MICROSOFT MOVIE STUDIO

By Brian Nderu

BACKGROUND

- Microsoft seeks to venture into the movie making industry and they want to set up a studio for movie production

- It is essential for the movie industry data to be analyzed for proper decision making by Microsoft
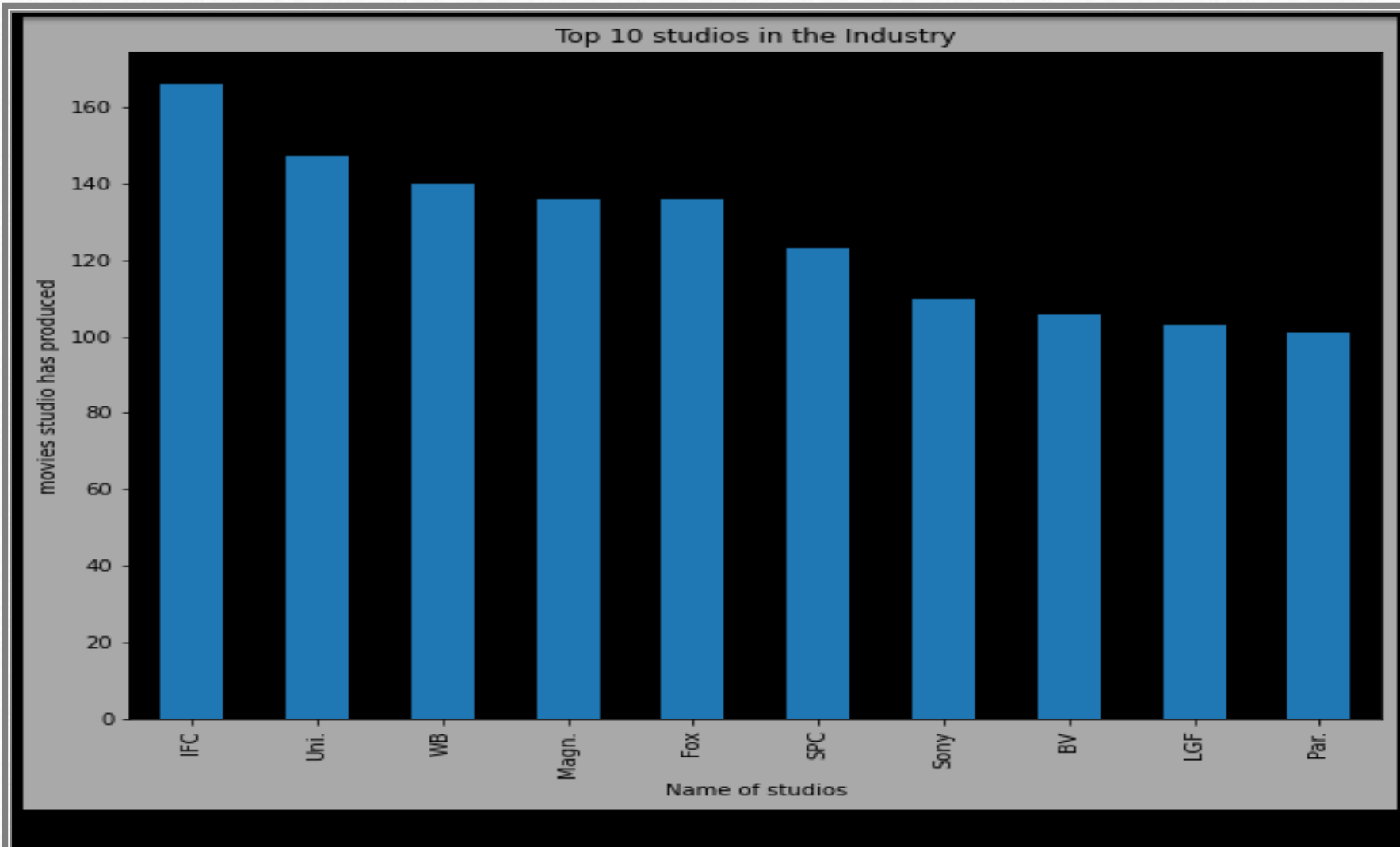
DATA EXPLORATION

- Box office movie dataset was used
- IM.DB database was used
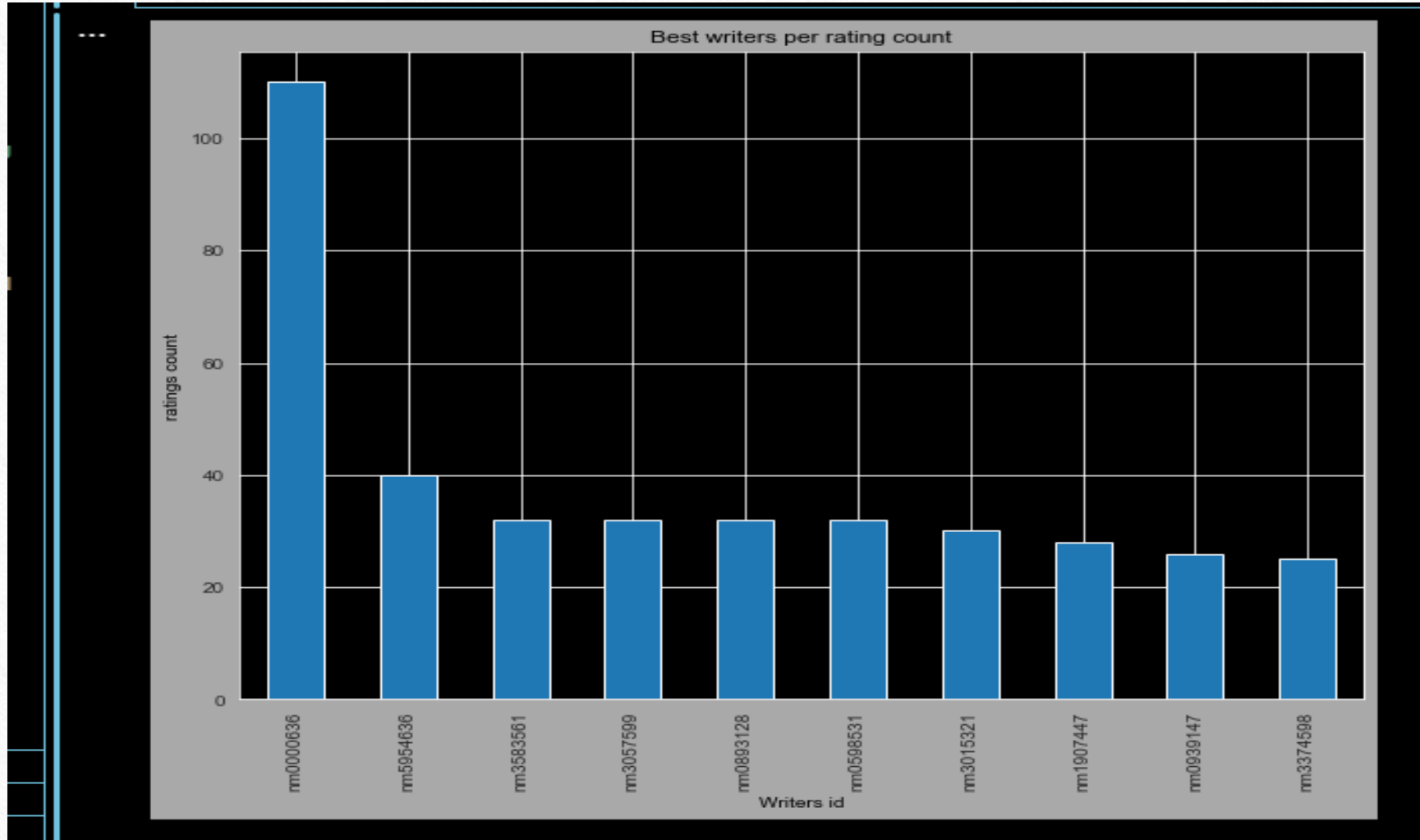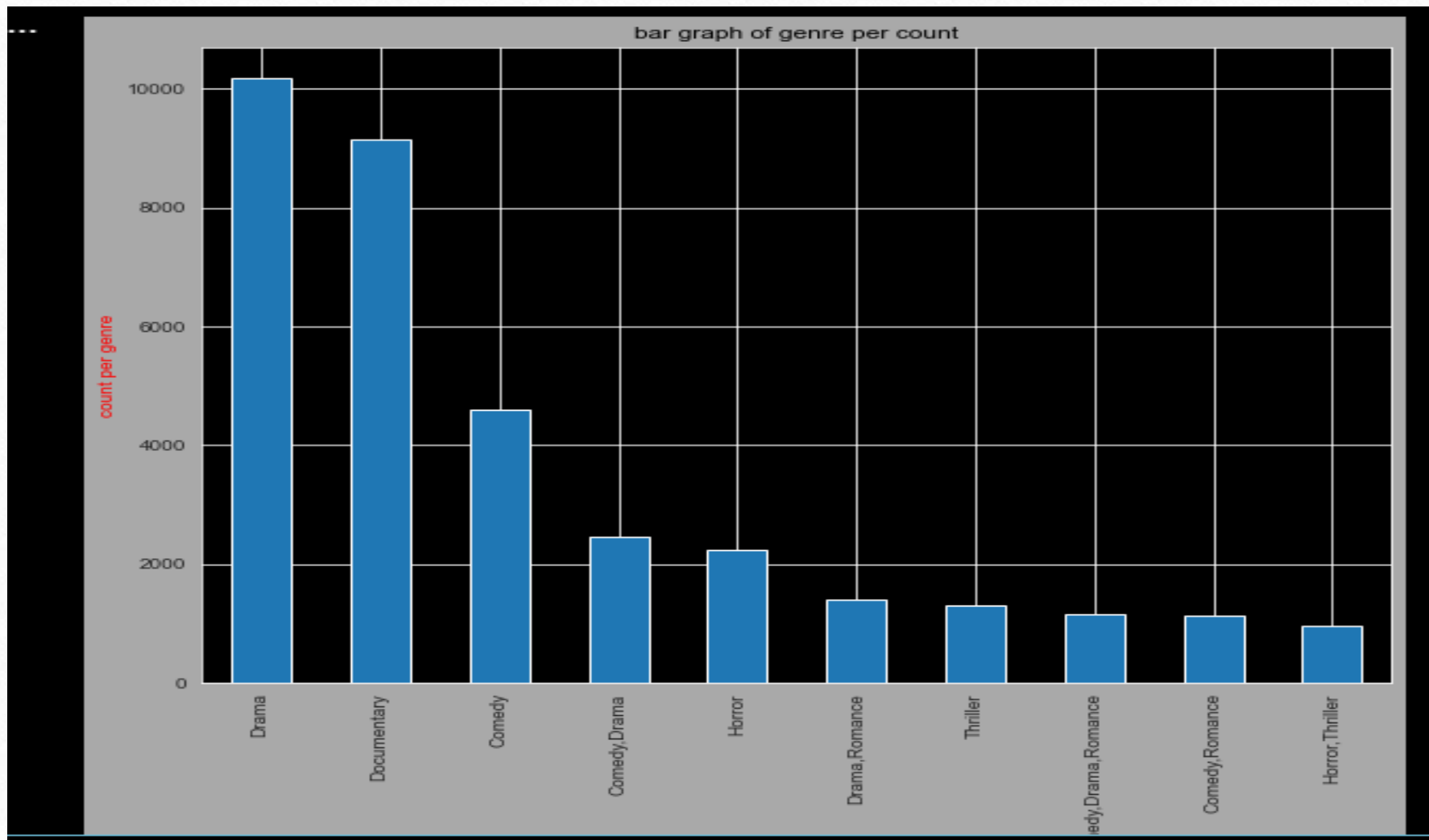- Average runtime of movies was 90 minutes

TOP 10 STUDIOS IN THE INDUSTRY

Top 10 studios in the Industry

IFC, Universal studio and WarnerBro are the top three studios with over 140 movies each studio has produced.

CHART FOR TOP MOVIE WRITERS

Best writers per rating count

Nm0000636 is the top movie writer with over 100 rated movies
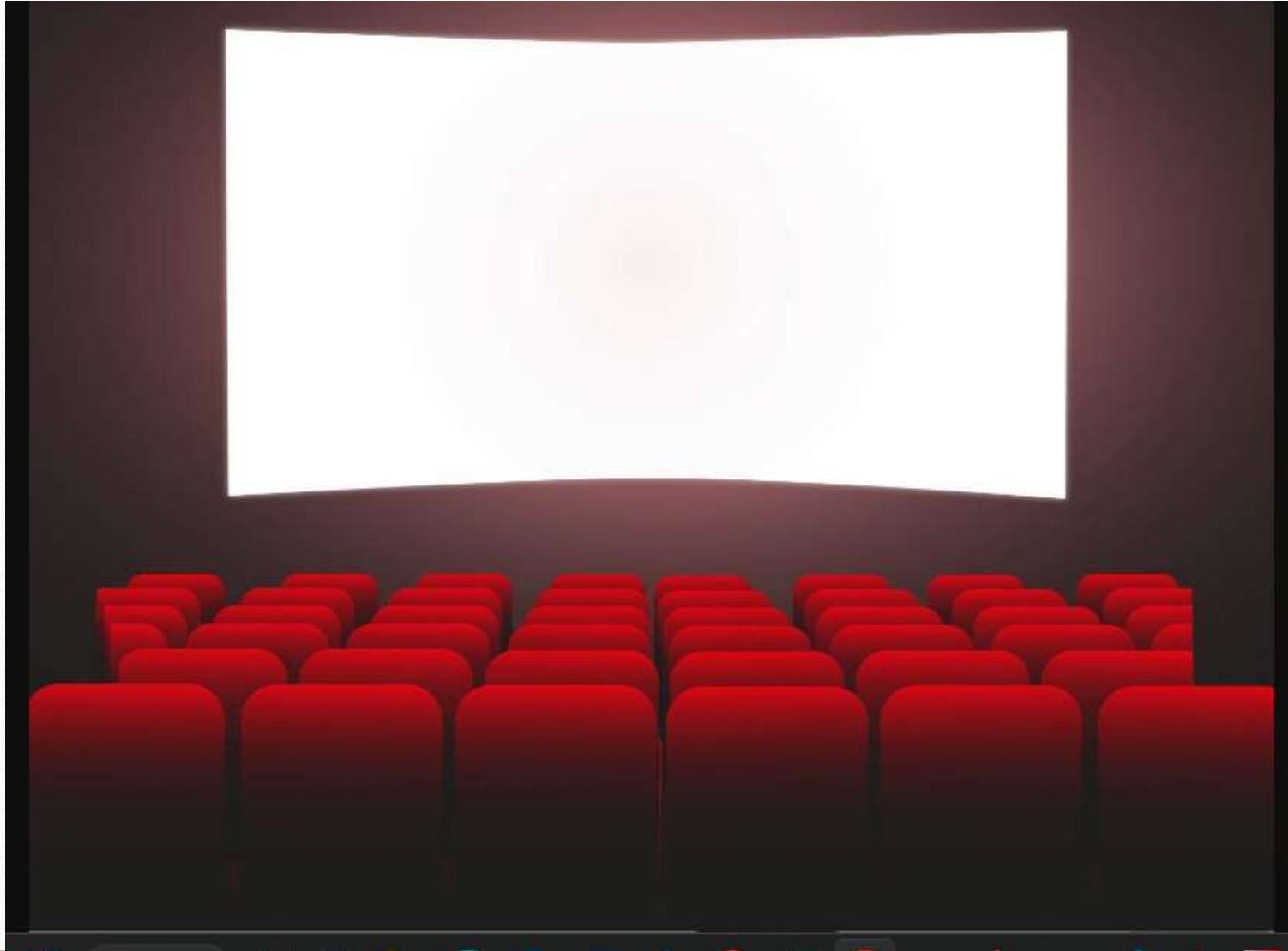
TOP 10 MOVIE GENRE

bar graph of genre per count

Drama, documentary and comedy are the top 3 produced movie genre

RECOMENDATIONS

- Microsoft should research more on IFC to learn more on how they produce, edit and market their movies

- Microsoft should focus on producing drama, documentary or comedy movie genre as they are the most popular genres

- Microsoft should seek the services of Writer coded NM0000636 as he is the top ranking writer in ratings and movie produced

- Microsoft movies should have an average running time of 90 minutes

THANKYOU