Box Office Movie insights

Data-Driven Insights for Microsoft's Studio Success

Summary

Analysis of Box office movie data drives insights to guide on production of movies in Microsoft studio by outlining what genres are highest rated , best production studios and gross returns from movies overtime:

- Gross change over years in the movie industry.

- Best genres according to public votes and ratings.

- Top market players currently in the market.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Determine market availability through observations of Gross earning over the years.

- Determining most popular Genres to produce according to ratings.

- Identify potential competition and possible partners.

Data

- **Data source**: used 3 CSV files for the data analysis, the csv files had different number of rows and columns.

- **Data cleaning**:Cleaned the data by dropping rows and columns for data that was not needed or adequate for this analysis

- **Data Limitations**: All CSVs did not contain a similar data points for effective combined analysis and more information would have yielded more insights.

Methods

- I used descriptive analysis, including description of trends over time. This provides a useful insight on highest rated genres, overtime movie popularity by increased ratings, movement of gross income over time and the biggest market players.
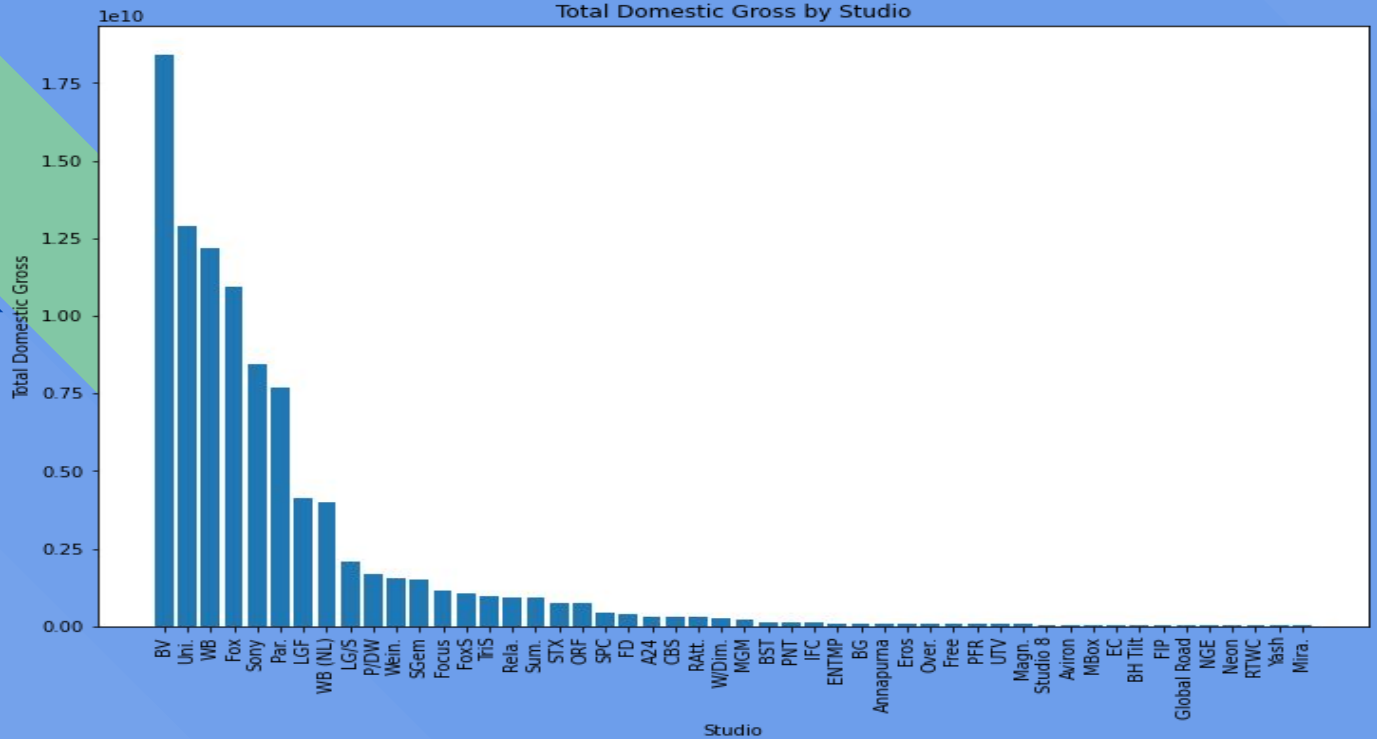
Results

Highest-Rated Movies in Grouped Genres
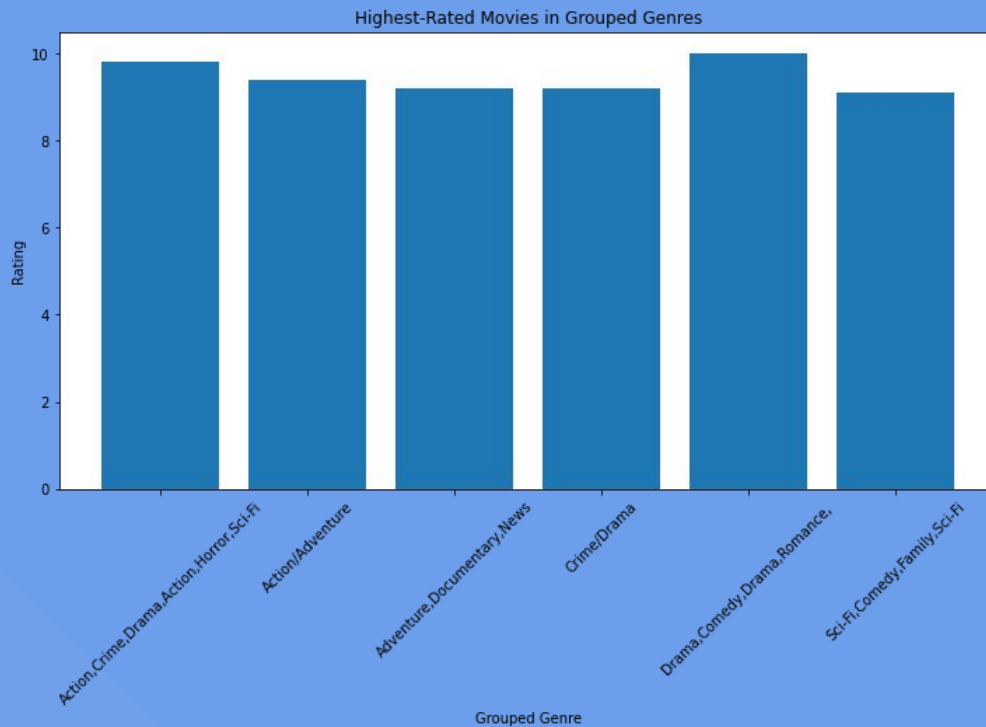
- The highest rated genres are Drama, Action,comedy and Romance movies

Results

Domestic Gross by Year
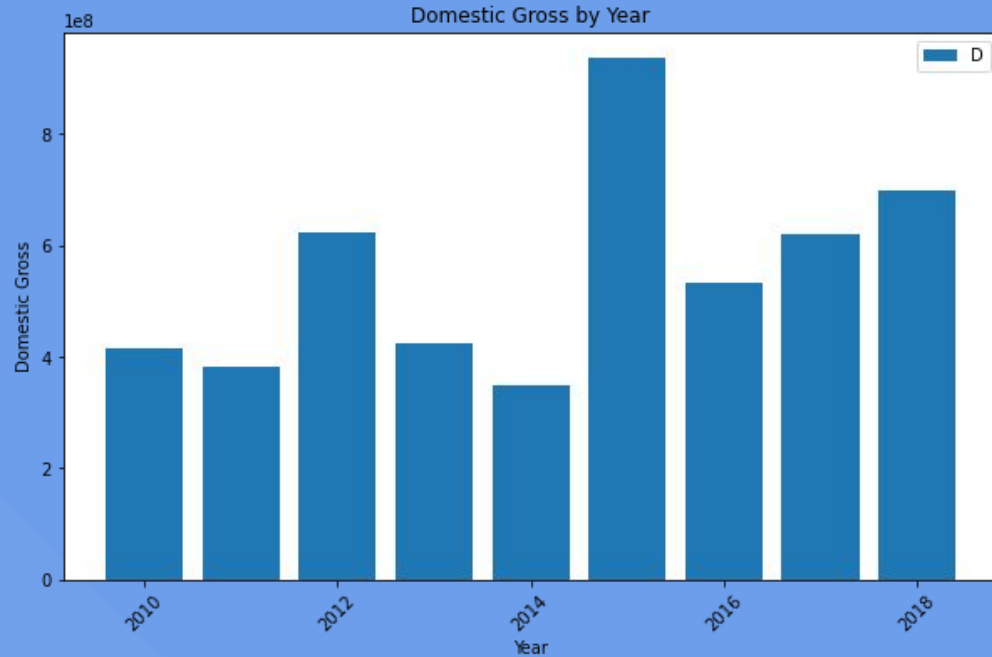
- The gross dometic gross earning for movies have increased over the years since 2016, the overall ratings have increased as well, which signifies market opportunity.

Results

Total Domestic Gross by Studio

- The highest grossing studios in the last years are BV, Uni, WB, fOX , Sony and Par, microsoft can look closely to identify their winning strategies or possible collaborations.

Conclusions

- **Informed content startegy:** We have deduced from the data the most popular genres and the ones with the highest ratings. Microsoft should focus on producing movies that align with the audience preferences.
- **Forming strategic partnerships:** In our competition analysis to observe the bigger players in the market we identified companies that are already gaining from movies productions, Microsoft could forge relationships with this high grossing companies to get valuable expertise and a proven success method for movies. Additionally investing in experienced producers and writers in the market will significantly affect the quality and marketability of their productions.
- **Tailored marketing and promotions:** using available resources andplatforms to create awareness of the new product to drive sales, engage audiences and get constant feedback.
- **Diversifying and original content:** While considering succefful genres and themes exploration of opportunities for new content can broaden microsofts audience and gain differentiation from other market players.

Next steps
- Better prediction of genres that have the highest gross- this will need a dataset that has genres and gross.
- Need data to determine production costs
- Geographical performance of movies to determine distribution

Thank You!

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