

MICROSOFT'S NEW MOVIE STUDIO PROJECT

Data Analysis





OVERVIEW

- Background of the business - Microsoft is an American multinational technology corporation with the headquarter in Redmond, Washington.
- Domain of Business - Microsoft generates revenue by developing, licensing, and supporting a wide range of software products and services, by designing and selling hardware, and by delivering relevant online advertising to a global customer audience. In addition to selling individual products and services, they offer suites of products and services.
- Business Case - Microsoft aims to leverage data-driven insights to understand the current trends and preferences in the film industry. That is what this analysis is all about, it is to help Microsoft decide what type of films to create.

BUSINESS UNDERSTANDING

In today's entertainment industry, original video content creation has become a lucrative endeavour for tech giants like Netflix, Apple with Apple TV , etc.

This presentation focuses on market research

Content creation involves the following:

1. Market Research
2. Content Development
3. Production
4. Post Production
5. Distribution
6. Market and Promotion



PROBLEM STATEMENT

Microsoft wants to be part of the big companies that create their own original video content. They have decided to create a new movie studio, but they don't know anything about creating movies.

I have been charged with exploring what types of films are currently doing the best at the box office. Microsoft aims to leverage data-driven insights to understand the current trends and preferences in the film industry.



OBJECTIVES

- Analyse Box Office Performance: Conduct an EDA (Exploratory Data Analysis) on box office performance data to identify the most successful films in recent years.
- Studio Performance: Examine highest performing studio and figure out why, is it the production of the film that is important or is it the number of films created
- Genre Analysis: Examine the relationship between movie genres and success to determine which combinations resonate best with audiences.

DATA UNDERSTANDING



- Box Office Mojo Data -data about the title of the movie, the studio that made the movie, the gross income from the movie both domestic and foreign and the year the movie was made
- Rotten Tomatoes Page Data – had two tables one contained synopsis of the movie, rating of the movie, genre, writer, director, theatre date, DVD date, currency, box office and run time. The other had reviews of some movies, with the critics and publisher and date published.
- Movie DB Page Data - data on the genre ids, language the movie is in, title of the movie, popularity, release date, vote count and vote average of the movie, the genre ids are a bit ambiguous.
- The Numbers Page Data - table shows the release date, movie, production budget, domestic gross and worldwide combined gross for each movie.
- IMDB Page Data – An SQL(Standard Query Language) Database that had two tables I found important the movie basics which had data on primary title, the original title, the year the movie was produced, runtime minutes and the genres and the movie review table that had data on the ratings of the movies and the number of votes.

For this analysis I used the Box Office Mojo Data, The Numbers Page Data and the IMBD Page Data.

DATA ANALYSIS

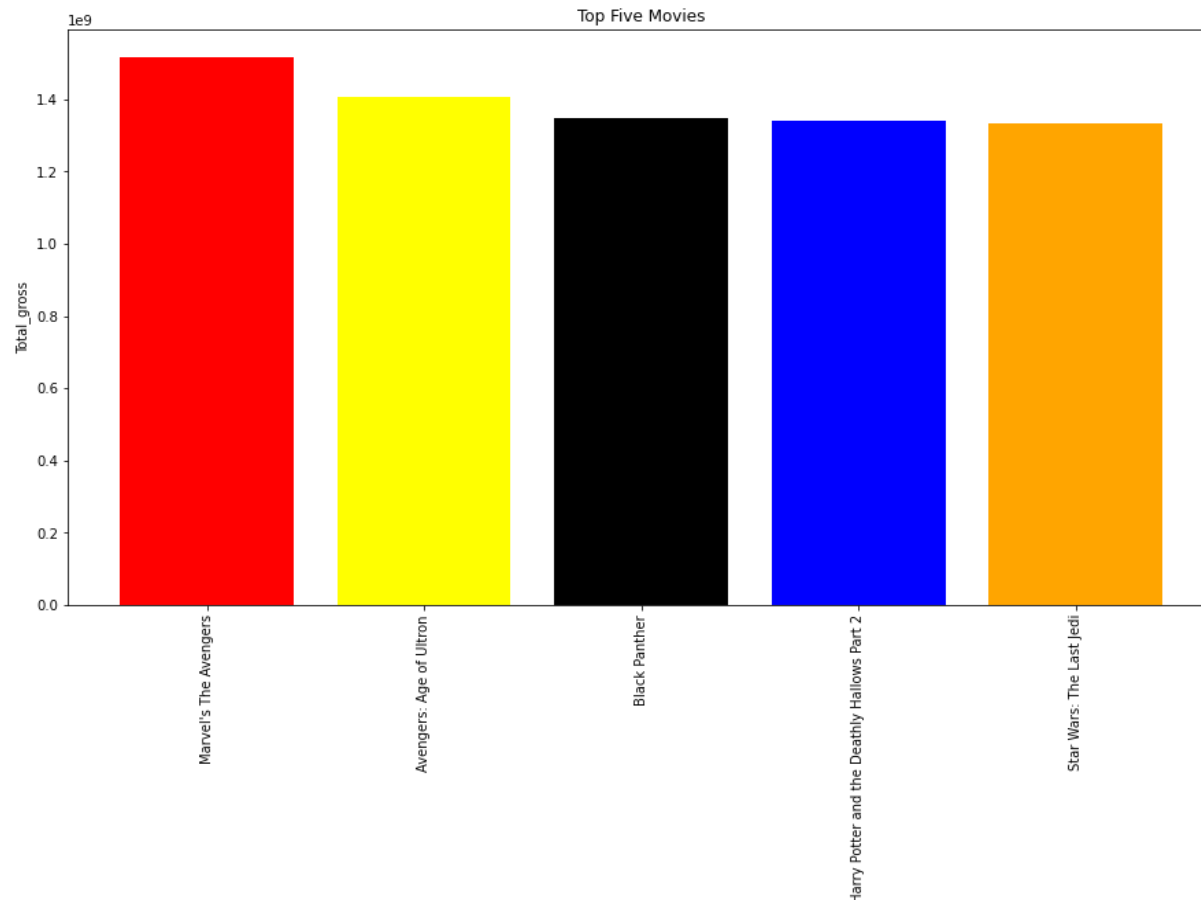
I will focus on the three objectives for this analysis

- Box Office Analysis
- Studio Performance
- Genre Analysis



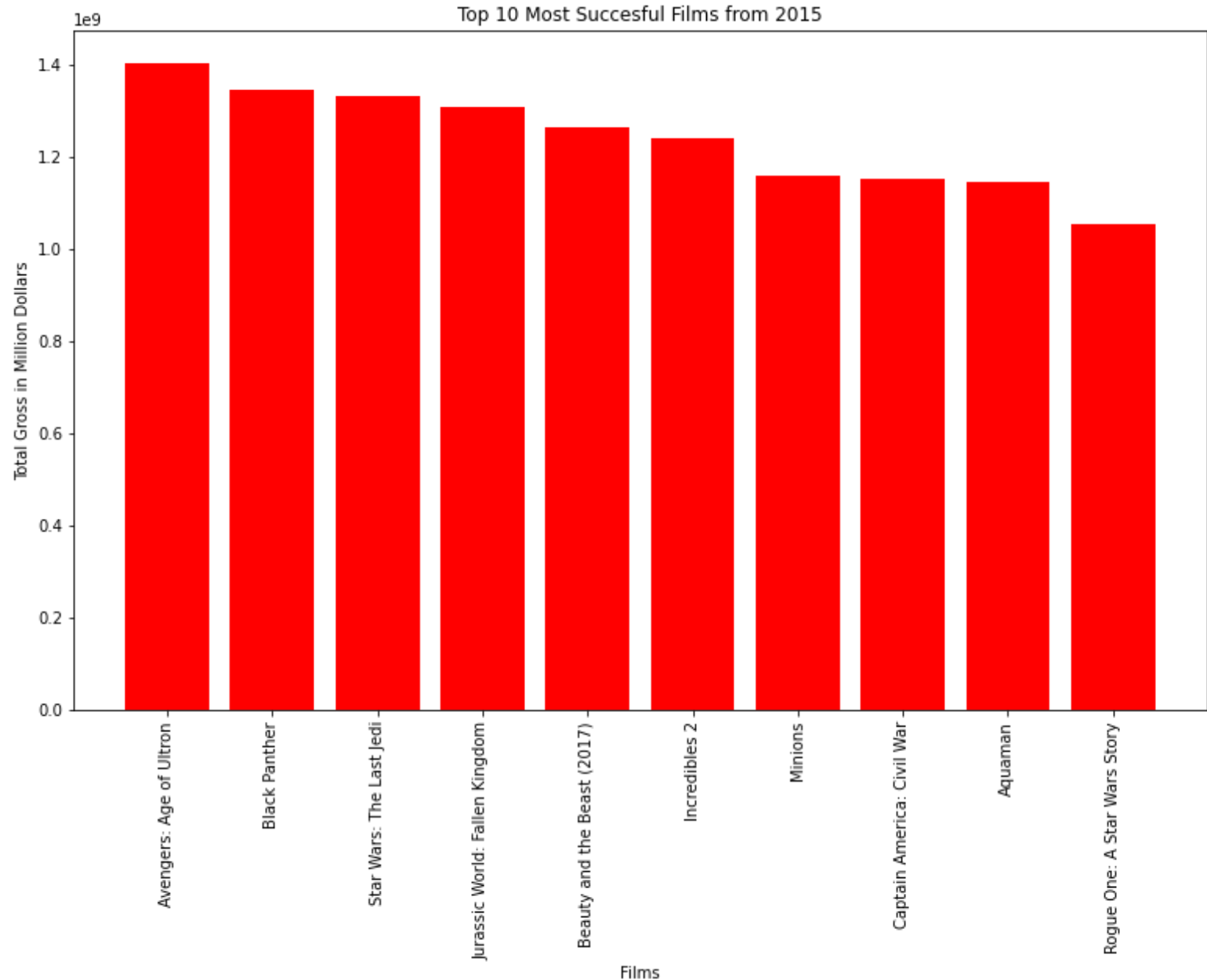
BOX OFFICE ANALYSIS

Which film is the most successful?



From the analysis where I compared the total gross earned and the movie, it shows that the Avengers movie topped followed by another movie still from the avengers series Avengers: Age of Ultron, then Black Panther. Then Harry Potter and finally Star Wars. These were the top five between 2010 and 2018.

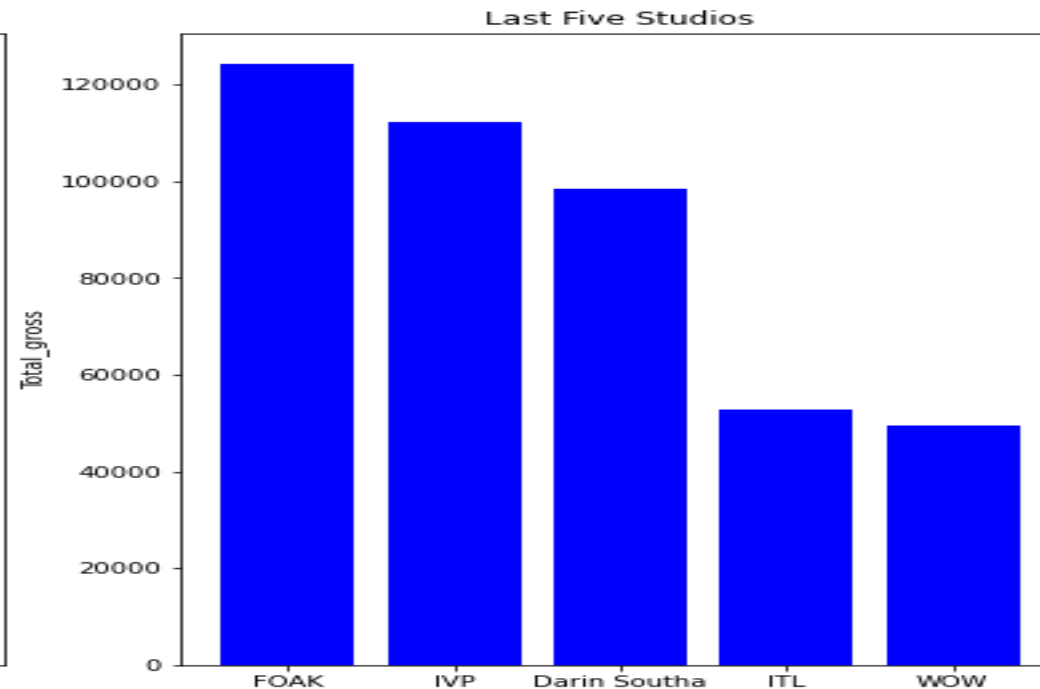
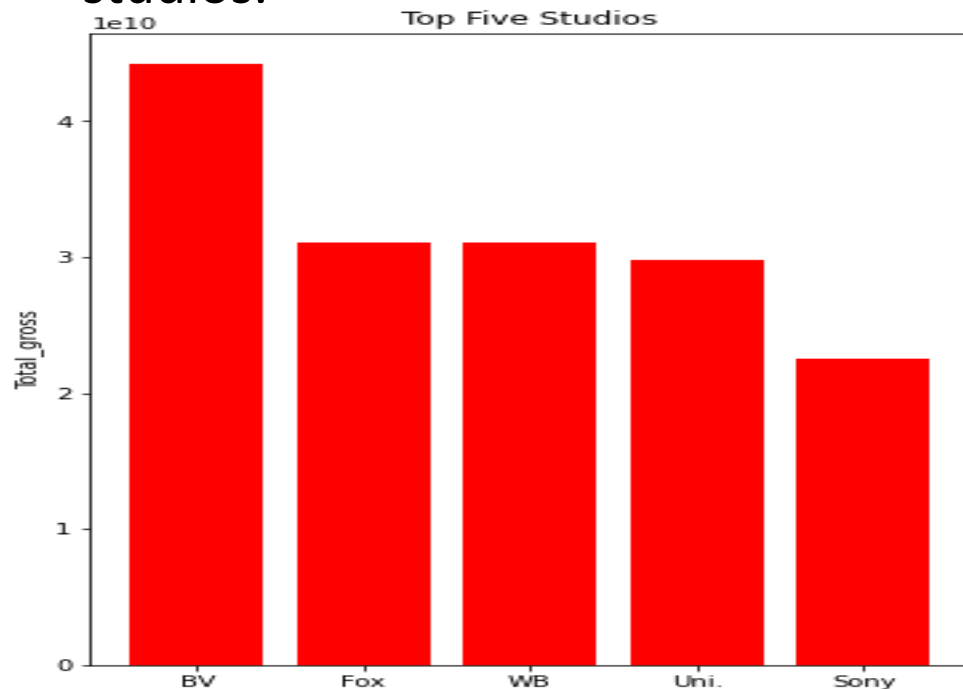
Still on the Box Office Analysis, the most recent successful films are as shown in the graph, an Avengers movie still shows up, Black Panther and Captain America: Civil War, another is Star Wars: The Last Jedi just like Avengers: Age of Ultron which belongs to the Avengers series, Star Wars: The Last Jedi was a movie from the series Star Wars. Some things that these films have in common from google and other sources is that they all had fictional characters, they were for a global audience, some of them were also part of a large cinematic universe with sequels, spin-offs, and related media that expand the storytelling universe . These types of films seem to resonate best With the audience and had high gross income.



STUDIO PERFORMANCE

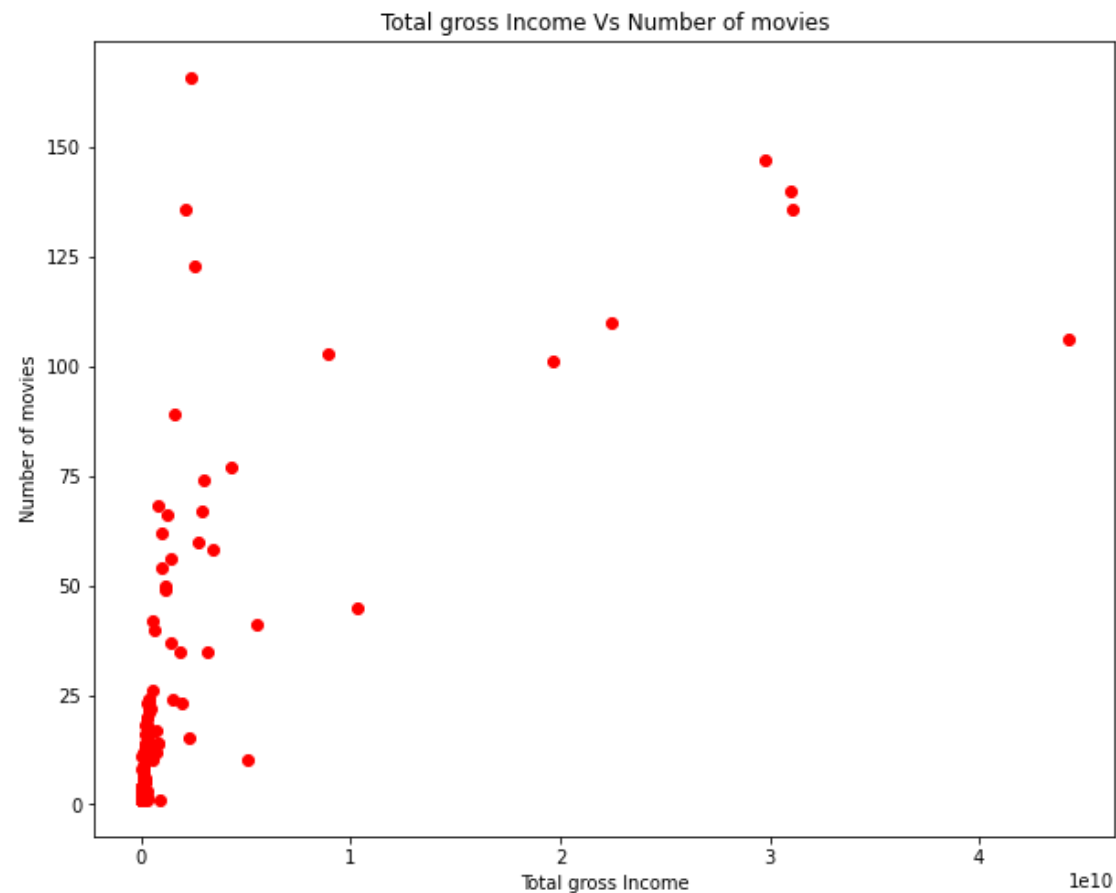
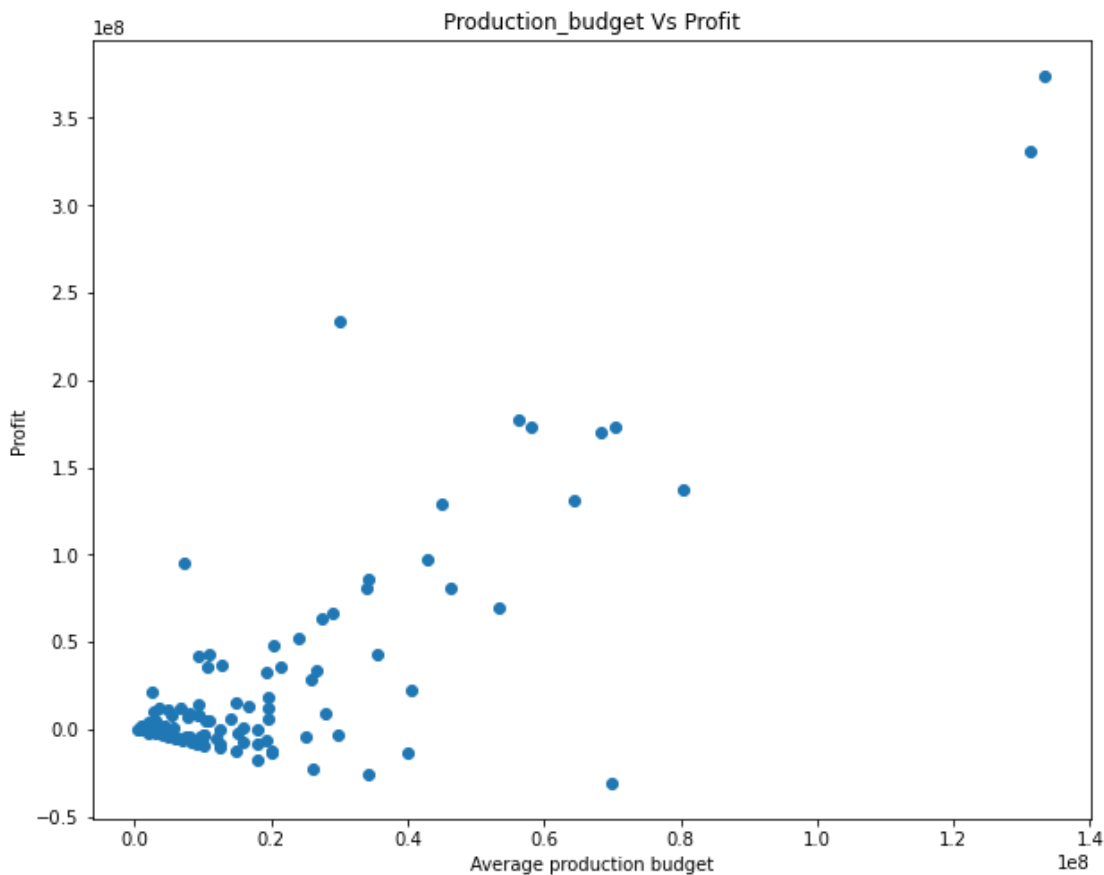
Is it the production of the film or the number of the movies produced by the studio?

Let us have a look at the five best studios according to total gross income and the last five studios.



BV studio seems to be performing really well

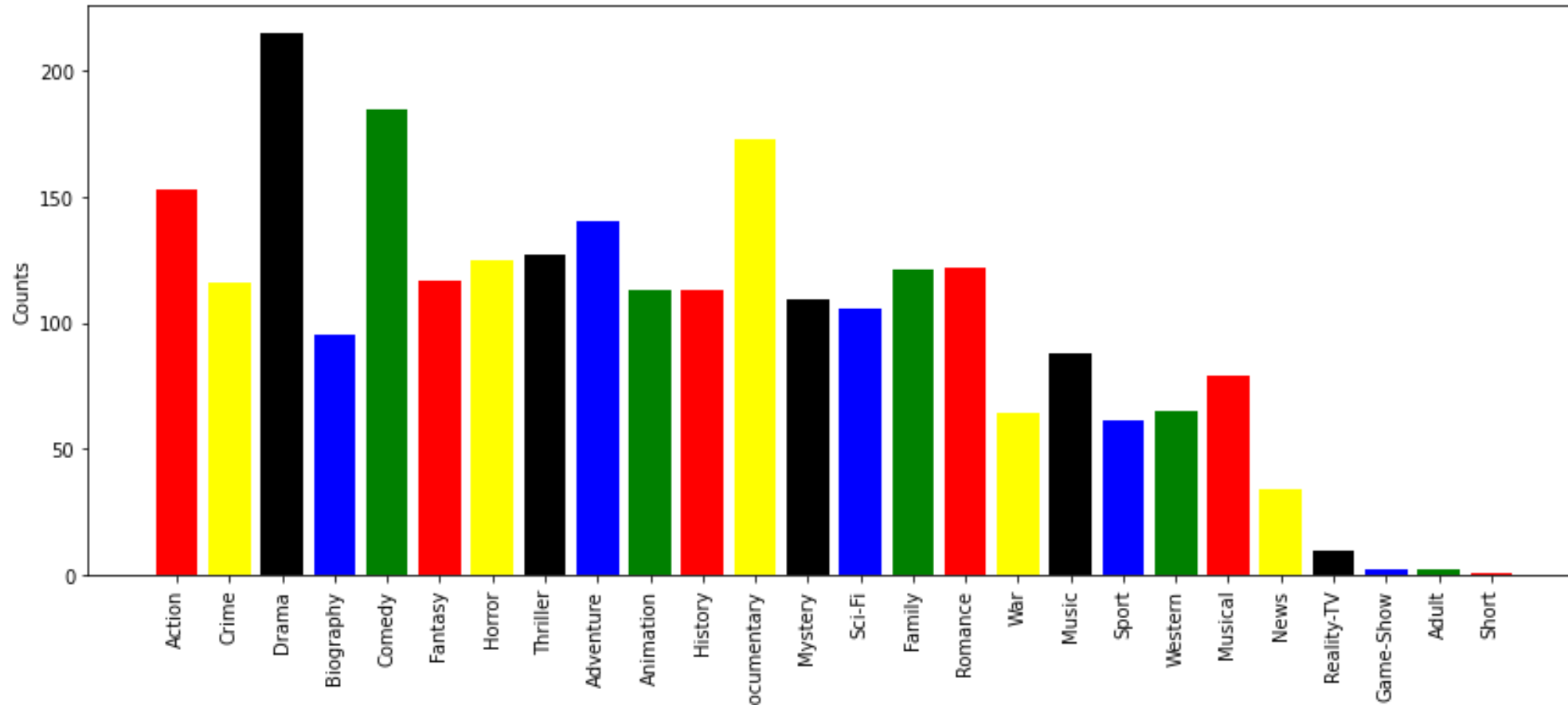
Let us check the correlation between the production budget and profit(0.82) (high correlation)
Also the correlation between the number of movies produced and
the total gross income(0.69) (moderate correlation)



GENRE ANALYSIS

Which genres resonate best with audience?

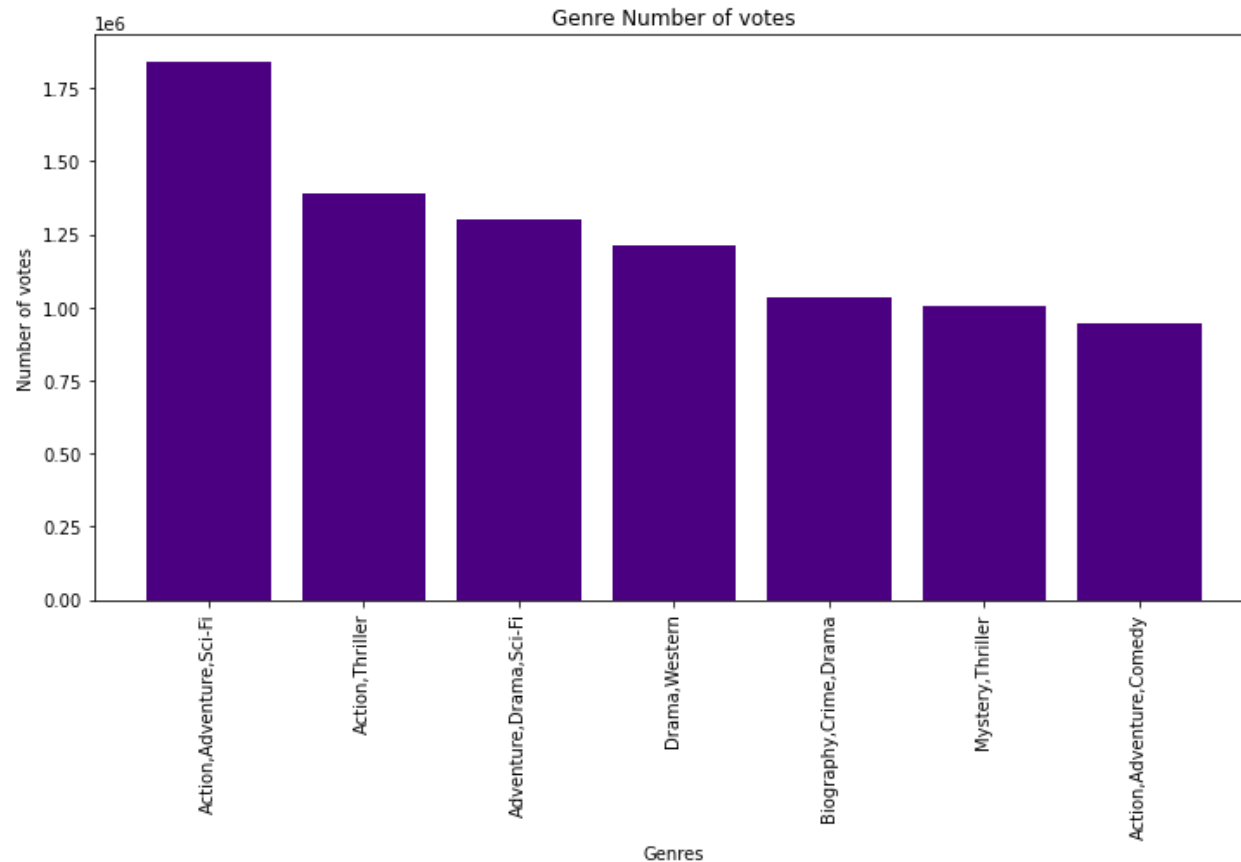
Genre Counts



The Drama genre appears a lot followed by Comedy, Documentary and then Action.

According to number of votes which is how popular the movie is, or in other words how people received the movie, we have Action, Adventure combination, some with Drama in them, Comedy as well, which were also seen from the chart we had above.

These genres resonate with the audience and could also be the reason why they are produced so often, indicated by the graph above.



RECOMMENDATIONS

BOX OFFICE ANALYSIS

From the analysis of the most successful film, The Avengers film is a good example of film to look at, with a bit of research I found that the storyline was what captivated the audience, and also after that the movies from that one, were also successful which we also saw in the Star Wars film. I would suggest once a film you produce is successful consider producing another film related to the first one if possible, people are bound to watch the second one if they enjoyed the first one. Use characters that are known in the cinematic universe and make the movie your own

STUDIO PERFORMANCE

From the analysis of the most successful studio and why it was successful, I recommend producing as many movies as possible and consider the production budget. Allocate enough money for the production of the film. As seen the average production budget correlates highly with the average profit. Spend more money on producing the film, paying your crew, than the number of films you produce. It is better to watch a film with great background and scenery, good actors and high quality video than many with none of these attributes.

GENRE ANALYSIS

From the analysis of genre, focus on movies with the genre type Drama, Action, Comedy as we have seen, these were three of the best genres and also the most produced, specifically the Action, Adventure, Sci-Fi combination seems to appear a lot.

NEXT STEPS

As I conclude I suggest this as the next step you could take

PROVIDE MORE DATA

More data will be needed to find out what you can do better , information means knowledge and knowledge is power.

The kind of movies that work for each streaming service, for example where do people watch their documentaries, or maybe if it is an animation and you want children as the audience, which streaming service is used the most for children. What type of film would you produce if you wanted it on this specific streaming service and would it be beneficial. Stay updated on the growth and user demographics of emerging streaming platforms and consider whether they align with Microsoft's content strategy.



ANY QUESTIONS?

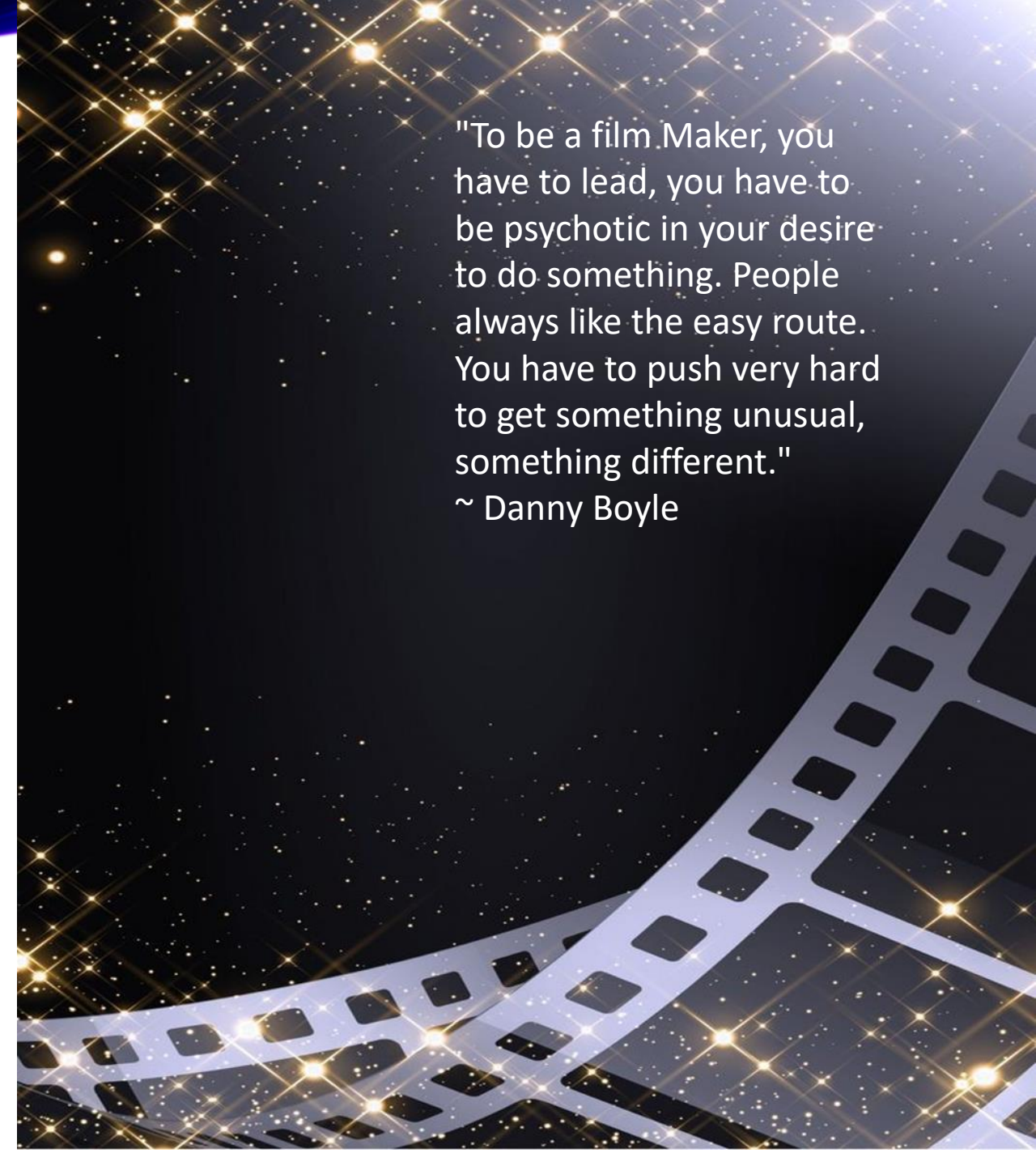


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THANK YOU



"To be a film Maker, you have to lead, you have to be psychotic in your desire to do something. People always like the easy route. You have to push very hard to get something unusual, something different."
~ Danny Boyle