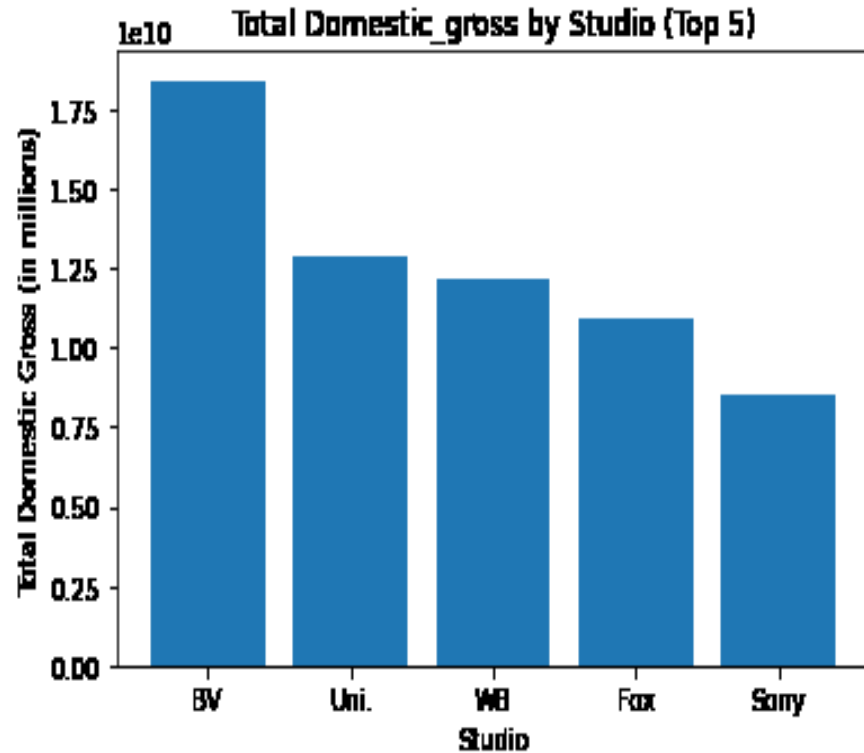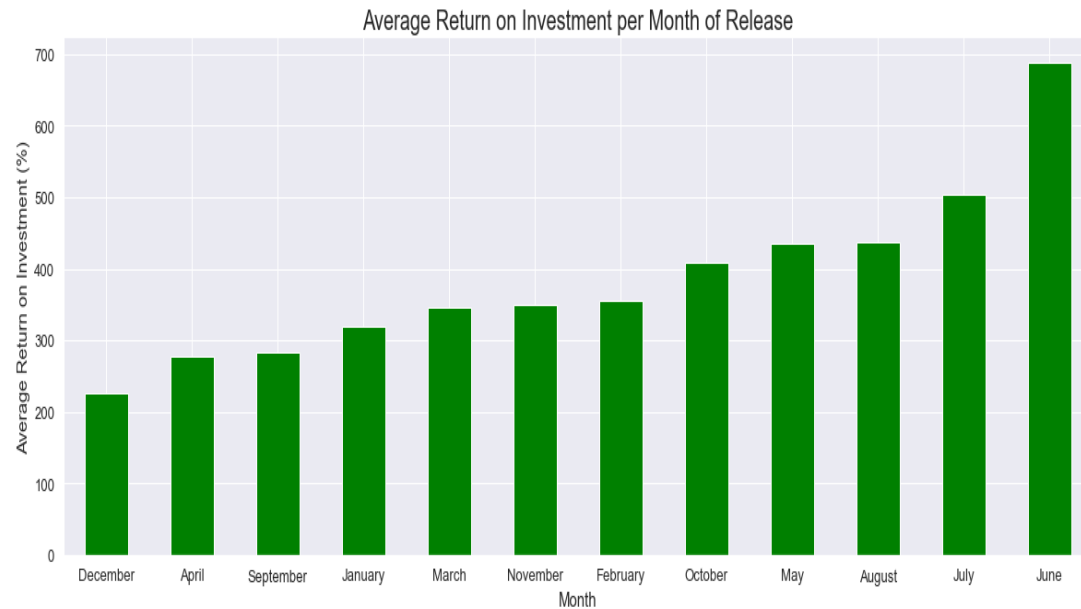Leah Katiwa

12 - March - 2023

# Background

- Overview
- For this project, we will use exploratory data analysis to generate insights for Microsoft Company before starting the production of movies.

# A graph to show the relationship between domestic gross and studio



Total Domestic_gross by Studio (Top 5)

Considering this graph, I recommend Microsoft to work hand in hand with BV, Uni, WB, Fox and Sony . Since they are the best studios in movie production considering domestic gross
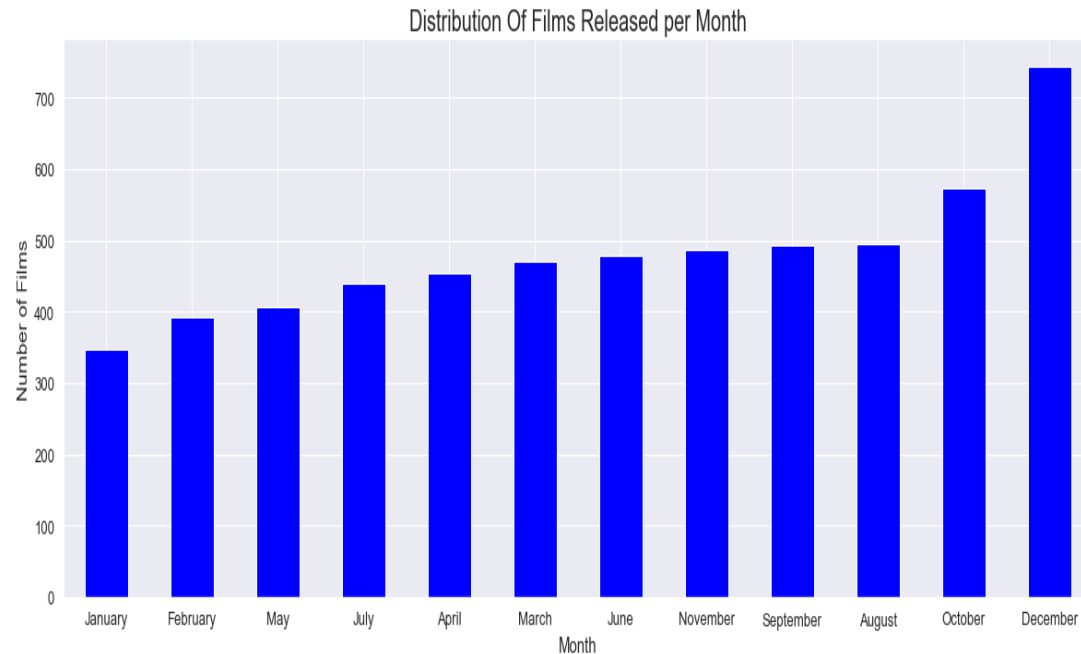
# A graph to show relationship between Return on investment and month of release



Movies produced in August, July and June yielded the highest ROI.

I recommend Microsoft to release their movies action, Adventure and Science fiction during these months for a higher ROI

# A graph to show relationship between number of films produced and released month


Distribution Of Films Released per Month

- The month with most released movies are December, October and August. Microsoft should consider producing in January, February and May where there is less competition in production

# Recommendations

- From the bom data Microsoft should consider working hand in hand in hand with BV,Uni,Wb,fox and Sony since they are the top 5 studios considering the domestic gross. Movies produced in August, July and June yielded the highest ROI.

- I recommend Microsoft to release their movies action, Adventure and Science fiction during these months for a higher ROI

- The month with most released movies are December, October and August. Microsoft should consider producing in January, February and May where there is less competition in production

# Thank you