MICROSOFT MOVIE ANALYSIS

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IMDb

➡ Summary.

▪ Descriptive Analysis of the IMDB datasets reveal that for Microsoft to enter the movie production industry successfully, you must the following under consideration.

I. Consider starting out with movies from the following genres: Adventure, Drama, Comedy or action.

II. It is also wise to come up with a movie that incorporates some if not all the movie genres stated above.
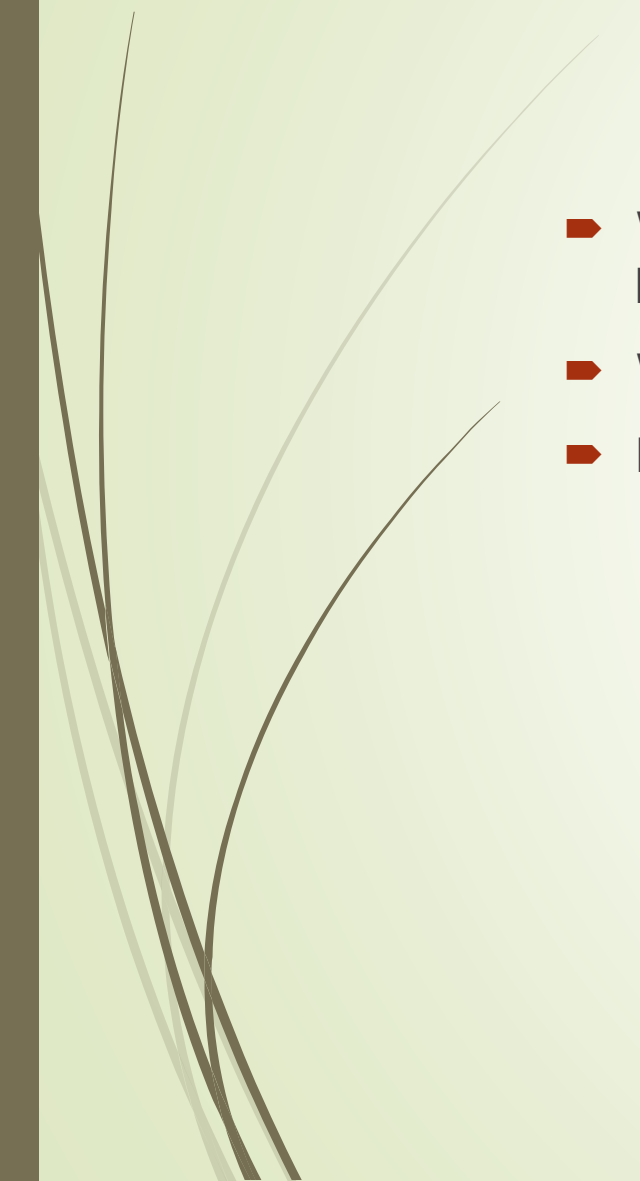
III. Our movie should not last more than 120minutes.

Outline

- Business problem
- Data & Methods
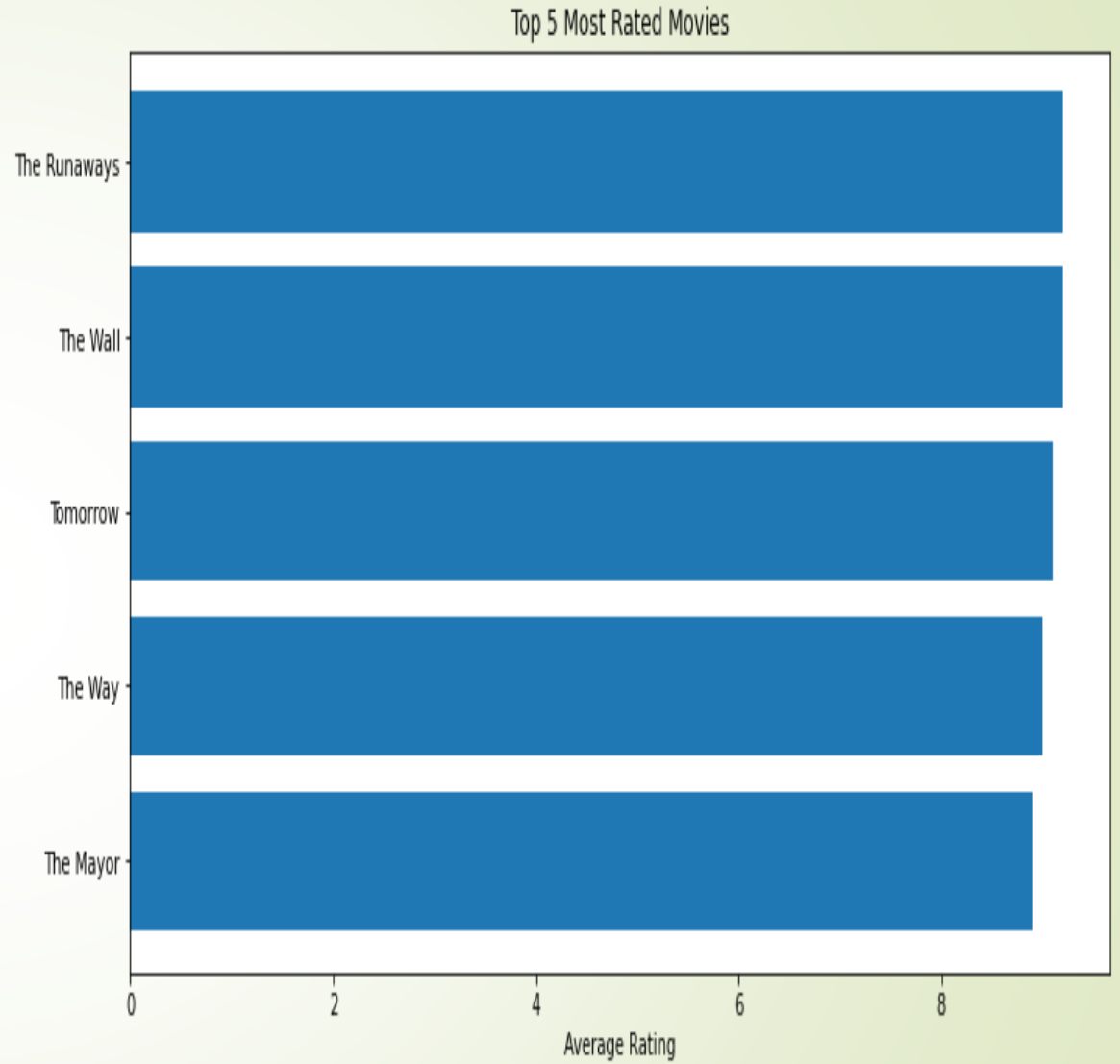- Results
- Conclusion.

BUSINESS PROBLEM

- What movie genre would you recommend to Microsoft that has the highest likelihood to succeed?

- What movie genre will generate the highest domestic and foreign gross?

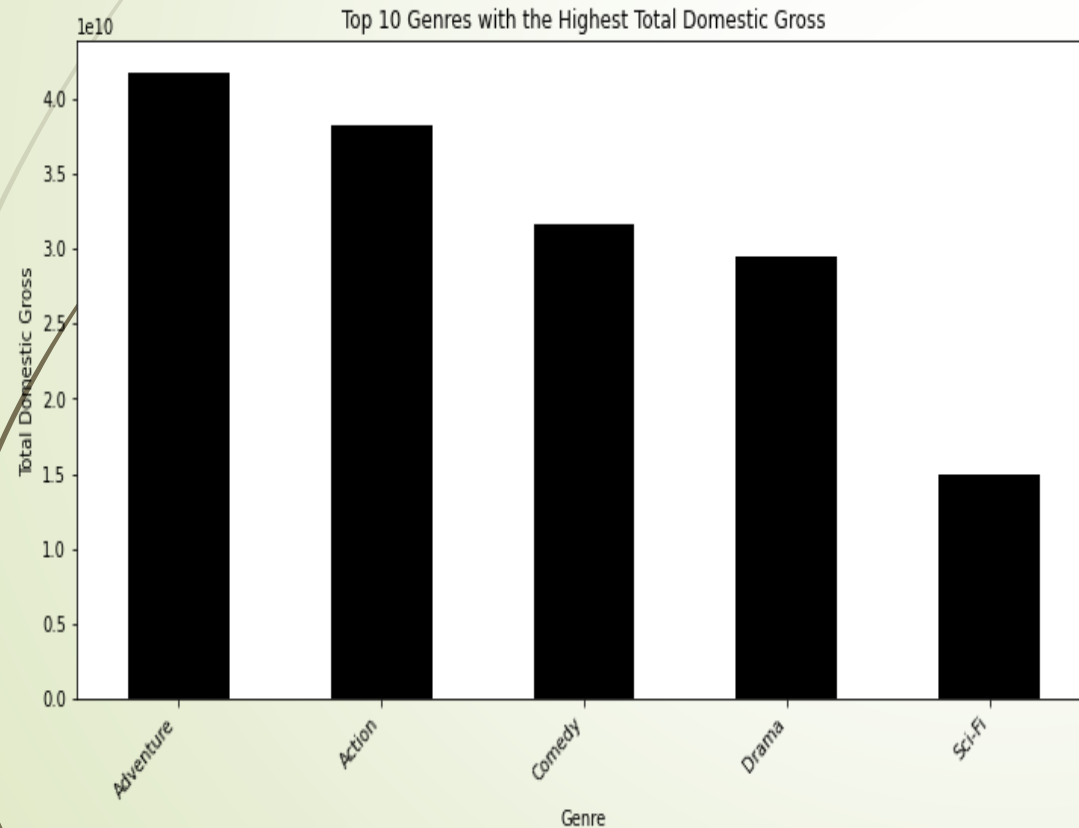- How long should the movie being produced ideally last?

Data & Methods

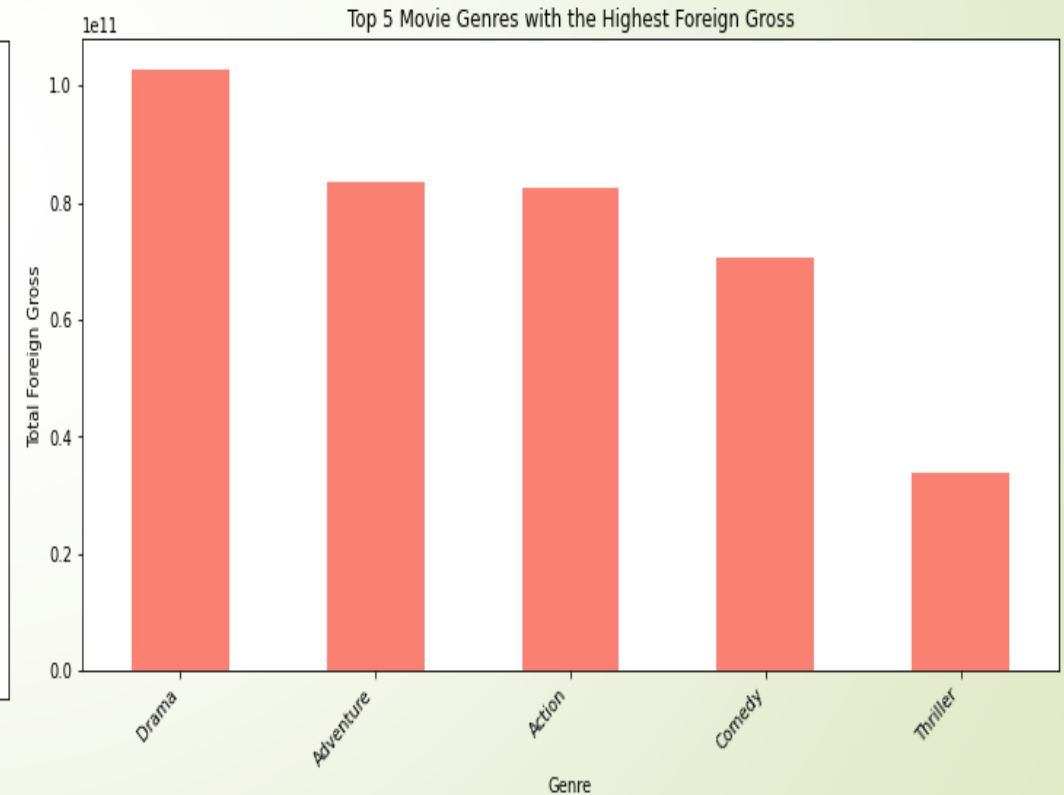These show the top 5 most rated movies and what rate each one got.

Top 5 Most Rated Movies

Genres with Highest Foreign Gross and Domestic gross

Domestic Gross

Top 10 Genres with the Highest Total Domestic Gross

Foreign gross

Top 5 Movie Genres with the Highest Foreign Gross

Results

Average runtime for the most movies is averagely 120 minutes

Runtime of the Top 10 Most Popular Movies
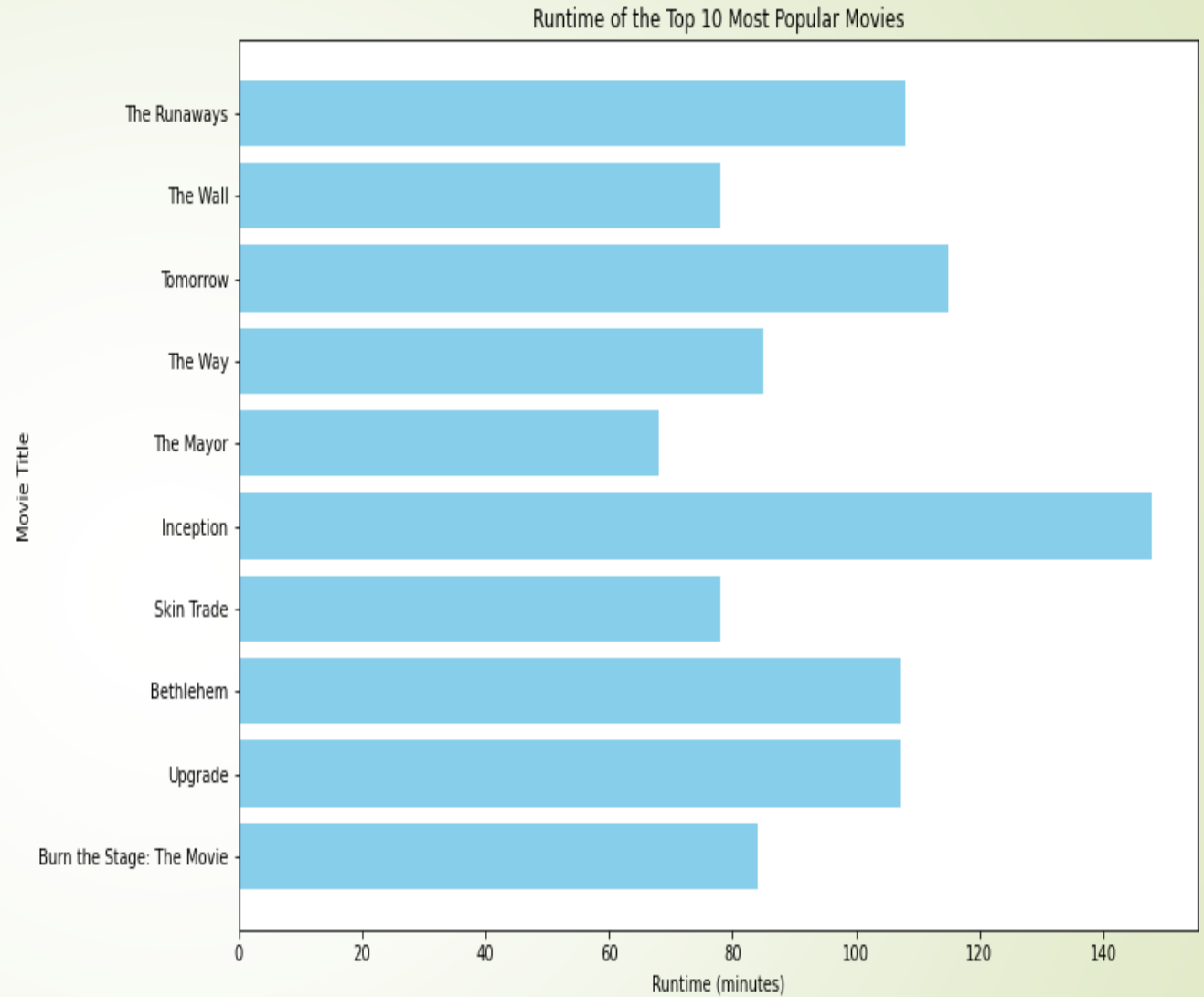
Results

Most produced movie genres over the years is Drama, Comedy, Action and Romance movie genre.
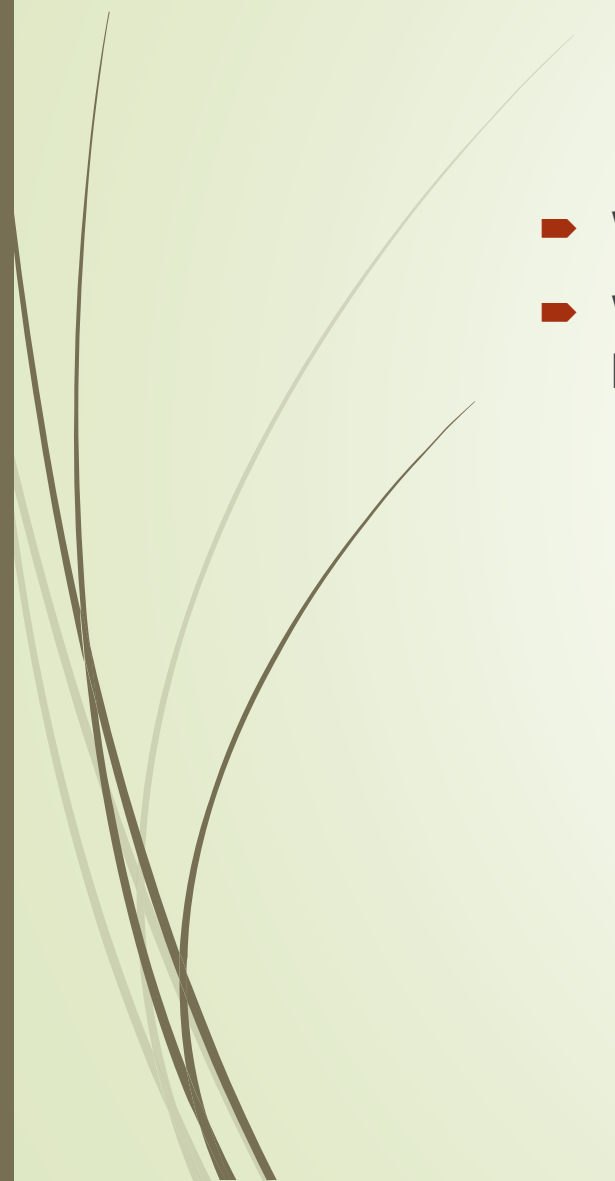

Top 10 Most Produced Movie Genres
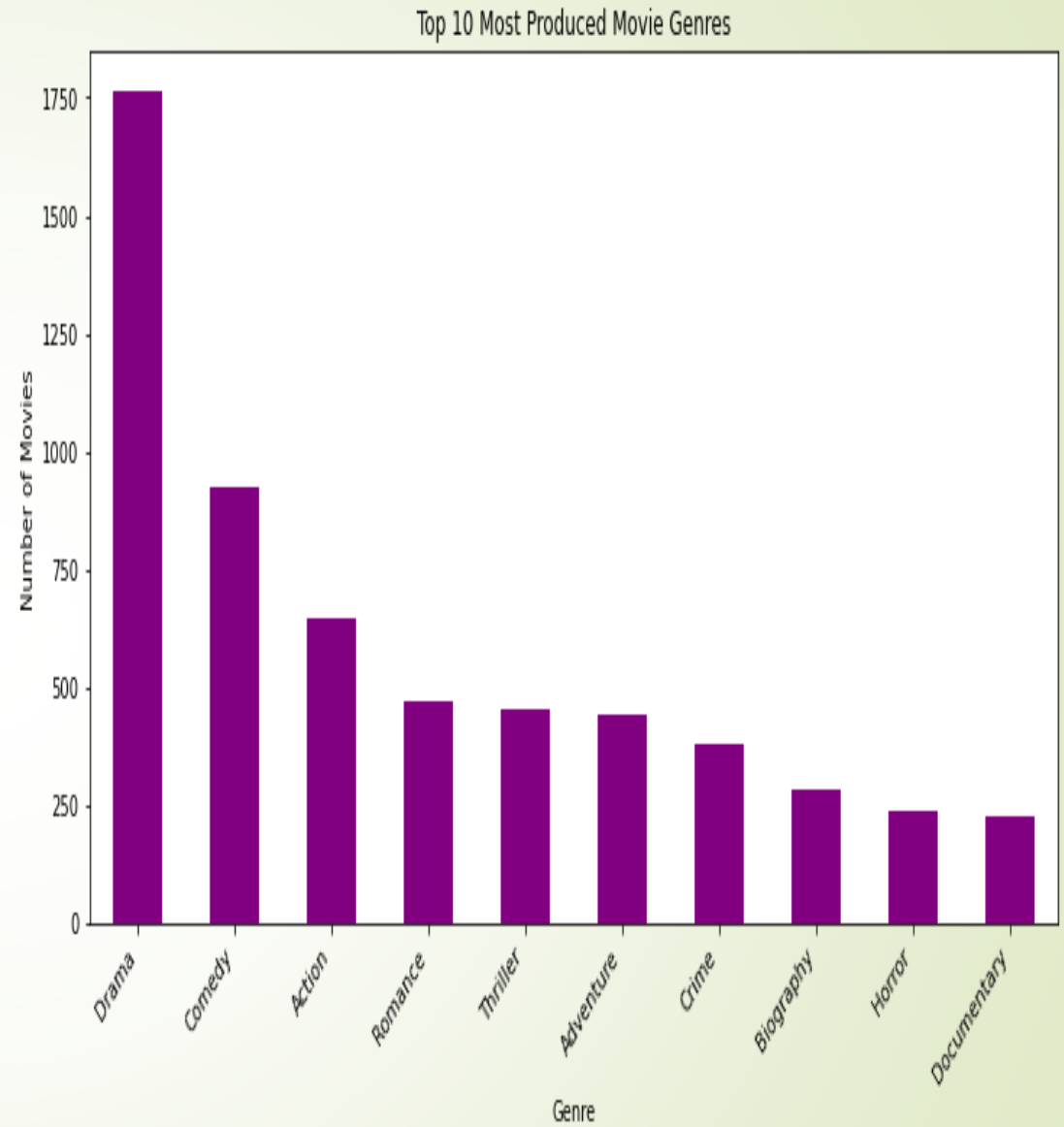
Conclusions.

- The population loves the following genres; Adventure, Drama, Comedy and Action films that appear most in the top lists.

- The ratings of a movie may not necessarily accurately depict a movies popularity (Documentaries, News.)

- Our movie should not last more than 120minutes.

Next steps

- We could consider the age range from which this statistics were collected.

- We can look at which months was a specific movie genre produced, e.g February, Romance movie because of Valentines.

Thank you!!

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