



# Microsoft Movie Analysis

PHASE 1 PROJECT

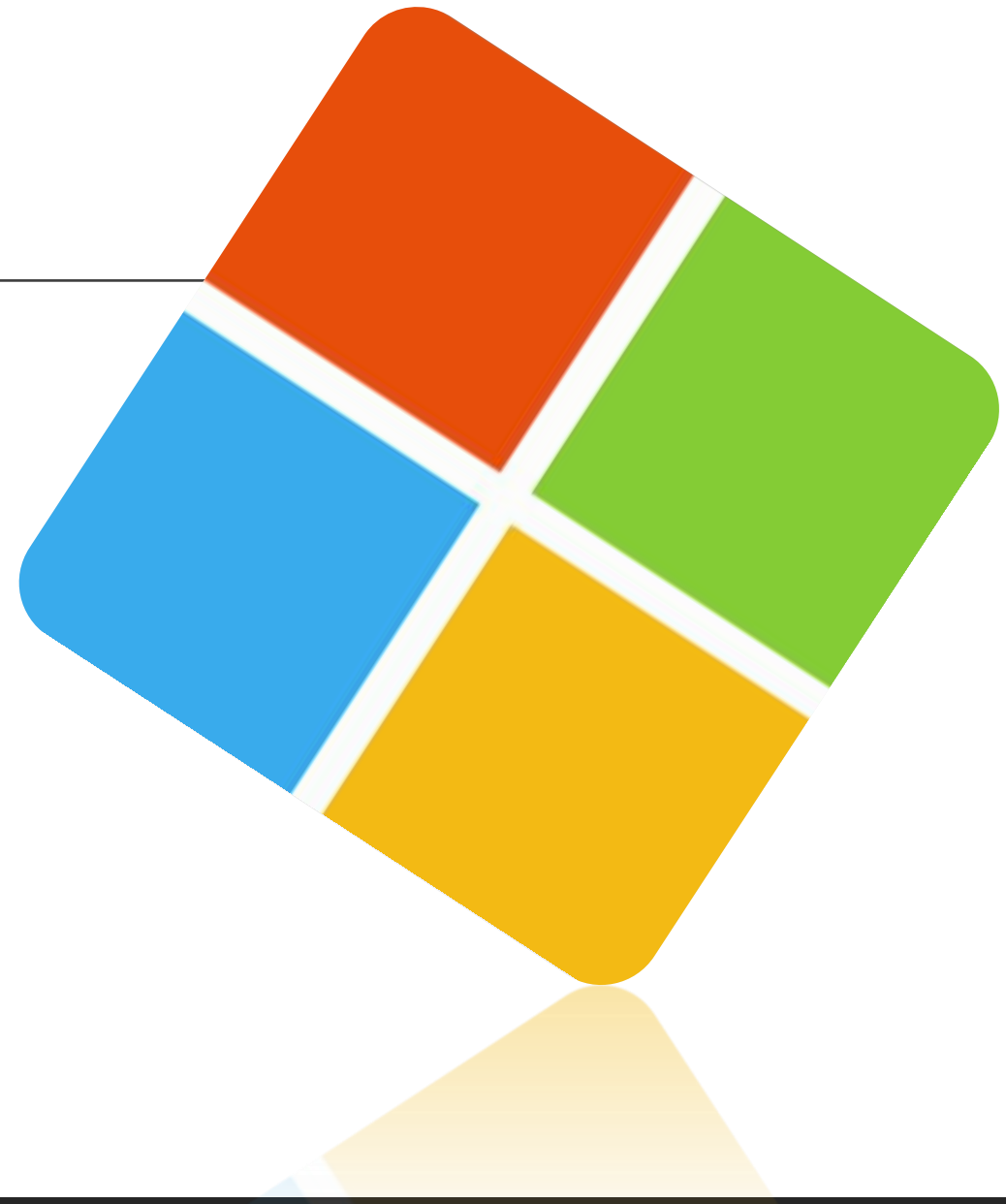
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AUTHOR: CARLA KIRBY

# Presentation Outline

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- ❖ Business Problem
- ❖ Data
- ❖ Methods
- ❖ Results
- ❖ Conclusions



# Business Problem

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Microsoft Movie Studios requires critical intel on the types of films frequent movie goers prefer watching at the box office.

This presentation will provide clarity on the **genres** doing the best **financially** at the box office on a **domestic level**.

Microsoft intends to utilize this data to determine what types of films to produce for their new studio.



# Data

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Courtesy of IMDb



In order to maintain data quality and consistency null values were removed, csv data sets were combined via movie title, and relevant data points were selected to focus on the business problem.

No irrelevant or erroneous data was utilized.

# Methods

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The methods used to prepared the data are listed below:

Importation of relevant packages to map data frames

Merged datasets to gain a further insight

Data exploration and manipulation methods to obtain mean and unique values

Sorted “Top Ten” films via highest domestic gross value and production studio

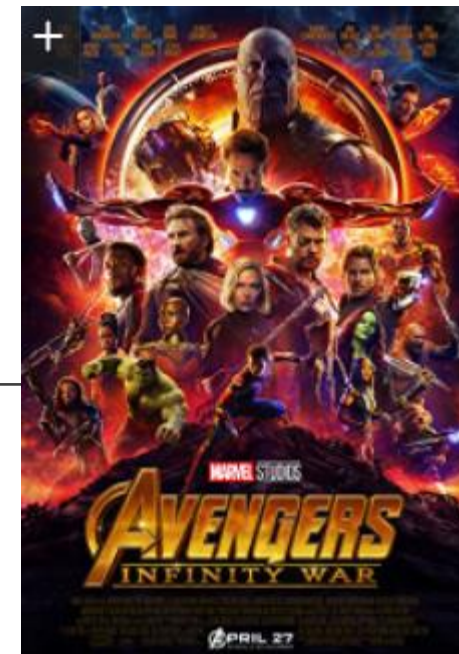
Visualized findings based on connections relevant to the business query

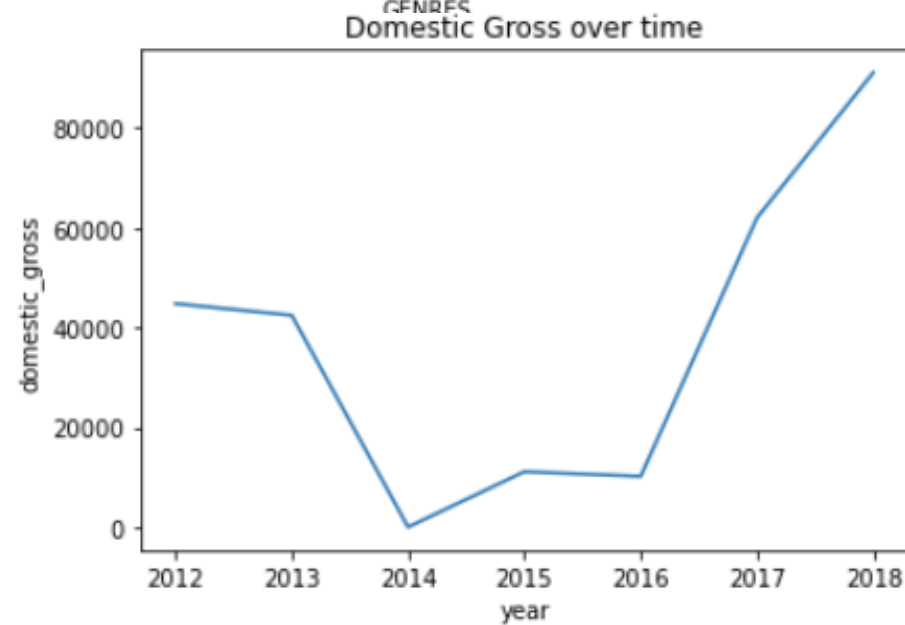
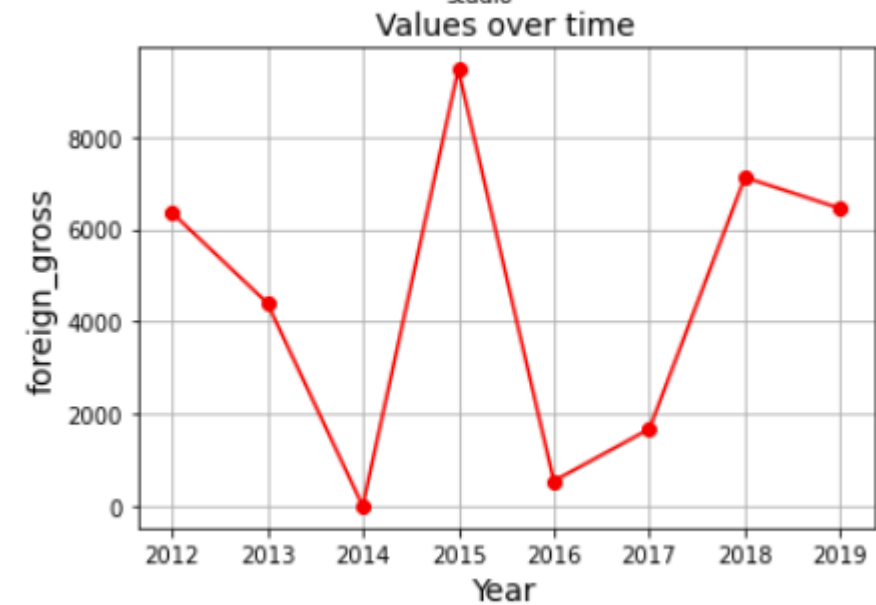
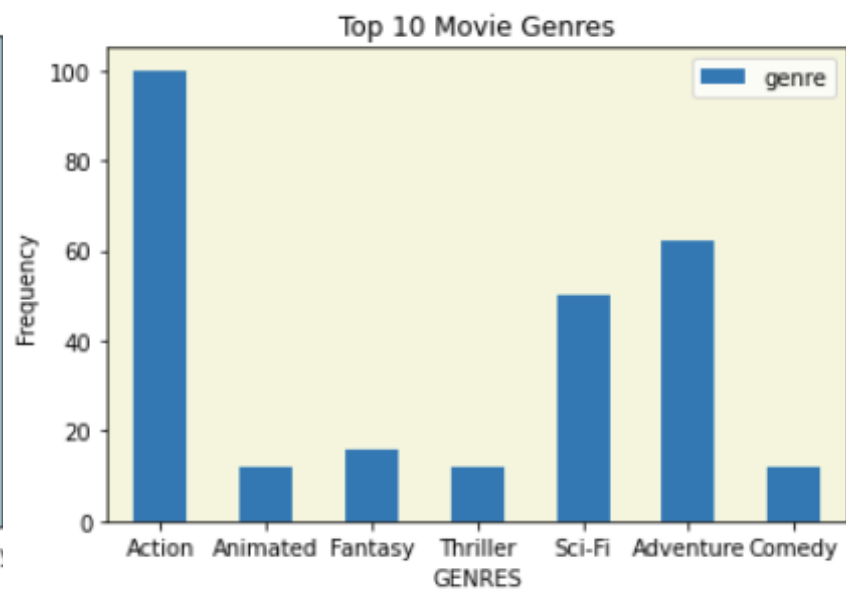
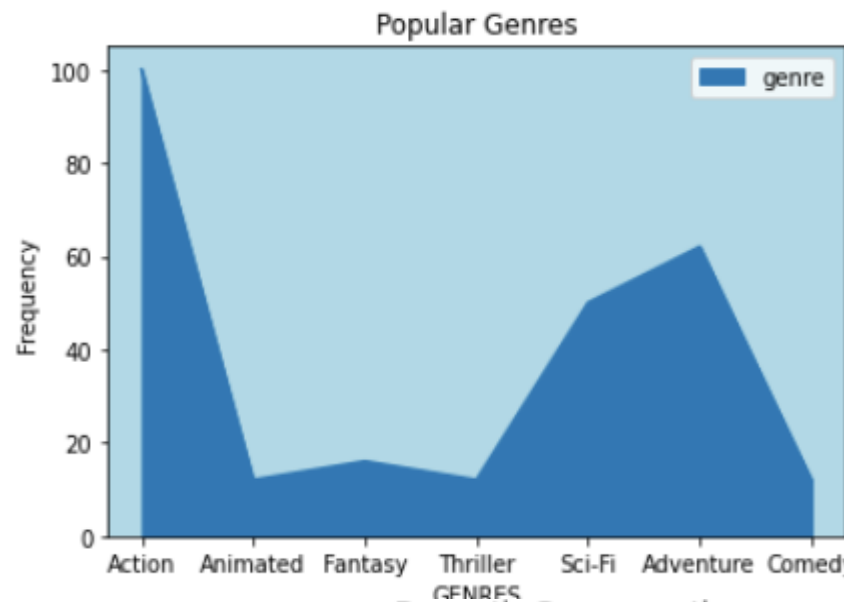
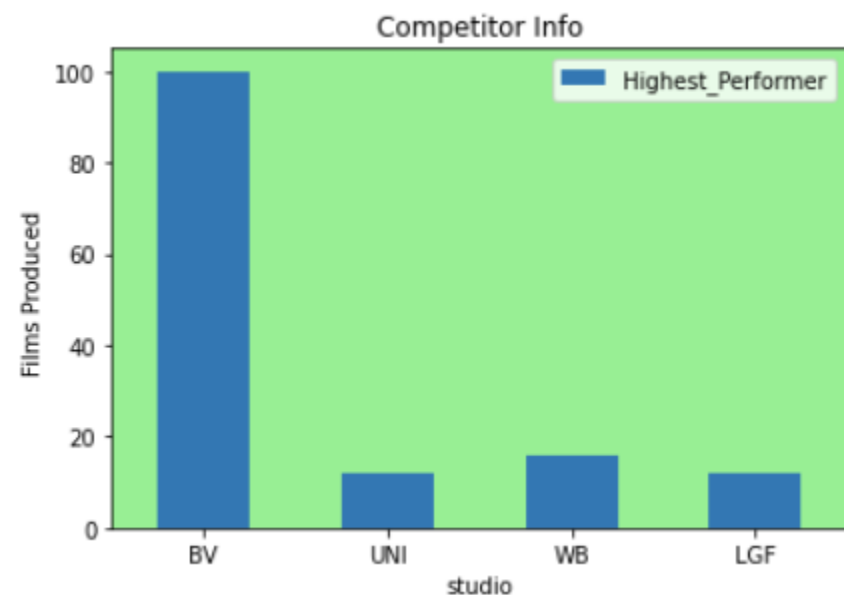


# Results

	title	studio	domestic_gross	foreign_gross	year	genres
3769	Black Panther	BV	700100000.0	646900000	2018	Action,Adventure,Sci-Fi
3768	Avengers: Infinity War	BV	678800000.0	1,369.50	2018	Action,Adventure,Sci-Fi
2264	Jurassic World	Uni.	652300000.0	1,019.40	2015	Action,Adventure,Sci-Fi
3352	Star Wars: The Last Jedi	BV	620200000.0	712400000	2017	Action,Adventure,Fantasy
3771	Incredibles 2	BV	608600000.0	634200000	2018	Action,Adventure,Animation
2829	Rogue One: A Star Wars Story	BV	532200000.0	523900000	2016	Action,Adventure,Sci-Fi
2830	Finding Dory	BV	486300000.0	542300000	2016	Adventure,Animation,Comedy
2266	Avengers: Age of Ultron	BV	459000000.0	946400000	2015	Action,Adventure,Sci-Fi
885	The Dark Knight Rises	WB	448100000.0	636800000	2012	Action,Thriller
1376	The Hunger Games: Catching Fire	LGF	424700000.0	440300000	2013	Action,Adventure,Sci-Fi

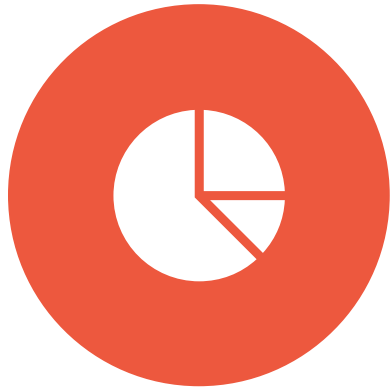
Black Panther, Avengers – Infinity War and Jurassic World grossed the highest domestically





# Conclusions with Recommendations

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1. ACTION FILMS GROSSED HIGHER THAN FREQUENTLY CITED DRAMAS



2. ADVENTURE FILMS ARE THE SECOND MOST WATCHED FILMS, OFTEN COUPLED WITH ACTION GENRES



3. SCI-FI FILMS PLACE THIRD AND ARE CONSIDERED A TOP PERFORMING GENRE

I HIGHLY RECOMMEND RESEARCHING Marvel Studios'(BV) METHODS OF PRODUCING MOVIES. THE DATA INDICATES THEY ARE A TOP PERFORMER IN THE INDUSTRY AND PRODUCE THE HIGHEST GROSSING BOX OFFICE HITS.



# Conclusion

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After analyzing the dataset, I have arrived at the conclusion that the types of films that do the best in the box office domestically are **Action**, **Adventure**, and **Sci-Fi** films.

I highly recommend that Microsoft do some further research on the Marvel Studios (BV) methods of producing as they provide high grossing box office films.

