

MICROSOFT MOVIE PROJECT



Microsoft

Microsoft
EMERGENCY
ASSEMBLY
AREA
Building 103
Floor A
Microsoft

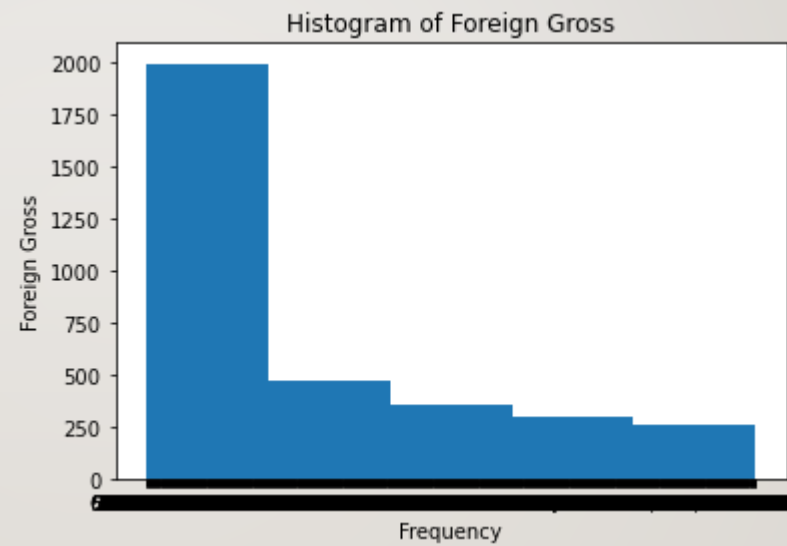
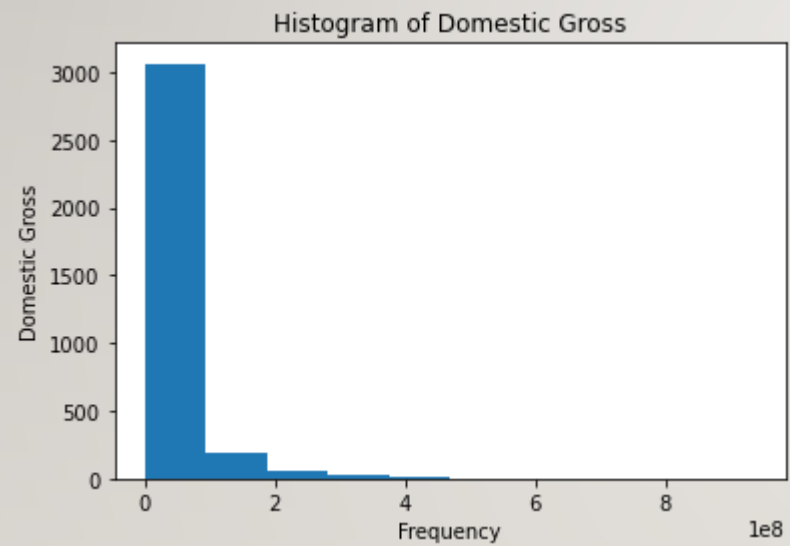
BUSINESS PROBLEM

- Which market to target
- Genre of movies to be made
- Production minutes of each movie

BUSINESS UNDERSTANDING

- Knowing which genre of movies is the most popular and best rated
- Understanding the type of movies to produce to maximize profits
- IMDB containing movie ratings and genre including ratings and number of votes per movie
- The numbers provides comprehensive records spanning from 1915 to 2020, detailing production budgets, domestic, and worldwide gross box office figures.

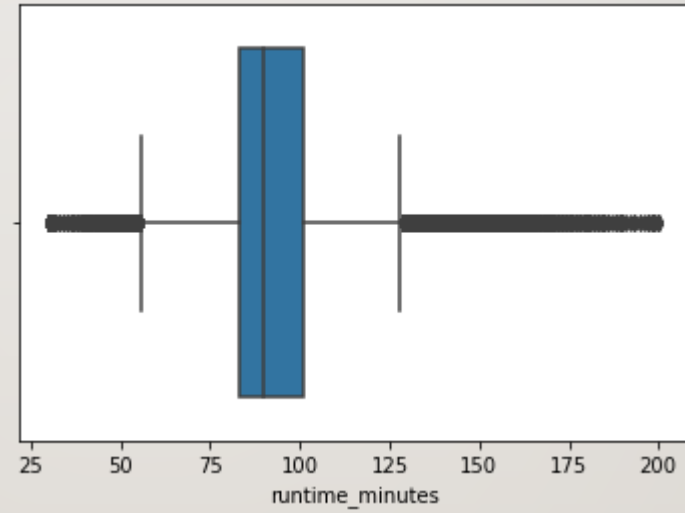
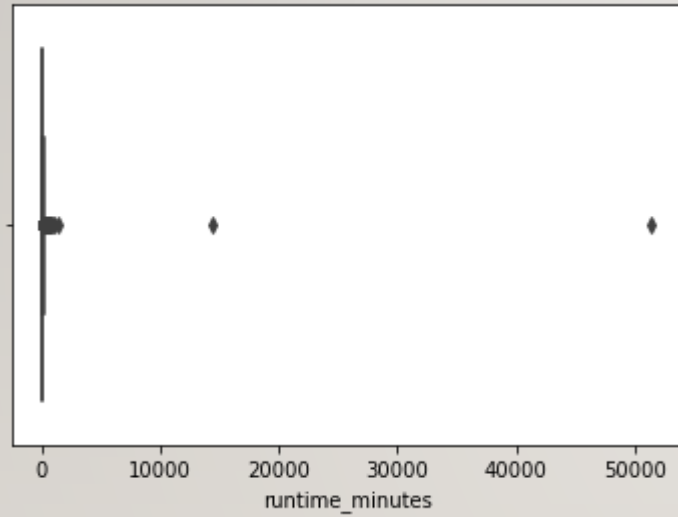
METHODS



RESULTS

- This means that the foreign and domestic growth are normal i.e no anomaly detected
- It also shows that the frequency in domestic gross is lower compared to frequency in foreign gross

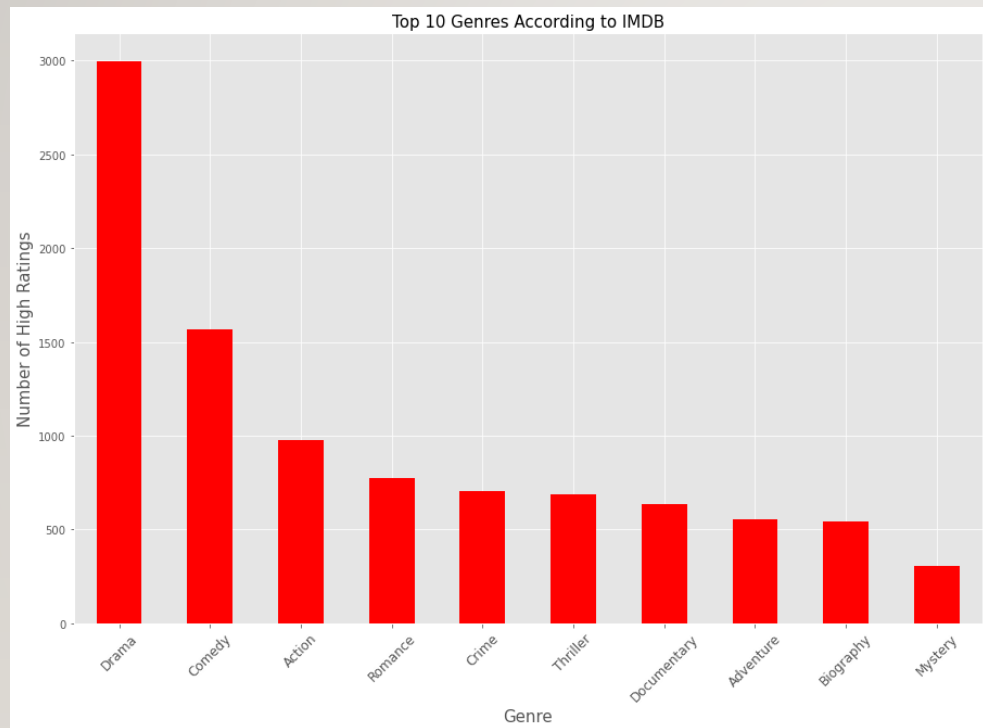
METHOD



RESULT

- Checking for outliers in the dataframe
- Dropping the outliers and checking the cleaned data

METHOD



RESULT

- Drama emerges as the most popular genre followed by comedy
- Additionally, action, romance and crime movies also enjoy significant popularity

CONCLUSION

- Focus on making films that are a combination of Drama, comedy and action.
- Make the movie somewhere within 120-150 minutes long since movies in this range tend to make the most net profit on average with the most consistency.
- Analysis shows that spending a minimum of 80 million dollars will have a high chance of bringing back a positive return on investment

NEXT STEP

- Further data and analysis can help Microsoft narrow down their decision making.
- Marketing plays a big part in movie success. Examining this data could give insights on how audiences respond to different marketing techniques when promoting a movie.
- With the growth of streaming services, we can look at these other forms of revenue to help with decision making



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