

# Microsoft + Film Analysis

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# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

# Business Problem

- Microsoft wants to enter the film industry by creating original content.
- Microsoft needs to understand what kind of films are doing the best at the box office.
- Translate the findings into actionable insights which can be utilized by Microsoft.

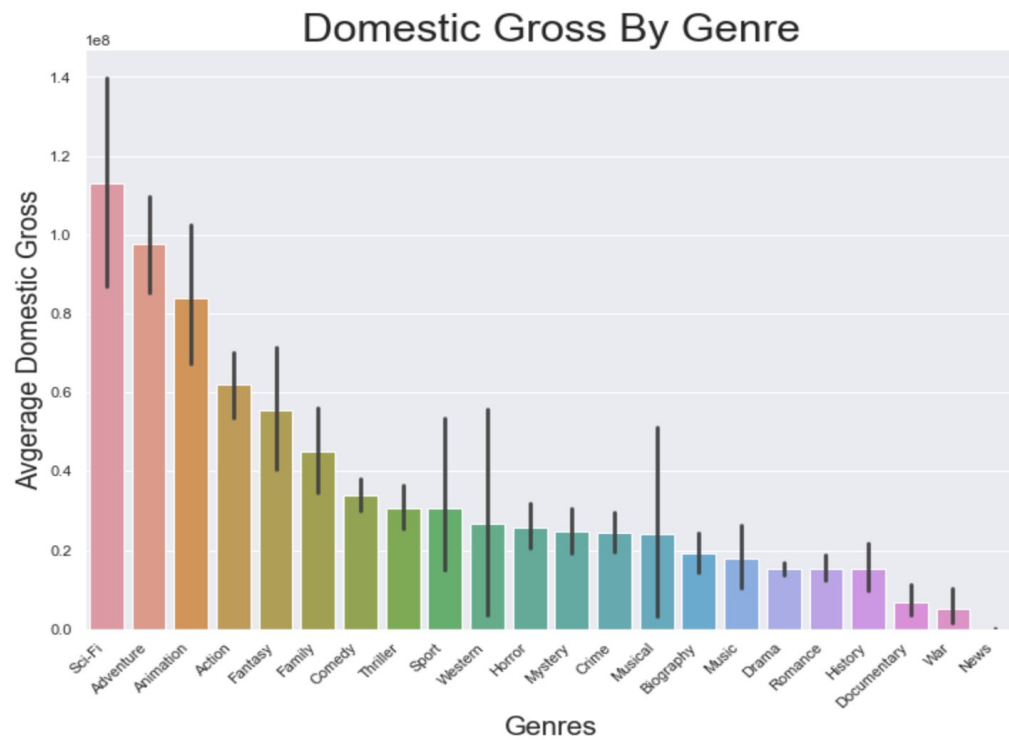
# Data

- Data from the popular movie based websites *Box Office Mojo* and *IMDB* was used to create the analysis.
- *Box Office Mojo* data focuses on the domestic gross of specific genres.
- *IMDB* data focuses on how genres were scored by viewers.

# Methods

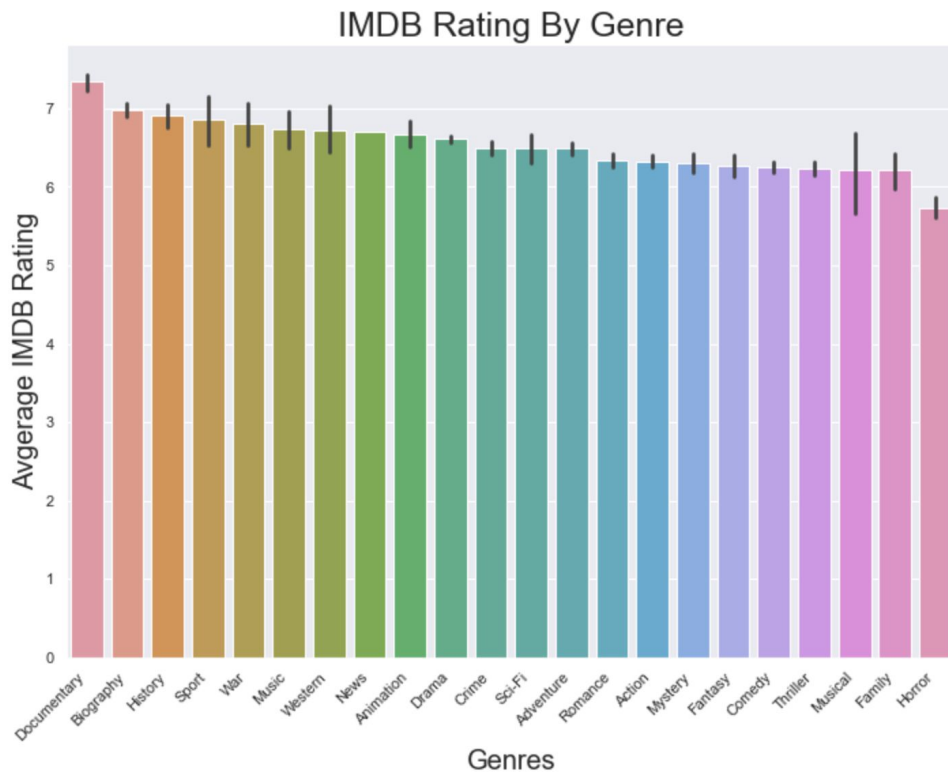
- Merged together data from *Box Office Mojo* and *IMDB* to get a better understanding of genres.
- Focusing on genres, pandas functions were used to organize and chart the average domestic gross by genre, average IMDB score by genre and the correlation between runtime in minutes and domestic gross.
- Seaborn was used to chart results.

# Results



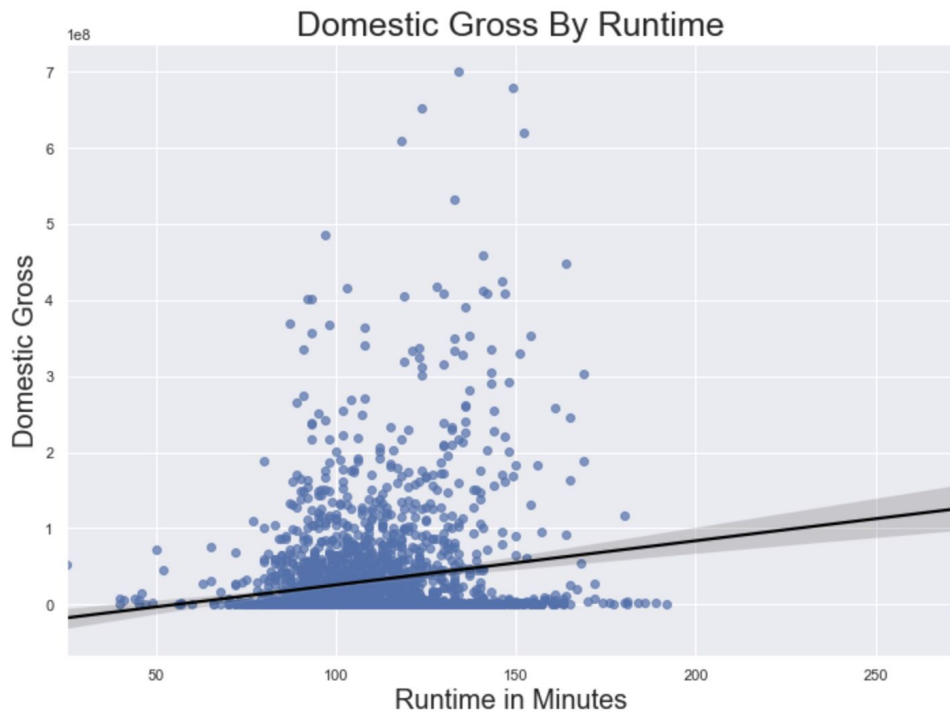
- Sci-Fi has the highest average when it comes to domestic gross.

# Results



- Documentary has the highest average when it comes to IMDB scores.
- It is worth noting that even though Documentary is highly rated, it is on the bottom of domestic gross average.

# Results



- Films which have a runtime that is between 100 and 150 minutes average the highest domestic gross.



# Conclusions

This analysis leads to three recommendations on where Microsoft should focus in the film industry when creating original content:

- Focus on the top three genres who average the highest domestic gross. The following genres in order are Sci-Fi, Adventure, and Animation.
- Regarding how films are rated, it is worth noting that Sci-Fi, even though averaging the highest domestic gross falls in the middle of the pack when it comes to IMDB Score. Documentaries, Biographies, and History have the highest IMDB Score.
- Look to create films that average a runtime between 100 to 150 minutes. These films produce the highest domestic gross.

# Thank You!

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