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PROJECT PRESENTATION

INTRO;

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.

OBJECTIVES

1) To find the genres of movies that have the highest gross that Microsoft can get insight on which genre to venture into.

2)To find the genre of movies with the highest ranking and number of votes that will help in deciding the likeable genre to venture into.

3)To see the genres with the least ranking and gross profit so as to avoid venturing in those genres.

4)To find out if ratings of the movies affect the gross income

EXPLORATORY DATA ANALYSIS

PROCEDURES USED:

a)Data Selection; selection of data set to use

b)Data Cleaning; cleaning and tidying of the dataset eg removing missing values, looking for duplicates and null values

c) Data analysis; explore the cleaned dataset for useful information

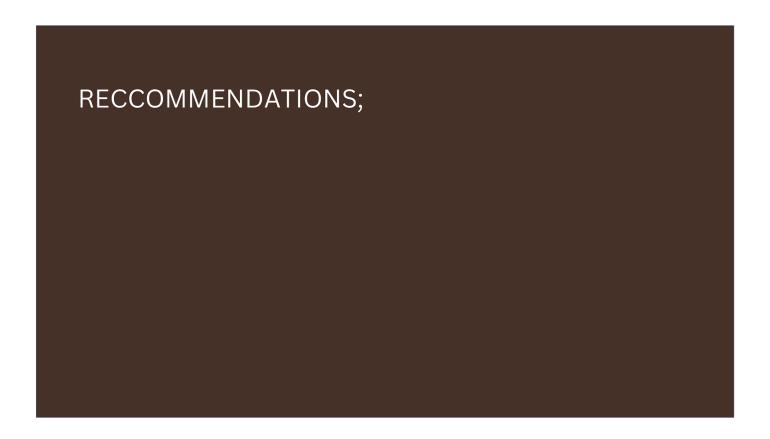d) Data Visualization; presnting derived insight into plots of bargraphs.

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CONCLUSION;

a) The Adventure, Documentary, Comedy/Drama are genres that are ranked highest with the number of votes from IMDB.

b) The Comedy,Drama,History are among the least ranked genres with number of votes .

c) The adventure, Comedy-Drama are among the genres that give back the highest gross income

d) The Documentary-sport, Crime-Drama are among the genres with the lowest gross income.

e) High ratings movies have high gross return

RECCOMMENDATIONS;

1) Microsoft should venture into Adventure, Comedy-Drama genres since they rank the highest and therefore should avoid Drama-History, Horror-drama since they rank the lowest

2)Microsoft should avoid Documentary-sport, comedy-drama, Crime-Drama since they give back the lowest gross income as compared to the highest gross income genres.