

# **MICROSOFT MOVIE DATA ANALYSIS PROJECT PRESENTATION**

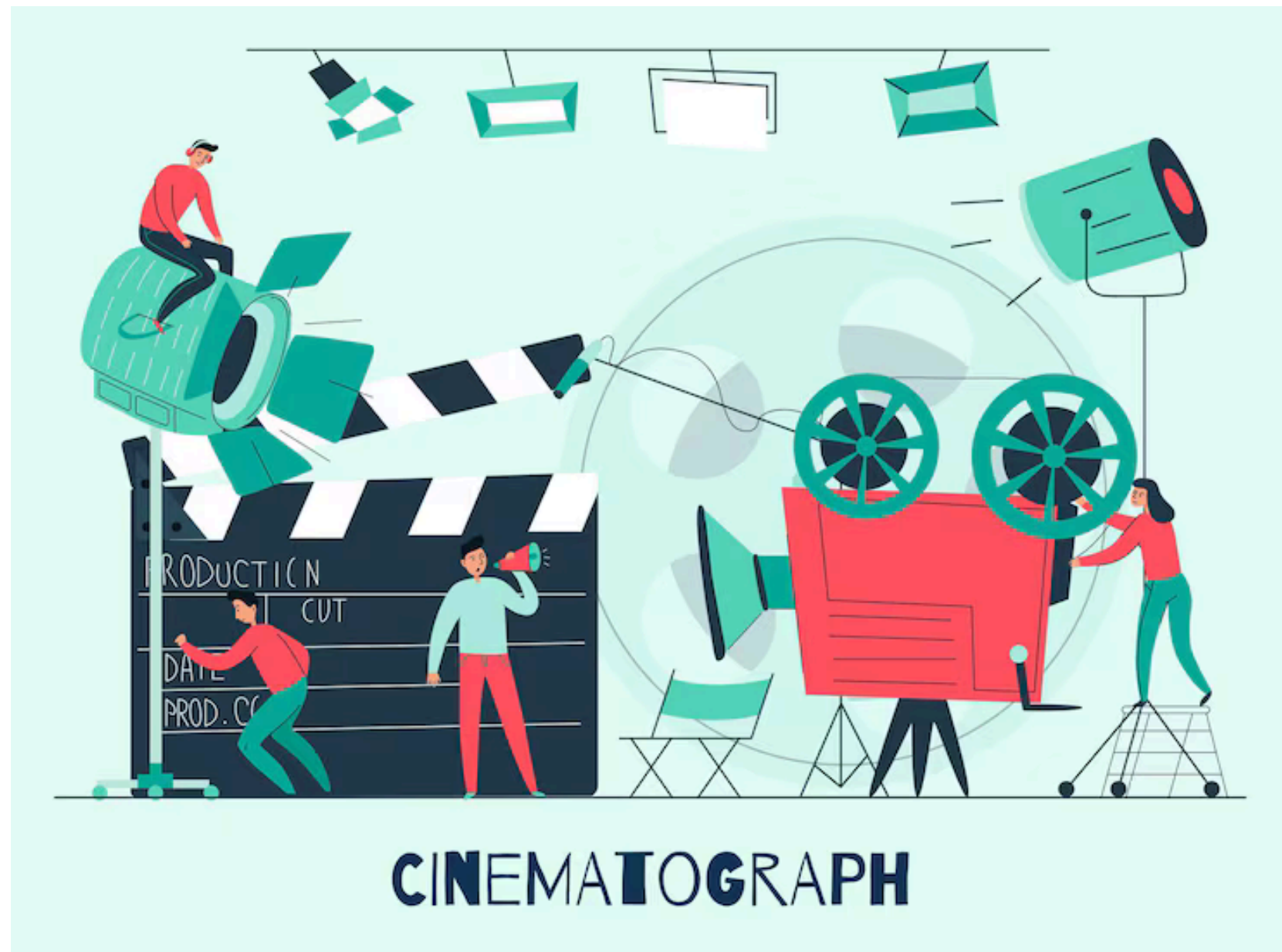
PRESENTED BY WHITNEY KENDI

# Problem Statement

Why do some movies become blockbusters while others fail?

What factors truly influence a movie's success?

what factors should microsoft consider to create a movie that will become a blockbuster



# Data Sources Used

IMDb movie database

Box office and budget data

Ratings from IMDb users

Movie details ie genre

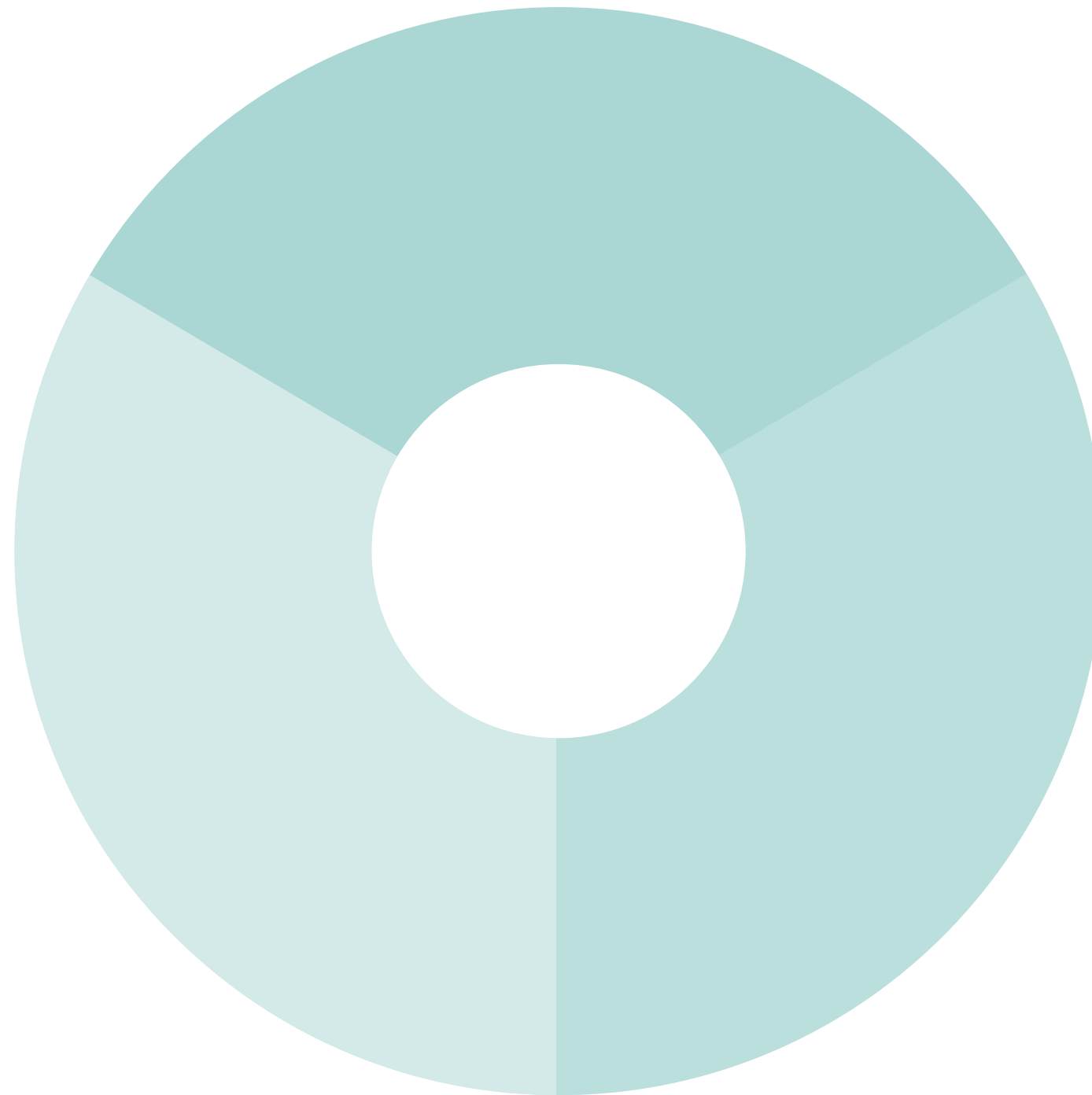
# Project Steps

## step 1

Clean and merge  
multiple datasets

## step 2

Analyze  
relationships  
between ratings,  
budget, reviews  
and box office



## step 3

Create  
visualizations

## step 4

Find patterns  
across genres  
and their  
popularity

# Key Findings

Movies with bigger budgets tend to earn more, though not always.

Well-rated movies tend to perform better at the box office.

Drama and Action movies dominate among top earners and most-watched.

while success is rare investing in the right blockbuster can bring big profits.

# Insights

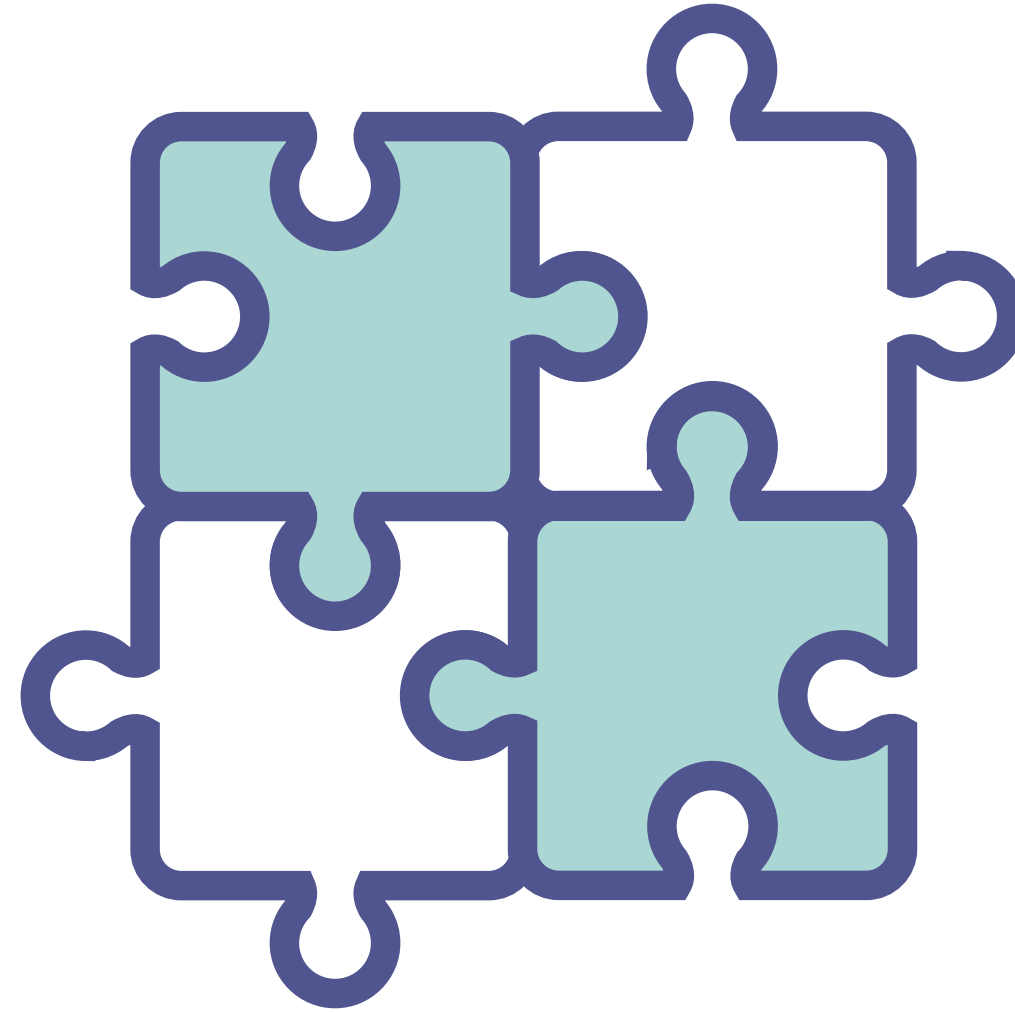
Investing more can result  
in higher returns

Viewer ratings are strong  
predictors of  
performance

choosing popular genres  
increases chances of  
success.

# RECOMMENDATIONS

Microsoft should make Movies People Like to Watch – from our findings we can clearly see that action movies, adventure, and Comedy movies usually make the most money. Microsoft should focus on making more movies in these types if they want to make more money.



Microsoft should keep releasing new movies – new movies make more money than old ones so microsoft should keep putting out new films every year to keep fans interested and make more money.

**Thank you  
very much!**

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