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MOVIE ANALYSIS PROJECT

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OVERVIEW

Microsoft is trying to venture into the movie industry due to the fact that other companies are creating original content. However, due to no prior experience whatsoever on how to do this, they ought to consult on how box office movies perform and what genre to go into.

BUSINESS UNDERSTANDING

We will be looking at what makes a movie do well at the box office by taking a look at the data made available to us. We shall be answering the following questions;

a. What genre should microsoft venture into based on profits generated?

b. How does the movie runtime compare to its rating?

c. Which actors and directors should they hire due to their ratings?

d. How profitable movies have been throughout the years.

METHODOLOGY.

The analysis will be carried out in the following steps.

- 1.Data Understanding.
2. Data Cleaning
3. Data Preparation
- 4.Data Analysis.




DATA UNDERSTANDING.

This involved going through our data and understanding its build ranging from the various data types in the set to the amount and type of variables in the data sets



DATA CLEANING.

This involved going through the data and  cleaning all the inconsistencies. This included anomalies, null values, duplicates and missing values.



DATA PREPARATION.

This consisted of merging the necessary data sets while getting rid of the variables that wouldn't be used in our analysis.

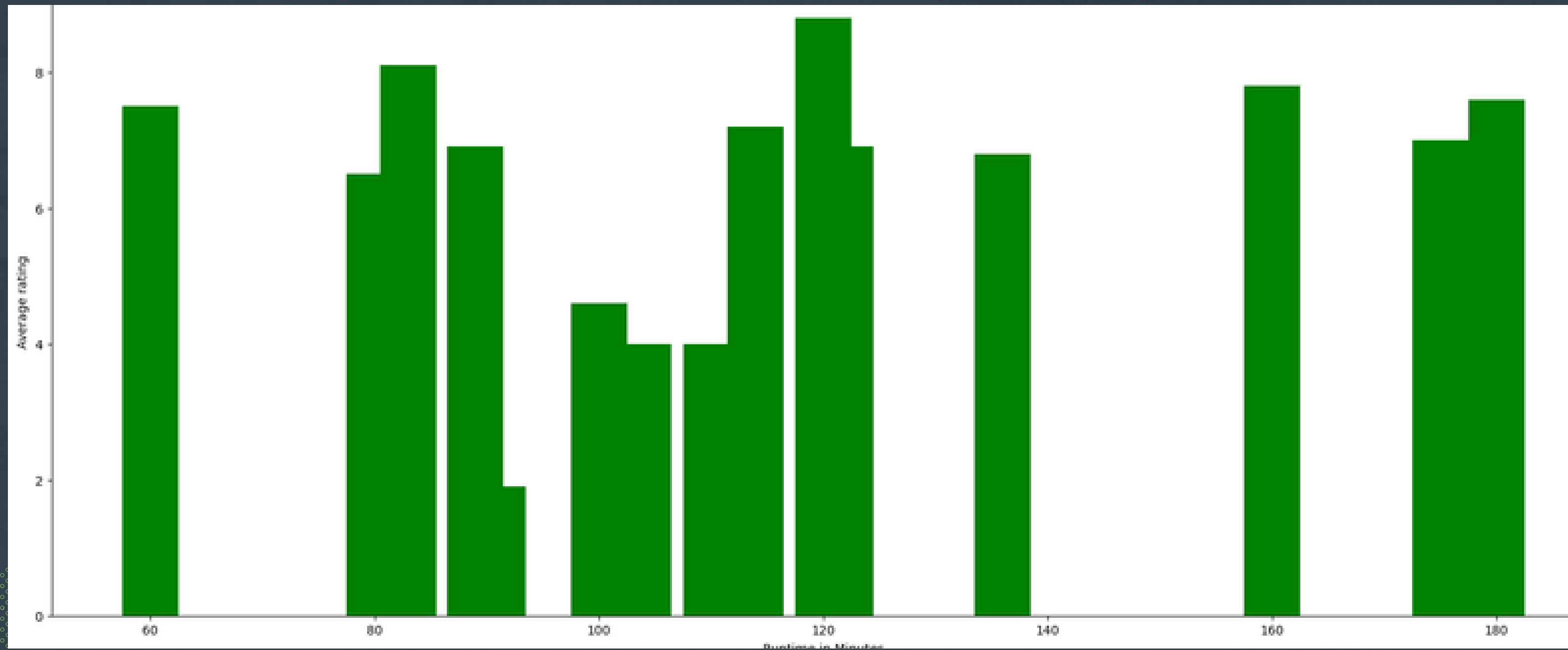


DATA ANALYSIS.

This involved using various graphs ie, scatter plots and bar graphs to analyse our data and come up with conclusions and recommendations from our analysis.



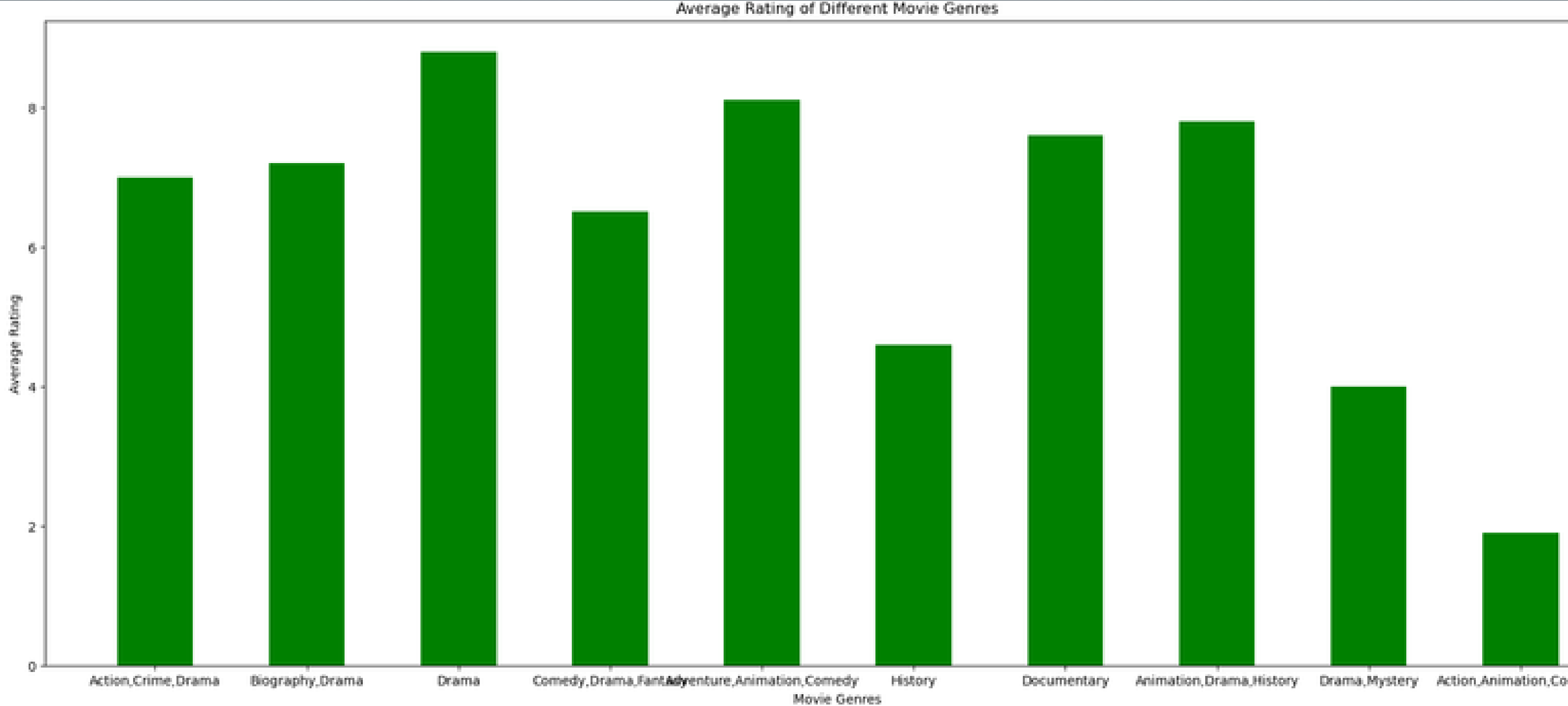
DATA VISUALISATION





>Movies with a highest runtime like 180 minutes and 175 minutes have the highest average rating. However, some of categories still have a high average rating even with low runtime.





AVERAGE RATING OF DIFFERENT MOVIE GENRES

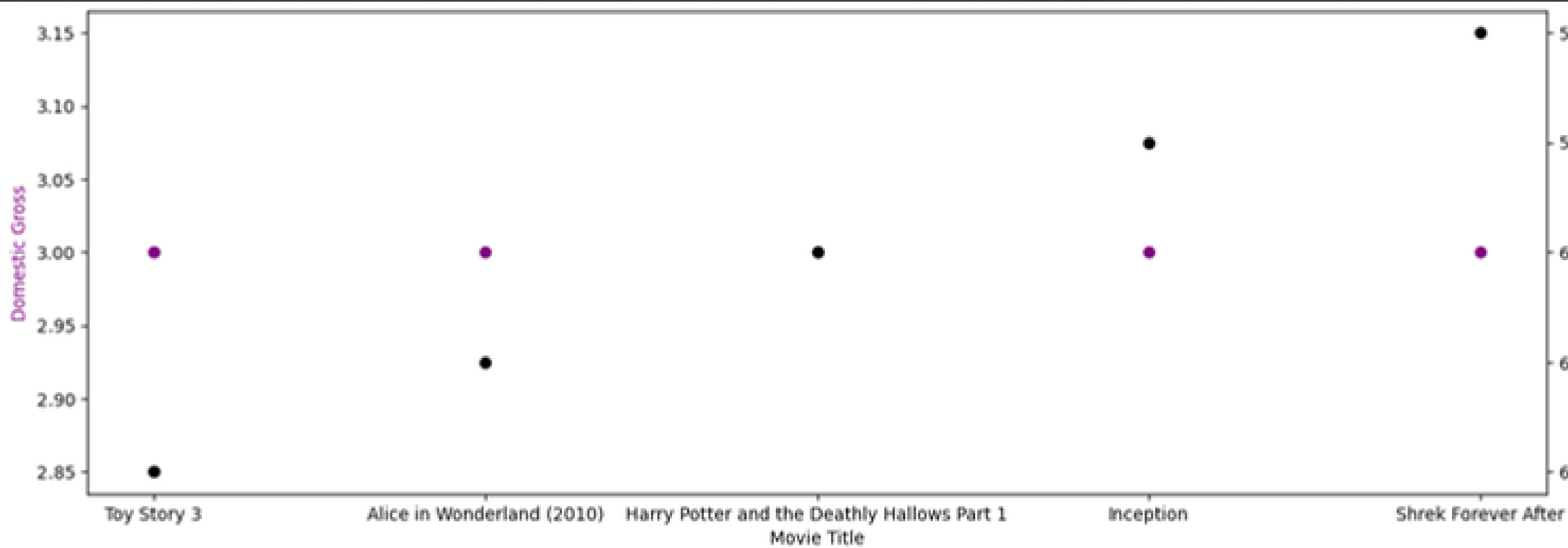




From the above graph, we can tell that action, comedy and animation combo have the lowest ratings closely followed by Drama, Mystery combo while the drama genre has the highest ratings.



SCATTERPLOT.



>Toy Story 3 has the lowest foreign gross income but highest domestic income, while Shrek Forever After has the lowest domestic income but the highest foreign income. Depending on the target ie domestic or foreign, this should be taken into consideration.



CONCLUSION.

1. Drama genre happens to have the highest average rating, whilst the animation, action, comedy combo had the lowest average rating. This means that if Microsoft decides to enter the movie industry, they should consider going into the drama genre which has the highest ratings. They may also consider doing the Animation, comedy, adventure combo as it also has the second highest ratings.
2. The more the runtime the higher the average rating.
3. The lower the domestic income, the higher the foreign gross and vice versa. This is seen in the Shrek forever after movie and Toy Story 3



RECOMENDATIONS.

They should most definately invest in the drama genre, making sure they have higher runtime since this is going to give them a higher average rating while also keeping into consideration their target audience.



THE END!