

PROJECT 1 DSF-FT3

MICROSOFT CASE STUDY
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INTRODUCTION

In this project expectations are to explore what types of films are currently doing the best at the box office, 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.

OBJECTIVES

- Extract data from the datasets provided
- Analyze extracted data carefully and accurately
- Generate visualizations of the analysis
- Come up with recommendations upon interpreting visualizations.

DESCRIBING THE TARGET AUDIENCE

The target is the head of the new Microsoft movie studio. It is unknown whether the target has technical background so it is best to assume he/she does not. The goal of this presentation is to clearly communicate the findings of the data.

BUSINESS UNDERSTANDING

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 UNDERSTANDING

The data sources for this analysis will be pulled from files in the data folder

The folder contains:

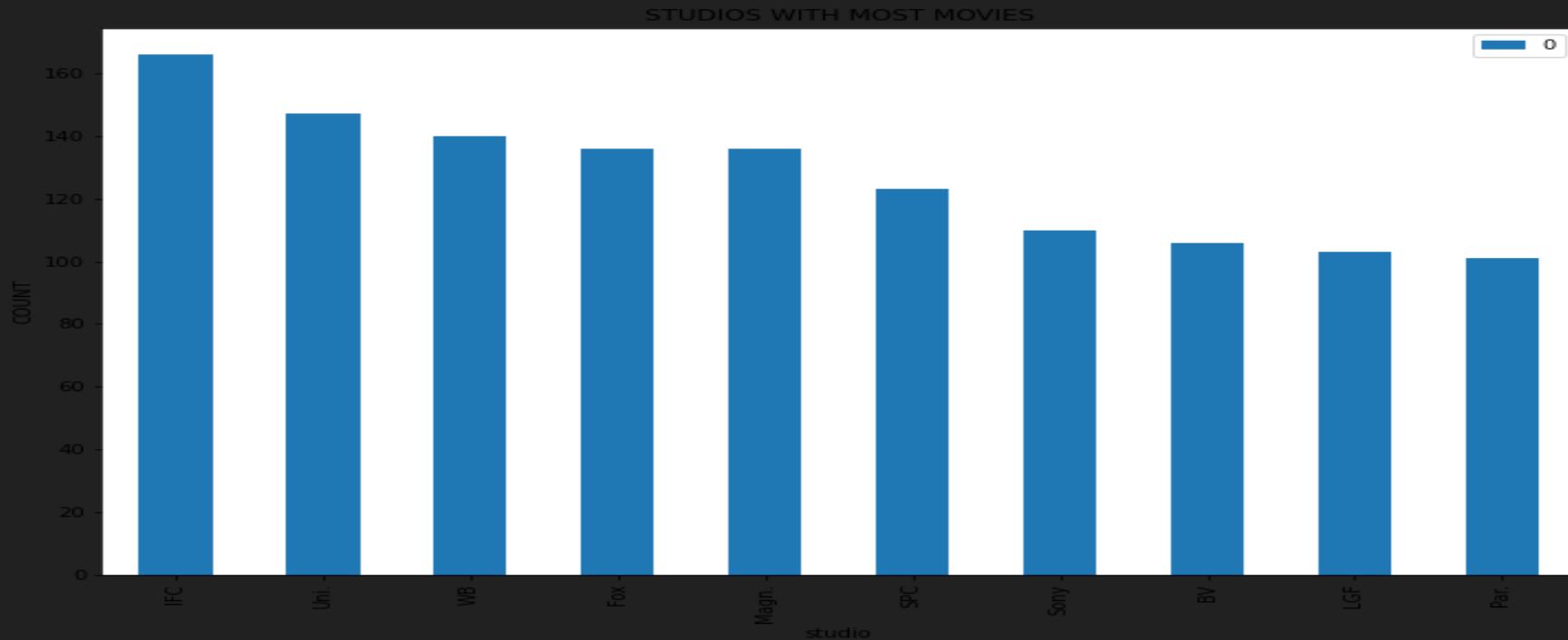
- Im.db: A sqlite database
- Bom.movies.csv: A csv file containing movies alongside domestic and foreign gross profit
- tmdb.movies.csv : A csv file containing movies with emphasis on movie popularity.
- Tn.movie_budgets.csv: A csv file containing movies alongside their budgets.

PROCESS STEPS

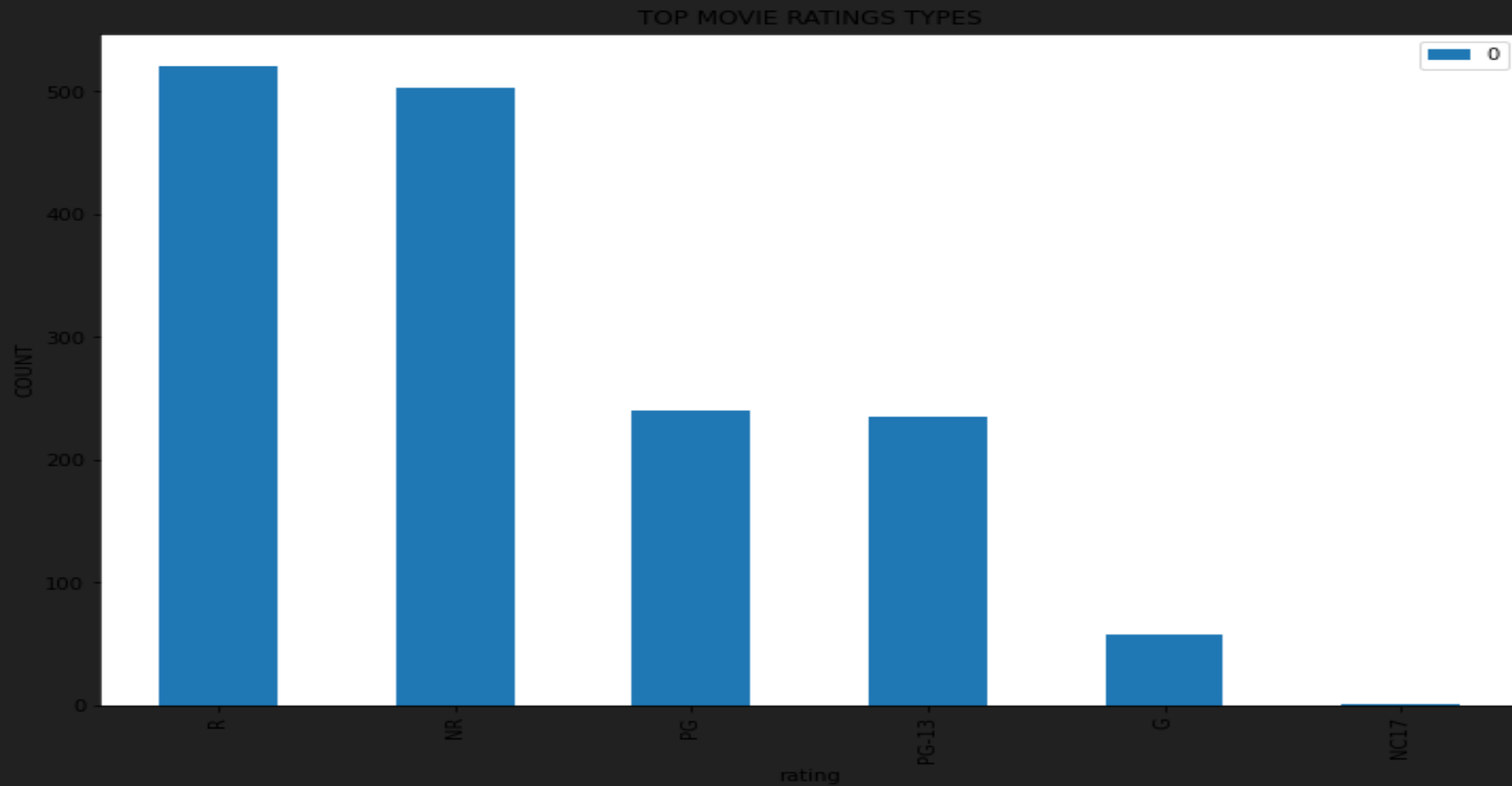
1. Extracting the data from the various formats using appropriate packages ie csv and sqlite3.
2. Inspect and preview the data.
3. Change the data to a DataFrame.
4. Check for missing values.
5. Handle missing values if any.
6. Analyze the dataframes.
7. Plot barcharts in accordance to analysis.
8. Generate recommendations.

RESULTS

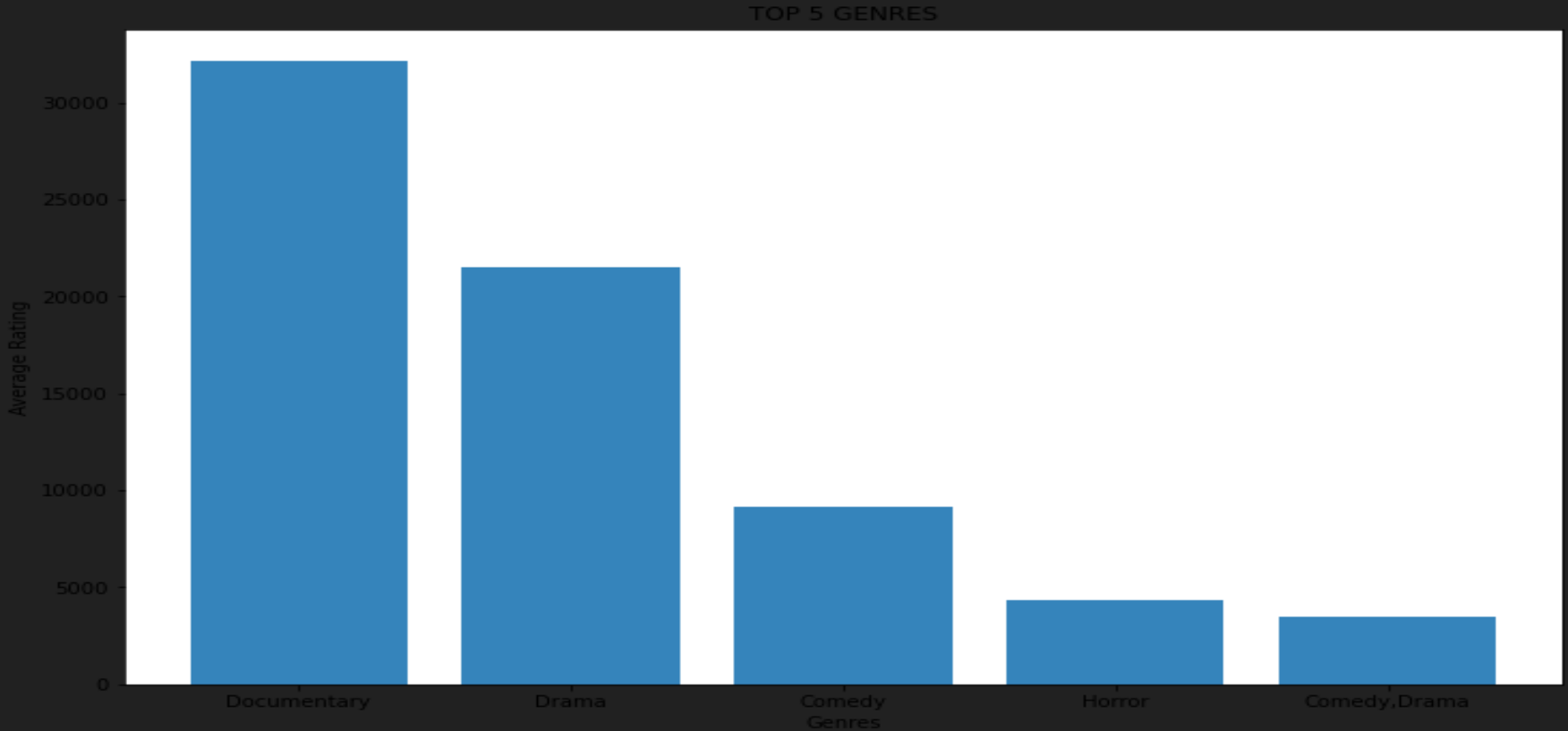
STUDIOS WITH MOST MOVIES:



TOP MOVIE RATINGS TYPES



TOP 5 RATED GENRES



RECOMMENDATIONS

- Microsoft studio should create documentaries as they are the majority in the market with the highest rating and would be a good starting point.
- On the long term however, Microsoft studio should focus on action,adventure,sci-fi as it is clearly the most voted meaning alot of people like this kind of content. This means coming up with own superheroes and promoting them as films such as Avatar have the biggest worldwide gross which means alot of profit but at the same time films such as this also have big budgets, so it must be carefully planned.
- Microsoft should also try to partner with the top studios with the most movies such as IFC, Uni and WB. This will help you grasp information about the film industry and provide a good cache of knowlegde.
- Microsoft should also focus on movies with ratings type G as they will be viewed by all people and have little saturation in the market hence a low on competition. This is due to the fact that majority of viewers of action,adventure,sci fi genre can be assumed to be school children.

CONCLUSION

- The movies with the highest budget have the highest gross profit worldwide.
- The movies with the highest rating are not necessarily the ones with the most number of votes.
- Most of the movies produced are rated restricted meaning most of the movies are adult movies.