MICROSOFT FILM BUSINESS ANALYSIS

PRESENTATION

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Introduction

Microsoft market analysis of the film industry to identify the best movie genre they should invest in that aligns with counsumer likes and preference.

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Customer Preference in movies

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The most prefered movie genre

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Documentary genre is the most competitive in the market as per customer preference

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01

Problems and solutions

Understanding the business goals and objectives

Understanding the consumer preference

1. Finding out which movie genre consumer votes for the most
2. Finding out which is the most consumed language in the film industry
3. Finding out the movie genre that is mostly ordered for
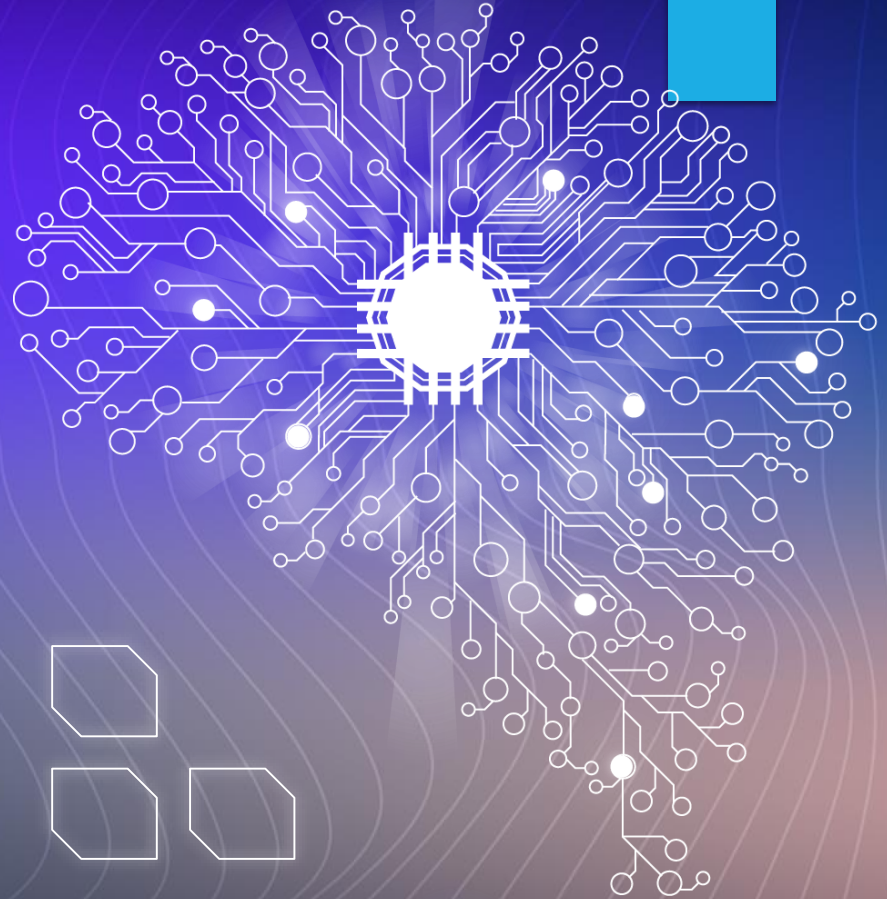4. Finding out which movie genre consumer highly rate in the industry

The Film Industry

The film industry has many movie genres of multiple languages all of which have different target audience.

Problem

Identifying the best and most popular movie genre to invest in as per the consumer preference

Problem

Understanding consmer preference for different movie genres

Solution?

Data Mining

From different data sources, we explore consumer behaviours through movie ratings and votes

02

Business Objectives- Model Targets

Here we identify key business variables that our analysis needs to predict

Business Variables

Genre
We identify the most popular genre

Language
We identify the most popular language

Ratings
We identify the most rated movie/genre

Votes
We identify the most voted for movie/genre

Project Plan

Jupyter Notebook

I used python for our analysis on local our environment

Regression

I identified how many votes for the top voted for genre

Classification

I categorized the movies by genre to identify that with many votes and that with many orders

Clustering

I identified the best group of genres given genre IDs

Tool For Our Analysis and Methods used

Jupyter Notebook.

This is the best tool in Python for Data Science

Pandas

This is best for analyzing dataframes

Numpy

This is best for getting aggregate features of a dataframe

Matplotlib

SQLite3

This is best for visualizing our findings for better insights

This is best for analyzing SQL databases

Data Wrangling, Exploration, and Cleaning

Its really nice wrangling data and coming up with profound insights

Data source

Im.db file

Has a database of movie genres and their ratings and votes

bom.movie_gros s.csv file

Has a database of movie titles and their domestic gross

Tmdb.movies. csv file

Has a database of movie genres and their clusters and votes

1841066

The highest votes for the genre

Findings To Support Recommendation
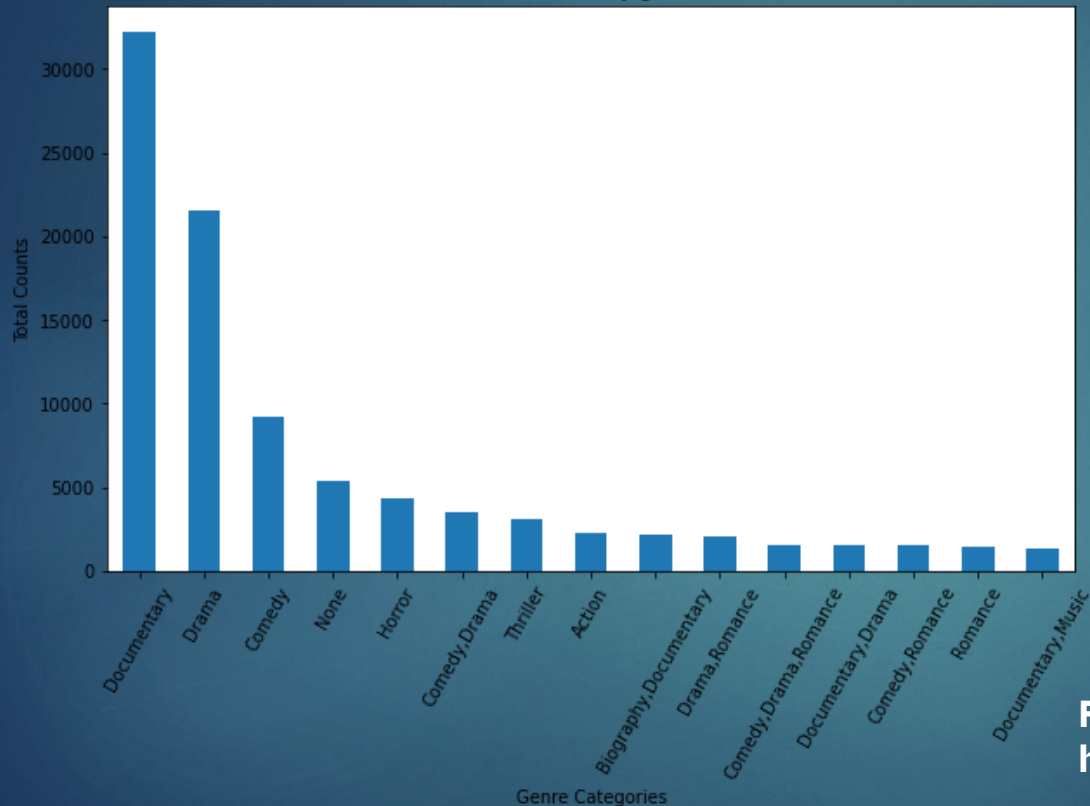
Findings To Support Recommendation

874,125

Number of titels for documentary genre

Genres & Ratings

Total Count by genre

4.5
Average Ratings

32,185
Genre counts

From the graph it is clear that documentary has the highest vote and average ratings

Findings To Support Recommendation

Documentary Film Industry

This is the movie genre that from its associated metrics best determine the success of of the project or investment

Findings

Documentary

. . . ⋎ . . .

Genre

Has the highest consumer preference given the consumer votes

Documentary

. . . ⋎ . . .

Orders

Has the highest consumer preference given the number of orders

Documentary

. . . ⋎ . . .

Ratings

Has the highest consumer preference given the customer ratings

Projected user count

320 million

Documentary is projected to reach large target audience given the widespread of english language in the world

Market size

75%

North America

Country where English is the primary language

25%

Africa, Australia and United kingndoms

Most of the English speaking countries

Recommendations

75%

Documentary

25%

Drama

This mixture will ensure optimum returns to th company as it will reach out to a vast target audienc

Watching a documentary through VR can bring out a better experience

Thanks You!

Do you have any questions?
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