

TRENDS AND OPPORTUNITIES FOR MICROSOFT MOVIE STUDIO.

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Business Statement.

- Microsoft sees all the big companies creating original video content and they want to get in on the fun.
- They have decided to create a new movie studio, but they don't know anything about creating movies.
- Translate findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Objective.

Some of the questions we'll try to answer to guide our decisions are;

- ❖ Which are the most profitable genres in the film industry?
- ❖ What is the distribution of movie by studio?
- ❖ Which movies have the highest popularity over the years?
- ❖ Which companies make the highest revenues?



The Method

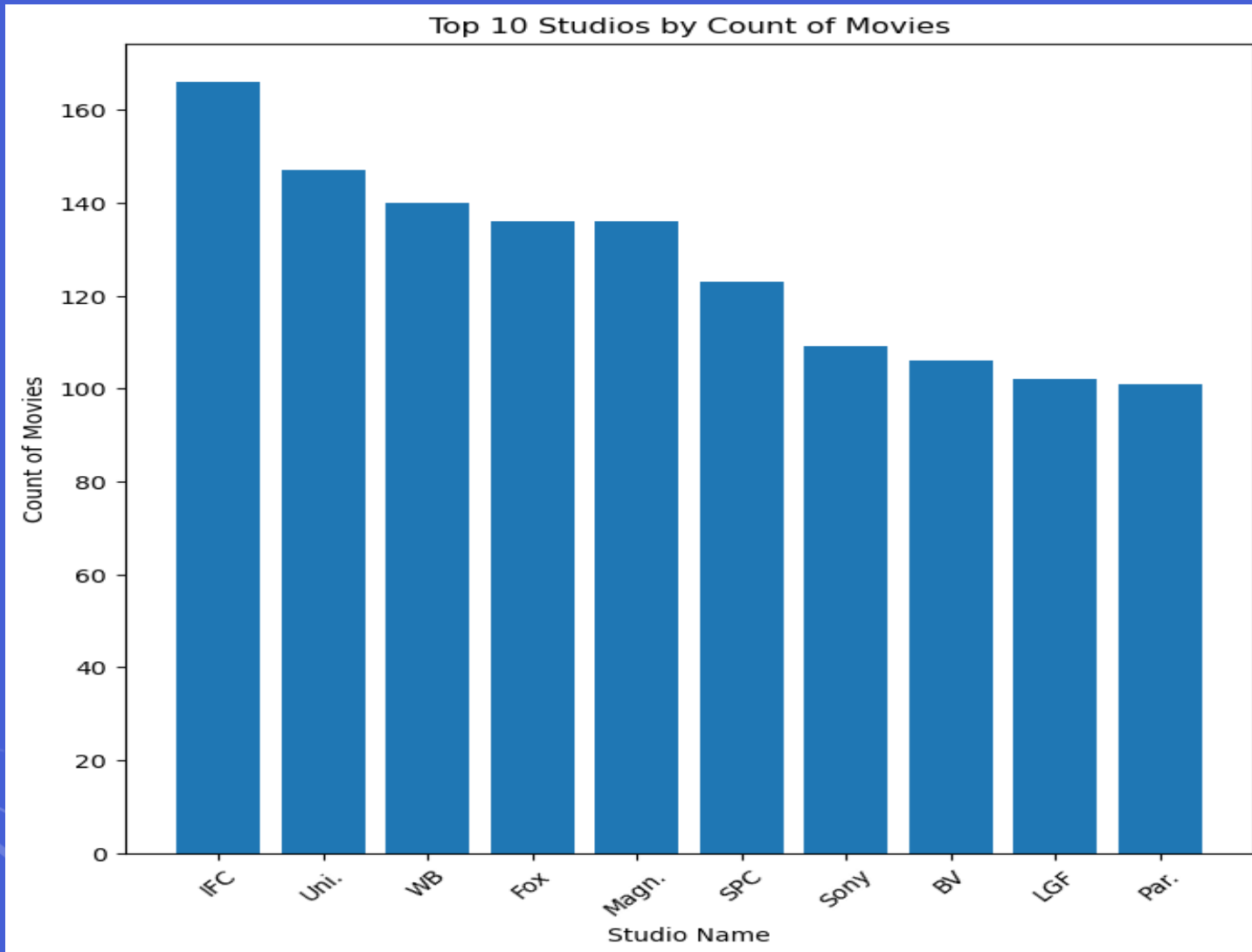
I utilized descriptive statistics as well as Visualizations to illuminate trends in the data and isolate key factors for making a successful movie studio for Microsoft.

Data

Our analysis contains data from two data sets

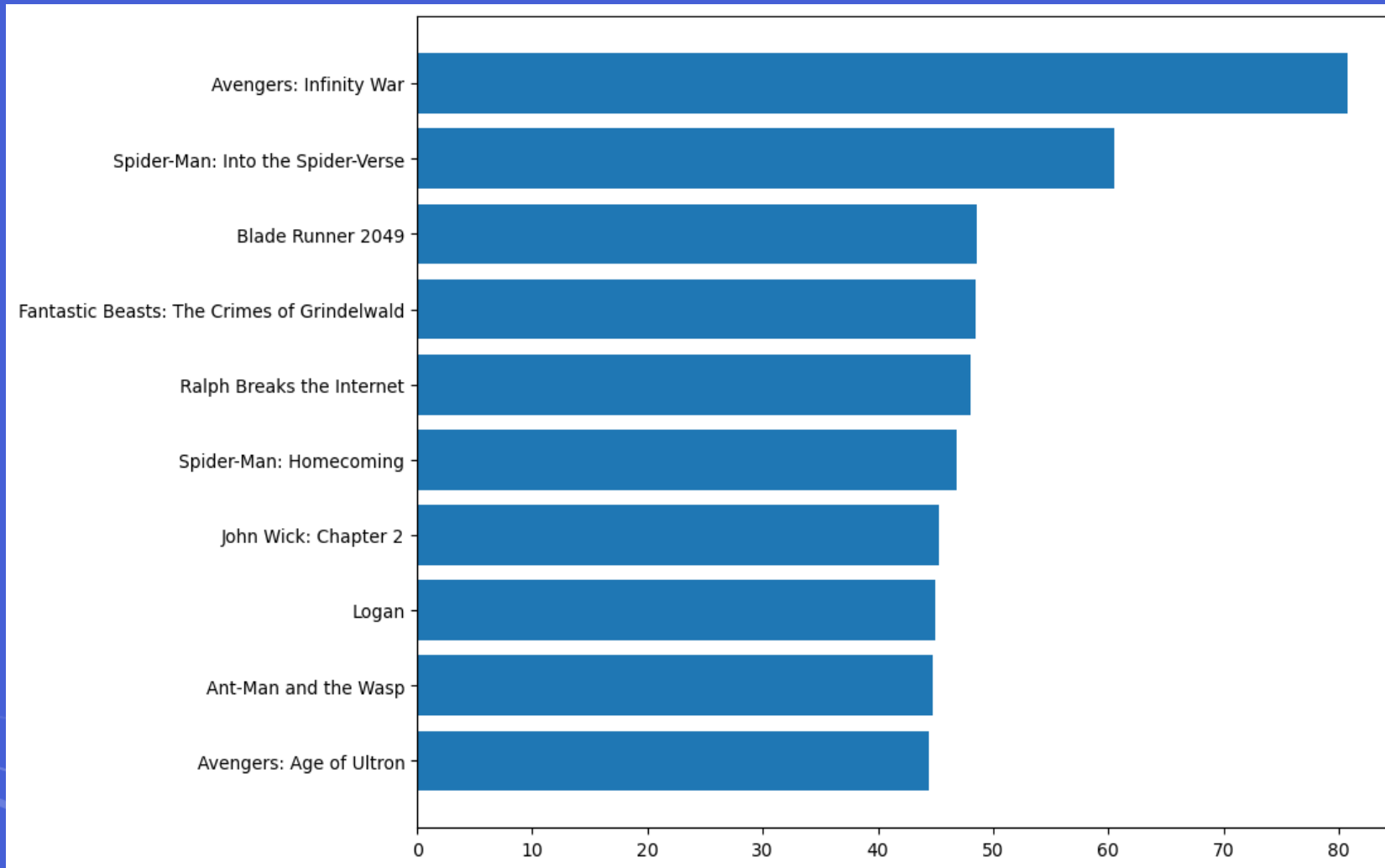
- `tmdb.movies`
- `bom.movie_gross`

What is the distribution of movie by studio?



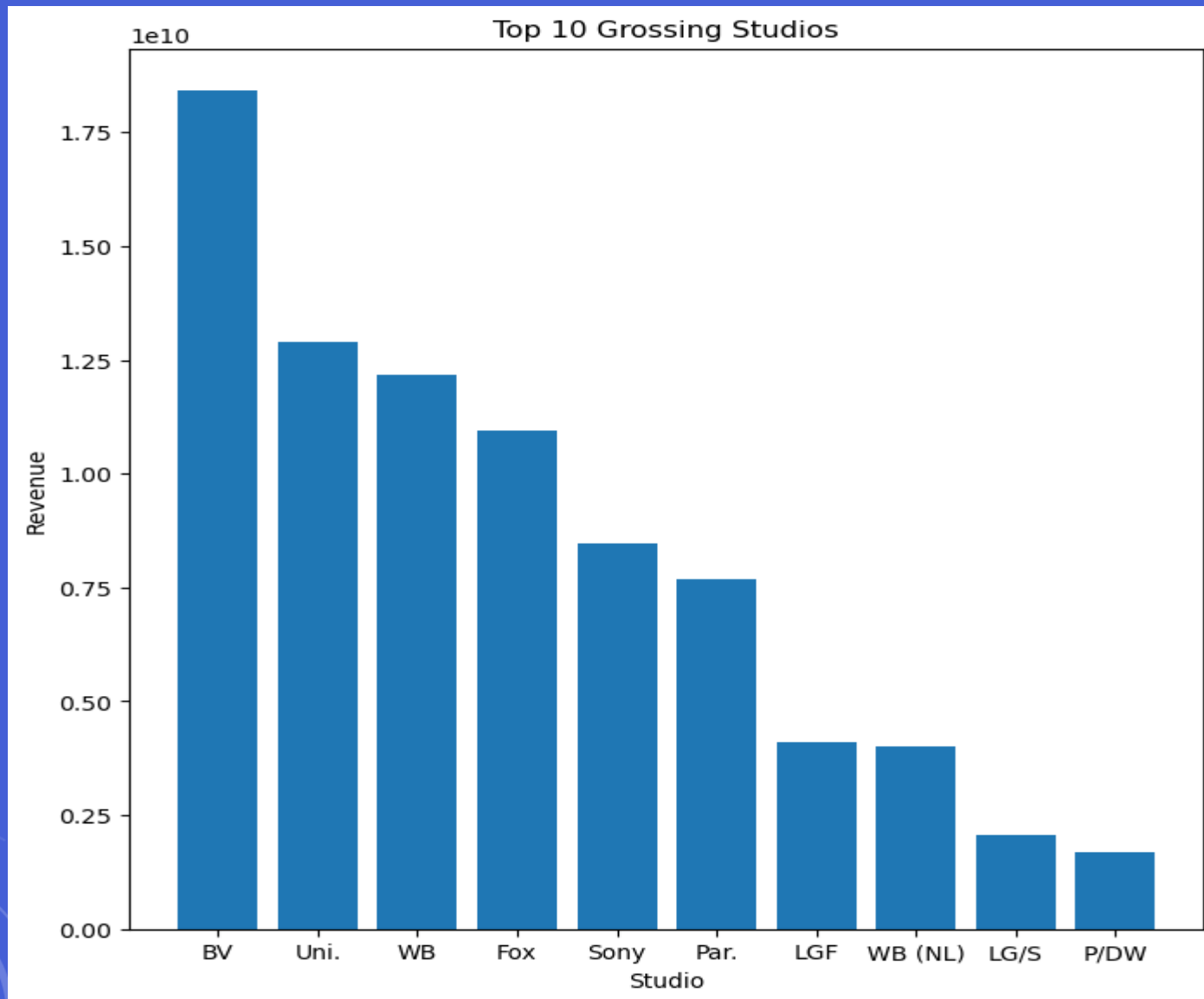
- These are the top studios producing the highest number of movies.
- IFC is the leading studio making 166 movies, followed by Uni. making 147 movies.
- All top ten studios make over 100 movies.

Which Movies have the highest popularity over the years?



- Between 2015 and 2020, the most popular movies were 'Avengers: Infinity war' followed by 'Spiderman: Into the Spider-Verse'.
- For sure, 'Avengers: Infinity war' is the Greatest of All Time.

Which companies Make the highest Revenue?



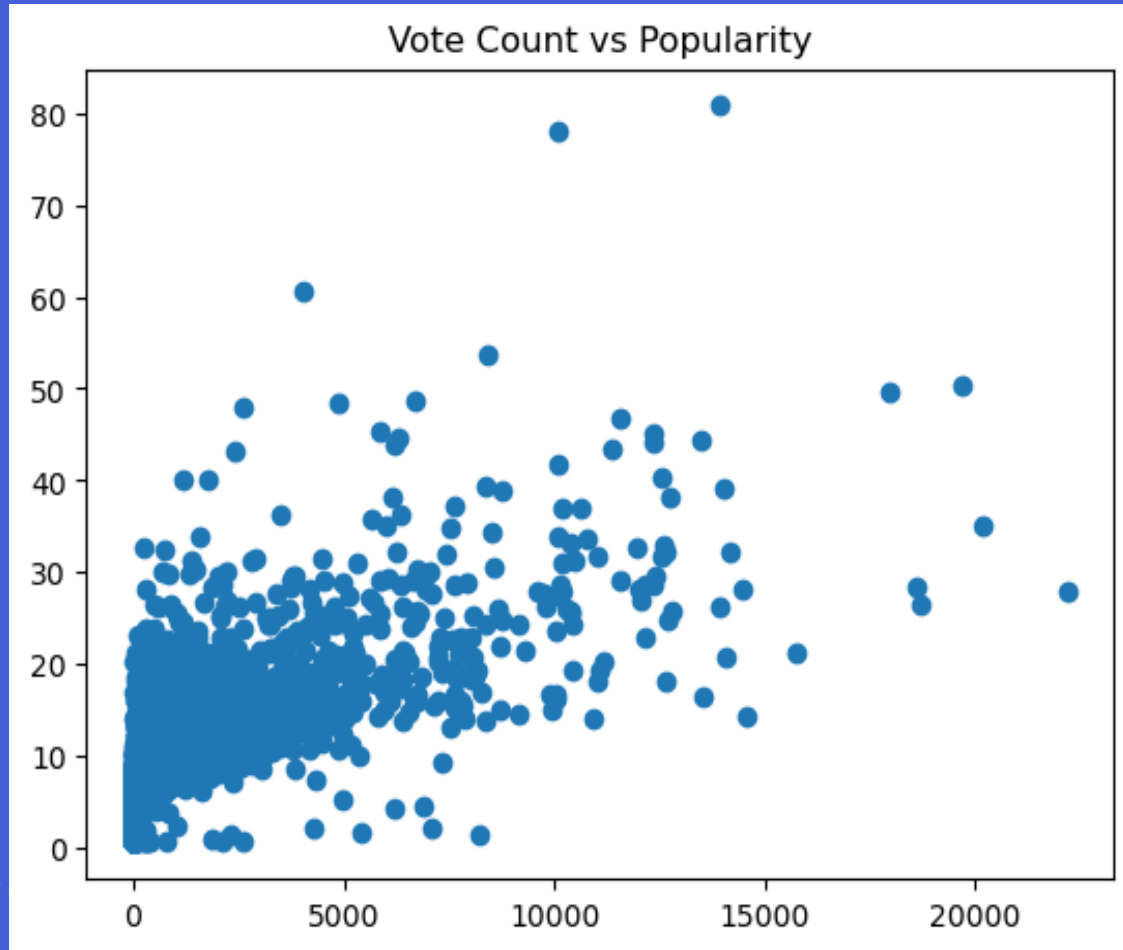
- BV Studio is the top performing studio in terms of revenue.
- There is a significant difference between BV and the WB studios! BV is really making significant profits in the industry.

Which are the most profitable genres in the Film Industry?

studio	title
BV	Toy Story 3Alice in Wonderland (2010)TangledTr...
Uni.	Despicable MeRobin HoodLittle FockersThe Wolfm...
WB	Harry Potter and the Deathly Hallows Part 1Inc...
Fox	The Chronicles of Narnia: The Voyage of the Da...
Sony	The Karate KidSaltThe TouristGrown UpsThe Soci...
Par.	Iron Man 2The Last AirbenderShutter IslandTrue...
LGF	The ExpendablesSaw 3DKillersKick-AssThe Last E...
WB (NL)	Sex and the City 2Valentine's DayA Nightmare o...
LG/S	The Twilight Saga: Breaking Dawn Part 2The Imp...
P/DW	Shrek Forever AfterHow to Train Your DragonMeg...

- BV Studio is the top performing studio in terms of revenue.
- An analysis on the genre that BV studio produces often would be crucial in determining the genre that Microsoft should focus on to become successful.
- In this case apart from sci-fi and superhero film there is also a number of animations as a top genre.

Voting and popularity



- The scatter plot indicates a positive correlation between the vote count and popularity of movies.
- Movies with higher vote counts tend to suggest that popularity.
- The relationship is not perfectly linear, but there is a general trend.

Results

- Microsoft should focus on the most popular and profitable genres which are sci-fi, superhero film and animations
- Microsoft should research on Buena Vista(BV) Movie Studio best practices and try to build off success of it's well established studio.

Evaluation

- Microsoft should allocate resources and talent towards popular genres.
- Microsoft should consider partnering with leading studios(BV) which would boost the gross revenue they receive.

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THANK YOU