

MOVIE ANALYSIS FOR MICROSOFT NEWS STUDIO

IMMANUEL OCHIENG

16/04/221

BUSINESS UNDERSTANDING

- *Microsoft news studio had been observing how major companies had been creating movie content and decided to come up with their own movie studio.*
- *This however required an in-depth analysis of which movies had been performing well in the box office.*
- *This presentation will show all the data sources used for the movie analysis*

DATA UNDERSTANDING

- *In order for there to be accurate, easier and proper data analysis, for this project i will make use of database files and some csv files stored on my local computer. My reason for using csv and database file is that they are easier to read and open using inbuilt python libraries. They are also not as cumbersome as json files.*

DATA SOURCES

❖ *bom.movie_gross.csv.gz*

❖ *rt.movie_info.tsv.gz*

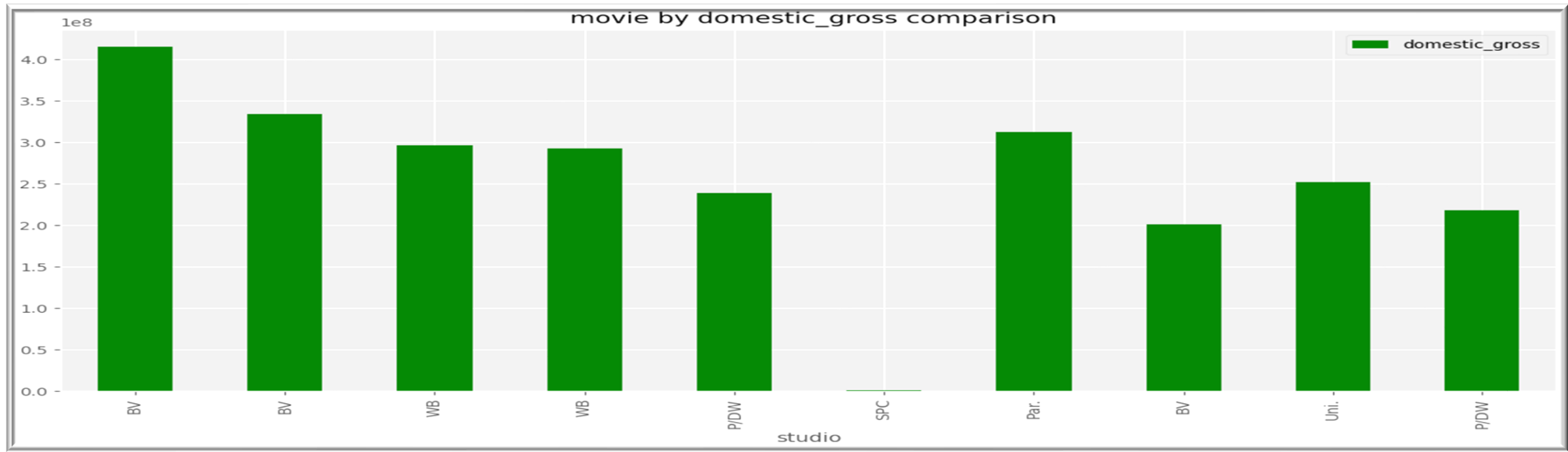
❖ *rt.reviews.tsv.gz*

❖ *tmdb.movies.csv.gz*

❖ *tn.movie_budgets.csv.gz*

DATA ANALYSIS

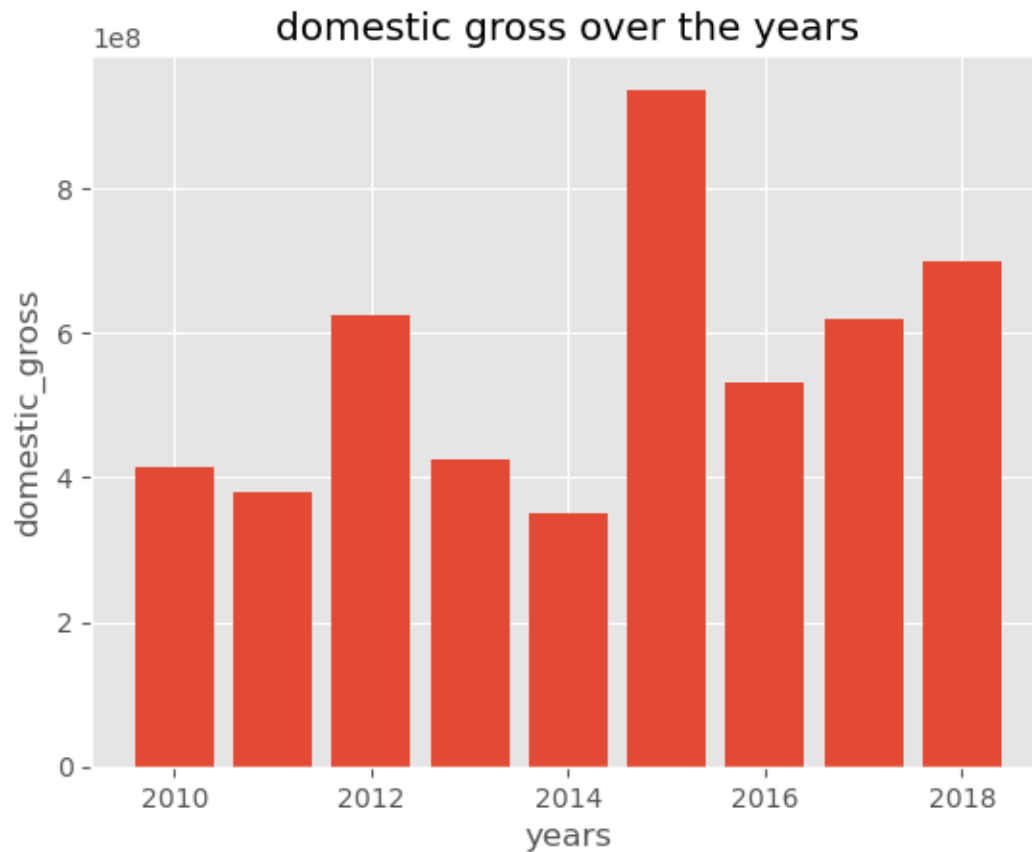
- *From here I proceeded to analyze my data from the datasets. I majorly used bar, line and scatter graphs.*
- *The first dataset I used was bom.movie_gross.csv.gz where I compared movie studios by domestic gross*



DATA ANALYSIS

- *From the previous slide, we can see that that studio (BV) had the highest domestic_gross reading*

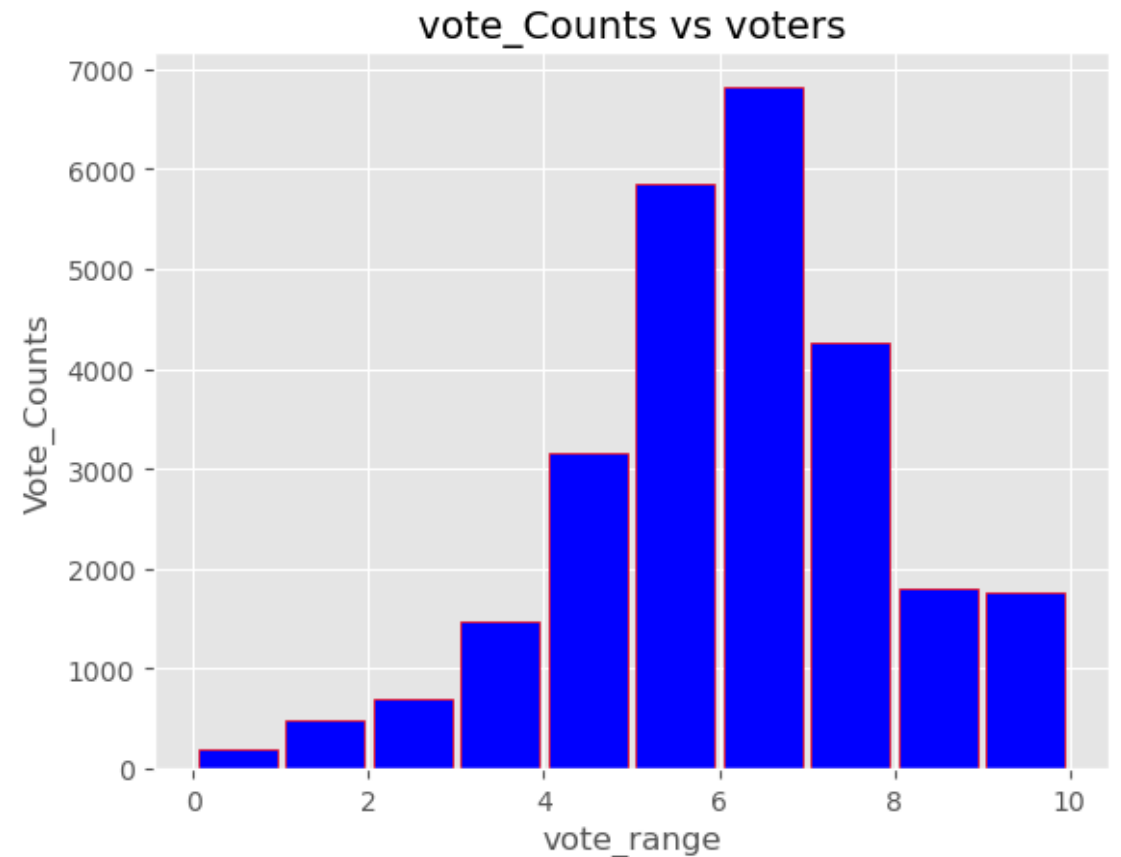
DATA ANALYSIS



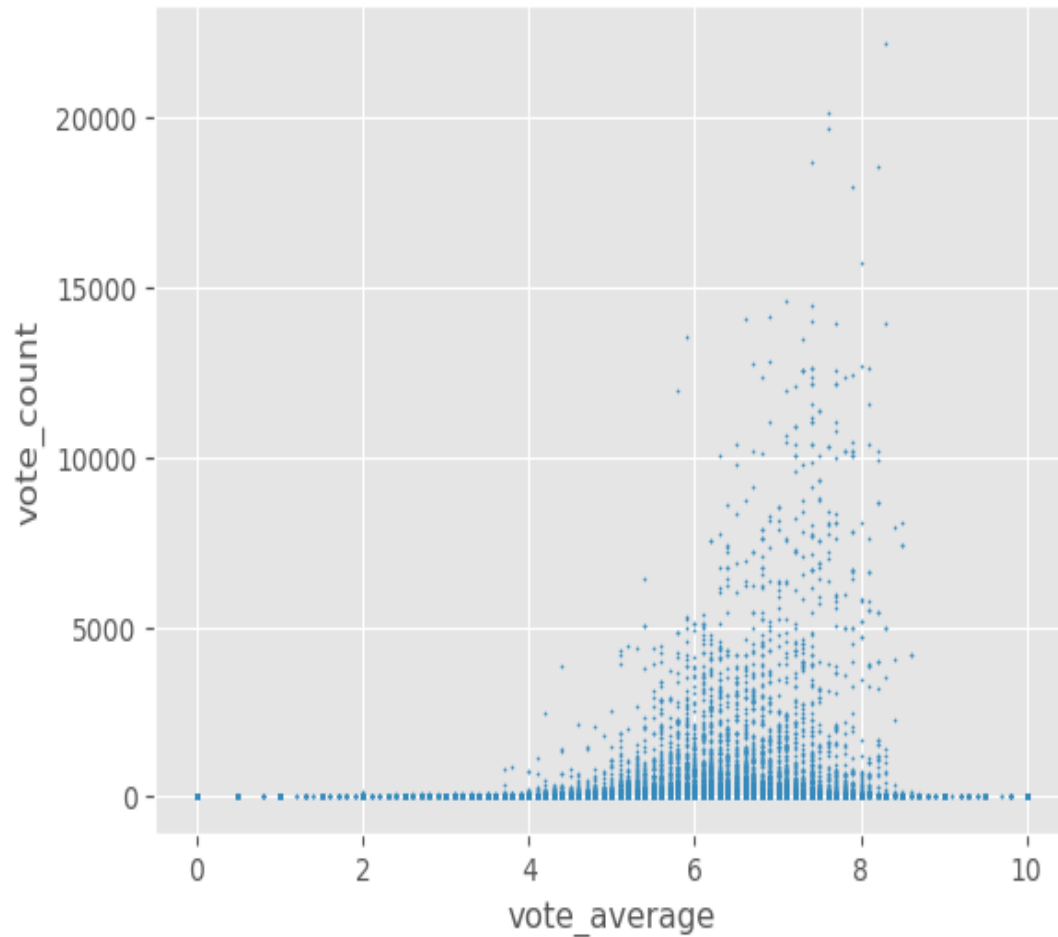
- The readings here show that the domestic gross of the movies was highest in 2015 and lowest in 2011.

DATA ANALYSIS

- The next data set I used was in tmdb.movies. I came up with the following histogram.
- Majority of the vote counts range from 4- 8.
- The data here is positively skewed.

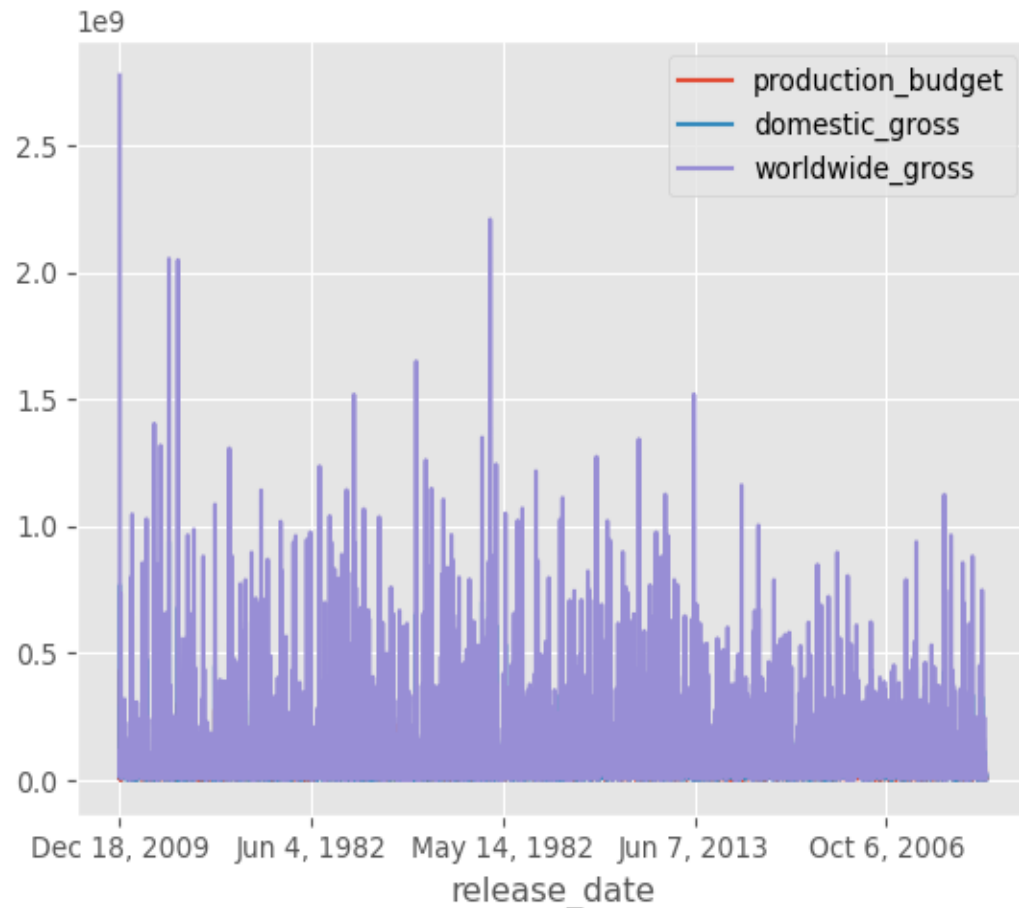


DATA ANALYSIS



- This visualization was obtained from tmdb.movies dataset.
- Majority of the vote counts seem to be below 10000
- Majority of the vote_counts are in the range of 4- 8.

DATA ANALYSIS



- This visualization is from `tn.movie_budgets`.
- We can see that in the years 2009 and 1982, a lot of profit was spent on releasing movies.

RECOMMENDATIONS

- After analyzing various datasets, here are my recommendations:
 1. More movie studios to maintain consistency in producing movies like the (BV) movie studios
 2. The studios with low movie production such (SPC) movie studios to be allocated funds to begin movie production.
 3. More people to be encouraged to vote so as to have higher readings on which movies to be promoted globally.

CONCLUSION

- In conclusion, it is evident that some movie studios have potential producing films such as the (BV) movie studio, however more funds to be allocated in other movie studios to enhance consistent movie production.

END

THANK YOU

Immanuel Ochieng

Tel: 0722488801