Crafting movies with impact

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Summary

This projects analysis the needs of Microsoft studio, an aspiring film studio that wants to start producing movies.

Descriptive analysis of movie data sets shows the different types of movies and the other things to be considered in order for Microsoft Studio to be a success.

Microsoft studio can use the findings to make data driven decisions.

Outline

- Business problem

- Data

- Methods

- Results

- Conclusion

Business problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. Using the data from popular sites such as IMDB, The Numbers, and Rotten Tomates I am going to do an analysis on the data sets and gain actionable insights to give the CEO of Microsoft studio.

Data

- For my project, I analyzed movie trends using data from three prominent movie sites: IMDB, The Numbers, and Rotten Tomatoes.

- Before merging, I cleaned each dataset individually, addressing issues such as missing values and standardizing formats.

- The final consolidated data set was used to perform analysis and gain insights.

Methods

- Exploratory data analysis (EDA) was crucial to gaining a comprehensive understanding of the dataset's distribution and identifying potential patterns.

- Descriptive statistics, such as mean, median, and standard deviation, provided key summary measures.

- Additionally, I utilized data visualization techniques, including histograms and scatter plots, to visually represent trends and relationships within the dataset
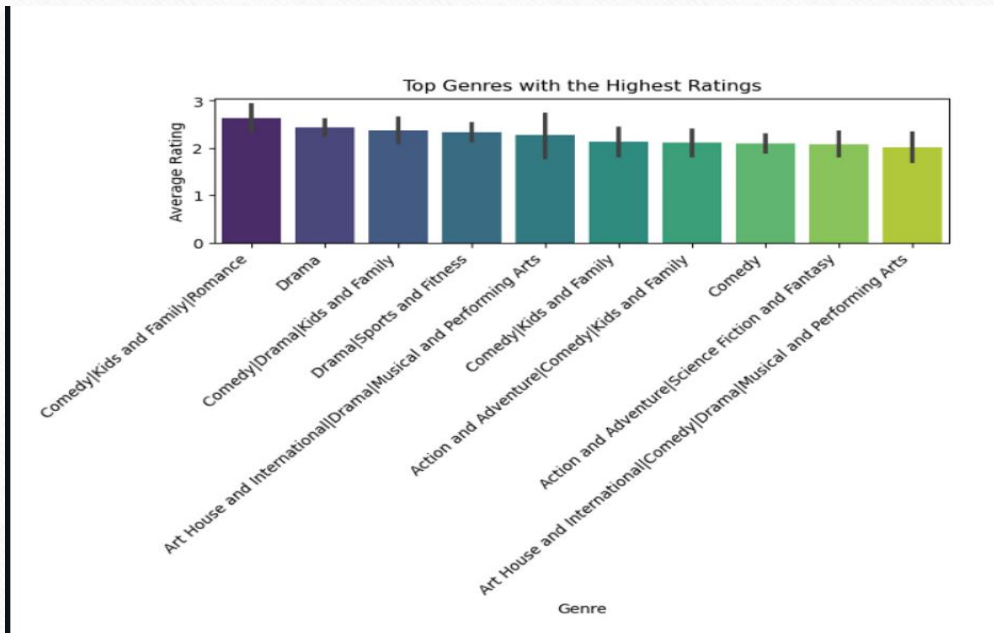
Example of the EDA performed

Correlation Matrix
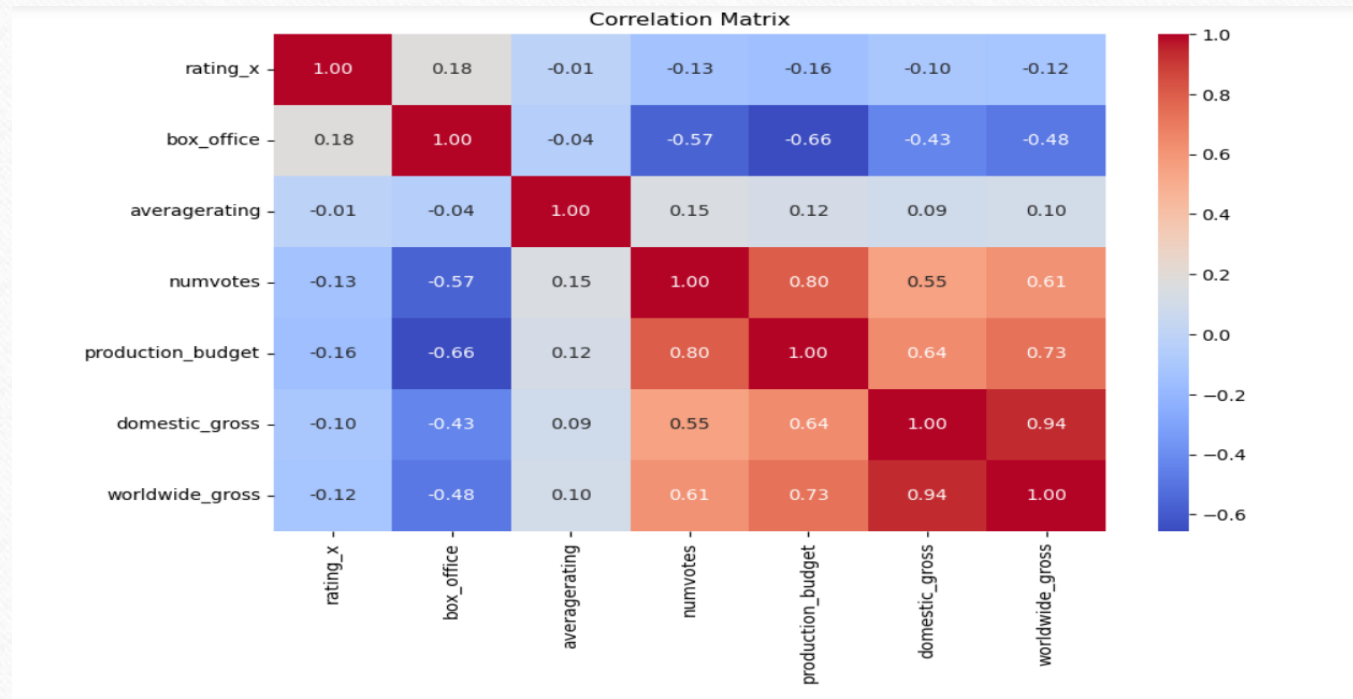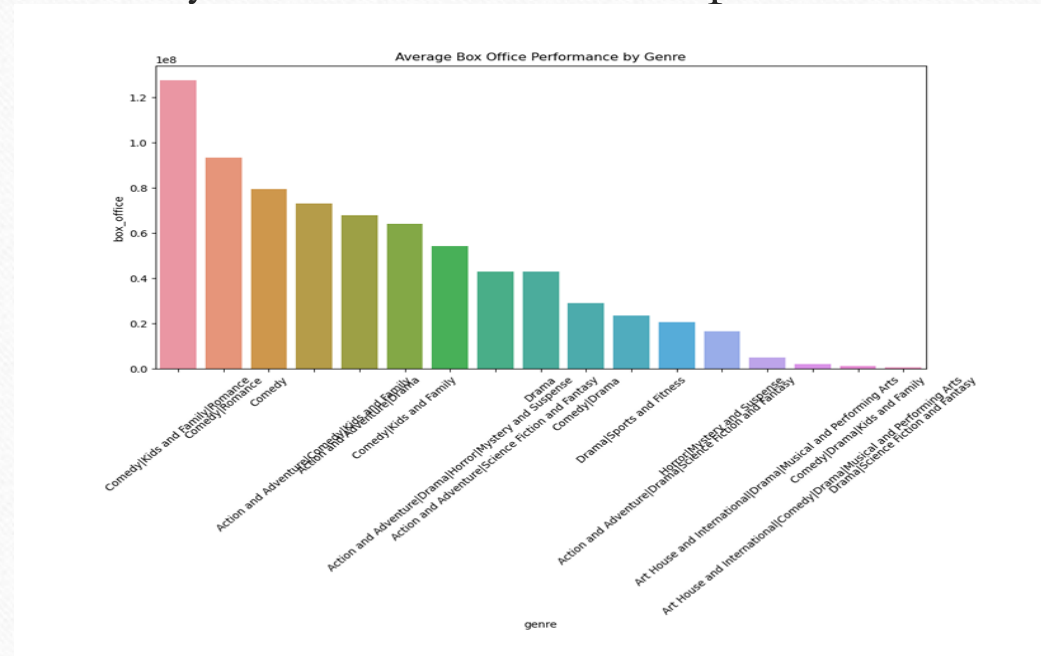
Example of the EDA performed
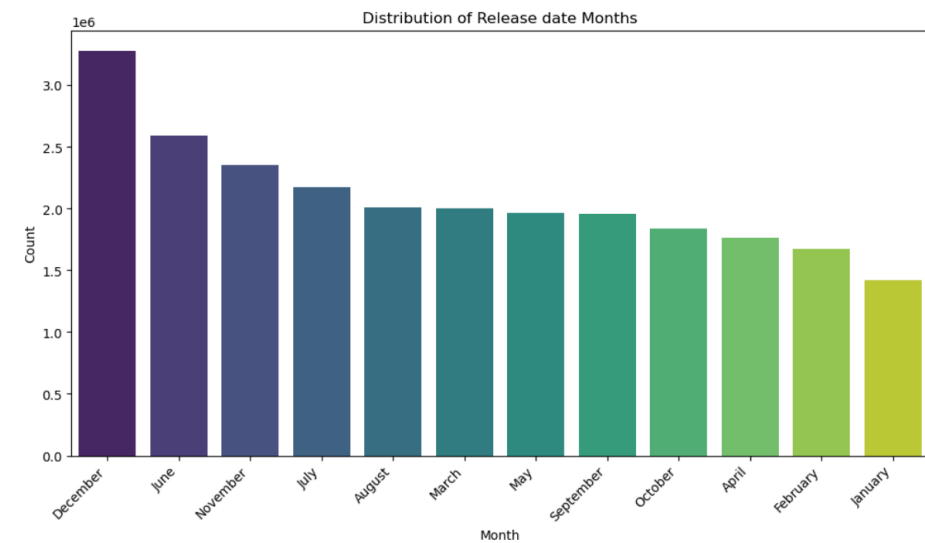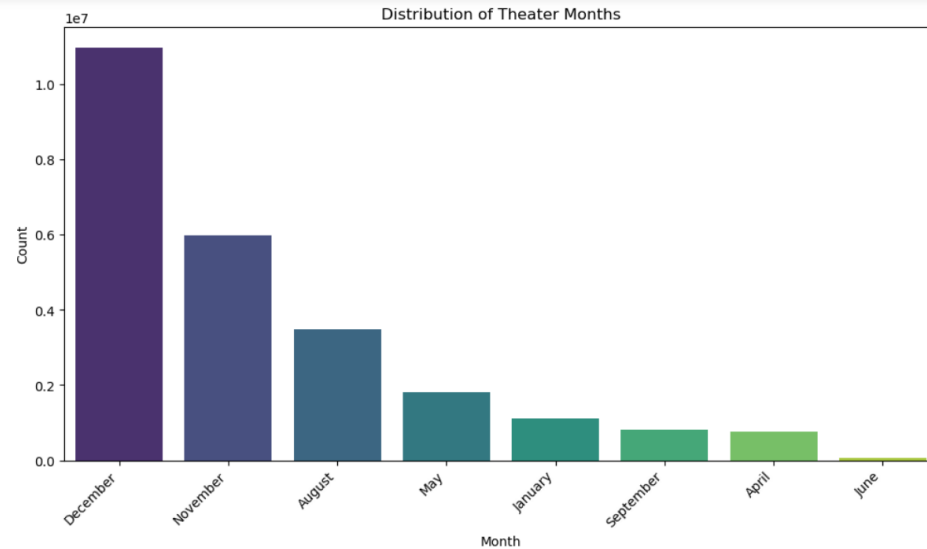
Results

- Comedy, Kids and Family, Romance films were the best performing films according to ratings.
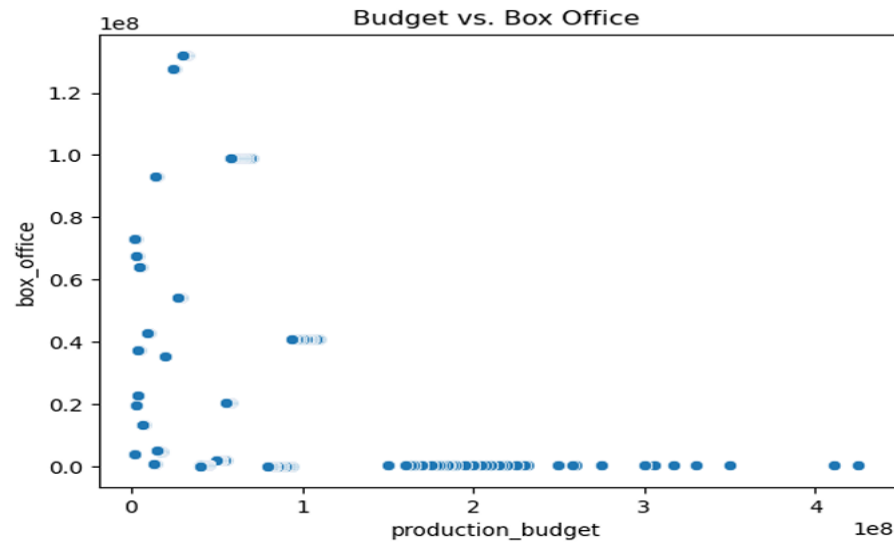
Results

- Comedy, Kids and Family, Romance films outperformed in terms of box office revenue.

Results

- There is no significant relationship between production budget and box office revenue, indicating that spending more does not guarantee higher earnings.

Results

- The director with the most movies is not necessarily the one who earned the highest revenue, highlighting the importance of considering the quality of work over the frequency of productions in the film industry.

- The best time to release movies is in November and December.

Conclusion

The analysis leads to four recommendations for Microsoft Studios.

- Microsoft Studios should aim at making more comedy, family, and romance films. These have shown to have good rating from viewers and also have high revenues.

- The frequency of a publisher, writer and director does not mean that they will produce the best films. Microsoft Studios should look into hiring publishers, writers, and directors based on the quality of their work and encourage collaboration between the different professionals.

Conclusion

- The release dates and theater dates have an impact on how the movie. Movie released in other months had a higher revenue compare to others. Microsoft suites should aim at releasing movies in November and December.

- Spending more on production will not equate to having higher revenue. Microsoft studio should aim at providing quality and not going over the top with extravagant props that will cost more.

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