

MICROSOFT

MOVIE CREATION ANALYSIS



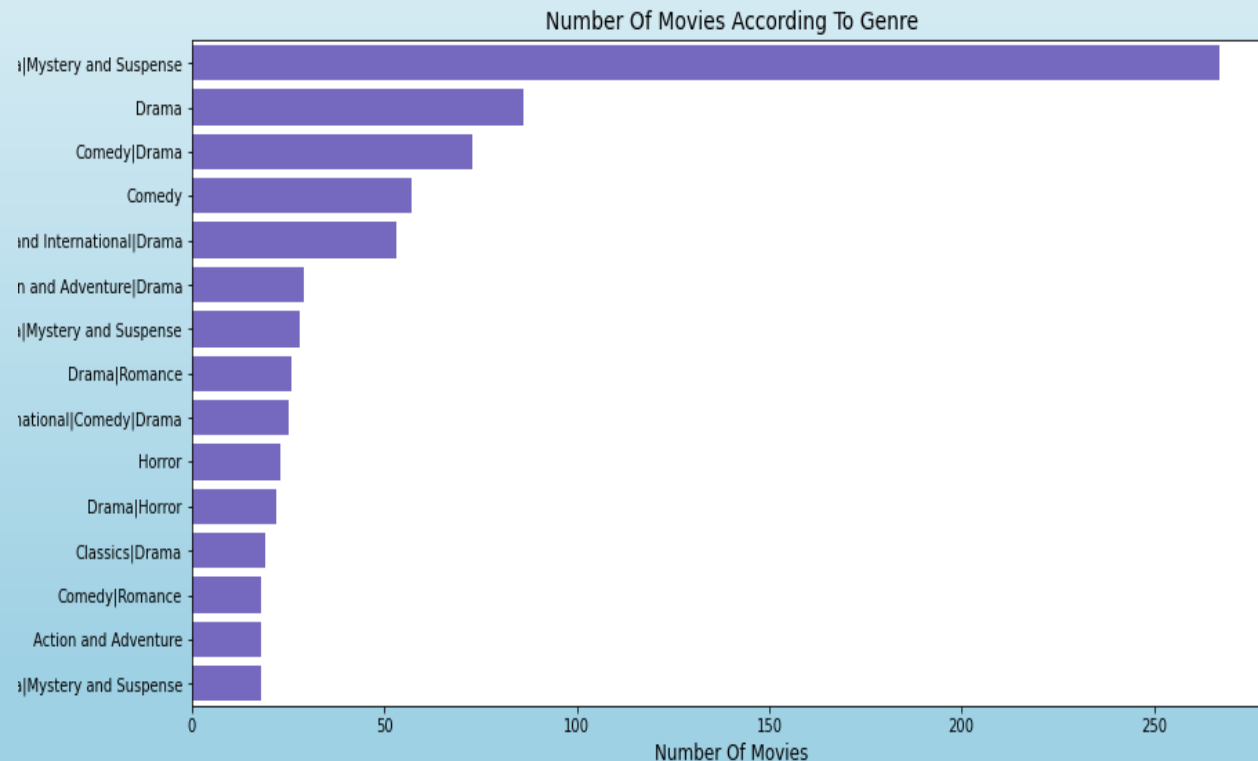
BUSINESS PROBLEM STATEMENTS

- Microsoft sees all the big companies creating original video content and they want to get in on the fun.
- Microsoft has decided to create a new movie studio, but they don't know anything about creating movies.
- We need to investigate, analyze and help decide what type of films to create in Microsoft's new movie studio

APPROACH USED IN ANALYSIS

- ❑ Exploring and investigating past movie data sets and checking what types of films are currently doing the best at the box office.
- ❑ Translating those findings into actionable insights and give recommendations that the head of Microsoft's new movie studio can use to help decide what type of films to create.

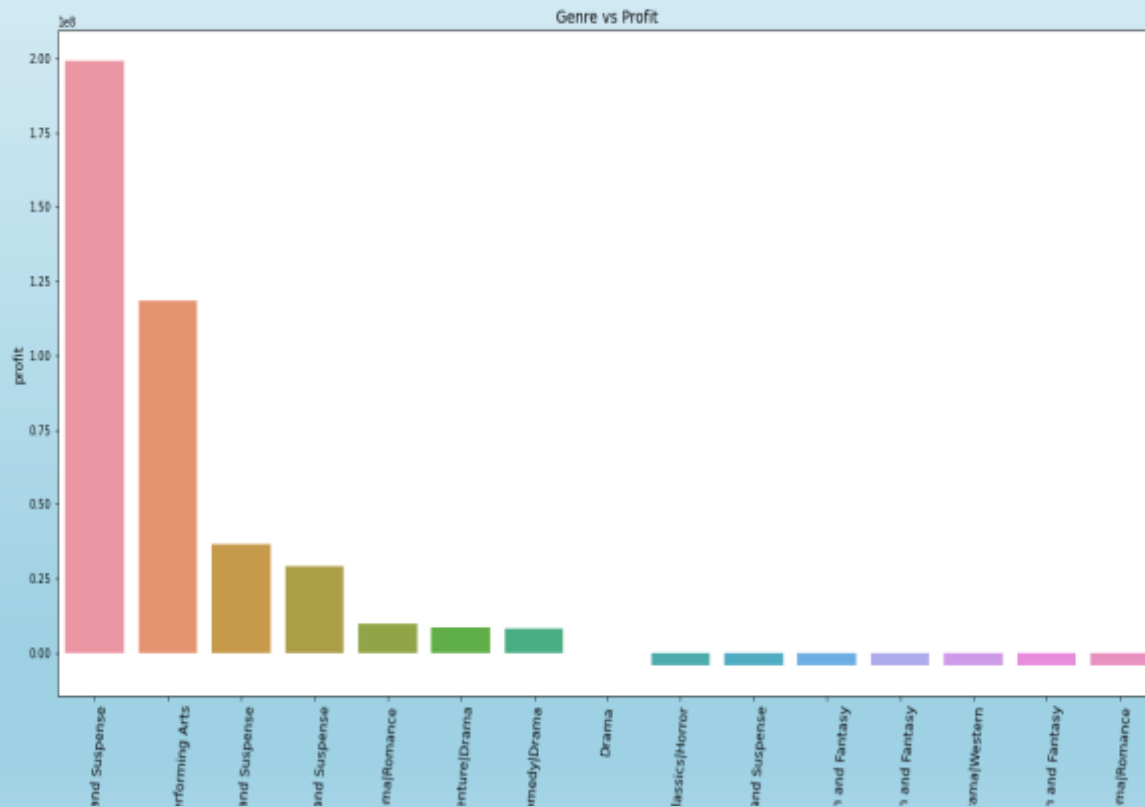
RECOMMENDATION 1



❖ Drama with mystery and suspense, comedy, action and adventure are the leading produced genres .

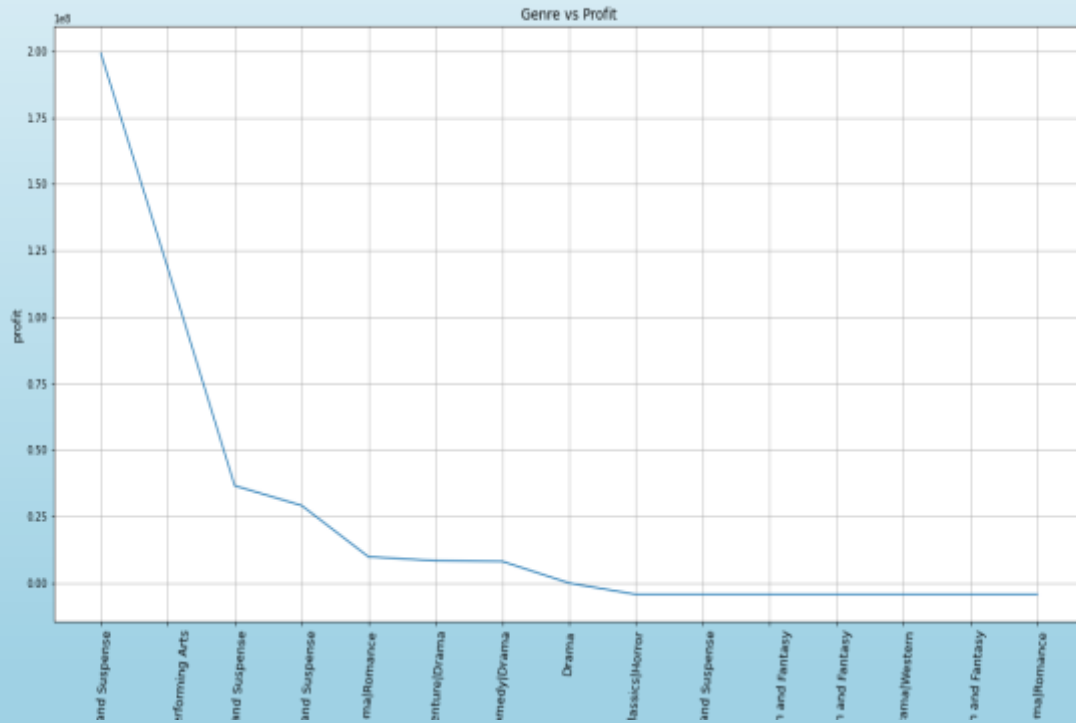
❖ Let's look if these genres are profitable before we make a conclusion.

RECOMMENDATION 1 CONT..



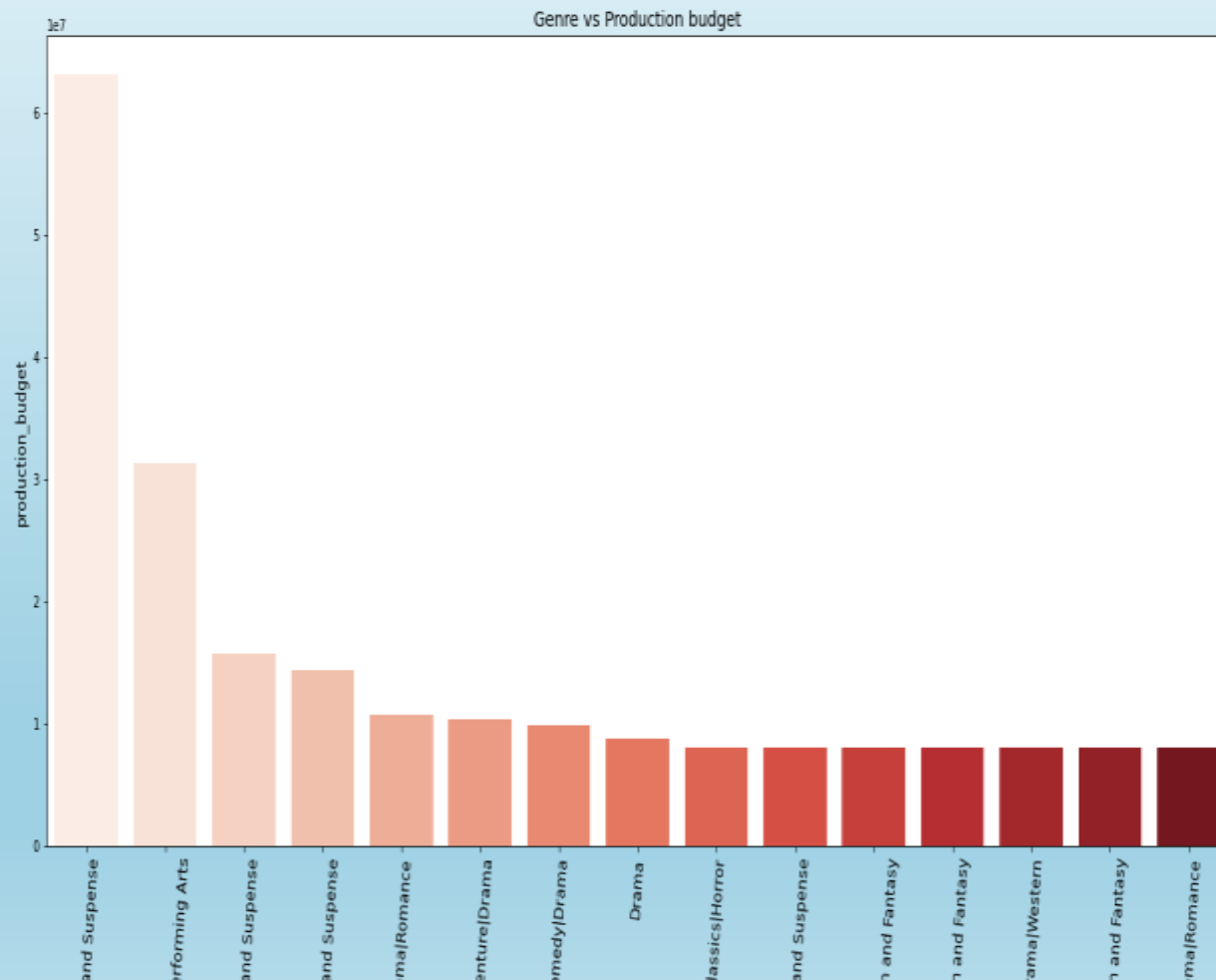
- ✓ Drama is indeed the most profitable genre, or drama related movies are very profitable in terms of the mean profit.
- ✓ Action and comedy follow closely too.
- ✓ I recommend Microsoft to look into producing drama related movies with comedy, Action, mystery and suspense because of the high returns they bring.

CONT.



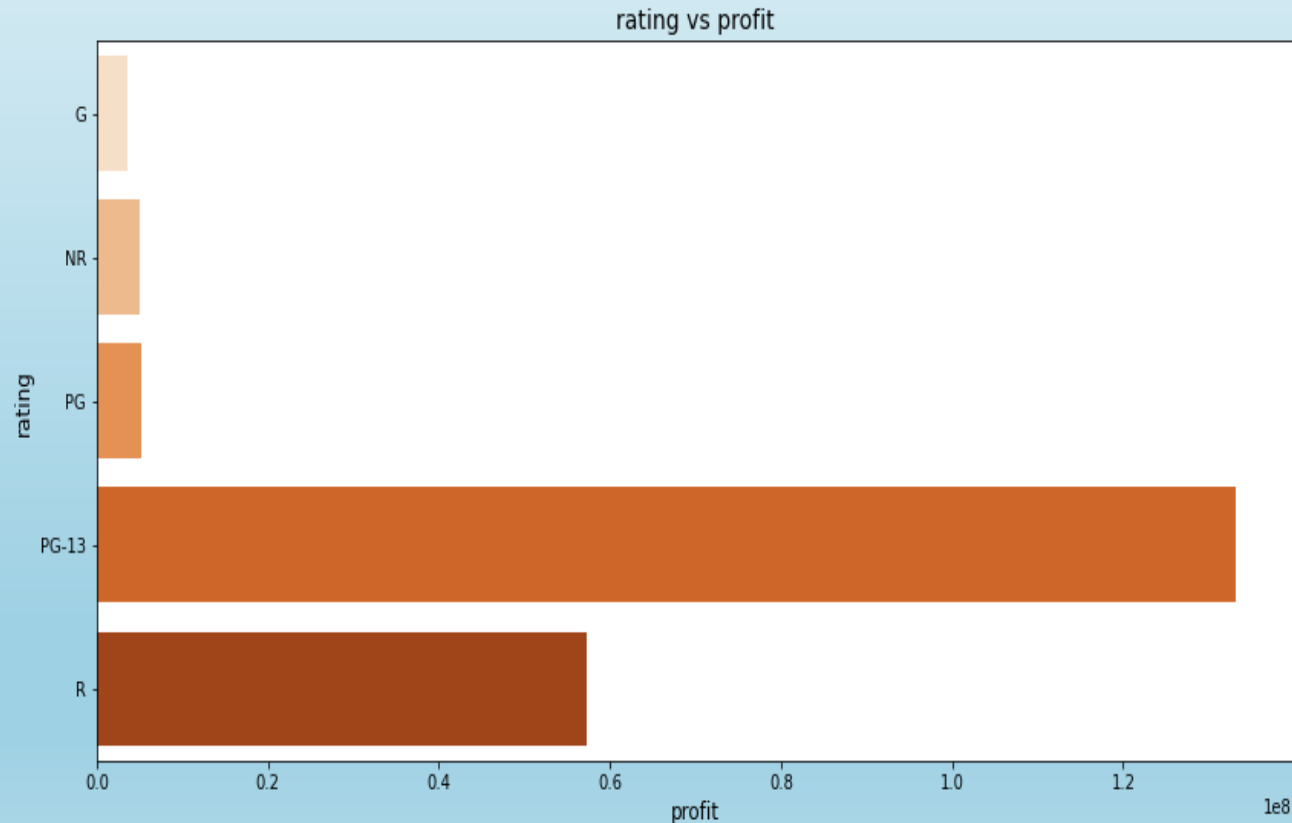
- A bonus graph to show the genres that make the most money and to what extent in relation to the other genres.
- Drama is indeed the most profitable genre, or drama related movies are very profitable and to a very great extent.

IMPORTANT TO NOTE ABOUT RECOMMENDATION 1



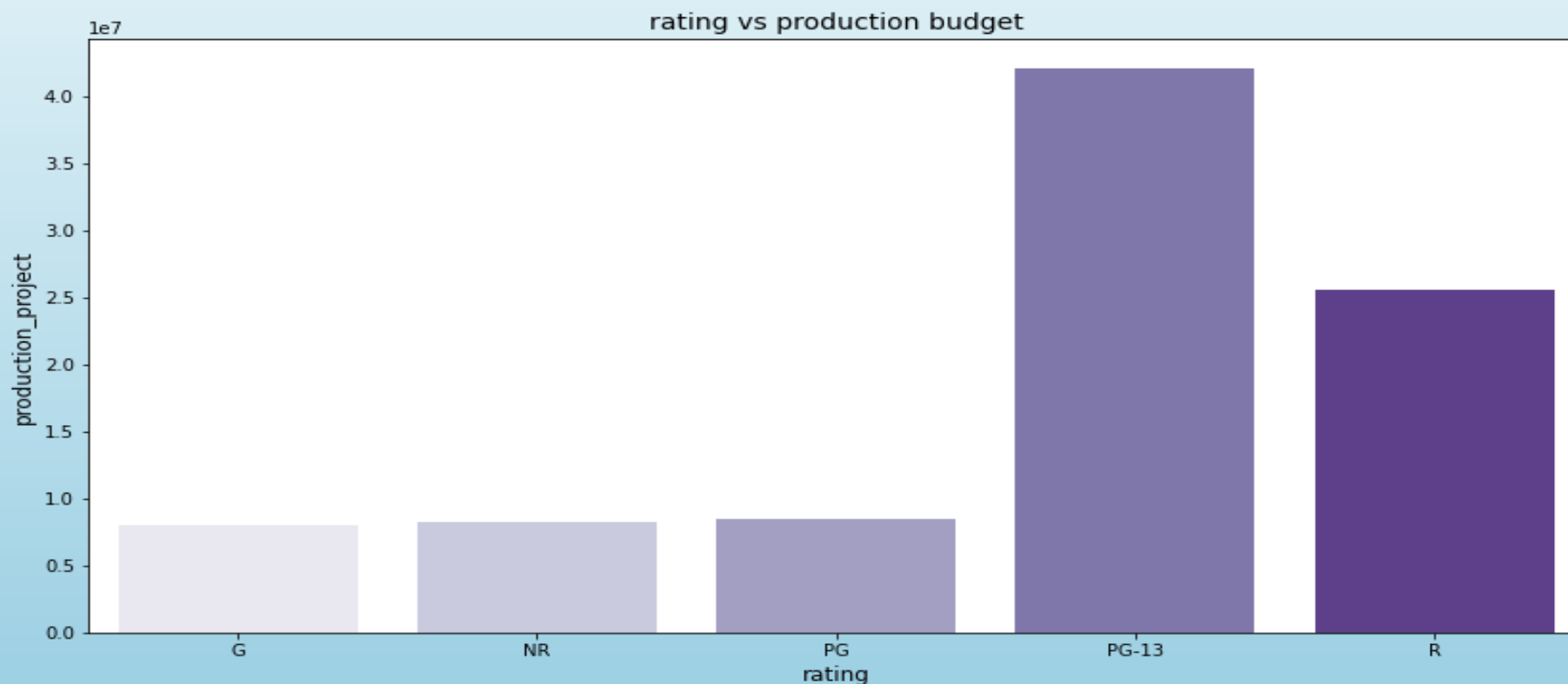
- ❑ It is worth noting that the most profitable genres are also the most expensive genres to produce.

RECOMMENDATION 2



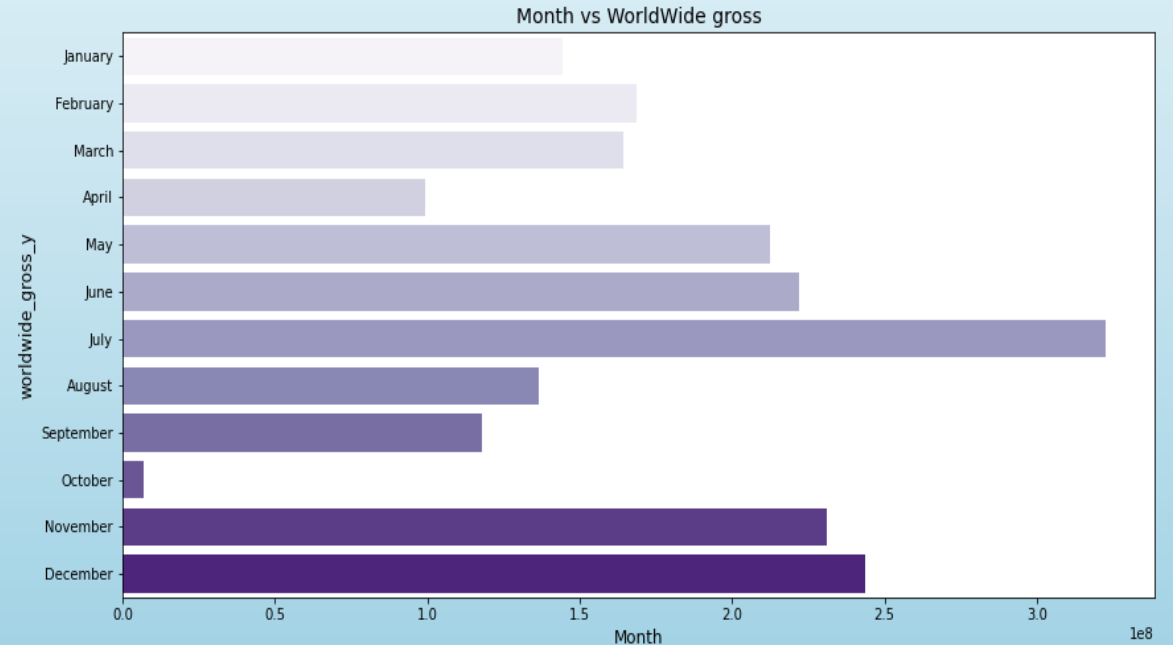
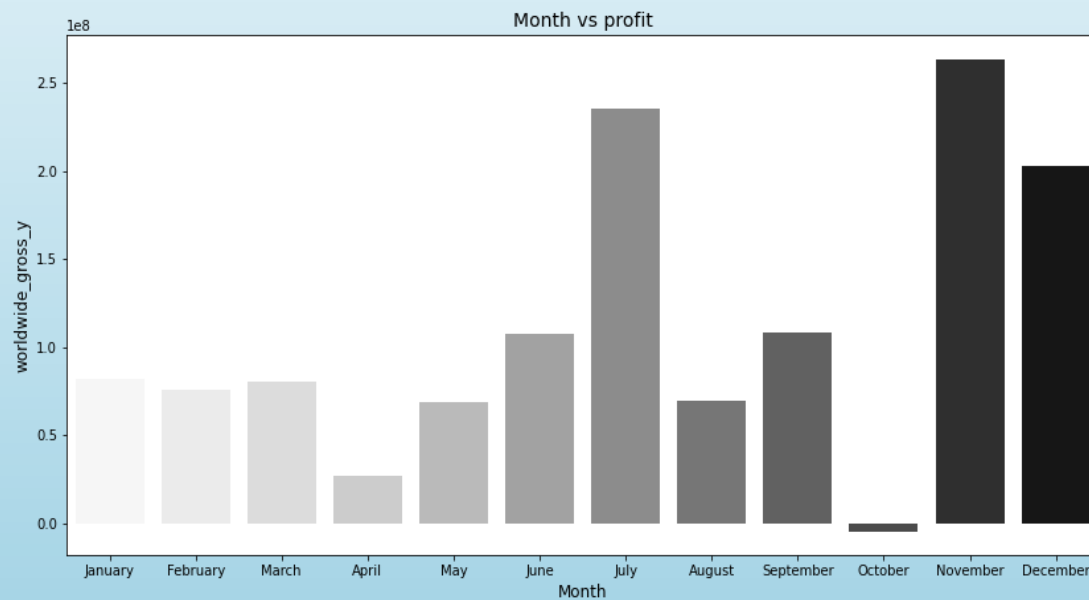
- From this graph ,R-rated movies and PG-13 rated movies make the most profit as compared to G and NR movies.
- Microsoft should consider the rating of the movie depending on the target market of course.
- I recommend PG-13 and R rated movies because they make the highest returns.

RECOMMENDATION 2 CONT..



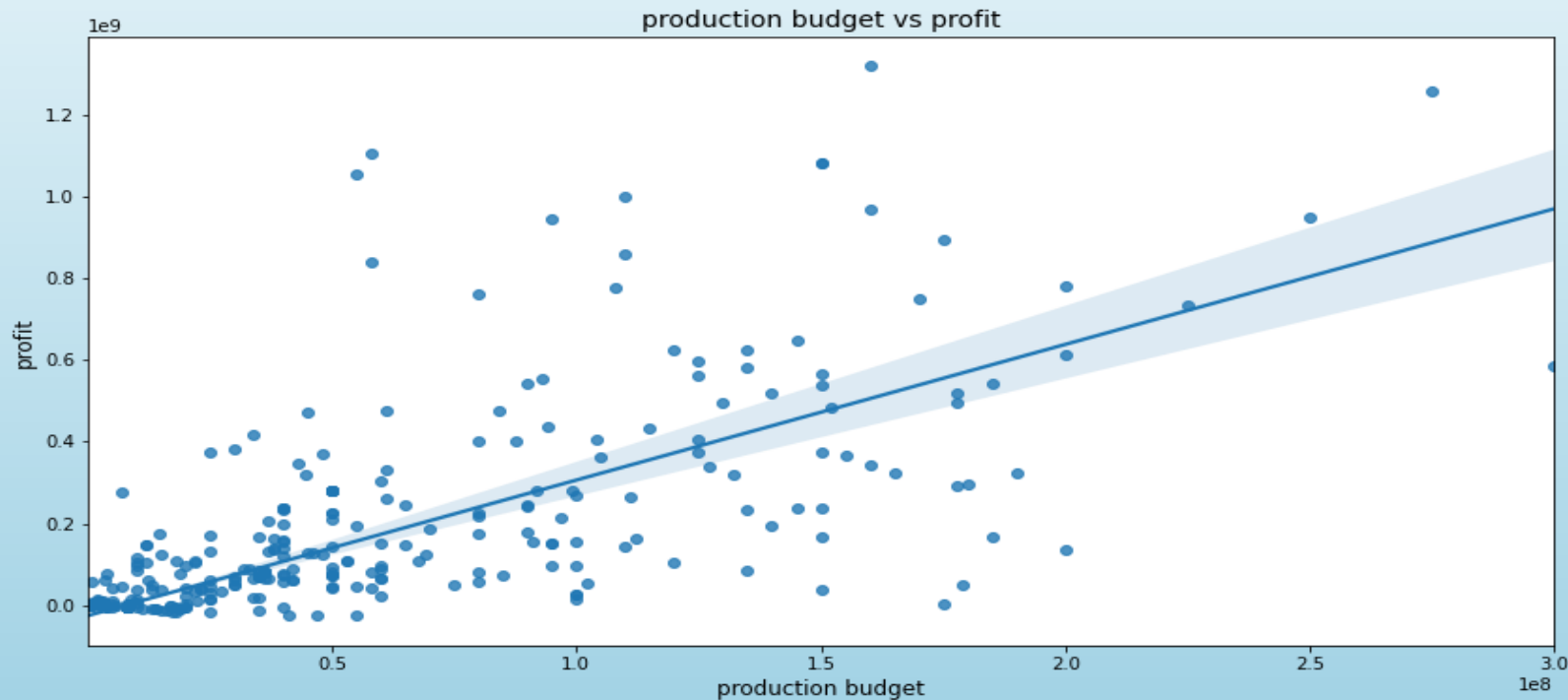
- The R-rated and PG-13 rated movies have a higher budget to produce but they also have the highest returns .

RECOMMENDATION 3



- ☐ From the graphs above, most profits returns are in June , July , November and December .
- ☐ I recommend Microsoft to be releasing most of their movies in the Month of June, July, November, December has the most profit makes the most returns .

BONUS INFORMATION



- ❖ This graph shows that the higher the production budget, the higher the profit returns.
- ❖ Microsoft should keep this in mind when producing movies.

CONCLUSION

**Time in the year movie is produced is important in relation to the profit.*

**Movie rating is an important factor to be considered(depending on the audience of course) to make more returns.*

**The most produced genres are indeed the most profitable genres with a highest production budget.*

THANK YOU!!

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