

MICROSOFT FILM RECOMMENDOR

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SUMMARY



► Based on your data exploration and analysis, you have identified successful films from different studios along with their genres, providing valuable insights for Microsoft's movie production company. Here's a summarized recommendation:

1. **Boyhood (IFC Studio):**

1. Genre: Coming of Age story
2. Note: "Boyhood" achieved significant domestic gross sales, suggesting that coming-of-age stories resonate well with audiences.

2. **Heartbreaker (IFC Studio):**

1. Genre: Comedy Drama

3. Note: The success of "Heartbreaker" indicates that a combination of comedy and drama can be appealing to viewers. **Jurassic World Universe (Universal Studios):**

1. Genre: Sci-fi Adventure
2. Note: The Jurassic World franchise, being a sci-fi adventure series, has proven successful. Consider exploring similar genres and potentially creating sequels or building a franchise to boost sales.

4. **Dark Knight Rises (Warner Bros.):**

1. Genre: Action
2. Note: The success of "Dark Knight Rises" highlights the popularity of action films. Considering this genre for production might attract a large audience.

5. **Harry Potter and the Deathly Hallows Part 2 (Warner Bros.):**

1. Genre: Fantasy Adventure
2. Note: The Harry Potter series, especially the final installment, achieved high sales. Fantasy adventures, especially those with existing fan bases, can be lucrative. Additionally, having a prequel or sequel strategy might contribute to success.



General Recommendations for Microsoft's Movie Production:

- Diversify Genres:** Explore a variety of genres, including coming-of-age stories, comedy-dramas, sci-fi adventures, action, and fantasy adventures, to appeal to a broader audience.
- Franchise Potential:** Consider creating film series or franchises, as seen with the success of Jurassic World and Harry Potter. This can contribute to sustained success and audience engagement.
- Quality Production:** Focus on high-quality production, storytelling, and engaging content to captivate audiences and increase the likelihood of success.
- Sequels and Prequels:** Explore the potential of sequels or prequels for certain films, as this strategy has proven successful for some of the top-grossing movies.
- Audience Engagement:** Consider the preferences of the target audience and tailor movie productions to meet their interests and expectations.

OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

BUSINESS PROBLEM

Microsoft is planning to create a movie production studio and would like to get recommendations on the type of films that the type of films to produce. They have no clue of where to begin and would like to utilize data from the gross trending movies in the box office to influence the kind of movies they should make with their 'Microsoft' originality to it

I chose to ask the following questions according to the top studio houses data

- which film has the highest international grossing
- which film has the highest domestic grossing
- which genre do these films belong to
- what year were these films released

this will help them come up with genres that they can start producing on. As they are new to the business and want a large amount of people to view their films for commercial success, following the mass produced films and genres will put them in the billboards

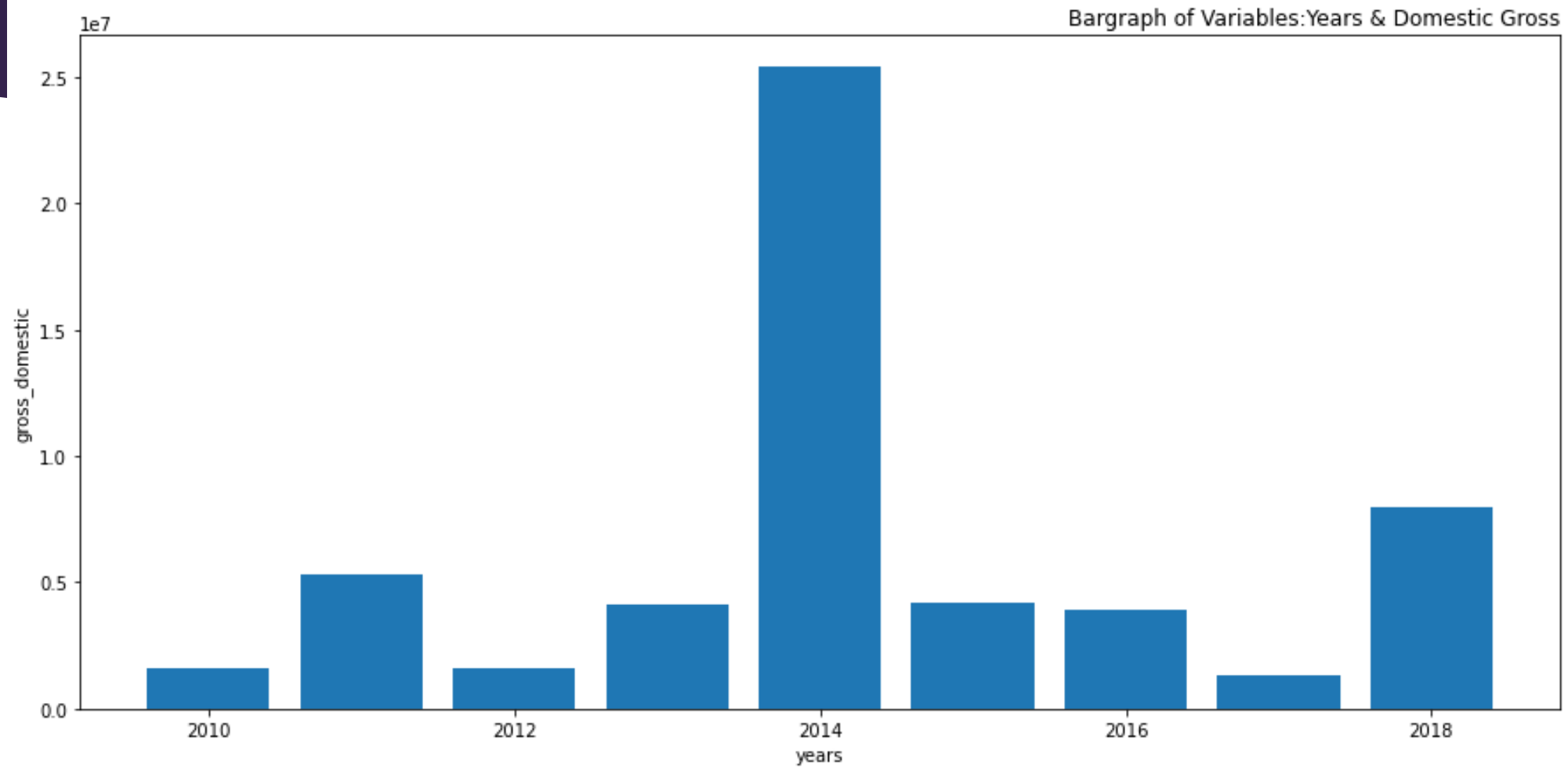
DATA

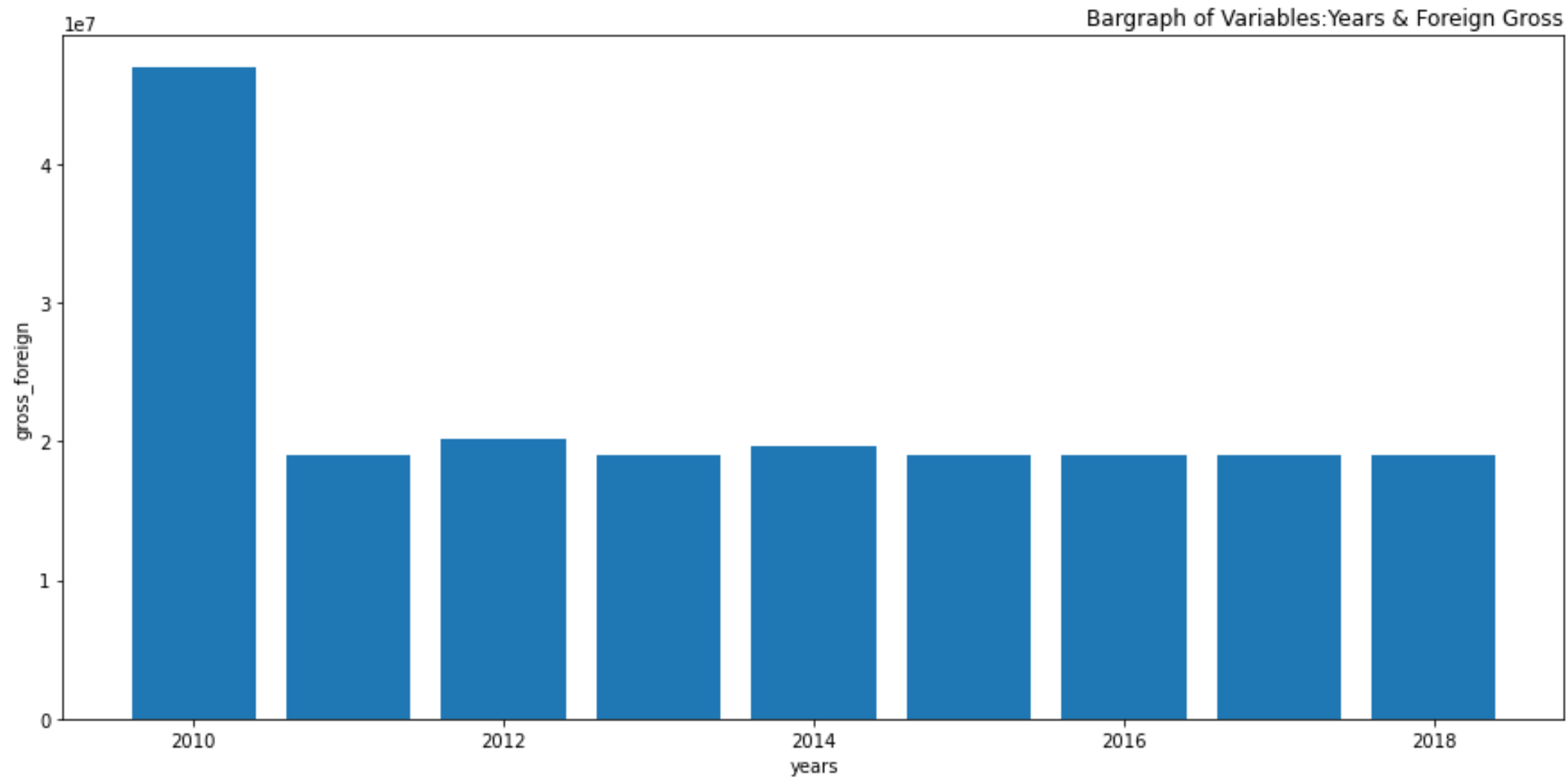
- ▶ The data was majorly financial
- ▶ The dataset consisted of the following columns
 - Title
 - Studio
 - domestic gross
 - foreign gross
 - Year

Using this data I was able to find the top performing films in each studio house

STUDIOS: IFC STUDIOS

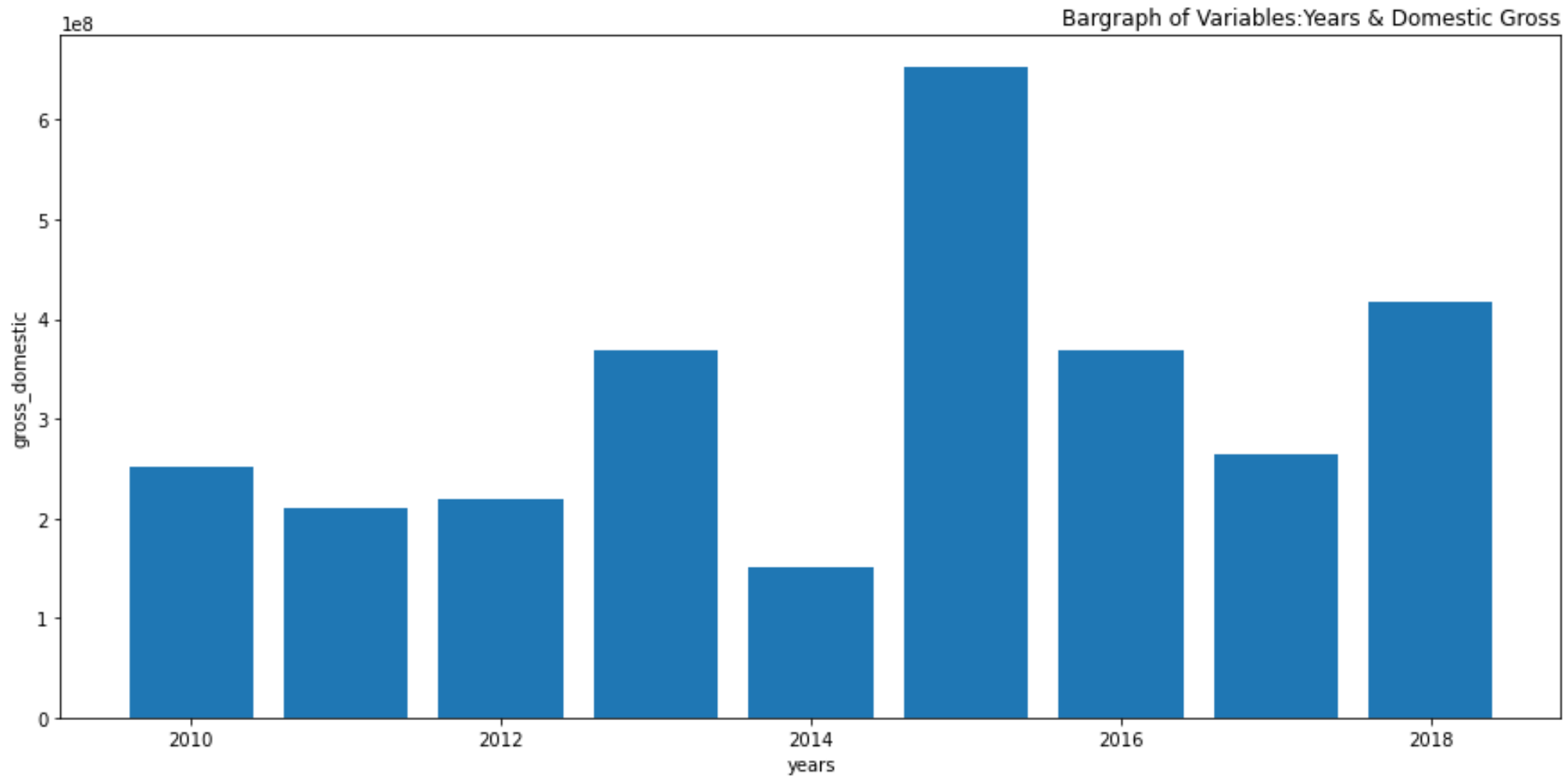
- ▶ THERE ARE 166 TITLES BY IFC STUDIO
- ▶ THE HIGHEST DOMESTIC GROSSING FILM BY THEM IS "BOYHOOD"
- ▶ GROSSING AT: 25400000.0
- ▶ PREMIERED IN 2014
- ▶ ACCORDING TO THE BAR GRAPH 2014 WAS THE YEAR WITH THE MOST DOMESTIC GROSS INCOME
- ▶ THE HIGHEST FOREIGN GROSSING FILM IS "HEARTBREAKER"
- ▶ GROSSING AT: 46900000.0
- ▶ PREMIERED IN 2010
- ▶ ACCORDING TO THE BAR GRAPH 2010 WAS THE YEAR WITH THE MOST FOREIGN GROSS INCOME

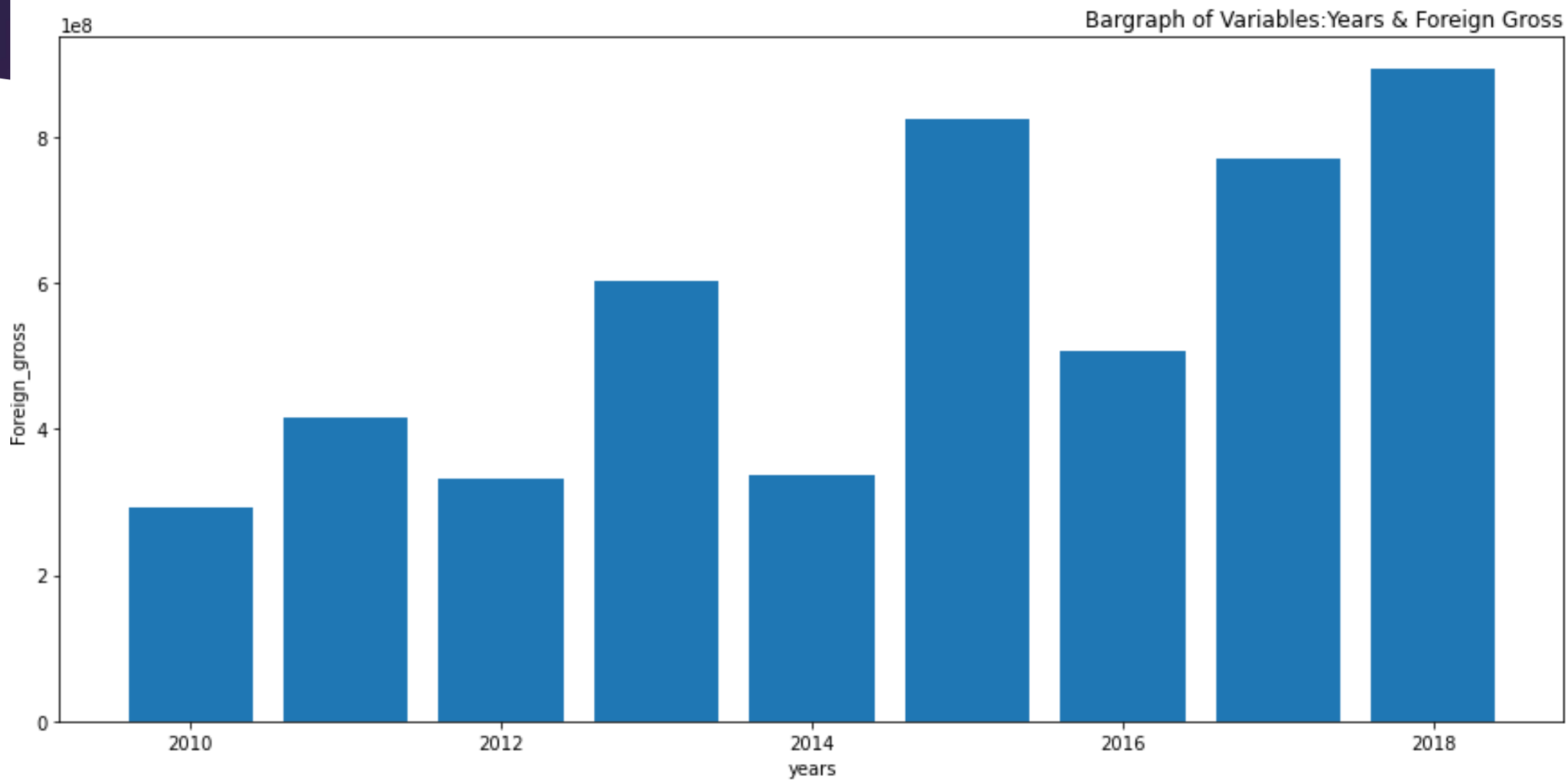




STUDIO 2: UNIVERSAL STUDIOS

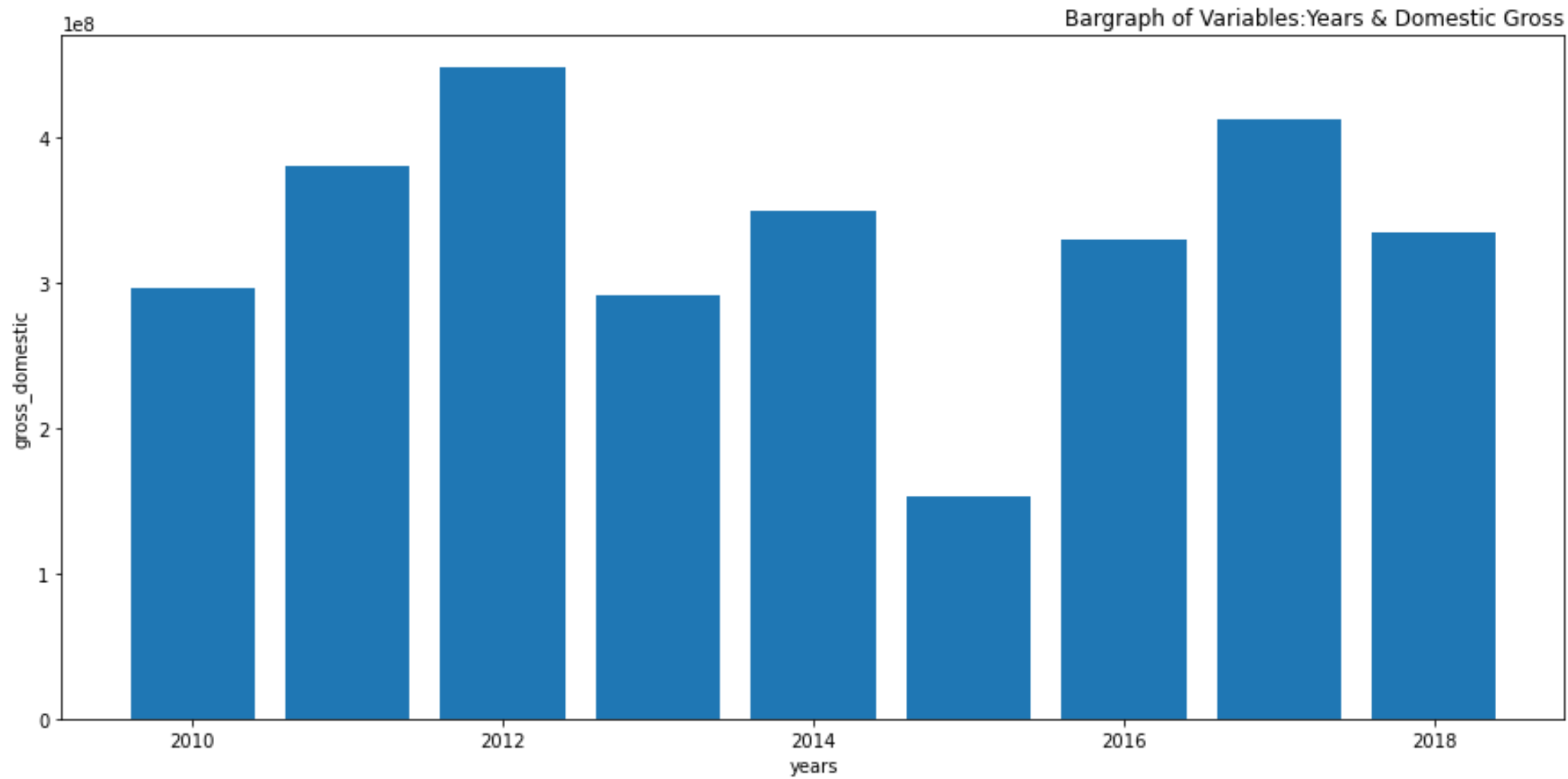
- ▶ THERE ARE TITLES BY UNIVERSAL STUDIOS
- ▶ THE HIGHEST DOMESTIC GROSSING FILM BY THEM IS "JURASSIC WORLD"
- ▶ GROSSING AT: 652300000.0
- ▶ PREMIERED IN 2015
- ▶ ACCORDING TO THE BAR GRAPH 2015 WAS THE YEAR WITH THE MOST DOMESTIC GROSS INCOME
- ▶ THE HIGHEST FOREIGN GROSSING FILM IS "JURASSIC WORLD: FALLEN KINGDOM"
- ▶ GROSSING AT: 891800000.0
- ▶ PREMIERED IN 2018
- ▶ ACCORDING TO THE BAR GRAPH 2018 WAS THE YEAR WITH THE MOST FOREIGN GROSS INCOME

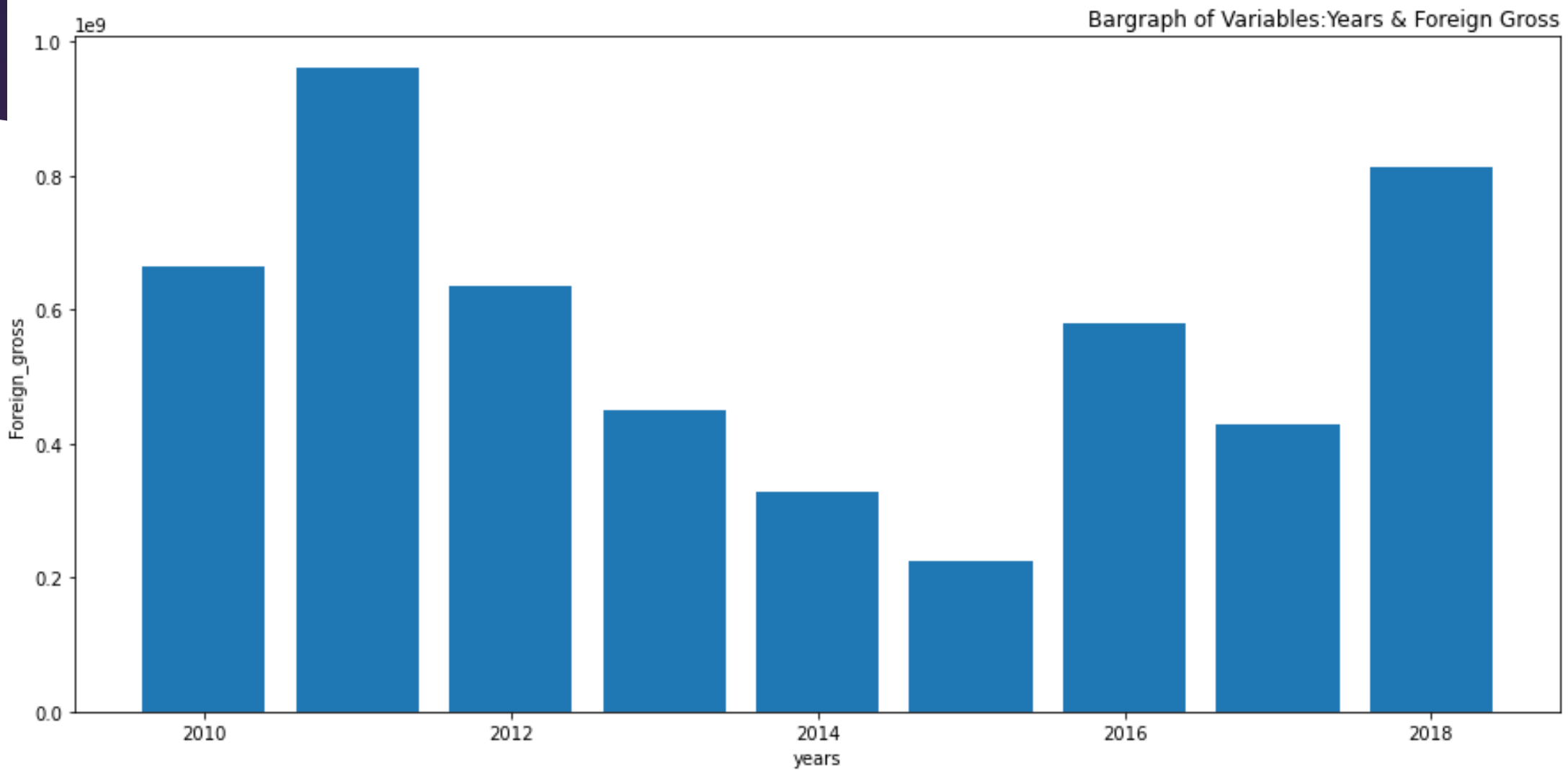




STUDIO3: WARNER BROS

- ▶ THE HIGHEST DOMESTIC GROSSING FILM BY THEM IS "DARK NIGHT RISES"
- ▶ GROSSING AT: 448100000.0
- ▶ PREMIERED IN 2012
- ▶ ACCORDING TO THE BAR GRAPH 2012 WAS THE YEAR WITH THE MOST DOMESTIC GROSS INCOME
- ▶ THE HIGHEST FOREIGN GROSSING FILM IS " Harry Potter and the Deathly Hallows Part 2"
- ▶ GROSSING AT: 960500000.0
- ▶ PREMIERED IN 2011
- ▶ ACCORDING TO THE BAR GRAPH 2011 WAS THE YEAR WITH THE MOST FOREIGN GROSS INCOME





CONCLUSION

- ▶ domestic gross and foreign gross are positively correlated at 0.79
- ▶ i analysed the top 3 studios: IFC, WARNER BROS AND UNIVERSAL STUDIOS
- ▶ WARNER BROS: "The Dark Knight Rises" was the highest domestic grossing film in 2012, contributing to the highest domestic gross income that year. On the other hand, "Harry Potter and the Deathly Hallows Part 2" was the highest foreign grossing film in 2011, contributing to the highest foreign gross income in that year.
- ▶ UNIVERSAL STUDIOS "Jurassic World" and "Jurassic World: Fallen Kingdom" were the highest domestic and foreign grossing films, respectively, for Universal Studios. These films contributed to the years 2015 and 2018 being the years with the highest domestic and foreign gross income, according to the provided bar graph.
- ▶ IFC STUDIOS "Boyhood" and "Heartbreaker" were the highest domestic and foreign grossing films, respectively, for IFC Studio. These films contributed to 2014 being the year with the highest domestic gross income and 2010 being the year with the highest foreign gross income, according to the provided bar graph
- ▶ if time permitted i would comment better and use the budgets data to come up with profit margins that these films have and use it to analyse our expected commercial success



▶ THANKYOU

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