

Microsoft Movie Analysis

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Summary

Descriptive analysis of Microsoft Movie making project! After detailed analytics in to given data set I found out below findings-

- What type (genres) is current trend
- Average ratings
- Movie runtimes

Outline

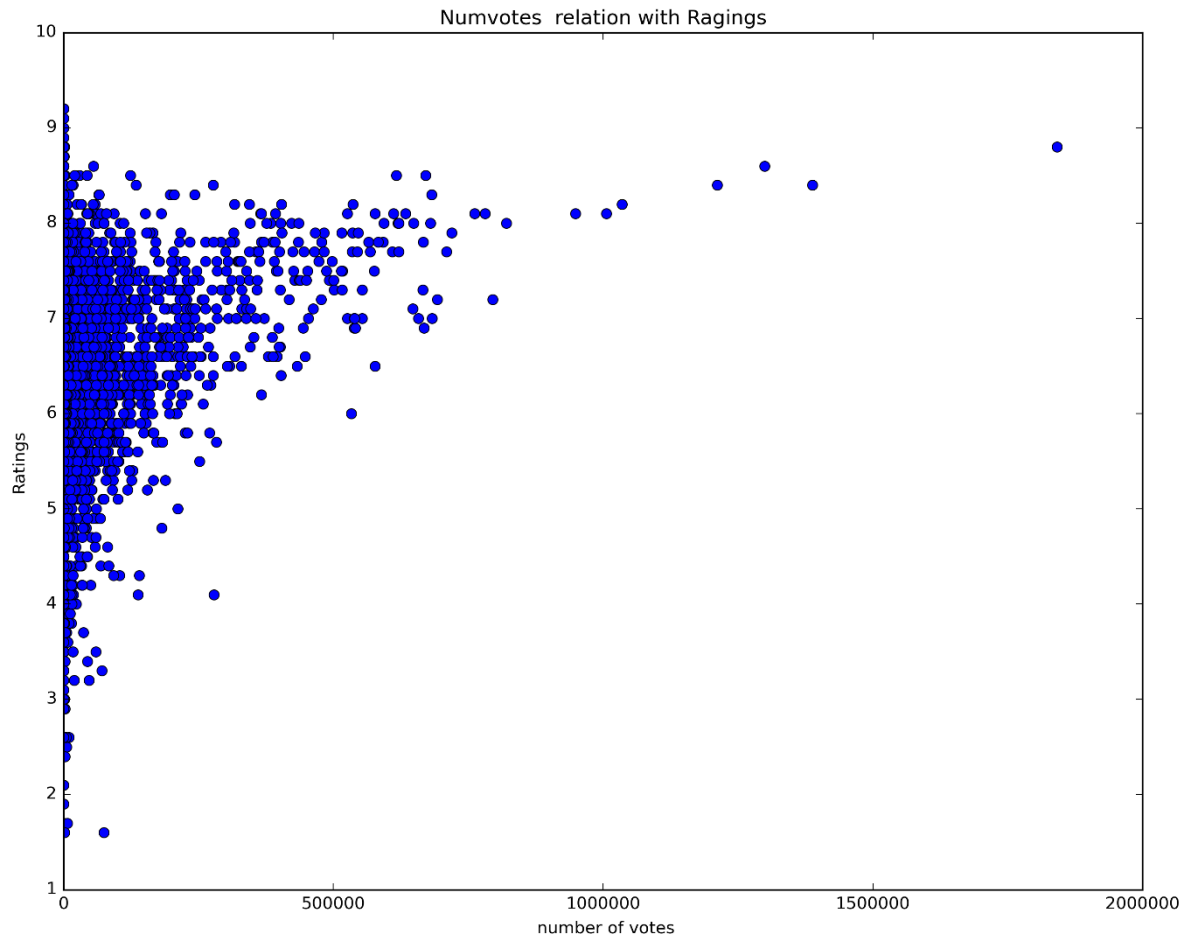
- Business Problem
- Data and Method
- Results with visualisation
- Conclusions

Business Problem:

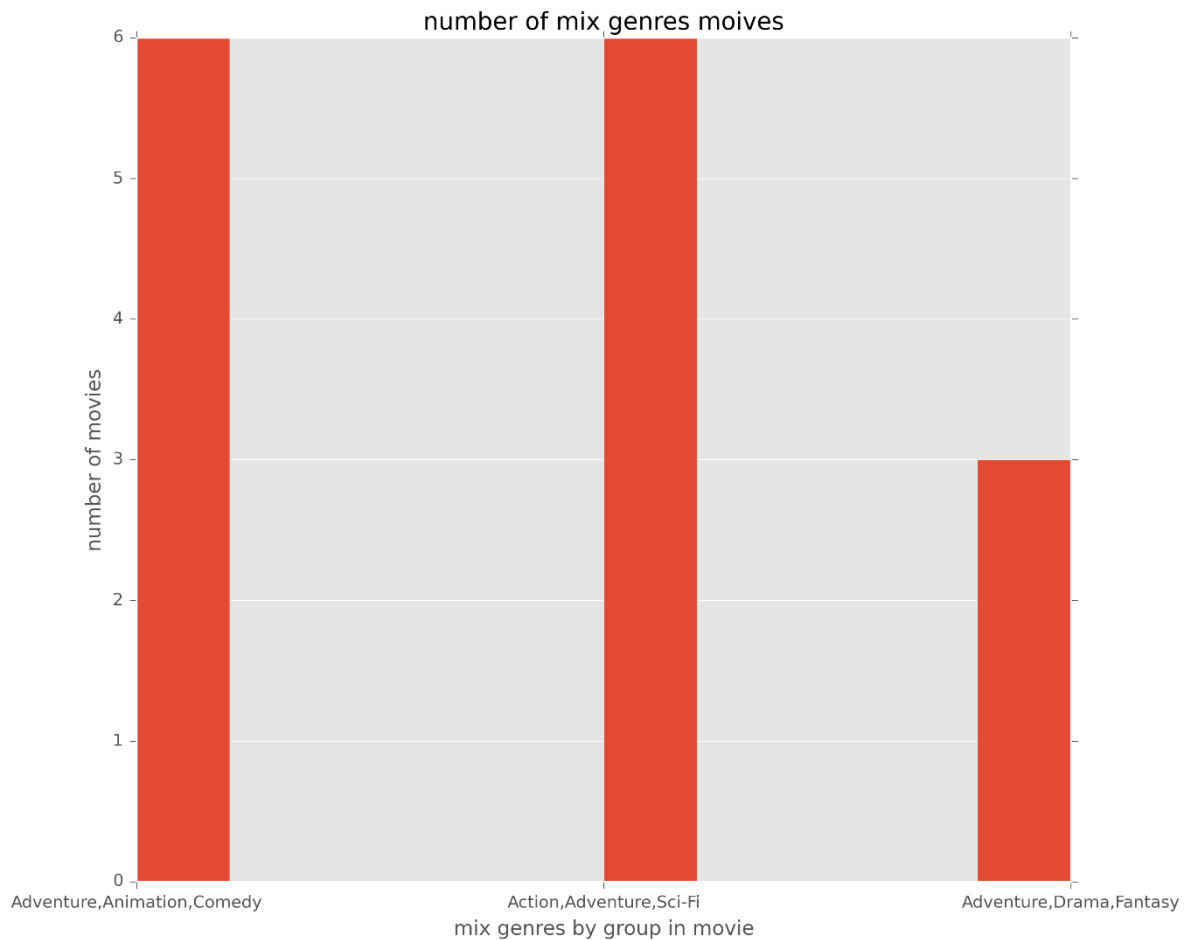
Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. Exploring what types of films are currently doing the best at the box office. Translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Data & Method:

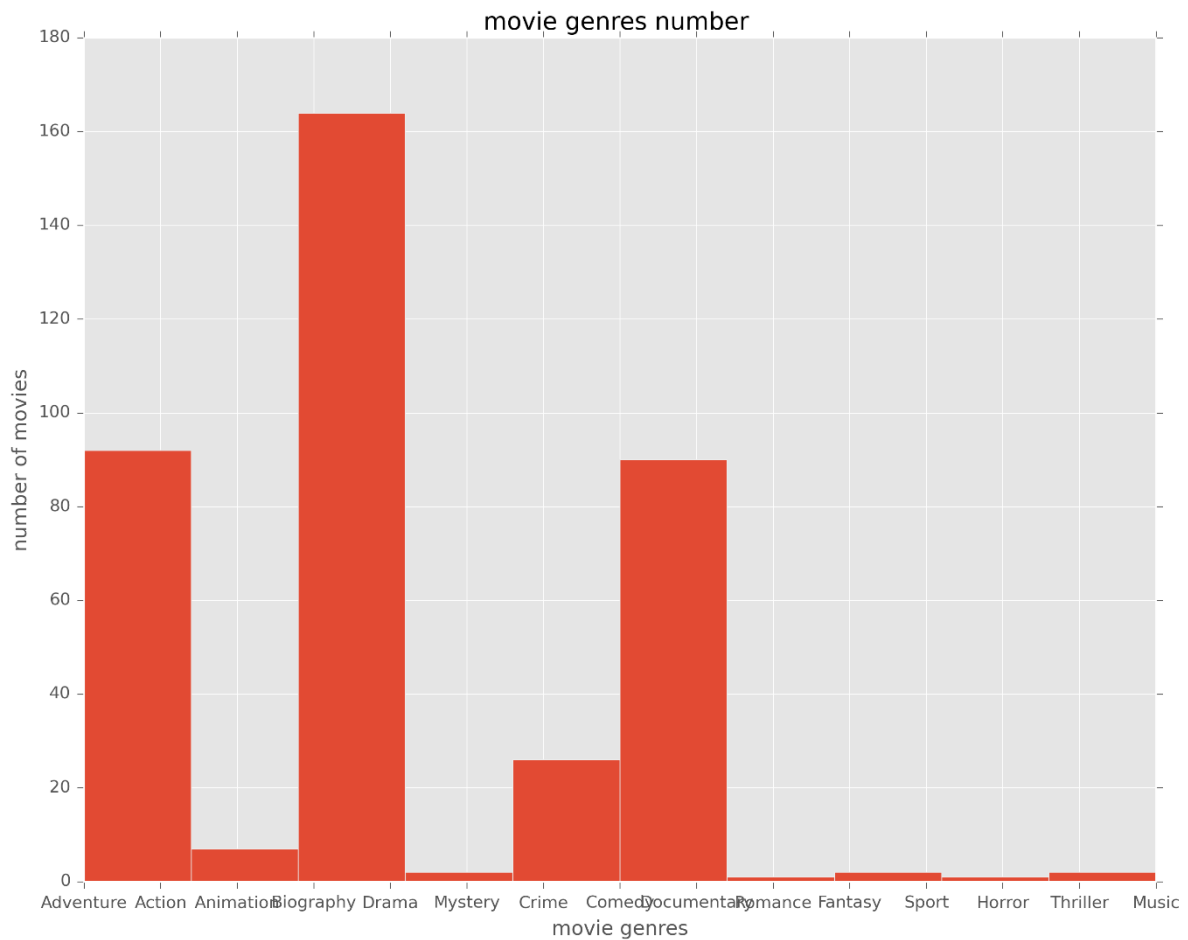
I have understood all the data set, cleaned dataset, and then used exploratory data analysis method to find below results:



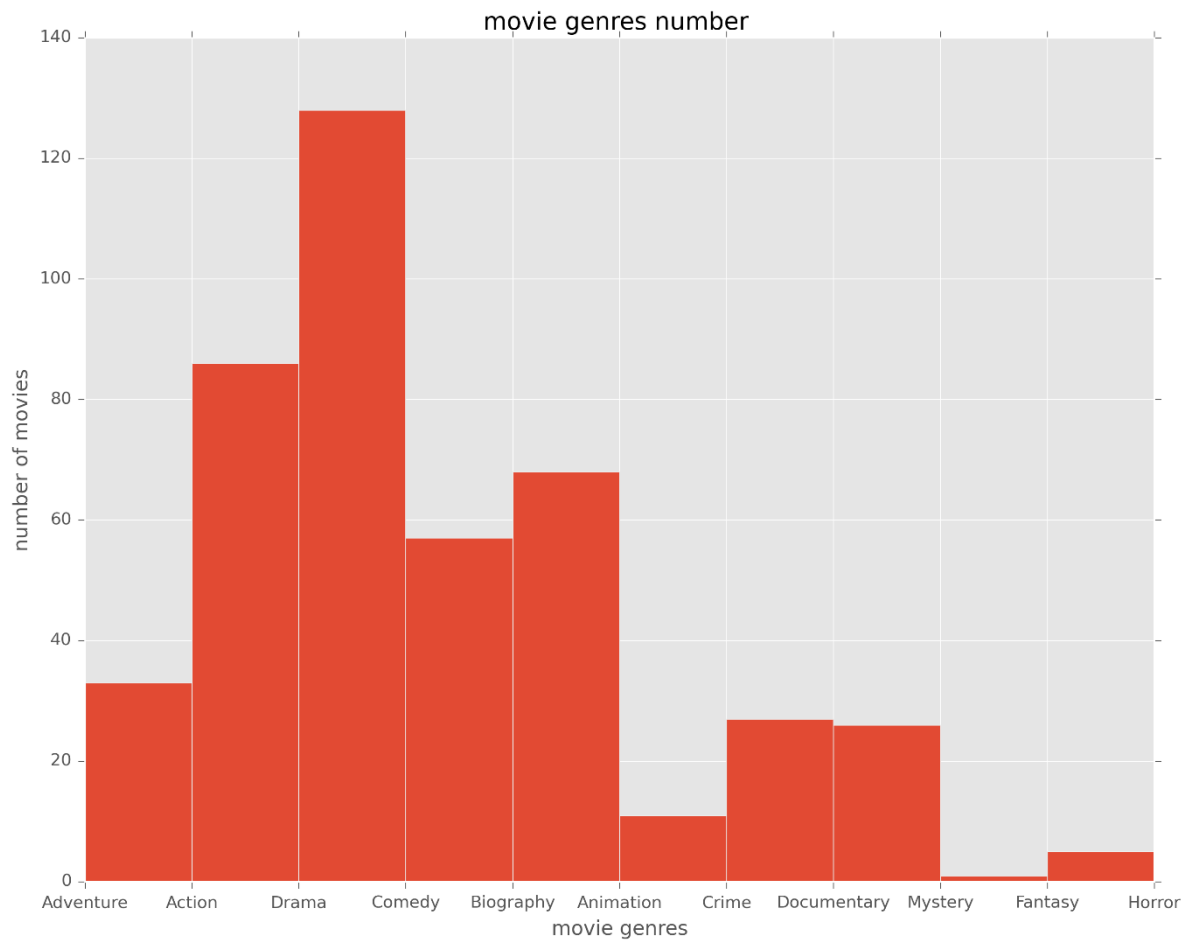
Above plot shows movie rating in between 6 to 8 gets most numbers of vote! Also, when a movie gets more than 500k vote that rating gets good ratings!



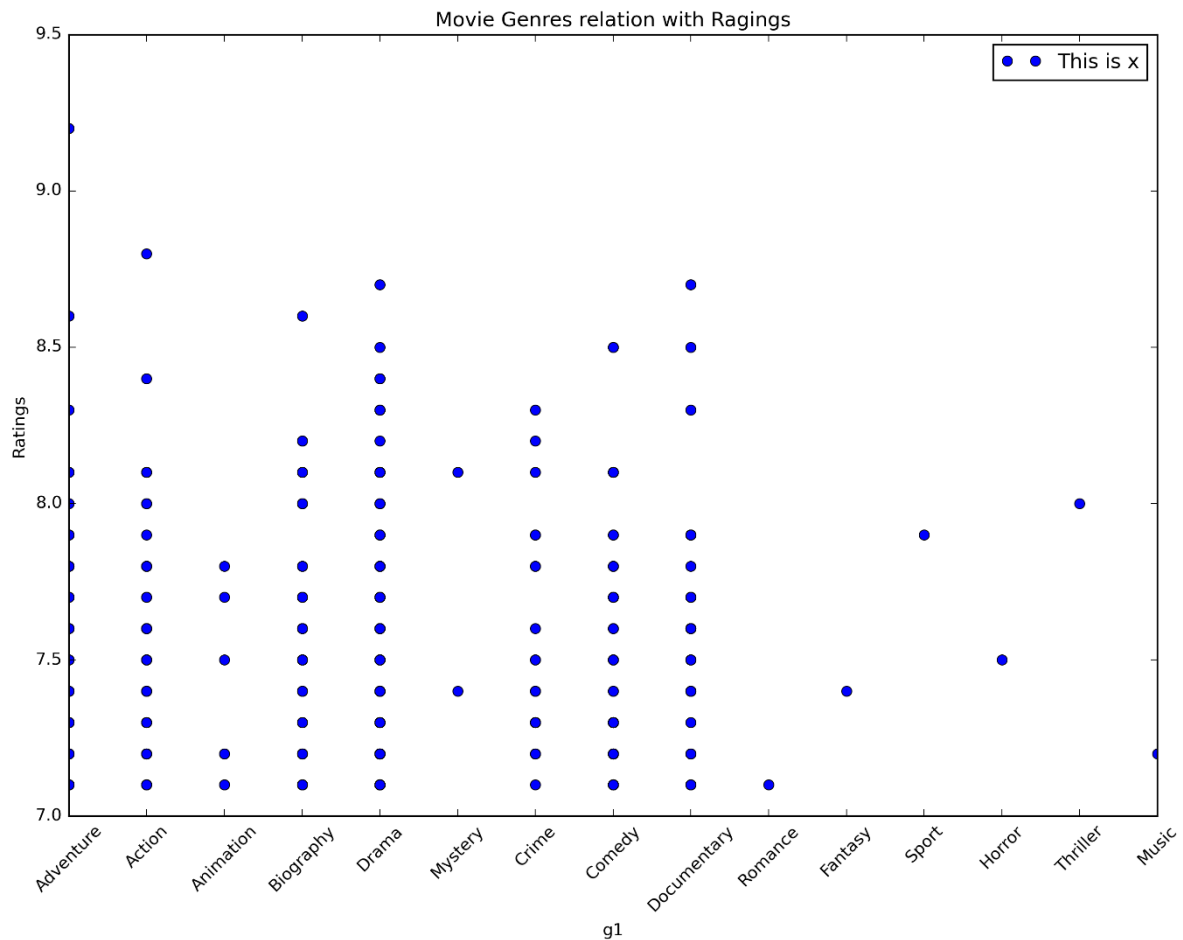
Above Bar chart tells us that out of all those mix genres group these are the 3 types of mix genres are common in most of movies! e.g.= a mix of adventure, animation and comedy and action, adventure and sci-fi is popular mix!



Above bar chart tells us about which are the genre types are most made movies before 2014! if we dig little bit in those two bar chart which tells us that before 2014 the movie genres trend was drama, adventure, comedy.

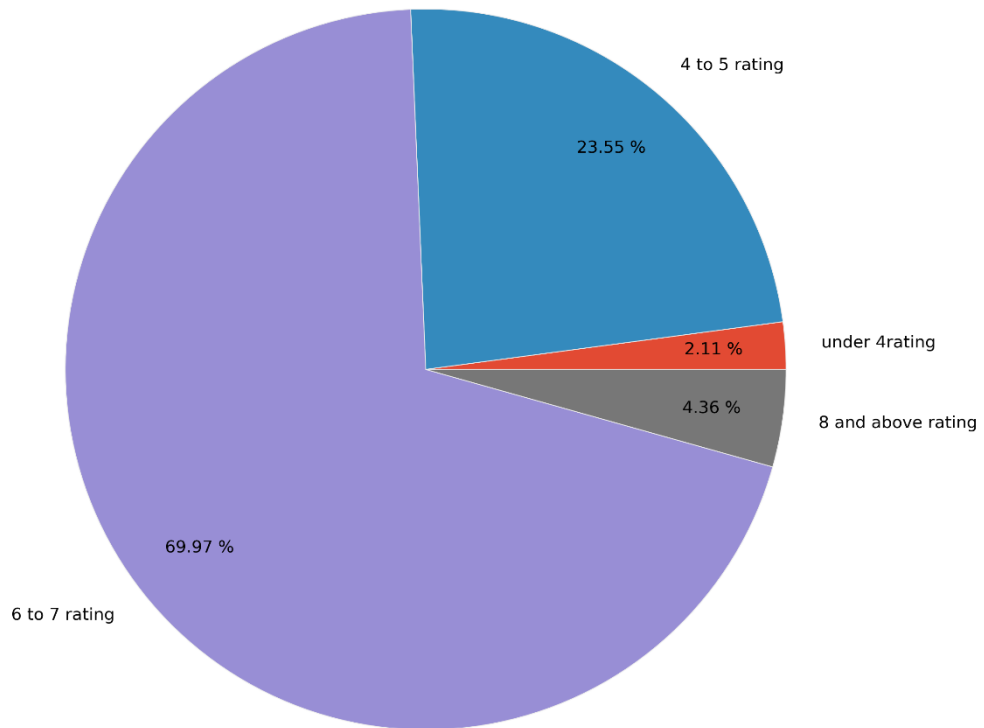


Above bar chart tells us about which are the genres types are most made movies after 2014! e.g= action, drama, animation comedy and adventure!

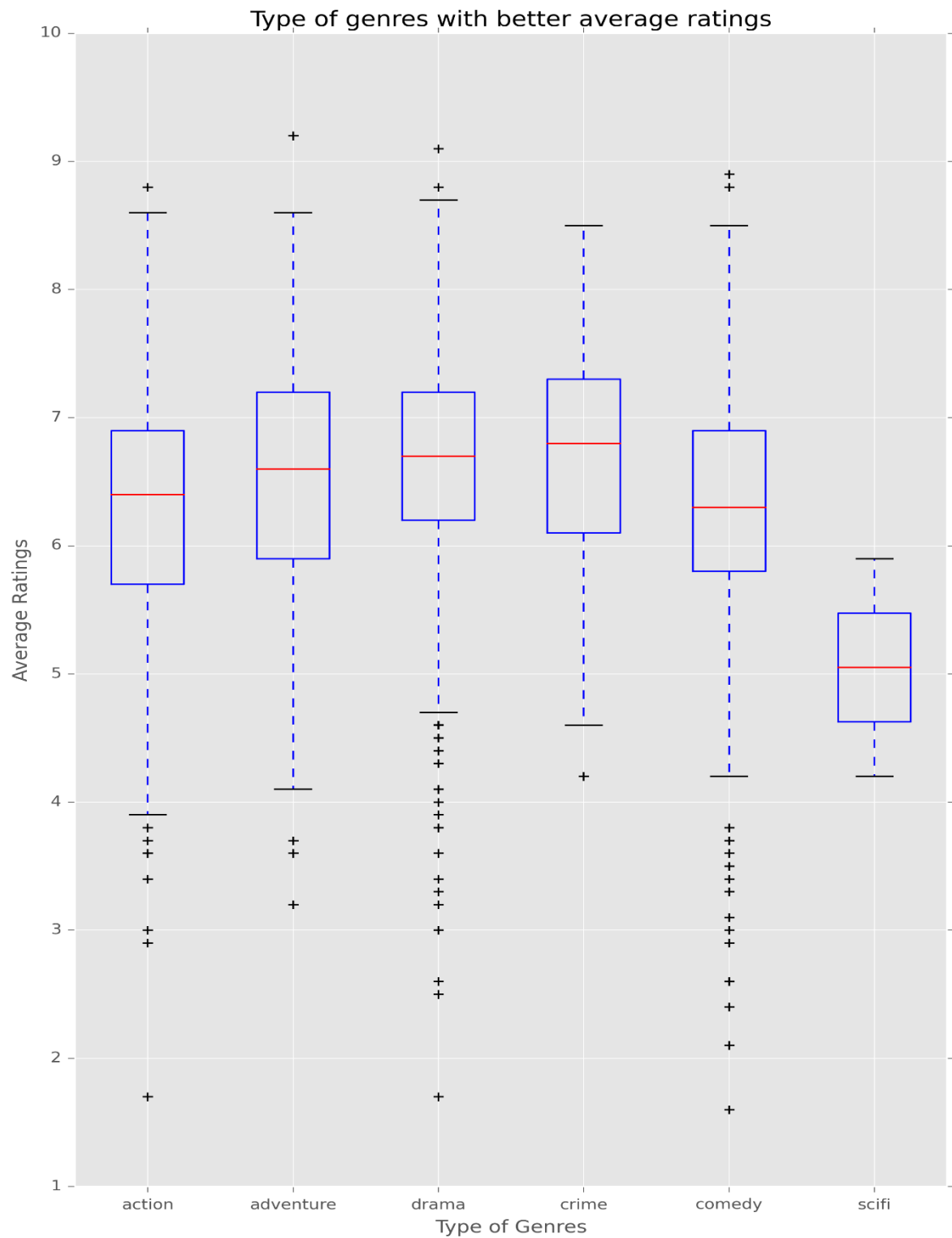


From above plot we can guess that not all the genres have very high movie rating!

Rating Distribution



above pie chart shows almost 70% ratings are belong to rating 6 to 7 where only 4.36% above 8!



above boxplot tells how above type of genres in movies standing based on their ratings!

Results/ recommendation:

After looking at above findings below are the recommendation:

- 1) It is better to create a movie with mixed genres with high ratings and voting rate
- 2) Adventure, animation, comedy and drama could be a good mix
- 3) Always need more attention for voting and good ratings
- 4) Median budget and movie runtime have around 100mins are got better ratings

Conclusion:

Limitation: current data set does not have any data after 2018 whereas unable identify current movie trend.

If we can predict other different channel like Netflix, Binge, Amazon prime and launch into their it could reach more people and have different impact!

Thank You

Regards

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