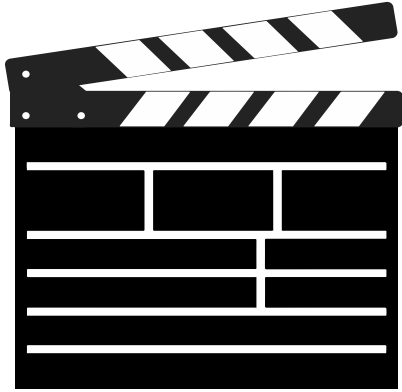# *Microsoft Movie Analysis*

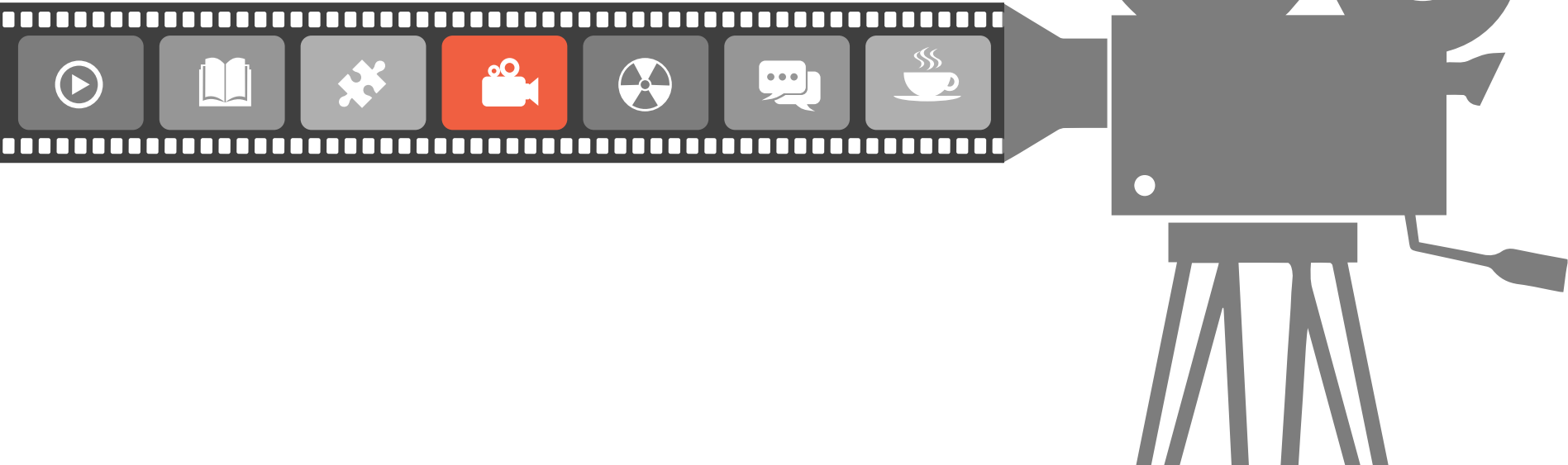*Investing in The Big Screen*

The Purpose

- Provide actionable insights for profitability that a company like Microsoft could use to venture into the movie industry.

Considerations Before Investing

- Demography of its target audience.
- Customer satisfaction.

- Segmenting audience with language preferences.
- Release Month.
- Gross value.

Outline:

Data Used

Analysis of Data
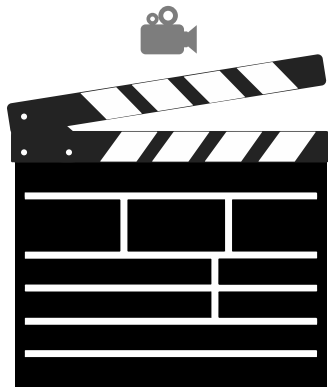
Observations

Recommendations

Data Used:

Final Dataset Used:

- Box Office Mojo Movie data.
  - Bom movie gross

- Internet Movie Database data.
  - Imdb title basics.

- The Movie Database.
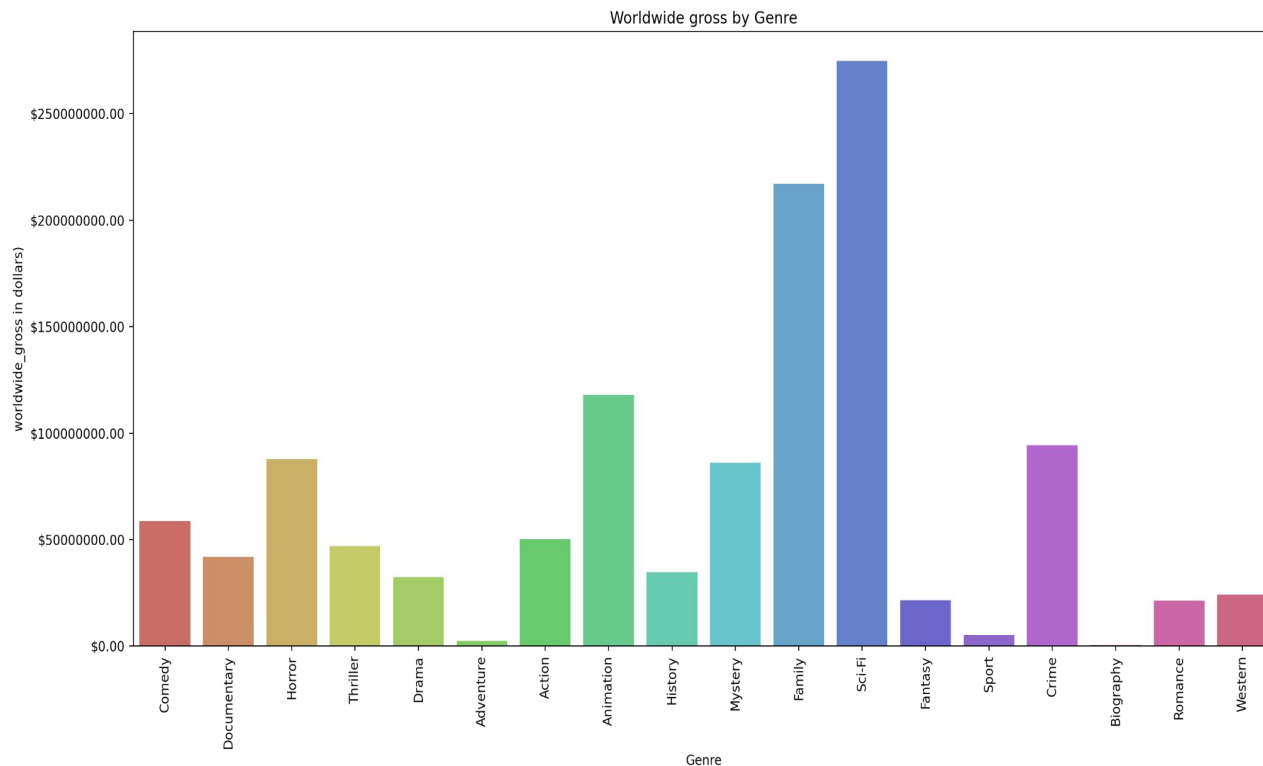 - Tmdb movies

Strategy for Analysis ▶▶

- Perform Exploratory Data Analysis to maximize the insights into data .
- Generate summary statistics for numerical data.
- Create graphical visualizations to understand the data better
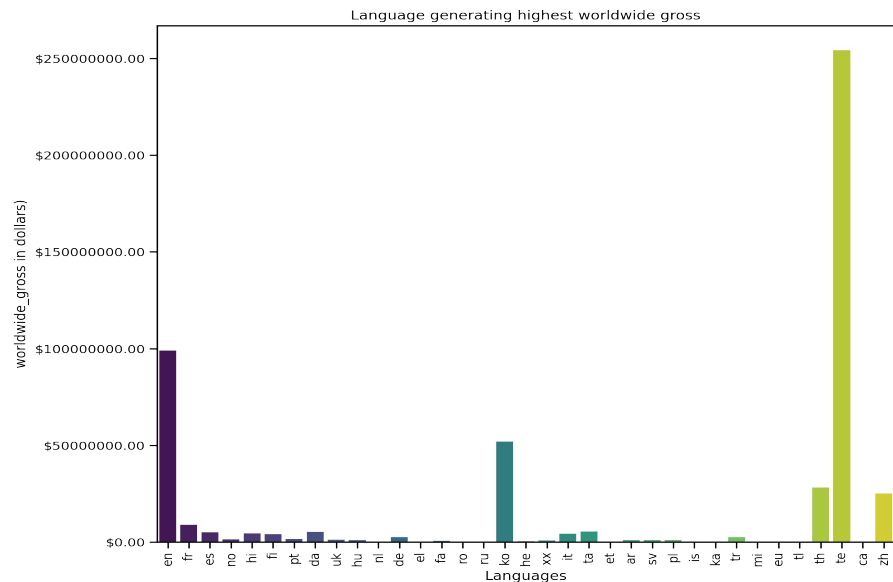
Observations:

Observation 1: ▶▶

Genre generating the highest worldwide gross:
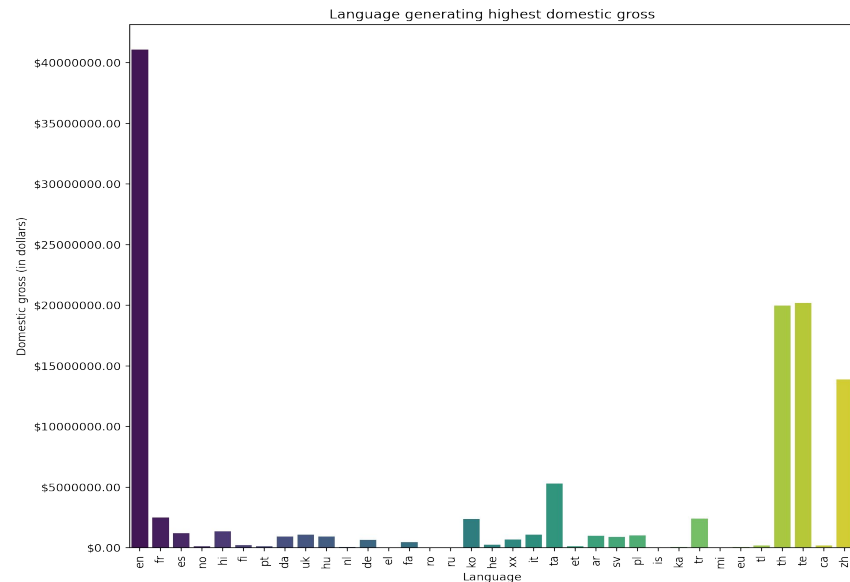

Worldwide gross by Genre
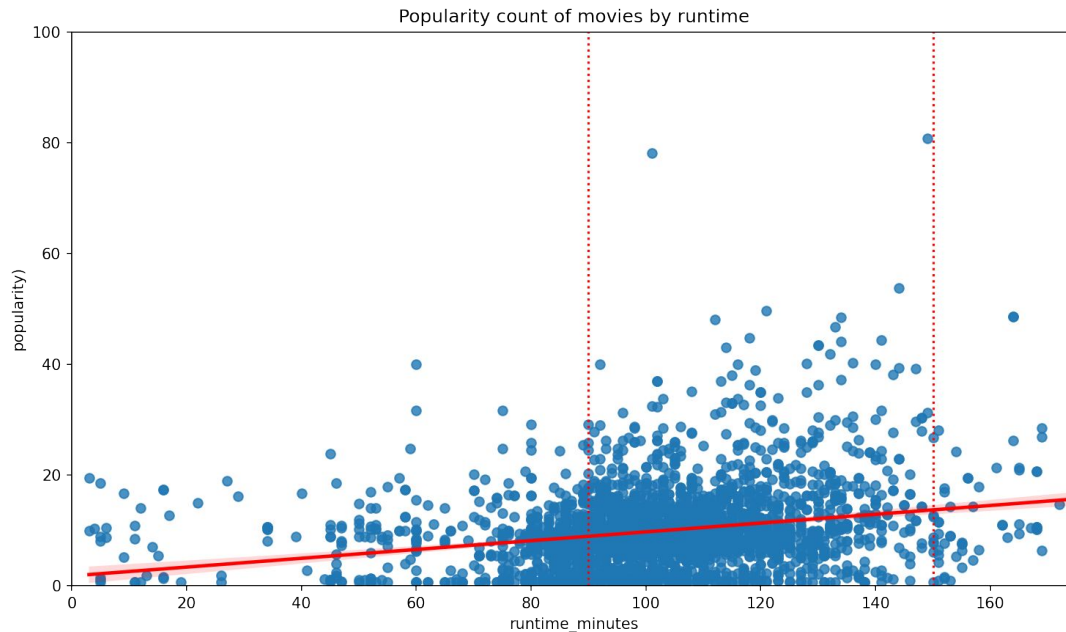
Observation 2: ▶▶

Language generating the Highest
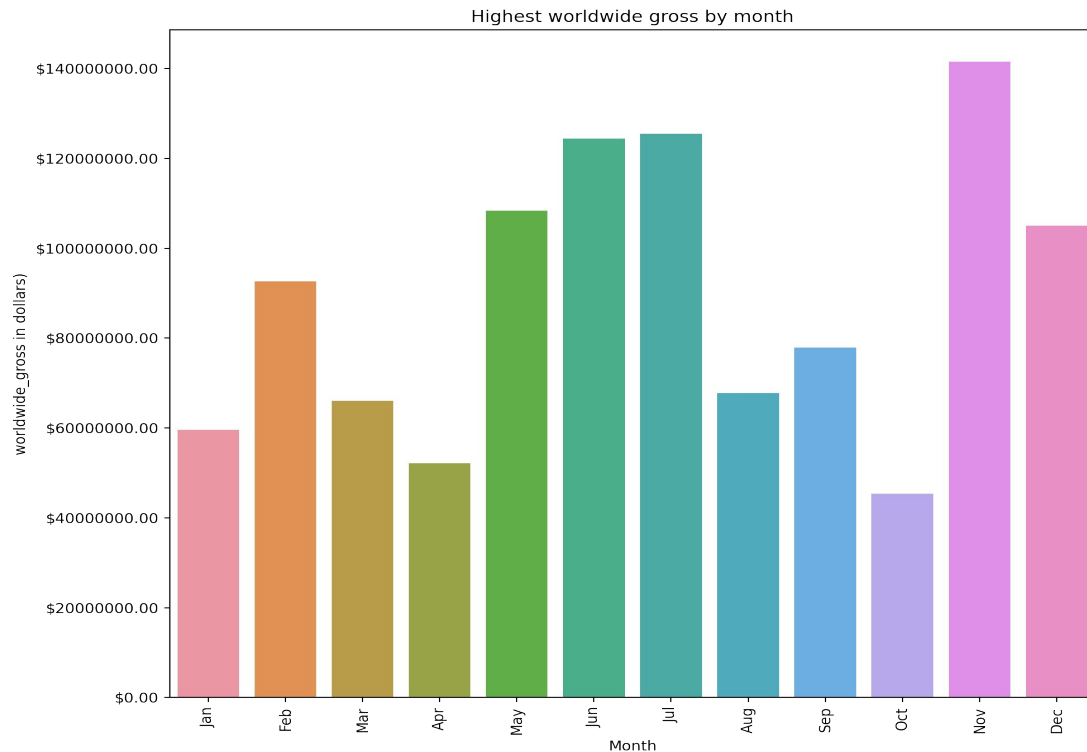Worldwide Gross:

Language generating the Highest
Domestic Gross:

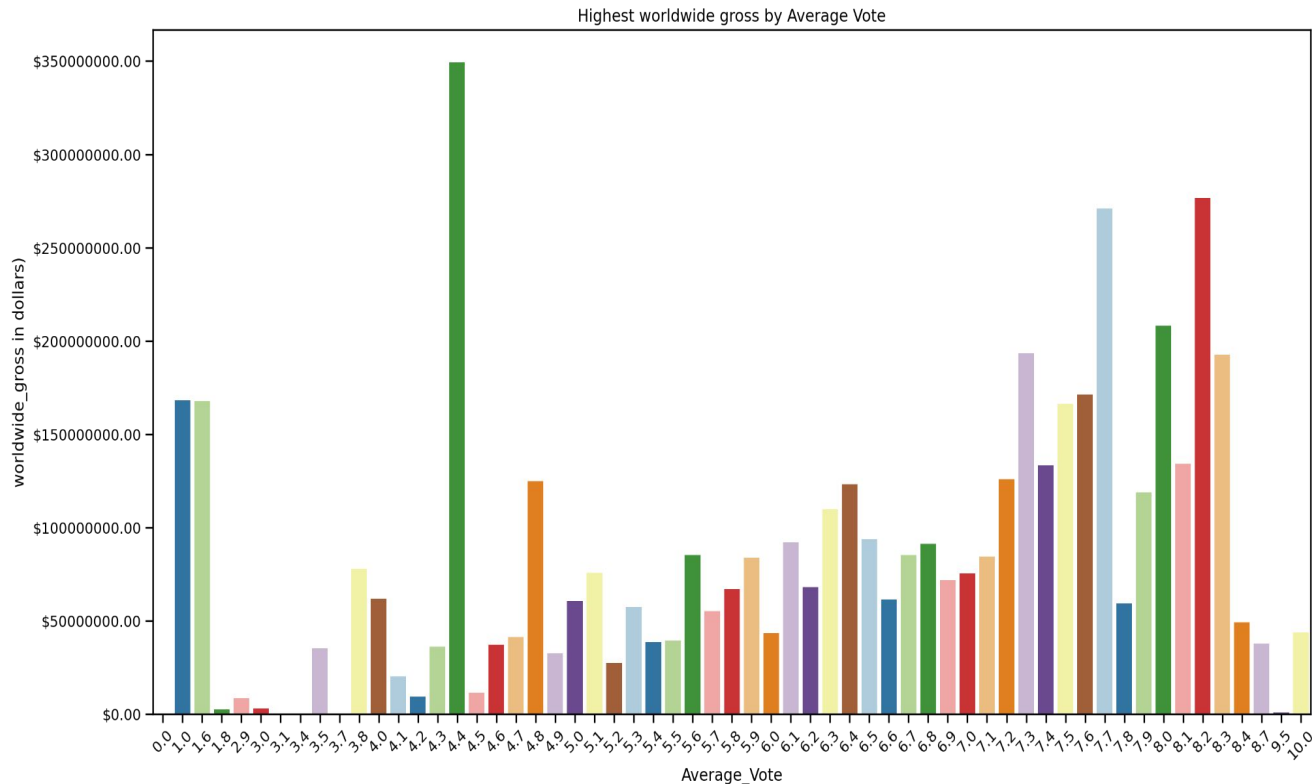# _Observation 3:_ ▶▶

Correlation between runtime & popularity count.

Popularity count of movies by runtime

Observation 4: ▶▶

Release Month that gathers the highest Worldwide Gross.

Highest worldwide gross by month

Observation 5: ▶▶

Average_vote that generates highest Worldwide Gross

Highest worldwide gross by Average Vote

Observation 6: ▶▶

Most profitable year for the business.

worldwide gross by release date
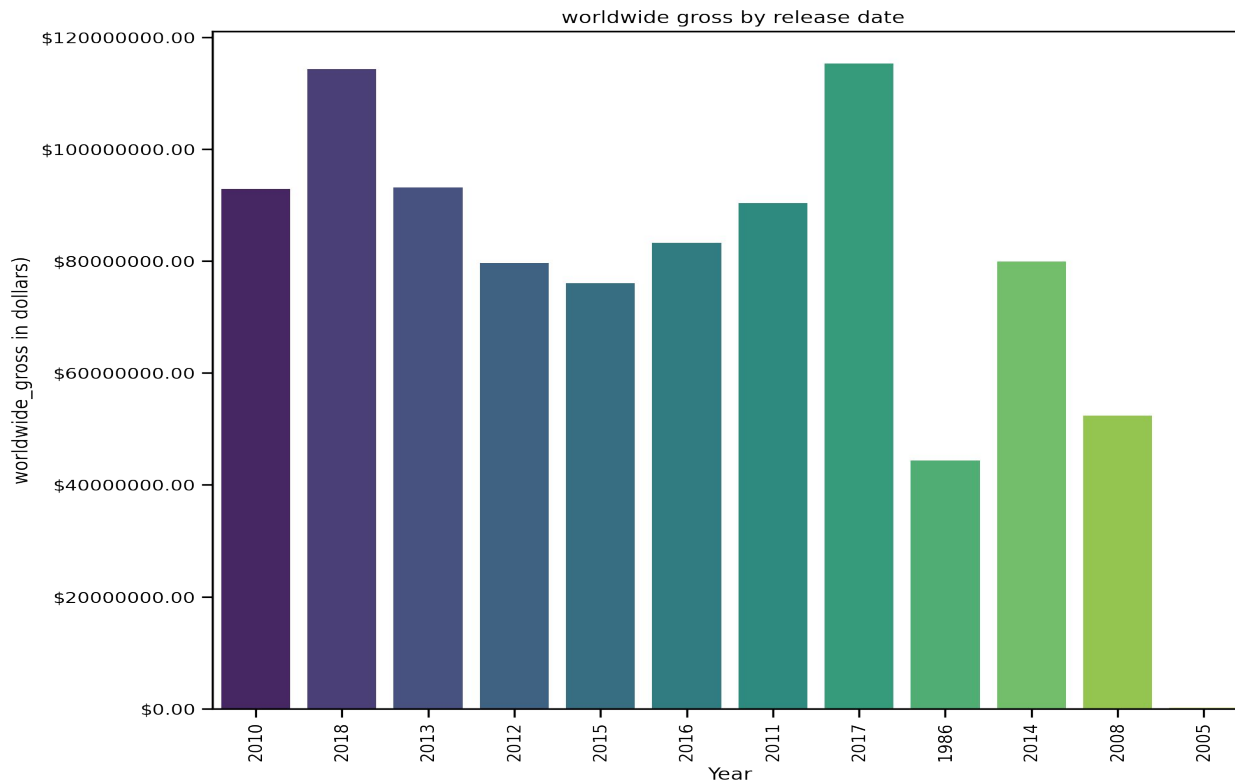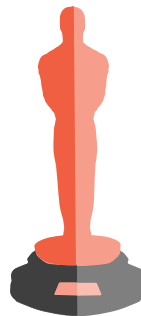
Findings ▶▶

- Movie Genre: Sci Fi

- Preferred Language:
- Worldwide: Telugu
- Domestic: English

- Popularity with Runtime:
  - Positive Correlation within a time frame.
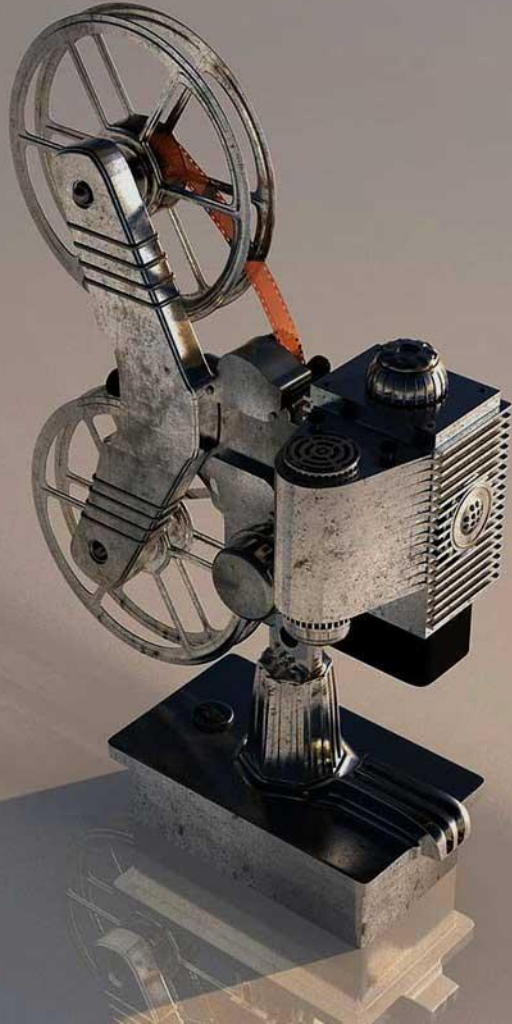
- Release Month

- Average Vote Count matters.

<u>Recommendations</u>

- Focus on Movie Genre.

- Runtime should not be overlooked.

- Movies with Average vote count seems to be doing well.

- Release Time of Movie is important.

- Knowing language preferred by your audiences matters.

THANK YOU ▶▶

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