Microsoft Movie Studio

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Introduction

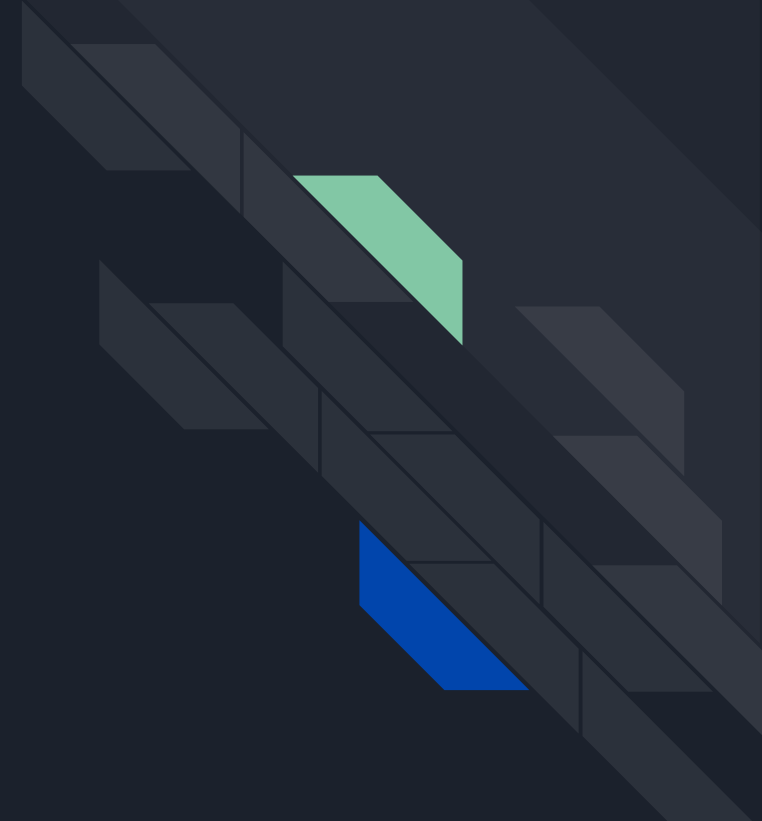Imagine sitting in your cozy living room, and your favorite show pops up on your screen, capturing your attention with gripping stories and captivating visuals. Your face immediately beams up with delight, right?

Ever wondered what it takes to make a blockbuster? As you venture into the world of film with a brand-new studio, I set out to unravel the secrets behind the box office hits. Are you ready to script success? Are you ready to be part of the blockbuster revolution?

Overview

This project involves a meticulous analysis of the film industry's current landscape, focusing on genres, themes, and audience preferences that resonate at the box office.

From understanding the ingredients of recent blockbuster successes to translating these insights into a tailored content strategy, the project is poised to pave the way for your successful entry into the dynamic world of original video content creation.

Problem Statement

With a core competency in technology, and lacking the inherent understanding of the complexities of the film landscape, the task at hand involves an in-depth exploration of the cinematic landscape through exploratory data analysis to uncover trends and patterns.

Goals:

- To understand the current trends and preferences in the movie industry.

- To formulate a content strategy aligned with market preferences.

- To evaluate the potential profitability of different film genres and concepts.

Data Understanding

The datasets used in this project were obtained diverse movie industry repositories. The data contains information about movie titles, genres, studios, ratings, runtime minutes among others, in the box office.

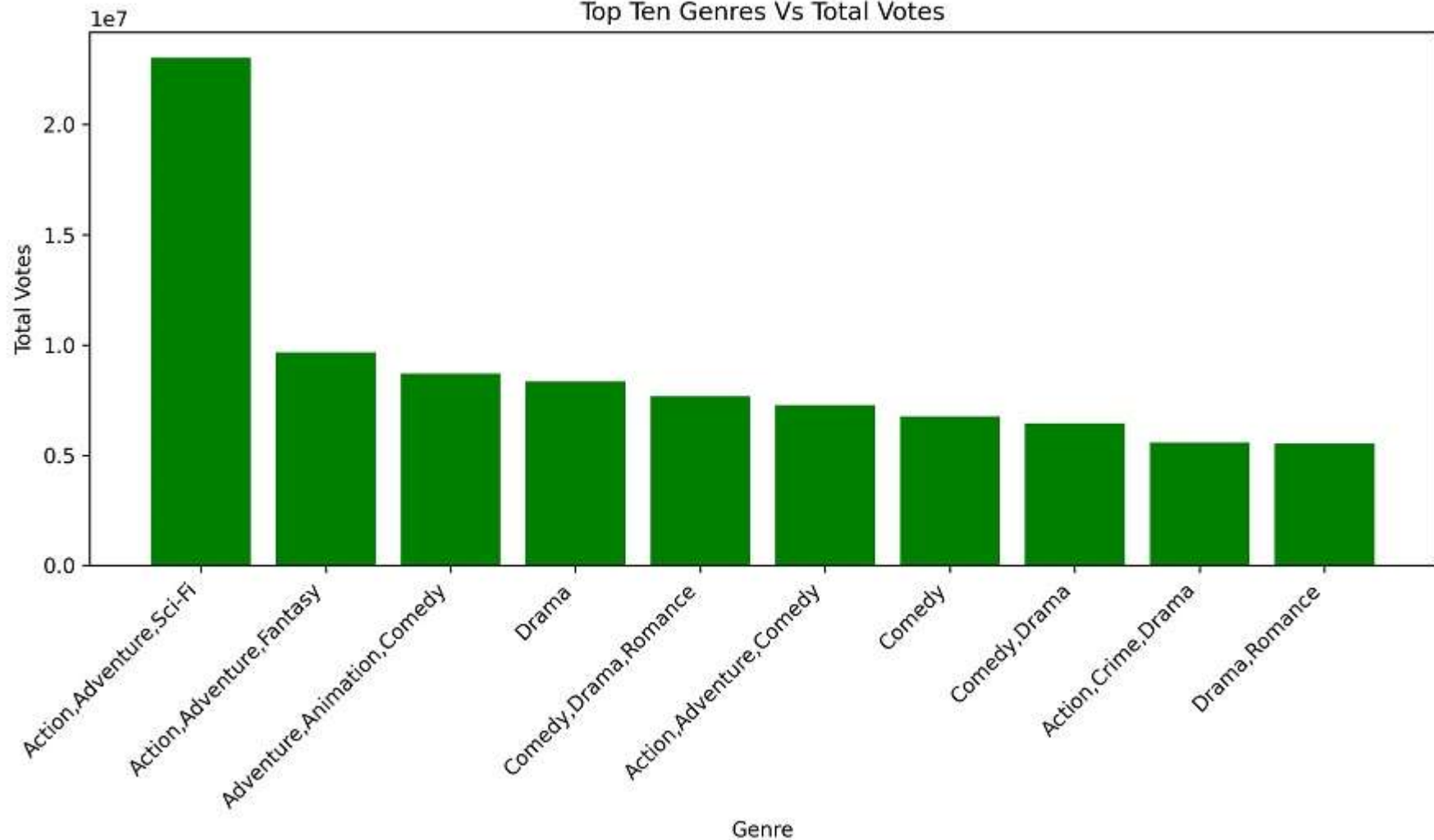The dataset was then used to develop recommendations for this purpose.

Data Analysis

In preparing the initial dataset sourced from diverse movie industry repositories, a thorough cleaning process was undertaken to address inherent inconsistencies, missing values and varied formats.
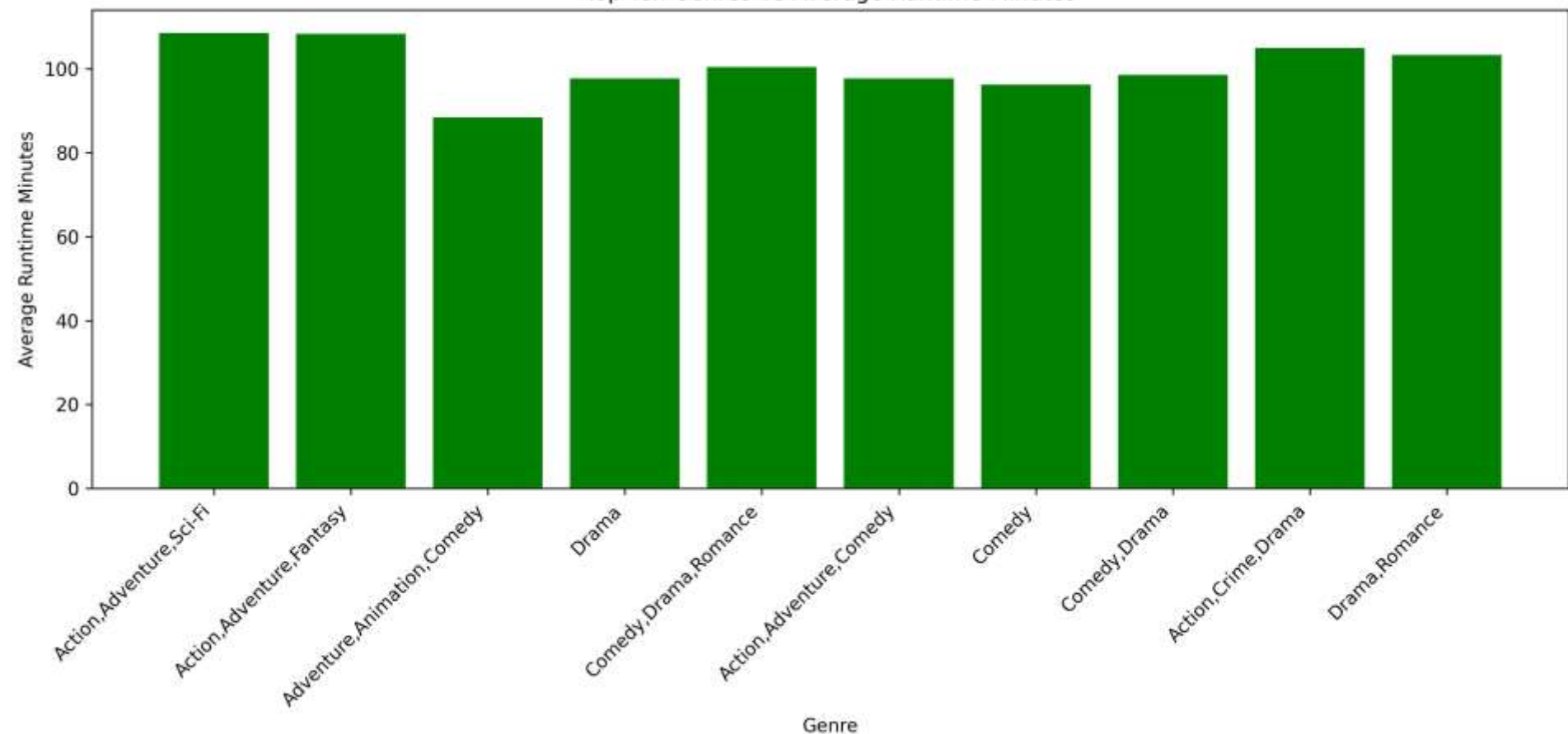
The cleaned dataset underwent Exploratory Data Analysis(EDA), utilizing statistical and visualization techniques to uncover trends and patterns.

EDA involves systematically examining and visualizing data to extract meaningful patterns, allowing for informed decision-making in the creation of original video content that resonates with audiences and enhances Microsoft's presence in the entertainment industry.
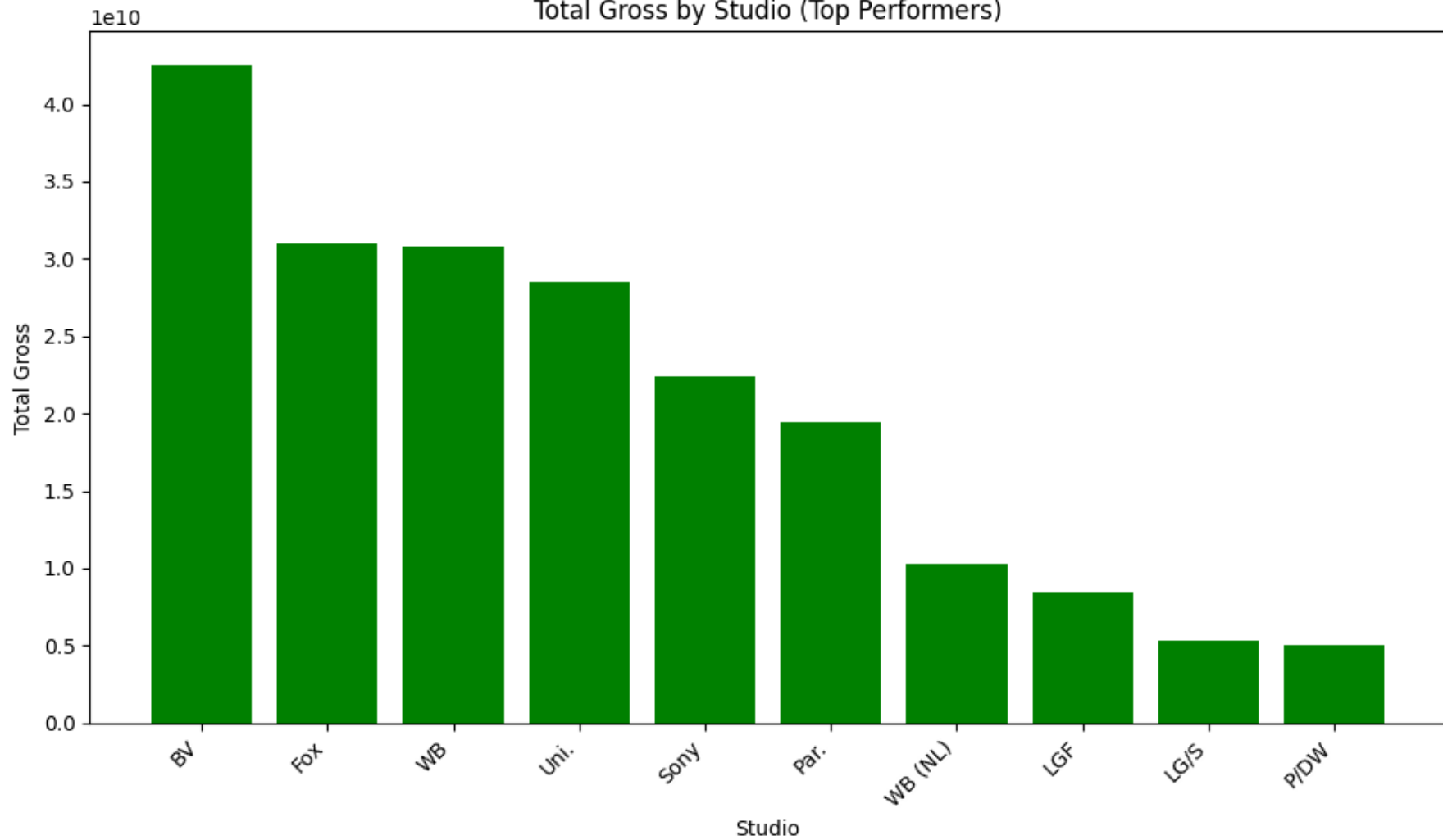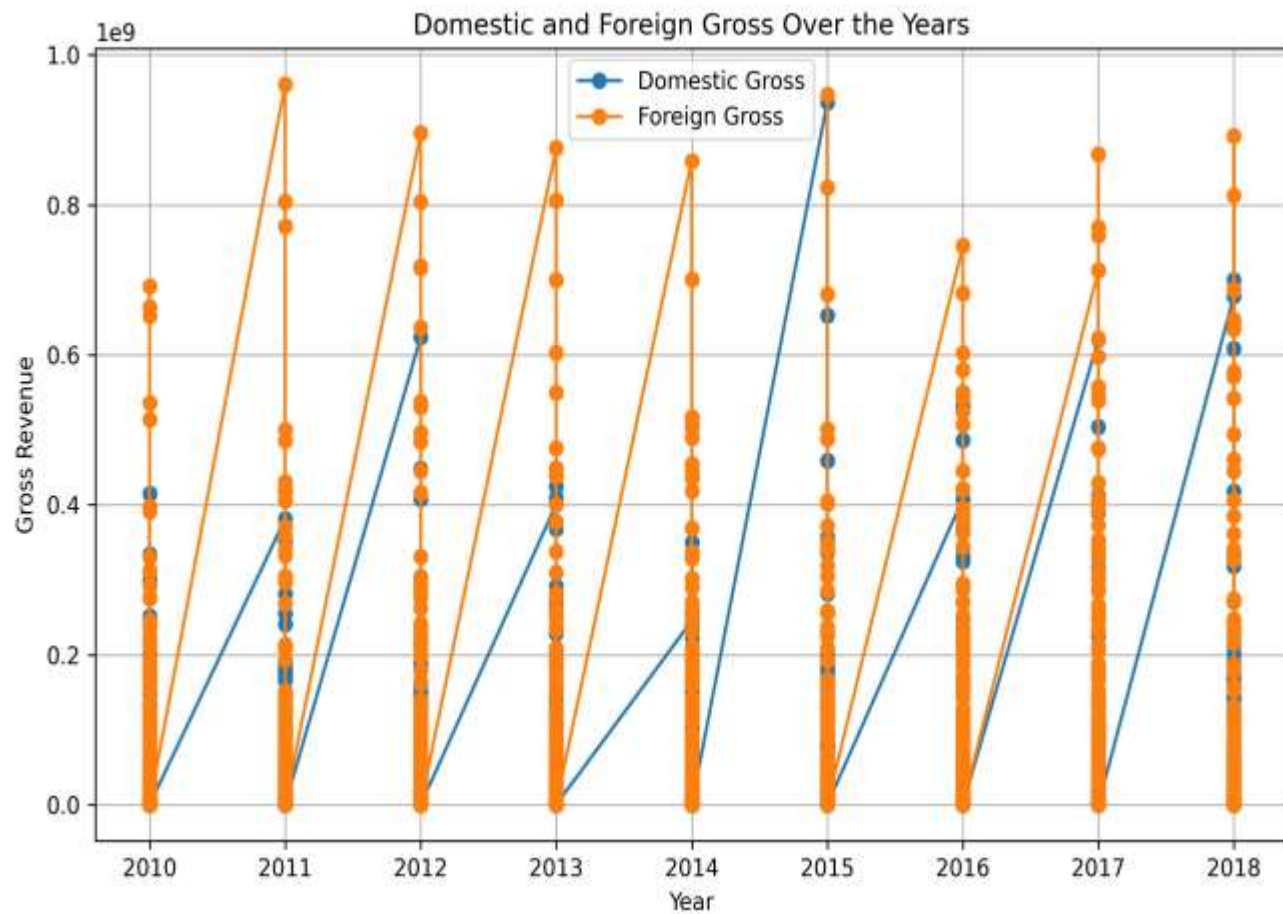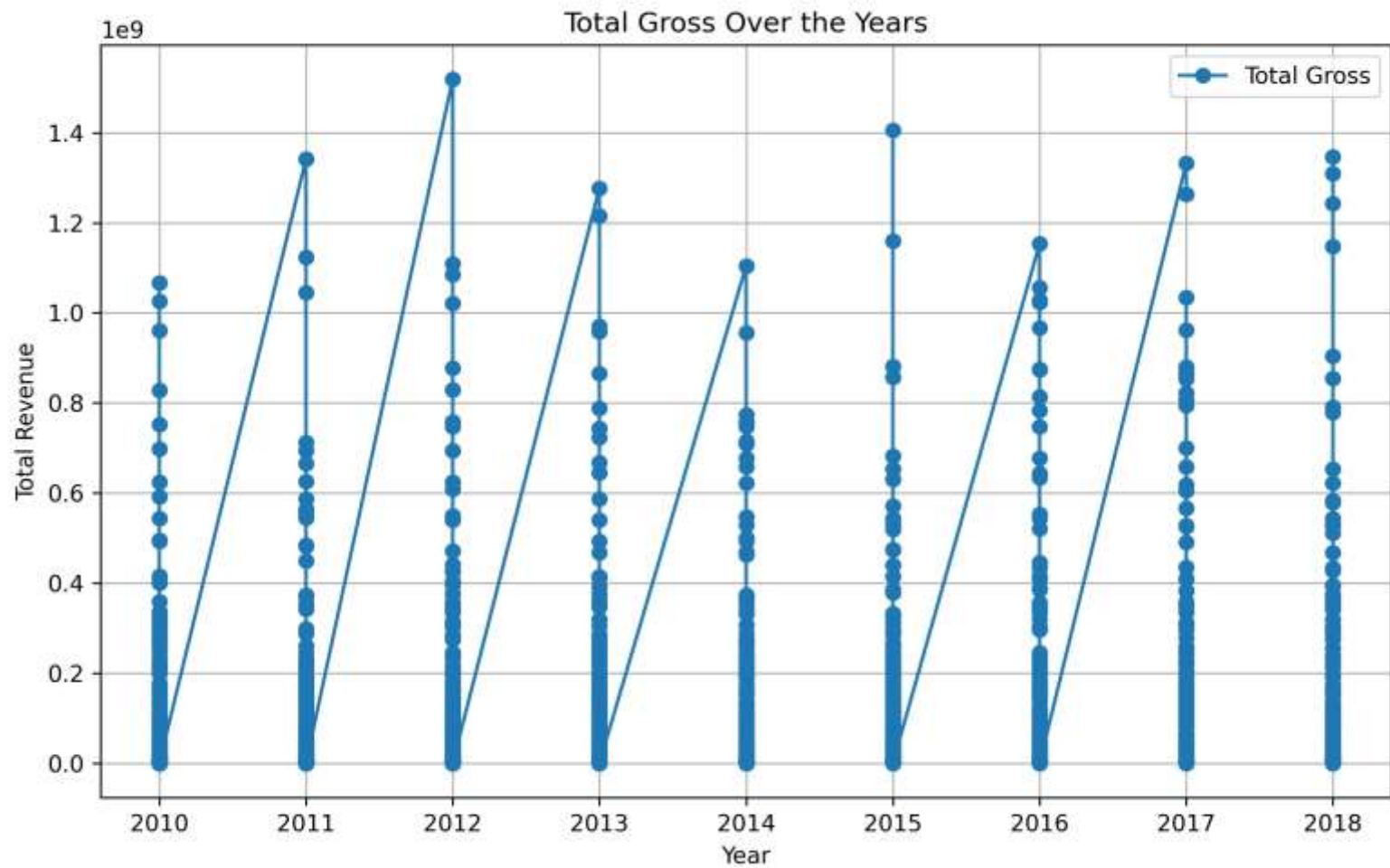
Top Ten Genres Vs Total Votes

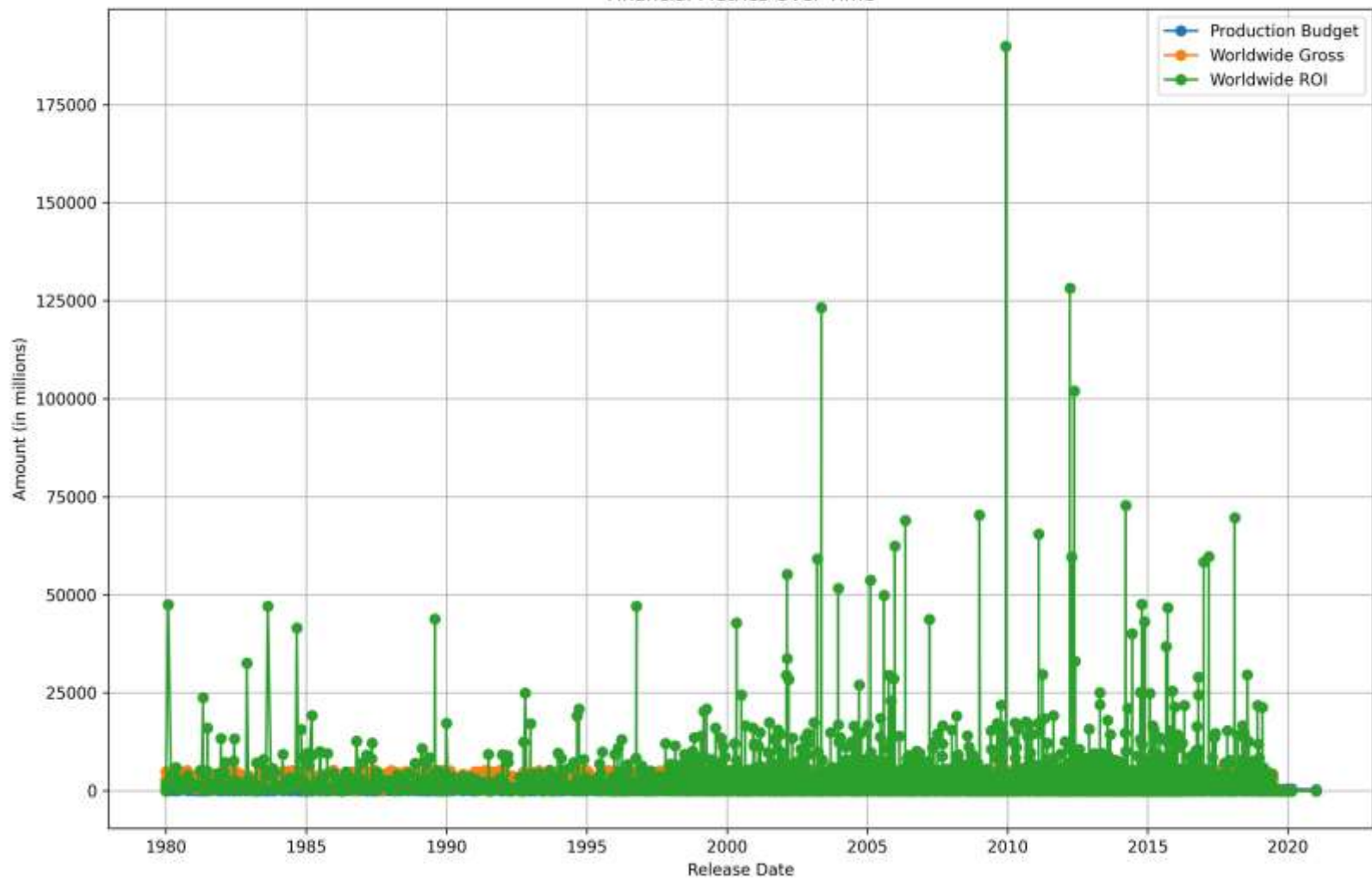Top Ten Genres Vs Average Runtime Minutes
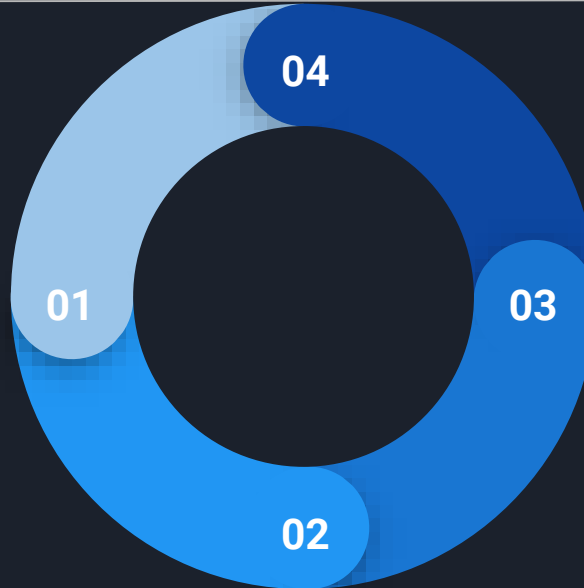
Total Gross by Studio (Top Performers)

Domestic and Foreign Gross Over the Years

Total Gross Over the Years

Financial Metrics Over Time

Conclusions

The Action, Adventure, Sci-Fi genre is the most popular and highly appeals to the audience.
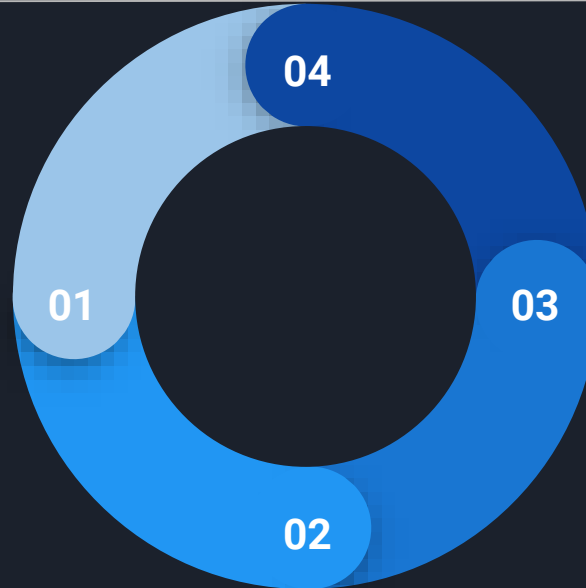
There are specific studios recording great performance at the box office, leading to high earnings.

Short movie runtimes ranging between 90 to 110 minutes are most preferred by audience.

There is a strong positive correlation between production budget and ROI. Movies with high production budgets register high overall ROI.

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Recommendations

Venture into the Action, Adventure, Sci-Fi genre as it exhibits notable success at the Box Office.

Sign/Partner with BV Studios since it's the best performer in Box Office and generates the highest earnings in the industry.

Keep movie runtimes between 90 to 110 minutes, a duration associated with favourable audience reception.

Invest between 200 to 400 million as this is the optimal budget to maximize ROI.

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THANK YOU!