# FINAL PROJET PRESENTATION

# Movie analysis

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- Student pace: PART TIME

- Scheduled project review date/time: 09/11/2022

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# Business background

- Microsoft is an American multinational computer technology corporation whose history started 4th April 1975.

- Microsoft is **the largest vendor of computer software in the world.** It is also a leading provider of cloud computing services, video games, computer and gaming hardware, search and other online services

- Microsoft is engaged in developing, licensing and supporting a range of software products and services catering to different requirements.

# 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.

# Solution

▶ Exploring what types of films are currently doing the best at the box office and 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.
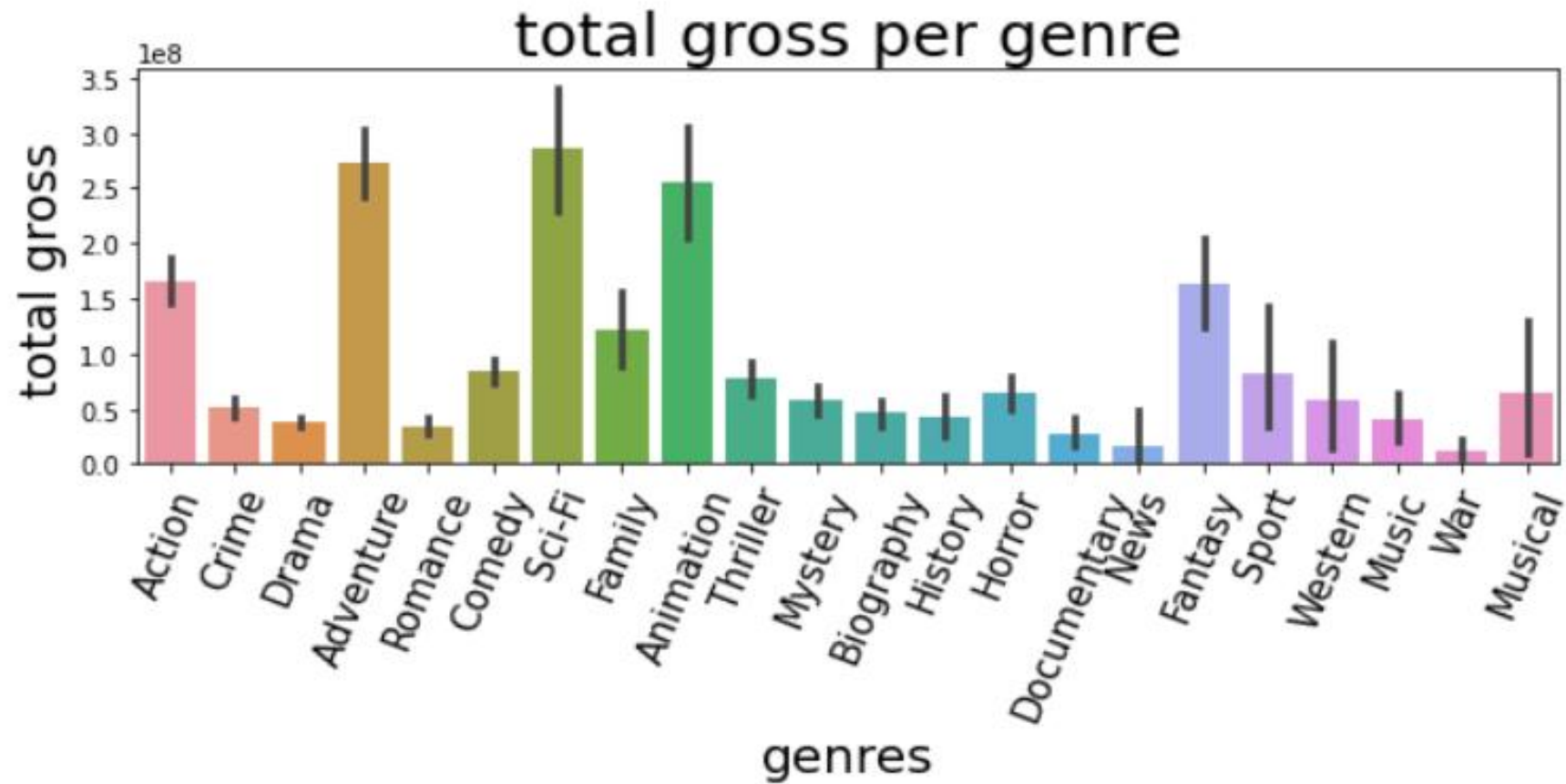
# Minimum Viable Product (MVP)

1. Sci_-fi films – the most selling film right now and it utilizes technology

2. Drama films – the most created films all through the studio, to keep up with the trend

3. Biography, adventure and documentary films – the core mission of the company is to empower in the world, running such films will
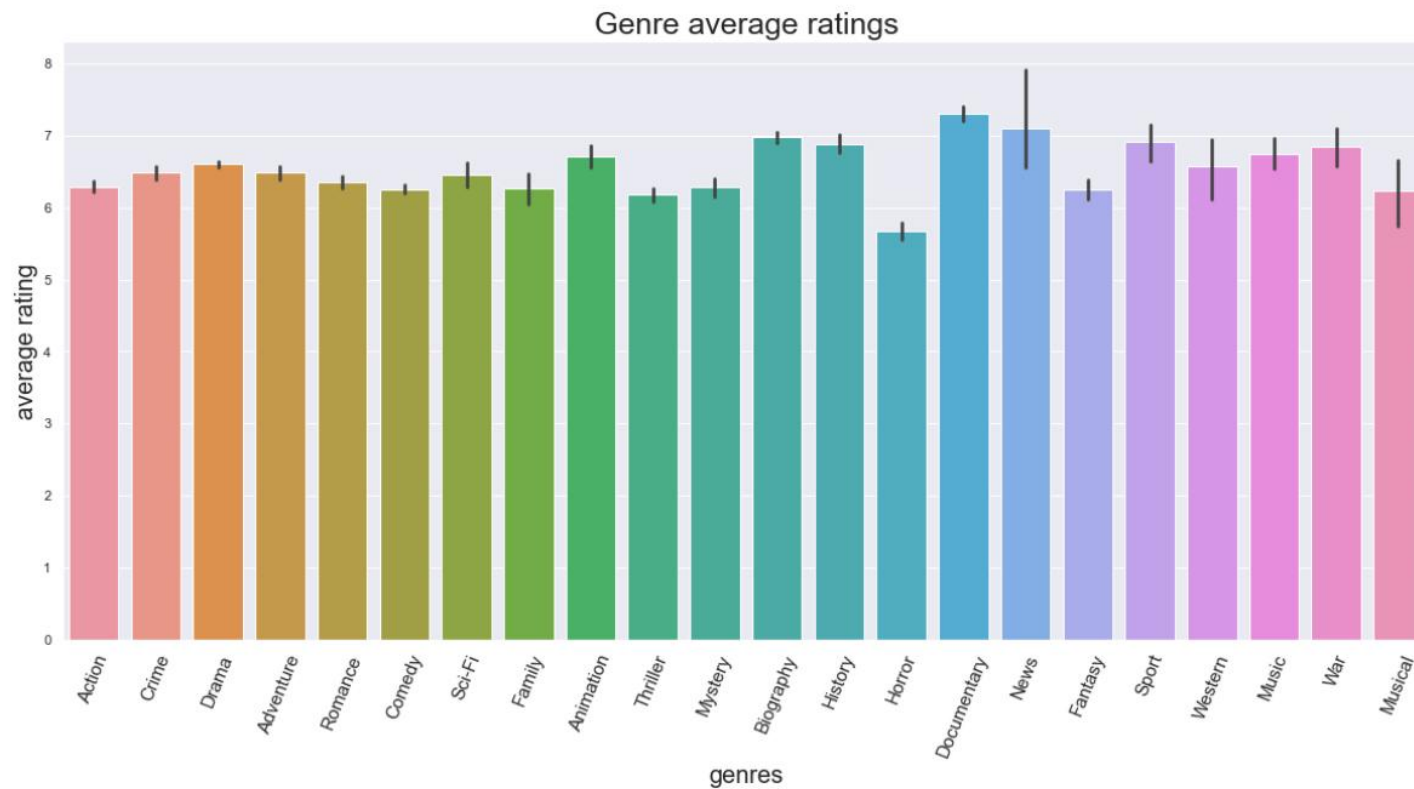
# Development Process

- Development- Decide what you want to accomplish with the video
- Financing
- Pre-production-writing the scripts and making storyboards
- Production- shooting the video
- Post-production; picture and sound editing, vfx, graphics
- Marketing- Identify your target audience
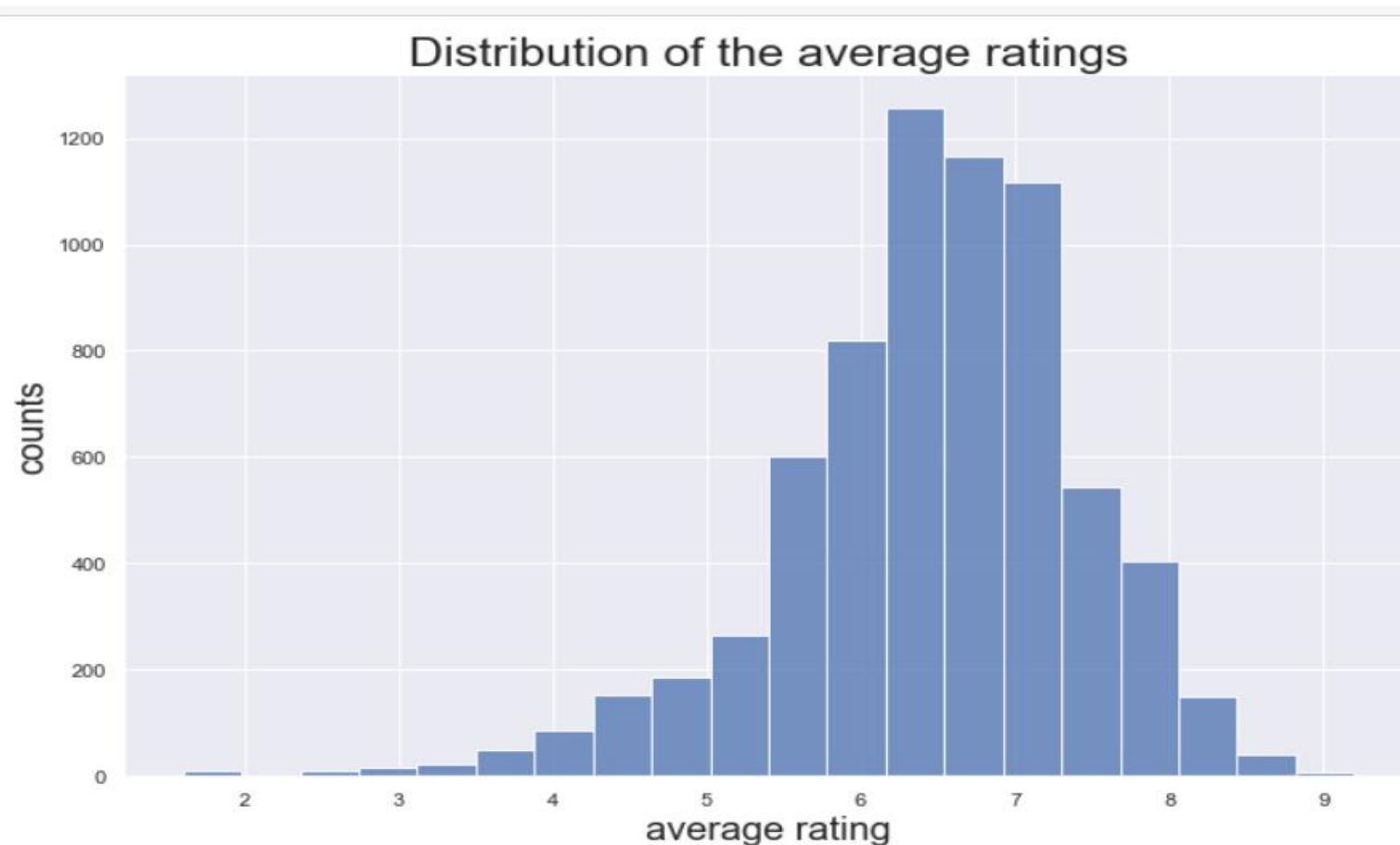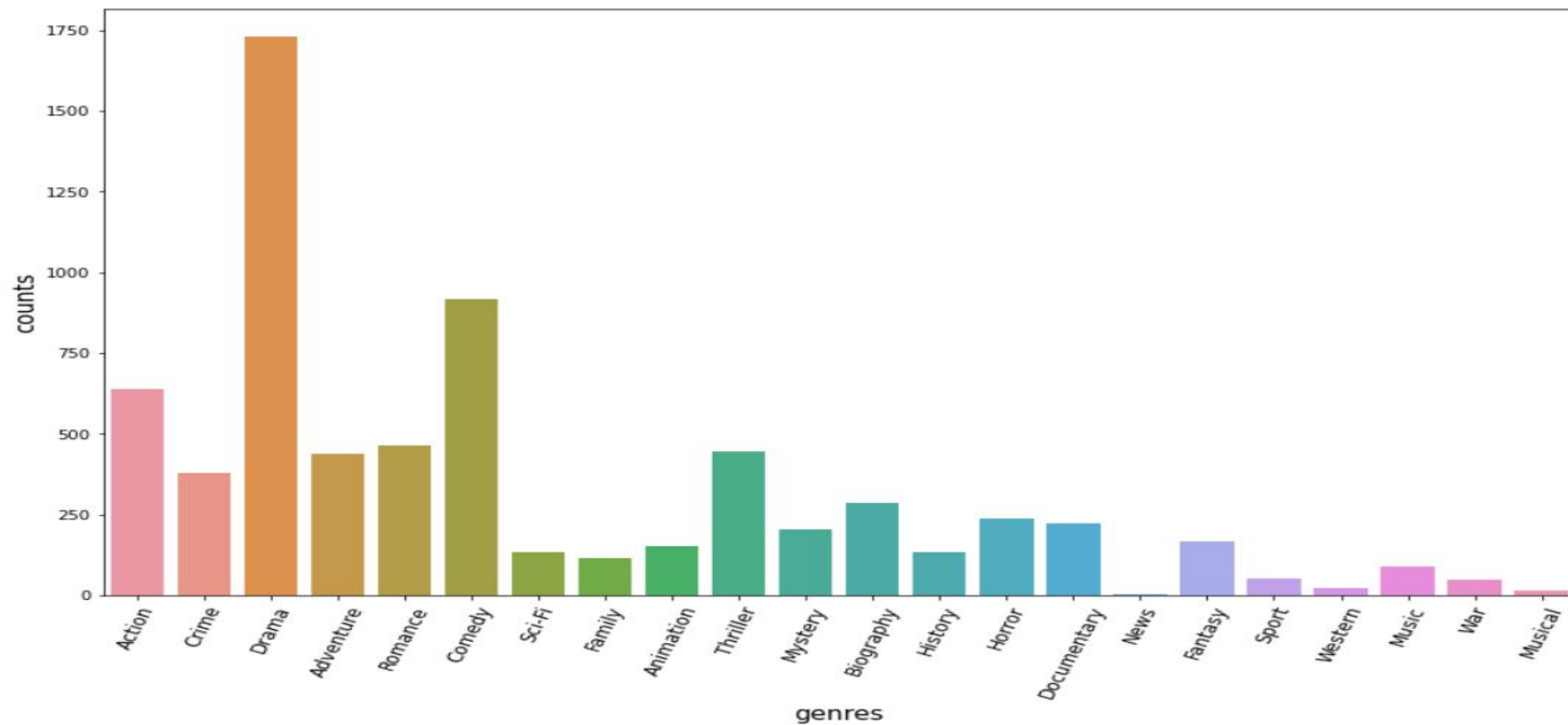- Distribution

# Data Visualizations and insights

From the graph, most of the genres are above the average ratings of 5 and the most rated genre is documentary



Genre average ratings

From the below distribution, most movies are rated between 6 and 7 and a few are rated below 2 and above 9



Distribution of the average ratings

# most movies produced were of drama and comedy genre

# Technologies used

- Data mining
- Data understanding
- Data cleaning
- Data visualization

# Conclusion

- sci-fi genres generated the highest gross amongst all the genres

- most movies are rated between 6 and 7

- most movies produced are of drama genre

- the trend of the gross earnde of the years has been dropping and rising

- there was no relationship between the number of votes of a certain genre with its rating

- adventures and documentary movies were highly rated

- war movies earned the lowest gross

# Recommendations

▶ Microsoft should focus on creating sci-fi films- this is clearly shown by the fact that the films sold the most over the years, arguably if the trend continues, this would mean that microsoft will make some good gross over the years increasing their profits.This also has been driven by a fact that their main core value is utilize technology which sci-fi does

▶ Microsoft main mission is to empower pople to achieve and basing on this, i would recommend them to create more of adventures, biography and documentary films to show case their mission accomplished. This will empower people when microsoft films the most succesful stories and life story of the people that have made in different careers

▶ Going with the current trend in the market, its seen that most movies created are of drama genre. I would recommend Microsoft to create drama movies to keep up with the current market, they dont need to be obsolute, they are what they sell in the market now