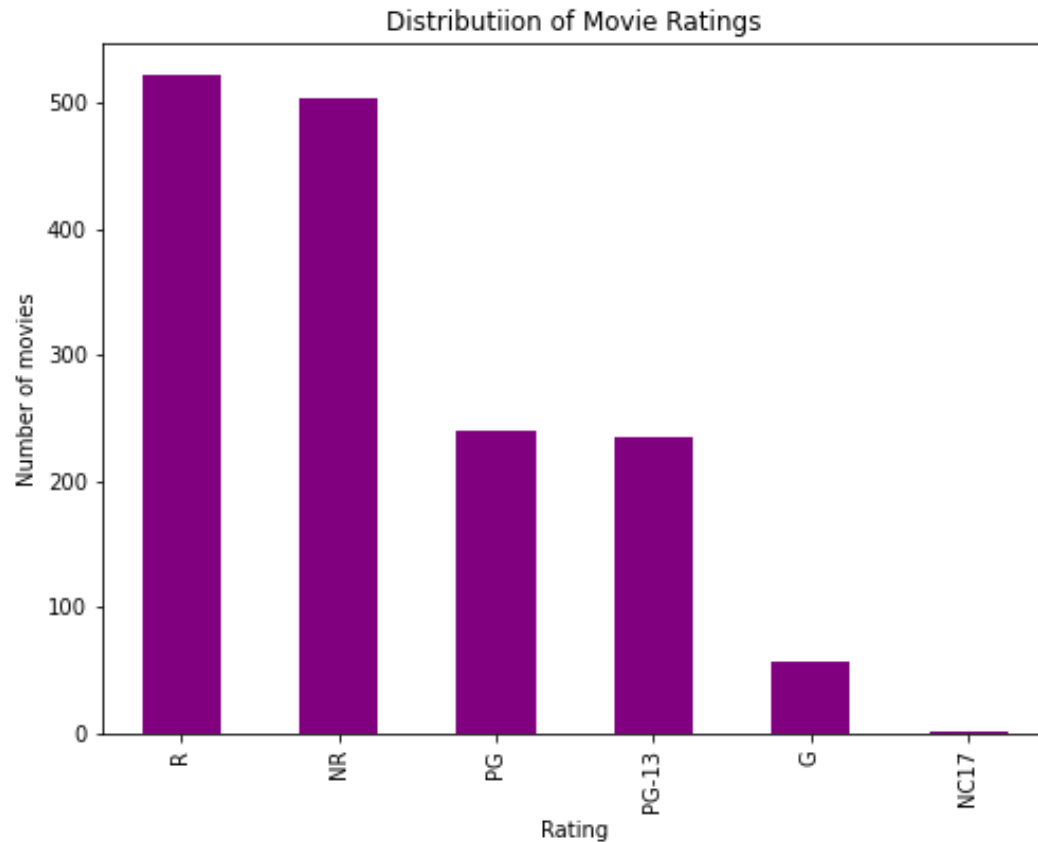


Microsoft Movie Data Analysis

Distribution of movie ratings

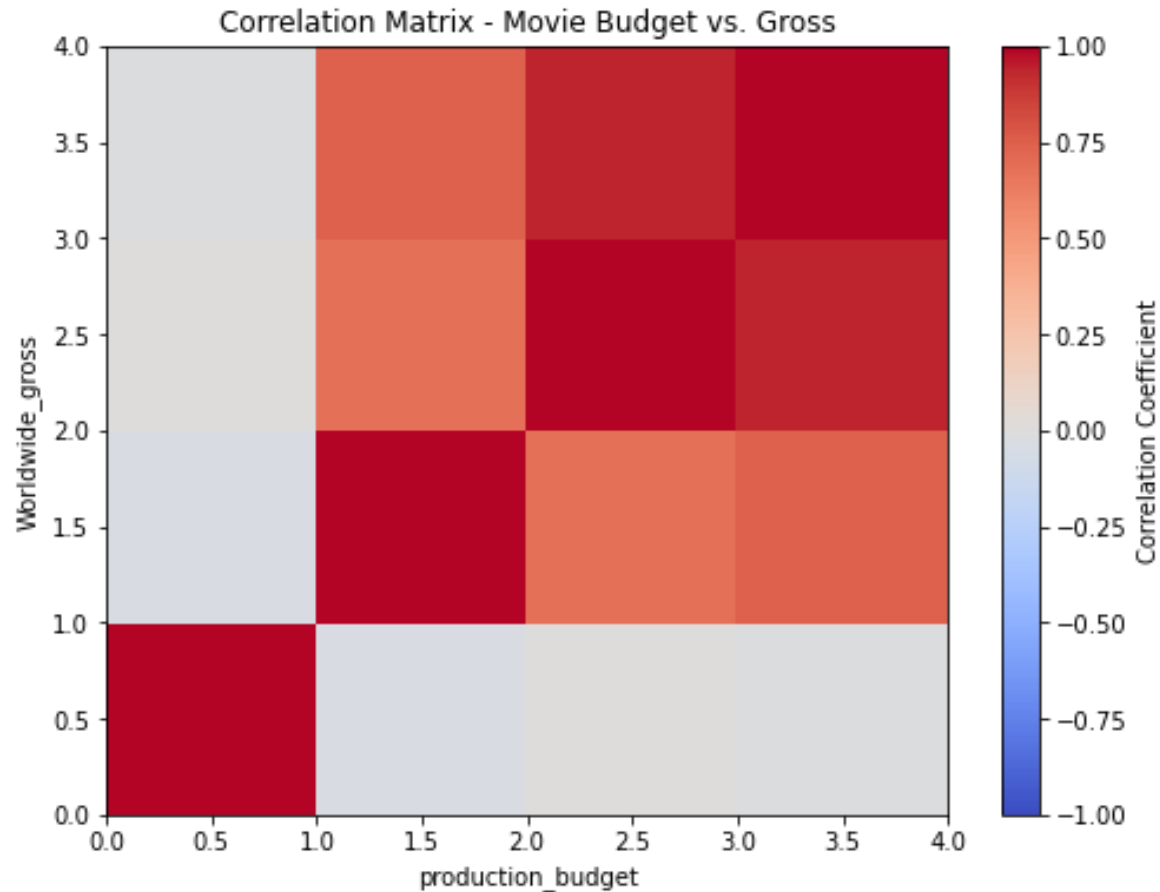


1. The rating "R" and "NR" appear to be the most frequent rating categories. This suggests a potential preference for movies with a mature rating.

2. The diagram above also shows limited presence of G-Rated Movies:

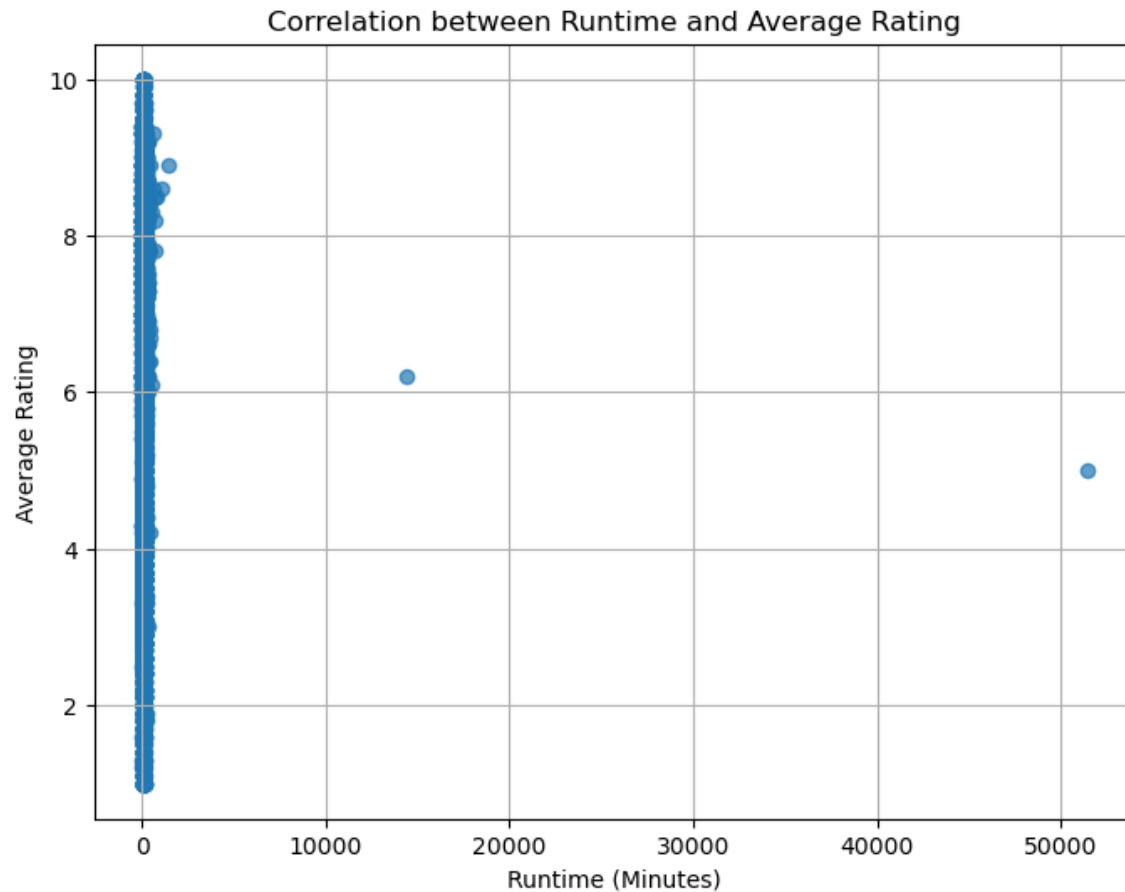
This suggests a relatively small number of movies targeted towards children or a general audience compared to other categories. This massive difference indicates a gap that the microsoft studio could fill by focusing on G-rated Movies.

Corelation between movie budget vs gross



This can be utilized by film-makers for Budget justification: When requesting high budgets. It shows potential for strong domestic and international performance.

Correlation between runtime and average rating



There is low correlation between runtime and average ratings. Therefore, runtime should not be a primary focus

Recommendations

- 1.Fill the massive gap on the availability of G-rated movies
- 2.The studio should also explore R rated and NR rated movies as they are the most popular ratings
3. Allocate a high budget for films. Costs can be reduced through partnering with brands and locations for shoots.