MOVIES DATA ANALYSIS

OUTLINE

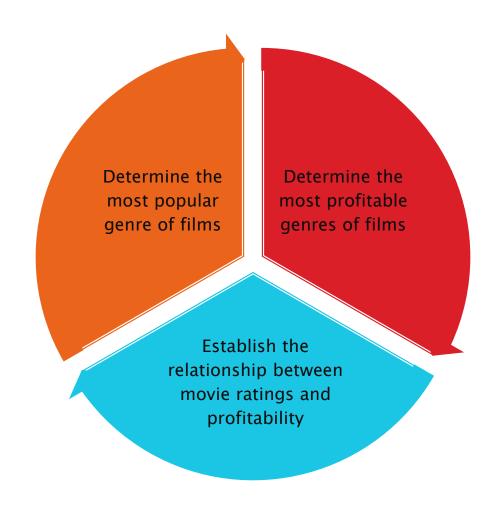
- Introduction
- Objectives
- Tools use
- Data analysis work done
- Conclusions
- Recommendations

Introduction

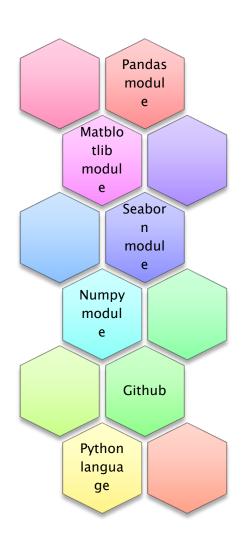
Business Problem:

- 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

Data exploration

Data Cleaning

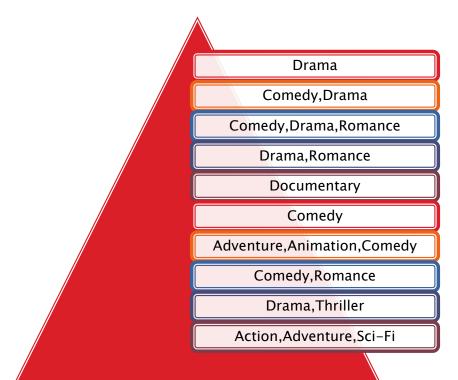
Data aggregation

Data Visualization

Share Data Driven Action

Conclusions

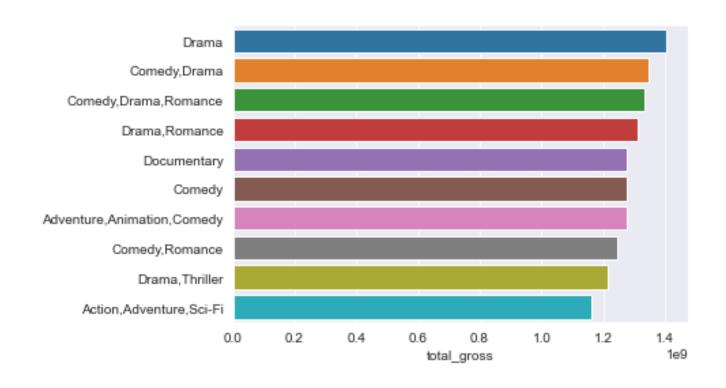
Popular movie genres



- 2. The most promable movie genre was drama, followed closely by comedy, drama
- 3. It was observed that the genres with a high rating also had the highest total profit.

Conclusions...

The most profitable movie genre



Conclusion...

Profit In Movie Ratings



Recommendation

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