MICROSOFT MOVIE ANALYSIS

INTRODUCTIONS

- Problem Statement :

  Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.
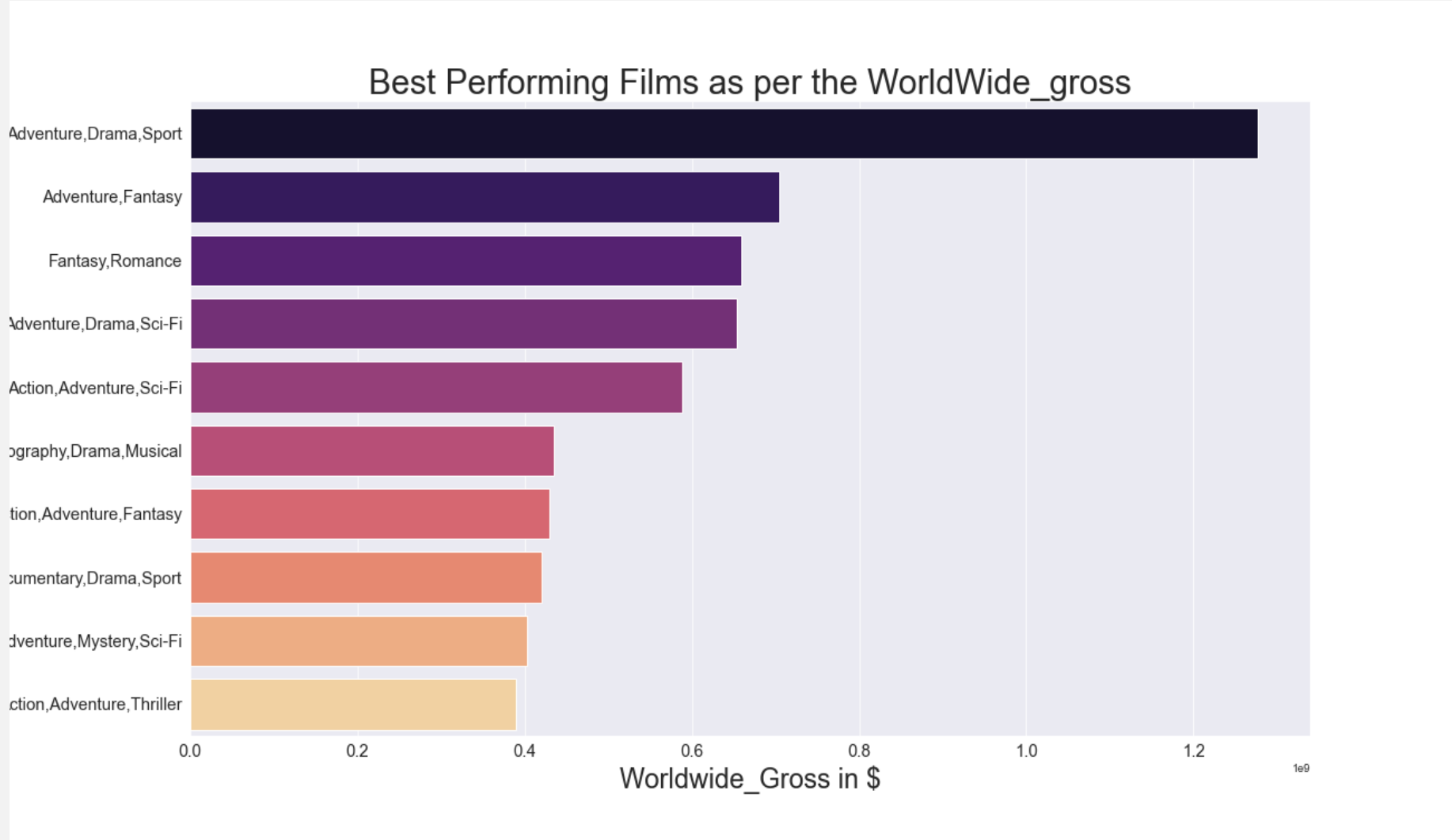
OBJECTIVES:

1. Importing the required Libraries

2. Loading Data from the Files

3. Data understanding by analysing the data

4. Data Cleaning and identifying as well as handling NAN values in the dataset

5. Data Visualisation

6. Conclusions and Recommendations
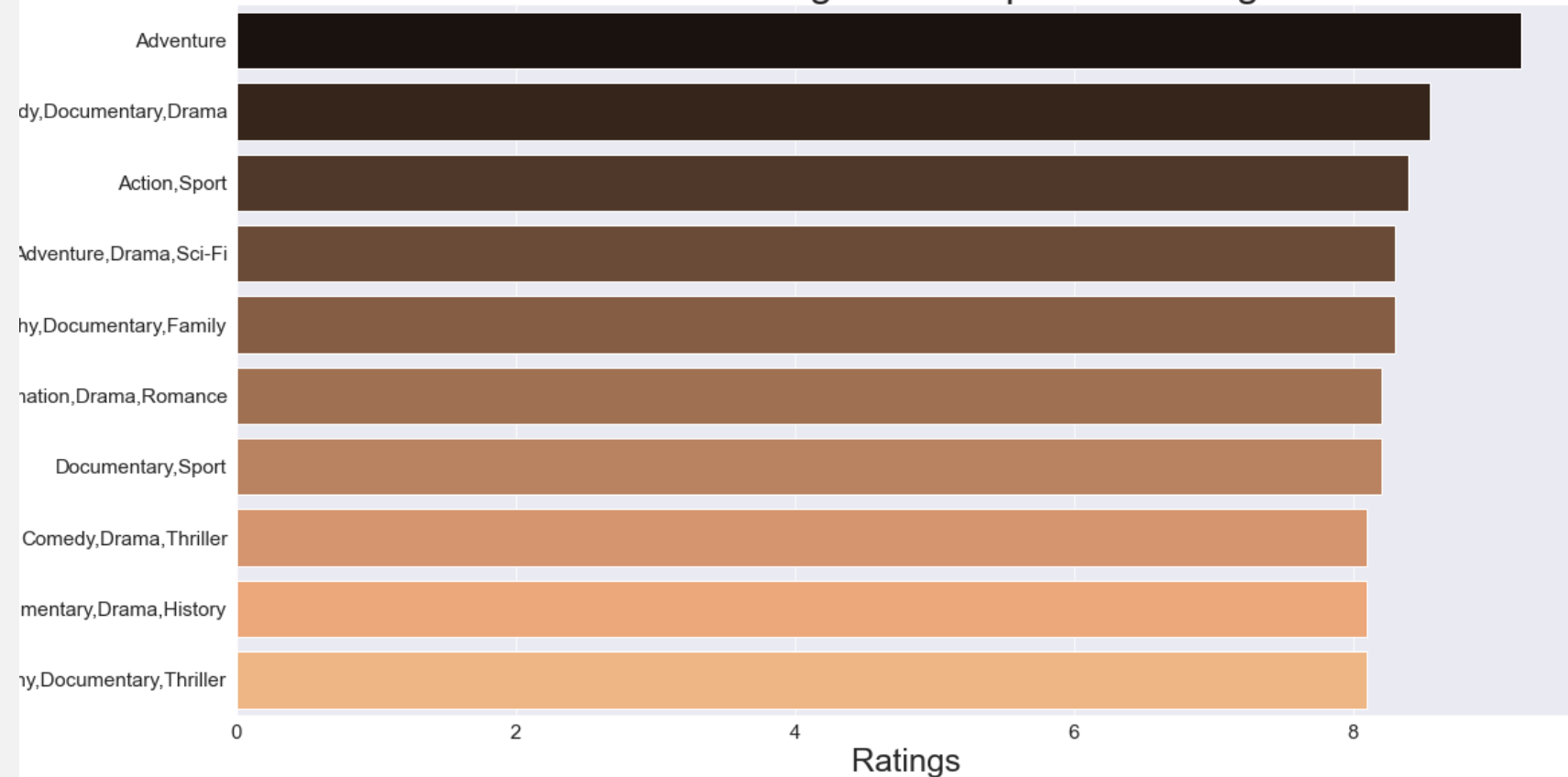
SOURCES OF THE DATASETS:

1) imdb.title.basics

2) imdb.title.ratings

3) bom.movie_gross

GENRES VS WORLDWIDE GROSS

Best Performing Films as per the WorldWide_gross

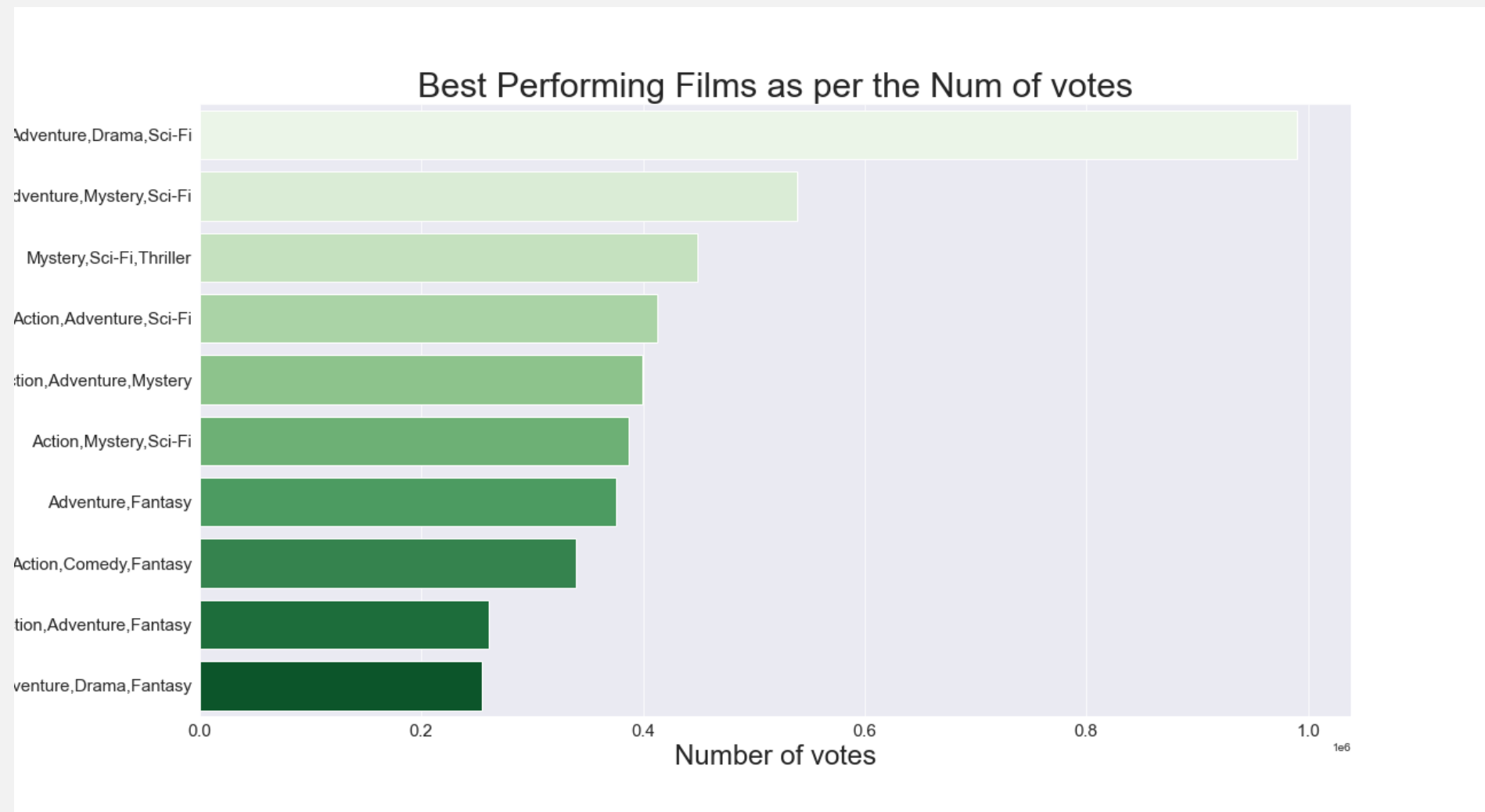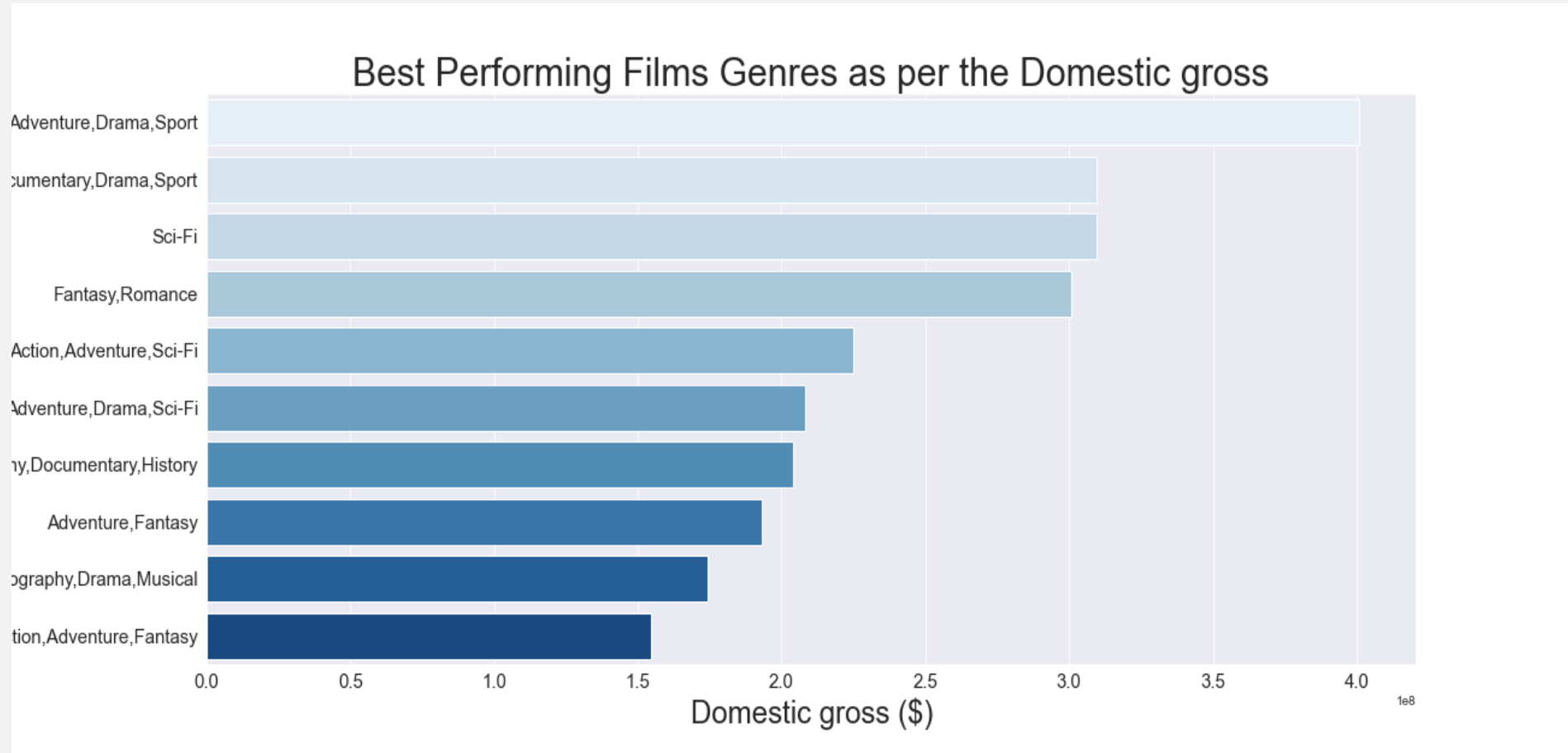# GENRES VS RATINGS
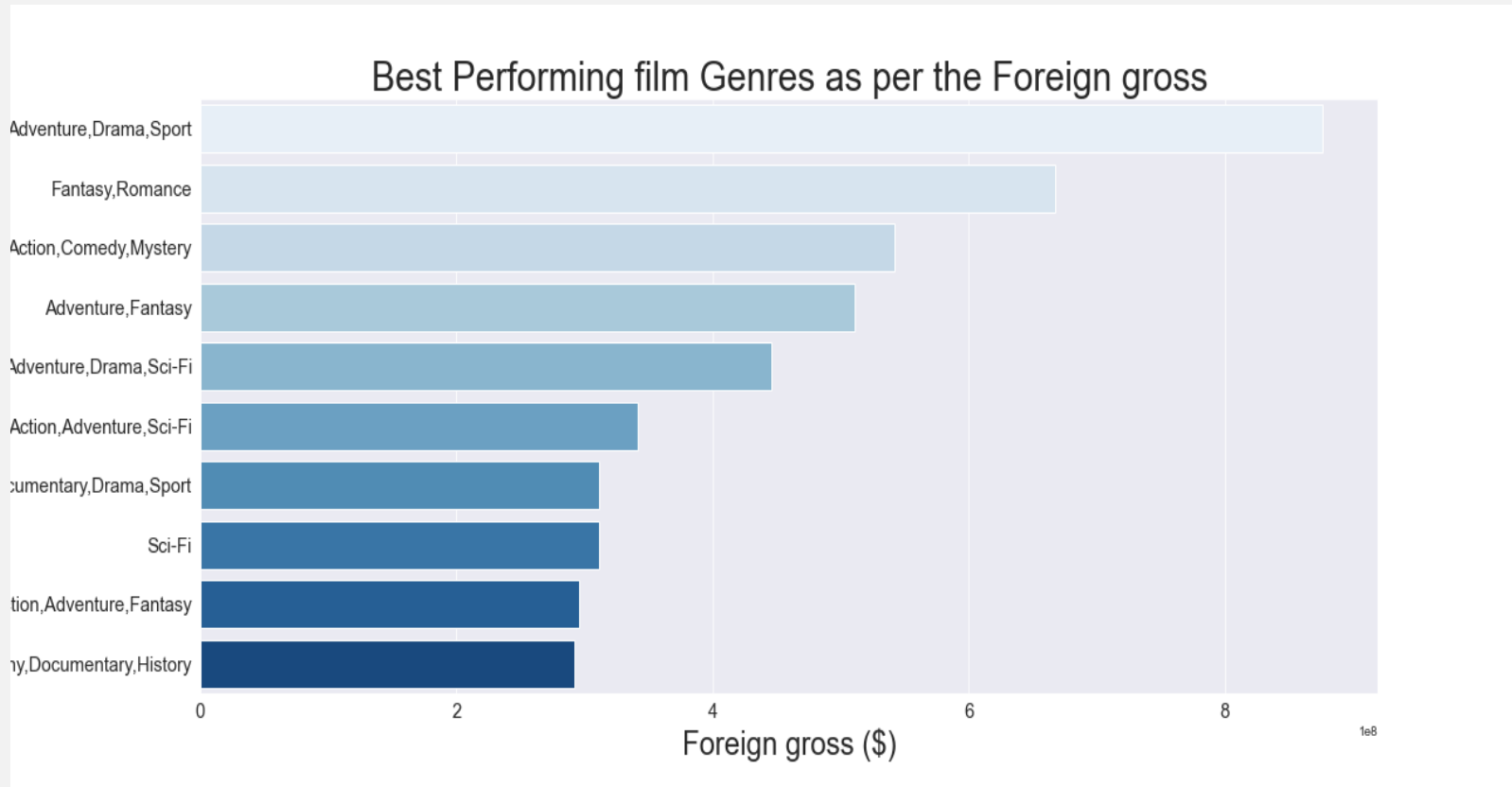

Best Performing Films as per the Ratings

GENRES VS NUMBER OF VOTES
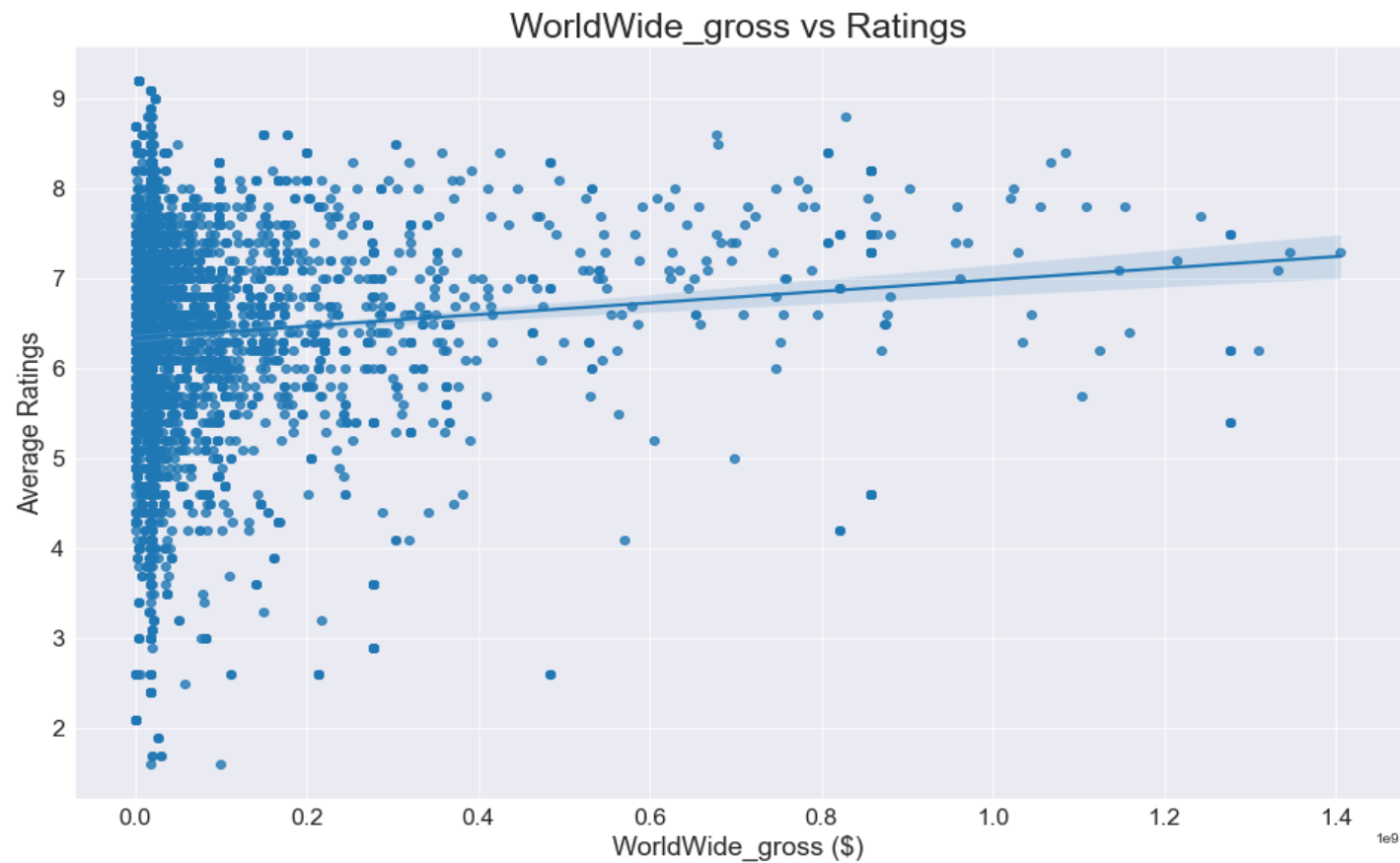

Best Performing Films as per the Num of votes

GENRES VS DOMESTIC GROSS

Best Performing Films Genres as per the Domestic gross

GENRES VS FOREIGN GROSS

Best Performing film Genres as per the Foreign gross

WORLDWIDE GROSS VS RATINGS

WorldWide_gross vs Ratings

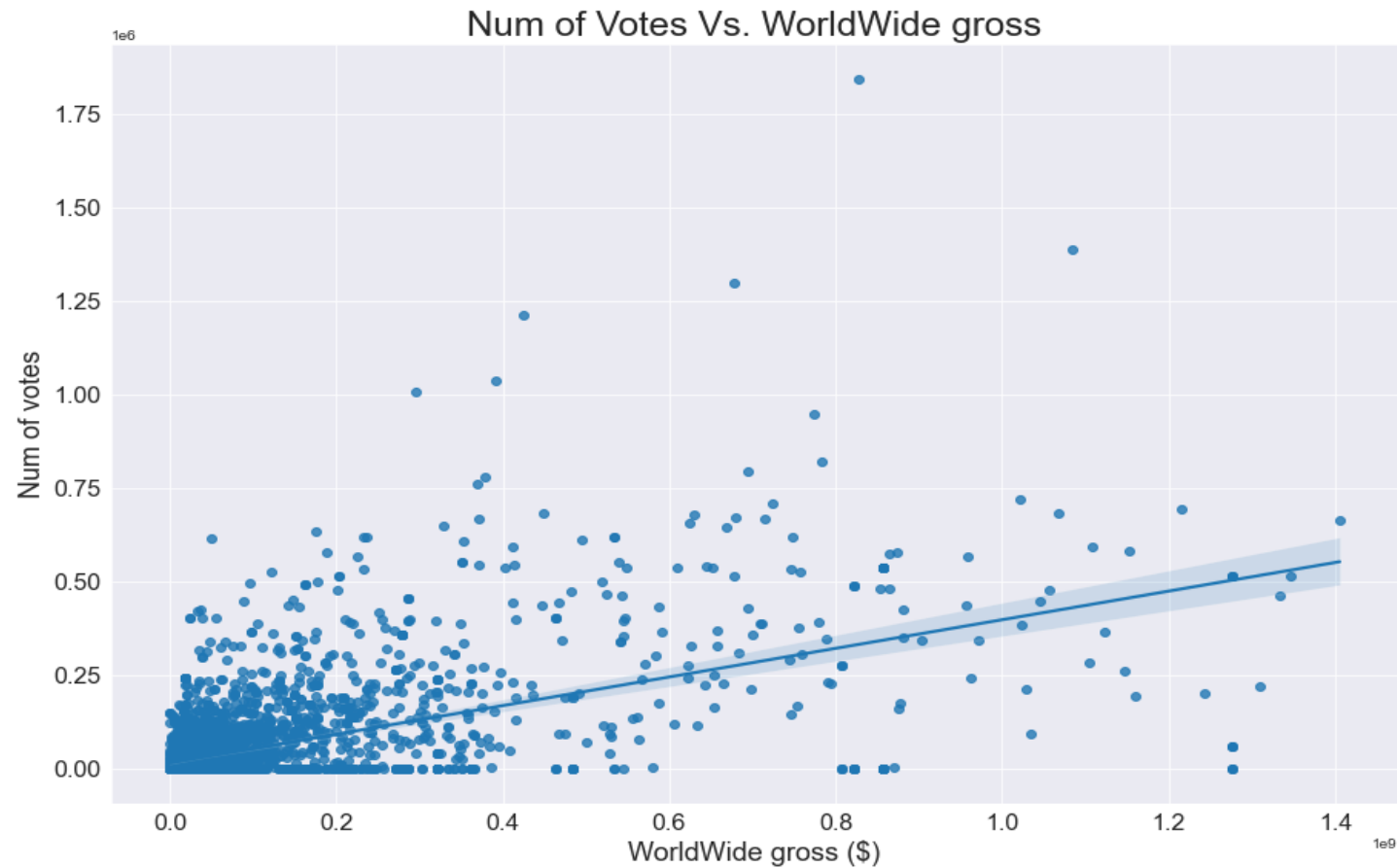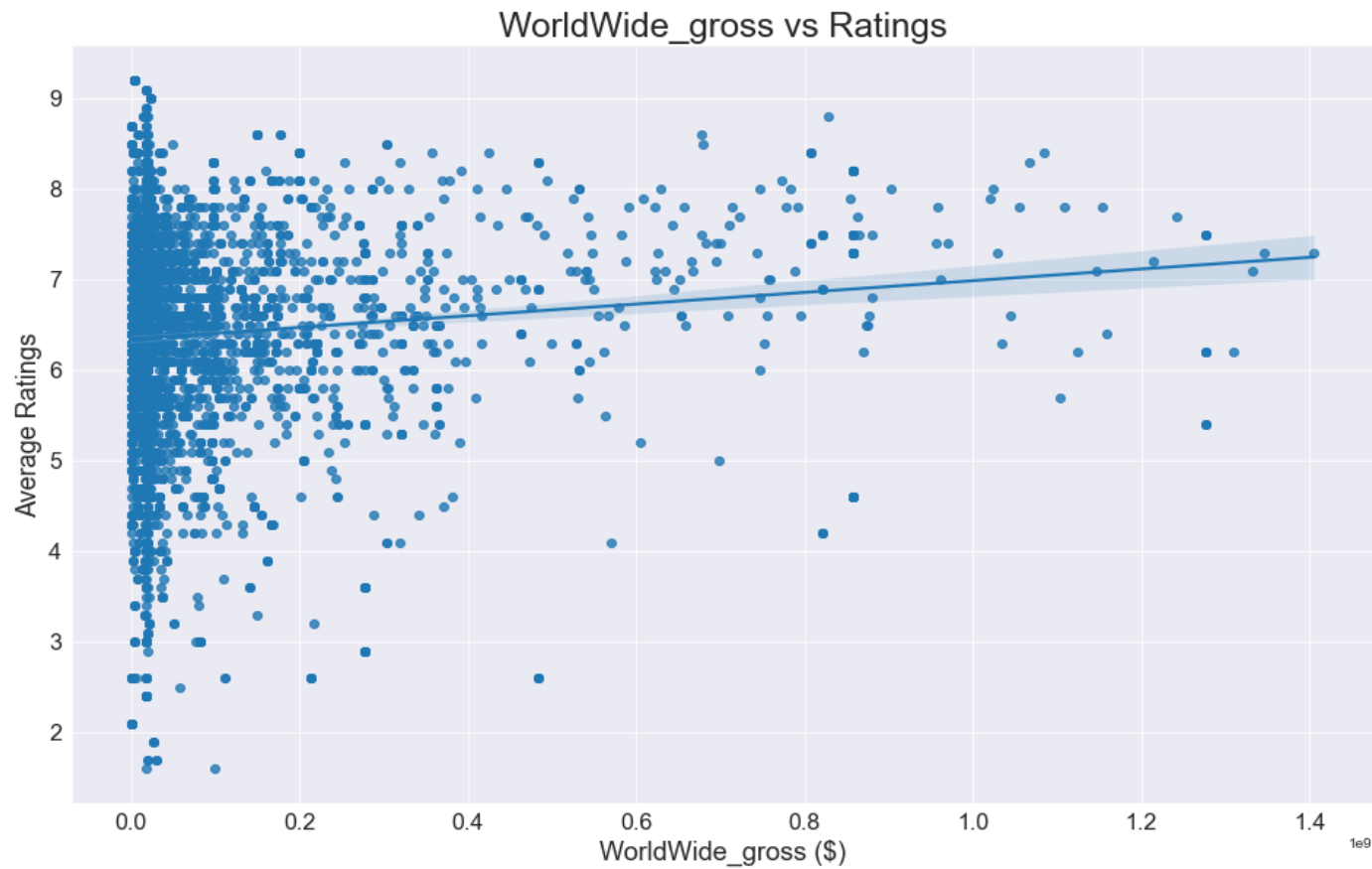# NUMBER OF VOTES VS WORLDWIDE GROSS

Num of Votes Vs. WorldWide gross

WORLDWIDE GROSS VS RATINGS

CONCLUSIONS :

1. The top 3 most profitable genre combination include:
[Adventure,Drama,Sport], [adventure,fantasy], [Fantasy,romance]

2. The top 3 most rated genre combination include:
[Adventure], [Comedy,Documentary,Drama], [Action,Sport]

3. The top 3 most voted for genre combinations include:
[Adventure,Drama,Sci-Fi], [Adventure,Mystery,Sci-Fi]

4. The top 3 most successful genres for the domestic market include:
[Adventure,Drama,Sport], [Documentary,Drama,Sport], [Sci-Fi]

CONCLUSIONS:

5. The top 3 most successful genres for the foreign market include:
[Adventure,Drama,Sport], [Fantasy,Romance], [Action,Romance,Comedy]

6. There is a positive correlation between the number of votes for a movie and the Gross income it generates

7. There is a weak correlation between the ratings of a movie and the Gross it generates

RECOMMENDATIONS:

1. We recommend Microsoft to go into the following genres combinations: **[Adventure,Drama,Sport], [adventure,fantasy], [Fantasy,romance]** as they are the most profitable

2. We recommend Microsoft to go into the following genres combinations **:[Adventure,Drama,Sport], [Documentary,Drama,Sport], [Sci-Fi]** if their target audience is the domestic market

3. We recommend Microsoft to go into the following genres combinations **[Adventure,Drama,Sport], [Fantasy,Romance], [Action,Romance,Comedy]** if their target audience is the foreign market

4. We recommend Microsoft to take into consideration that high movie rating do not translate to high Gross incomes as shown by the correlation between ratings and Worldwide gross income

5. We recommend Microsoft to take into consideration the Number of votes for movies as they positively correlated to the Gross income