



A MOVIE INDUSTRY ANALYSIS FOR MICROSOFT LTD

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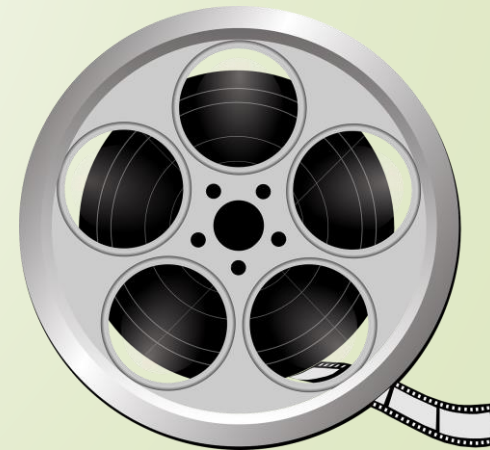
OVERVIEW

Microsoft Ltd is looking to venture into the world of movie making and is thus in the process of creating a movie studio segment within the company.

PROBLEM STATEMENT

We have been tasked to:

- To utilize the data provided to perform explorative analysis
- To provide data centric insights to decide the films to create
- To sift through the data and glean correlations





PROJECT OBJECTIVES

- To determine key indicators to success in the movie industry
- Give 3 recommendations on directions that Microsoft Dream Factory(MDF) should
- Present insight into factors that may not have been considered



DATA UNDERSTANDING

The data to be used within this exploratory analysis comes from the following sources

- ❖ Box Office Mojo
- ❖ IMDB.
- ❖ Rotten Tomatoes
- ❖ TheMovieDB
- ❖ The Numbers



DATA ANALYSIS APPROACH

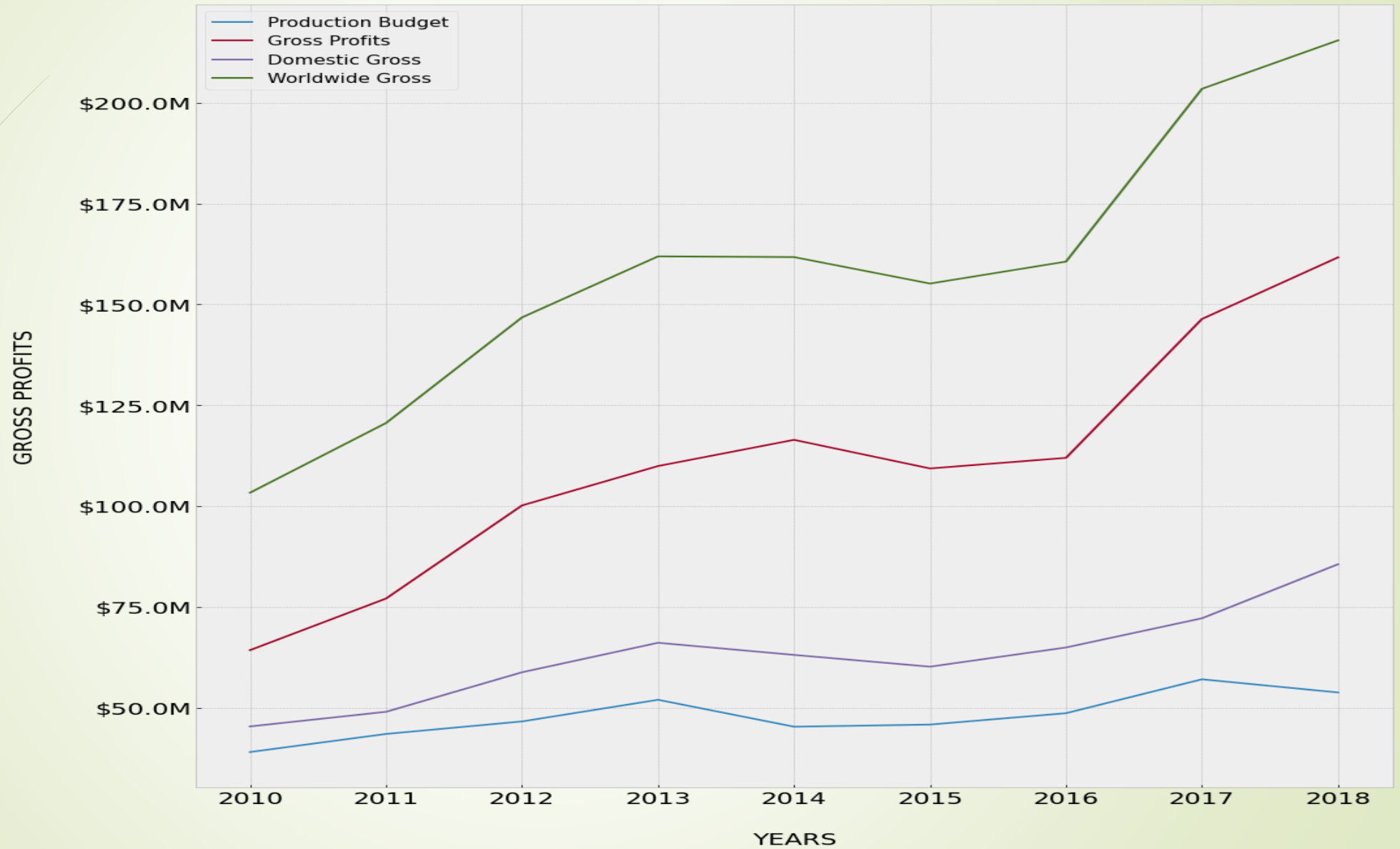
The approach taken involved the following steps:

- Data Mining
- Data Cleaning
- Data Analysis
- Data Visualization and Insights
- Recommendations

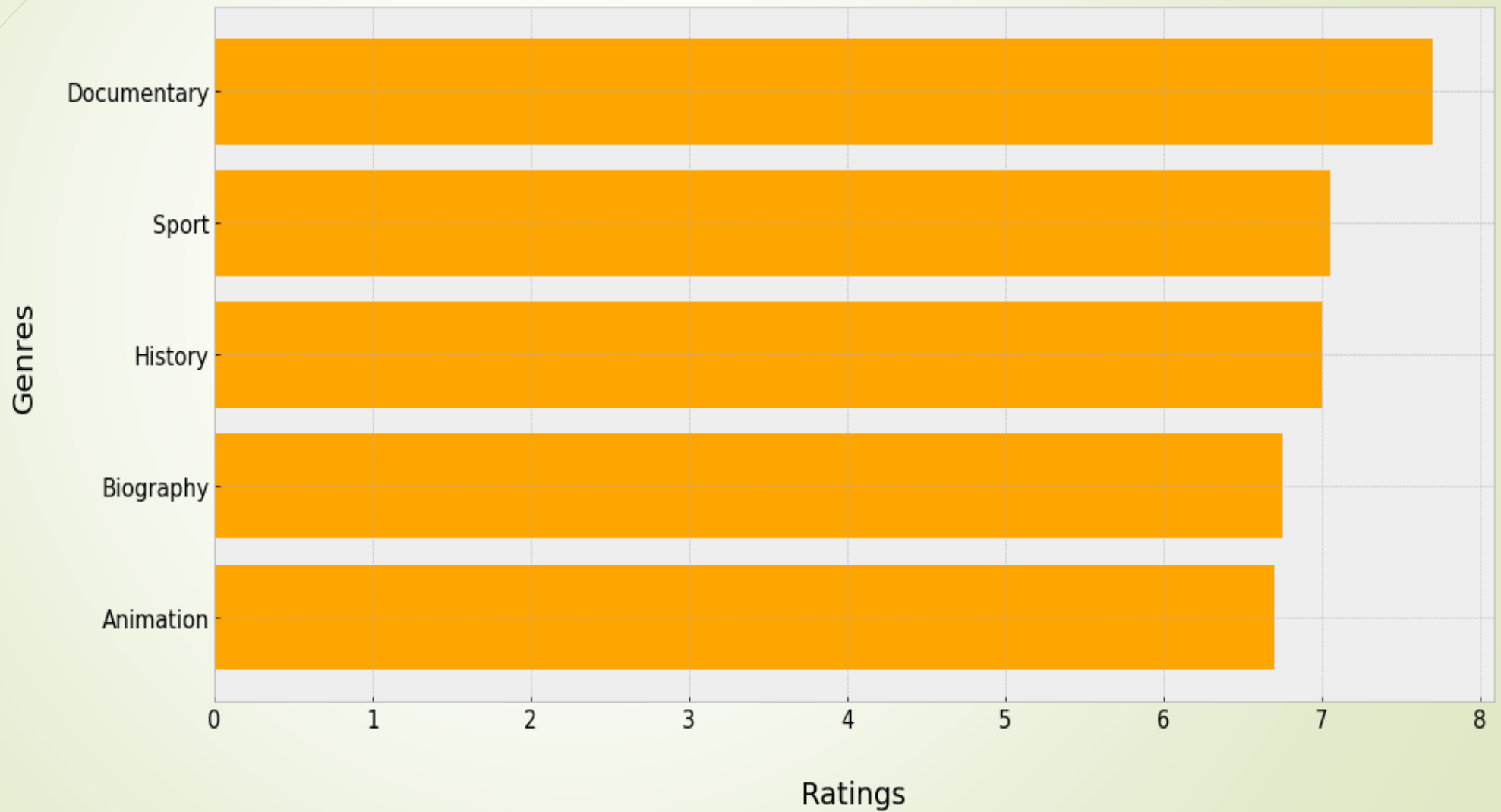


OBSERVATIONS AND RESULTS

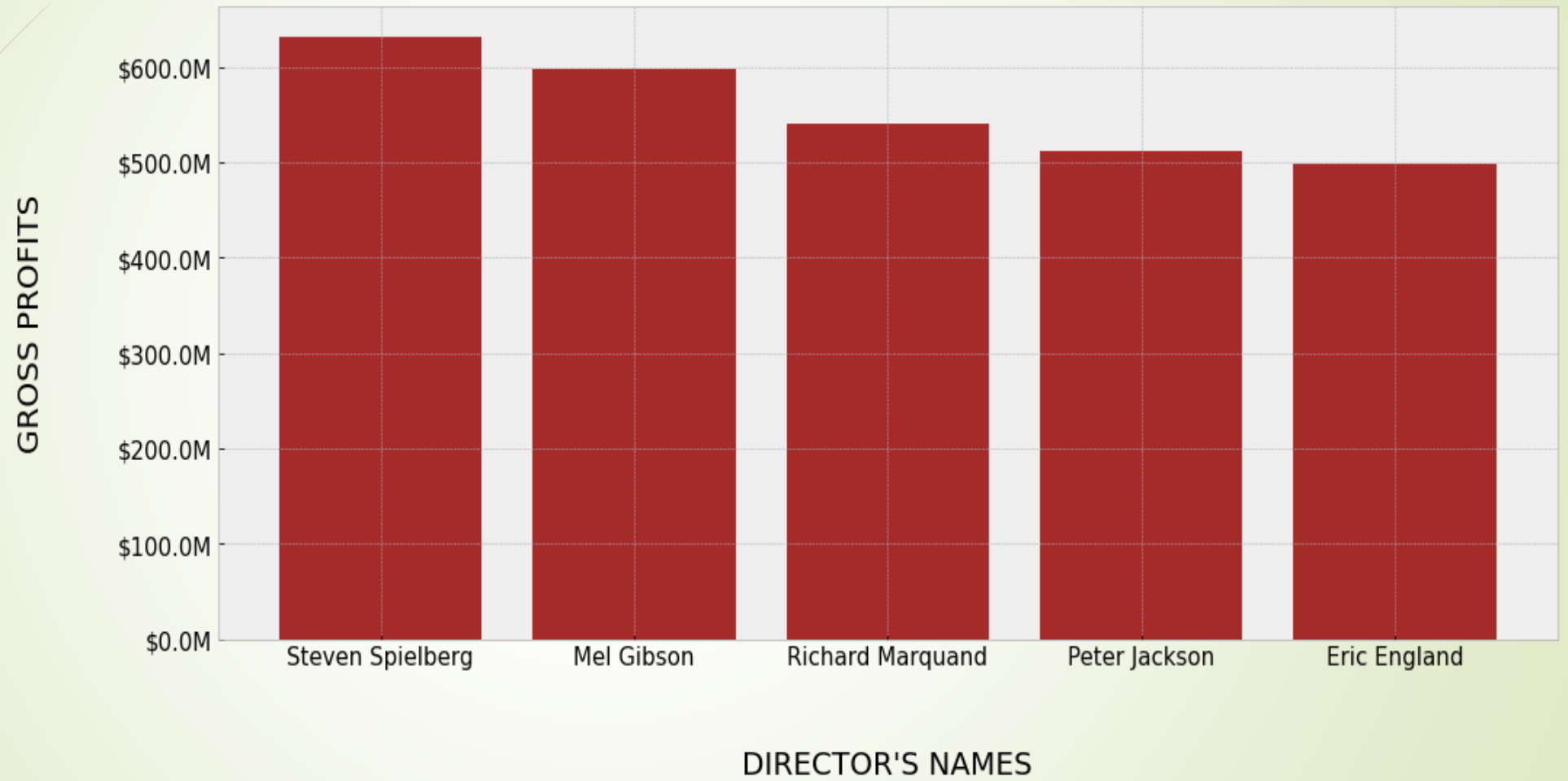
TREND ANALYSIS ON GROSS REVENUE SINCE 2010



HIGHEST RATED GENRES

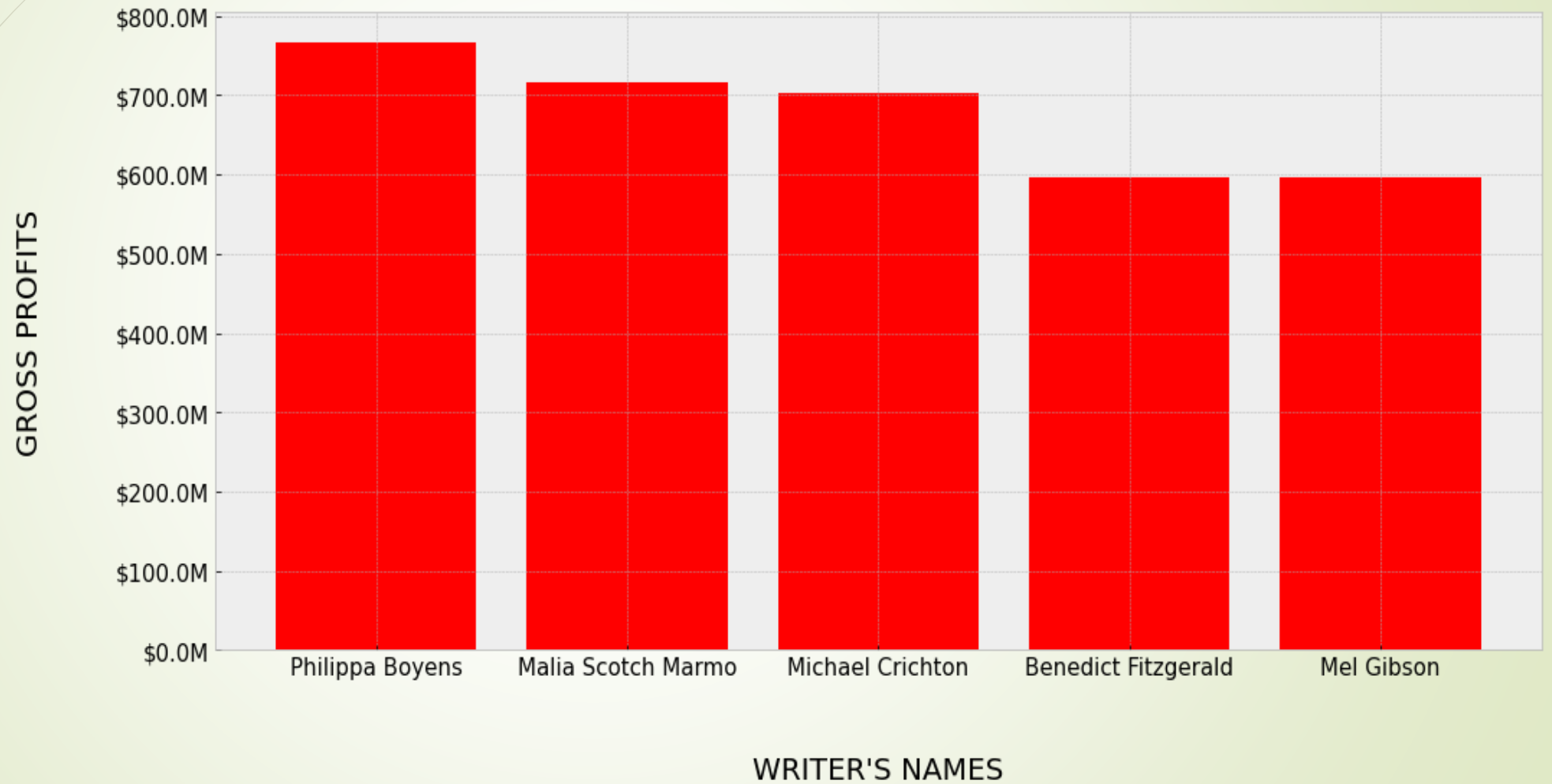


TOP 5 DIRECTORS

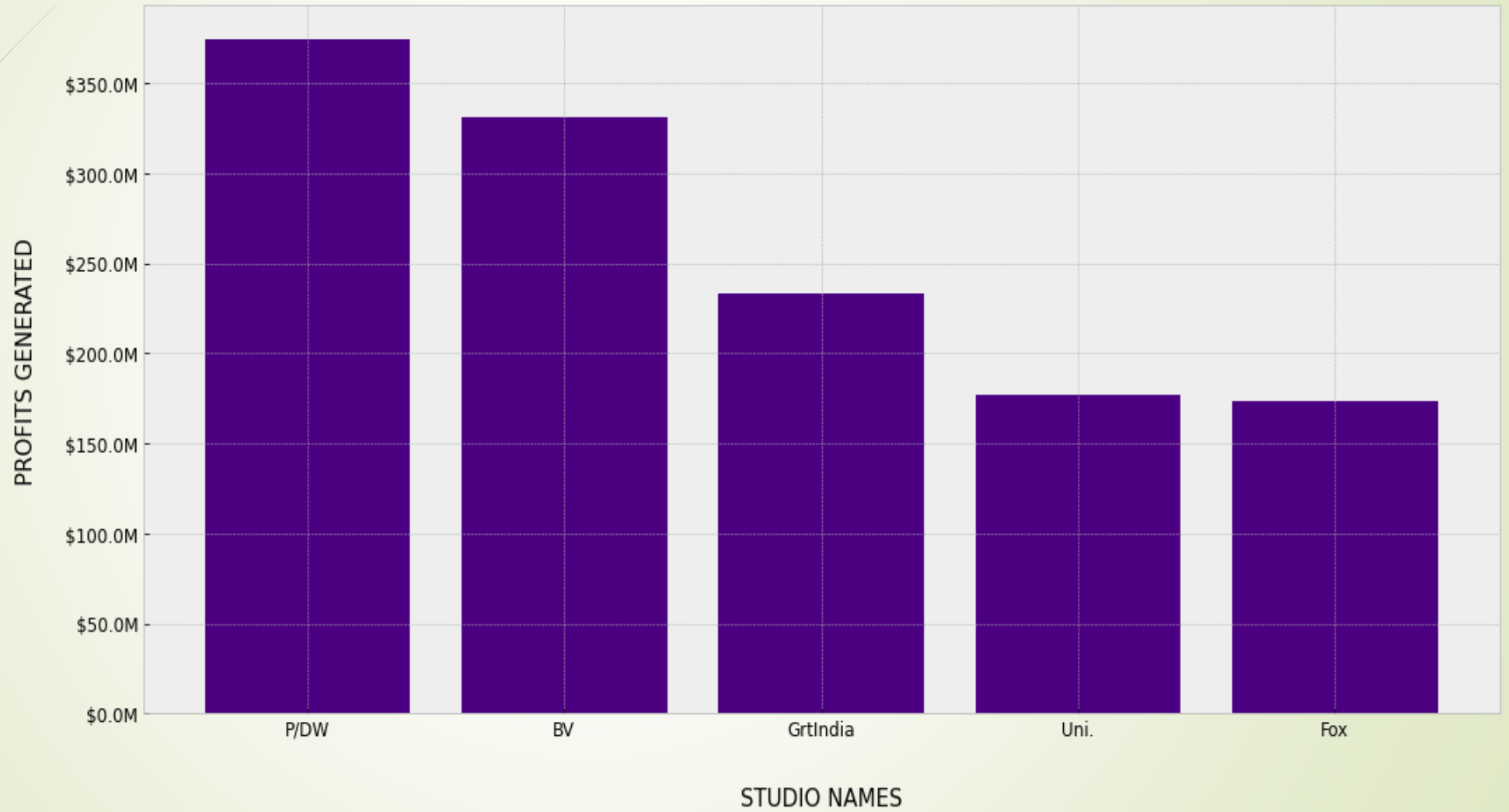




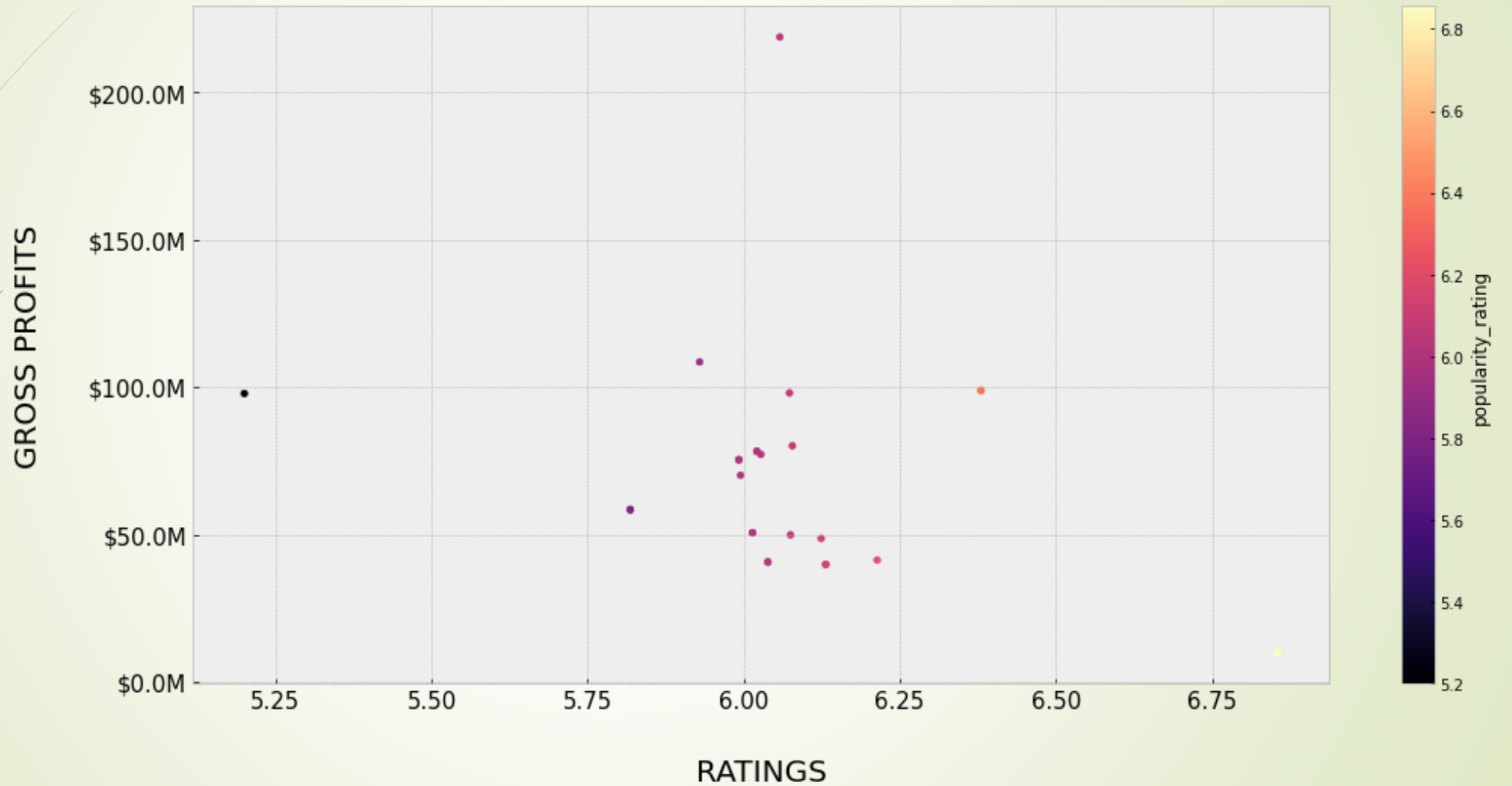
TOP 5 WRITERS



5 HIGHEST INCOME GENERATING STUDIOS



CORRELATION BETWEEN RATINGS AND PROFITS





RECOMMENDATIONS

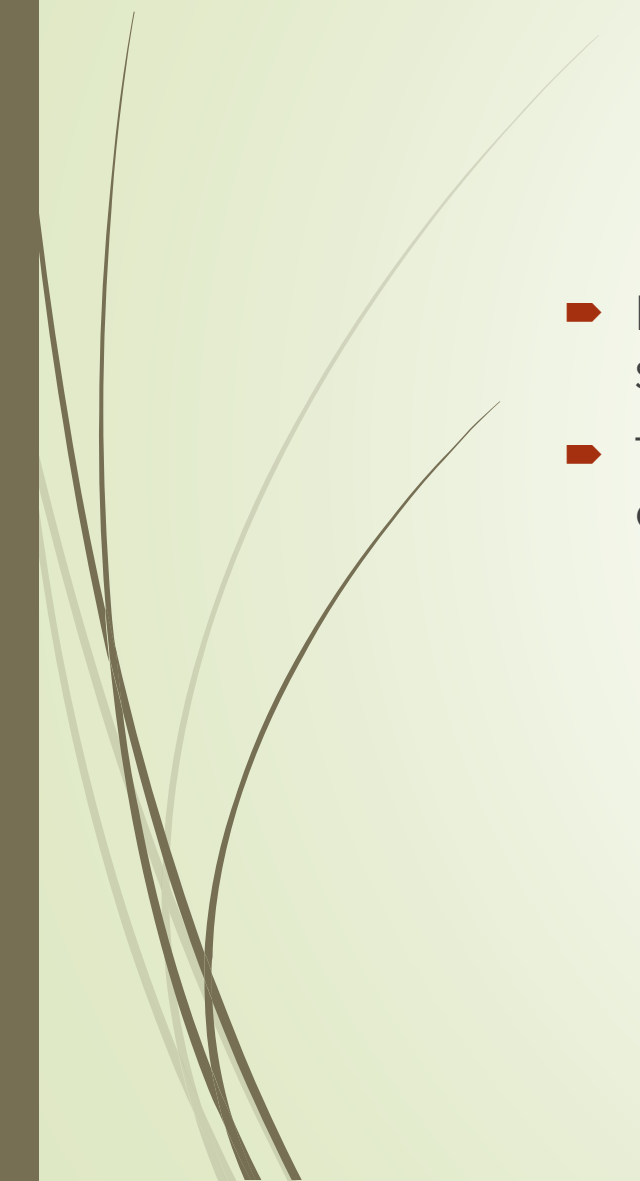


We recommended that:

- The top rated genres i.e.documentaries, sport, history ,biographies and animation will bring in the highest viewer rating
- Emphasis on working with the highest grossing directors and writers to have the highest profit margins
- Benchmarking and partnering with the highest grossing studios like Paramount DreamWorks(P/DW), Bueno Vista(BV) and Universal Studios to grow in global coverage



NEXT STEPS

- Focus further analysis on other key factors for the success of the movie studio such as marketing and cultural impact analysis
 - Transfer of all analysis, documents and repositories related to the findings on this project
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THANK YOU

ANY QUESTIONS?

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