL AT THE BOX OFFICE

BUSINESS PROBLEM

MICROSOFT CORPORATION HAS JOINED THE MOVIE INDUSTRY. THEY HAVE DECIDED TO CREATE A NEW MOVIE STUDIO BUT DON'T KNOW WHAT KIND OF MOVIES TO INVEST IN. I HAVE DONE MY ANALYSIS FROM THE DATASET PROVIDED. THROUGH MY ANALYSIS I HAVE PROVIDED THE RECOMMENDATIONS TO THE HEAD OF MICROSOFT'S NEW MOVIE STUDIO ON THE FILMS THEY SHOULD PRODUCE.

EXPLORATORY DATA ANALYSIS

TO PROVIDE THE HEAD OF MICROSOFT STUDIO WITH ACTIONABLE INSIGHTS I HAVE PERFORMED EDA USING THE DATA SETS ON THE RIGHT. I HAVE COMBINED THE DOMESTIC GROSS AND FOREIGN GROSS TO GET THE COMBINED GROSS. THEN I HAVE EVALUATED EACH FILM GENRE ON THE TOTAL GROSS RETURNED TO FIND THE MOST PROFITABLE GENRE. I HAVE ALSO EVALUATED HOW AVERAGE RATINGS RELATES TO THE TOTAL INCOME

DATASET USED IN EDA:

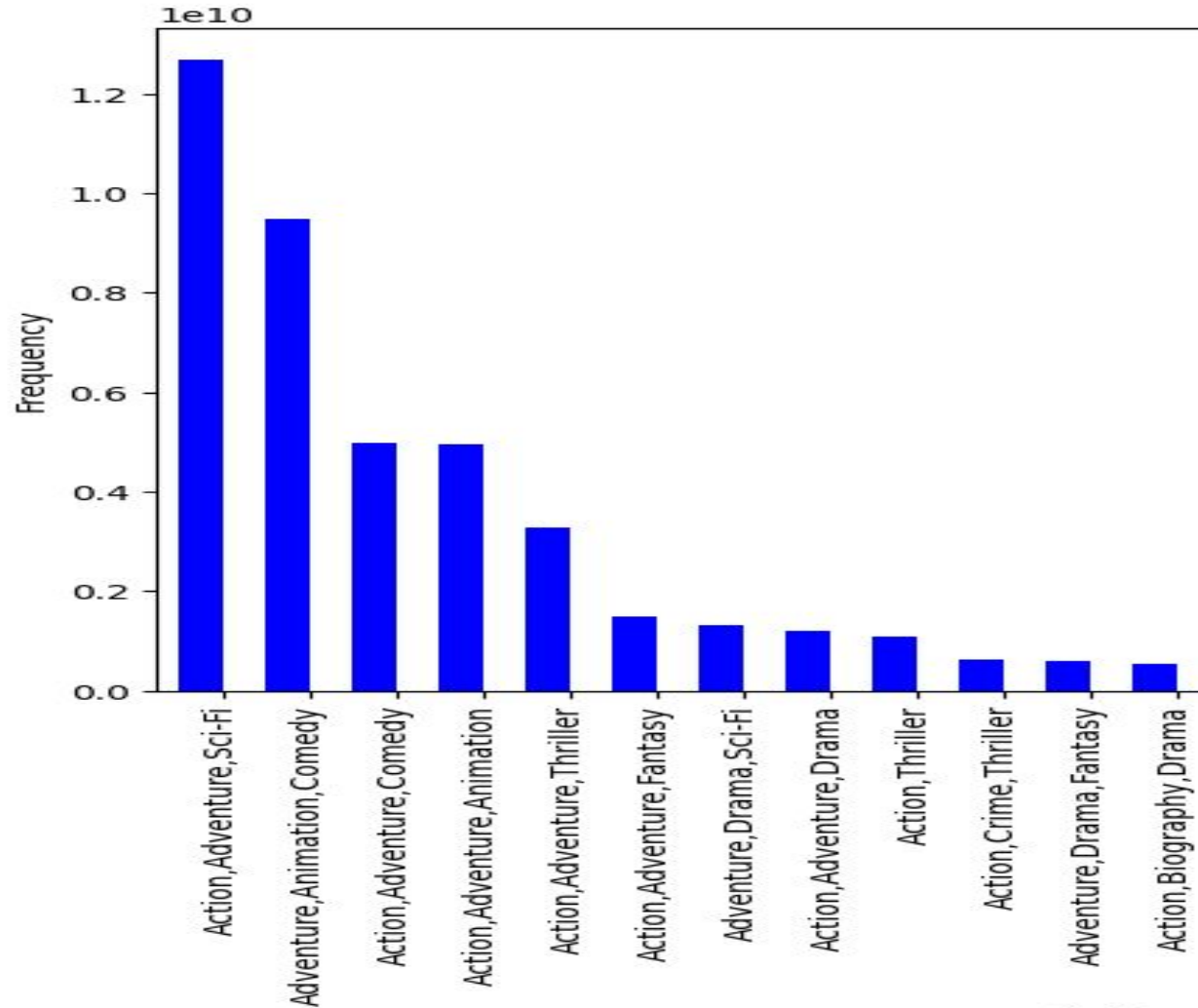
IMDB.TITLE.BASICS ,

IMDB.TITLE.RATINGS,

BOM.MOVIE.GROSS

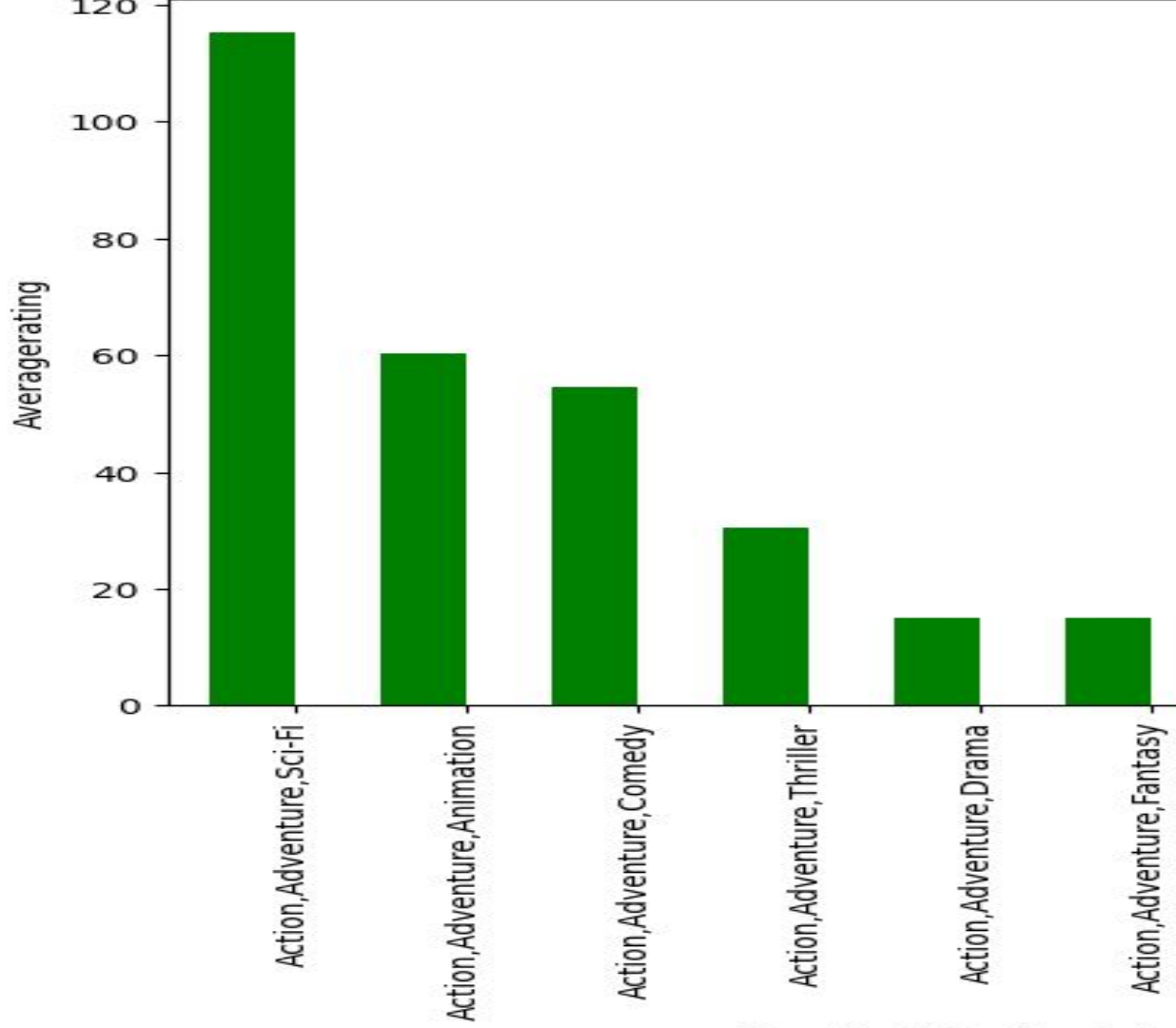
DATA VISUALIZATION

I HAVE USED A BAR GRAPH TO FIND THE MOST PROFITABLE GENRES. I HAVE PLOTTED THE GENRES AGAINST THE TOTAL GROSS. THROUGH THE BAR GRAPH WE FIND OUT THAT THE MOST PROFITABLES GENRES ARE ; ACTION-SCI-FI, ACTION-ADVENTURE, ACTION-COMEDY & ACTION-ANIMATION



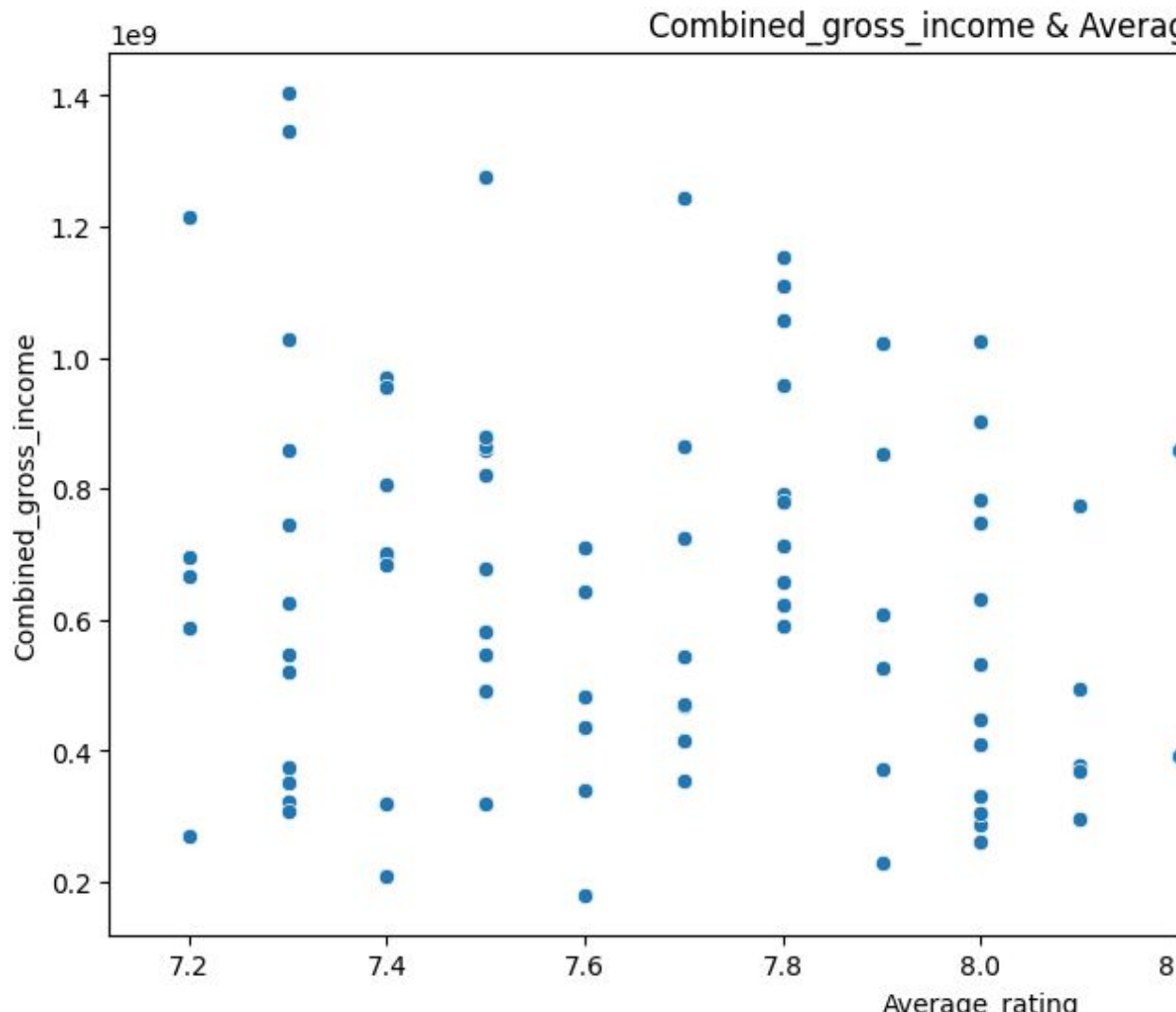
GENRE VS RATING

FROM THIS BAR GRAPH WE CAN SEE THAT THE SCI-FI IS MOST RATED FOLLOWED BY ANIMATION, COMEDY, THRILLER, DRAMA & FANTASY



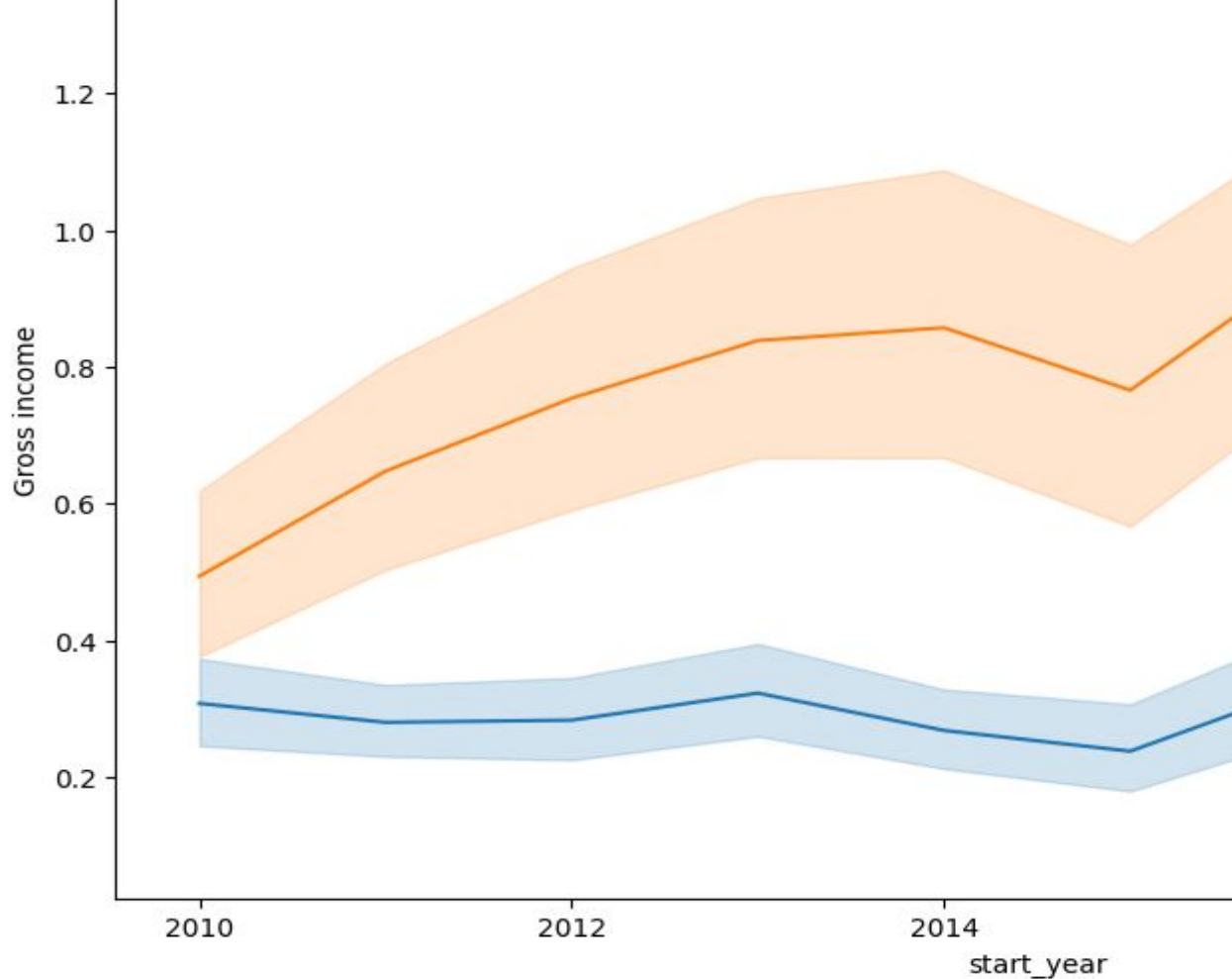
TOTAL_GROSS VS RATING

FROM THIS SCATTER PLOT I HAVE PLOTTED AVERAGE RATING AGAINST COMBINE GROSS INCOME. THERE IS NO CLEAR RELATIONSHIP BETWEEN THE RATING AND THE TOTAL GROSS. THIS LEADS TO CONCLUDE THAT THE RATING DOES NOT AFFECT THE REVENUE



START YEAR VS DOMESTIC & FOREIGN GROSS

Over the years, it has been observed that the foreign gross income of movies often surpasses their domestic gross income upon release. In 2018, movies achieved their highest earnings in both foreign and domestic markets. However, there was a significant drop in gross incomes for films released in 2019, which can be attributed to the growing preference of many individuals to utilize streaming services instead of visiting theaters



The genres of most of the Films that have been produced are drama, romance, comedy, sci-fi and action. The least released are sport documentary, comedy documentary and history films. Based on our analysis above the success of a film is determined mostly by the genre. The most profitable films are action adventure, action sci-fi, action comedy and action thriller. The average rating does not affect the sales of a film. From the above analysis we see documentary having a high average rating but it has a low total gross income. Hence we ascertain that there is no clear relationship between the total gross income and the average rating. It is of importance to note that the foreign market has returned a high gross from the year of release compared to the domestic market

RECOMMENDATION

Microsoft should consider venturing on action adventure, action sci-fi, action comedy and action thriller films. Microsoft should focus on exploring more the international markets which have had a higher gross over the years when compared to the domestic markets