

DETERMINING THE BEST MOVIE GENRES AT THE BOX OFFICE FOR MICROSOFT

OVERVIEW

This project is focused on determining the best movie genre for the new microsoft studio.

The first step getting the business understanding, problem statement and the objectives of the project.

We begin by importing the data from various databases, reading data and undertaking data cleaning.

We then analyse the data and represent the results using data visualizations where we deduce both the conclusion and recommendation.

Business Understanding

Microsoft want to embark on the business of creating original videos due to the trend from other big companies that are creating their own original videos. This led to their decision of wanting to start a new movie studio, however, they need to know the top movie genres to create.



Problem Statement

We need to explore the different movie genres created by other studios and get to know the success criteria at the box office by extraction and analysing the relevant dataset. The results derived from the exploratory analysis will aid the business stakeholder, head of microsoft, to determine which genres they will create from their studio with high returns.



Main Objective

Determine the best movie genres with the highest returns, highest average rating and the runtimes minutes



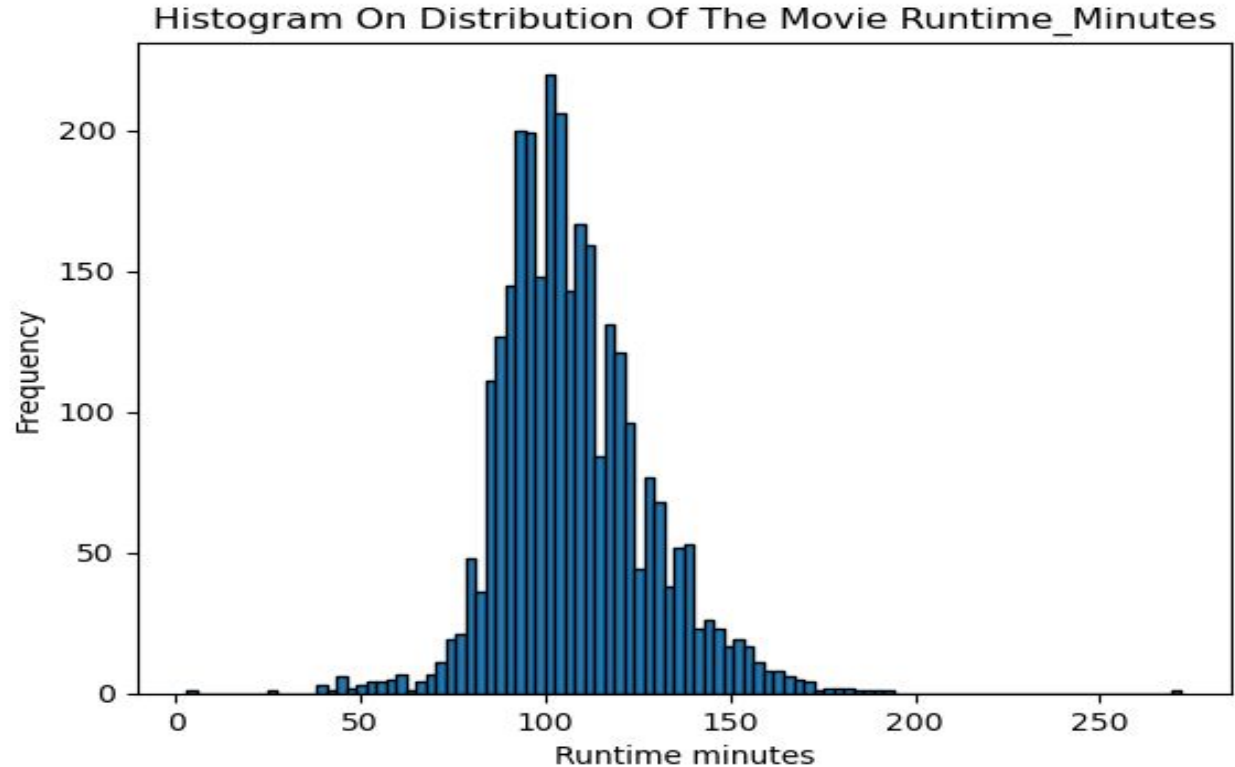
Specific Objectives

1. Identify the top_ten best films based on runtime minutes and ratings
2. Evaluate the gross collected from the films
3. Identify the success criteria of the films to the movie studios based on returns

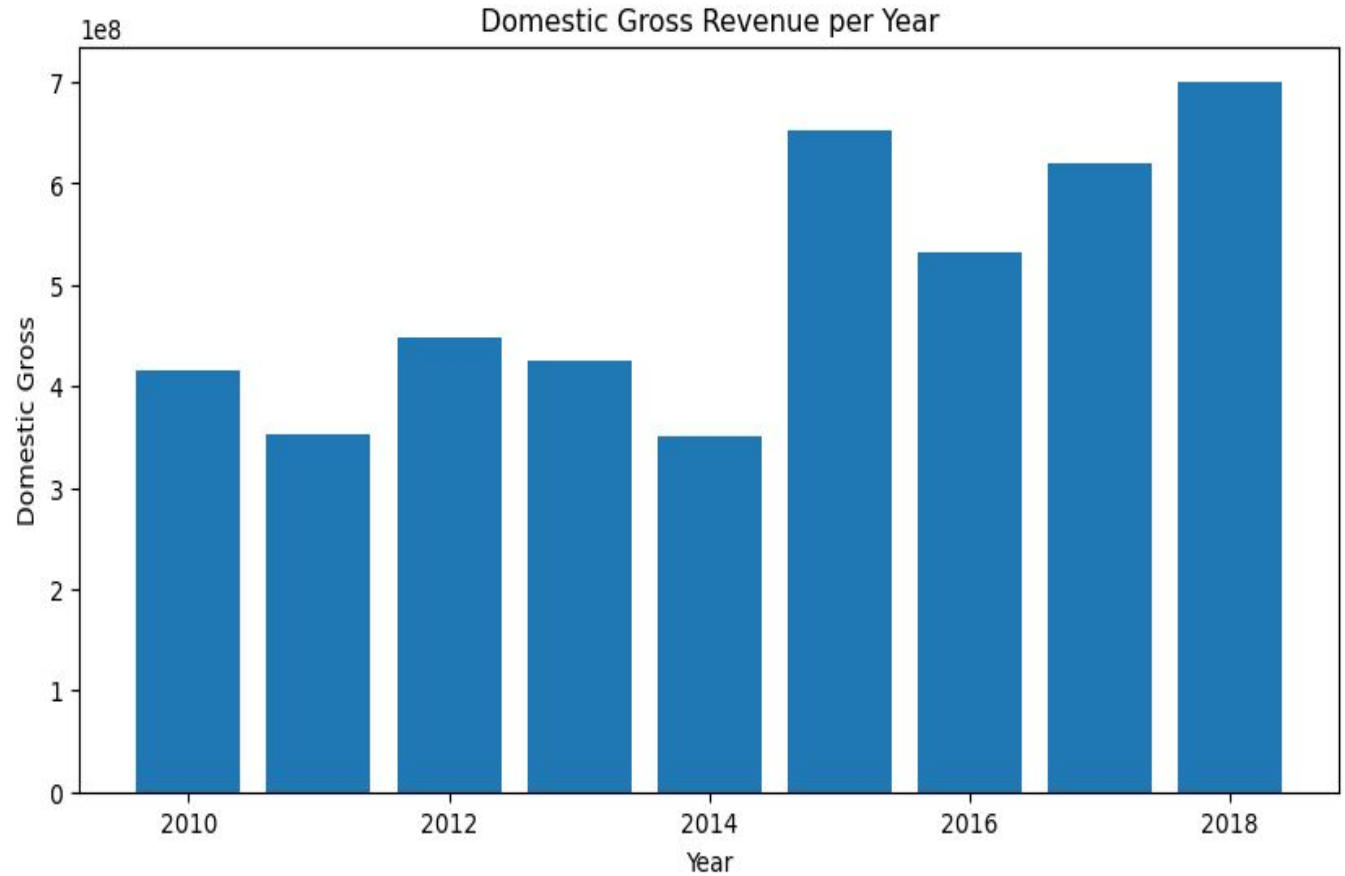


4. DATA VISUALIZATION

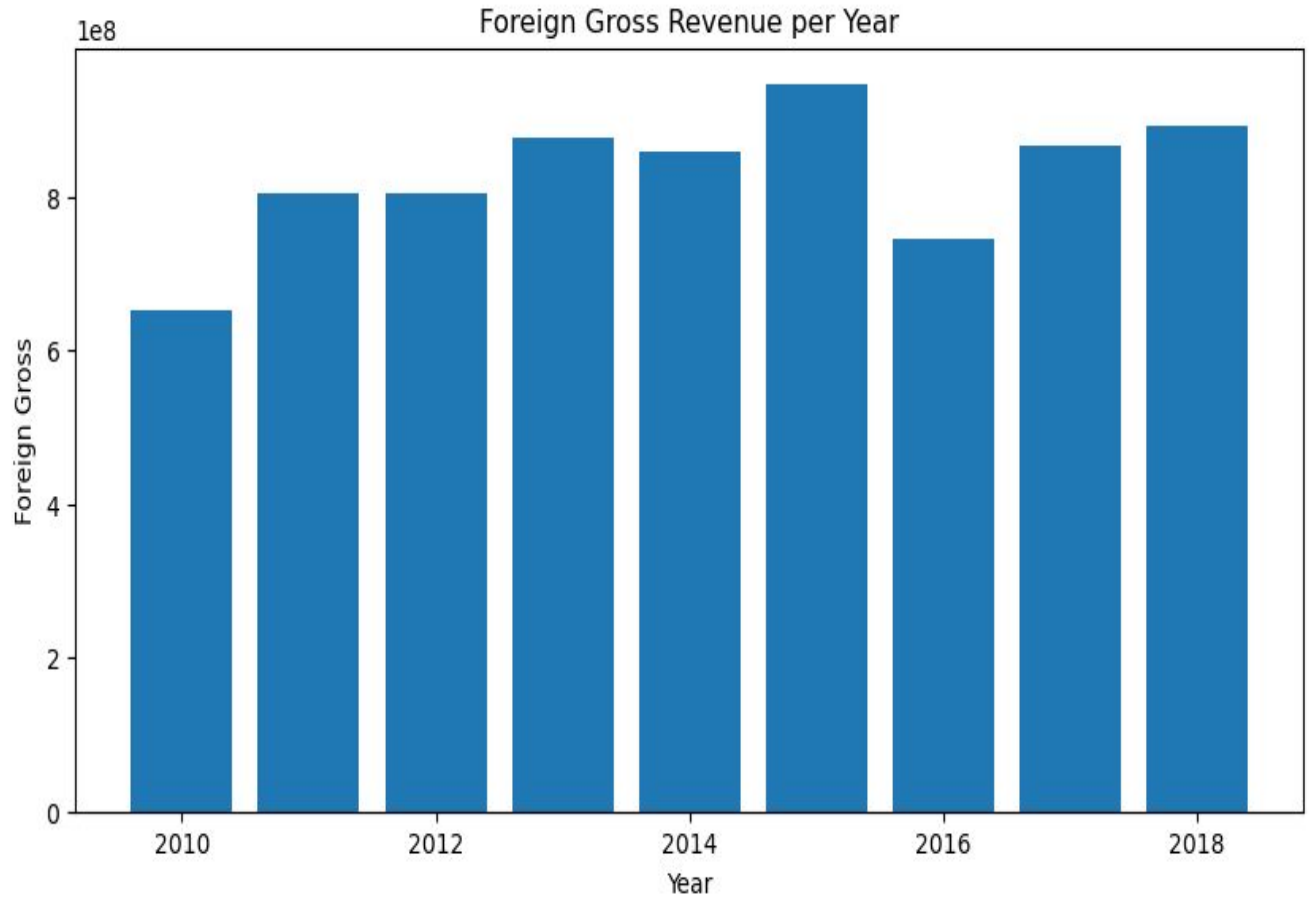
From the graph above, we see that the runtime is clustered towards the mean showing normal distribution. We can also observe that the most movietime is above 100 minutes



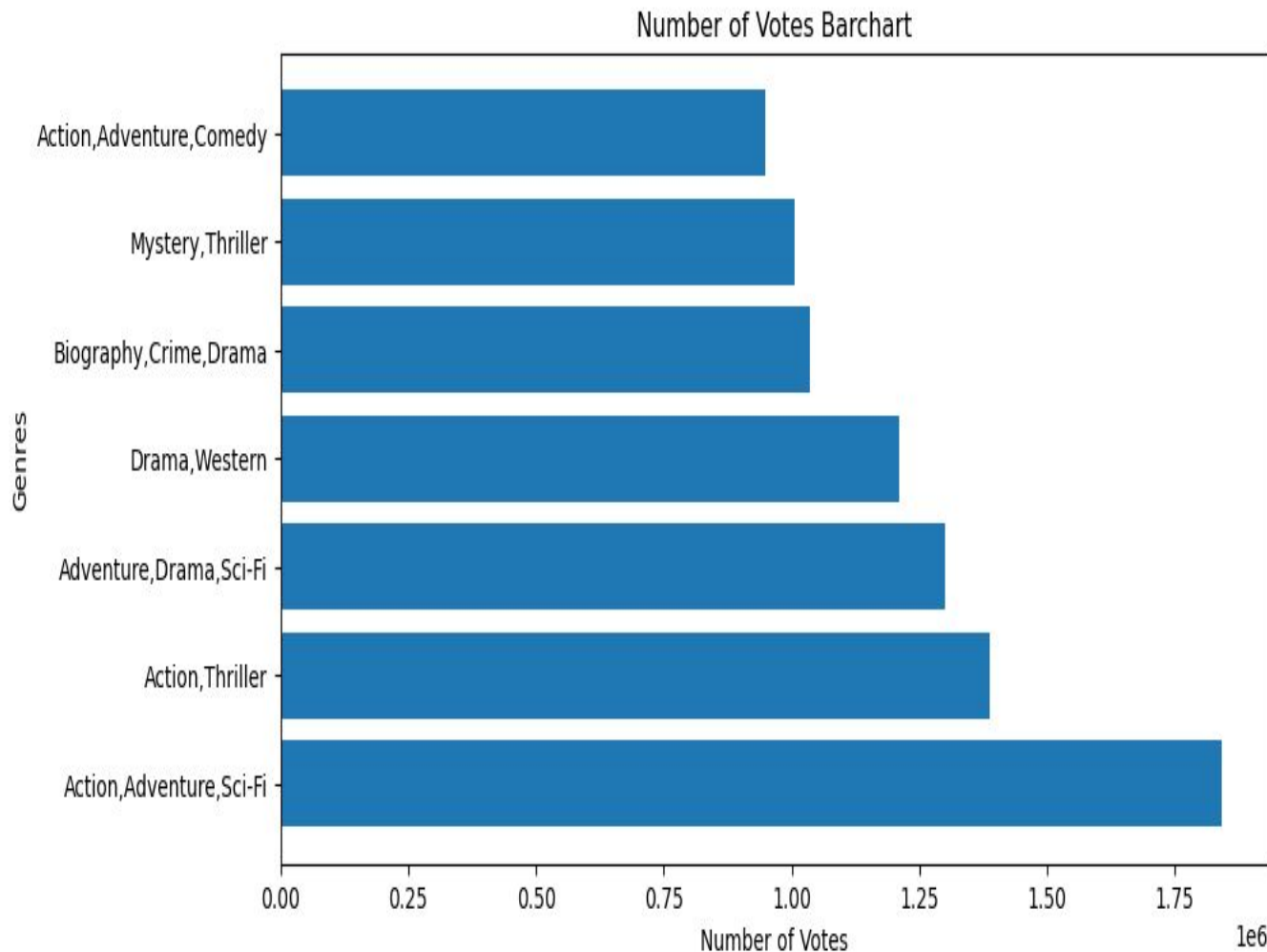
From the graph above we get to see that the year 2018 had the highest domestic gross as compared with the other years.



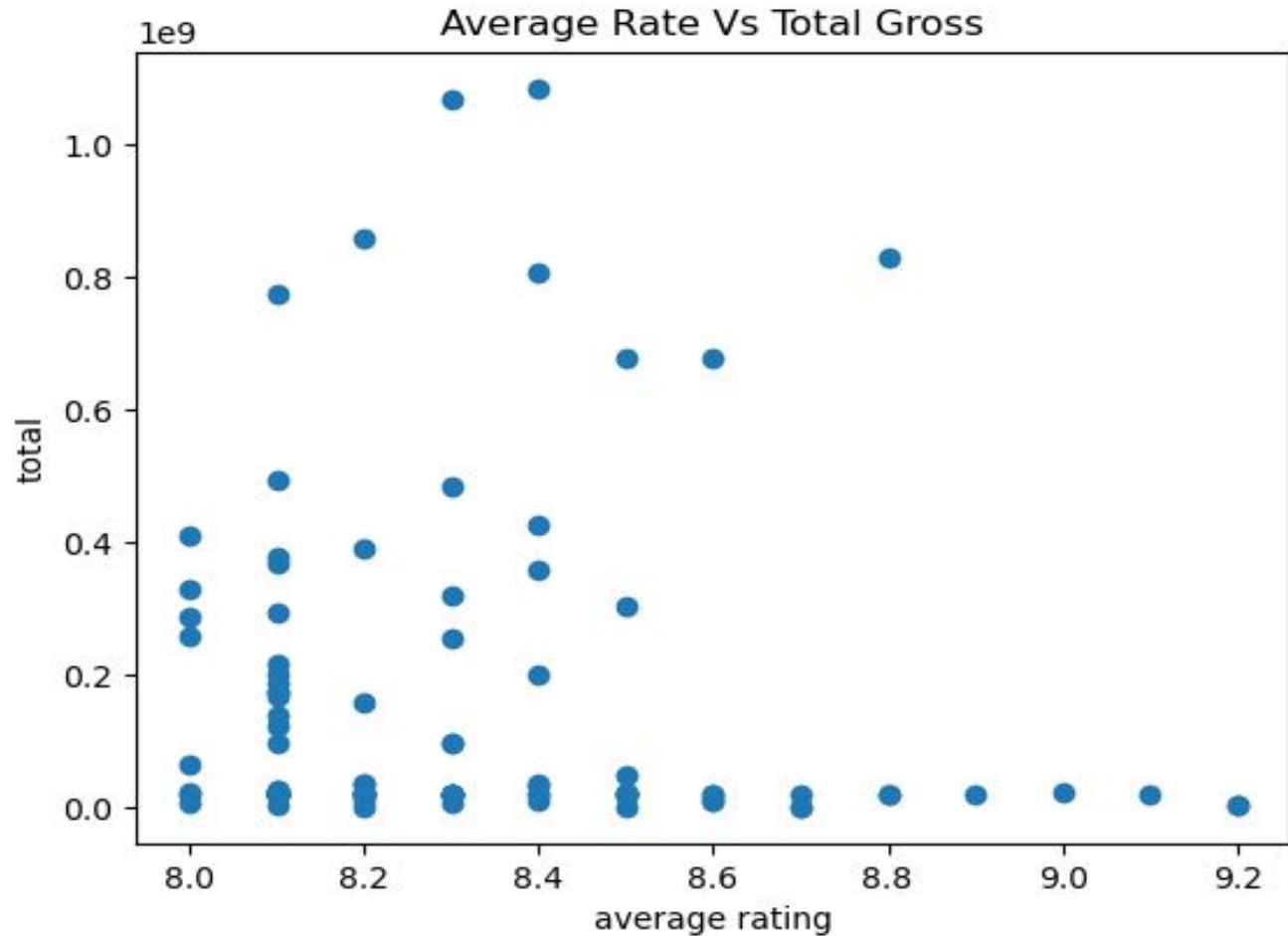
From the graph above we can deduce that the year 2015 had the highest gross revenue as compared to the other years.



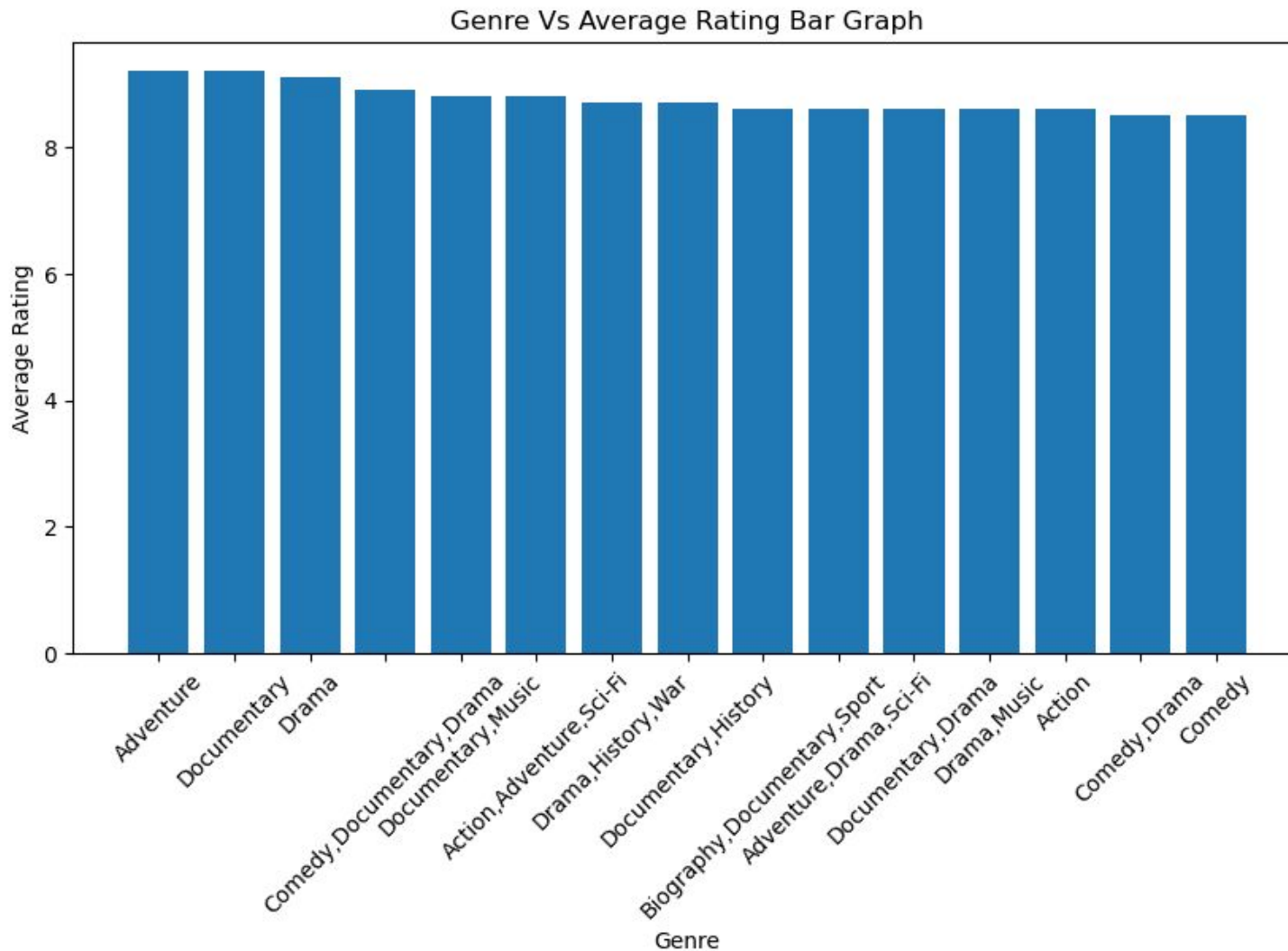
From the graph above showing comparison of the top ten genres and the number of votes received, we see that the Action,Adventure and Sci-Fi have the highest number of votes.



From the graph above, we can see that there is a negative correlation between the values of both average rating and total gross



From the graph above, Adventure movie genre has the highest rating compared to the rest



5. CONCLUSIONS

From the analysis above we get to see that runtime of the movie genres are clustered towards the mean showing normal positive distribution. We can also observe that for most movies, running time is above 100 minutes.

Moreover, 2018 had the highest domestic gross revenue while 2015 had the highest foreign gross revenue.

From the top ten movie genre based on the average rating we can see that the top 4 movie genres are adventure,documentary,drama and comedy respectively.

The average ratings and the total gross received have no correlation.



6. RECOMMENDATIONS

1. The stakeholders should consider the top 5 movie genres(adventure,documentary,drama,comedy) due to the ratings received over the years
2. When considering the gross revenue received, action,adventure and sci-fi have the highest returns and should also be considered.
3. The runtime of the movies should be an average of 105 minutes.



Next Step

The stakeholder should consider the genre with the highest rating.

The stakeholder should look at the revenue of the studios based on the genres to know which one has a high success rate and will bring profits to the organization.

The runtime of the movie should be restricted to maximum of 105-110 minutes.



THANKYOU



QUESTIONS



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