

Microsoft Film Industry Analysis

NAME: CYNTHIA JERONO

TM: MILDRED JEPKOSGEI

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Overview

As a result of the rise in original film production in mega companies, Microsoft has tasked us with the responsibility to appraise her of the movie industry outlook before it climbs on the bandwagon.

We used the return on investment as a measure to gauge the profitability of particular genres, previewed the month of release of those particular movies, looked into the genres that were most popular and those that had high viewer votes so we could come up with conclusions.

Business Problem

Due to the increase in original film production by major companies, Microsoft has tasked us with evaluating the movie industry outlook before it joins the trend. We used the return on investment to assess the profitability of specific genres, analyzed the release months of those movies, and examined the genres that were most popular and received high viewer ratings. These analyses will help us draw informed conclusions.

- Identify top five movies with the highest world wide gross
- Find the average total domestic gross per annum.
- Find the Production budget for the top five highest earning movies

2. Data Understanding

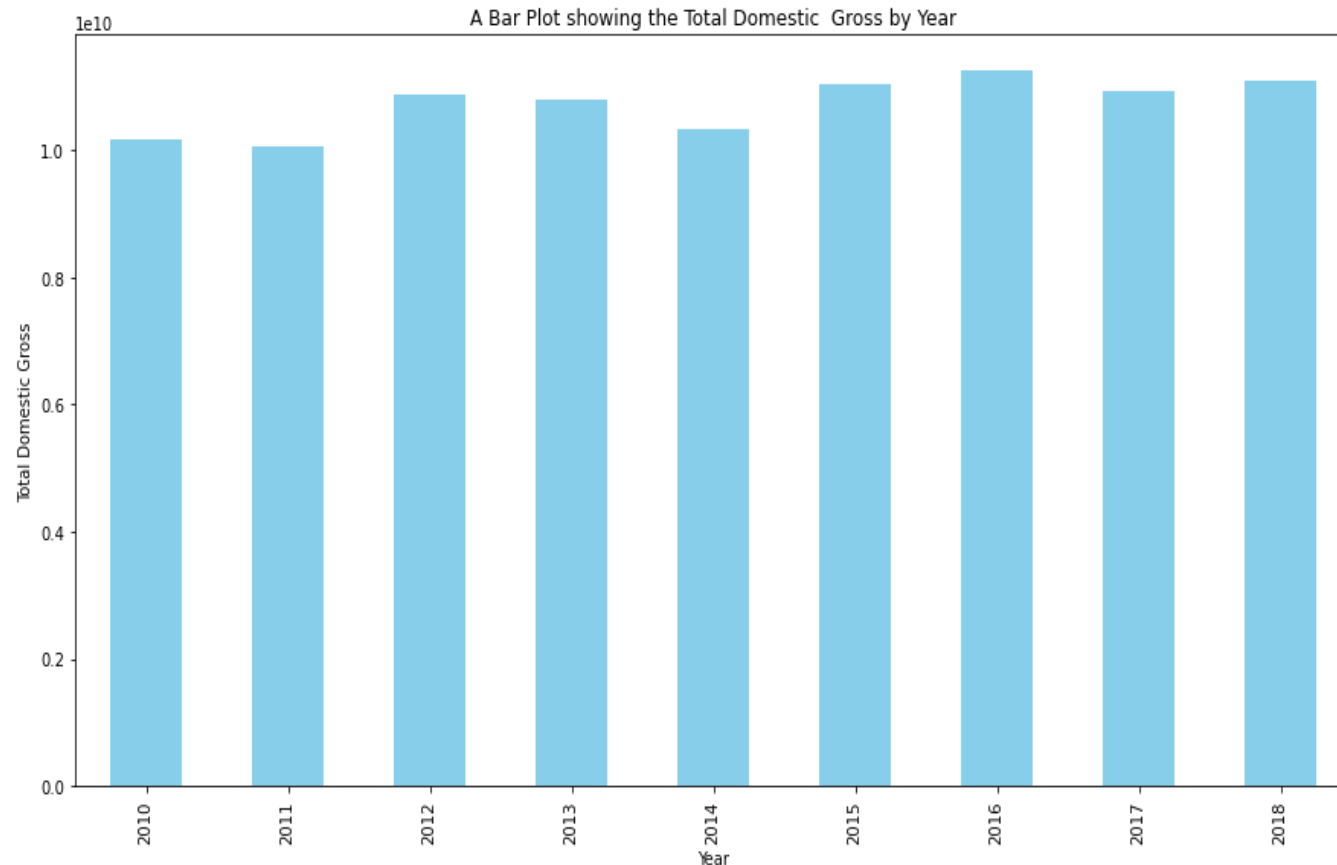
- This analysis utilizes datasets acquired from two movie websites, namely Box Office Mojo and The Numbers.
- The first dataset, bom.movie_gross.csv, has five columns comprising of movie titles, studios, financial incomes both domestic and foreign and the release year.
- The second dataset, tn.movie_budgets.csv, contains information on released films, including their names, release dates, and financial data such as production budget and worldwide gross. The key variable for this dataset is the ROI, and the monetary data columns are the primary reason for selecting this dataset.



3. Methods

I gathered reliable data from trustworthy sources and eliminated irrelevant data columns. Additionally, I ensured that any information I used was from reputable sources and used both descriptive statistics and visual aids to identify patterns and important factors that contribute to successful movies. This methodology was suitable for examining trends in the film industry and identifying characteristics shared by high-earning movies, so I could provide well-informed suggestions.

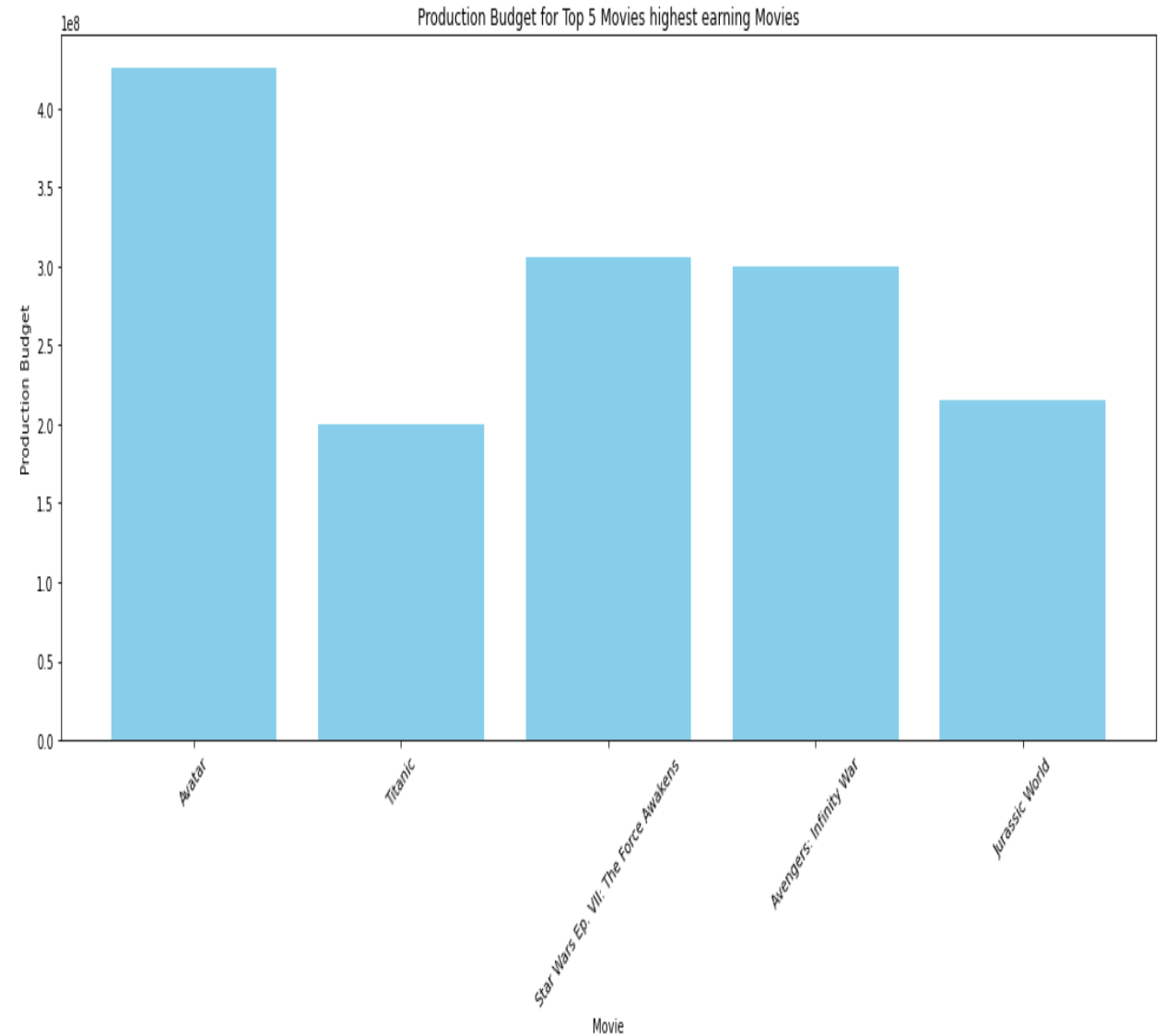
Results 4.1



From the above bar plot, we can see that the year in which the highest domestic gross income was generated was in 2016 where gross income from the movies was 11,253,653,097 dollars.

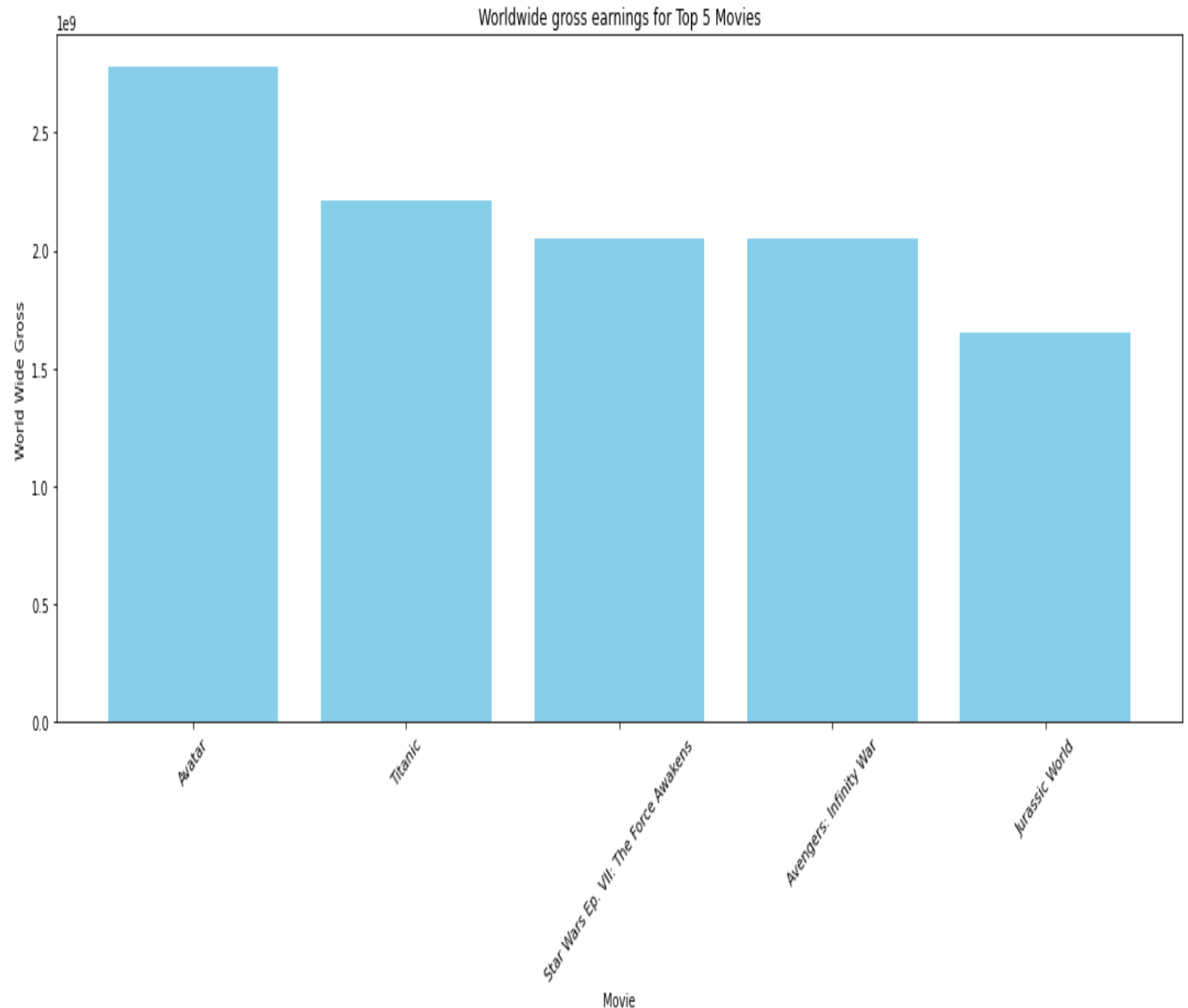
Results 4.2

From our findings Avatar holds the lead in the Worldwide gross earnings. Jurassic world has the least World wide gross earnings in the least of five.



Results 4.3

From the two Bar graphs above, we can see that production budget of a movie plays a huge role in the amount of earnings a Movie will make. For instance, the movie Avatar had a production budget of 425 million dollars and the gross worldwide earnings from the movie were 2.7 billion dollars. Though this might not be the only factor for these high earnings, it is quite essential that a proper budget is set for Movie production.



Conclusion

Entering the original video content space presents significant opportunities and challenges for Microsoft. To succeed against giants like Sony and Disney, Microsoft must invest heavily in production quality, as seen with top-grossing films like Avatar and Avengers: Endgame. These films demonstrate that high production budgets correlate with substantial earnings. Microsoft should establish strategic partnerships with media companies to expand reach and leverage industry expertise. By learning from successful blockbusters and prioritizing high production values, strategic partnerships, and effective marketing, Microsoft can differentiate itself and attract a loyal audience, positioning itself as a formidable player in the original content market.

Recommendations for Microsoft

1. Invest Heavily in Production Quality:

- Allocate substantial budgets for content production, similar to Avatar (\$425 million) and Avengers: Endgame (\$356 million), which resulted in worldwide grosses of \$2.7 billion and \$2.798 billion respectively.

2. Form Strategic Partnerships:

- Collaborate with other media companies and platforms to enhance distribution capabilities and reach a wider audience. Partnering with established players can provide access to their distribution networks and expertise.

3. Talent Acquisition and Content Development:

- Invest significantly in acquiring top talent and developing compelling content. High-profile projects often require large budgets but can result in massive earnings. For instance, Titanic had a \$200 million budget and grossed \$2.187 billion worldwide.

4. Effective Marketing Strategies:

- Develop robust marketing campaigns to create buzz and anticipation for new releases. High-grossing films like Star Wars: The Force Awakens (\$2.068 billion gross, \$245 million budget) benefited from extensive marketing efforts.

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Thank you

Questions?

CONTACT:0790728425

NAME: CYNTHIA JERONO

LINKEDIN: <https://www.linkedin.com/in/cynthiajerono>