



MOVIE ANALYSIS

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BUSINESSUNDERSTANDING

Microsoft wants to join the movie industry.

The insights to achieve this are based on:

Which genre has the highest rating

Which genre has the highest total gross

Which is the best month to release a movie?

DATA UNDERSTANDING

Data to be used was from

Imdb

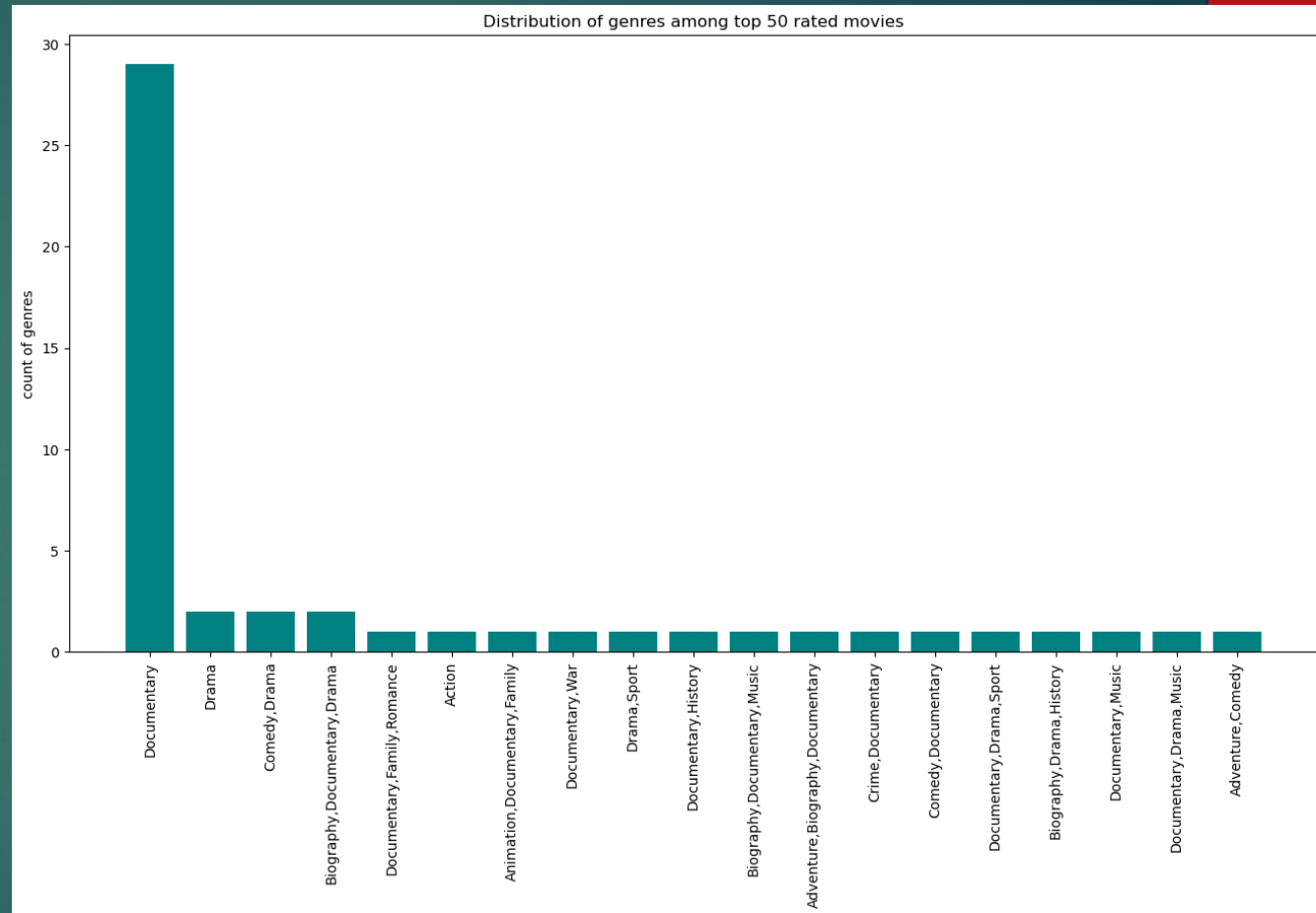
I used genres, average rating, title start year and runtime minutes columns

Bom movie gross

I used production budget, worldwide gross, domestic gross and movie columns

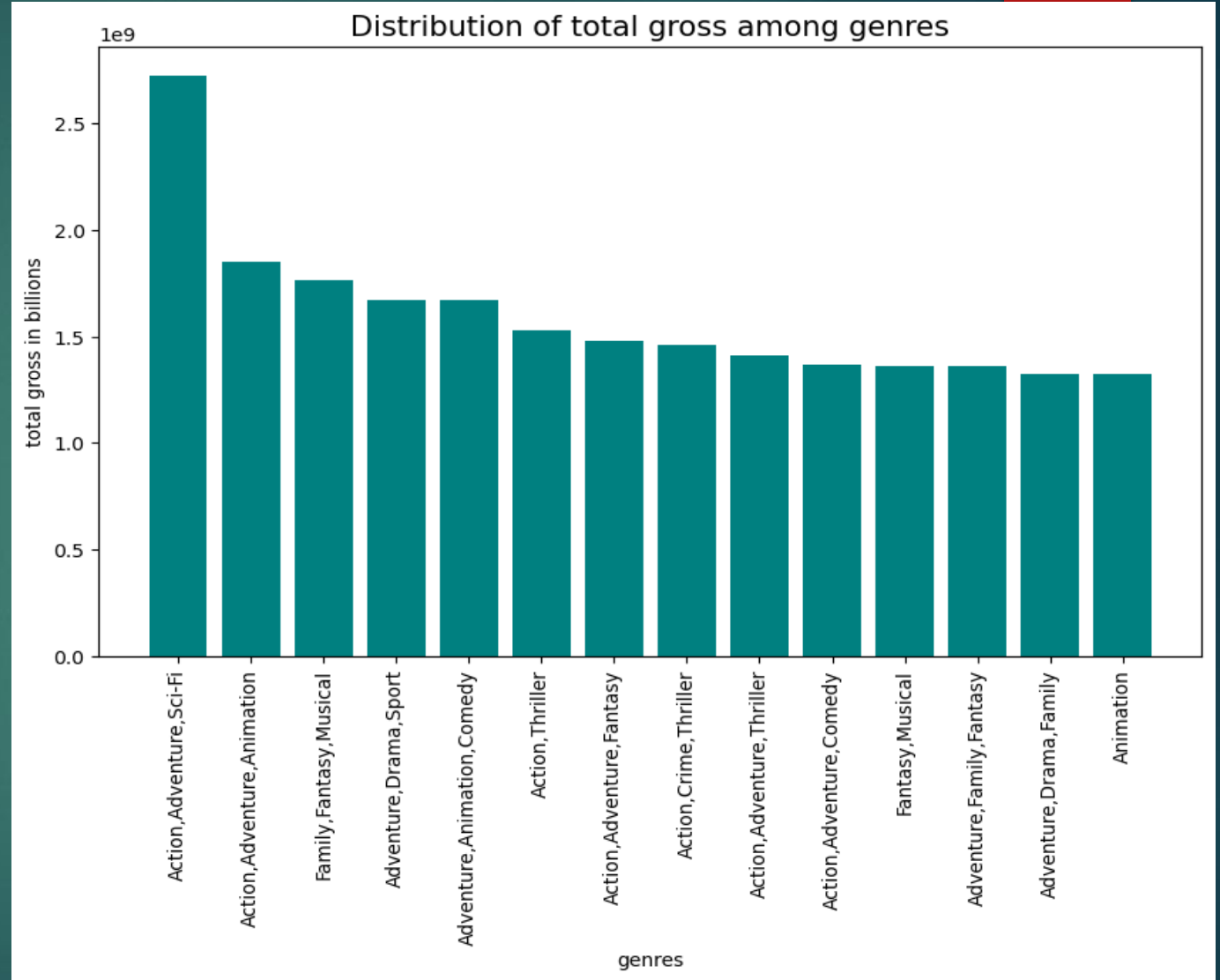
Which genre has the highest rating

Among the top 50 movies ,the genre with the highest rating was documentaries



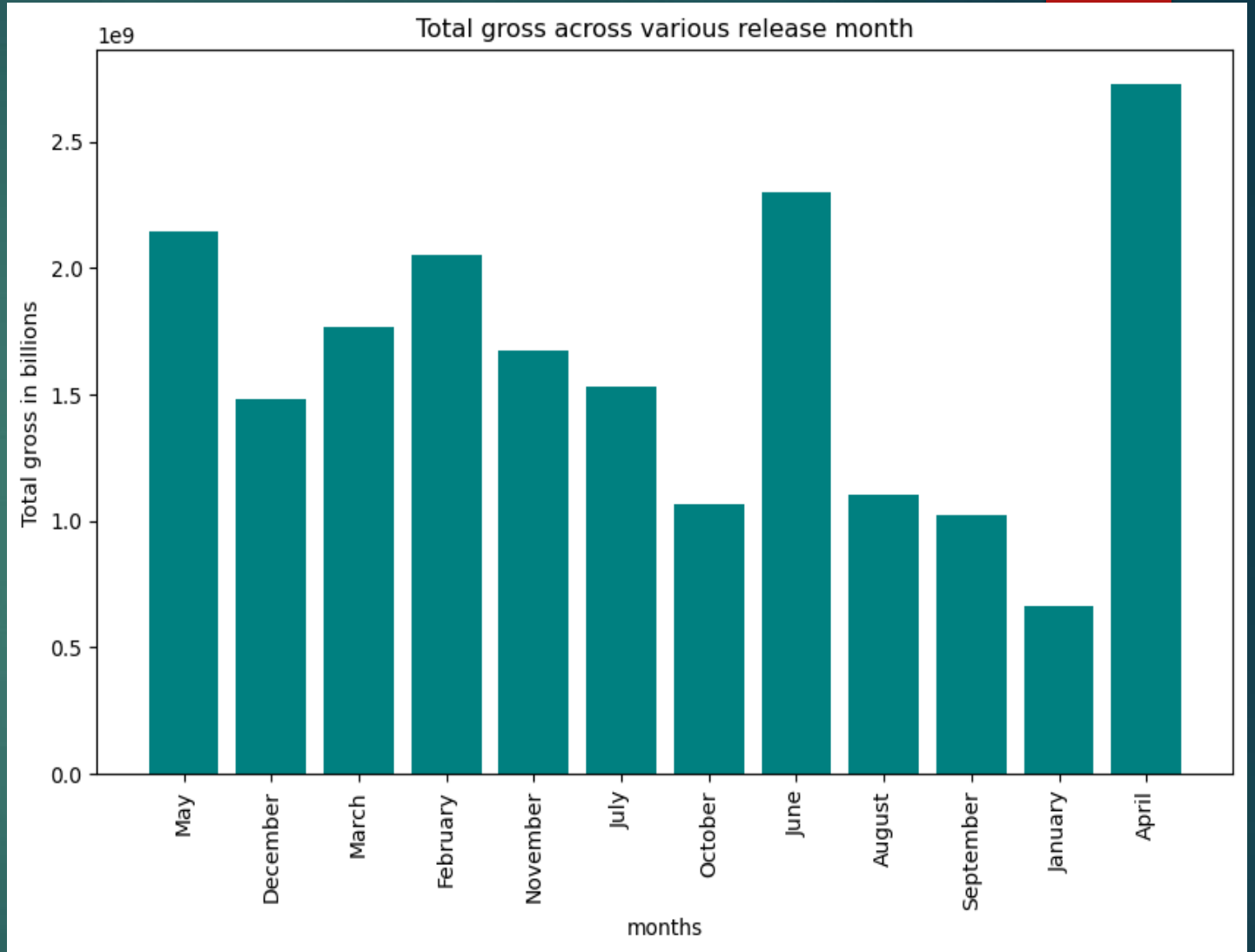
Which genre has the highest total gross

I concluded that most movies with the highest total gross were based on Action, Adventure



Which is the best month to release a movie?

April, May and June are the best months to release a movie in order for it to have a higher total gross.



RECOMMENDATIONS

For Microsoft to set a foot on the movie industry they should mainly focus on producing Documentary and Action adventure movies.

Movies should be released around April may and June

THANK YOU !

