

The background features a low-angle shot of several modern skyscrapers reaching towards a cloudy sky. A large, solid green rectangular overlay is positioned in the center, partially obscuring the buildings. The text is centered within this green area. On the right side, there are additional geometric overlays: a teal triangle pointing upwards and an orange triangle pointing downwards, creating a layered, abstract effect.

# CREATION OF MOVIES BY MICROSOFT

JACK OTIENO

# OVERVIEW

---

- Microsoft wants to launch a new movie studio, and there are important factors to consider for optimizing profits.
- By analyzing historical data, we uncovered data-driven tips for ensuring a production is high performing with an efficient return on investment.



# 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.
- There are many unknown factors associated with how to make a profit. 1.What genre should Microsoft produce? 2.What are the best selling movies? 3.Which languages have high prevalence of selling?

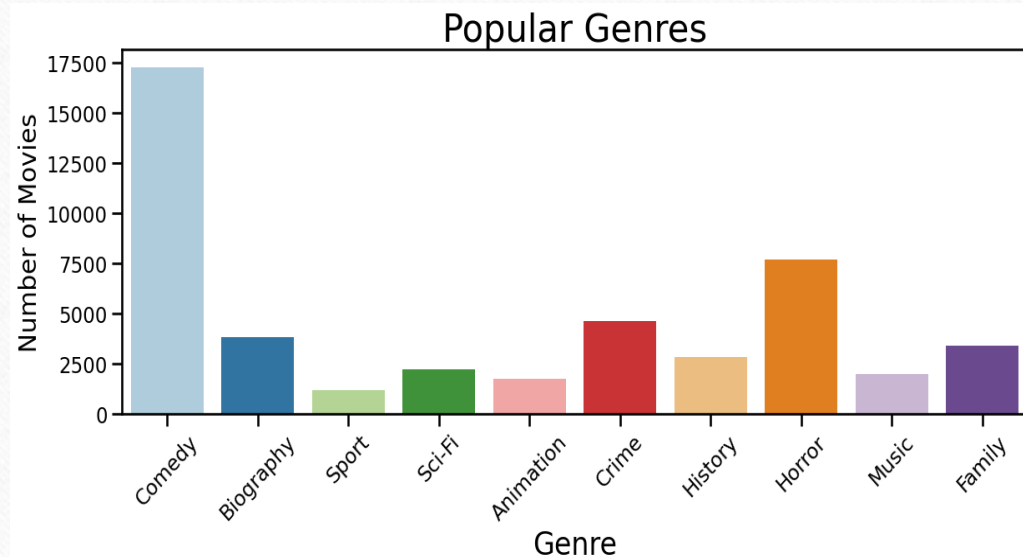
# OBJECTIVES

---

1. What genre should Microsoft produce?
2. What are the best selling movies?
3. What are the most popular genre

# VISUALIZING THE TOP 10 LIKED GENRES

---



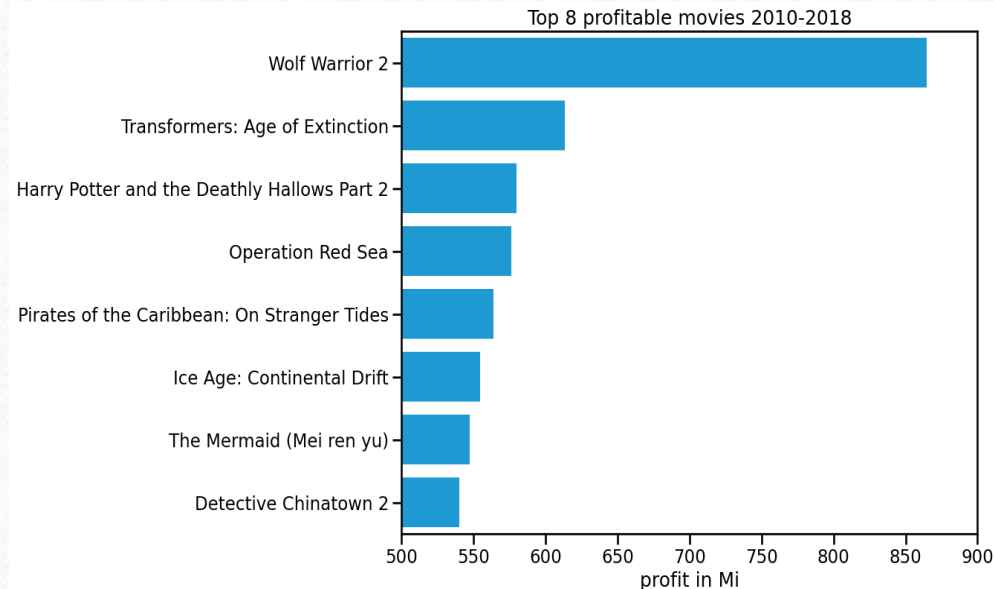
## Insight

Based on the visualization it is evident that the most popular genre of movies is comedy. Then horror and family.



# VISUALIZATION FOR THE TOP PROFITABLE MOVIES IN THE LAST EIGHT YEARS

---



## Insight

From the above visualization it is evident that the top profitable movie is 'Wolf Warrior 2', followed by Transformers: Age of Extinction

# RECOMMENDATIONS

---

- Based on the above data Analysis I recommend Microsoft to:
- 1.Release comedy movies, horror movies, crime movies and family movies in order for them to gain high profit.
- 2.The most watched genre is comedy movies.
- 3.The should