Phase 1 Project

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Overview

Business Understanding

- Microsoft wants to venture in the original film making space. There is a tough competition in the space with very little margins.
- In the US for example, only 40% of the films are profitable. The majority of the movies make a loss.
- Microsoft could potentially use their expertise in technology to create thought-provoking and innovative films that explore the intersection of technology and society.
- In this presentation we will be exploring different datasets to get insights that will help MS make an informed decision.

Data Understanding

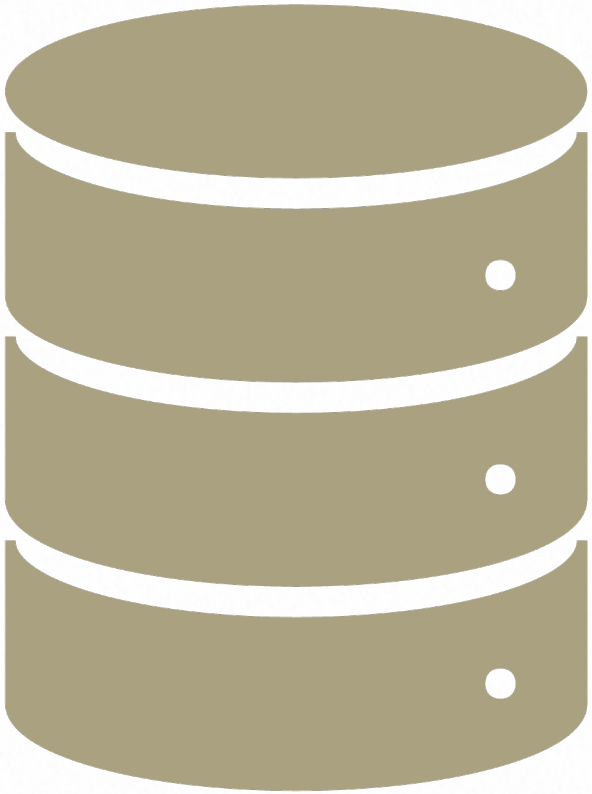
- Three different data sources that we will consinder

1. movie_basics from im.db mysql database
2. movie_ratings from im.db mysql database
3. movie_gross earnings csv file

Since these 3 different datasets have different columns and different date formats, we first convert all of them into dataframe using pandas and then explore the primary keys and try to join the tables using an inner join.

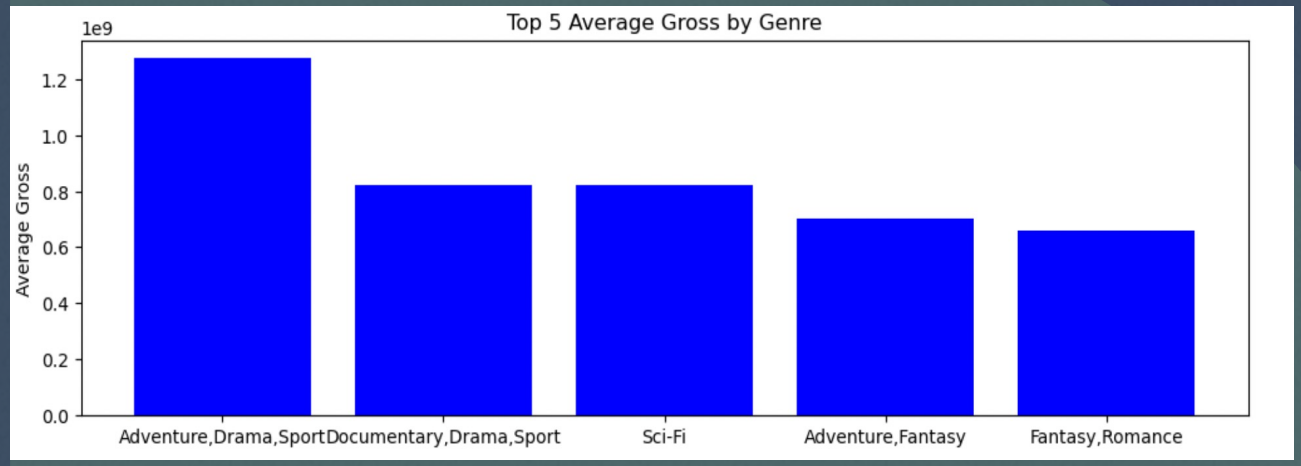
Using .info() function we look at datatypes to make sure they are in the right datatype for computational analysis.

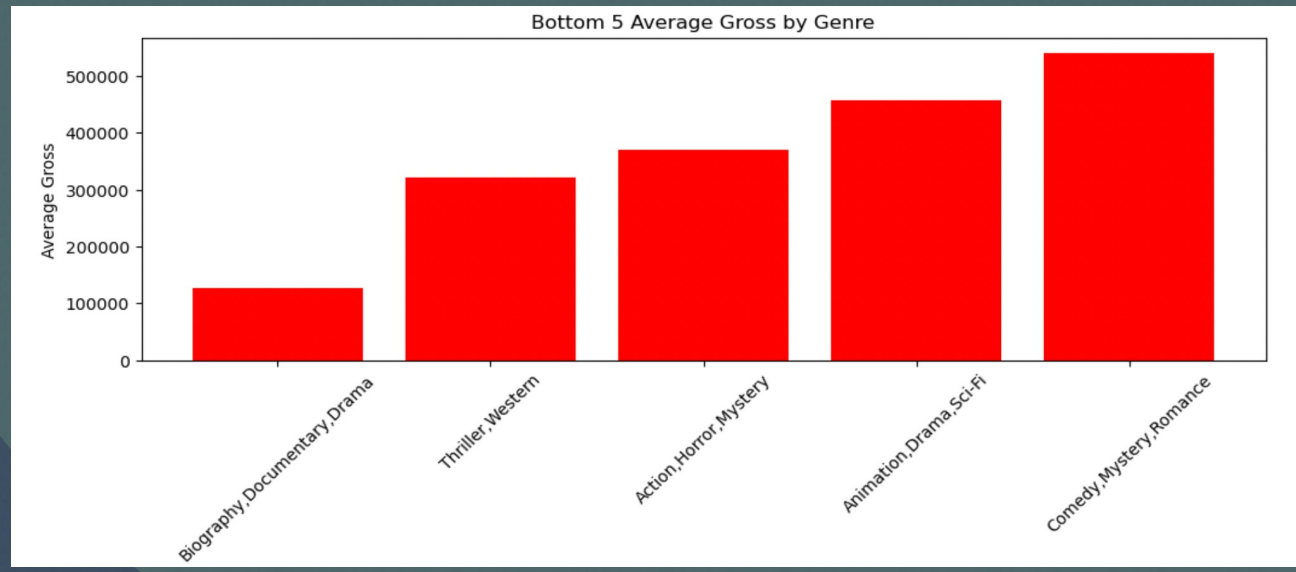
We will also use data cleaning and feature engineering



Data Analysis

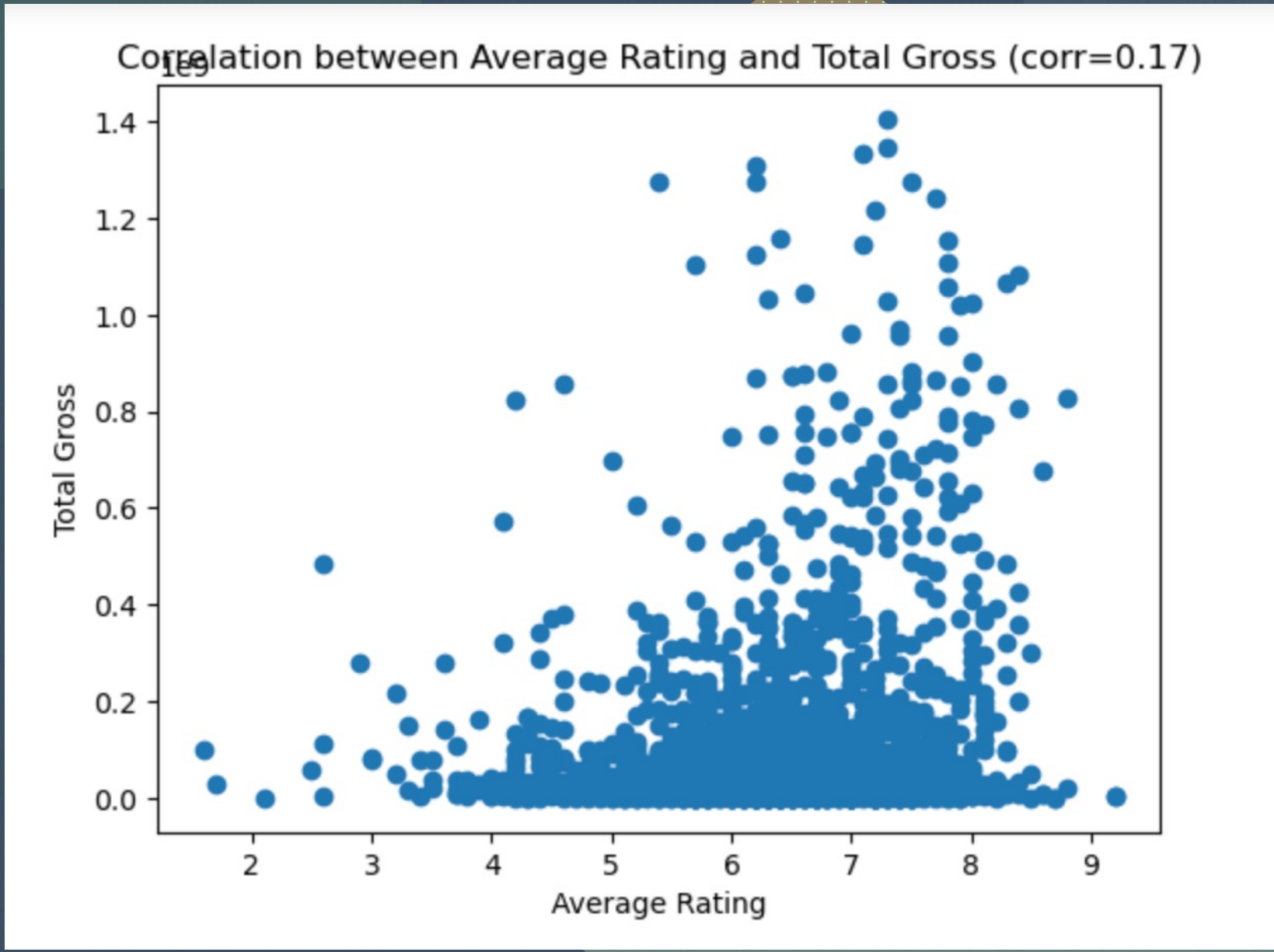
Top performing genres





Data Analysis

Correlation between rating and revenues



Recommendation

- Overall, adventure drama, documentaries and Sci-Fi seem to be at the top tier when it comes to average gross revenue
- In particular, science fiction films that explore the future of impact of emerging technologies like AI and robotics could be a good fit for Microsoft, as this is an area where they have significant expertise
- There seems to be a small positive correlation between ratings and revenues.
- While there may be potential benefits to creating thought-provoking films that explore the future of technology, the risks and challenges associated with the film industry are significant, and it may not be the best use of their resources.

Next Steps

- Look at film making budgets to see whether this is within MS budget or beyond
- Look at potential partnerships with other existing film studios that have experience in the space