

# MICROSOFT MOVIE STUDIO ANALYSIS

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# Summary

Descriptive analysis of data revealed

1. An increase in production budget leads to an increase in worldwide gross.
2. An increase in domestic gross leads to an increase in worldwide gross.
3. English is the mostly used language.

# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

# Business Problem

- Increase worldwide gross
- Most used languages
- Genres to focus on

# Data

Data includes the

1. production budget,
2. domestic gross,
3. foreign gross,
4. ratings

# Methods

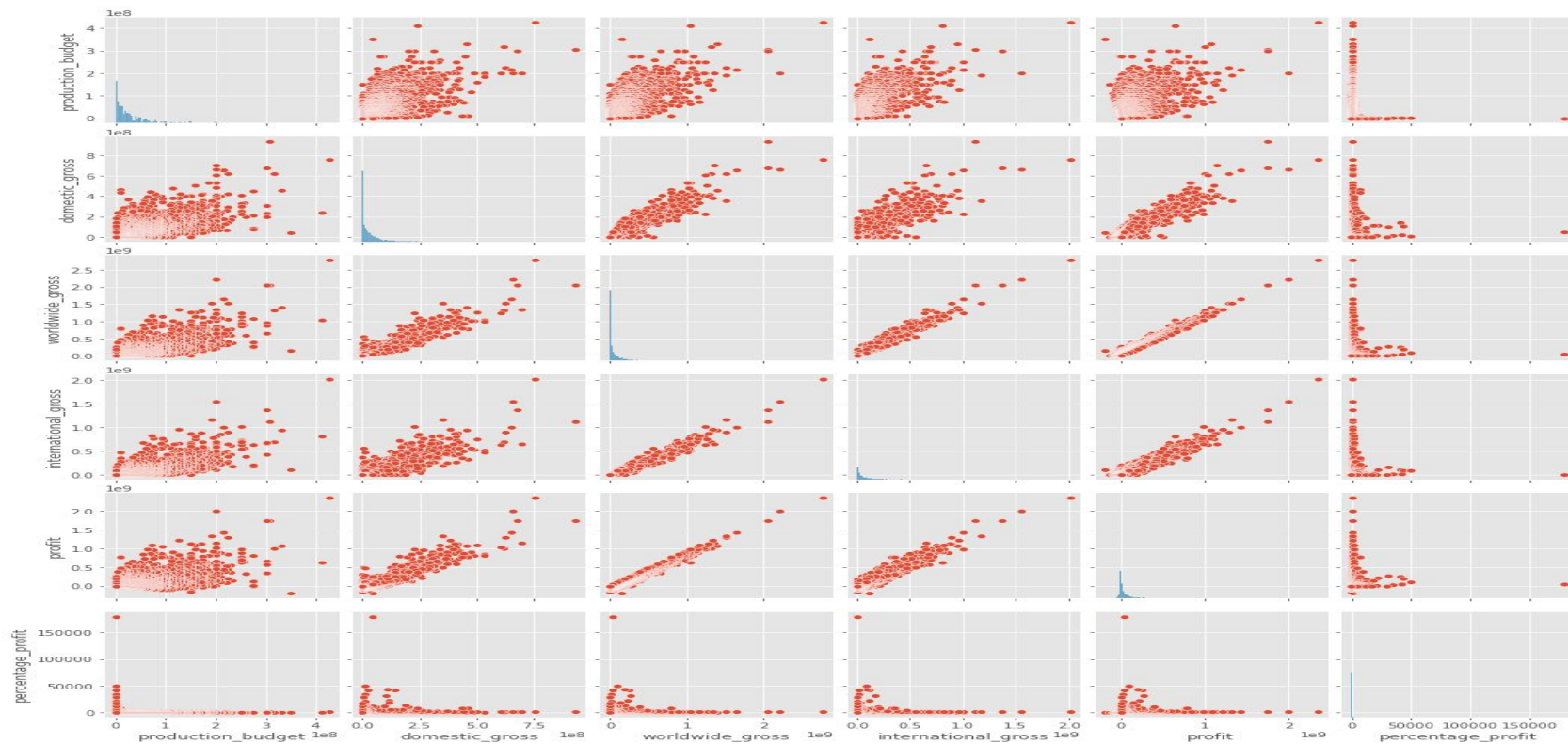
After loading data I checked for missing values and dropped columns that was not needed in the analysis.

Joined different datasets to answer different questions.

Dropped the duplicates in data.

Visualized the data.

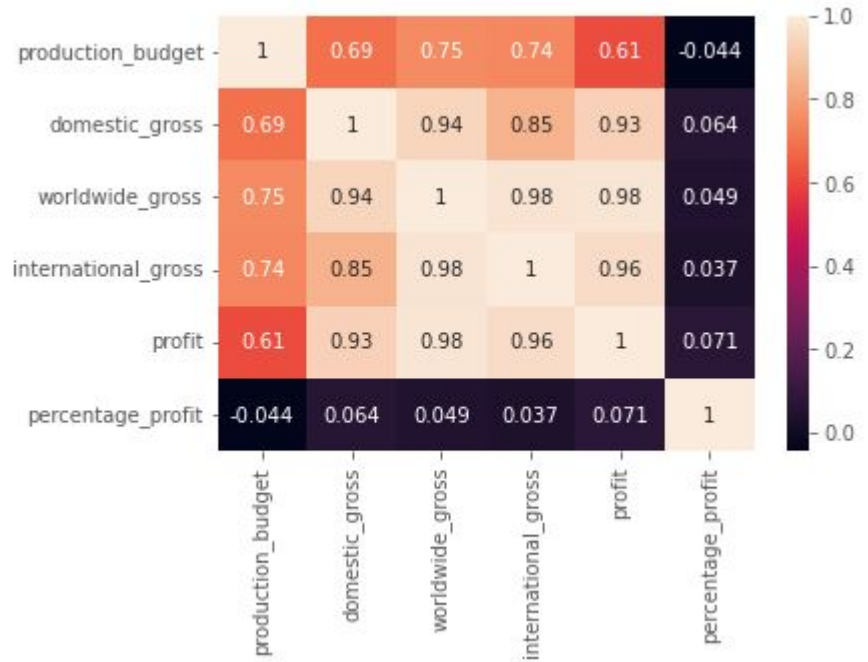
# Results



# Results

Heat map shows correlation between

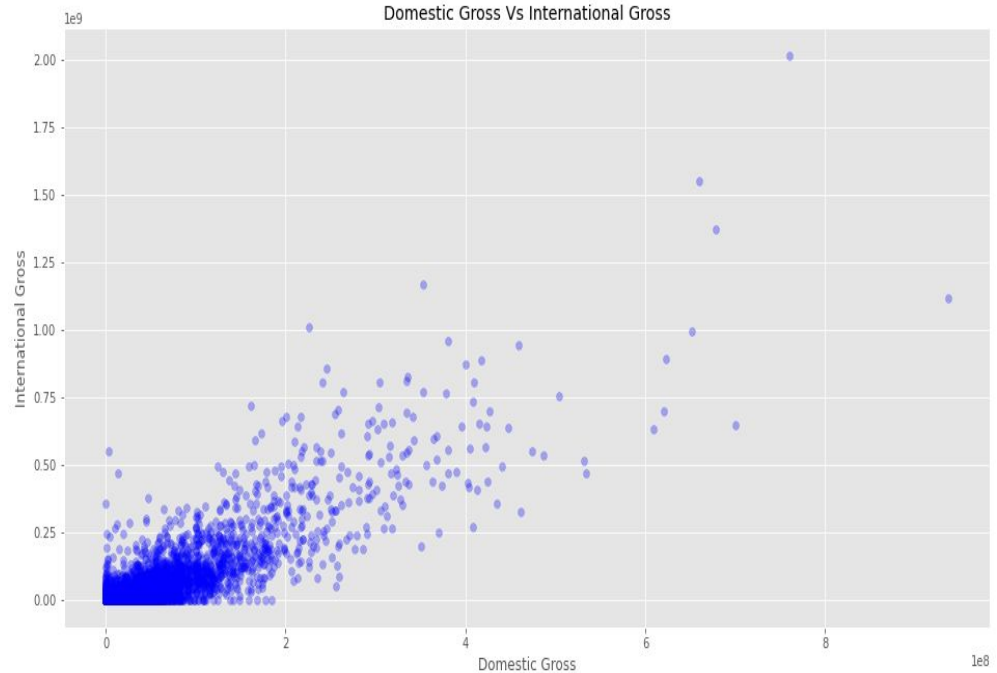
Different variables.





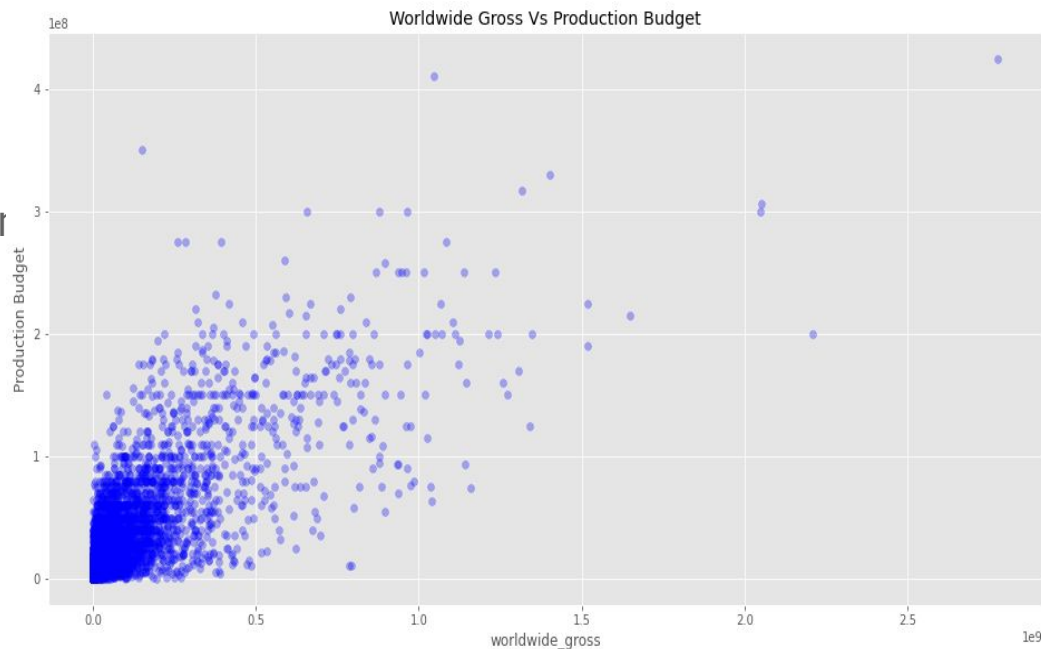
# Results

Shows the relationship between Domestic gross and international Gross. An increase in domestic Gross leads to an increase in International gross.



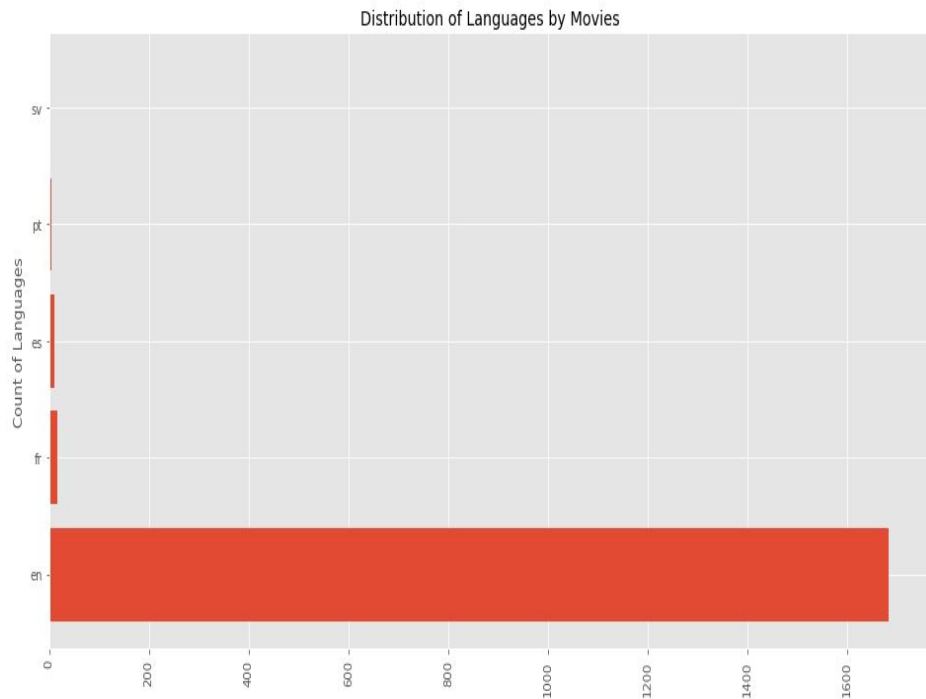
# Results

Shows the relationship between Worldwide gross and production Budget. An increase in production Budget leads to an increase in The worldwide Gross .



# Results

Shows the distribution of languages  
In movies. English is the most used  
Language and this may be because  
It is the most used language.

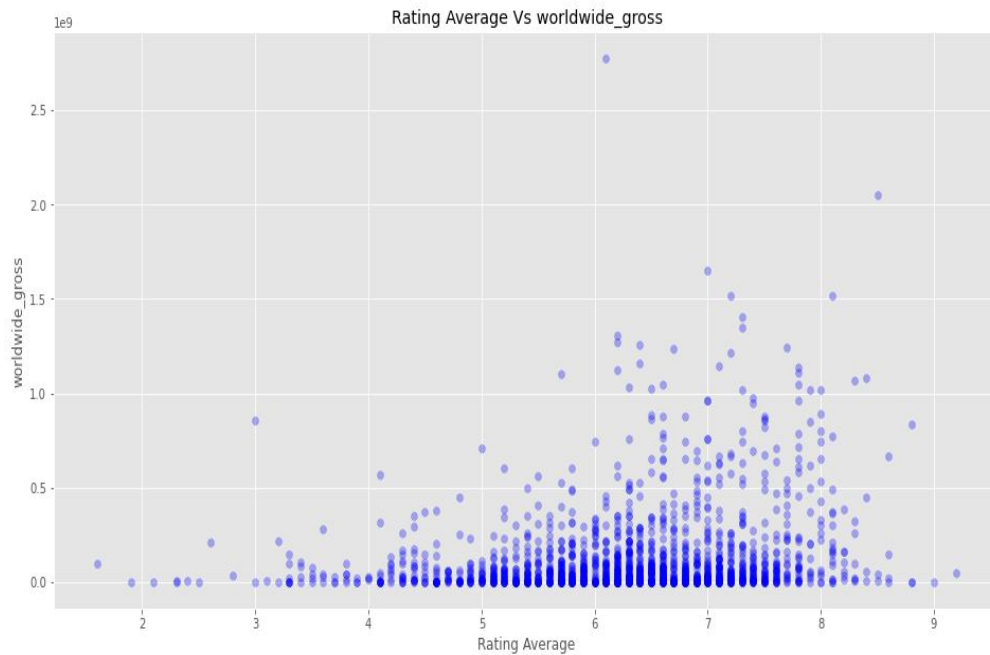


# Results

Shows there is very little

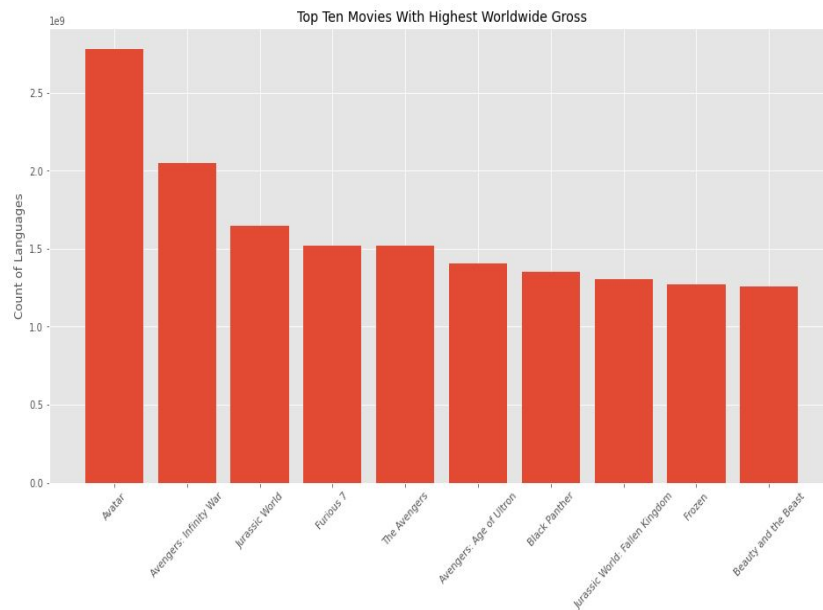
Relationship between ratings

And worldwide gross.



# Results

Show the top ten movies with the highest Worldwide gross. Some of the similarities Of these movies is the language used and Also the production budget was also very high.



# Conclusions

1. In order to reach a wider audience, the movies should originally be in English since it is the most used language in the world
2. In order to increase the worldwide gross one should:
  - Promote the movie locally since an increase in the domestic gross leads to a corresponding increase in foreign gross.
  - Increase in the movie budget which means get quality production in order for movie to be able to sell more

# Thank You!

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