MICROSOFT MOVIE STUDIOS

Unboxing the Analysis

SUMMARY

➢ Project Overview.

➢ Business Understanding..

➢ Specific Objectives.

➢ Findings.

➢ Conclusion.

➢ Recommendation.

Project Overview

- ❖ *Microsoft Company is looking to establish a Movie Studio and explore on what films to produce.*

- ❖ *Data retrieved from The Numbers, IMDB, Box Office Mojo datasets.*

- ❖ *Actionable Insights from the Analysis done to aid in decision making process.*

BUSSINESS UNDERSTANDING

- The Movie Industry is a **Billion dollar** Industry, despite of all that they are many competitors who are looking to gain a large market share.

- Microsoft will be part of this *market share* because of the in depth Analysis done to make Key Decisions when venturing into this industry.
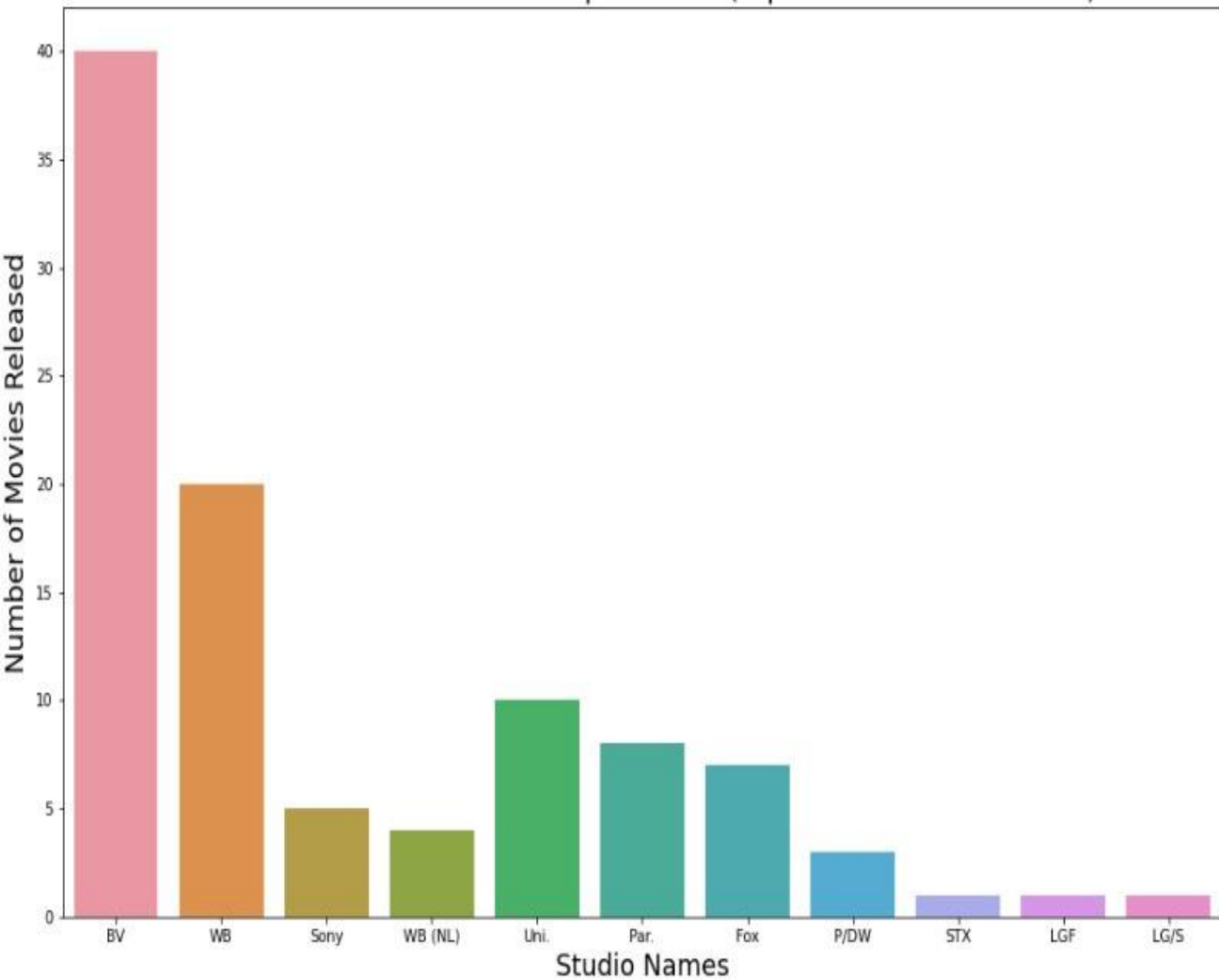
SPECIFIC OBJECTIVES

- Identify what type of films are currently performing well.
- Recommend which films to produce.
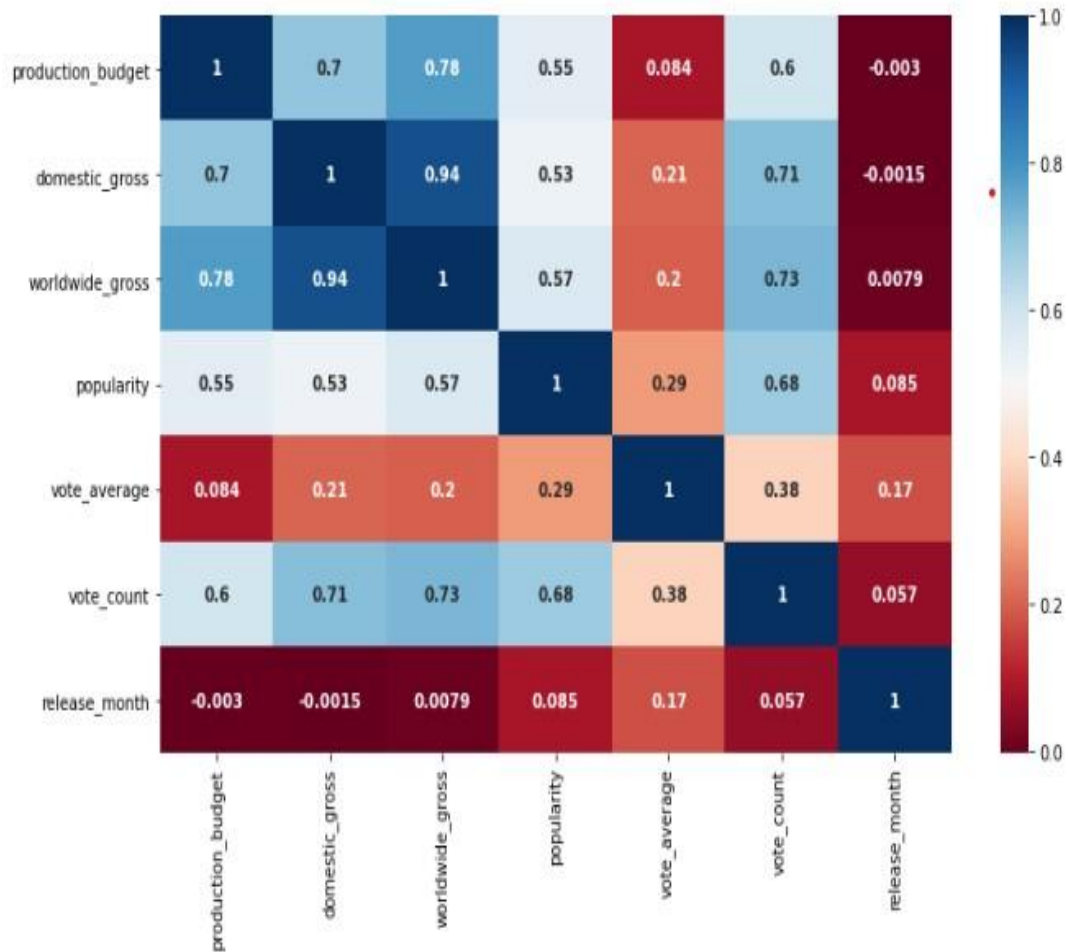- Capture a portion of the Market share.

FINDINGS

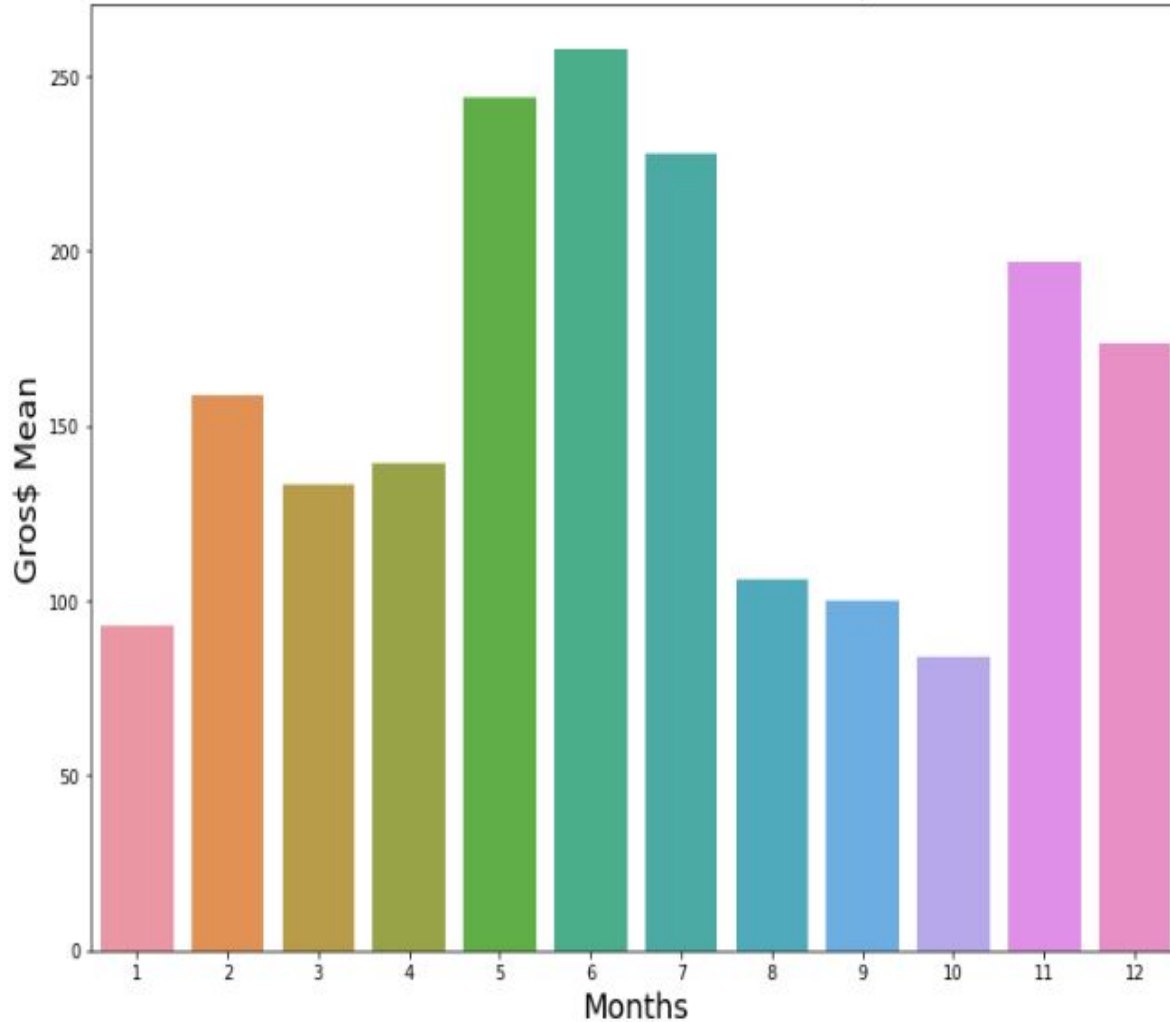## Number of Movies Released per Studio(top 100-Worldwide Gross)

The BV studios popularly known as *The Walt Disney Company* has produced movies that have highly gross Internationally compared to other studios.

The heatmap shows the Correlation of the different categories in the dataset where there are both positive and negative correlations.
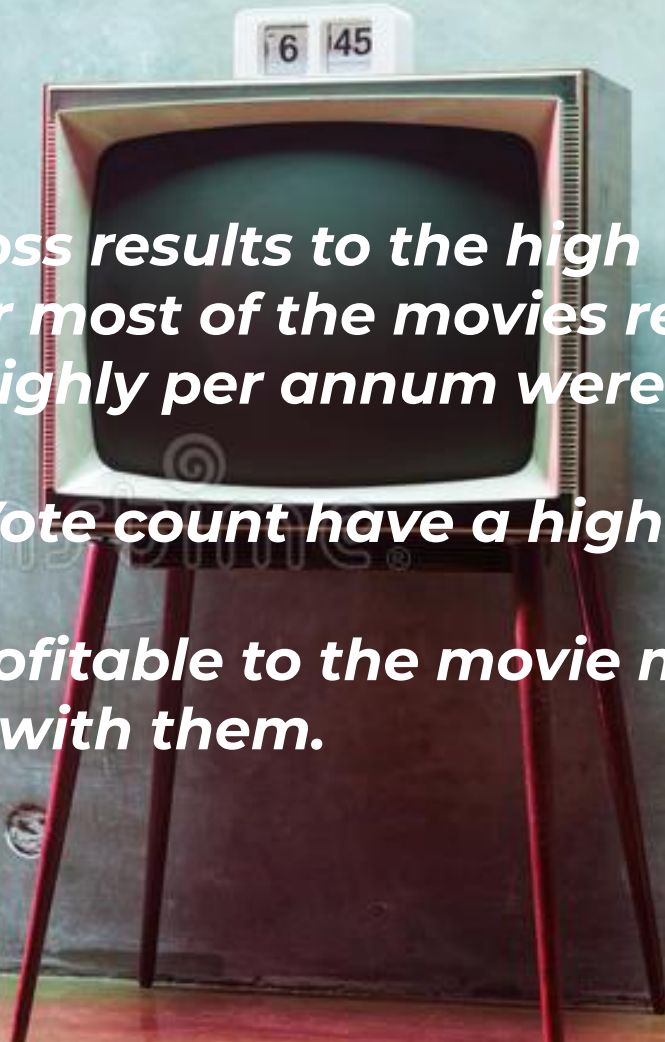
Release Month Vs Worldwide Gros$ Mean

The perfect time to release a movie and gross highly is premiering the movie at the *Mid -year* as shown in the bar plot.

KACHING!! 🤑

CONCLUSION

- *The High the Domestic Gross results to the high Worldwide gross return for most of the movies released.*
- *The movies that grossed highly per annum were released around the Mid-year.*
- *Most movies with higher Vote count have a high Popularity.*
- *BV Studios releases are profitable to the movie market thus may want to partner with them.*

RECOMMENDATIONS

★ Microsoft should embrace more child related programs thus building trust to the consumers. Therefore, expanding the viewership.

★ Microsoft should have their own TV Network so as to encourage Content Creators to associate with their brand and also roll out the subscription model in Contrast with the competitors in the market.

★ Embrace hiring of female Directors. This will encourage young female producers who are willing to get into the Movie Industry.

LET'S GO TO THE MOVIES

SPECIAL THANKS TO EVERYONE THAT CONTRIBUTED TO THIS PROJECT SUCCESSION!!!

THE END