



MOVIE STUDIO ANALYSIS



Background

Microsoft Corporation is an American technology corporation best-known software products are the Windows line of operating systems, the Microsoft Office suite, and the Internet Explorer and Edge web browsers.

They are currently creating a new movie studio and would like a proper analysis done on box office films performance to help in deciding the type of films they should make.

In this analysis, we recommend the genres for consideration after analysis of gross revenue, ratings and viewers votes.



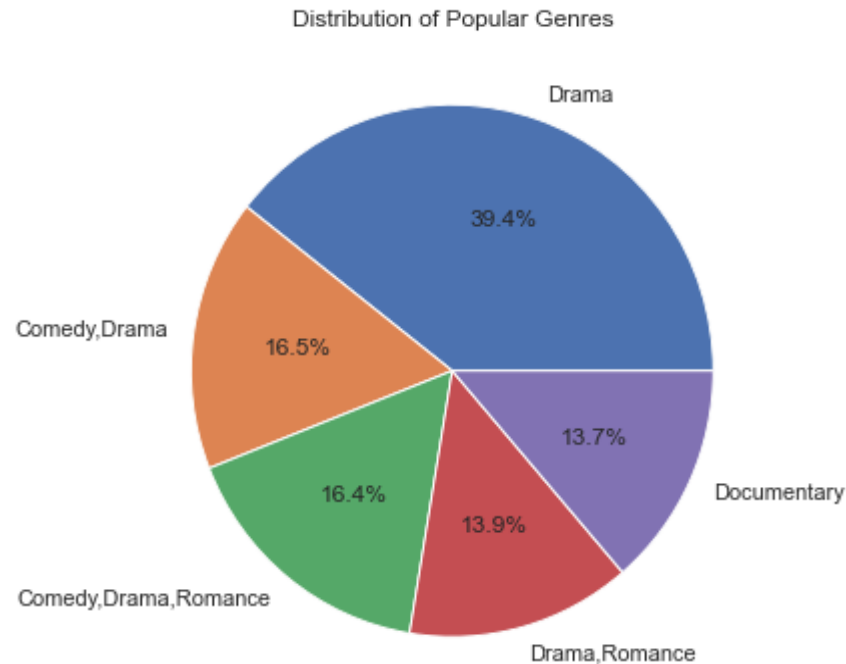
Data Exploration

- Our data has 11 features in total and 3 categorical and 7 numerical
- The date range of our data is from 2010 to 2018
- The total datapoints 3025



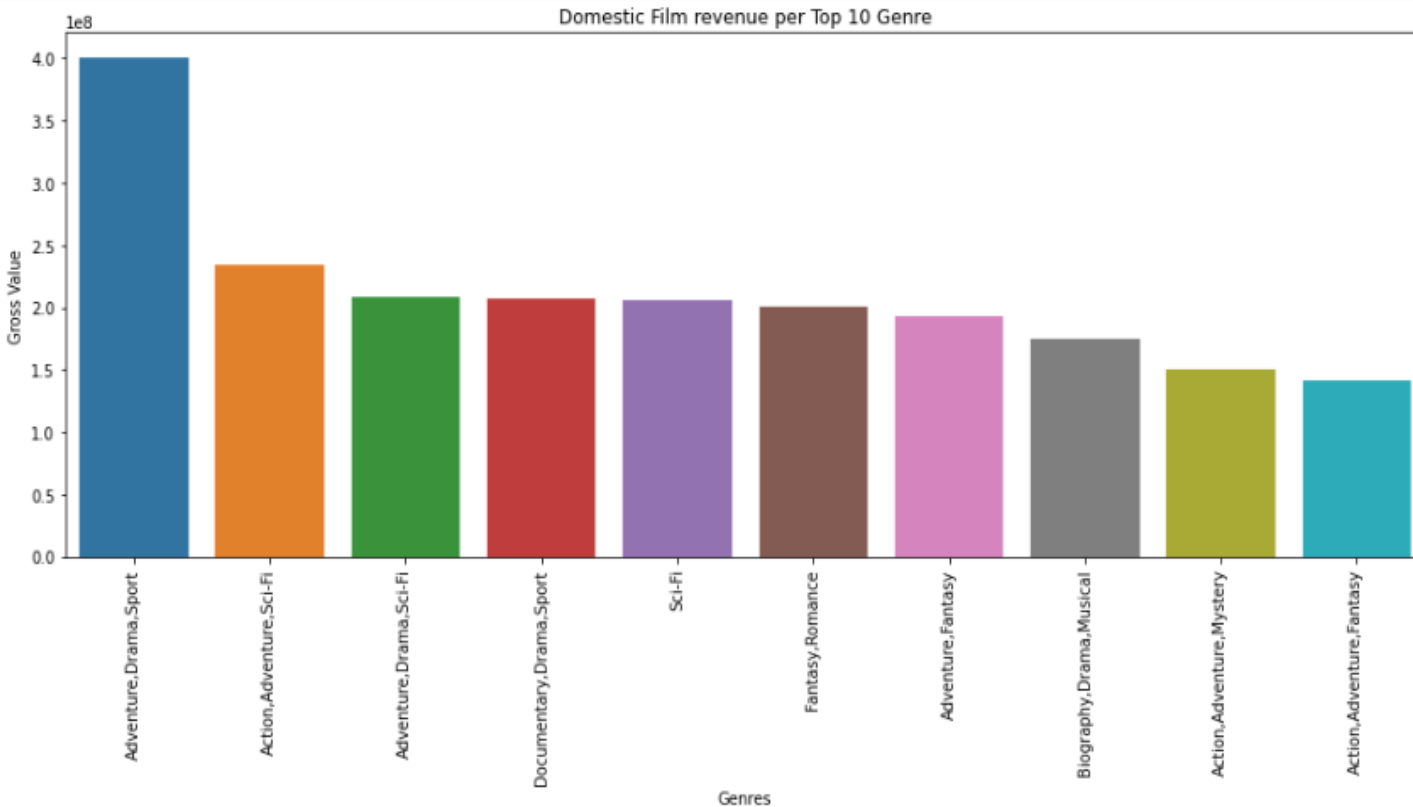
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Top Genres Distribution



- The most made films are of the drama category.
- Followed by Comedy/Drama & Comedy/Drama/Romance
- The above genres are showcase which genres are mostly produced.

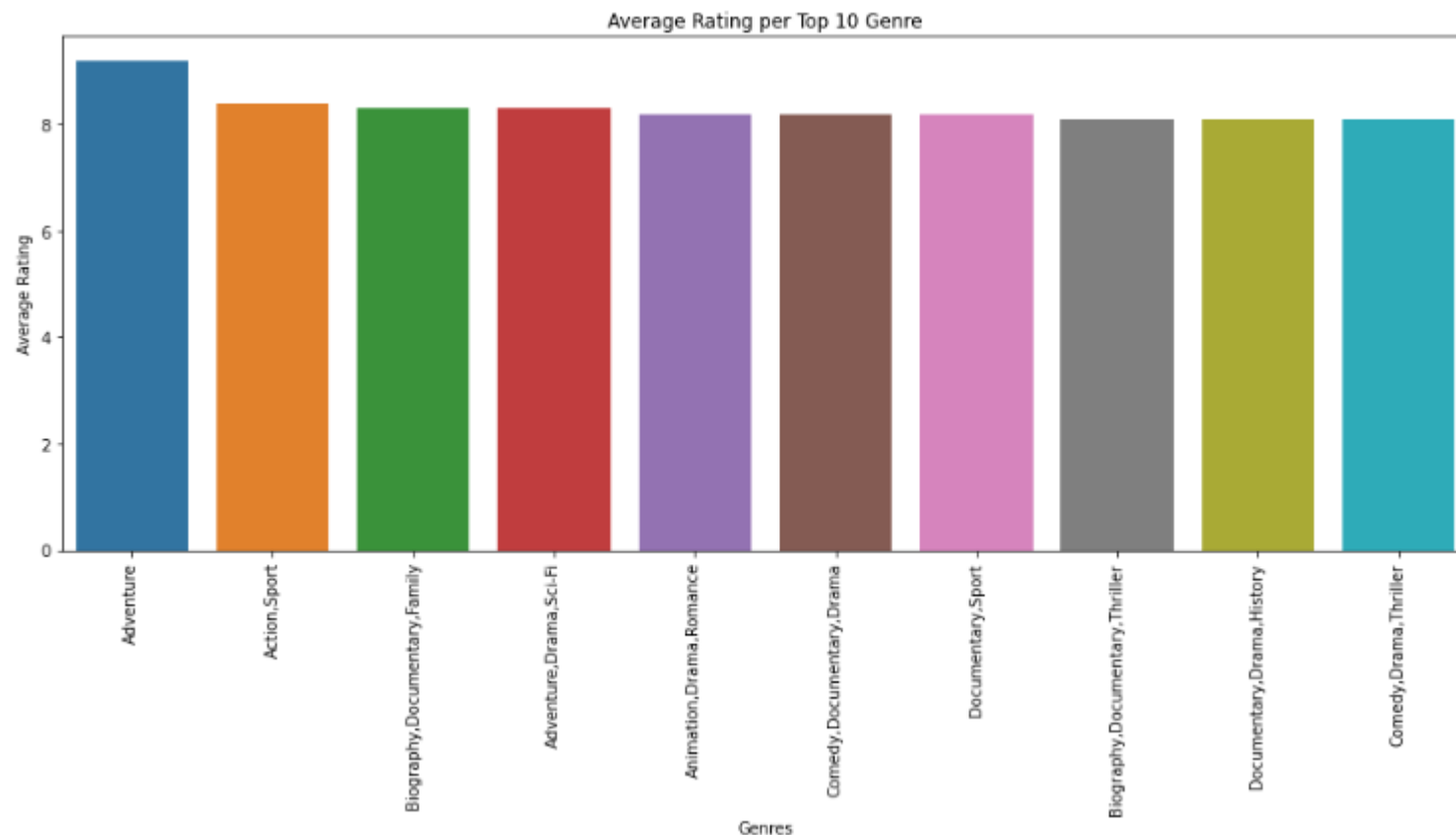
Domestic gross Analysis



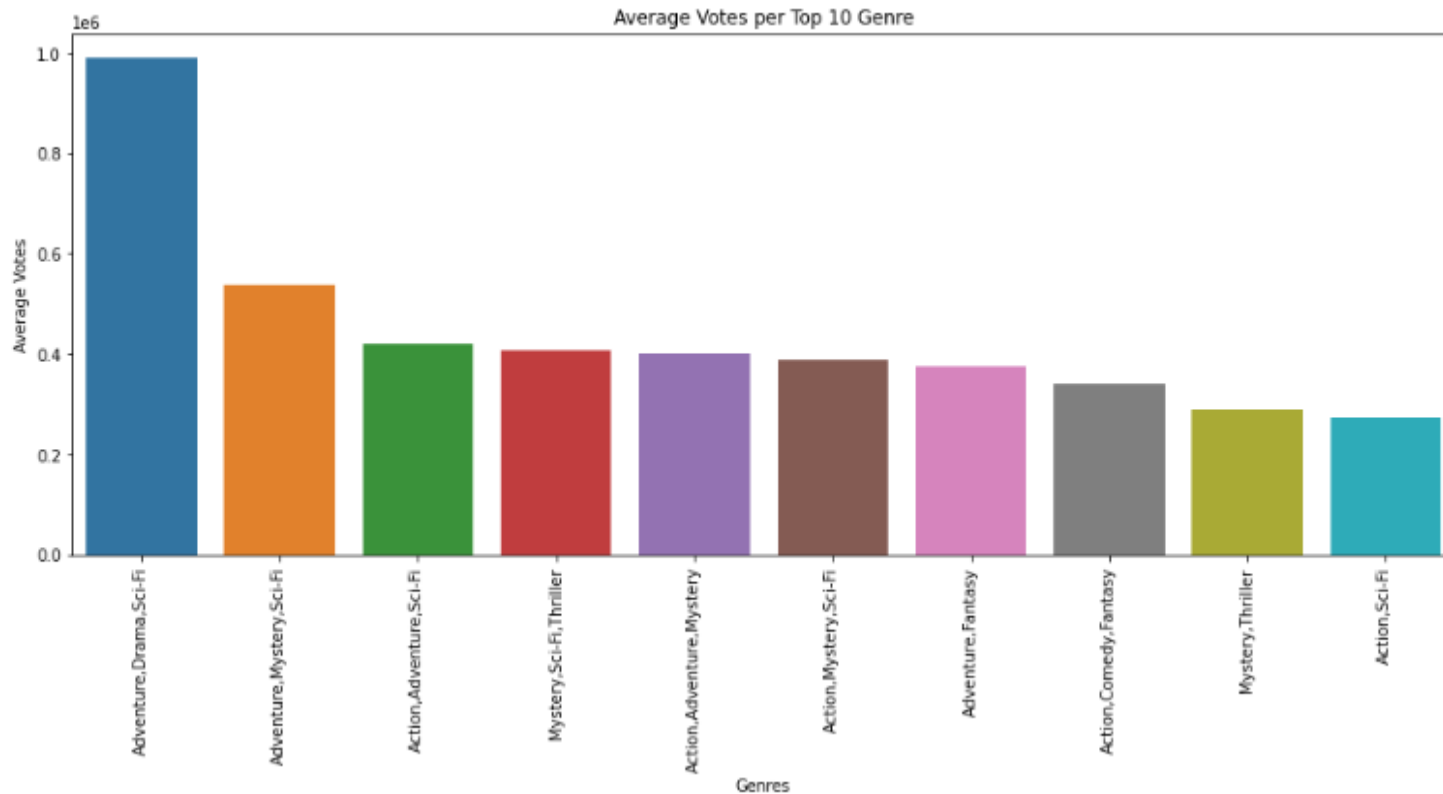
- Adventure/Drama/Sport is the highest revenue generating genre in the domestic market.
- Followed by Action/Adventure/Sci-Fi

Average rating Analysis

- Adventure genre rated the highest among all genres.
- Followed by Action/Sport the Biography/Documentary/Family

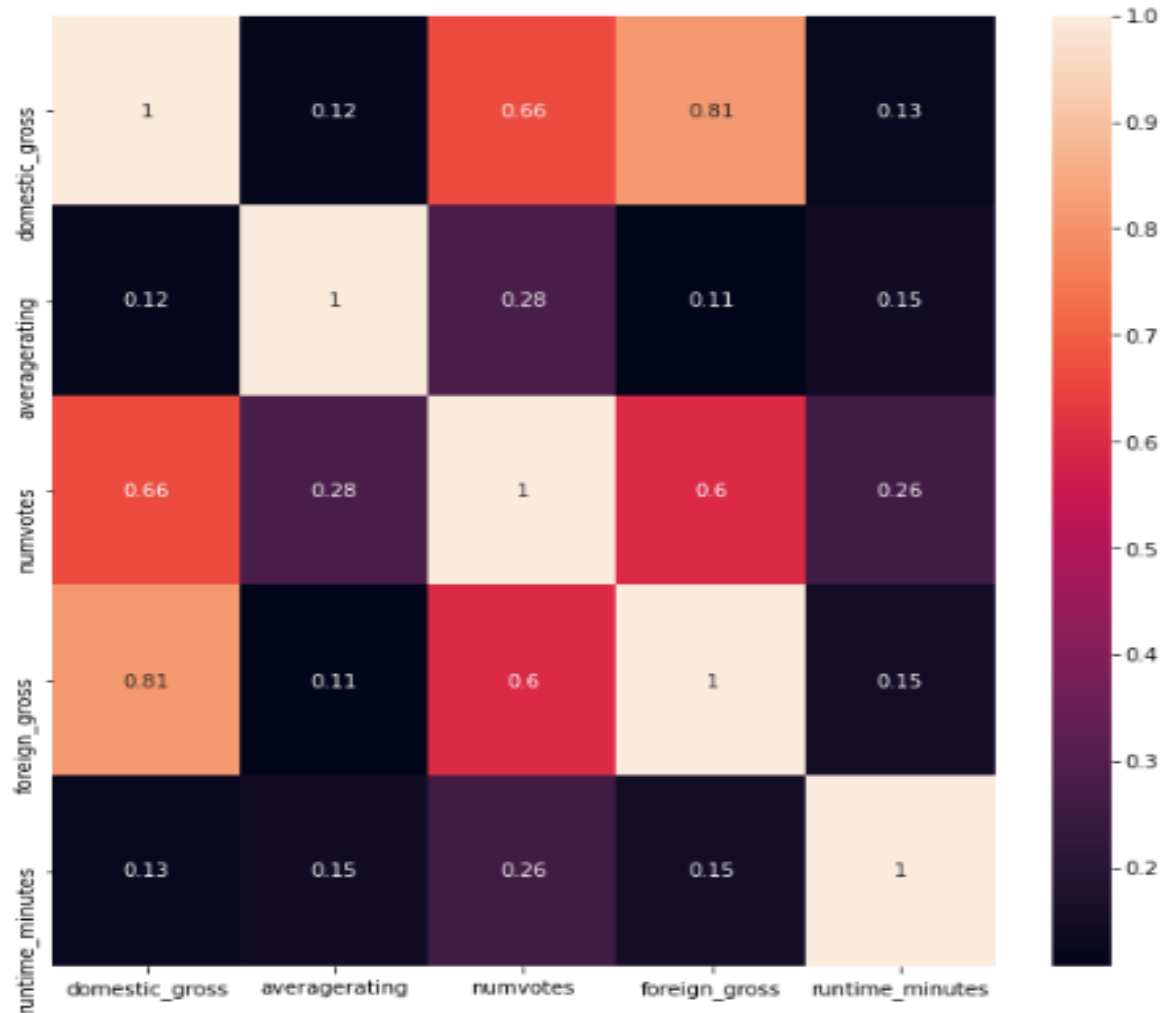


Viewers votes Analysis



- Adventure/Drama/Sci-Fi had the most votes by viewers. This shows the genre is quite popular
- Followed by Adventure/Mystery/Sci-Fi

Revenue and Votes relationship Analysis



- The analysis shows that number of votes have the highest correlation with domestic gross values.
- Therefore, this variable should take precedence to show us which genres will perform better in terms on domestic revenue for the films made.



Recommendations

1

The most common genres considering different variables shows that Adventure, Drama, Sci-Fi, Action are good performing genres

2

For high domestic revenues, best genres to make are Adventure/Drama/Sport and Action/Adventure/Sci-Fi

3

For good ratings best genres to make are Adventure and Action/Sport

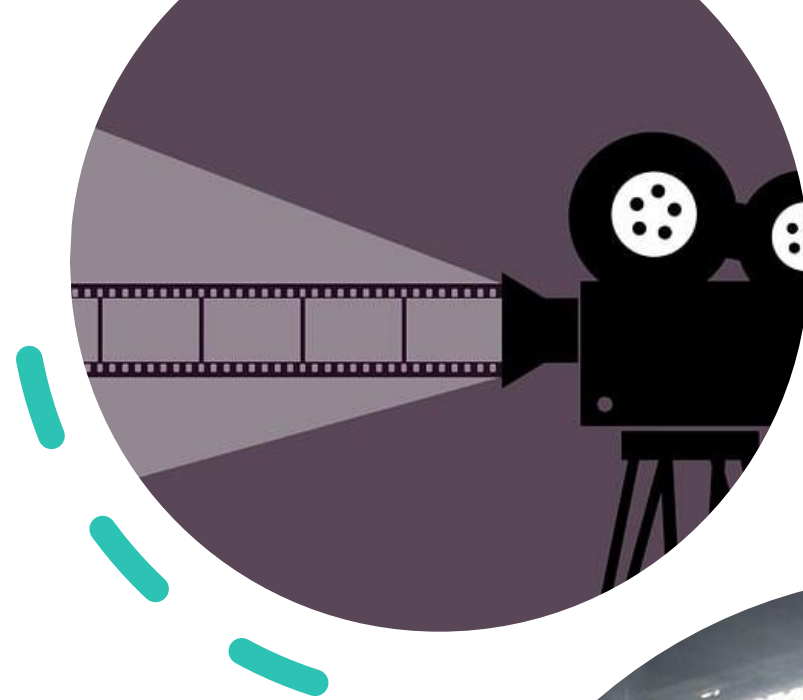
4

For higher votes best genres to make are Adventure/Drama/Sci-Fi and Adventure/Mystery/Sci-Fi



Next Steps

- We need to consider more factors that may pose substantial influence on the success of films
- This include;-
- Actors/Directors
- Regional preferences
- Marketing channels and investments efforts etc.





Any
questions...





Thank you

By: Maureen Wangonyo Kariuki
www.linkedin.com/in/maureen-w97558219a
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