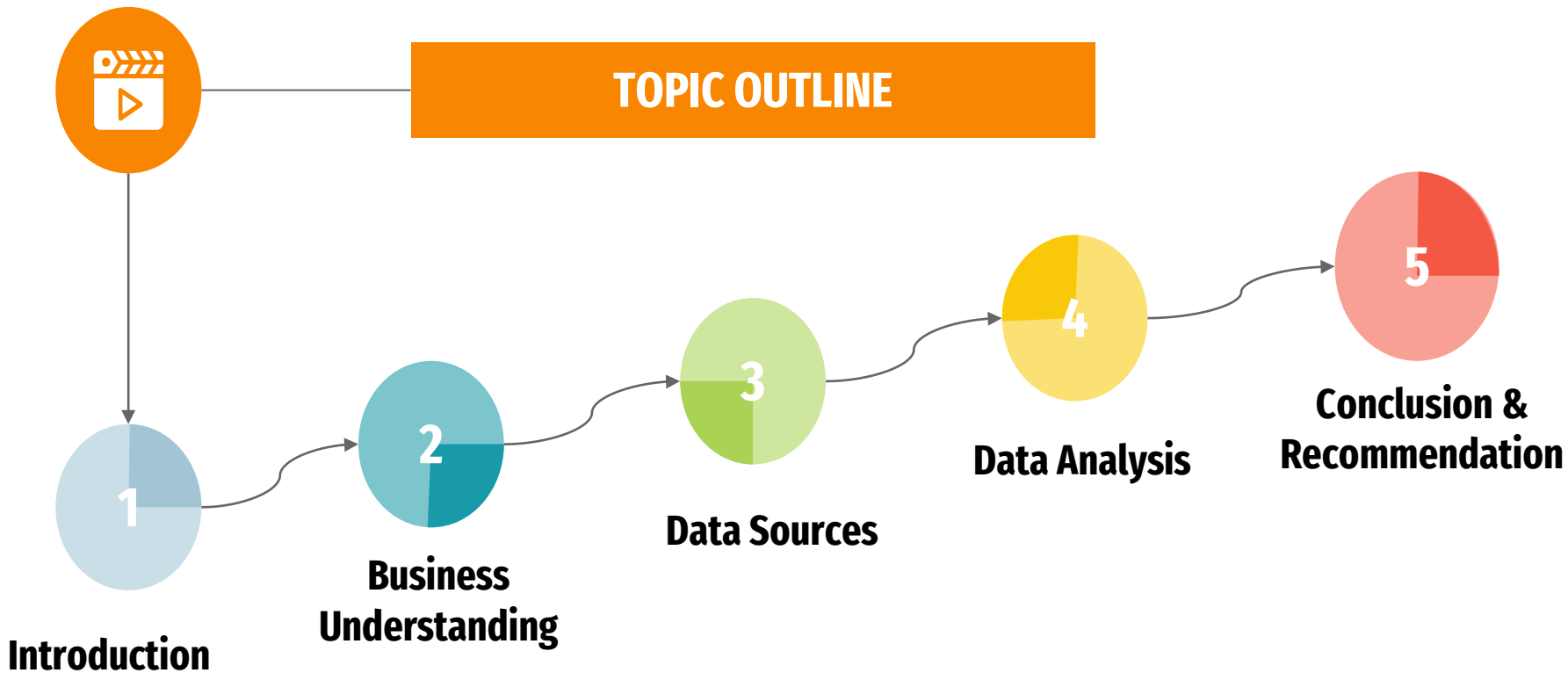


MICROSOFT MOVIE STUDIO PROJECT

BY WILFRED KIVINDA



JULY 2023



INTRODUCTION

This project will use Exploratory Data Analysis(EDA) to generate insights for a Microsoft stakeholder on what types of films to produce.

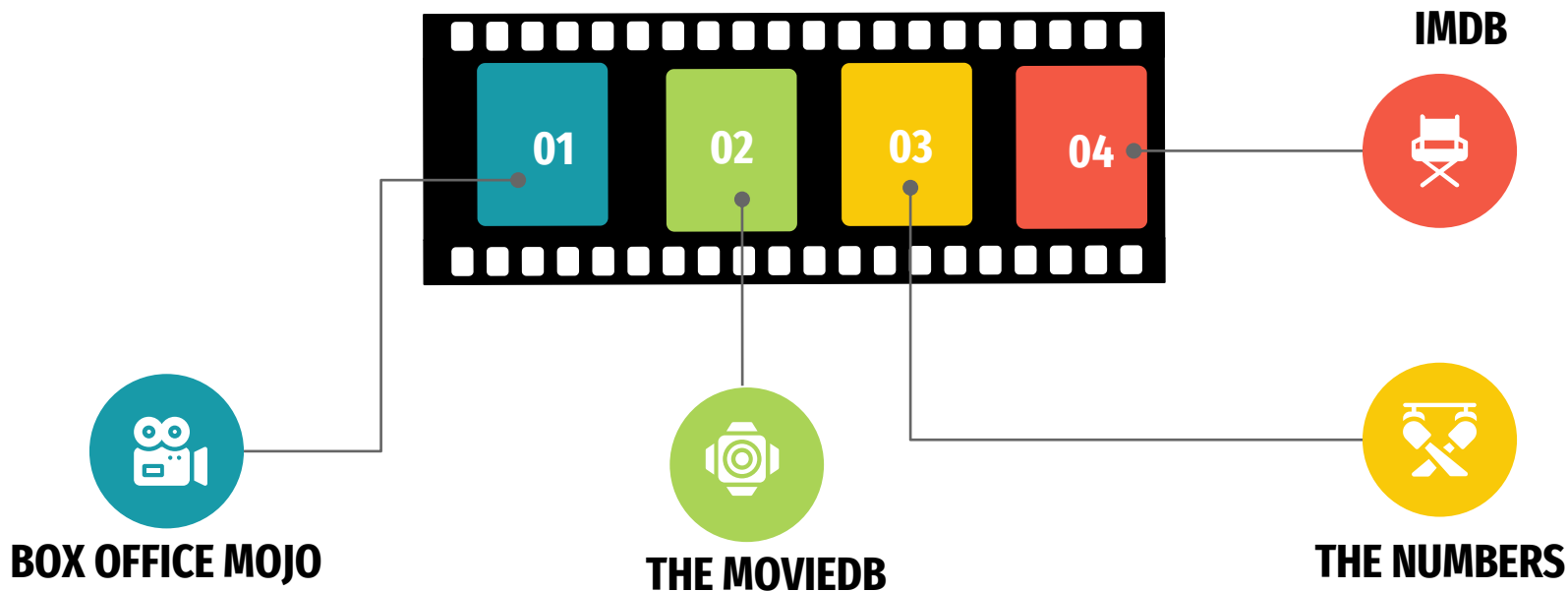


BUSINESS UNDERSTANDING



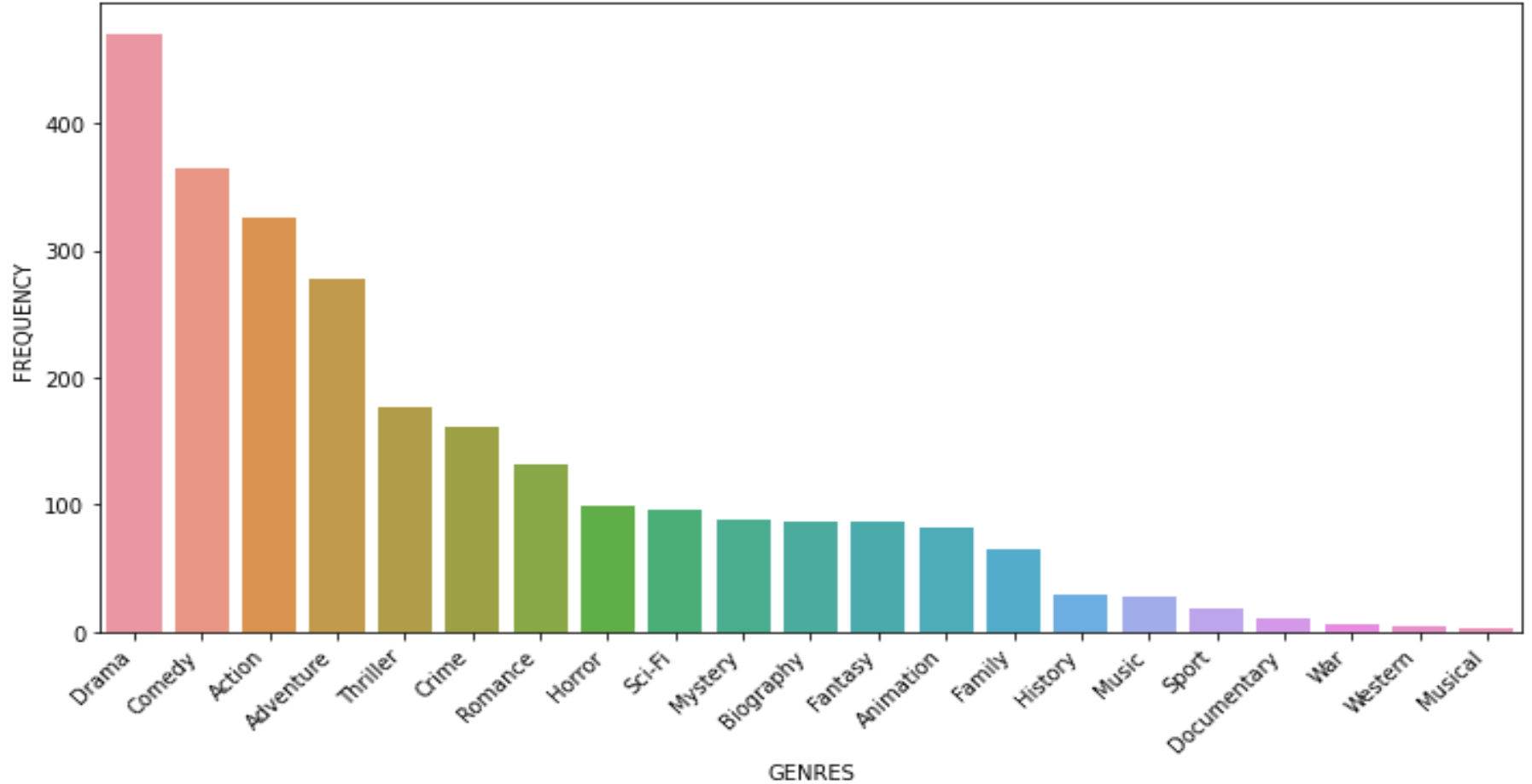
Microsoft wants to venture into Movie production industry, but they don't know anything about creating movies. The project at hand is to explore what type of movie genre are doing the best at box office and give insights and recommendation which will ensure a successful investment in the movie studio.

DATA SOURCES

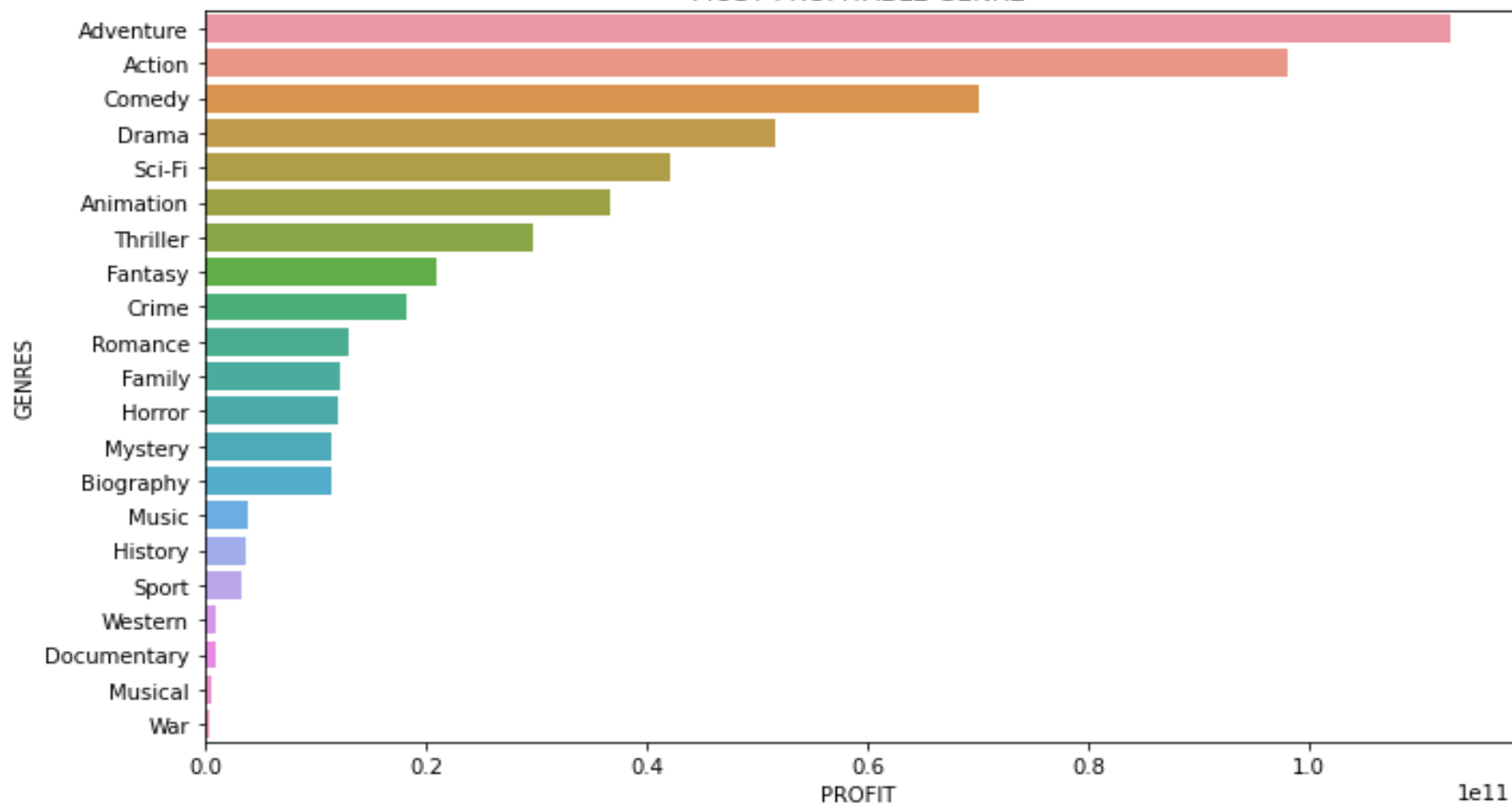


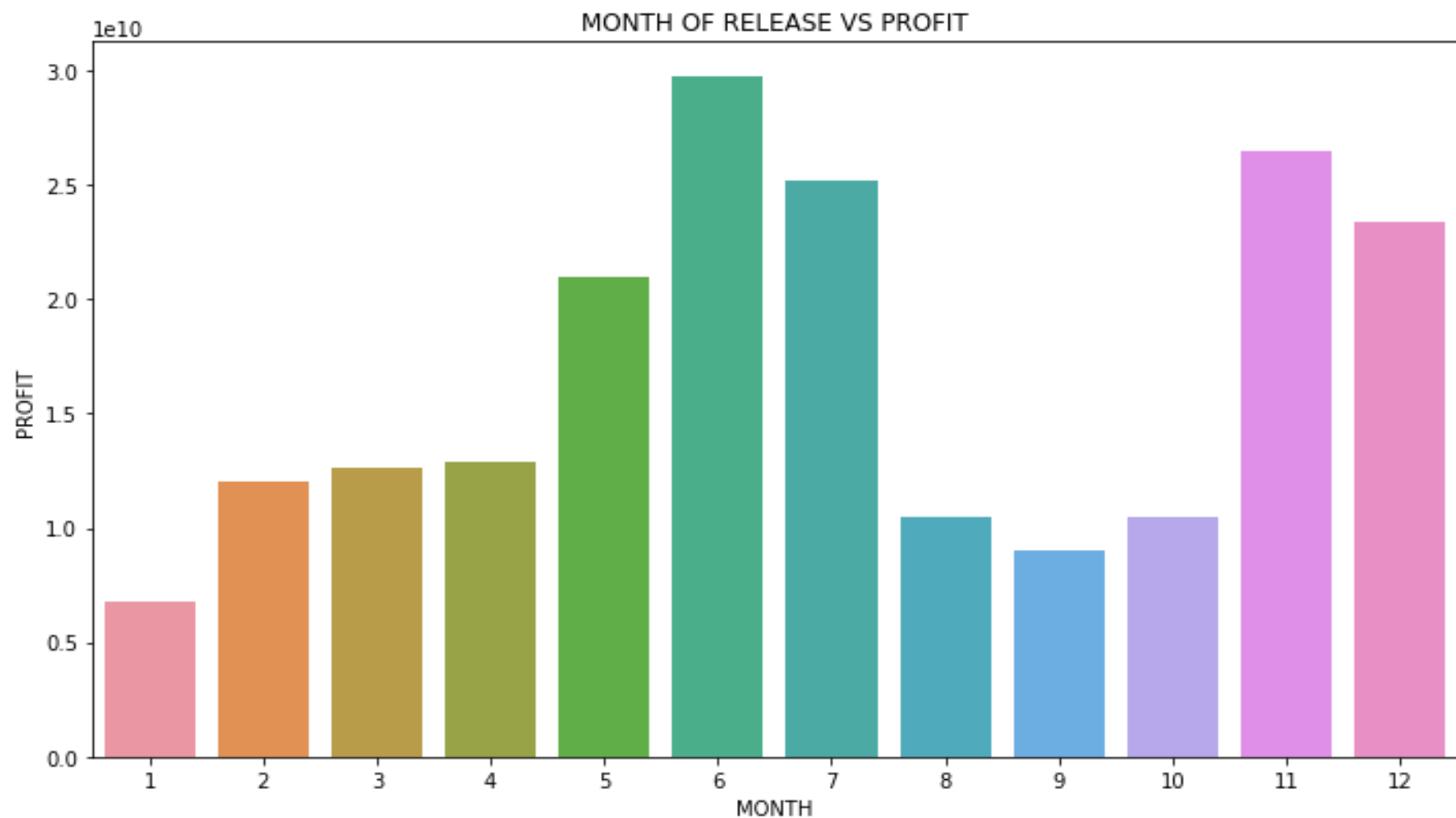
DATA ANALYSIS

POPULARITY OF GENRES

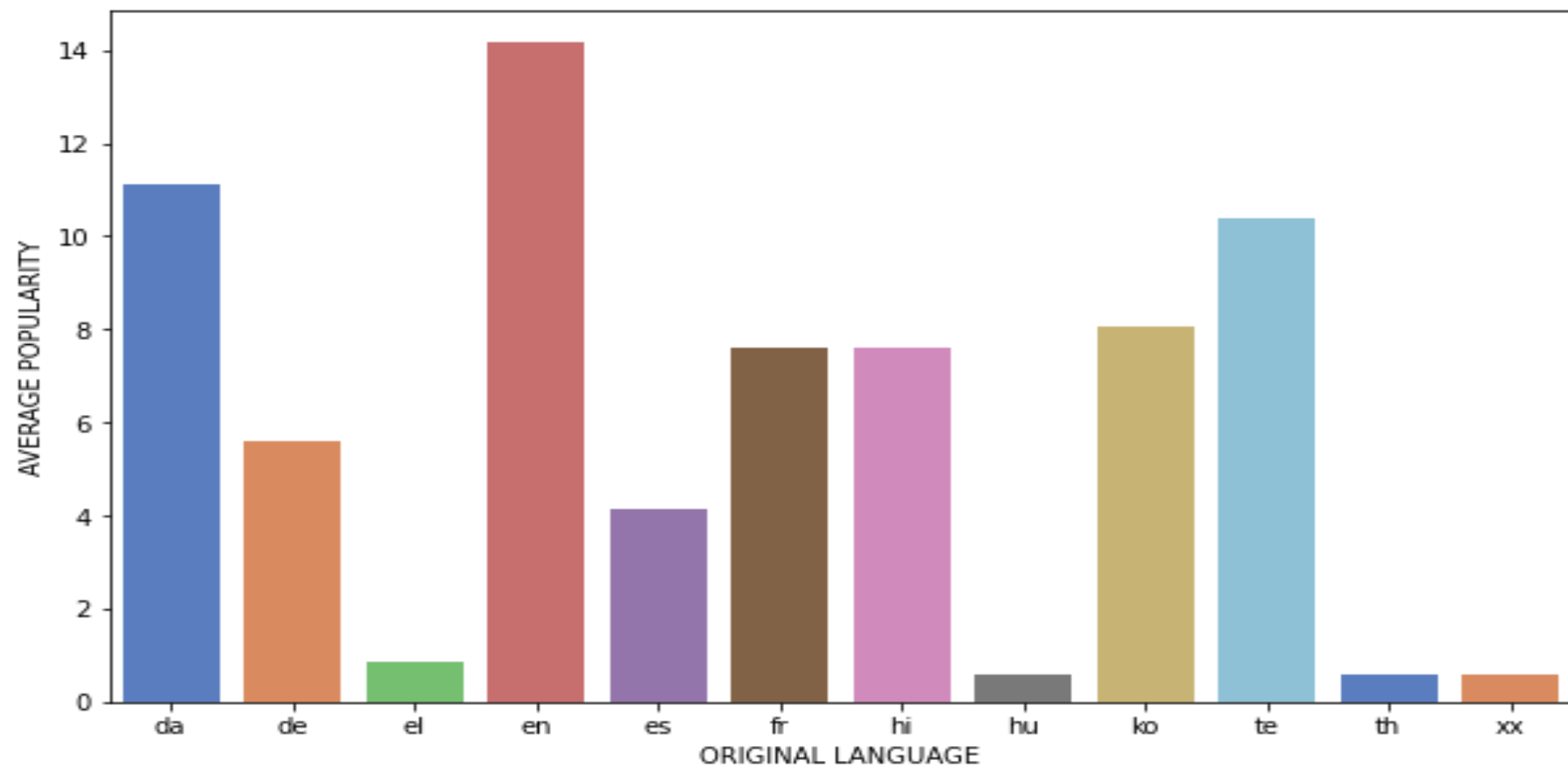


MOST PROFITABLE GENRE

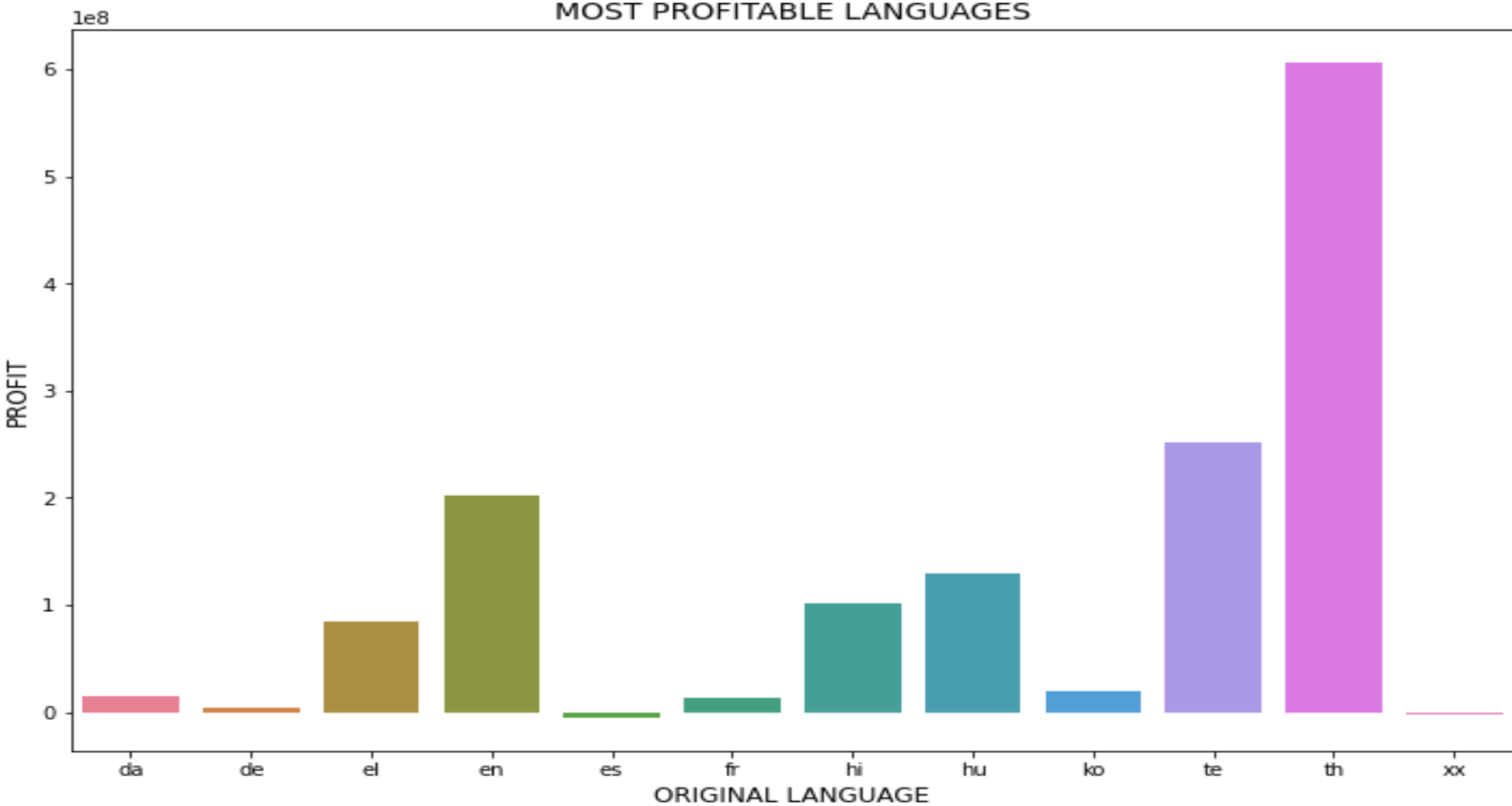




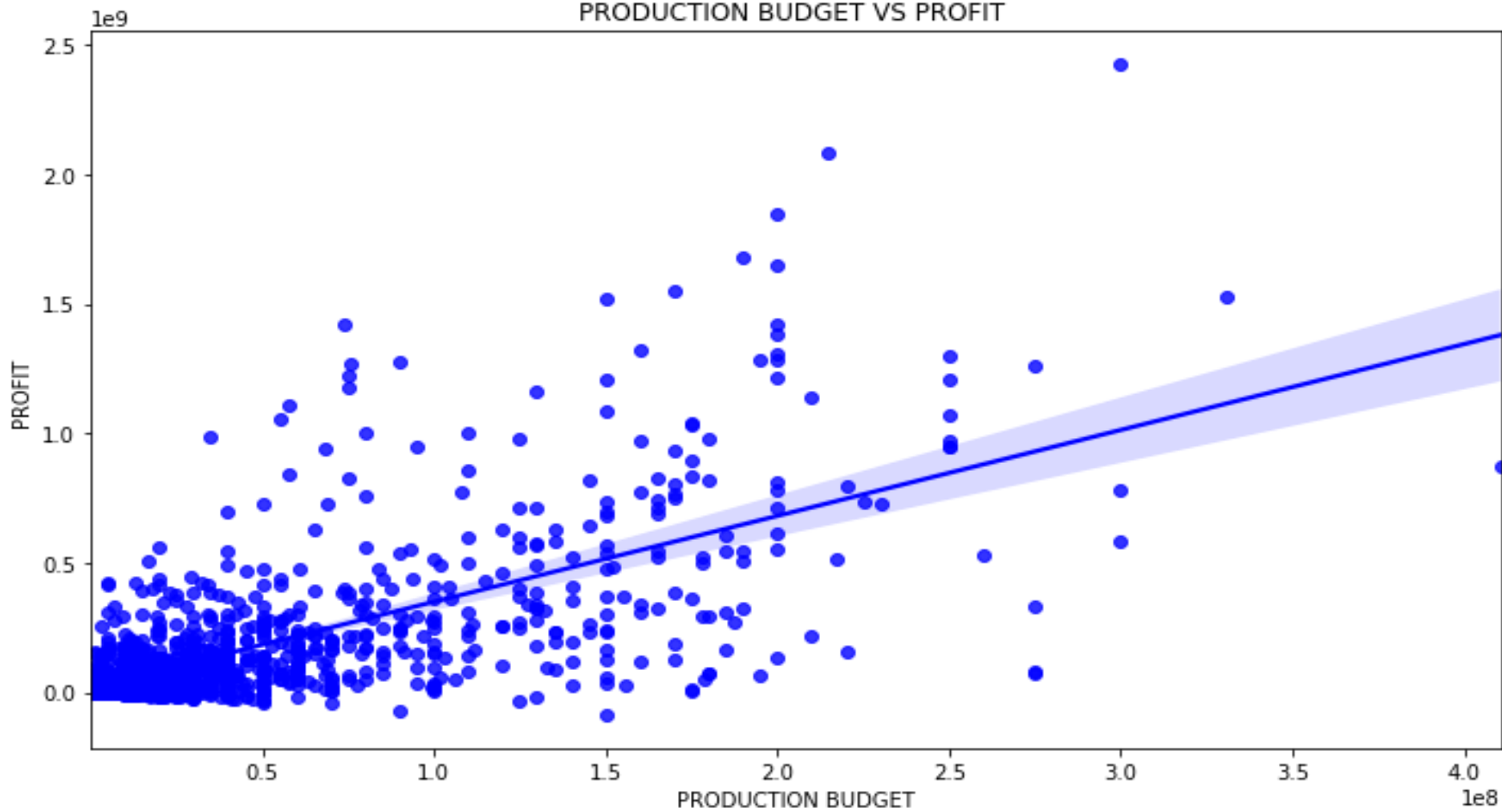
MOST POPULAR LANGUAGES



MOST PROFITABLE LANGUAGES



PRODUCTION BUDGET VS PROFIT



CONCLUSION



What types of movie genres are doing the best at the box office?

Based on profitability the best 3 movie genres are; Adventure, Action & Comedy.

Which languages are doing the best at the box office ?

The Top 3 languages are Thai, Telegu, and English based on profitability.

Does Release month affect profit?

Yes, the top 3 months with the highest movie profits are June, July, and November.

Is there a correlation between production budget and profit?

Yes, there is a positive correlation between production budget and total profit. This implies that higher production budget is associated with higher profits.

RECOMMENDATIONS



The best Films to create are; Adventure, Action and comedy.

The best languages for the films are; Thai, Telegu and English.

The best months to release movies are: June, July and November.

Microsoft to invest in production budget since higher production budget will generate high profits.

**Thanks For Your
Time.**

