

MICROSOFT MOVIE STUDIO  
MARKET ANALYSIS

# Data Cleaning Steps

1

Importing the  
necessary  
libraries

2

- Where necessary dropping all the null values
- Setting the required columns to be of the same data type
- Analysis and Visualization

3

- Dropped the unnecessary columns
- Later merged the two data sets to end up with one data set with the necessary columns for analysis

4

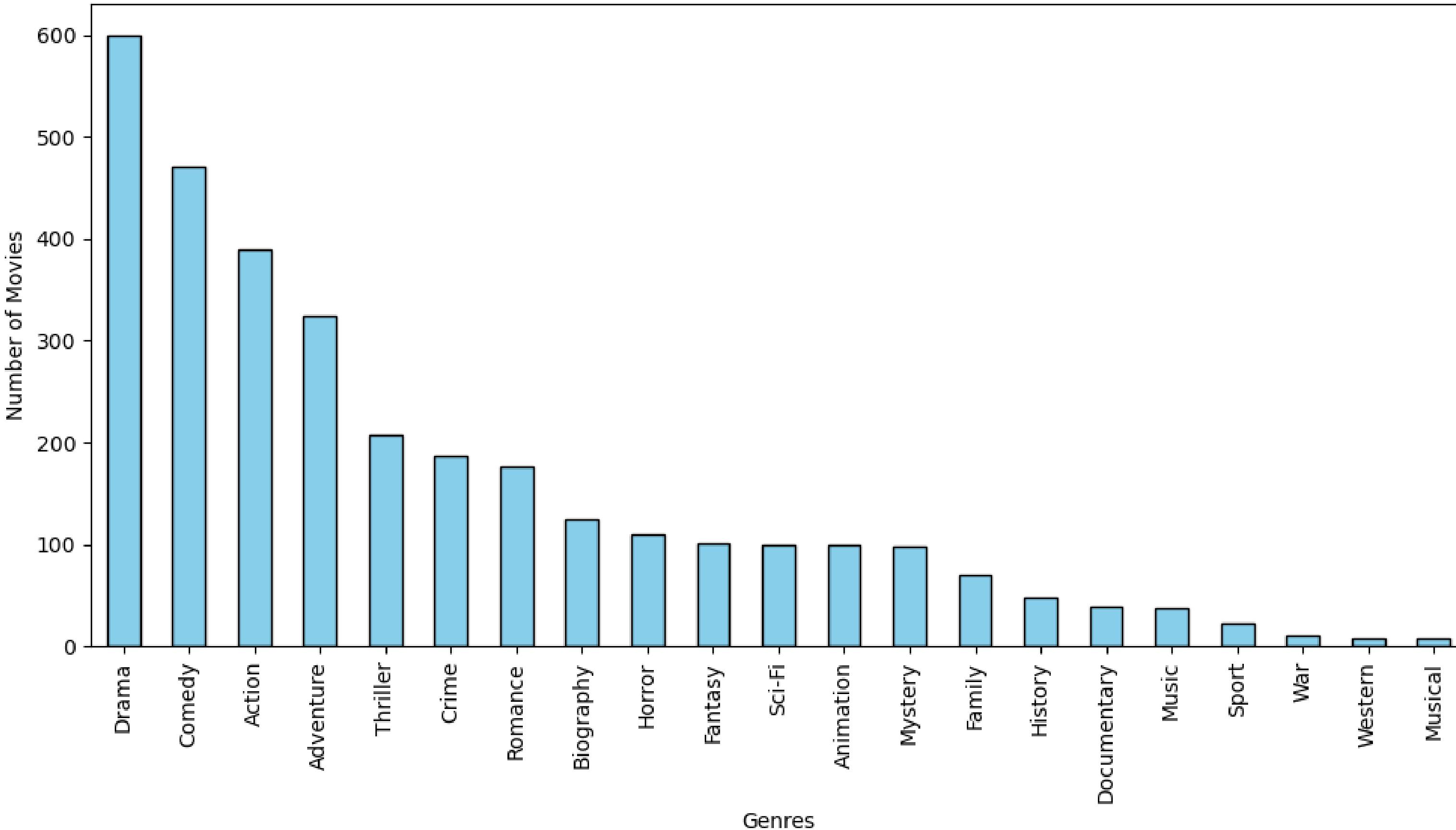
I split each movie to account for each genre individually for precision

# Datasets Used

Imdb

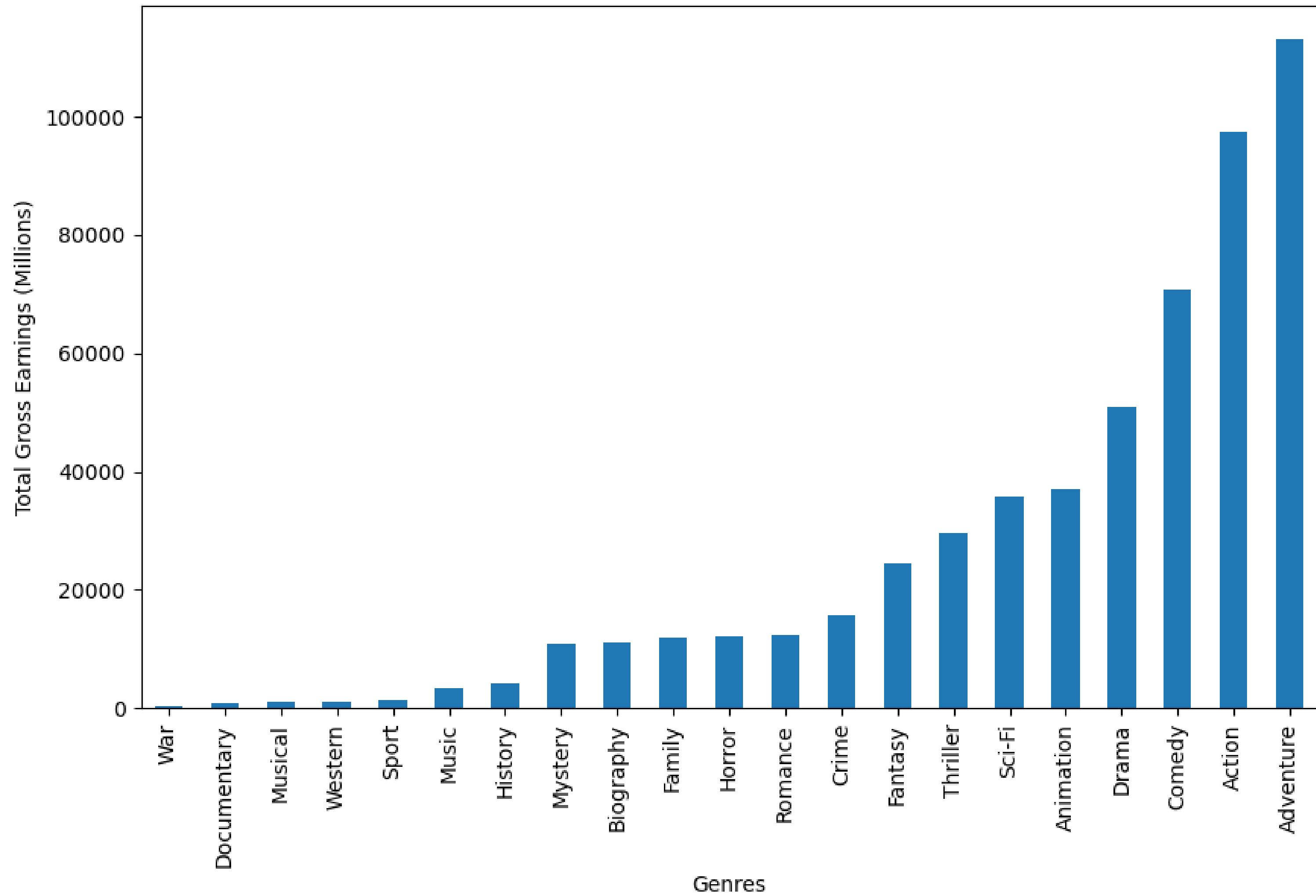
Box Office  
Mojo

### Count of Movies for Each Genre



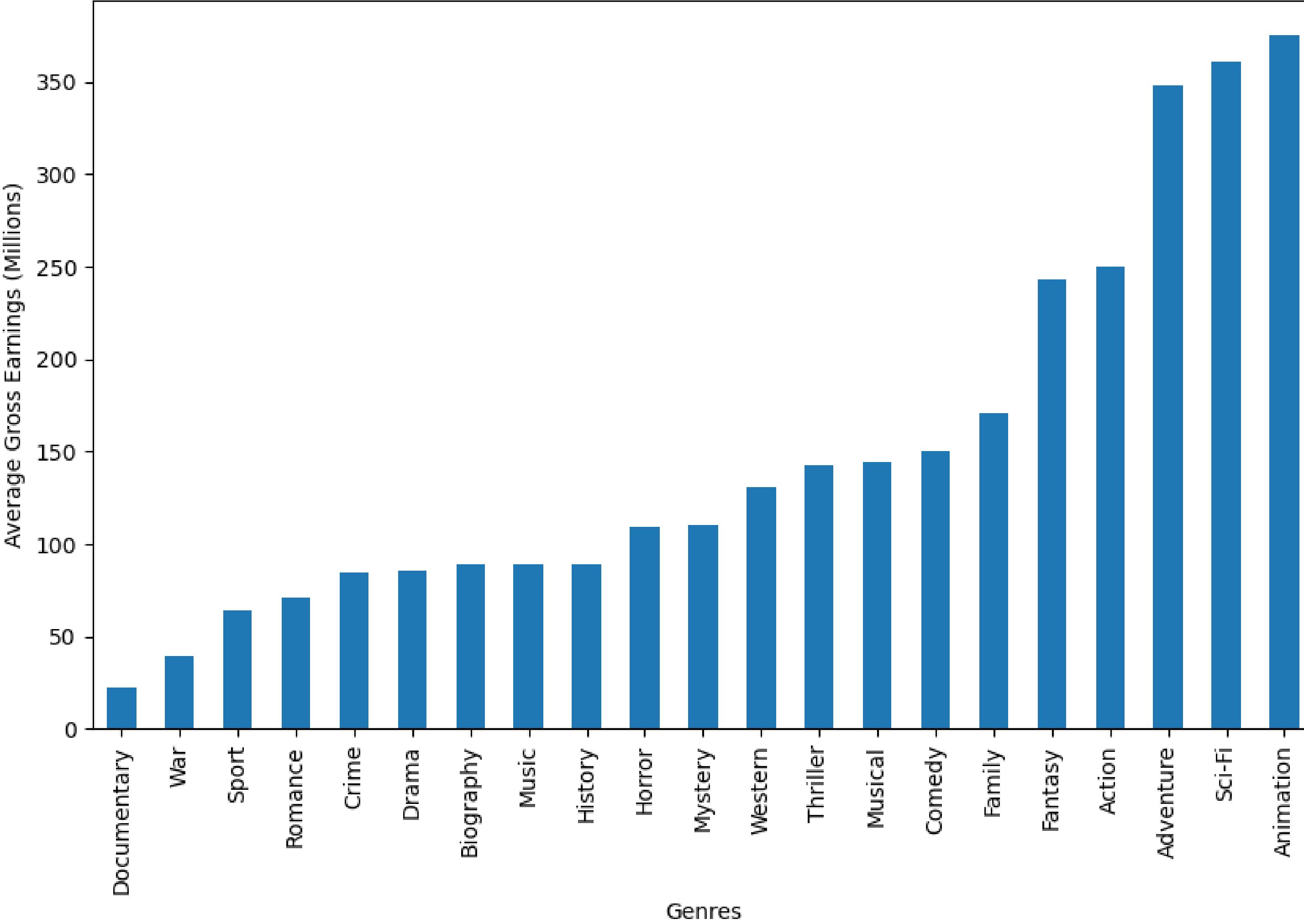
Drama had the highest number of movies between 2010 to 2018 while musicals had the lowest number of movies compared to the other genres

### Total Gross Earnings per Movie Genre (Vertical Bar Graph)



Adventure and Action  
had the highest gross  
earnings per genre

## Average Gross Earnings per Movie Genre (Vertical Bar Graph)



Adventure, Sci-Fi, and Animation had the highest averages in terms of gross earnings while documentary had the lowest



# Conclusion

- The study was conducted for movies between 2010 and 2018 and involved total gross earnings, genres, and the number of movies produced per genre.
  - Conduct analysis on more recent years to get a more vivid picture of the current state
  - Analyze of the ratings and its relation with the gross earnings
- 



# Recommendations

- The studio should produce Sci-fi, Animation, Adventure, Fantasy, or Action since they average over 250 million dollars a year.
- **The studio should** also aim to produce adventure and action since they have been the most consistent in terms of total gross earnings.
- The studio should also venture into sci-fi and animation since they have a lower number of movies and high average gross earnings resulting in a very high average gross earnings.

