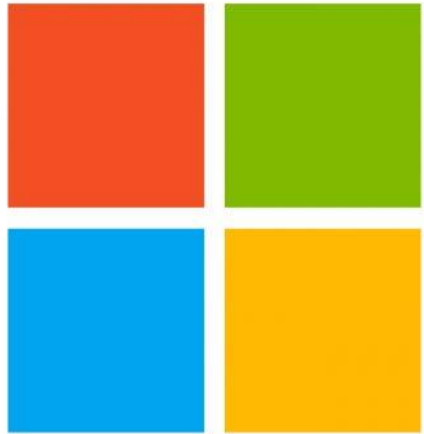


MICROSOFT MOVIE STUDIO NEEDS ANALYSIS



Microsoft

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EXECUTIVE SUMMARY

- Analysis of the movie datasets using the data files `imdb.title.basics`, `imdb.title.ratings` and `bom.movie_gross` show that:
 1. The genres that appear most frequently in the dataset (comedy, documentary, drama) are considered the most popular genres, and they have varying runtimes, both above and below 75 minutes.
 2. Movies with higher average ratings tend to have more votes. This suggests that popular or well-liked movies tend to receive a higher number of votes from the audience.
 3. Movies make earnings through foreign gross indicating that most of the movies are well received in foreign markets over domestic markets.



OUTLINE

1. Business problem
2. Data & Methods
3. Results
4. Conclusions



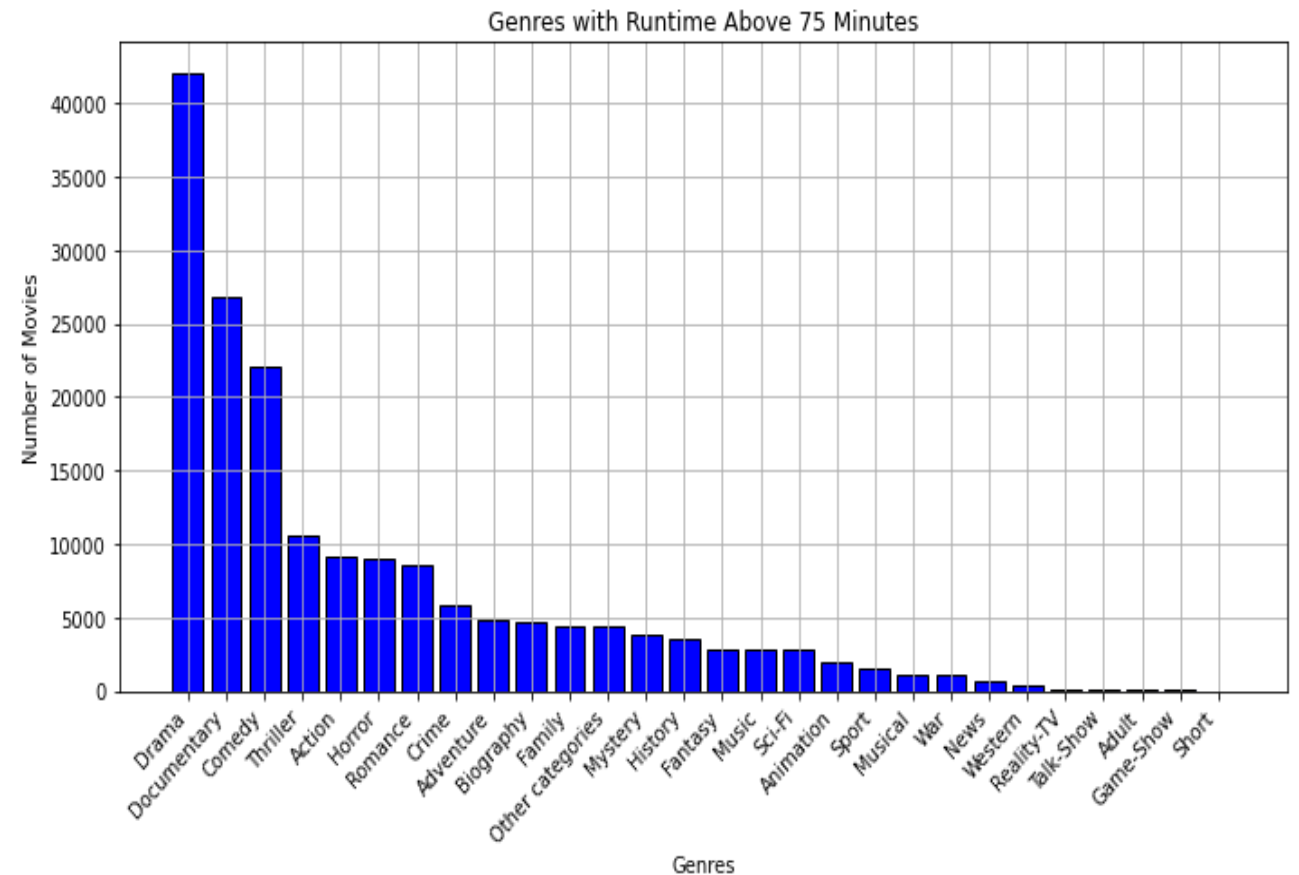
BUSINESS PROBLEM

Microsoft has decided to create a new movie studio, but they don't know anything about creating movies. We are charged with exploring what types of films are currently doing the best at the box office. We 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.



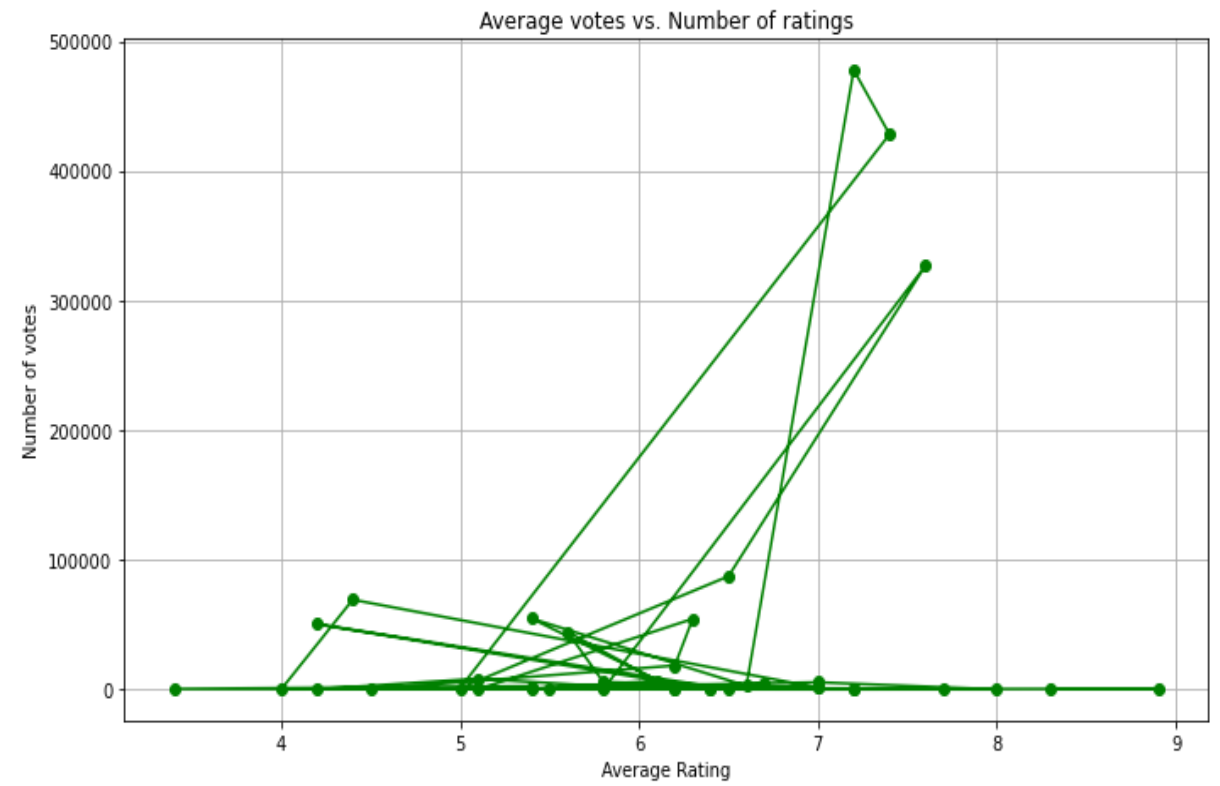
DATA & METHOD

- Filtered items by using average runtime of above 75 minutes
- Barplot shows the most movies per genre



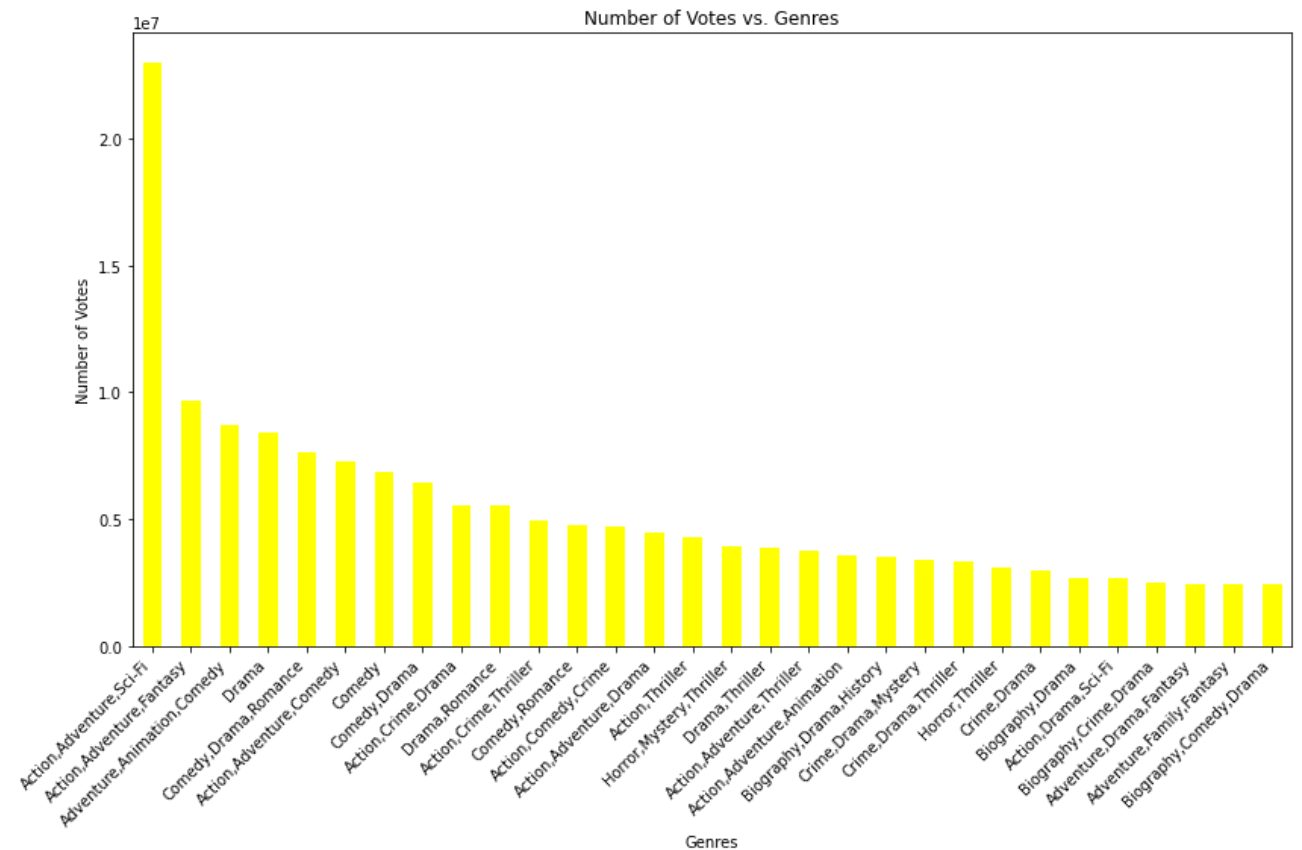
...DATA & METHOD

- A line graph indicating the highest/lowest rating vs the number of votes



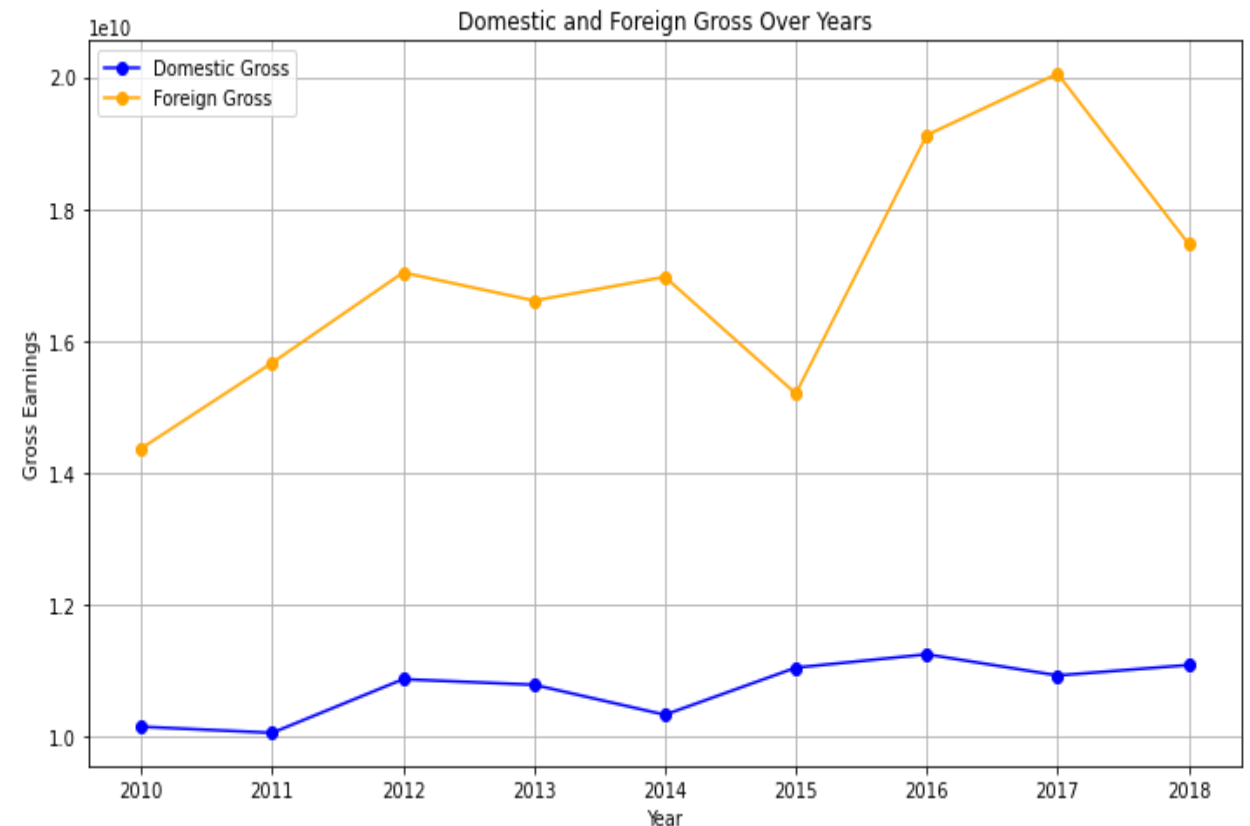
...DATA & METHOD

- A bar plot of genres vs the number of votes from a sample size of 30



...DATA & METHOD

- The graph represents the gross earnings over the years of production from 2010 to 2018



RESULTS

- Most movies produced have an average runtime of above 75 minutes
- Movies with the highest recorded votes have a rating of between 5 and 7.5 Most famous titles are under the genre of Action, adventure, sci-fi per votes
- The findings reveal the diversity of genres that attract viewer attention. Different genres cater to different audiences, and genres with a significant number of votes demonstrate higher audience engagement.
- Highest earnings are from the foreign markets though the domestic market proves to be relatively steady over the years

CONCLUSIONS

- Microsoft can focus their attention by first creating movie genres with the most famous titles and have the most votes
- The foreign market recorded the highest gross income over the years
- The runtimes should ideally be 75minutes and above.

Next steps

- Better categorize movies as the “no category” genres were significant as well which can help boost popularity.
- Capture more of the domestic market to boost overall gross income



THANK YOU

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