

Microsoft-Movie -Analysis

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Summary

- Generally movies with drama have a high rating have high returns and this is where Microsoft should focus on as a start
- There is a need to further explore the different categories to identify which one have the highest returns and whether this corresponds to having a high rating
- Further exploration on the relationship between other studios is also needed to determine how their production of specific genre is tied to domestic/foreign gross.



Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



Business Problem

Explore and find actionable insights into what type of films are currently doing the best at the box office so as to help Microsoft decide which type of films to create in their new movie studio.



Data

The dataset used included categorical, numeric and and continuous data types in the dataset



Methods

Data preparation:

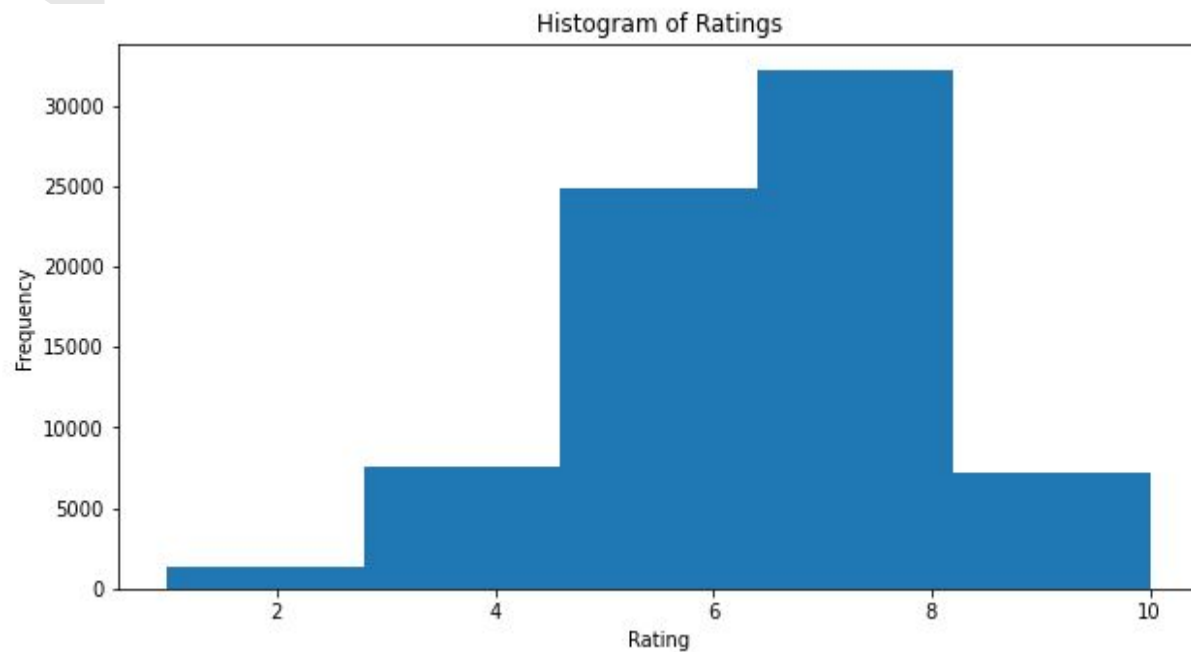
- Renaming duplicate values, dropping null entries

Analysis:

- Univariate analysis of the data
- Bivariate analysis of the data



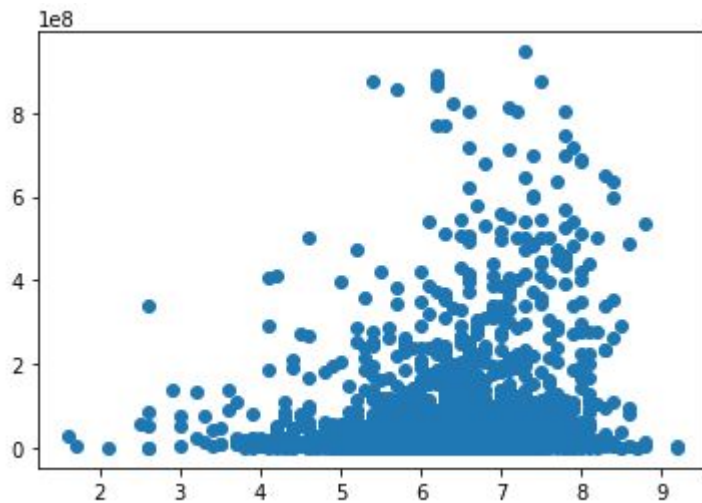
Results





Results

Rating vs foreign_gross





Conclusions

**It is recommended for Microsoft to venture into producing Drama or Comedy type of content as this have the highest value production rate by other competitors

Thank You!

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