



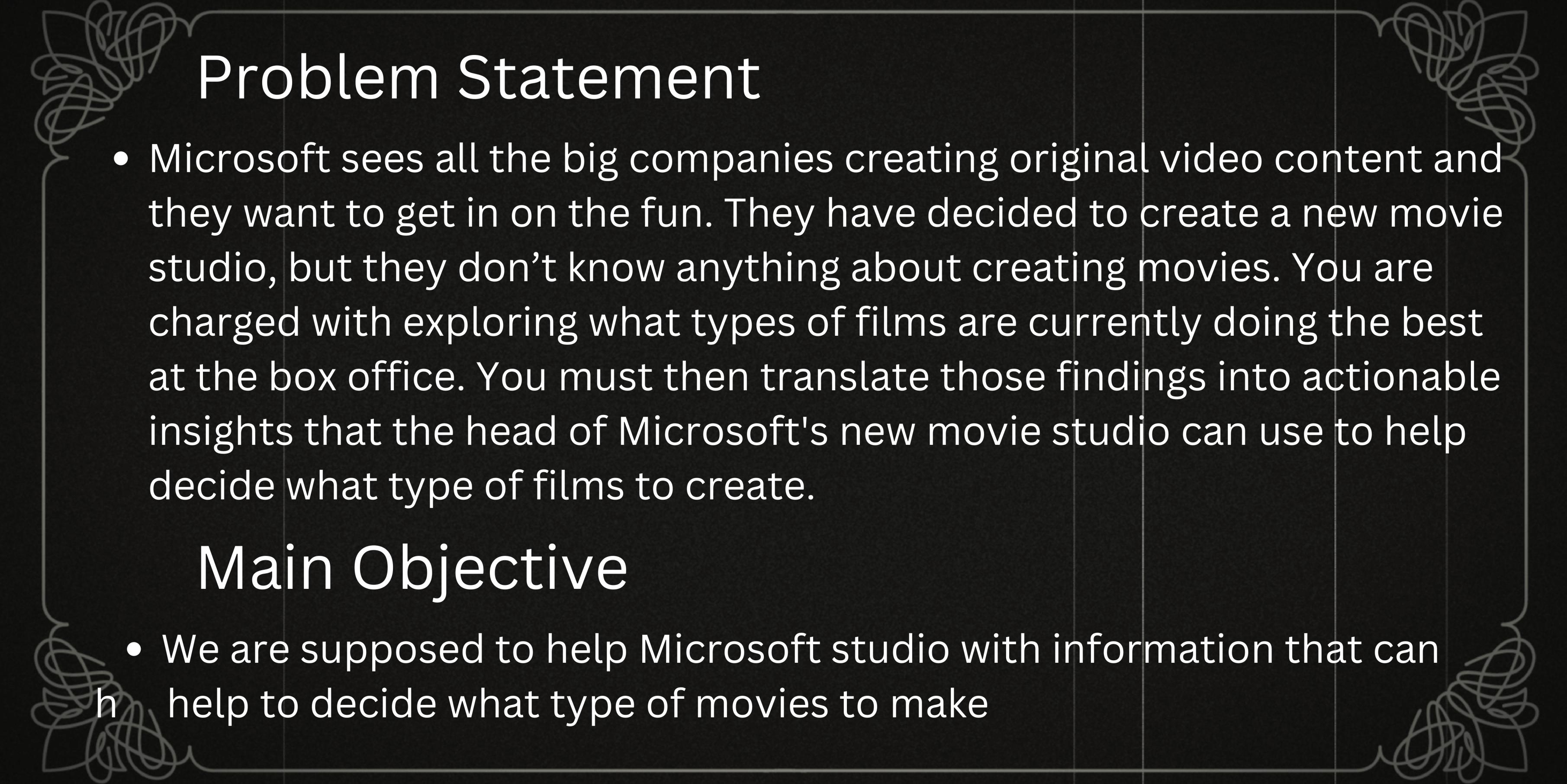
# Microsoft Studios



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# INTRODUCTION

- Watching movies is one of the best forms of entertainment and we fortunate to have means to be able to observe this films either in the theatre, laptop, phone and other devices that have screens even some of them you can listen on an audio book .
- So let us create a studio that can be able to join in on the fun of film making and produce the best quality movies in terms of perfomance, profits, and best time to release the film

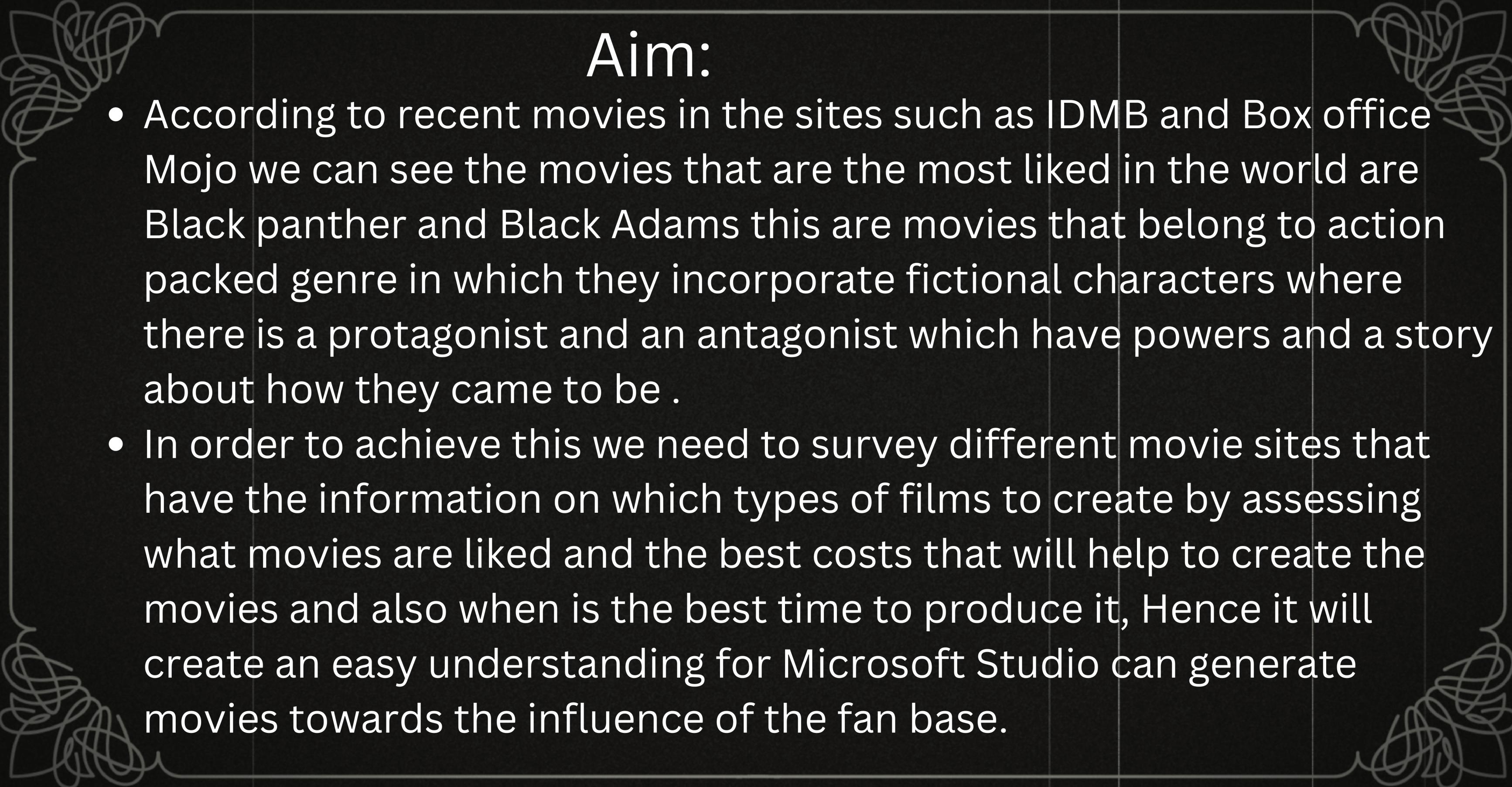


# Problem Statement

- 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.

## Main Objective

- We are supposed to help Microsoft studio with information that can help to decide what type of movies to make

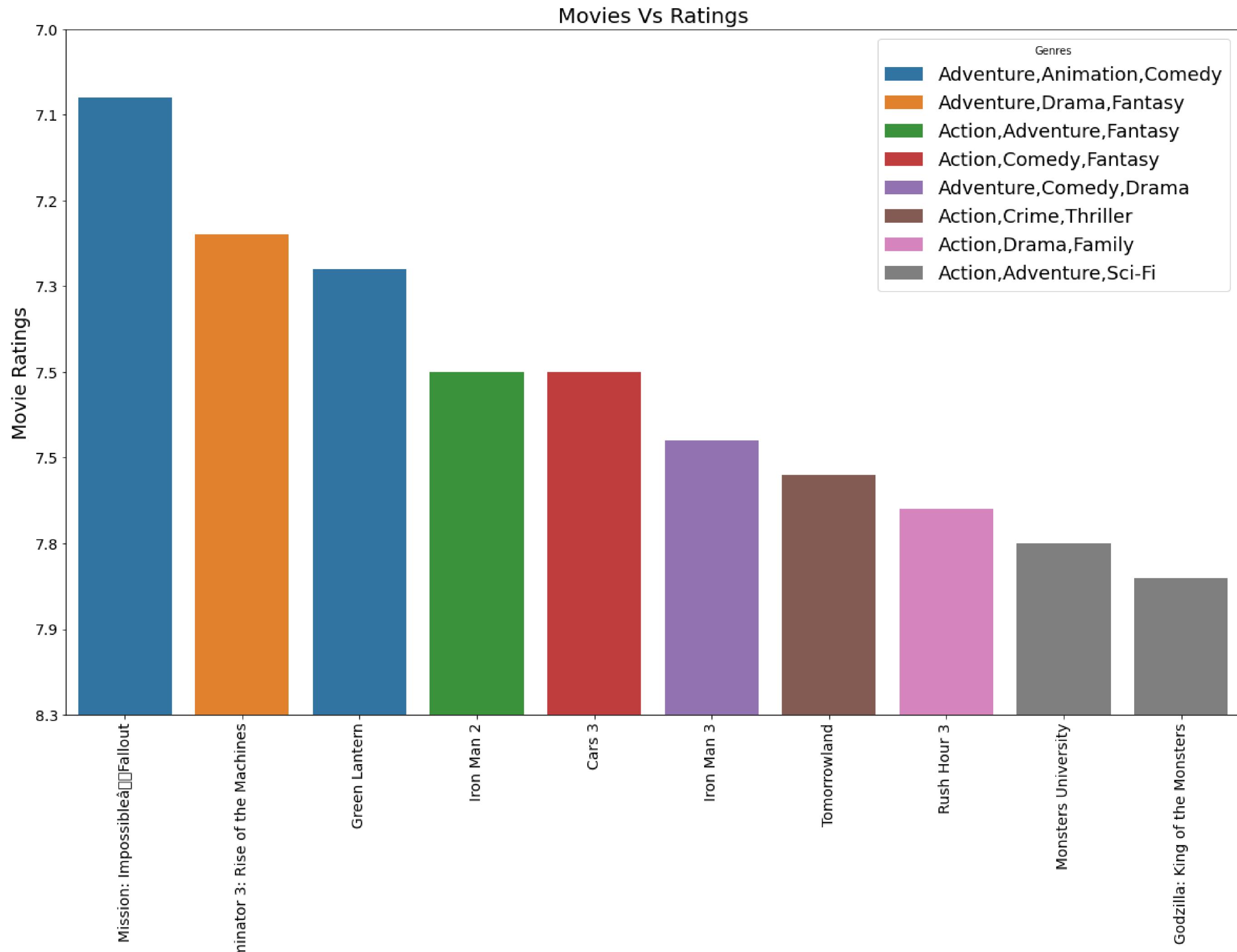


## Aim:

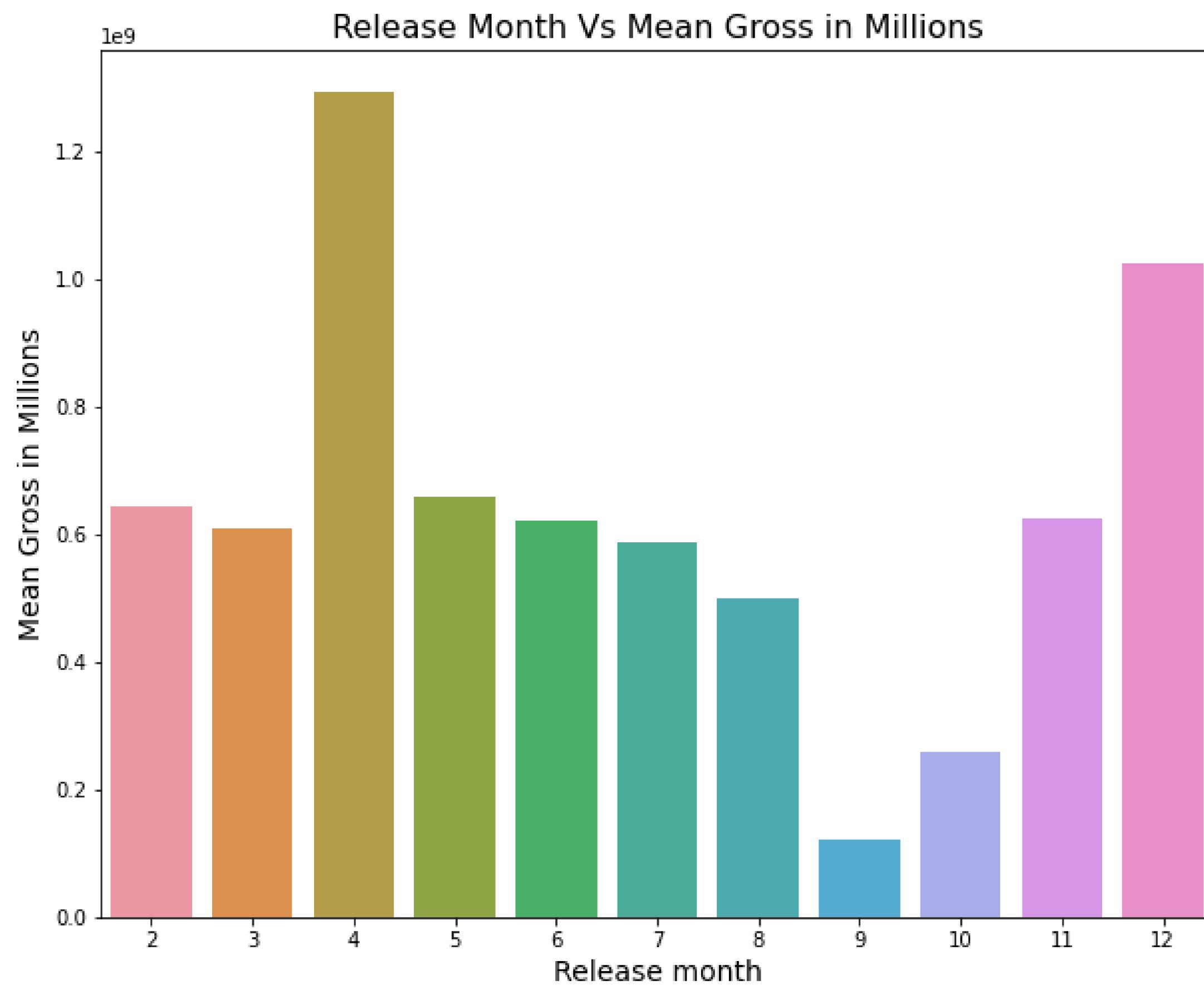
- According to recent movies in the sites such as IDMB and Box office Mojo we can see the movies that are the most liked in the world are Black panther and Black Adams this are movies that belong to action packed genre in which they incorporate fictional characters where there is a protagonist and an antagonist which have powers and a story about how they came to be .
- In order to achieve this we need to survey different movie sites that have the information on which types of films to create by assessing what movies are liked and the best costs that will help to create the movies and also when is the best time to produce it, Hence it will create an easy understanding for Microsoft Studio can generate movies towards the influence of the fan base.

EXPLORATORY  
DATA  
ANALYSIS

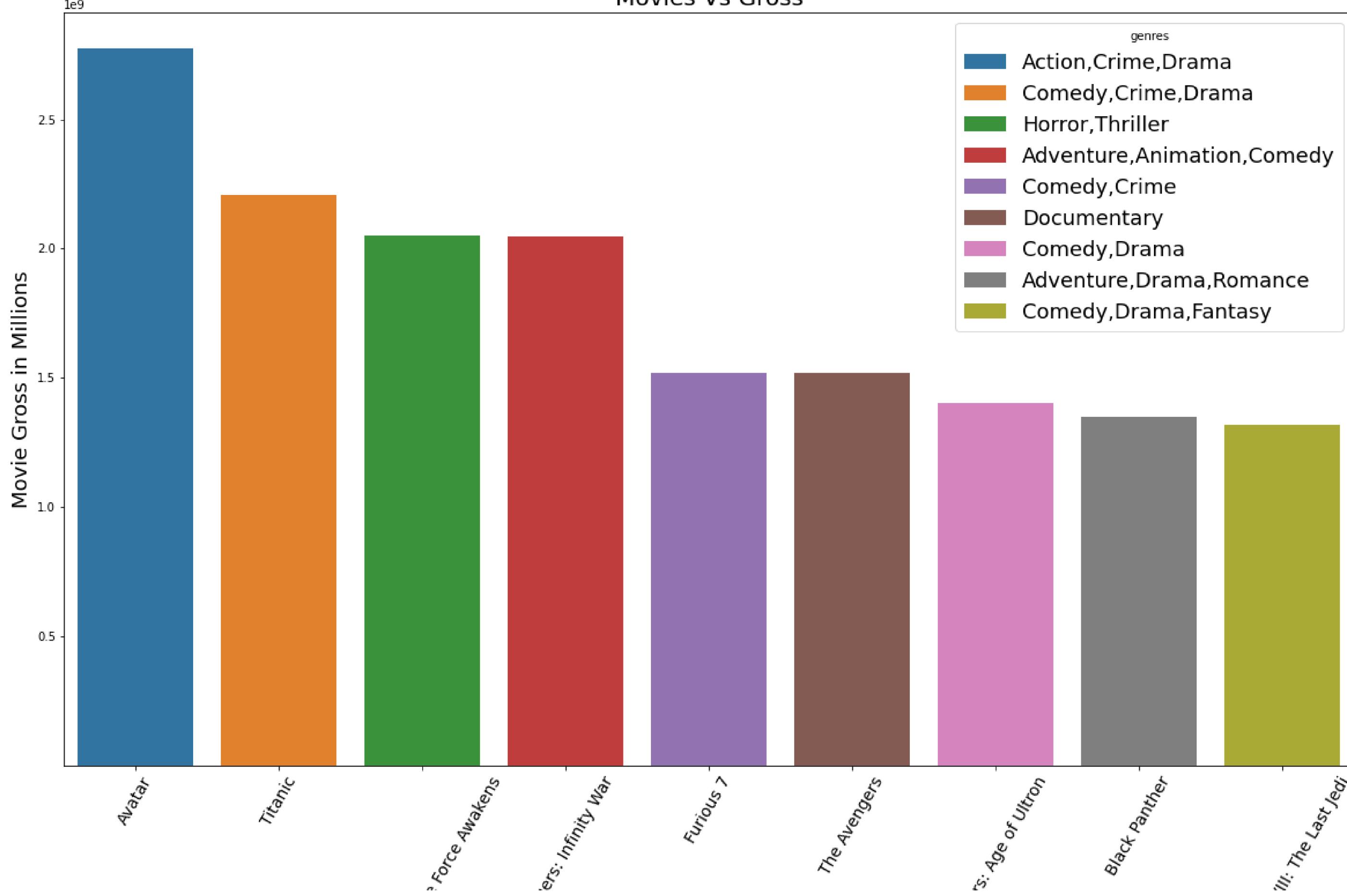
- Here we can see that the movies with the highest ratings are action adventure and scifi



- This shows the best month to release a movie and here we can see its April which is the fourth month



### Movies Vs Gross



- this shows which movies under the genre category have made in millions when they have released the movie

# Conclusion

1. Movies with a high budget income tend to bring high profit income
2. Highly rated movies tend to give high profits
3. The genres to venture into are action adventure and scifi this have high ratings
4. Best month to release a movie is in the month of april

Add a little bit of body text

# Recommendations

- I would tell the company to invest in action adventure and scifi movies
- I will tell them to release their movies in april due to high gross
- i will tell them that the production of movies will give maximum profits depending on the fan base of people

# THANK YOU!