

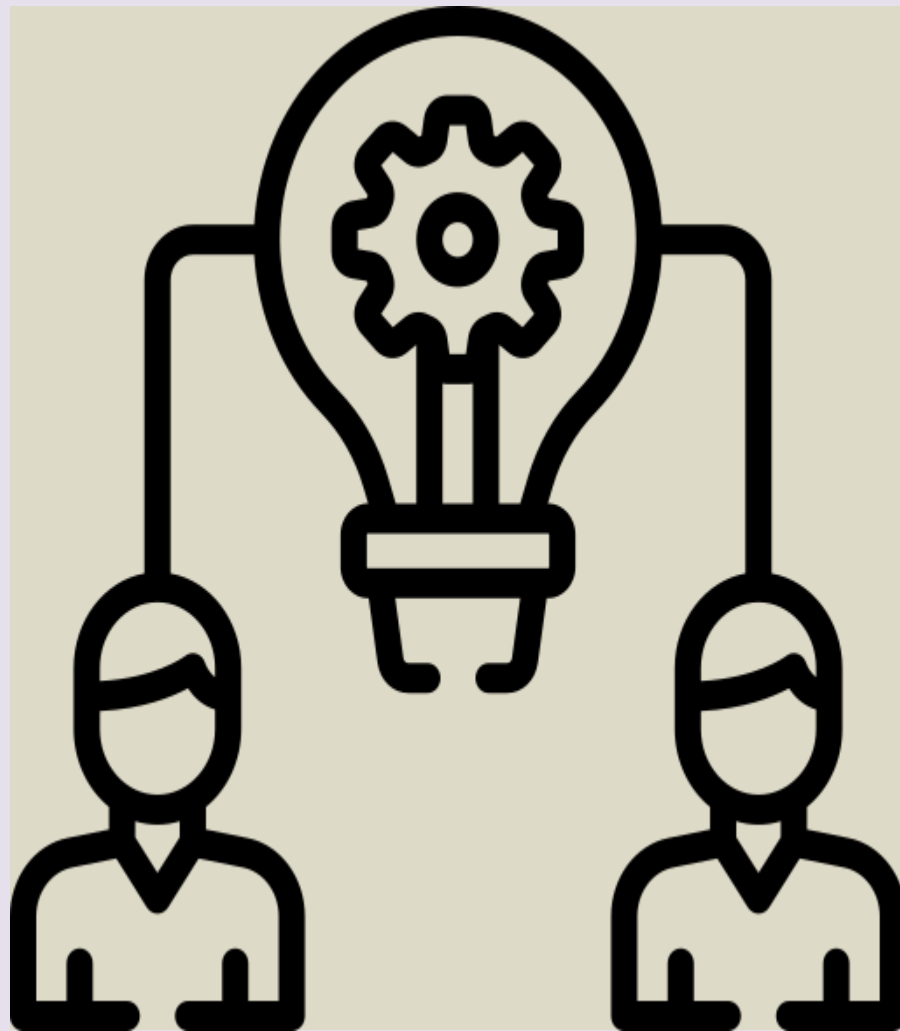
Microsoft
Movie
Studio

OVERVIEW



- . To explore what types of movies are currently successful at the Movie Industry to provide actionable insights for Microsoft's new movie studio.

BUSINESS UNDERSTANDING



- The movie industry is a dynamic and competitive market with changing consumer preferences and market trends.
- Understanding the movie industry is crucial for Microsoft's new movie studio to make informed decisions and create successful and profitable movies.

Business Problem?

1. Which movie genre is the most profitable?
2. Is there a correlation between movie budget and profitability? Are high-budget movies more profitable compared to low-budget ones?
3. Which movie genre is the most popular among audiences?
4. Among other studios, which movie genre is the most popular?

DATA

Data Sources:

- Box office
- IMDB
- The MovieDB
- Rotten Tomatoes

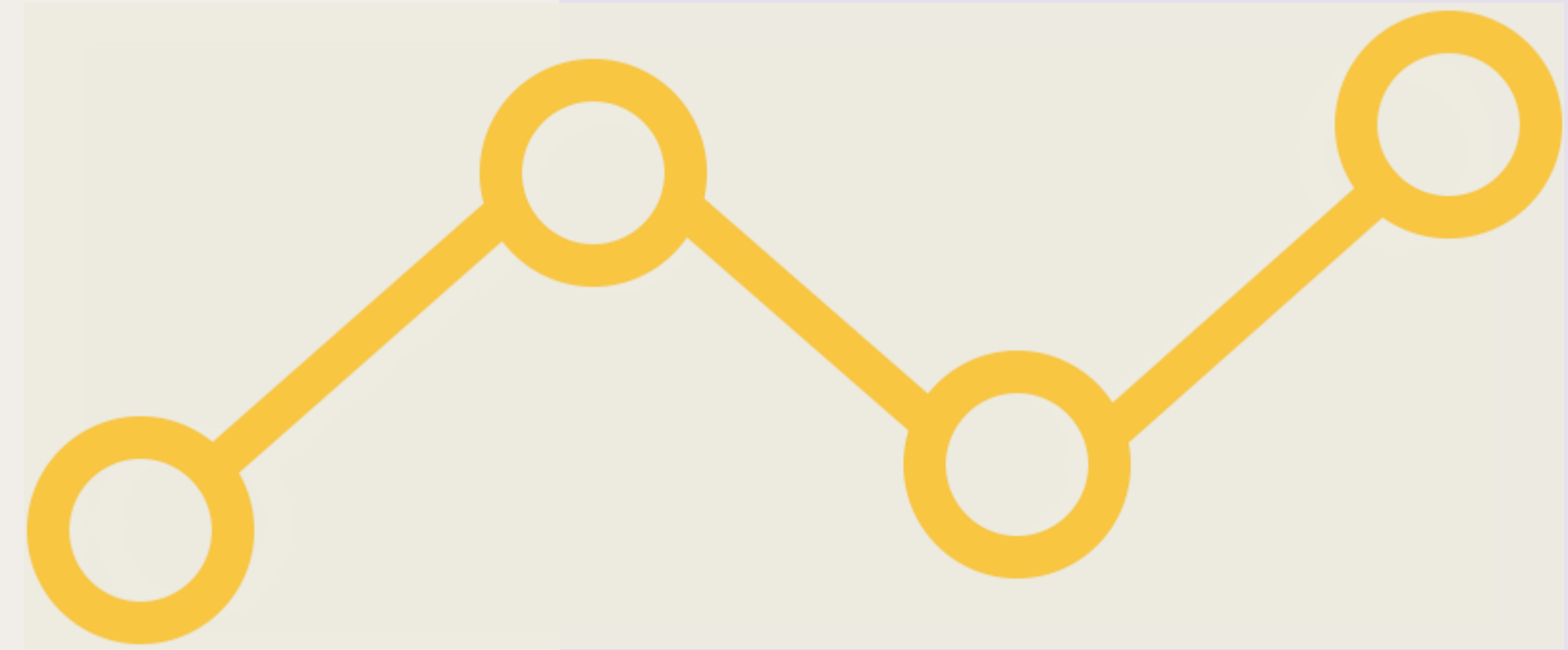
Data Preparation

- Importing Data
- Data Cleaning
- Data Merging

Variables Used:

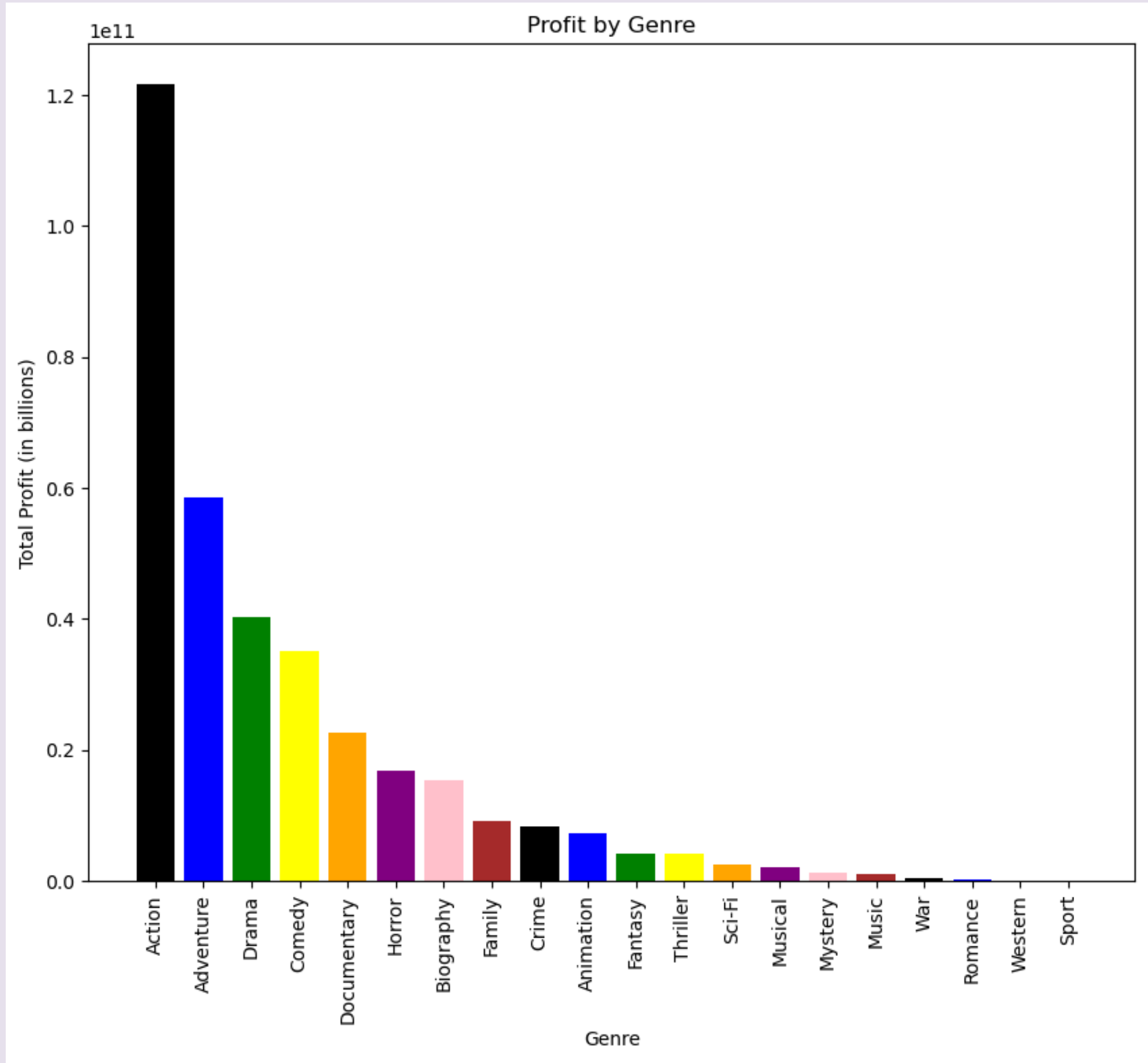
- Movie Genre
- Production Budget
- Movie Profitability
- Studio

Data Period
2010-2020



DATA ANALYSIS

Most Profitable Genre

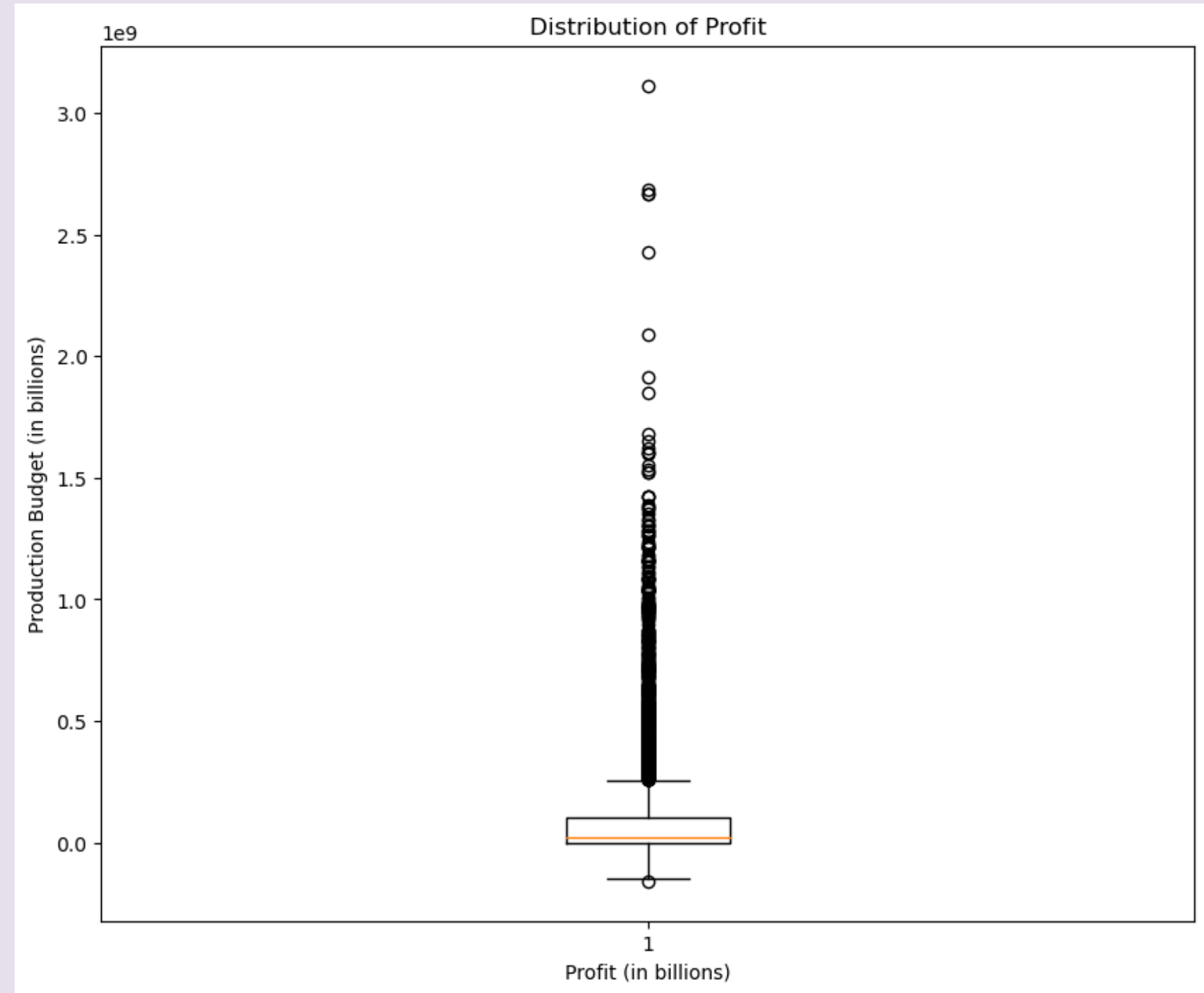
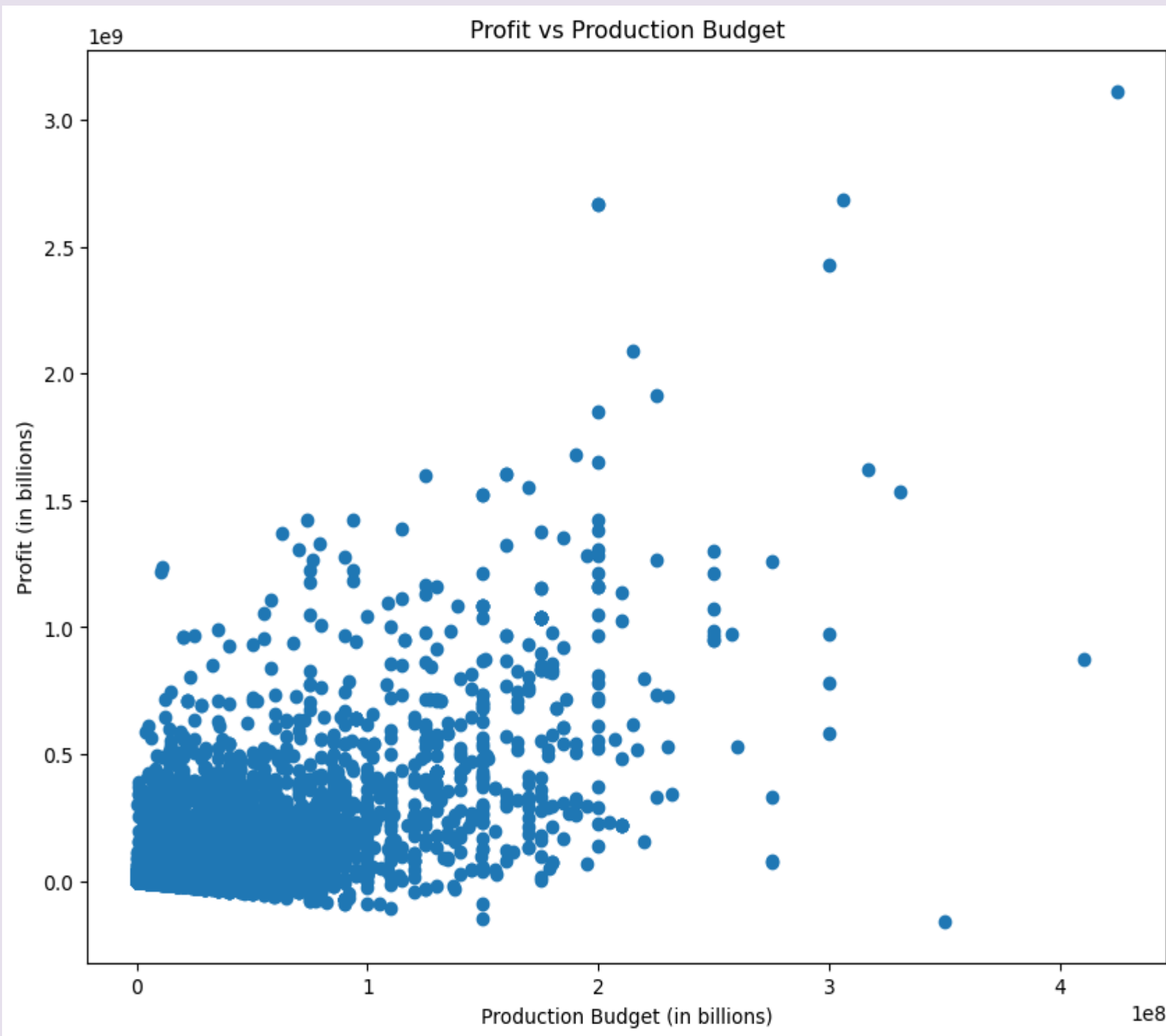


Top 5 Profitable Movie Genres

- 1.Action
- 2.Adventure
- 3.Drama
- 4.Comedy
- 5.Documentary

DATA ANALYSIS

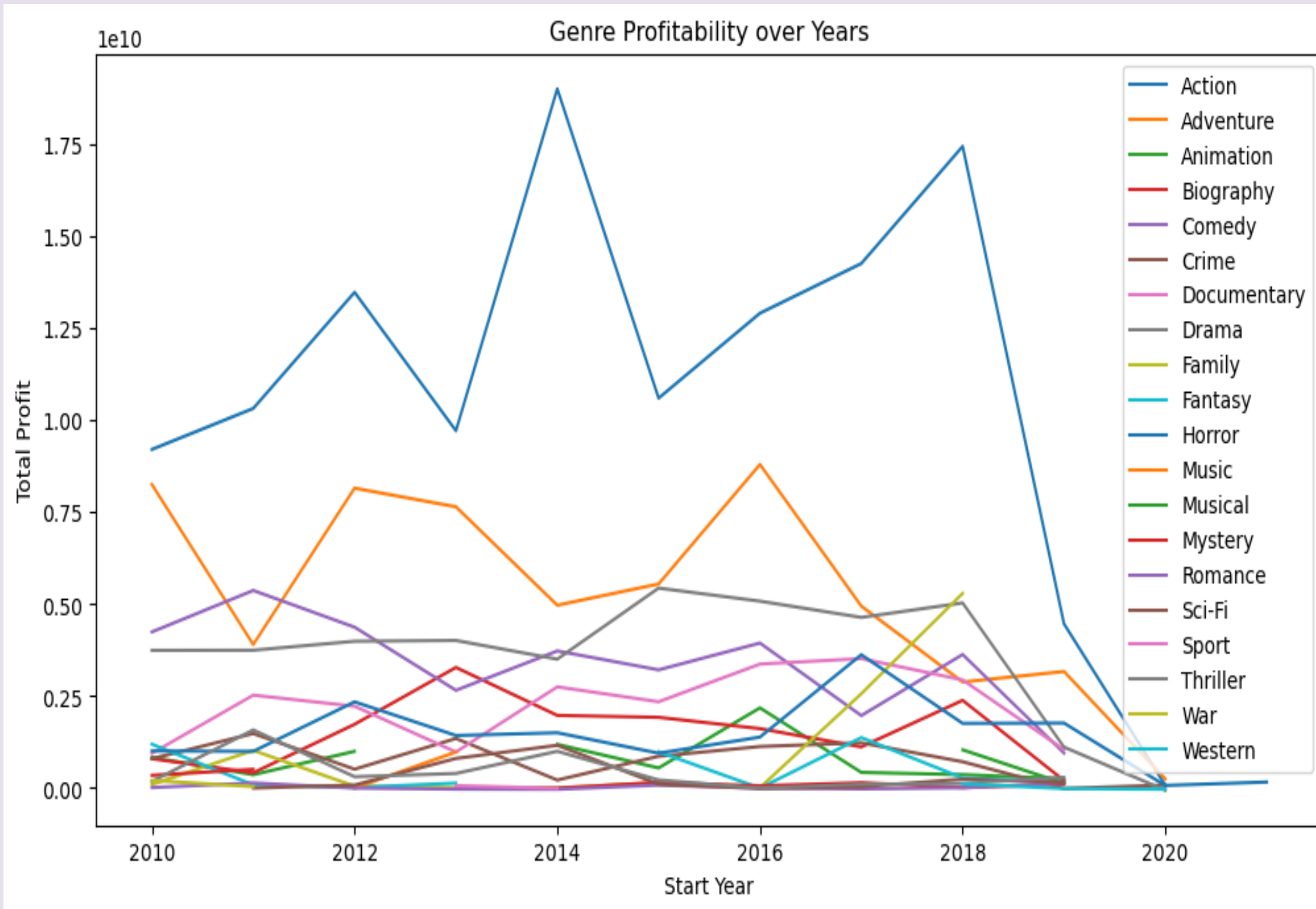
Budget Vs Profit



Profit vs Budget analysis as outliers
Some High budget Movies have low profits
Some low budget Movies have high profits

DATA ANALYSIS

Genre Profitability Over Years in the Movie Industry



Profitable Movie Genres 2010-2020

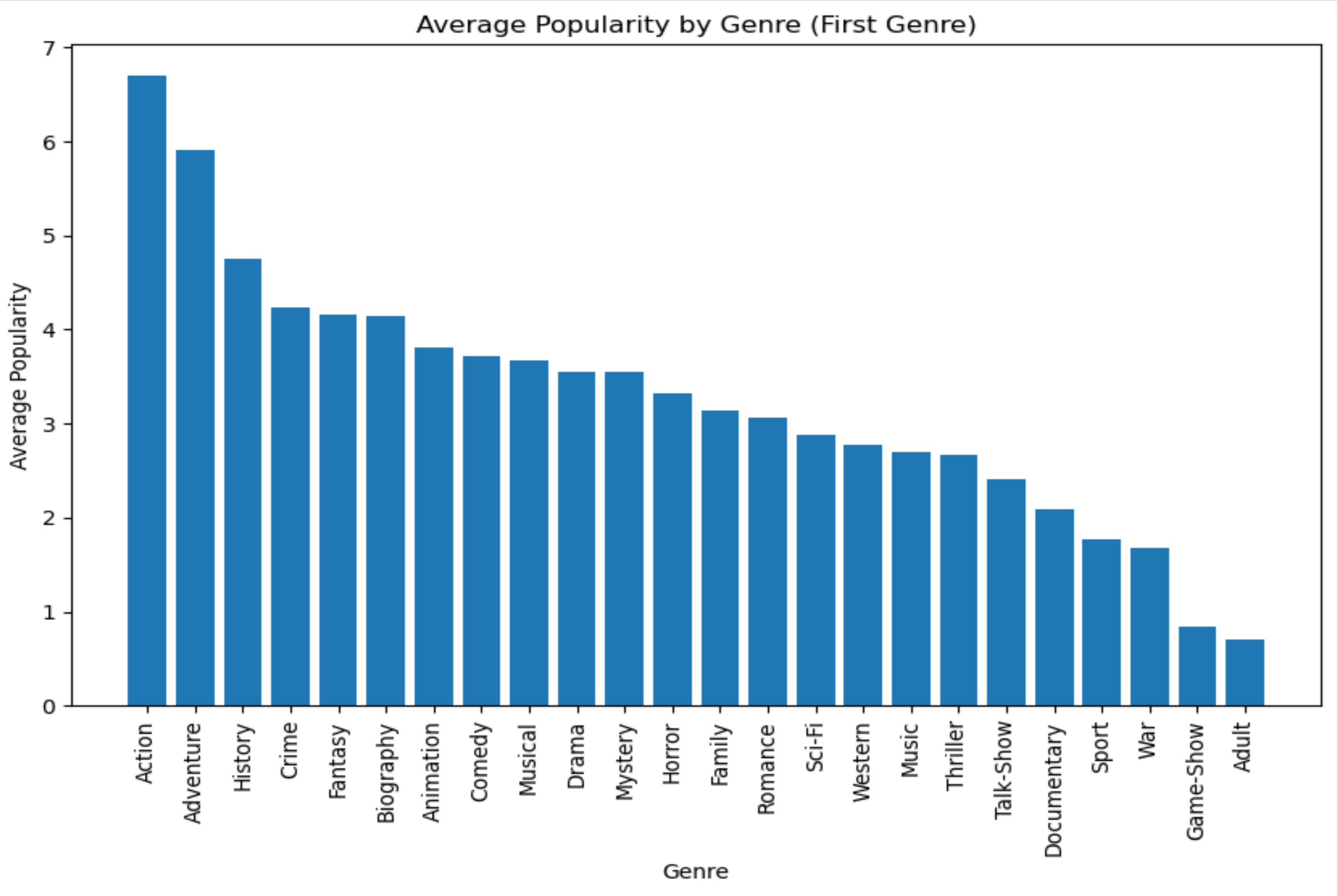
1.Action

2.Adventure

3.Crime

DATA ANALYSIS

Genre Popularity in Movie Industry

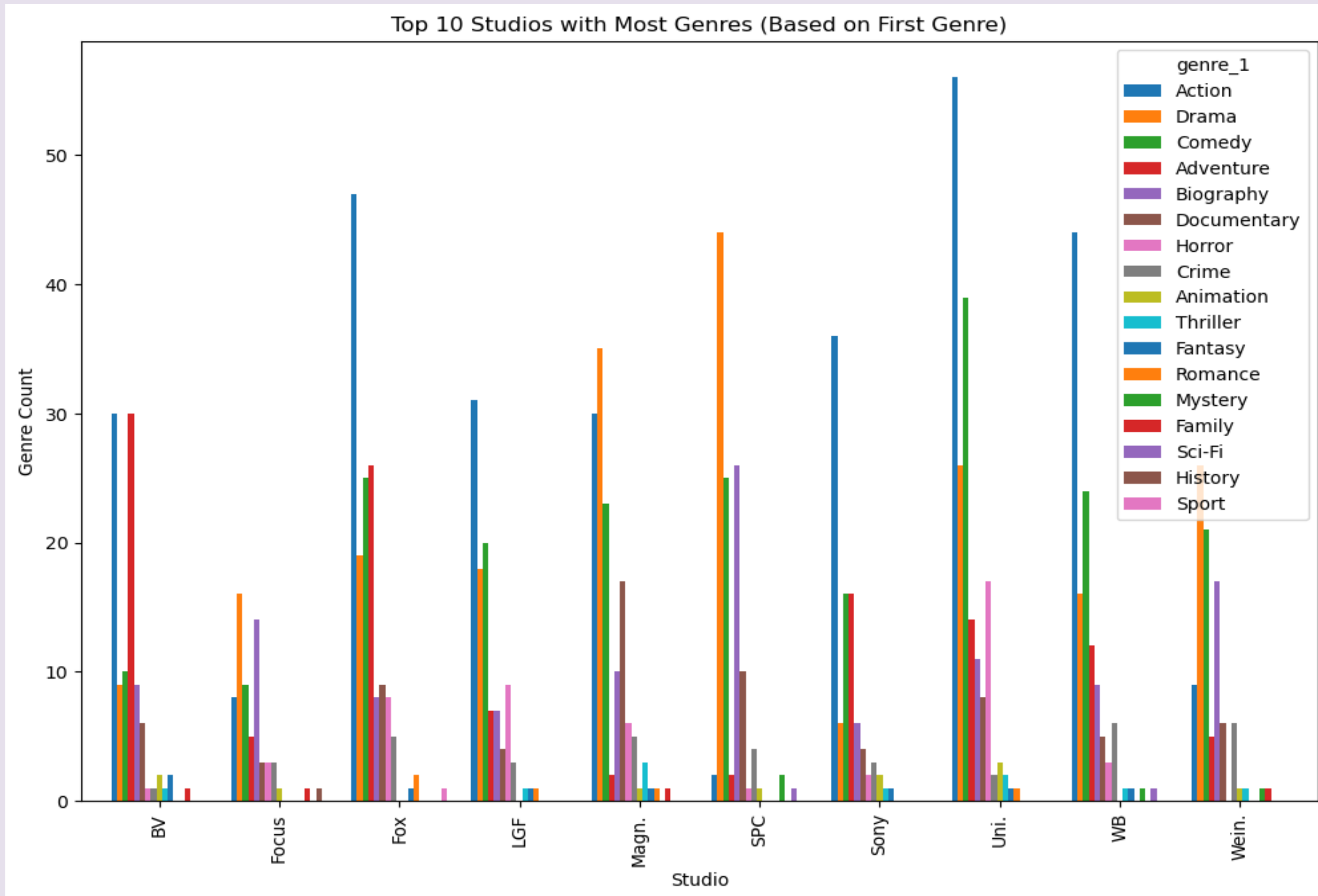


Movie Genre Popularity

- 1.Action
- 2.Adventure
- 3.History
- 4.Crime
- 5.Fantasy

DATA ANALYSIS

Top Genres in Studios



Action movies are popular among Studios followed by Drama

RECOMMENDATION



- ➡ Consider focusing on action, adventure, and drama genres as they tend to generate higher profits.
- ➡ Among audiences action, adventure and drama are the most popular. Microsoft should consider these genres
- ➡ Among studios action and drama are the most popular. Microsoft should consider these genres

NEXT STEPS



- ➡ Conduct further analysis and gather additional data to better understand the relationship between production budgets and profits in the movie industry
- ➡ Monitor and follow the genre preferences of other studios to stay competitive in the market

Thank you!!

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