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. You are charged with exploring what types of films are currently doing the best at the box office. You must then 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.

Dataset Explanation

TableNames

	TableNames
0	movie_basics	←
1	directors
2	known_for
3	movie_akas
4	movie_ratings	←
5	persons
6	principals
7	writers

imdb.title_ratings

- tconst
- averagerating
- numvotes

bom.movie_gross

- title
- studio
- domestic_gross
- foreign_gross
- year

imdb.title_basics

- tconst
- primary_title
- original_title
- start_year
- runtime_minutes
- genres

The tables present in the im database

The datasets that will be used for this analysis are:-

- title.basics.csv
- title.ratings.csv
- bom.movie_gross.csv
- tn.movie_budgets.csv
- im.db

How many Movies were Produced for Each Genre?

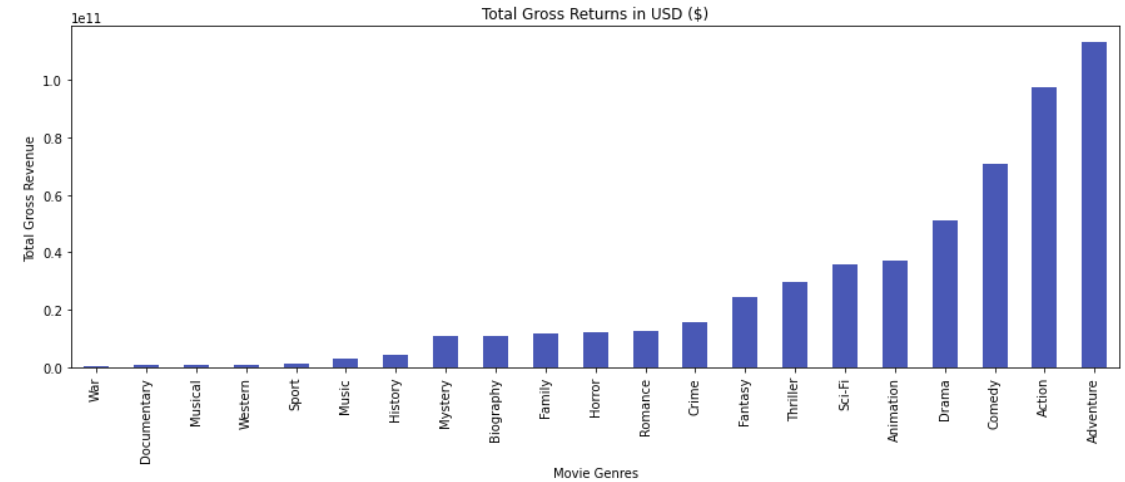Total Gross Returns in USD ($)
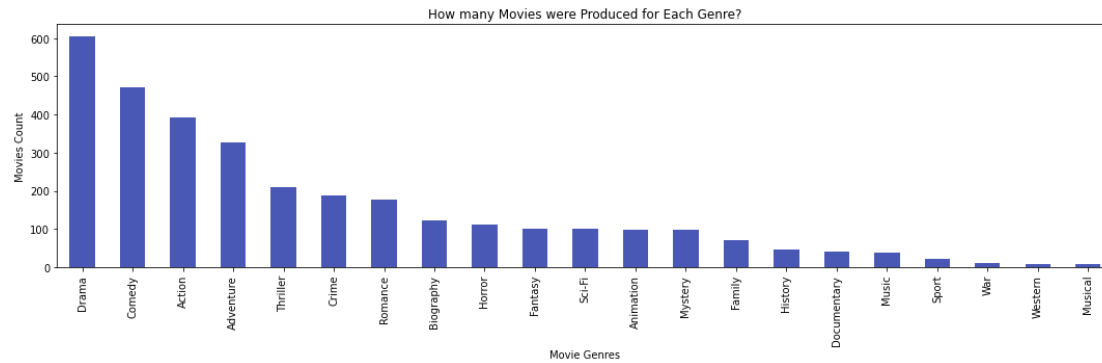
From this, it can be observed that Drama genre movies were leading in production over time.

The five leading genres in their order are: Drama, Comedy, Action, Adventure, and Thriller movies.

On the other hand, the five least produced movie genres were Musical, Western, War, Sport, and Music.

This observation tells a critical story for Microsoft since it appears the audience was consuming some genres more than others. However, this tells a half-story. We will need to look at the total income for the various movie genres and determine which ones had the highest gross income.

This observation now gives a consistent story.

As seen above, the top five movie genres that fetched the highest gross returns from the highest were Adventure, Action, Comedy, Drama, and Animations.

The five genres with the least total gross were War, Documentary, Musical, Western, and Sport.

The story is very consistent and proves why most producers concentrated on certain genres and not others.

Conclusion

We have managed to clean the data in use and conduct analysis in order to assist Microsoft in delivering actionable recommendations that will see them start a movies production studio that is well-informed on how the past and current trends of other studios.

From this analysis, we have seen the least-performing genres in the market. This includes War, Documentary, Musical, Western, and Sport.

Recommendation

Now that we have done quite some analysis to help Microsoft Corporation decide on which types of movies to produce in their studio, they should focus more on movie genres such as Adventure, Action, Comedy, Drama, and Animations since they are the topmost when their gross returns are looked at.
The team should not only look at the local market but focus also on the global market to increase the gross net returns.
With a keen emphasis on the above, it is highly possible that Microsoft will be among the top producers and sellers of their movies in their upcoming studio.