Data Science Project Phase 1

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Student pace: part time

Scheduled project review date/time:

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OVERVIEW

- This project analyzes the resource needs of Microsoft new movie studio. Descriptive analysis of title basics, title ratings and movie gross shows that high ratings increases total gross.

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.
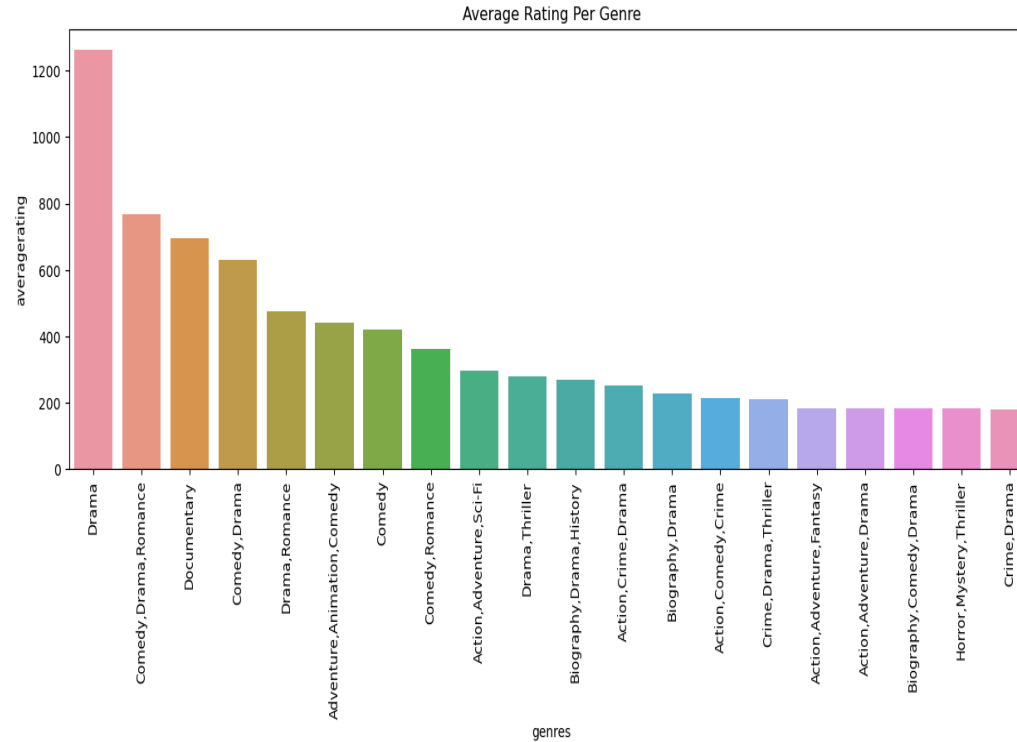
Data

- The movie data has a variety of data sets. Title ratings, title basic, and movie gross had common identifiers tconst and title. The data files had different characteristics (e.g. year, genres).

Methods

- The project uses descriptive analysis, including trend descriptions over time.
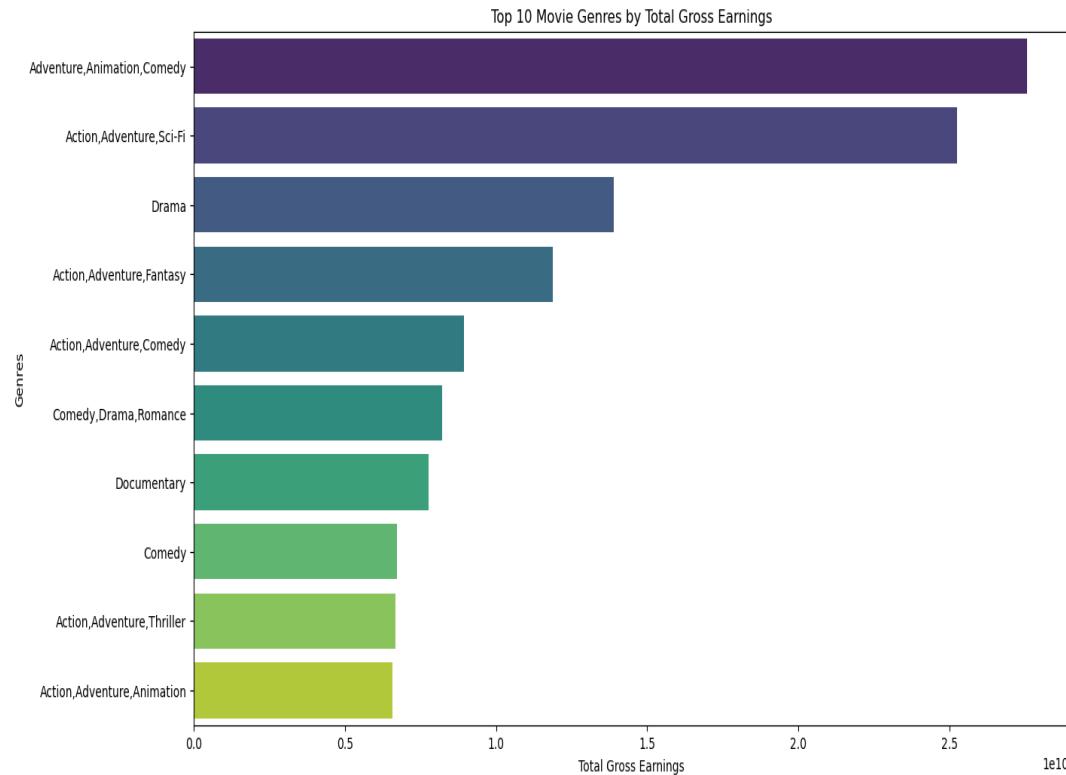
Average Rating Per Genre

Drama Dominates in Average Ratings: The 'Drama' genre has the highest average ratings among the top 20 genres, indicating that it tends to receive positive reviews from audiences. This suggests that dramatic storytelling is well-received.
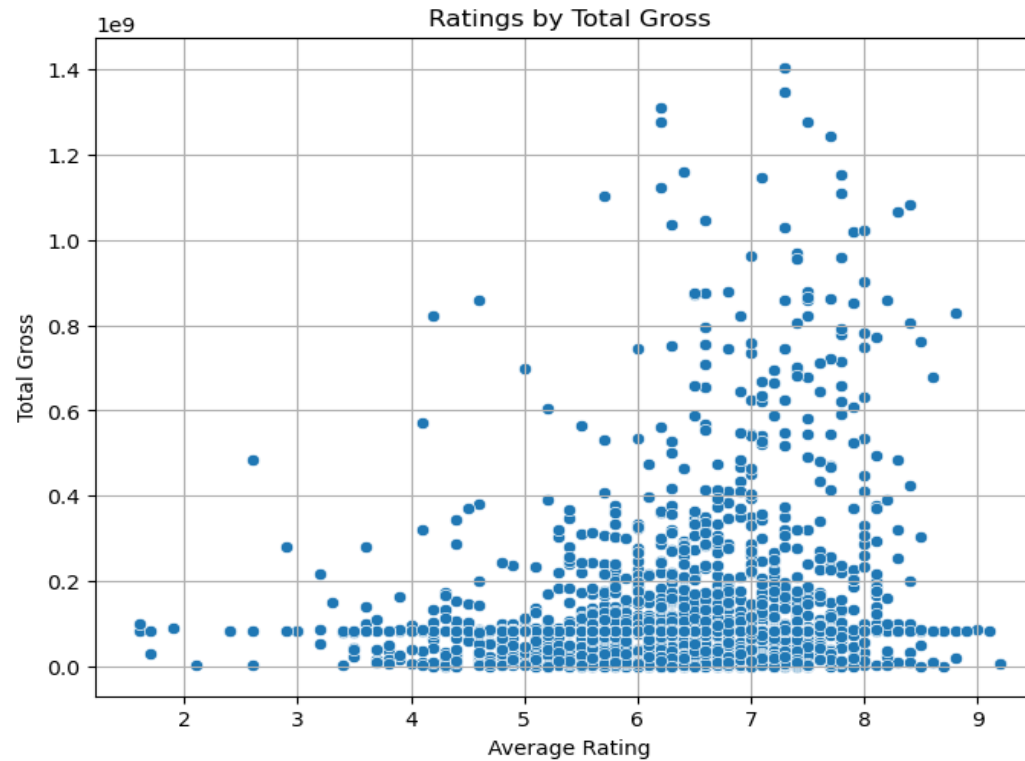

Average Rating Per Genre

Top 10 Movie Genres by Total Gross Earnings

Adventure and Action Dominate Total Gross Earnings: The top two genres, 'Adventure' and 'Action,' have the highest total gross earnings. This suggests that movies falling into these genres tend to perform exceptionally well at the box office, both domestically and internationally

Top 10 Movie Genres by Total Gross Earnings

Ratings by Total Gross

Data points are scattered across the plot, indicating that there's a wide range of earnings and ratings for movies. Some movies with low ratings have high earnings, while others with high ratings may have lower earnings. This suggests that multiple factors influence a movie's financial success

Conclusions

▶ This analysis leads to three recommendations for improving Microsoft's new movie studio.

▶ 1.Monitor Trends: Stay updated with the latest trends and preferences in movie genres. Audience preferences can change over time, so adapting to these changes is crucial for success.

▶ 2.Quality over Quantity: Instead of producing numerous movies in various genres, focus on delivering high-quality content. A well-crafted film in the right genre can outperform multiple mediocre ones.

▶ 3.Adapt to Audience Trends: Keep a close eye on changing audience preferences and trends. The movie industry is dynamic, and adapting to evolving tastes is essential.

Next Steps

- Further analysis could yield additional insights to further improve Microsoft new movie studio:

- 1.Market Research: Conduct in-depth market research to understand audience preferences, emerging trends, and the competitive landscape. To refine your genre choices and identify potential gaps in the market consumer demands.

- 2.Audience Feedback: Gather feedback from test screenings and early releases to refine your movies before their official launch. Listen to your audience to make improvements and adjustments.