

The background is a solid teal color. It features several faint, semi-transparent graphics: a large donut chart in the upper right, several smaller pie charts scattered around, and a bar chart in the bottom right corner with four bars of increasing height.

# **"Unveiling Success: A Data-Driven Approach to Microsoft's Cinematic Ventures"**

By Prossy Nansubuga



# INTRODUCTION

-Microsoft seeks to revolutionize the cinematic landscape by Leveraging the power of information.

-This project represents a pivotal step in Microsoft's endeavor to establish its footprint in the entertainment industry, employing exploratory data analysis as the cornerstone of its strategic decision-making process.

-By delving into the depths of data sourced from prominent platforms such as IMDB and Box Office Mojo, we aim to unravel the intricacies of cinematic success, shedding light on the genres that hold the key to profitability and audience acclaim.



# OVERVIEW

- By leveraging data sourced from IMDB and Box Office Mojo, the project endeavors to identify the most successful movie Genres based on two key determinants: revenue generation and audience reception.
- Preliminary findings suggest that genres such as Sci-Fi, adventure, animation, and action emerge as lucrative options for Microsoft to prioritize, given their propensity for generating substantial revenue.
- By focusing on these genres, Microsoft can strategically position itself in the competitive landscape of the film industry, maximizing its chances of success in its cinematic endeavors.



# DATA CLEANING

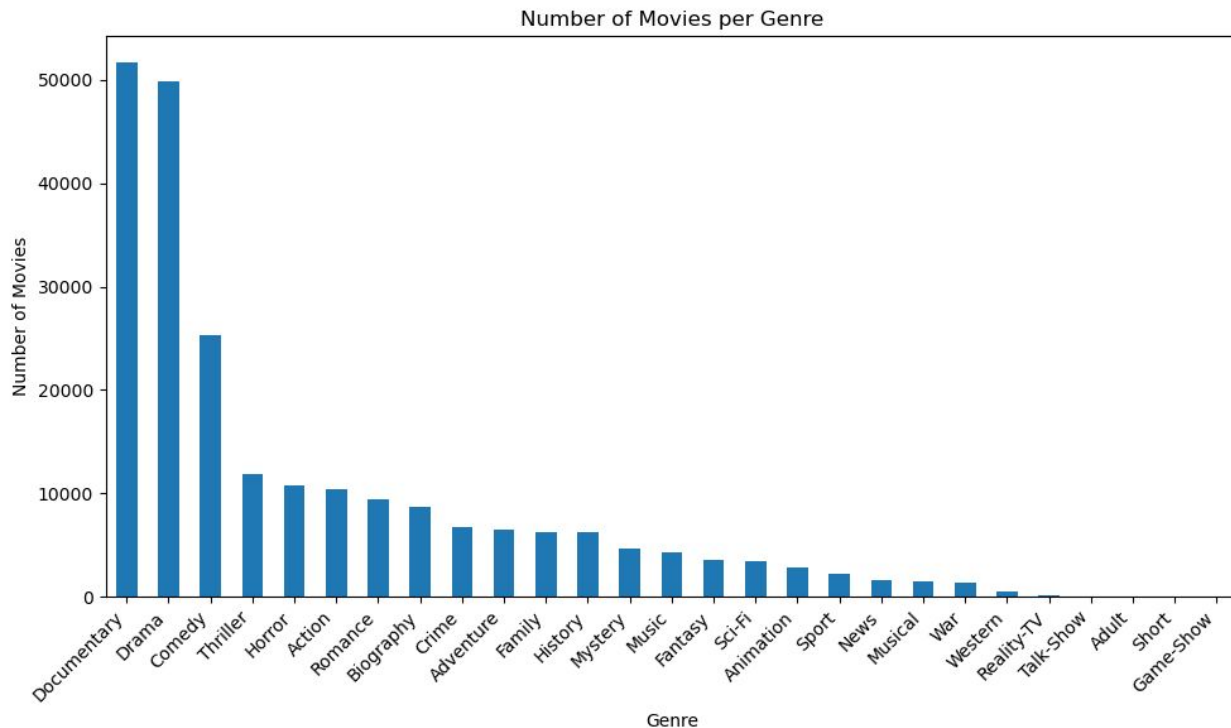
**Check for Missing Values:** The initial step in data cleaning was to identify and handle missing values. Through a systematic approach, we inspected each dataset for missing values and devised strategies to address them.

**Check for Duplicate Values:** Another aspect of data cleaning involved identifying and removing duplicate entries to prevent skewing of results.

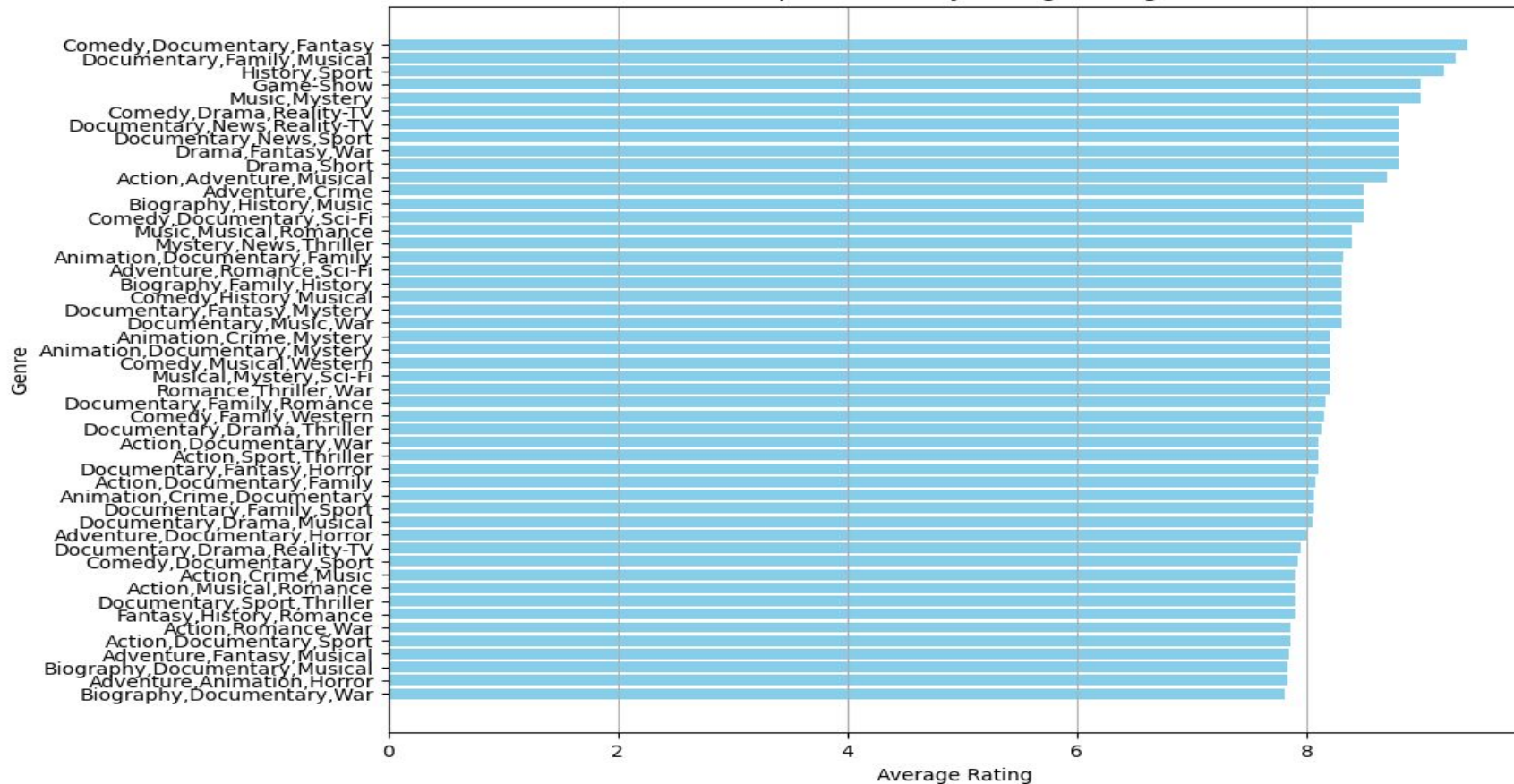
**Amend Data Types:** Data types were adjusted as needed to ensure consistency and compatibility with analysis techniques.

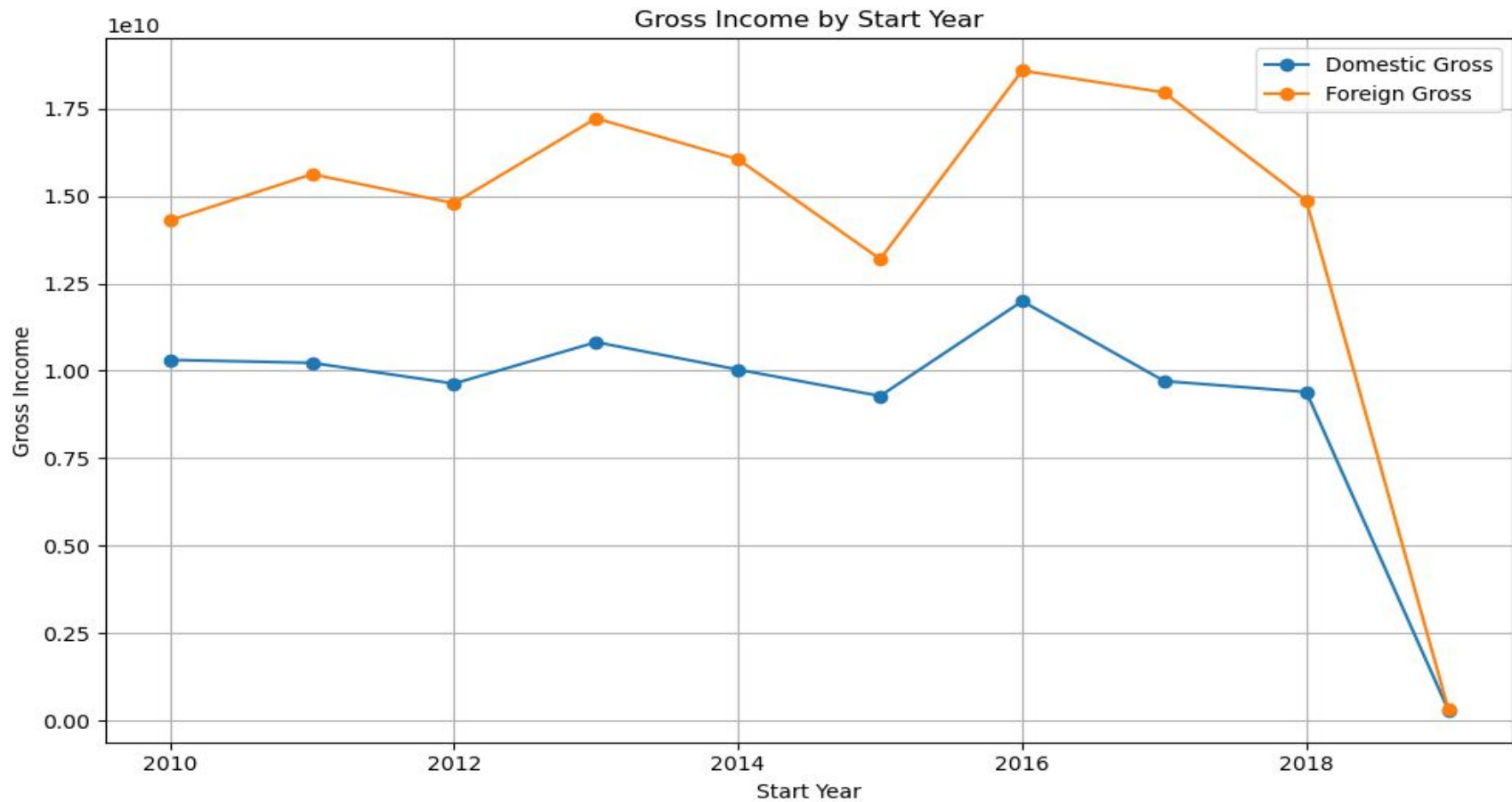


# DATA VISUALIZATION



Top 50 Genres by Average Rating







# CONCLUSIONS

-Genres like Comedy, Documentary, and Fantasy boast high average ratings, it's the genres of Sci-Fi, Adventure, Animation, and Action that demonstrate the greatest income-generating potential.

-Decline in theatrical gross income, potentially influenced by the rise of streaming services like Netflix, underscores the importance of adapting to evolving industry trends

-Recommendations Microsoft should consider: -Diversify Genre Portfolio: While high ratings are important for audience satisfaction, prioritize genres such as Sci-Fi, Adventure, Animation, and Action that have proven to be lucrative in terms of income generation. -Leverage Streaming Platforms: Recognize the growing trend of streaming services and consider strategic partnerships