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

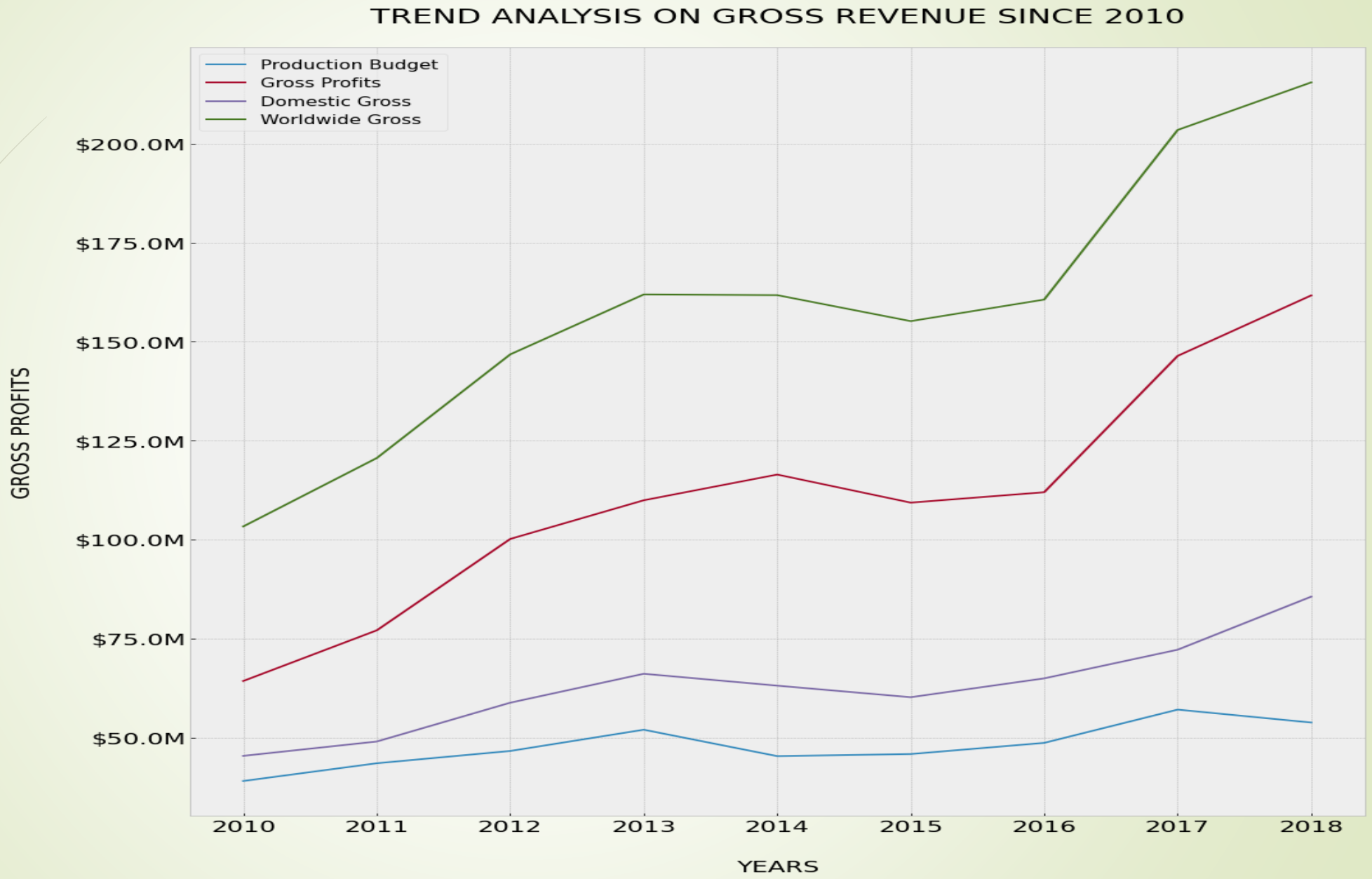
- Box Office Mojo
- IMDB.
- Rotten Tomatoes
- TheMovieDB
- The Numbers

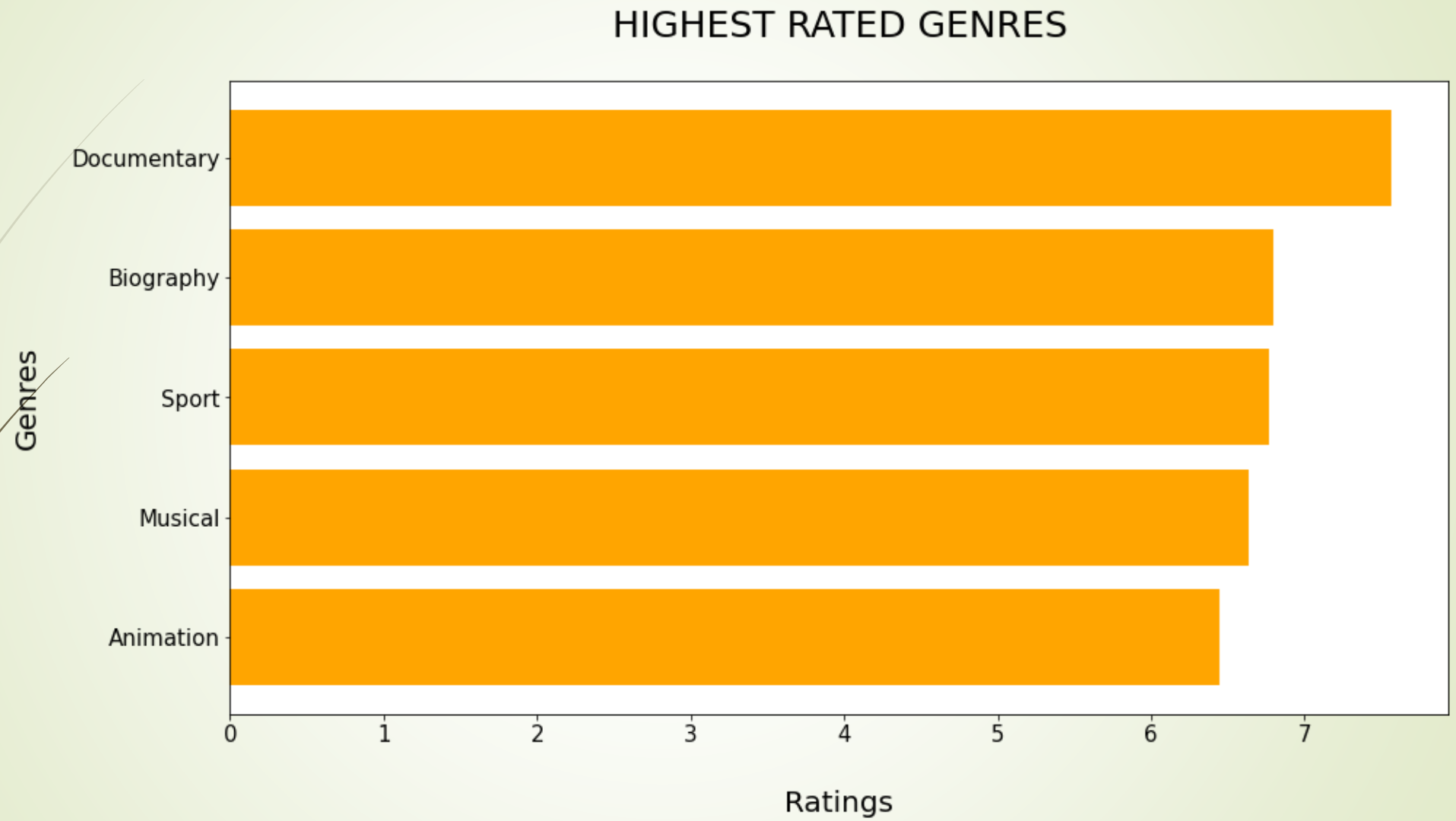
DATA ANALYSIS APPROACH

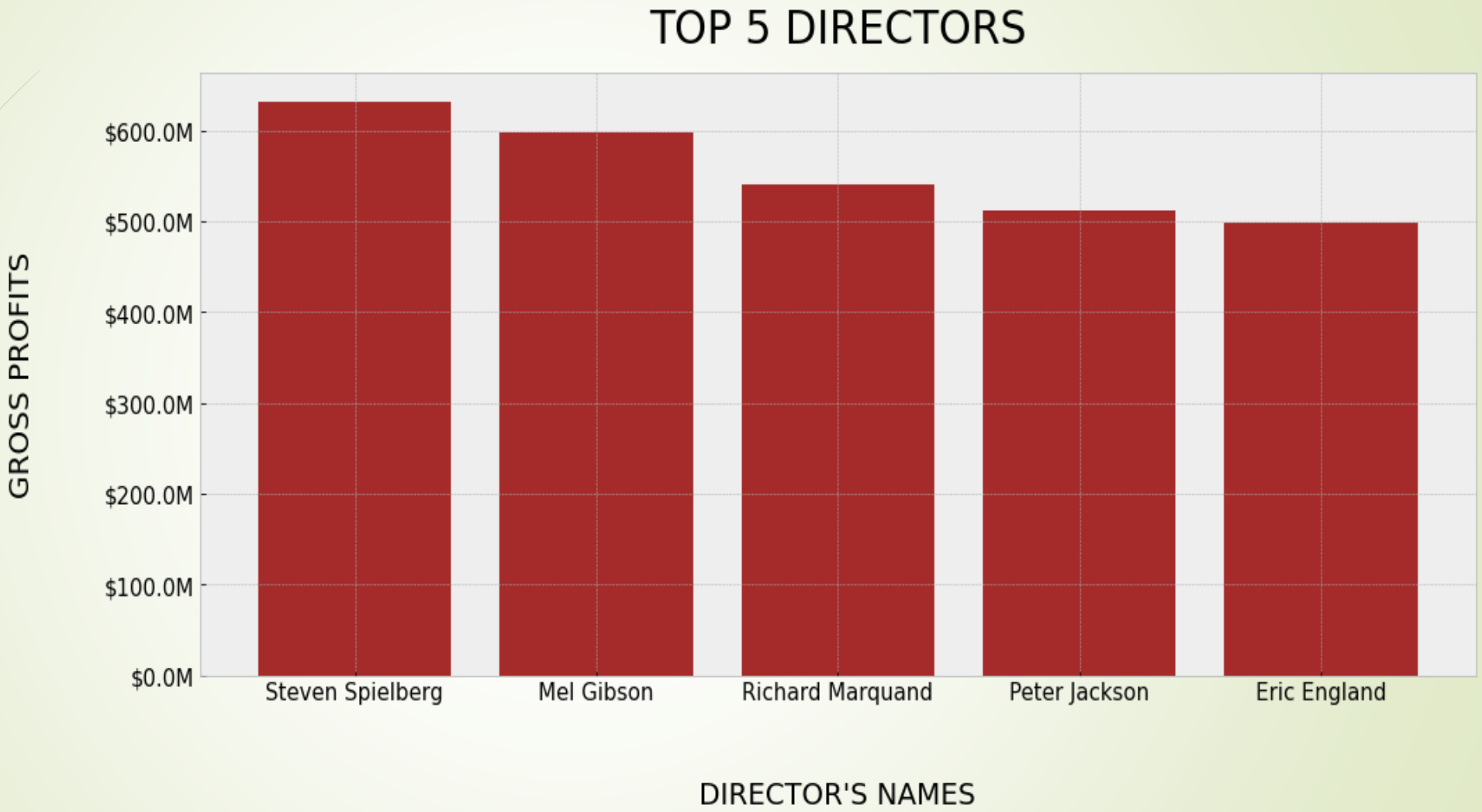
The approach taken involved the following steps:

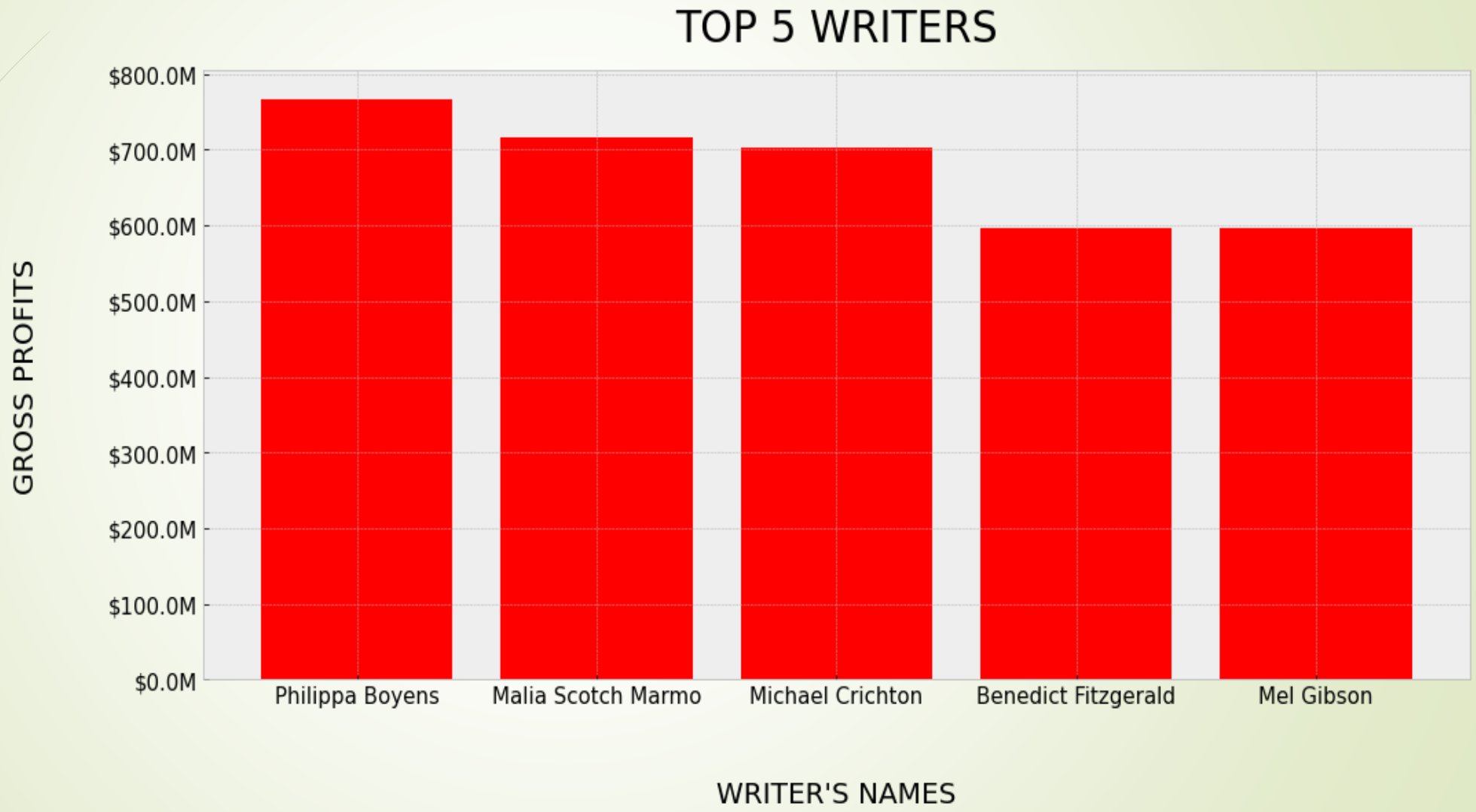
- Data Mining
- Data Cleaning
- Data Analysis
- Data Visualization and Insights
- Recommendations

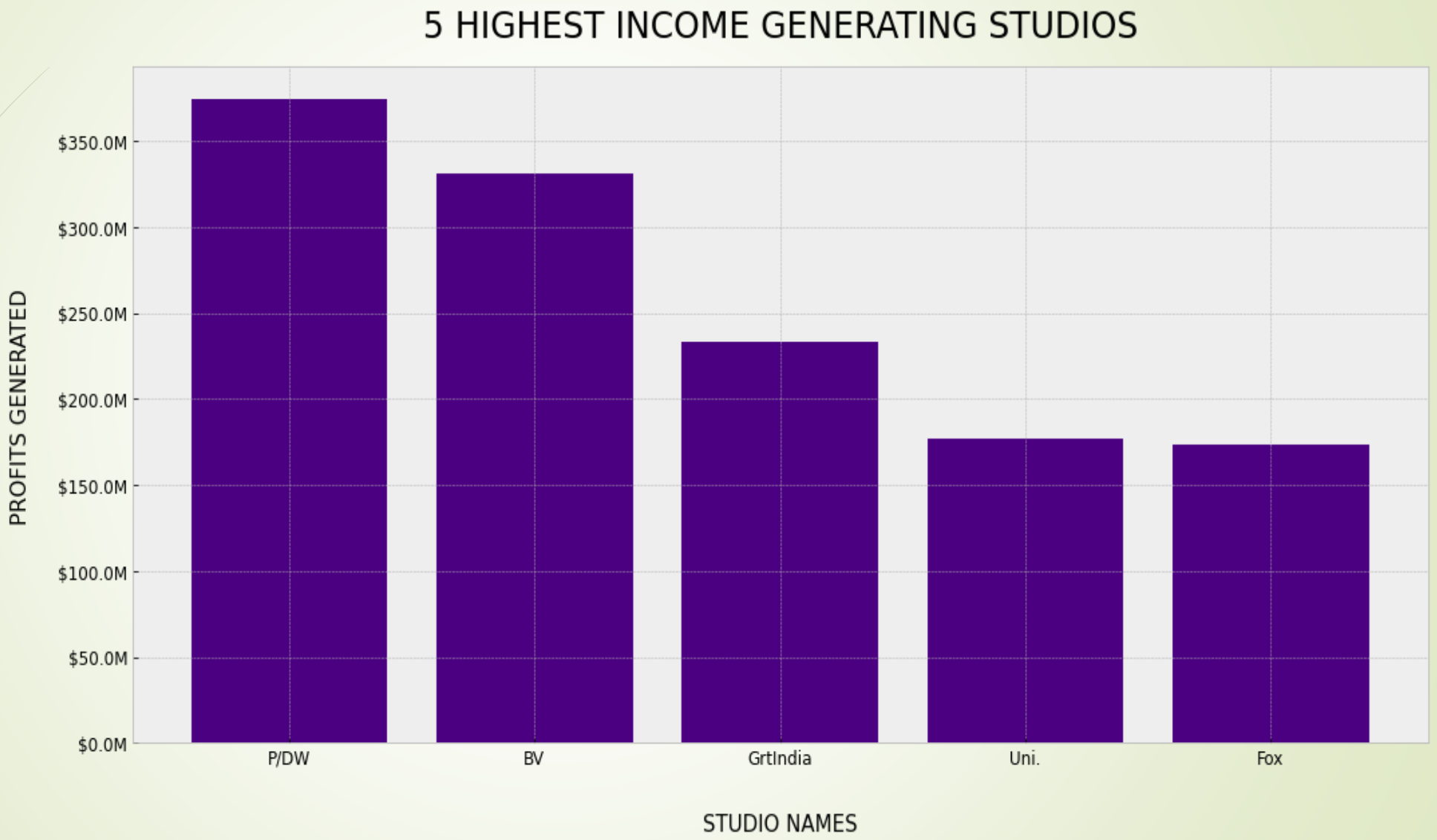
OBSERVATIONS AND RESULTS

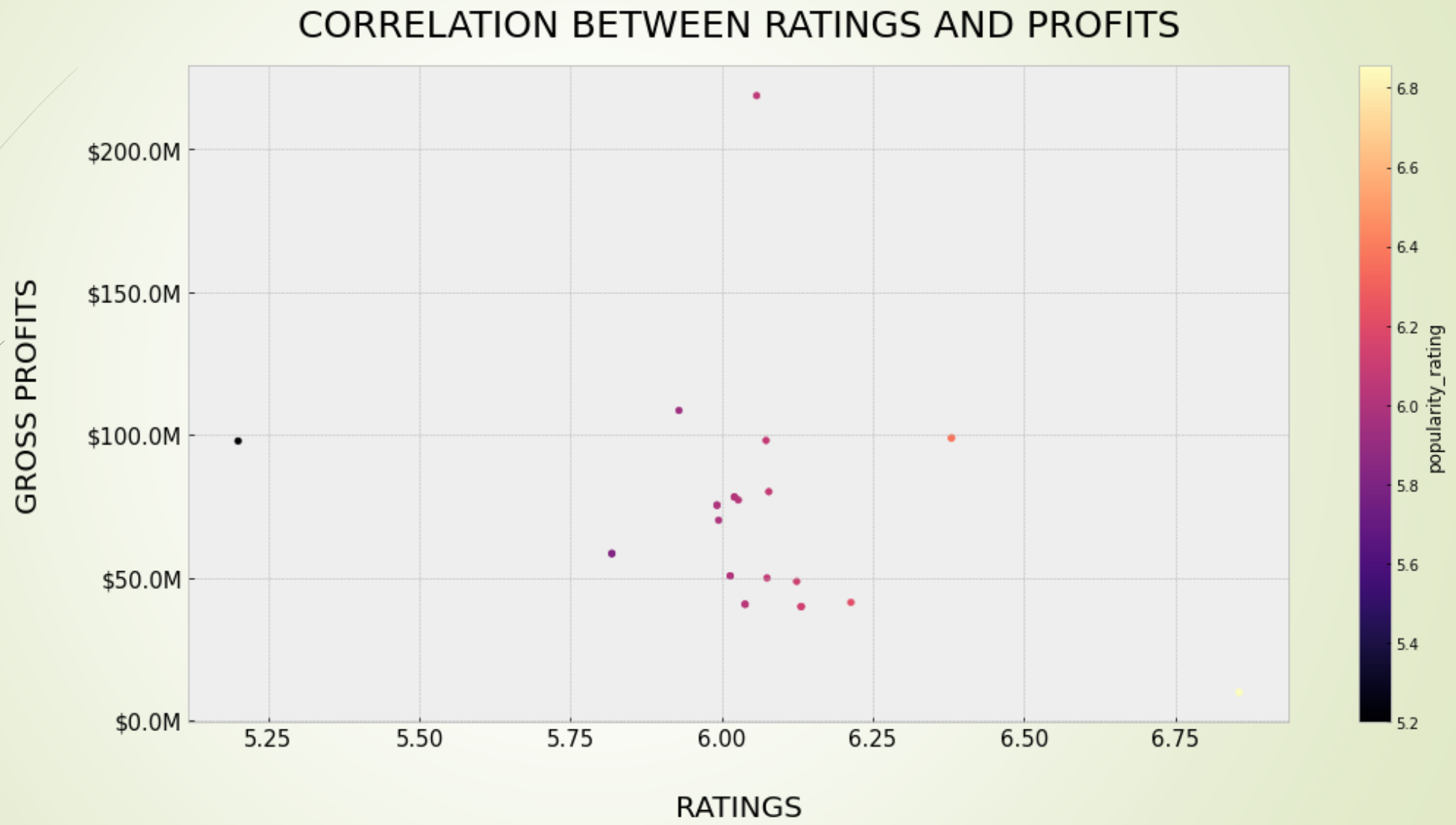

TREND ANALYSIS ON GROSS REVENUE SINCE 2010
Production Budget
Gross Profits
Domestic Gross
Worldwide Gross
$200.0M
$175.0M
$150.0M
$125.0M
$100.0M
$75.0M
$50.0M
GROSS PROFITS
2010
2011
2012
2013
2014
2015
2016
2017
2018
YEARS


HIGHEST RATED GENRES
Documentary
Biography
Sport
Musical
Animation
Genres
0
1
2
3
4
5
6
7
Ratings


TOP 5 DIRECTORS
GROSS PROFITS
$600.0M
$500.0M
$400.0M
$300.0M
$200.0M
$100.0M
$0.0M
Steven Spielberg
Mel Gibson
Richard Marquand
Peter Jackson
Eric England
DIRECTOR'S NAMES


TOP 5 WRITERS
GROSS PROFITS
$800.0M
$700.0M
$600.0M
$500.0M
$400.0M
$300.0M
$200.0M
$100.0M
$0.0M
Philippa Boyens
Malia Scotch Marmo
Michael Crichton
Benedict Fitzgerald
Mel Gibson
WRITER'S NAMES


5 HIGHEST INCOME GENERATING STUDIOS
PROFITS GENERATED
$350.0M
$300.0M
$250.0M
$200.0M
$150.0M
$100.0M
$50.0M
$0.0M
P/DW
BV
GrtIndia
Uni.
Fox
STUDIO NAMES


CORRELATION BETWEEN RATINGS AND PROFITS
GROSS PROFITS
$200.0M
$150.0M
$100.0M
$50.0M
$0.0M
5.25
5.50
5.75
6.00
6.25
6.50
6.75
RATINGS
popularity_rating
6.8
6.6
6.4
6.2
6.0
5.8
5.6
5.4
5.2

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

THANK YOU

ANY QUESTIONS?

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