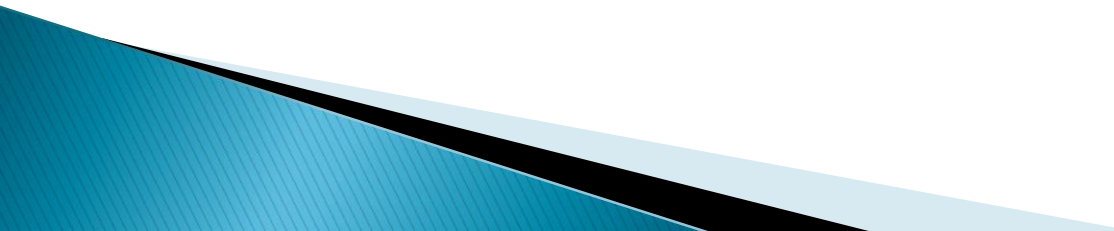


MOVIES DATA ANALYSIS

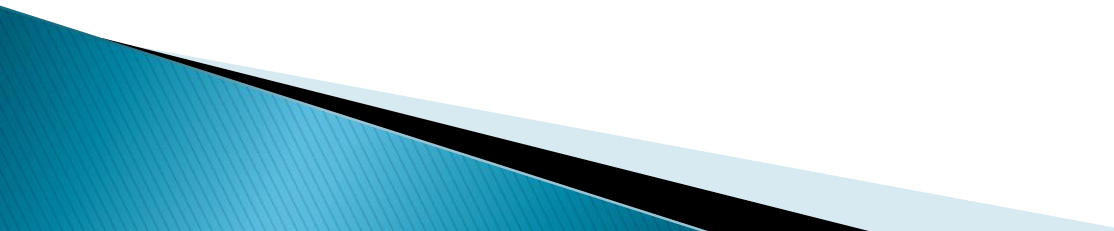
By: Kelvin Nzomo

OUTLINE

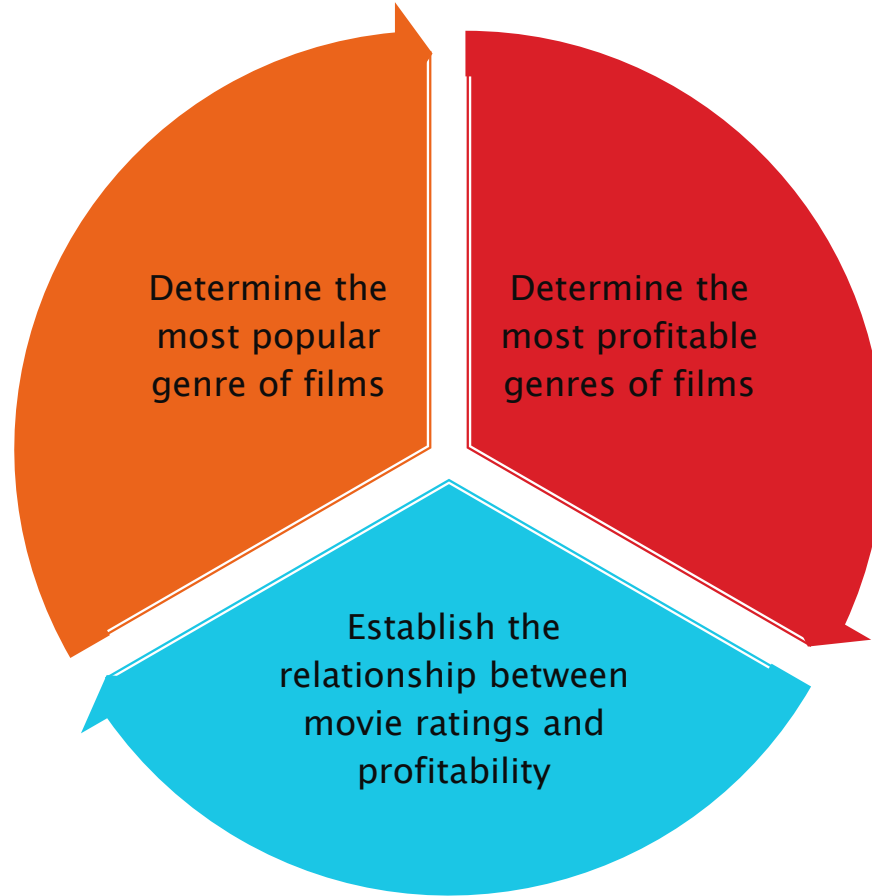
- ❖ Introduction
 - ❖ Objectives
 - ❖ Tools use
 - ❖ Data analysis work done
 - ❖ Conclusions
 - ❖ Recommendations
- 

Introduction

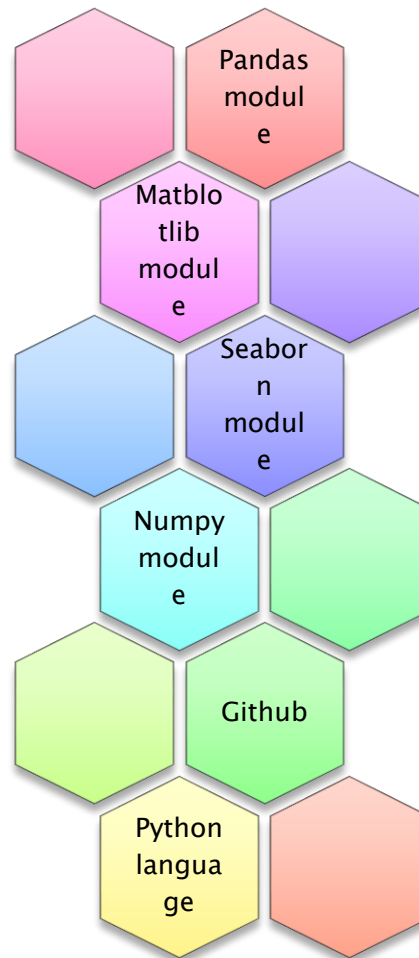
Business Problem:

- Microsoft intends to create original video content.
 - They will create a new movie studio
 - Need data analysis to determine the best films at the box office
 - Head of Microsoft's new movie studio requires data driven help to decide what type of films to create
- 

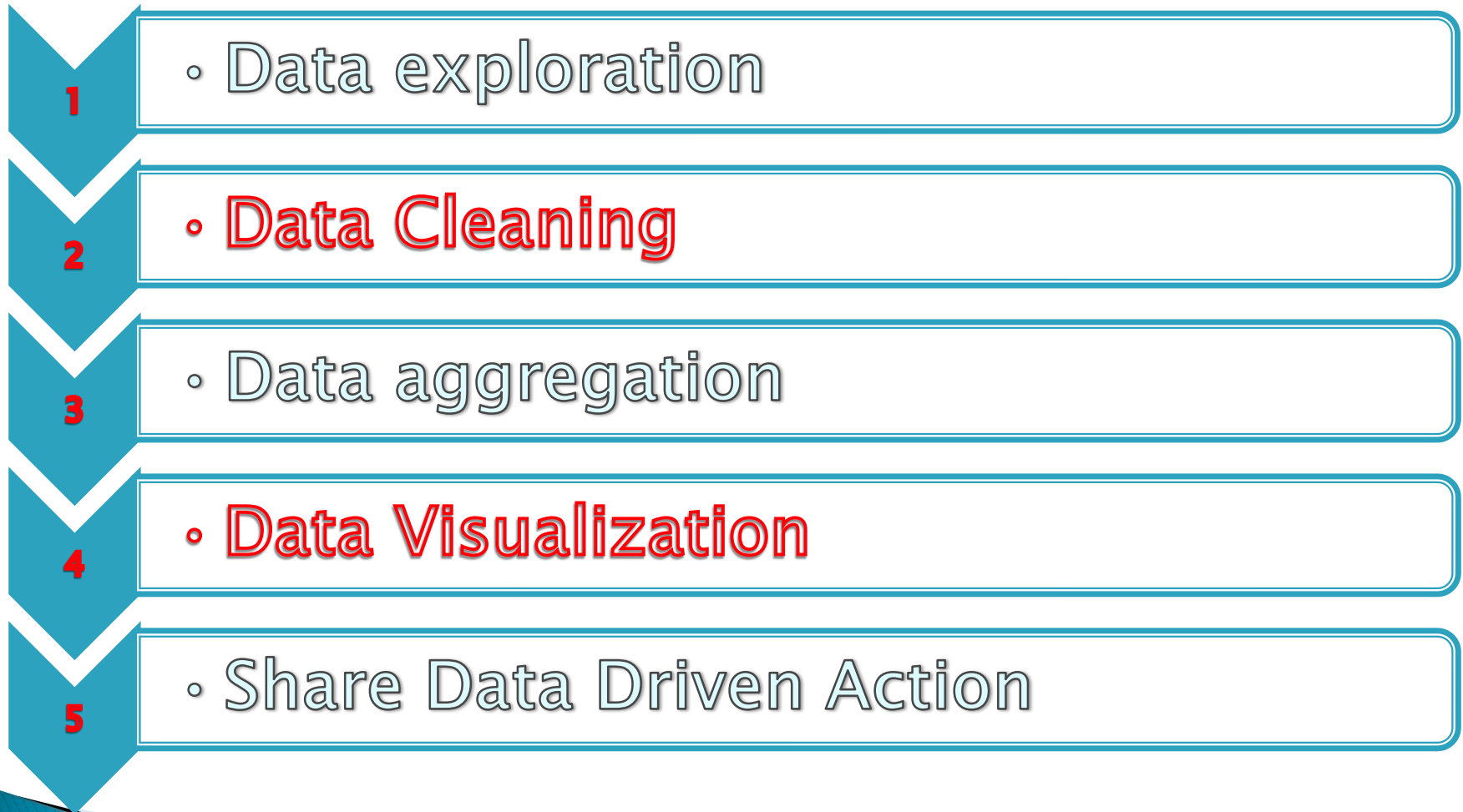
Business Objectives



Tools used

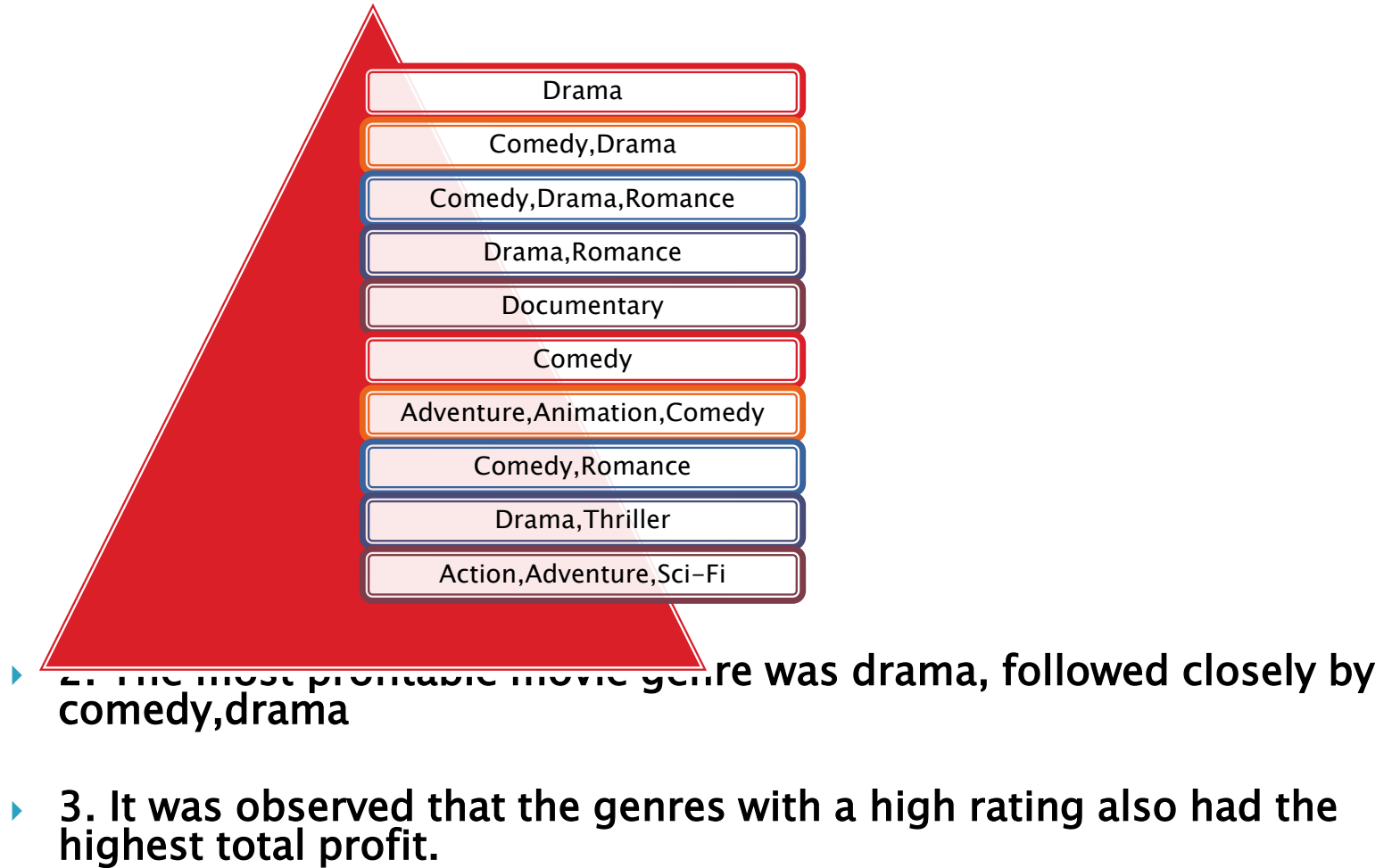


Data analysis work done



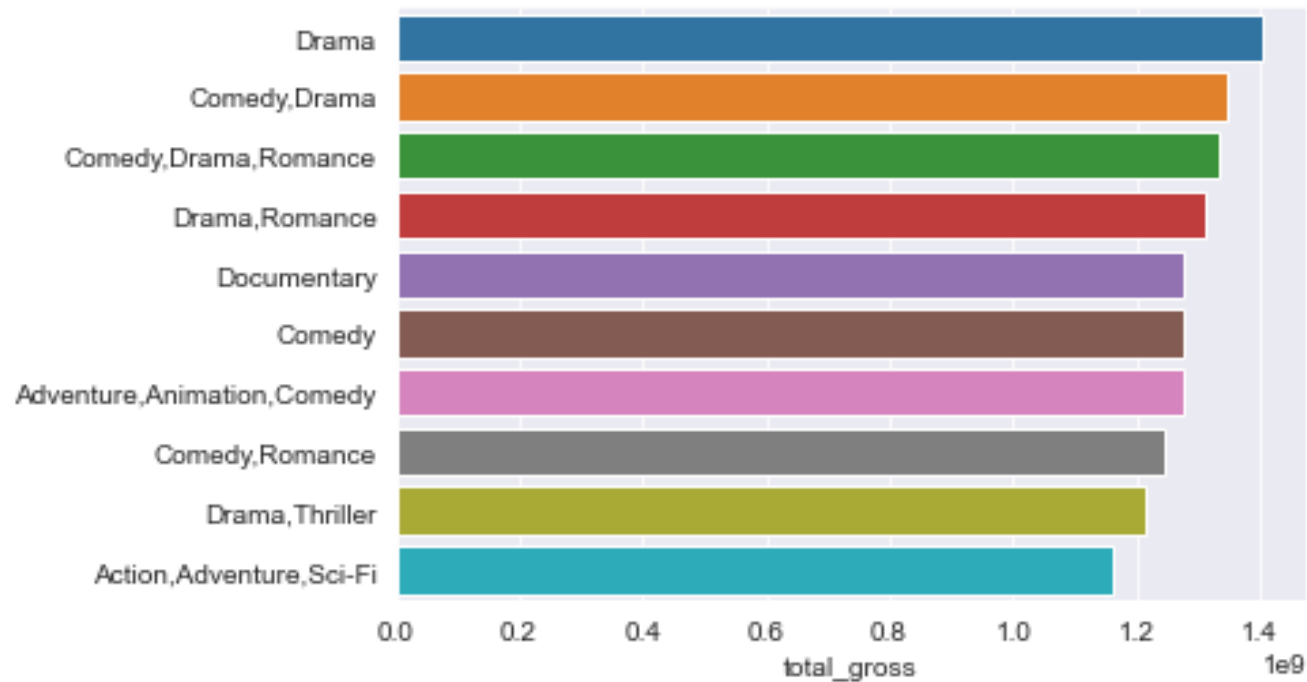
Conclusions

Popular movie genres



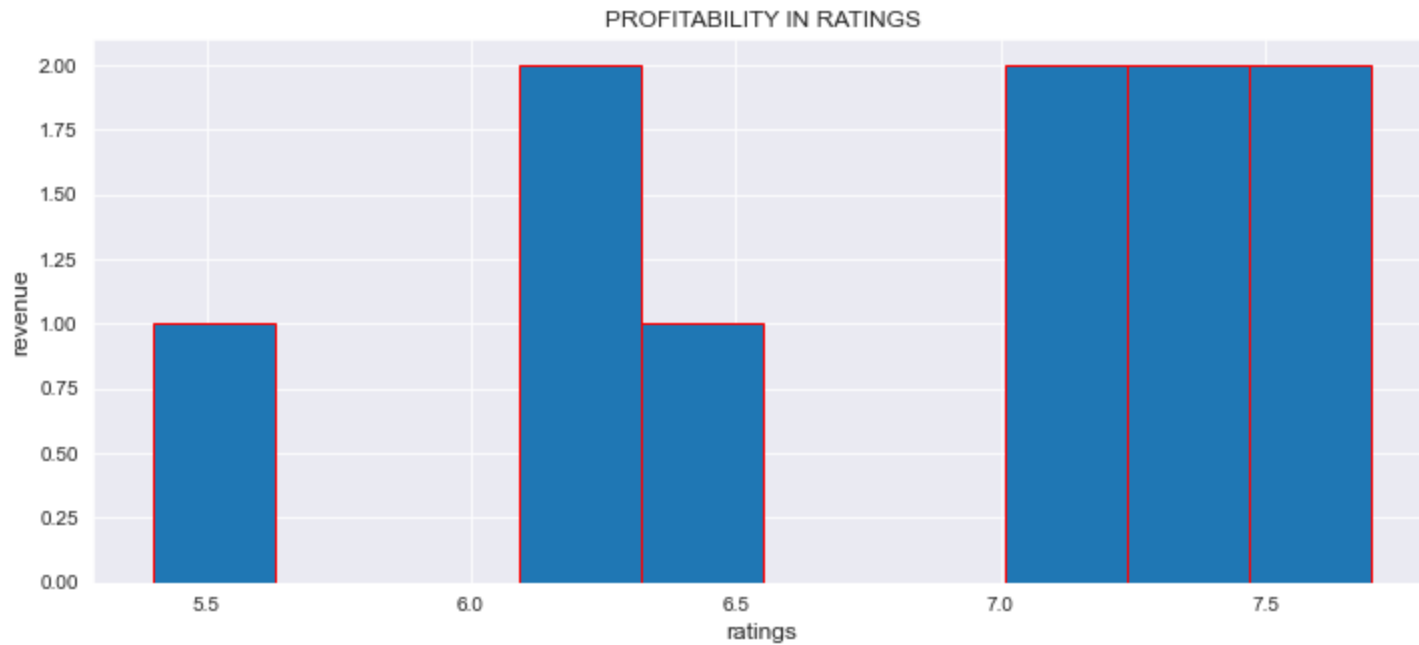
Conclusions...

The most profitable movie genre



Conclusion...

- Profit In Movie Ratings



Recommendation

- ▶ We recommend the following to Microsoft:
 - Movie production genre: Drama
 - Reason: most profitable genre according to imbd data