Microsoft New Movie Studio.

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INTRODUCTION.

Movies are an interesting way to pass time and decompress from a long day of work. Microsoft is looking to make a new movie studio that produces the best selling genres that would be beneficial to them and also their fans. The only way possible is by analysing movie data collected from various sources in order to find the most popular movie genres and how they sell locally and all over the world. This analysis provides insights as to what genres are the most popular in order for the new movie studio to invest in for the best returns.

PROBLEM STATEMENT.

Microsoft is interested in making a new movie studio but do not know where and how to invest in. Movies are a great way of entertainment and customers want movies provided according to their suitability. Thus a movie studio needs to take into account the needs of the consumers. This analysis aims at helping to make the right insights for the company to venture into for the best returns and create a good rapport for the company's new movie studio so that it can quickly gain customers and eventually be a good investment plan.

OBJECTIVES.

MAIN OBJECTIVE

. To come up with actionable insights that would be implemented by Microsoft to make a new movie studio.

SPECIFIC OBJECTIVES

1. To find out which movie genre is the most popular.

2. To find out the returns of that genre locally and worldwide

3. To find out the production budget of that genre.

DATA UNDERSTANDING.

The data used was collected from various sets which was then merged and stored contained in a zipped folder with movie datasets from:
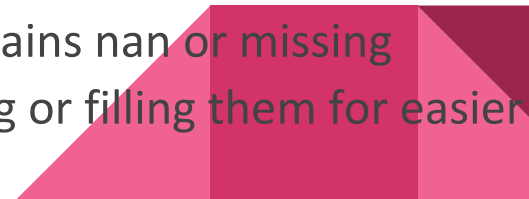
.movie_basics

.movie_ratings

.bom.movie_gross.csv.gz

The data has varying rows and columns across all the datasets and only specific columns were used for the analysis. Other columns which were not relevant for the analysis were dropped. The columns of the new data frames formed after cleaning the data were merged and the resulting data frames were used to create visualizations to help draw insights. However the data contains nan or missing values that had to be dealt with critically either by dropping or filling them for easier merging.
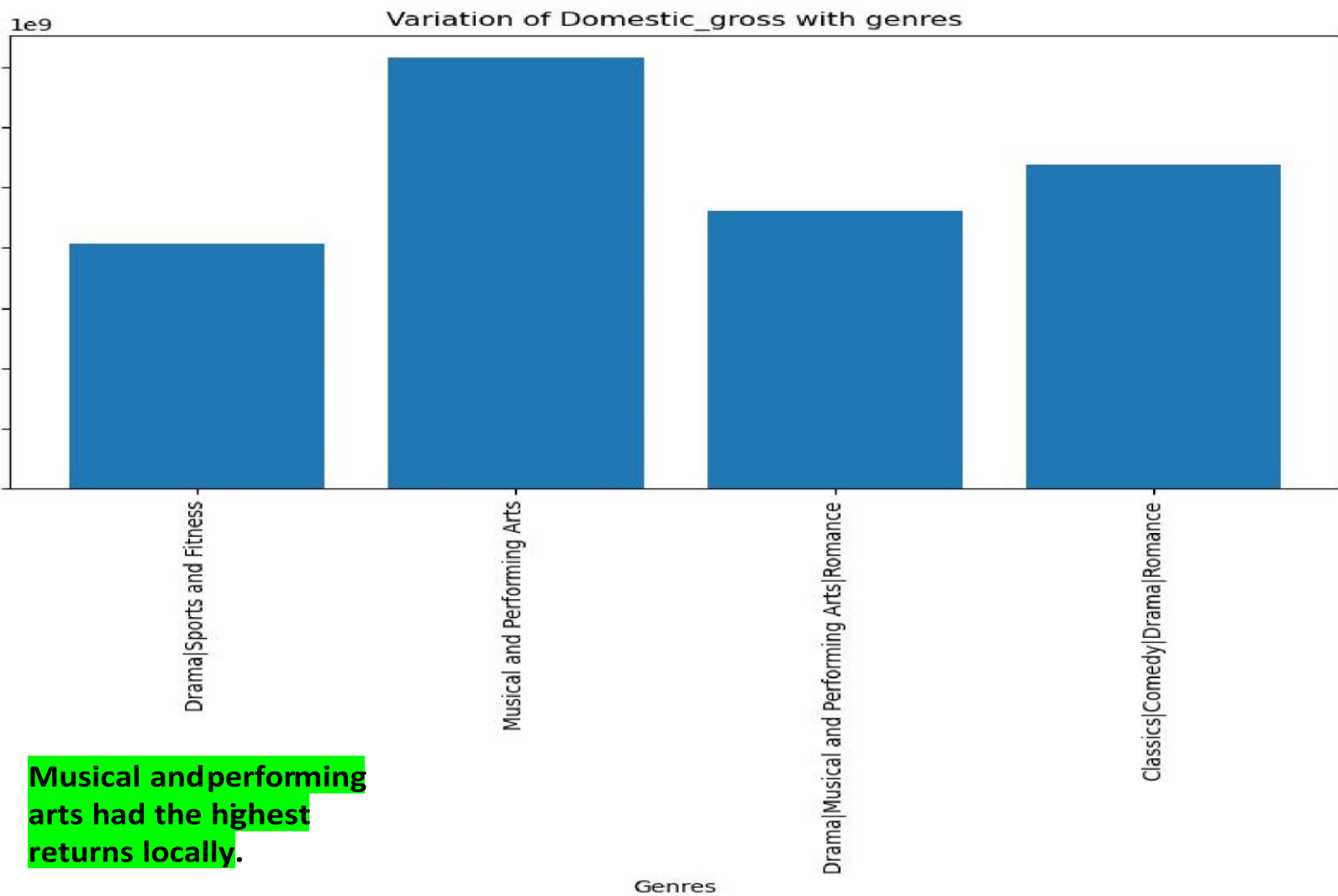
METHODOLOGY.

DATA WRANGLING.

This process involves cleaning the data that is dropping unnecessary columns, removing nan values or filling them out and finally merging the data frames to create a final Data frame that is used to create visuals of the data to help draw insights.

METHODOLOGY.
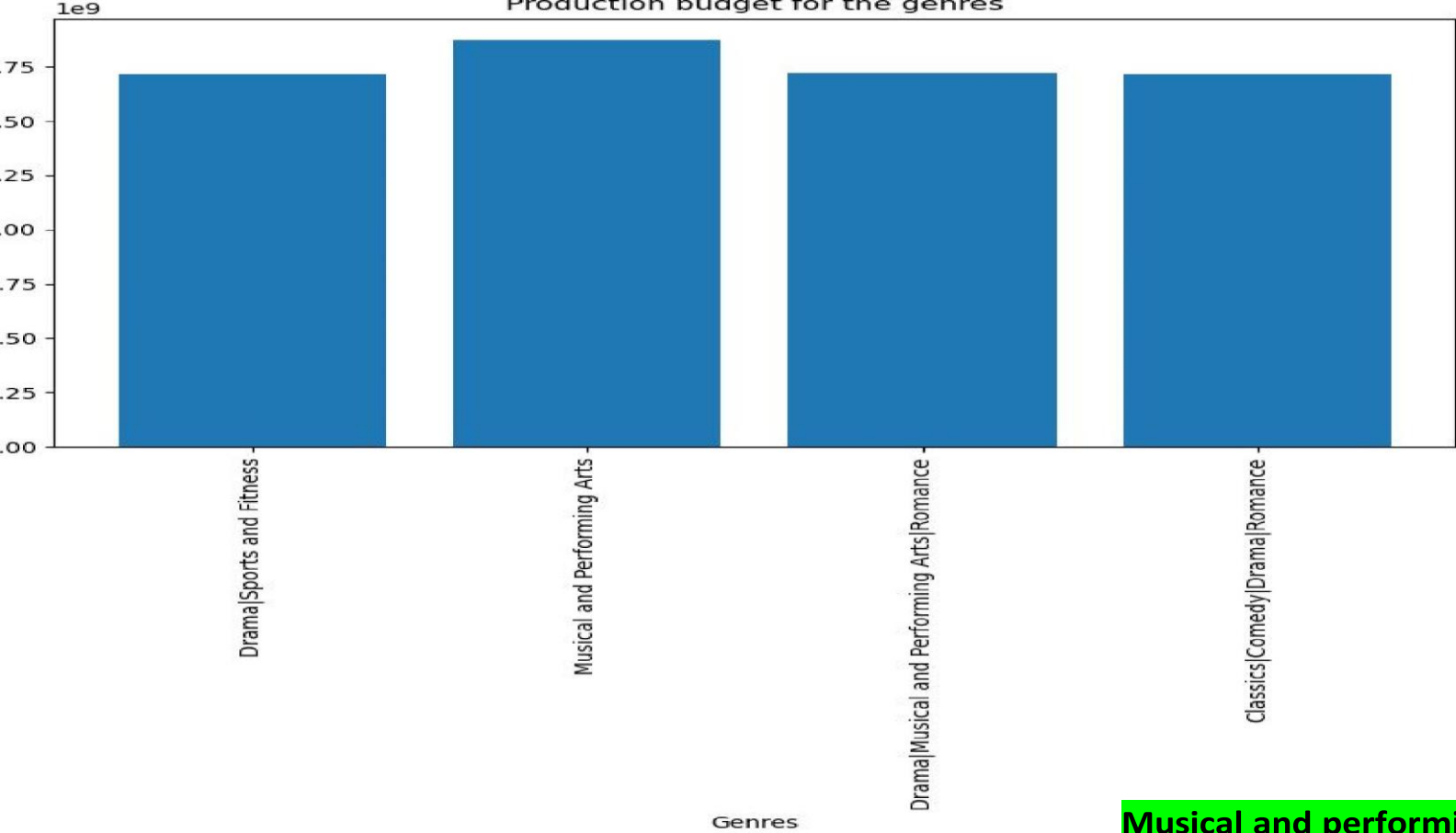
EXPLORATORY DATA ANALYSIS.

This process involves creating visuals to help better understand the data in order to draw insights. Humans are mostly visual beings and visuals are easy to understand and little to no explanation is needed.

Variation of Domestic_gross with genres

1e9

Genres

Drama|Sports and Fitness

Musical and Performing Arts

Drama|Musical and Performing Arts|Romance

Classics|Comedy|Drama|Romance

Musical and performing arts had the highest returns locally.
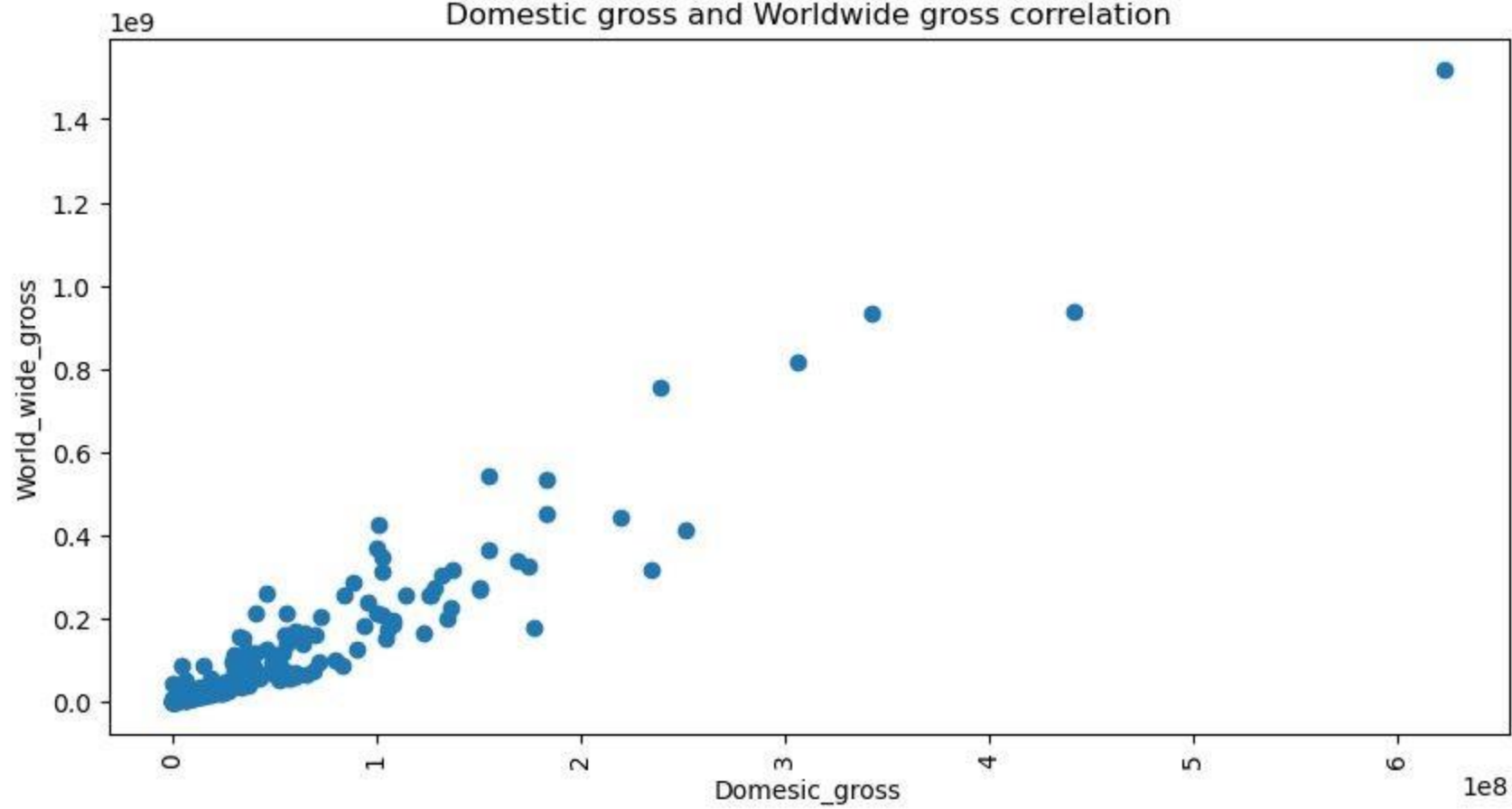
Production budget for the genres

Musical and performing arts had the highest production budget but only by a small margin from the other genres.

Domestic gross and Worldwide gross correlation

Positive upward correlation between domestic gross and worldwide gross

CONCLUSIONS.

. Musical and performing arts was the best performing genre both locally and internationally.

. The production budget for the genres vary but only by a small margin from each other.

. The Domestic and Foreign returns have a positive correlation indicating that so long as a certain genre is popular at a time it will reap well both locally and internationally.

RECOMMENDATIONS.

. Microsoft should consider exploring more data that shows if there is a relationship between seasons and genre popularity. This would help to know which genres to produce and in which season in time exactly.

. Microsoft should look to venture into Musical and Performing arts because it is the best selling genre and clearly the most popular.

. Microsoft should employ staff, that is directors and writers that are properly equipped with knowledge of movie genres and have better understanding of the market and what are the target groups and which of these are the greatest consumers.
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RECOMMENDATIONS.

. Microsoft should put up websites that would give customer feedback so as to satisfy the demands from the market and to be able to attract more customers.

. Check for performance of the genres at a time and take in for suggestions from customers in order to suit customer preferences to produce better movies for their consumers.

CONTACT INFORMATION.

Thank you for giving me the opportunity to present my findings.

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