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.

**Project Overview**

For this project, you will use exploratory data analysis to generate insights for a business stakeholder.

**Business Problem**

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.

Approach:

1. We have the top 200 grossing movies from the last 10 years. From here we can see which genres are the most profitable
2. Original versus non original IP, what movies are the most profitable, sequels, reboots, based on novels? Ex: Star Wars versus jojo rabbit
3. Limited versus wide release films?
4. What demographics should they target?
5. Profit margins

**Microsoft’s Business Plan Moving Forward:**