



INTRODUCTION

Welcome to the presentation on Exploring Successful
Film Genres:

Insights for Microsoft's Movie Studio.

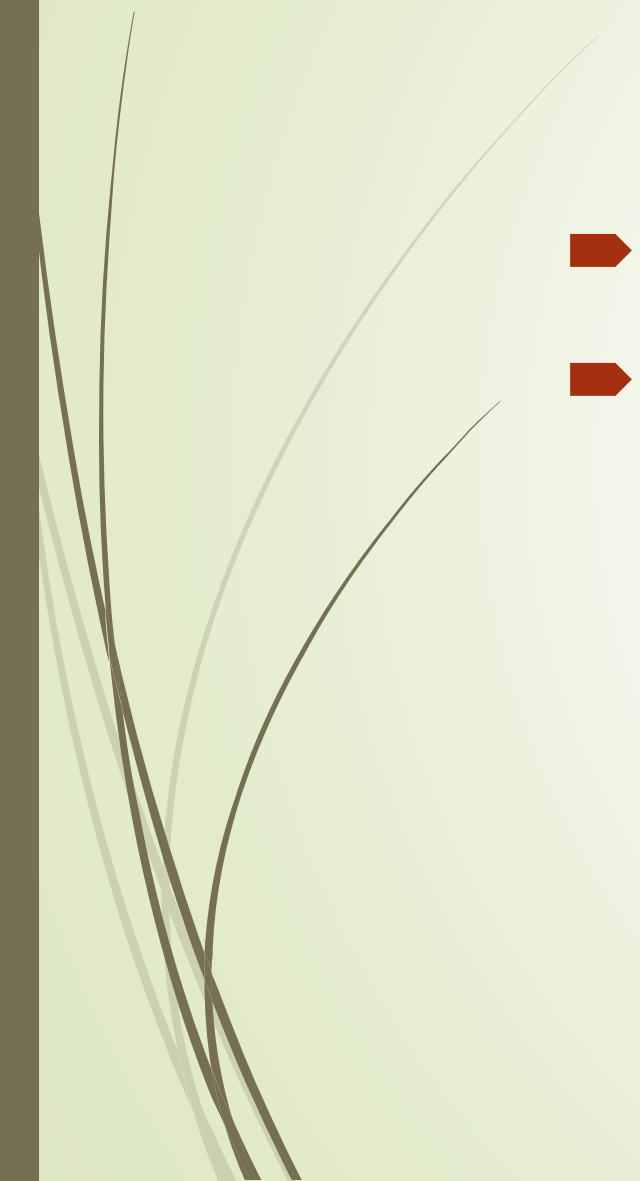


PROJECT OVERVIEW

- Microsoft aims to establish a new movie studio and seeks insights into successful film genres at the box office.
- Objective:
 - Translate findings into actionable insights for Microsoft's movie studio.



BUSINESS UNDERSTANDING

- Stakeholder: Microsoft's new movie studio.
 - Key Business Questions:
 - What types of films perform well at the box office?
 - How can these findings inform film production decisions?
- 

DATA UNDERSTANDING

- Description of datasets used:

- tn.movie_budgets.csv

- bom.movie_gross.csv

- tmdb.movies.csv

- im.db (merged tables)

- Data Preparation and Exploration:

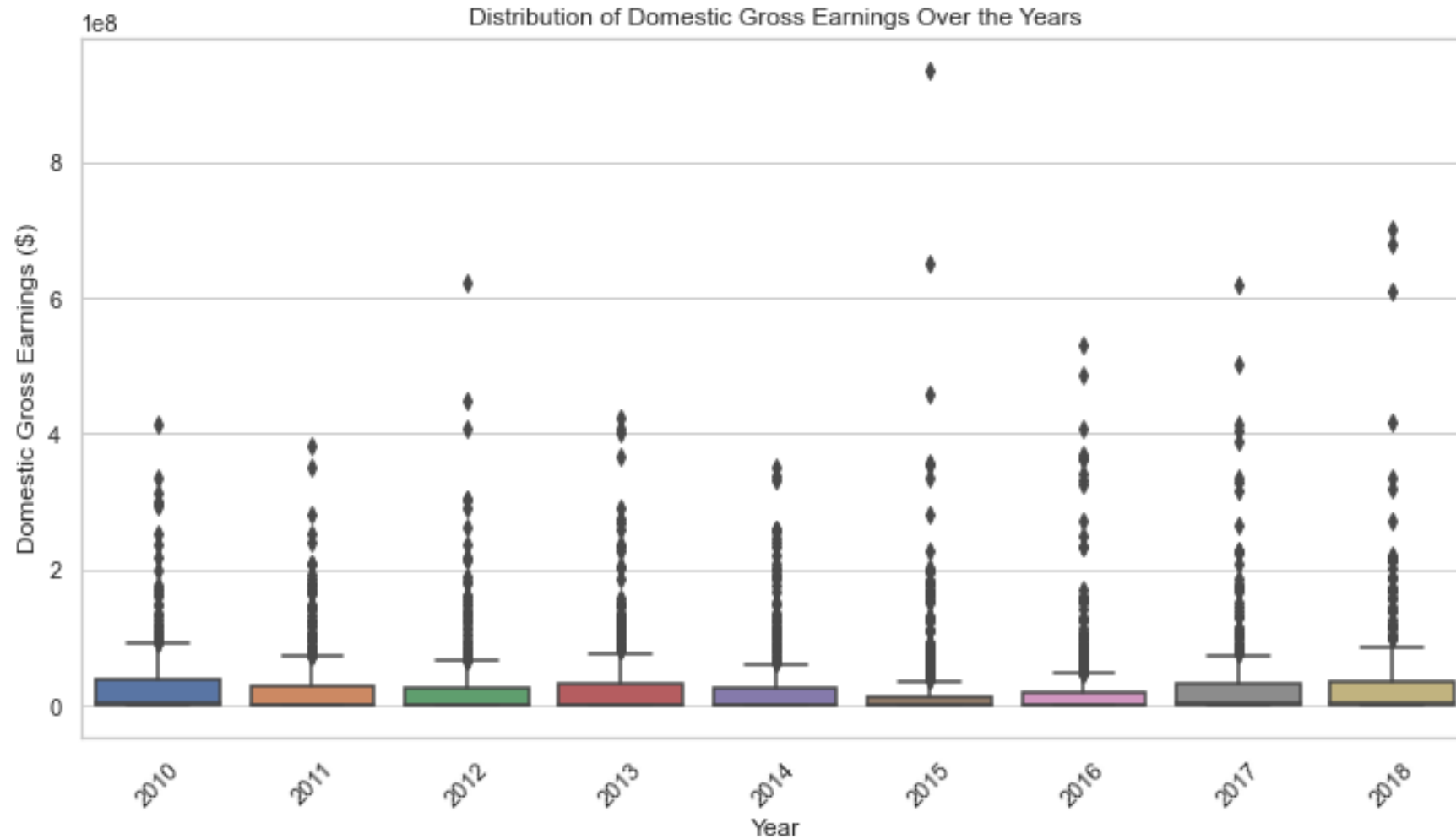
- Data Cleaning: Missing numeric values have been replaced with median and objects replaced with unknown.

- Data Integration: Necessary tables from im.db database have been merged, for easier workings.



DATA ANALYSIS

DISTRIBUTION OF DOMESTIC GROSS EARNINGS OVER THE YEARS



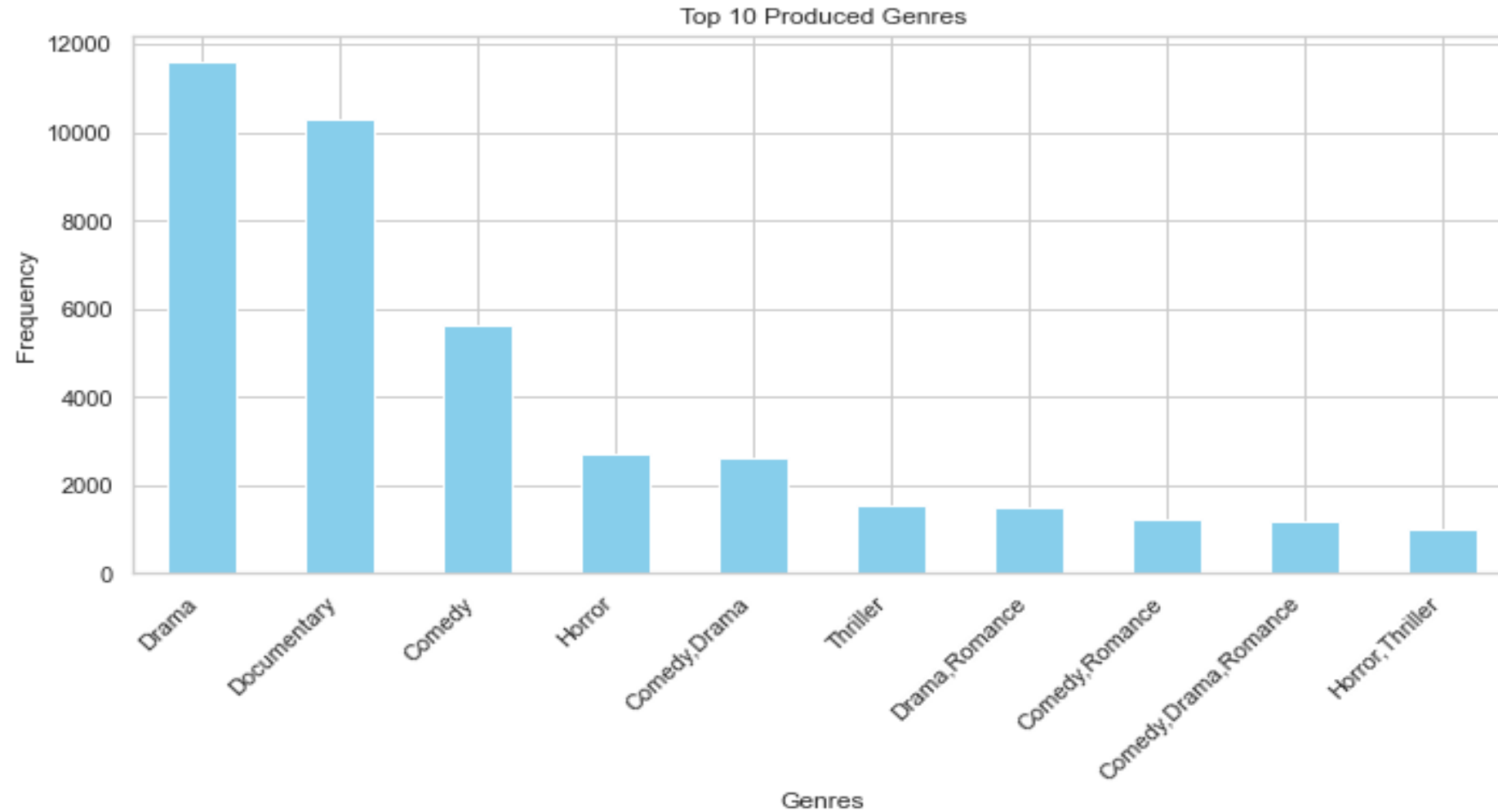
There is an increase in distribution of domestic gross earnings over the years.

DISTRIBUTION OF MOVIES BY ORIGINAL LANGUAGE

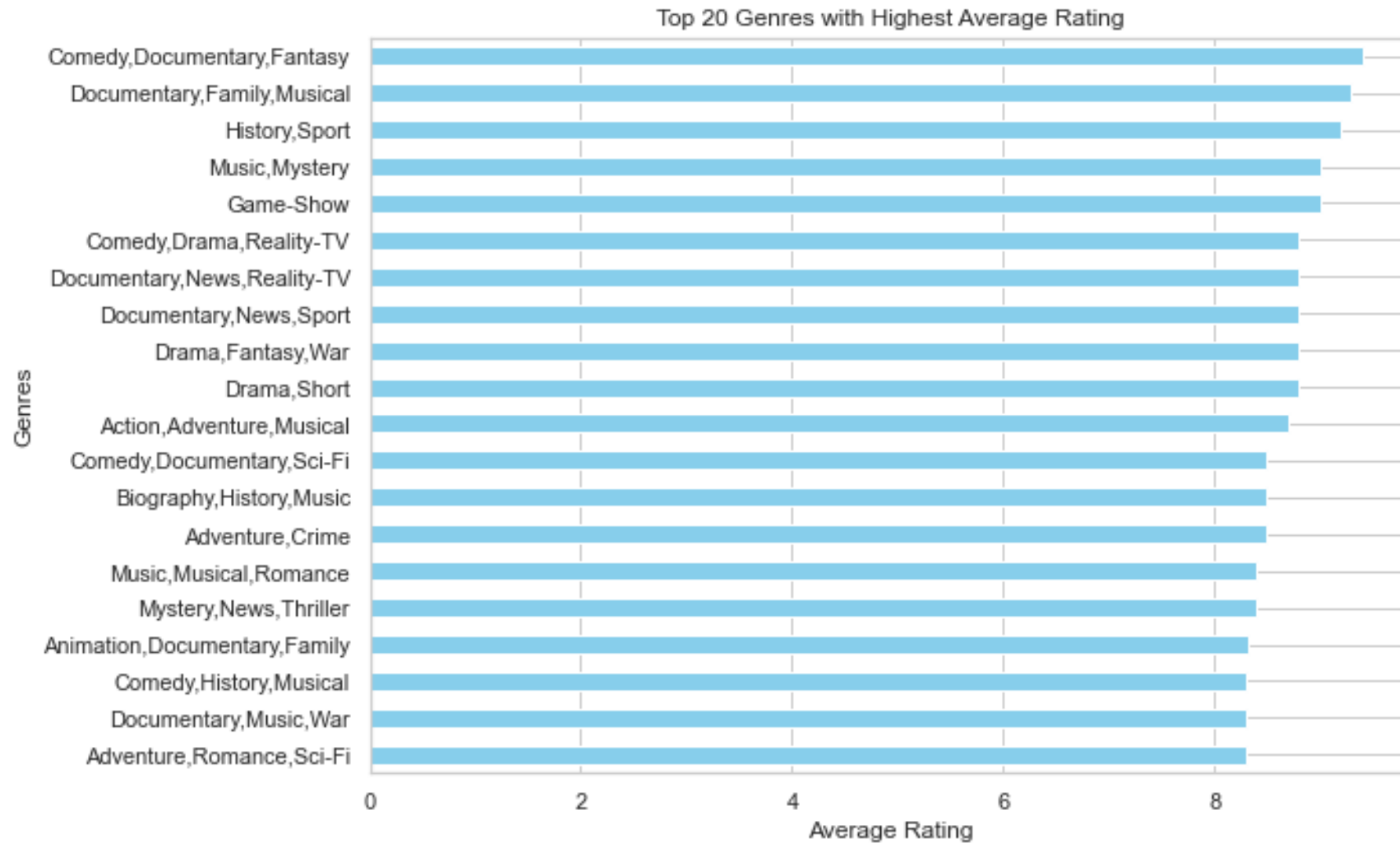


English going by en is the most used language in movies.

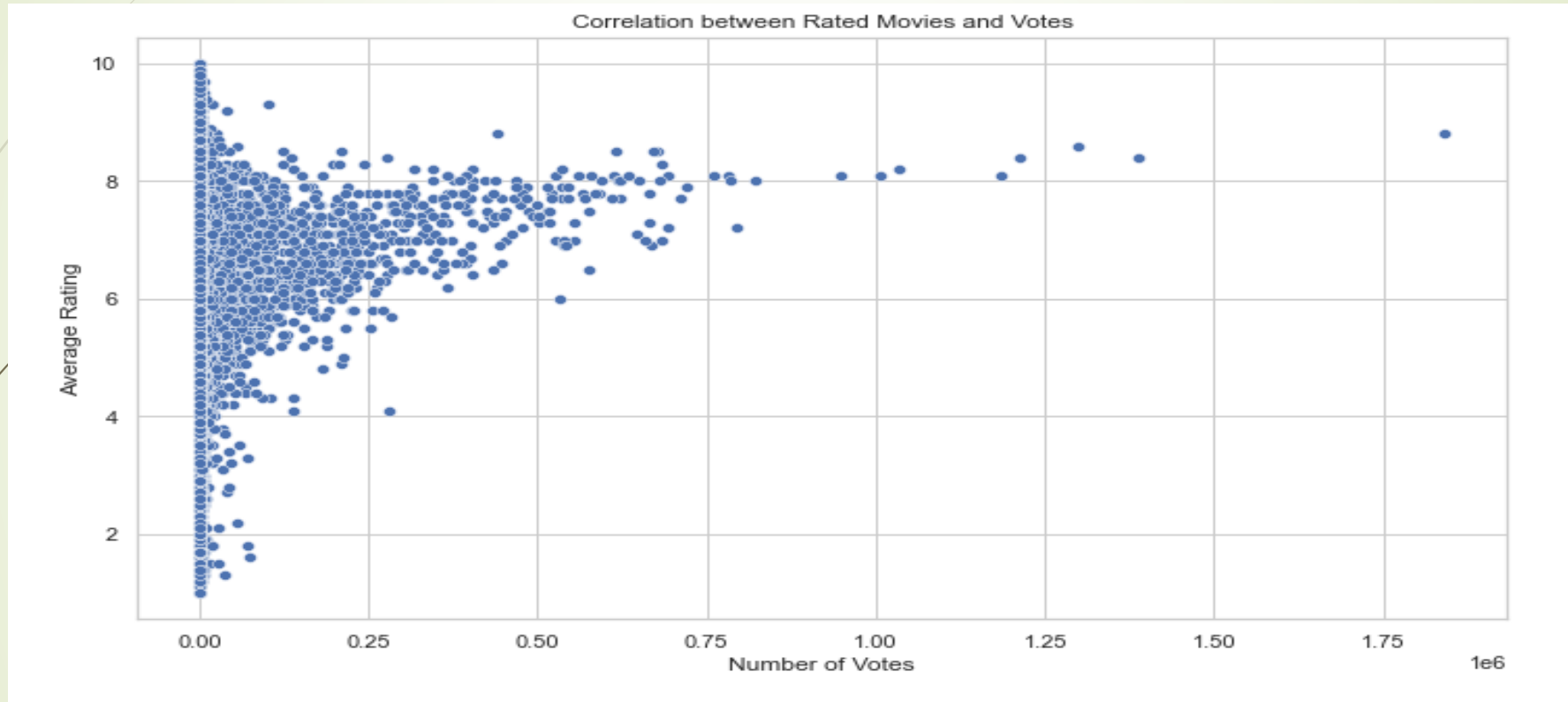
TOP 10 PRODUCED GENRES



TOP 20 GENRES WITH HIGHEST AVERAGE RATING



CORRELATION BETWEEN RATED MOVIES AND VOTES



There isn't any relationship between average rating and number of votes.



RECOMMENDATIONS

- Three business recommendations based on analysis:
 - Focus on genres with high average ratings. Which are:
 - Comedy
 - Documentary
 - Fantasy
 - Family
 - Drama should also be considered since it's the most produced genre.
 - English should be the language used in the movies.
 - Microsoft should not be worried with votes because they don't have a correlation with average rating.



THANK YOU

- Gratitude for attention and participation.
- Please feel free to reach out with any questions or for further discussions.
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