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 are currently performing well at the box office?

  - How can these findings inform decisions regarding the types of films to produce?

  - What genres are most popular among audiences?

  - How do factors like production budget and ratings influence a film's success?

  - Who are the top writers and producers?

DATA UNDERSTANDING

- Description of datasets used:
  - tn.movie_budgets.csv
  - bom.movie_gross.csv
  - tmdb.movies.csv
  - im.db
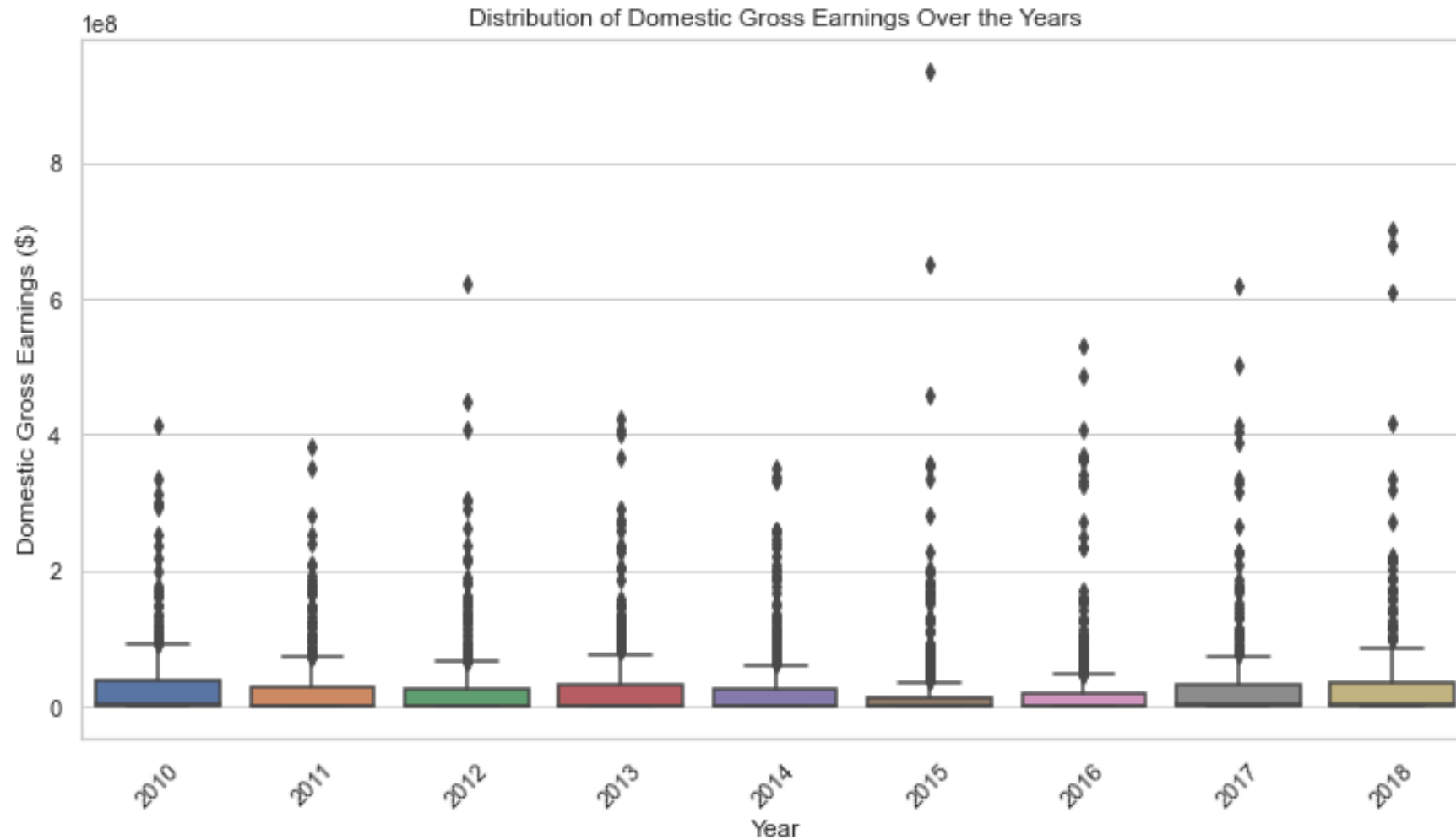- Data Preparation and Exploration:
  - Data Cleaning: Missing numeric values have been replaced with median and objects replaced with unknown.
  - Data Integration: Necessary tables from im.db database have been merged, for easier workings.

DATA ANALYSIS

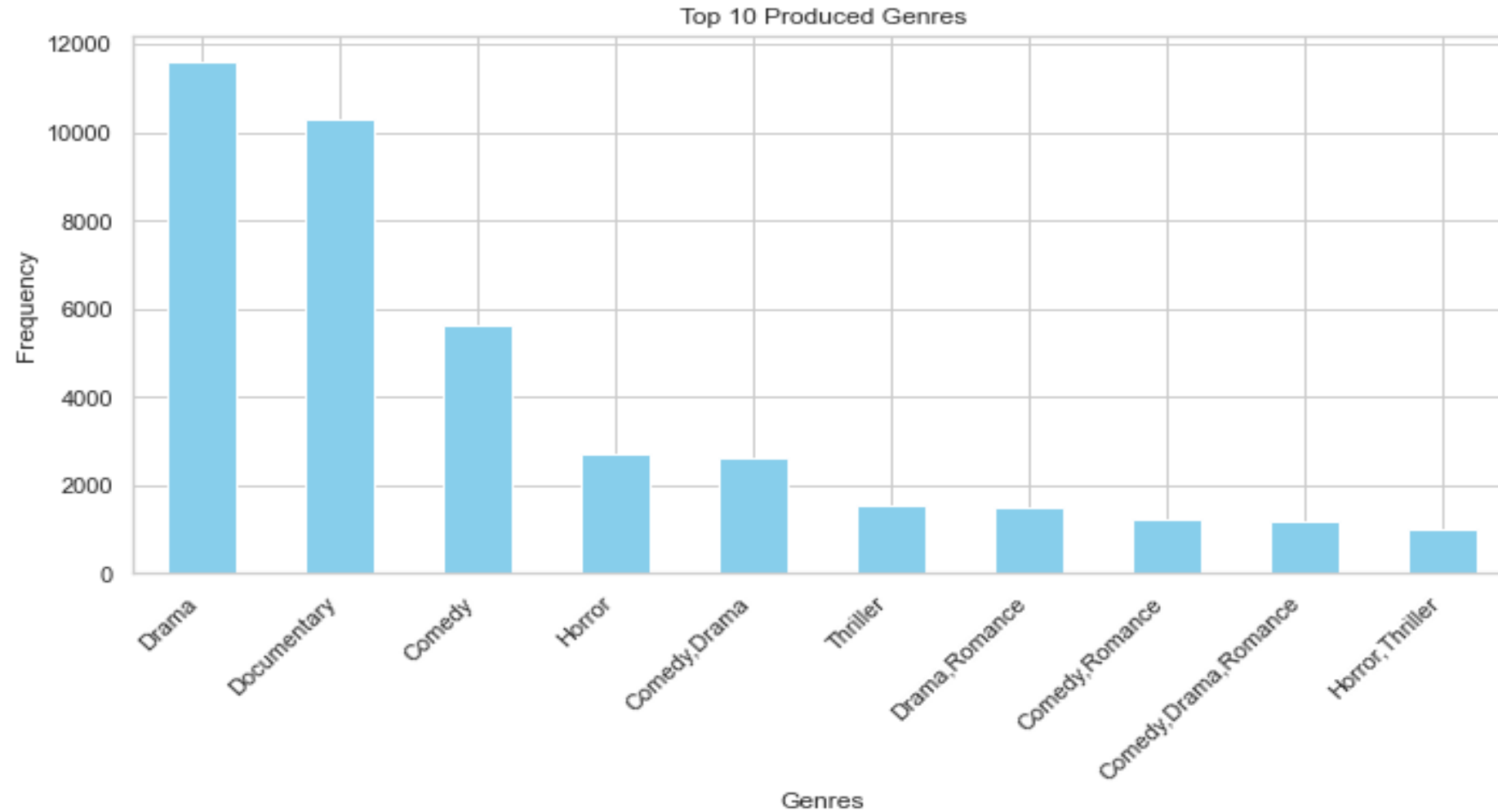# DISTRIBUTION OF DOMESTIC GROSS EARNINGS OVER THE YEARS

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

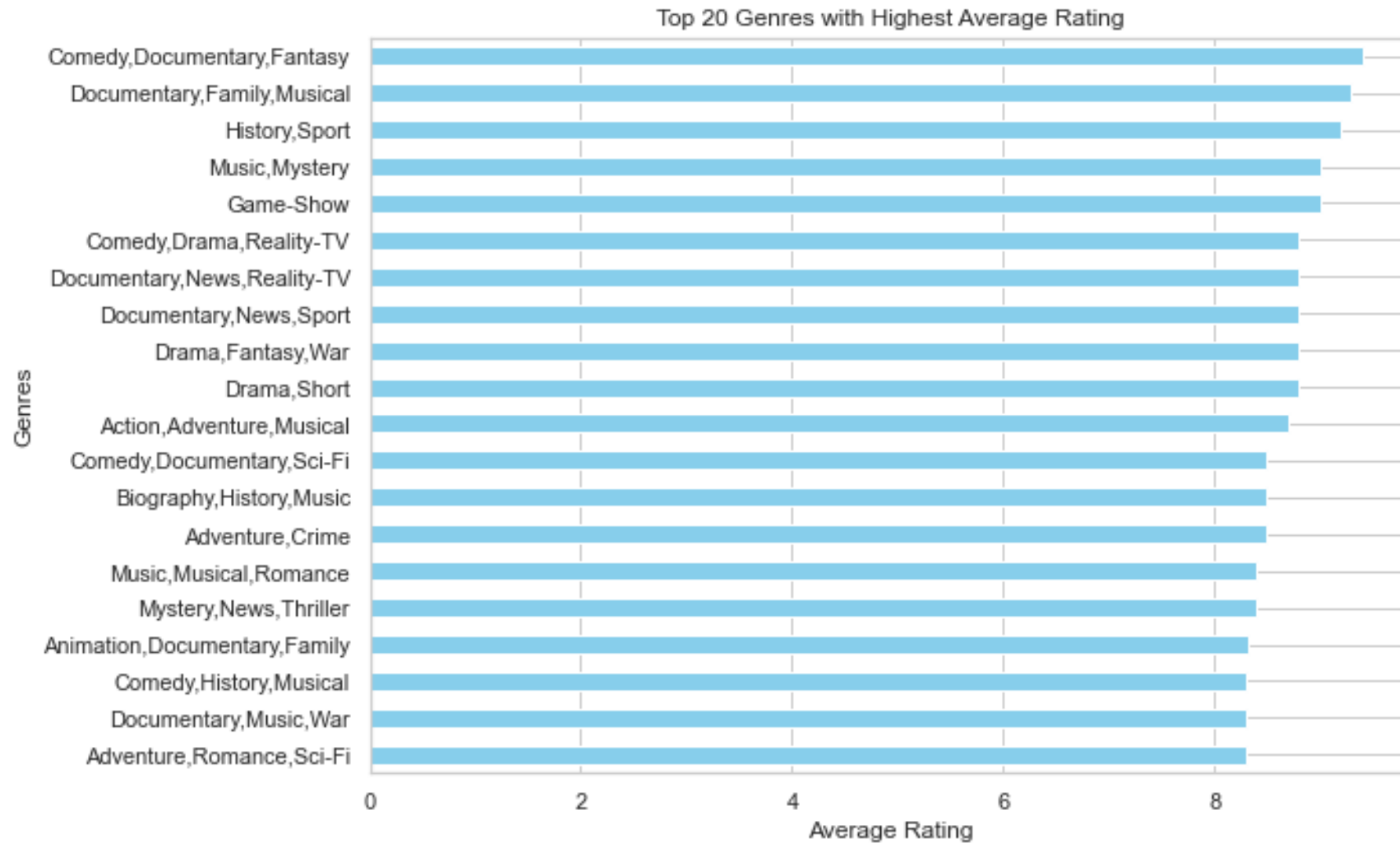# DISTRIBUTION OF MOVIES BY ORIGINAL LANGUAGE

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

TOP 10 PRODUCED GENRES
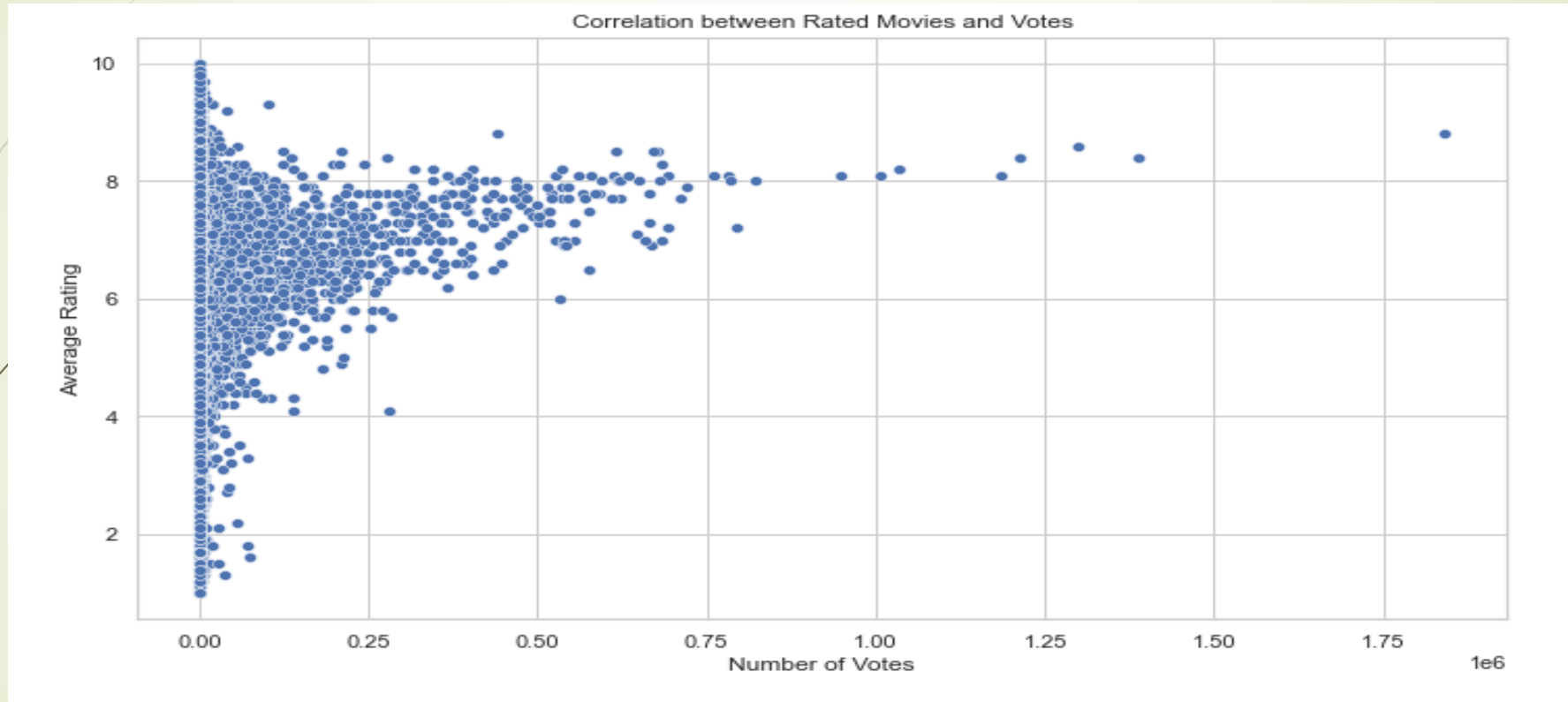
TOP 20 GENRES WITH HIGHEST AVERAGE RATING

Top 20 Genres with Highest Average Rating

TOP 5 WRITERS WITH MOST MOVIES ACCORDING TO GENRES

	Genre	Writer
0	Comedy	'Om' Rakesh Chaturvedi
1	Comedy	A. Blaine Miller
2	Comedy	A. Sarkunam
3	Comedy	A. Venkatesh
4	Comedy	A.A. Junaideen
5	Documentary	A. Branham Dyer
6	Documentary	A. García de Quirós
7	Documentary	A. Onomen Asikele
8	Documentary	A. Susan Svehla
9	Documentary	A.A. Abdo
10	Drama	A Rahman
11	Drama	A Shawn Austin
12	Drama	A'Leighsha Butler
13	Drama	A. Levent Ungor
14	Drama	A. Sayeeda Moreno

TOP 5 DIRECTORS WITH MOST MOVIES ACCORDING TO GENRES

	Genre	Director
0	Comedy	A. Blaine Miller
1	Comedy	A. Razak Mohaideen
2	Comedy	A. Sarkunam
3	Comedy	A. Todd Smith
4	Comedy	A. Venkatesh
5	Documentary	A. Branham Dyer
6	Documentary	A. Onomen Asikele
7	Documentary	A.D. Oppenheim
8	Documentary	A.J. Ali
9	Documentary	A.J. Calomay
10	Drama	'Atlas' Ramachandran
11	Drama	A. Hassan Keivan
12	Drama	A. Levent Ungor
13	Drama	A. Sayeeda Moreno
14	Drama	A. Senthil Kumar

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.
  - The directors with most movies in Comedy, Documentary and Drama are A. Blaine Miller, A. Branham Dyer and 'Atlas' Ramachandran respectively.
  - The writers with most movies in Comedy, Documentary, Drama are 'Om' Rakesh Chaturvedi, A. Branham Dyer and A Rahman respectively.

THANK YOU

➮Gratitude for attention and participation.

➮Please feel free to reach out with any questions or for further discussions.

➮ Contact Information:

  ➮Email: simonmakumi5@gmail.com

  ➮GitHub: simonMakumi

  ➮LinkedIn: Simon Makumi