



Actionable Insights for Microsoft's New Movie Studio

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agenda

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Introduction

This project analyzes current box office movie trends to provide insights for Microsoft's new movie studio. Using IMDB datasets, we explore top-performing movies based on their gross revenue, the best release months, and the most highly rated and voted genres. After cleaning and processing the data, we identify key findings and recommendations for Microsoft, from the most profitable genres to the most successful release months for top-grossing films. Our analysis will guide Microsoft in making data-driven decisions and positioning themselves for success in the highly competitive movie industry.

Overview

This project analyzes box office movie trends using IMDB datasets to provide insights for Microsoft's new movie studio. We identify top-performing movies based on gross revenue, release months, and ratings by genre, and provide visualizations and interpretations of the results. The findings will guide Microsoft in making informed decisions on movie creation, release times, and successful genres.

Business Understanding

In the competitive world of movie production, staying ahead of the curve is essential for success. Microsoft is entering the movie industry with the goal of creating original content that resonates with audiences and generates significant revenue. In this project, we aim to provide actionable insights into the movie industry's current trends and top-performing factors. Our analysis will guide Microsoft in making data-driven decisions on what types of movies to create and when to release them, maximizing their chances of success in the market.

Data Understanding

To conduct this analysis, we have gathered data from five different sources: Box Office Mojo, IMDB, Rotten Tomatoes, TheMovieDB, and The Numbers. Each dataset contains information about various movies, such as the movie title, genre, budget, box office revenue, and critical reception. The data from IMDB is in the form of a SQLite database, while the other datasets are in compressed CSV or TSV files that can be opened using spreadsheet software or `pd.read_csv` method in pandas.



CLIVE HUMBY, BRITISH MATHEMATICIAN

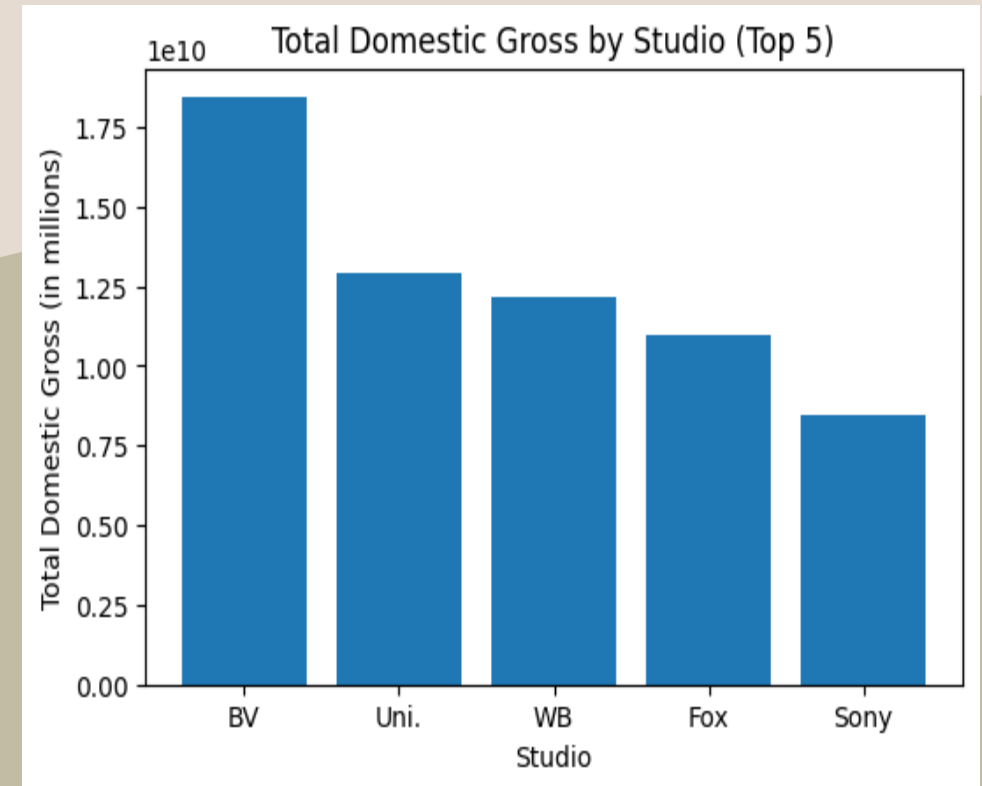
"Data is the new oil."

Data analysis

We analyzed several datasets to identify trends and patterns in the movie industry. Here are some of our key findings:

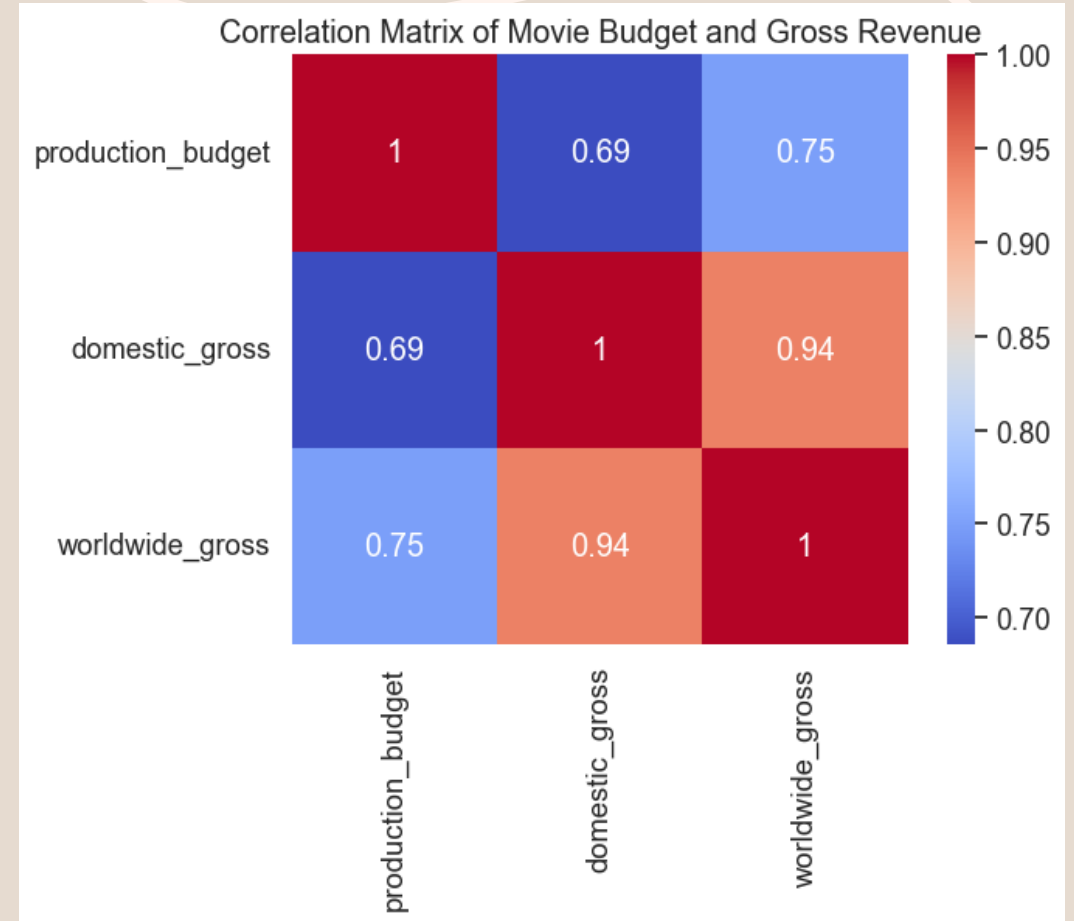
Domestic Gross by Studio:

BV, Uni, WB Studio, Fox, and Sony are the top five studios in terms of domestic gross. Partnering with these studios can potentially help us generate higher revenue.



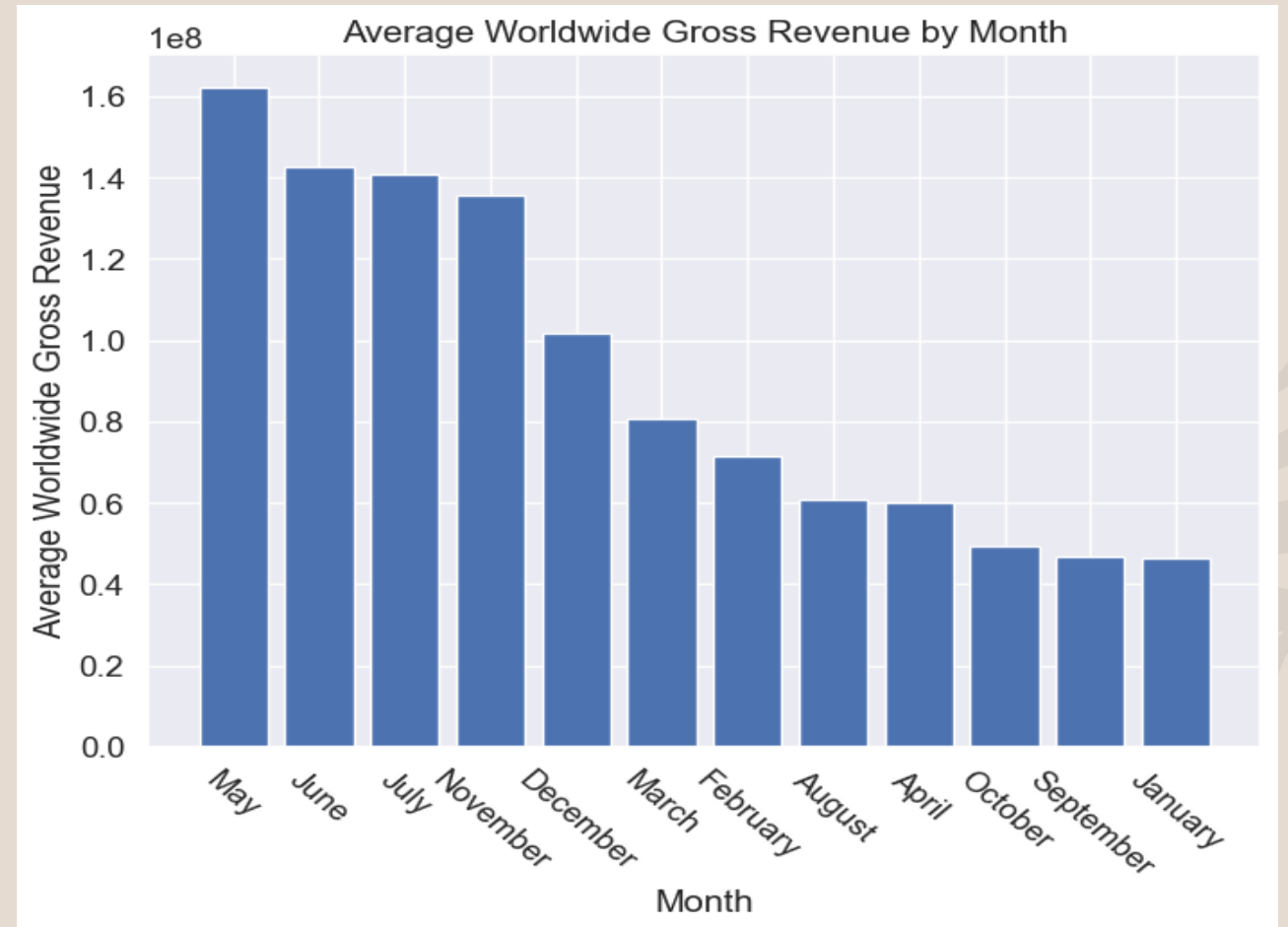
Production Budget vs. Gross Revenue:

There is a strong positive correlation between the production budget and both the domestic and worldwide gross. Investing more in production budget can potentially increase revenue at the box office.



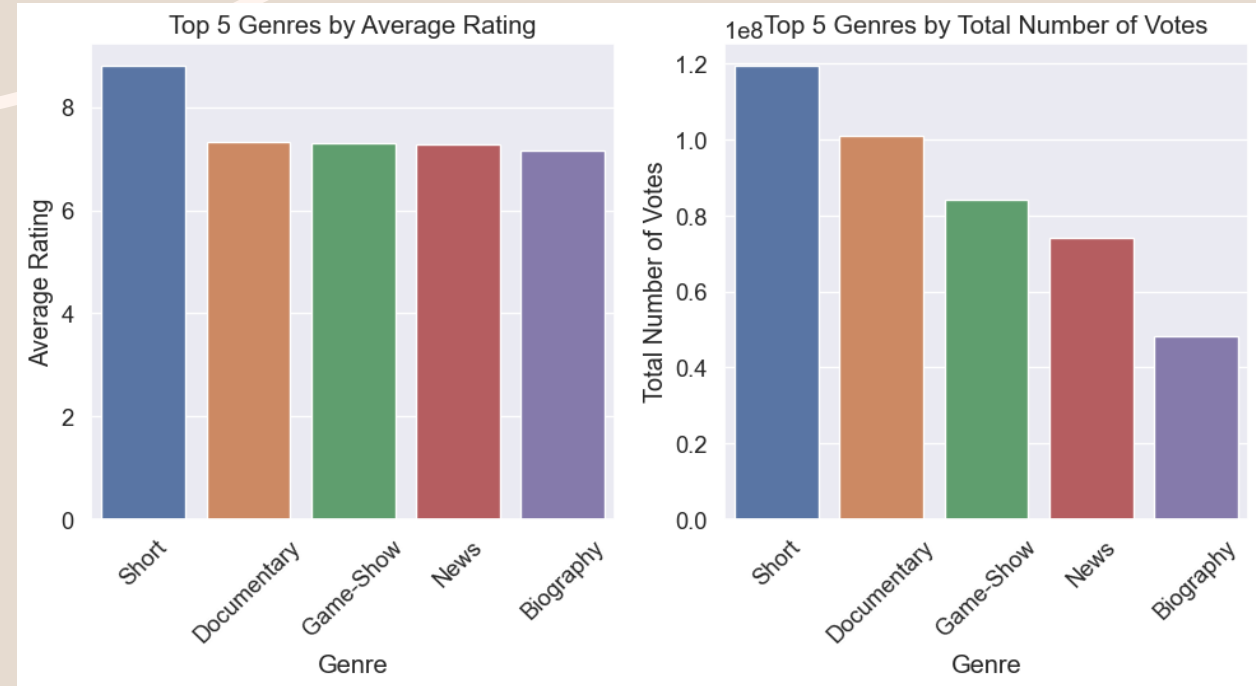
Best Months to Release a Movie:

May, June, and July are the best months to release a movie, based on their high average box office revenue per movie.



Popular Genres:

Action and adventure films are the most popular, with the highest total number of votes. Short films have the highest average rating among all genres. Documentary films also have a relatively high average rating.



Recommendations:

- Domestic Gross by Studio: After analyzing the data, we found that BV, Uni, WB Studio, Fox, and Sony are the top five studios in terms of domestic gross. This means that these studios have a significant fan base and can potentially help our new movie studio generate higher revenue by partnering with them.
- Production Budget vs. Gross Revenue: We also found a strong positive correlation between the production budget and both the domestic and worldwide gross. This means that as we increase our investment in the production budget, we can potentially increase our revenue at the box office. However, it's important to keep in mind that correlation does not imply causation and there may be other factors that affect the success of a movie.

Recommendations: Cont...

- Best Months to Release a Movie: We identified that May, June, and July are the best months to release a movie, based on their high average box office revenue per movie. This means that if we release our movies in these months, we can potentially increase our chances of generating higher revenue at the box office.
- Popular Genres: We also analyzed the popularity of different movie genres based on the total number of votes and the average rating. We found that action and adventure films are the most popular, with the highest total number of votes. Short films have the highest average rating among all genres, indicating that audiences appreciate concise storytelling. Documentary films also have a relatively high average rating, indicating that audiences appreciate non-fiction storytelling.

Conclusion

In conclusion, our data analysis has provided valuable insights into the movie industry, which can help guide our decision-making process in creating original movies. By partnering with established studios such as BV, Uni, WVB Studio, Fox, and Sony, we can potentially generate higher revenue. Investing more in production budget can increase our chances of success at the box office, especially during the best months of May, June, and July.

Our analysis also highlights the popularity of action and adventure films, as well as the appreciation for short and documentary films. By catering to these genres, we can tap into a large and diverse audience.

Overall, we believe that our recommendations can help Microsoft's new movie studio succeed in the highly competitive movie industry. We are excited to apply these findings to our future projects and look forward to creating innovative and engaging movies that resonate with audiences.



thank you

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