



FACTORS FOR FILM PRODUCTION SUCCESS





BUSINESS UNDERSTANDING

- Microsoft company is the principle company that has sustained alot of tech over years and remained relevant to its audience.
- On the other hand, movie production has picked up so quick and created a big impact in the current world. Many companies are siezing this opportunity and getting into the fun of it.
- Therefore is crucial to gain a comprehensive understanding of the film industry's dynamics and box office trends.



PROBLEM STATEMENT

- Lack of expertises to create movies.
- Information on the type of films to produce.

MAIN OBJECTIVE

- To provide actionable insights to the head of Microsoft new movie studio, helping them what type of films to produce.

SPECIFIC OBJECTIVES

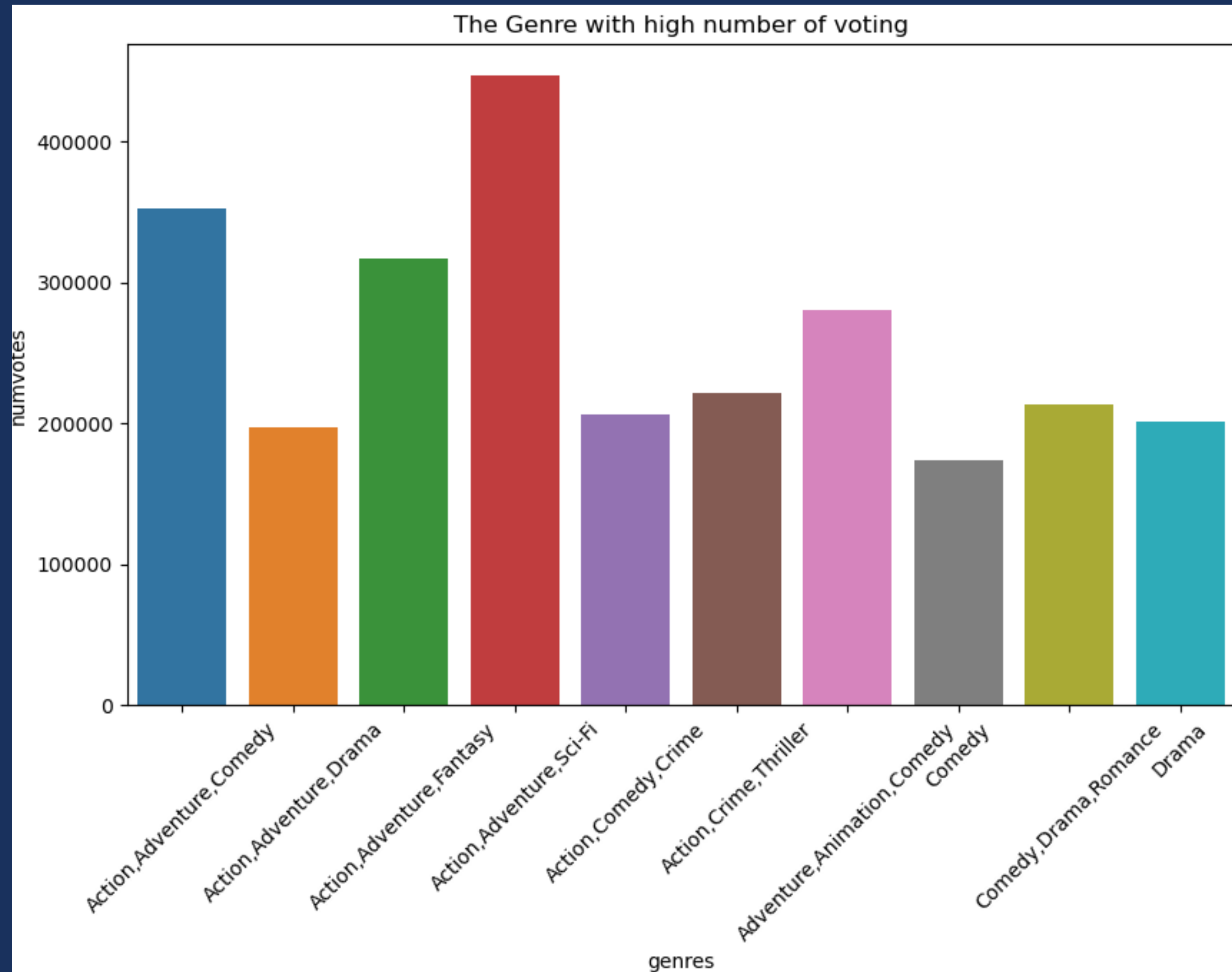
- Provide genre-specific recommendations
- Identify the success of film production.
- Explore collaboration opportunities.
- Understanding age of the Audience .



EXPLORATORY DATA ANALYSIS



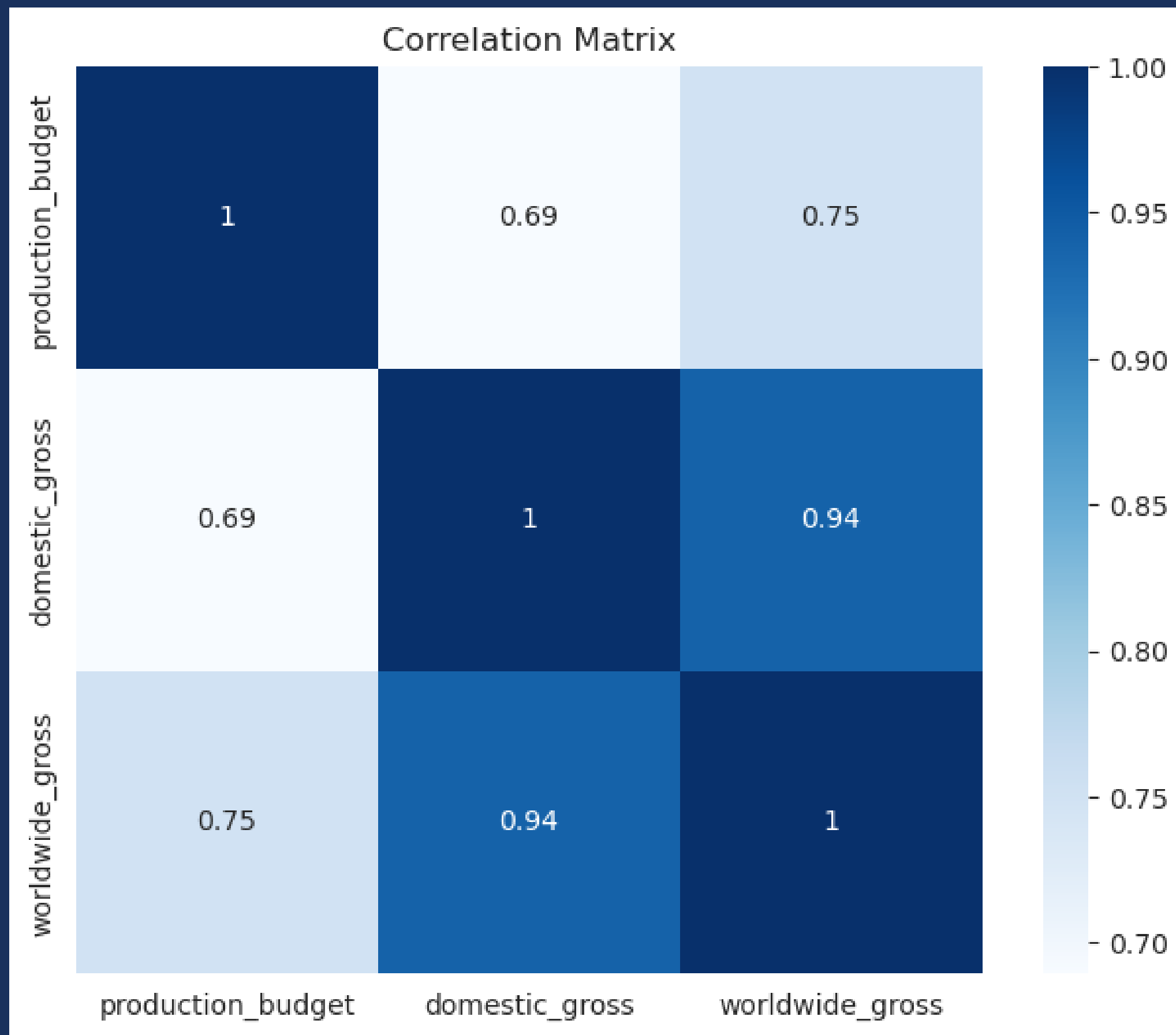
MOST WATCHED GENRE



- Since 2000, the films with Action, Adventure, and Drama genre combined has received the most votes.



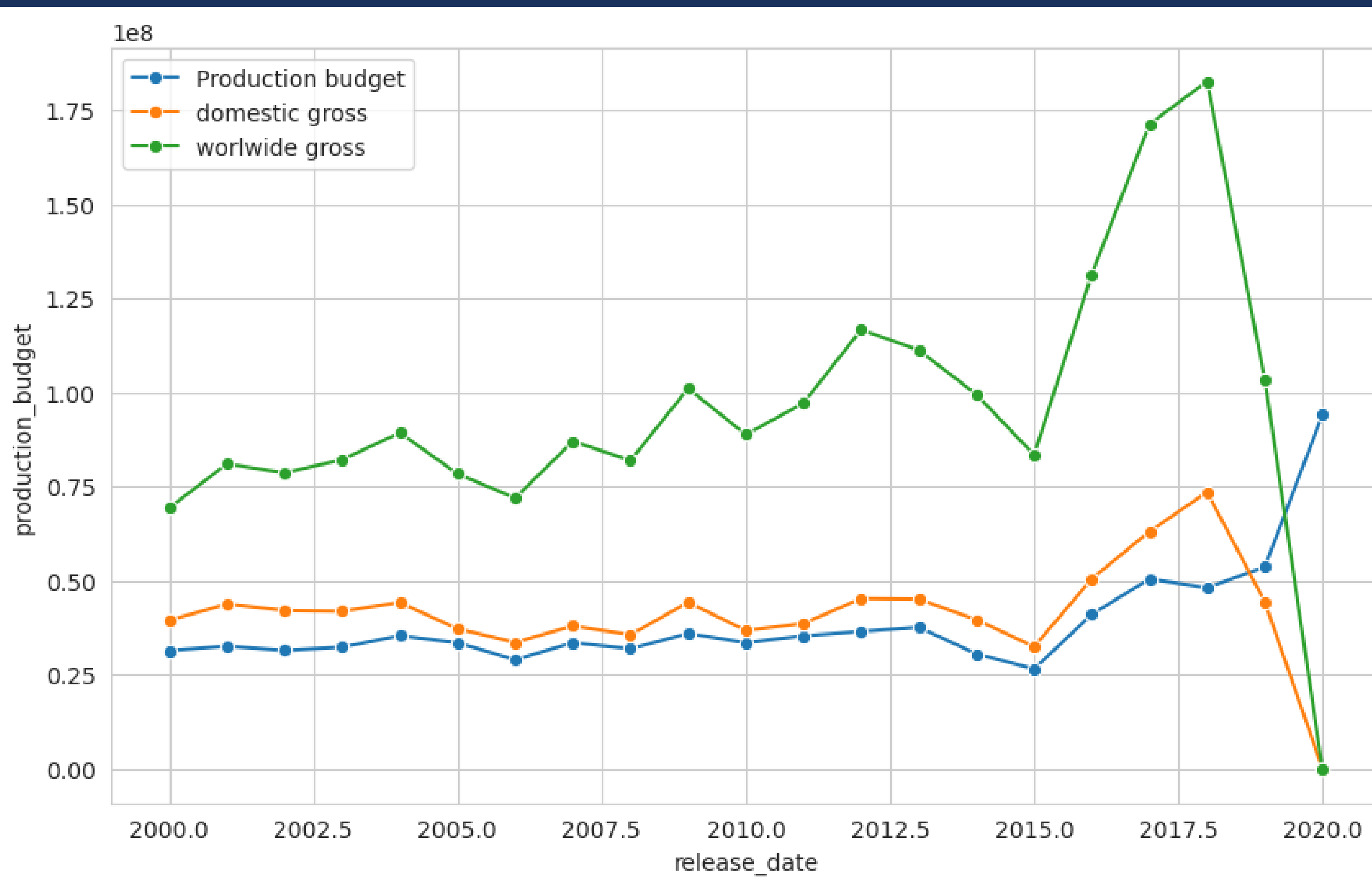
SUCCESS OF FILM PRODUCTION



- Success of the movie is determined by the production budget. Moreover its success worldwide is highly dependant on its success domestically.



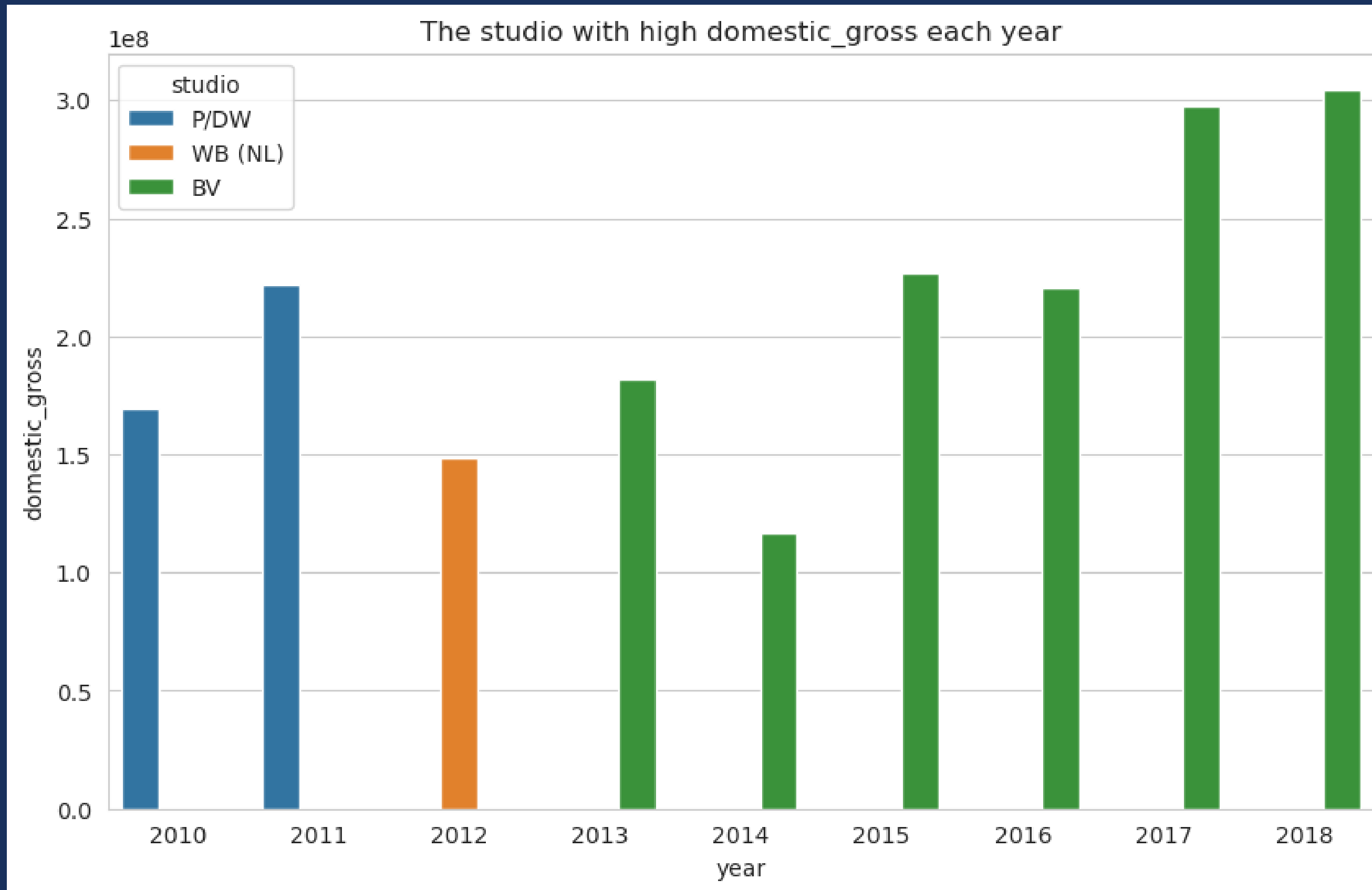
SUCCESS OF FILM PRODUCTION



- Domestic and worldwide gross is directly proportional to the production budget.



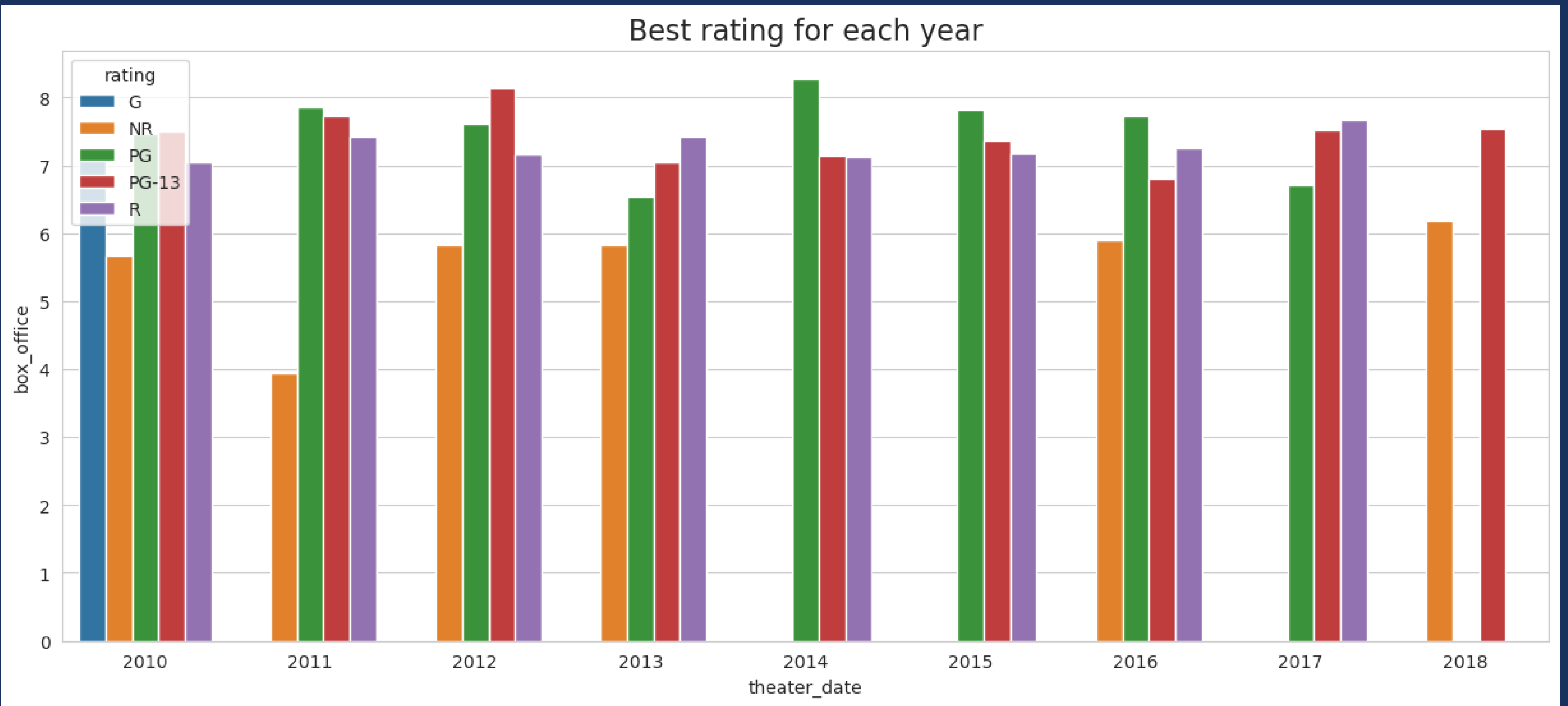
COLLABORATION OPPORTUNITIES.



- BV Studio shows consistency in its annual gross income since 2013, its a studio to consider collaborating.



AGE OF THE AUDIENCE



- The PG and PG-13 has higher box_office and shows consistency through the years.



CONCLUSION

- Film with Action, Adventure and fantasy genre are most watched, with an average runtime of 116minutes.
- Worldwide/international success of movies is affected by the success of the movie domestically.
- There is an increase in the production budget since 2017 and the same reflects in the domestic and international gross.
- BV studio had the highest gross.
- Movies rated PG and PG-13, have



RECOMMENDATIONS

- The new studio should consider making movies with the Action, Adventure and fantasy genre.
- In any film production they should lay strategies to ensure success of the movie domestically.
- They should consider collaborating with BV studio.
- The movie should have content rated PG-13 or PG.