



PHASE 1 PROJECT

Microsoft Studios



Data Science

Overview

Use exploratory data
analysis to generate insights
for Microsoft Studios

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.



Questions to answer

Which movie genres make
the highest profit?

Which movie genres
have the highest rating?

Which studios produce movies
with the highest rating or
highest profit?

Data Understanding

im.db

Database containing
information about
movies

Movie_basics

146144 rows \times 6
columns with
information such as
title and genre

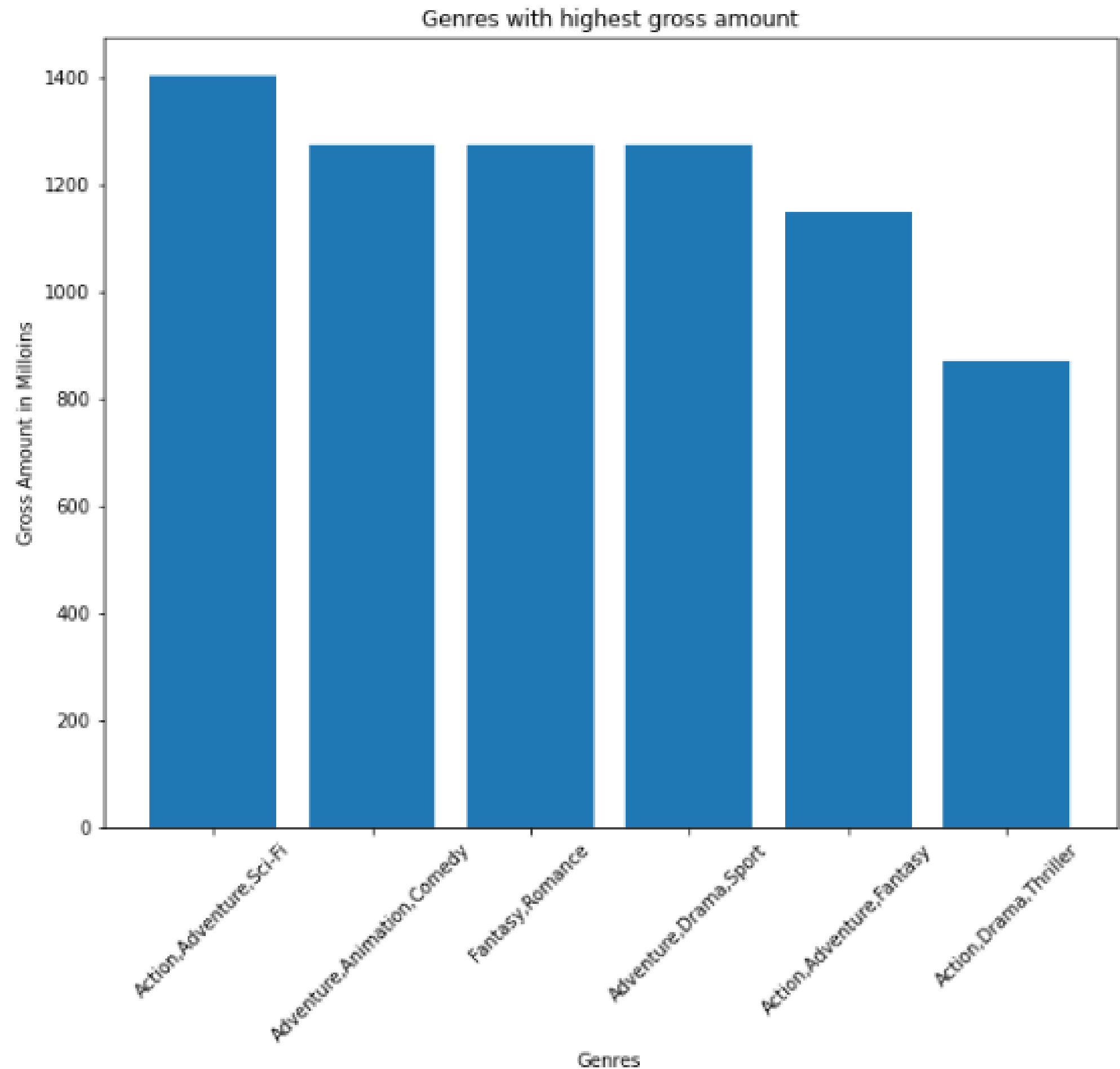
movie_ratings

has information on
average rating and
number of votes

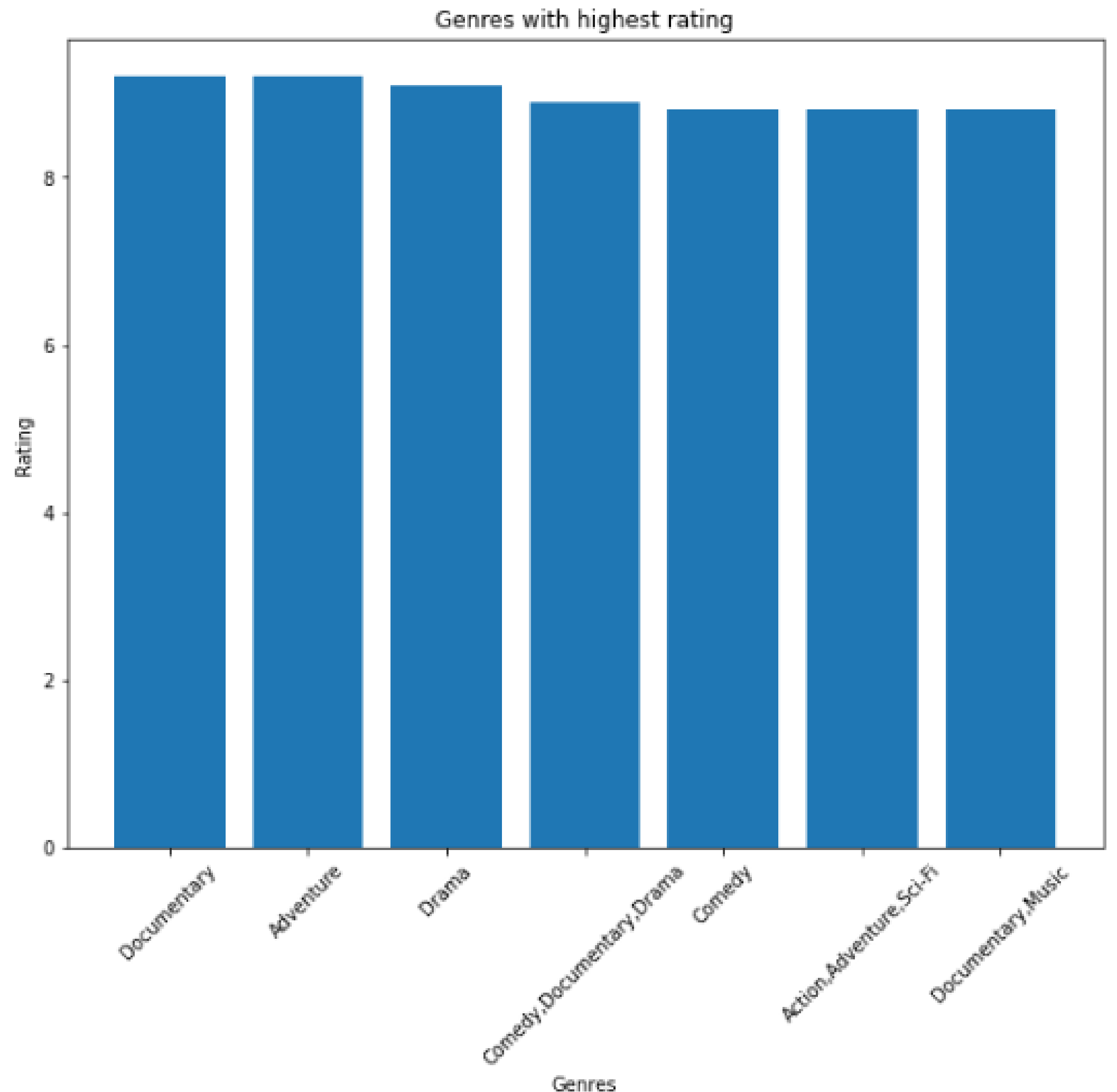
bom.movie
_gross.csv

csv file with movies'
domestic and
foreign gross

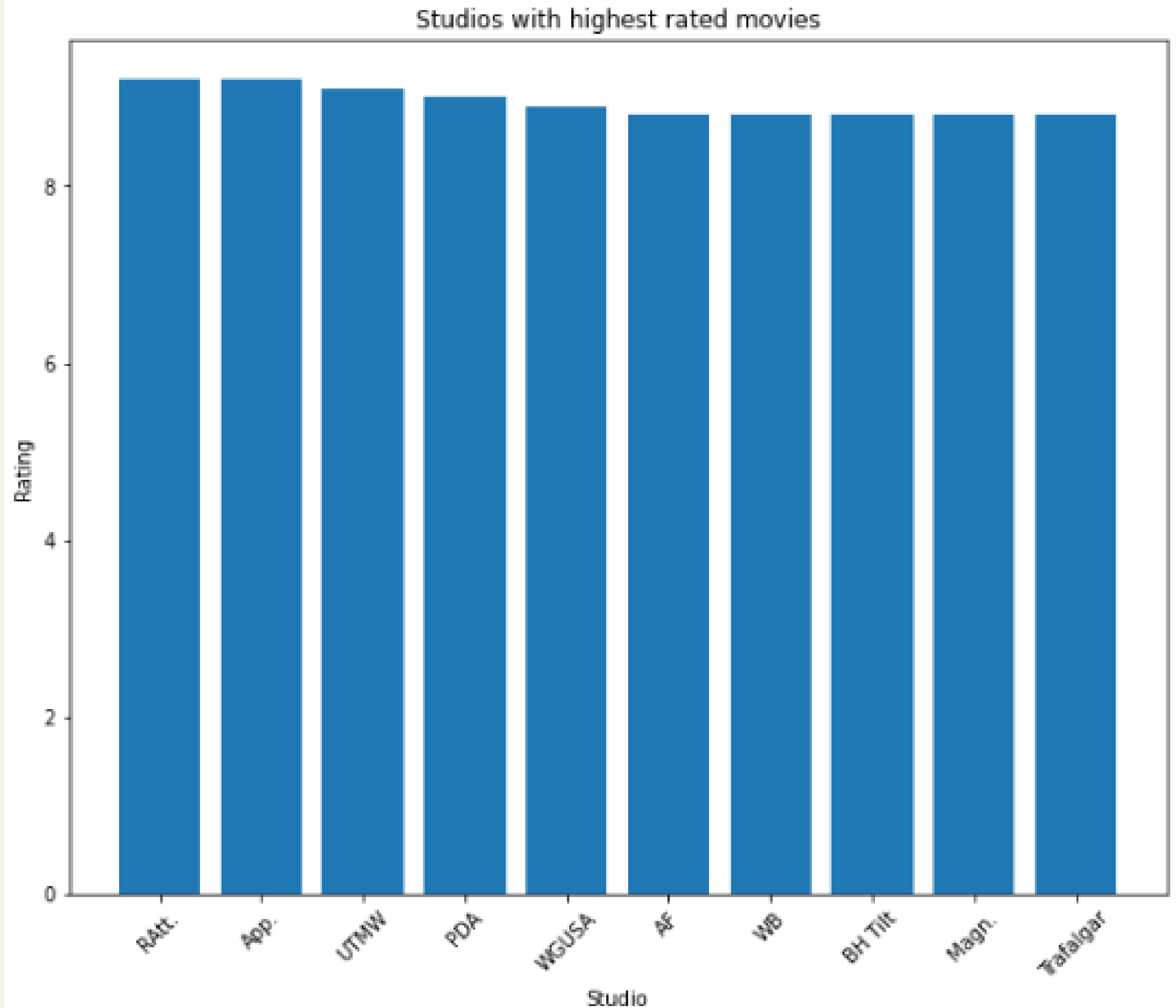
Genres with highest profit



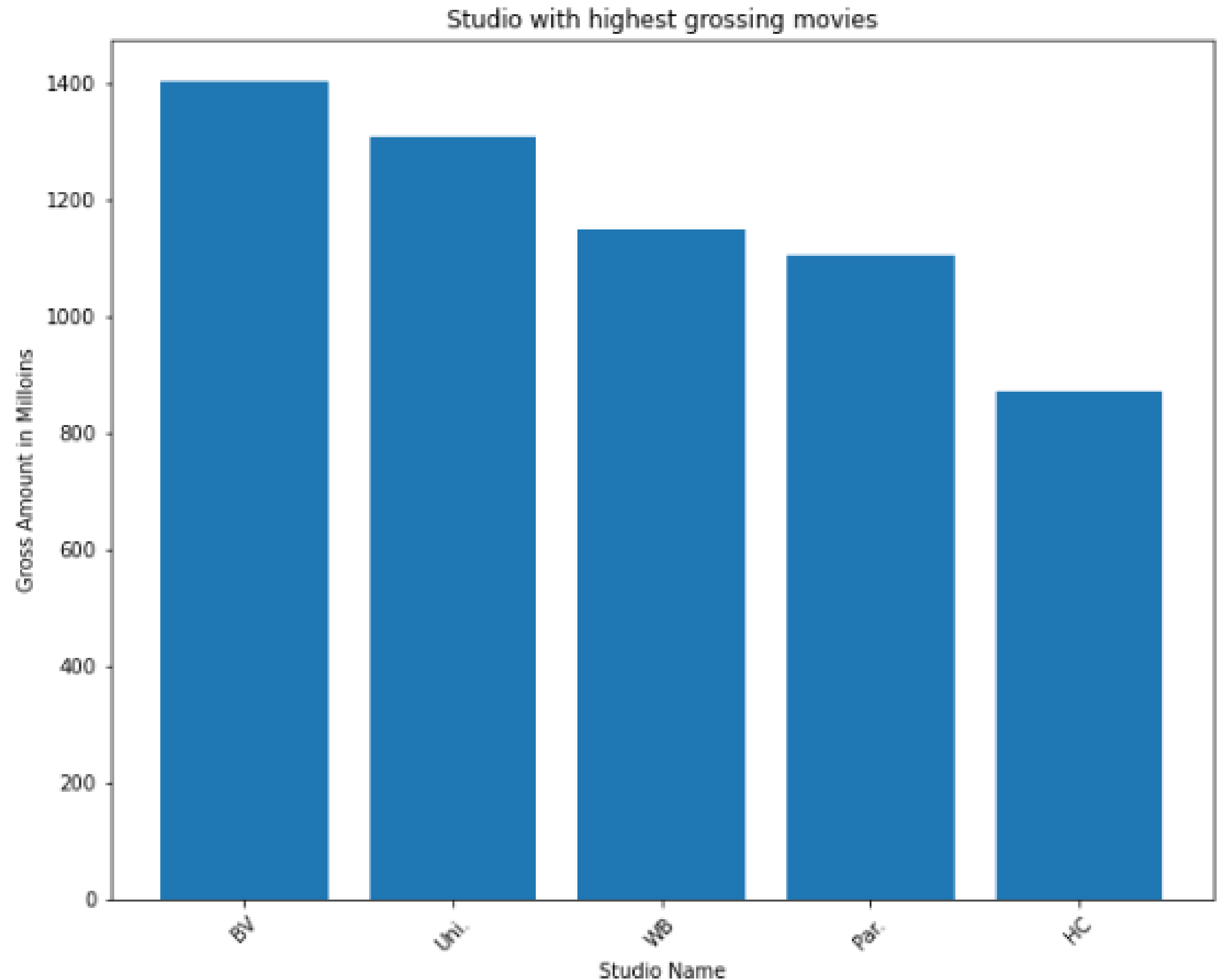
Genre
with the
highest
rating



Studios that
produce the
most highly rated
movies



Studios
that
produce
movies with
the highest
profit



Recommendation

To make a good profit Microsoft studio should create movies in genres of Action, Adventure, Sci-Fi, Animation, Comedy. They should collaborate with studios named BV, Uni, WB, Par, HC.

Recommendation

To have the best rated movies they should
focus on

Documentary,adventure,Drama,Comedy,action
genres and collaborate with studios such as
RAtt, App, UT, PDA, WGUSA, AF.

Recommendation

Microsoft studio should not focus on movie runtime because there is a low correlation between runtime and totalgross and also rating.



Thank You!

Do you have any questions ?