

MICROSOFT STUDIO'S MOVIE ANALYSIS

Presented By : Doreen Wanjiru

OVERVIEW

- **Problem Statement**
- **Business Understanding**
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PROBLEM STATEMENT

Microsoft is venturing into the film industry with the establishment of a new movie studio. However, lacking experience in movie production, Microsoft faces the challenge of determining which film genres to prioritize to ensure commercial success.

My project aims to address this issue by providing actionable insights to guide Microsoft's movie production strategy. Through analysis of industry trends and audience preferences, my project seeks to recommend strategic approaches that will enable Microsoft to effectively compete in the dynamic and competitive movie market.

BUSINESS UNDERSTANDING

It is imperative to conduct a thorough market analysis of the film industry, encompassing major stakeholders and audience preferences. This entails identifying successful film genres through box office performance analysis and examining the competitive strategies of existing movie studios.

Aligning Microsoft's business goals with the objectives of its new movie studio venture and considering long-term implications will ensure an effective strategy.

DATA UNDERSTANDING

I will be using the following datasets:

- 1.im.db.zip** which contains tables such as "movie_basics" and "movie_ratings," which will offer insights into the basic information and ratings of various movies.
- 2.bom.movie_gross.csv.gz** file which will provide data on box office gross for different movies.

GENERAL OBJECTIVES

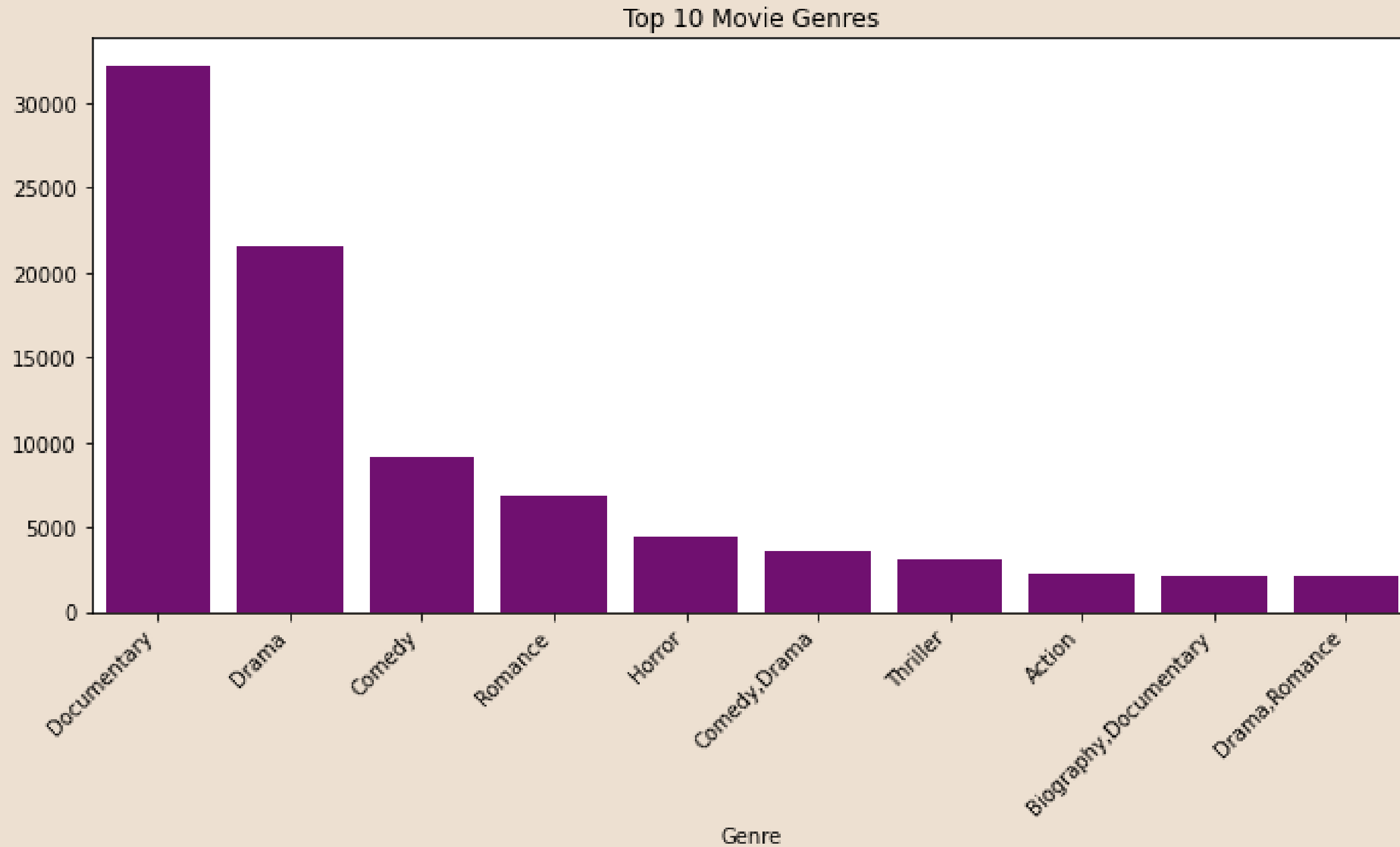
- **Analyzing box office sales data to understand the popularity and profitability of different genres.**
- **Identifying genres and content themes that have a high likelihood of commercial success.**
- **Investigate the trends of different genres in the film industry over the years.**
- **Translate research findings into actionable insights that Microsoft can use to make informed decisions.**

DATA ANALYSIS & VISUALIZATION

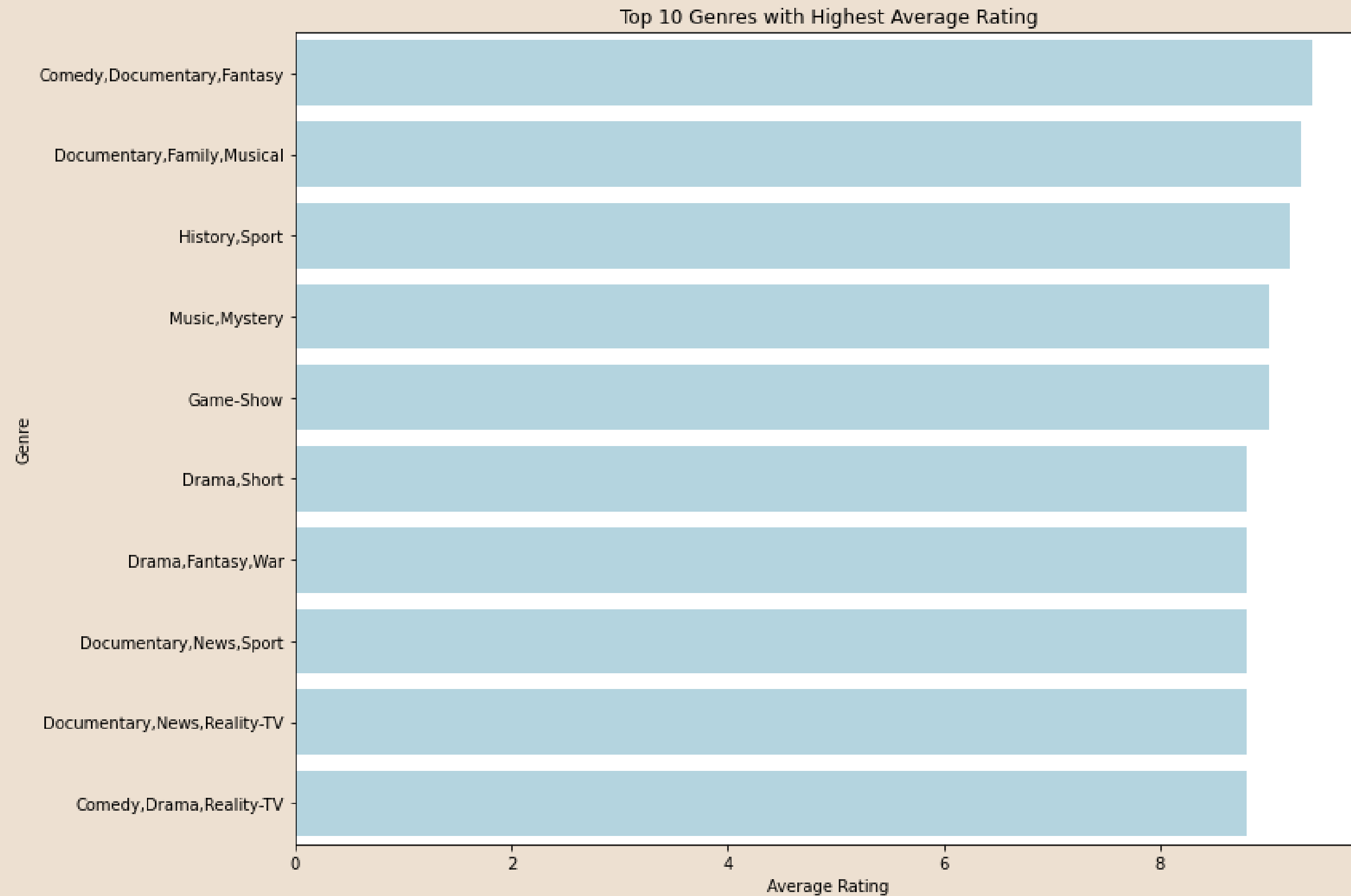
Questions to answer

- Which genres are mostly produced in the film industry?
- Which genres have the highest rating?
- What has been the movie production trend over the years?
- Which studios produce the highest earnings?
- What are the market shares of the studios with the highest earnings?
- Is there a correlation between the earnings and market shares of the studios?
- How do the domestic earnings and foreign earnings compare?

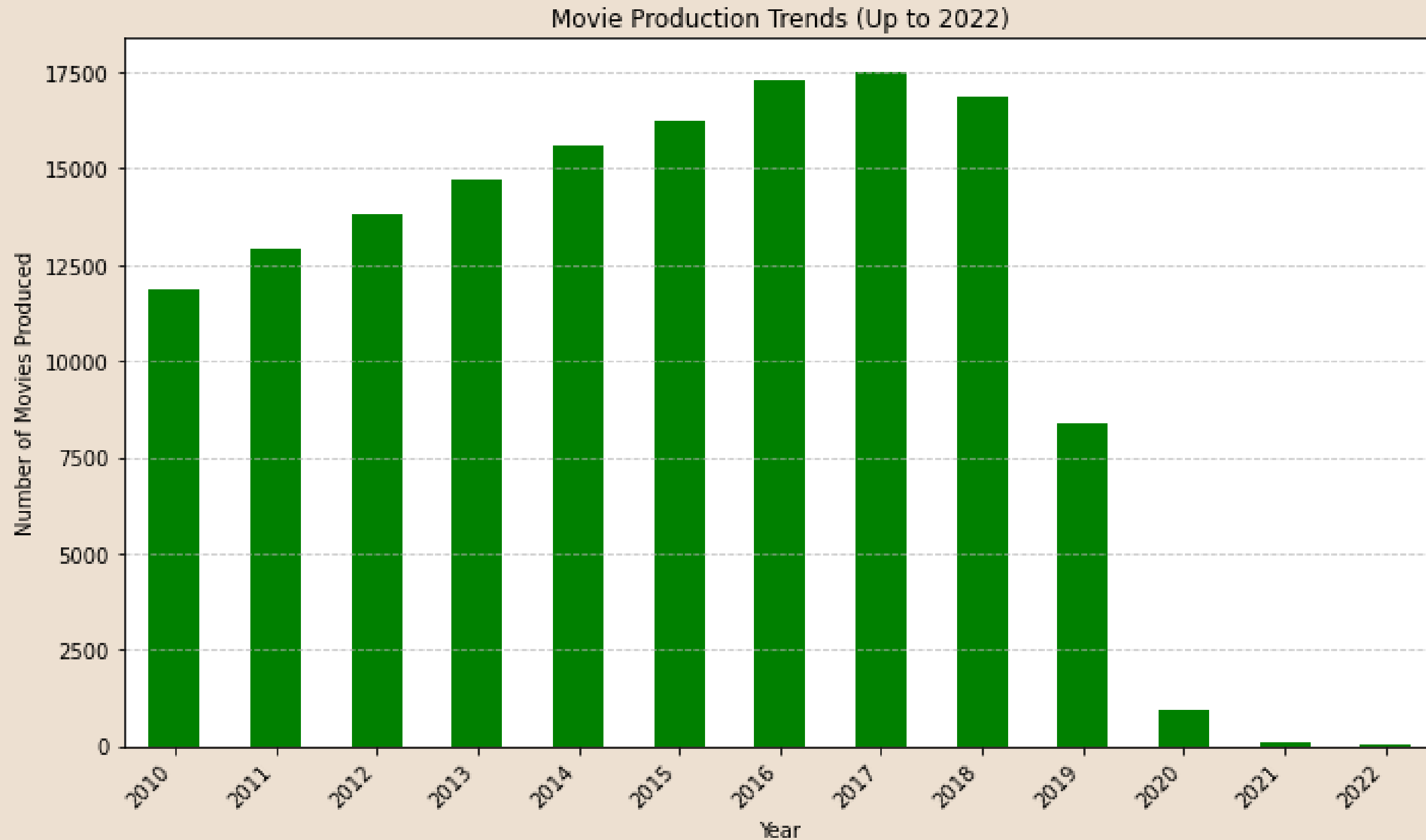
TOP GENRES PRODUCED



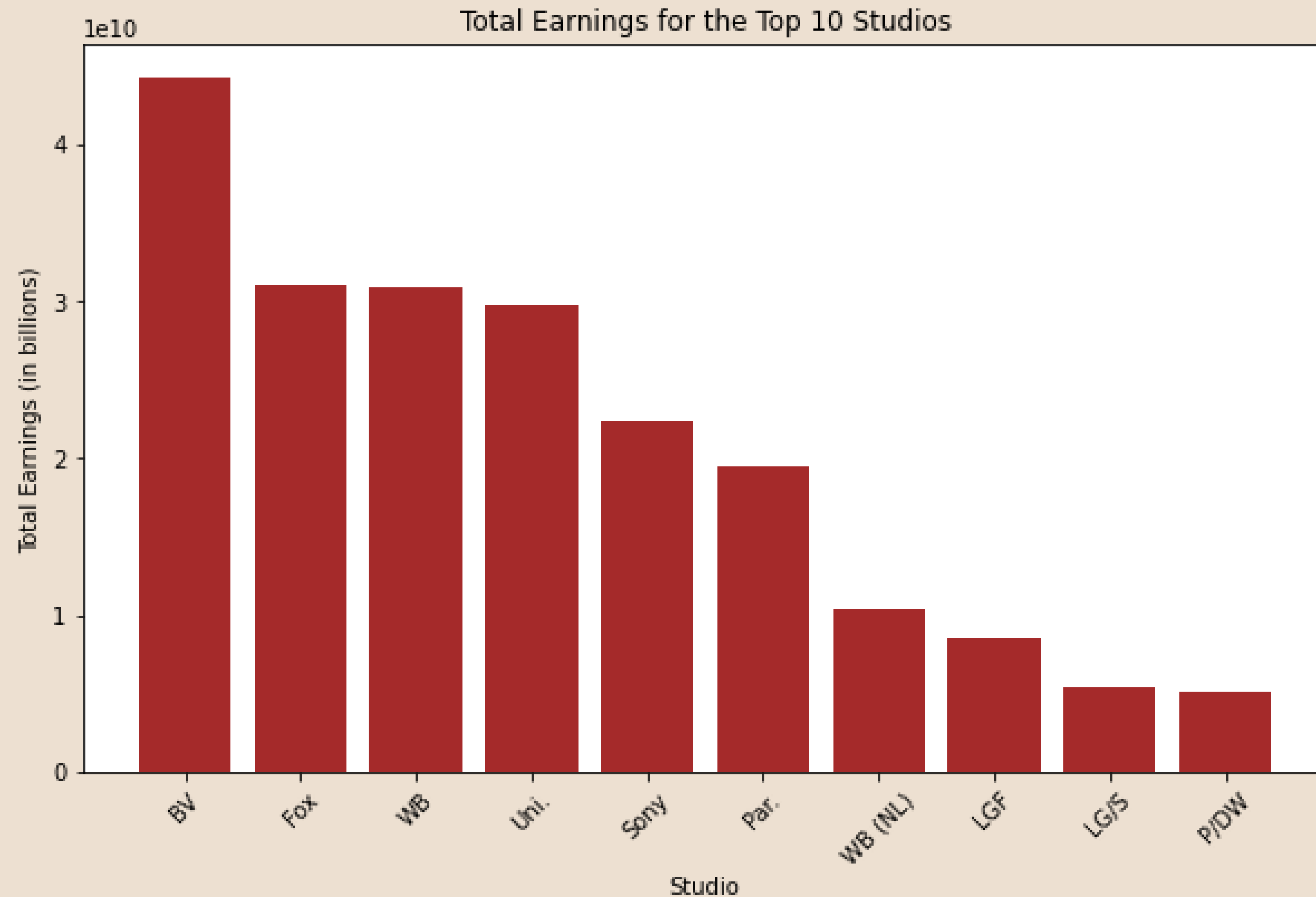
GENRES WITH HIGHEST RATINGS



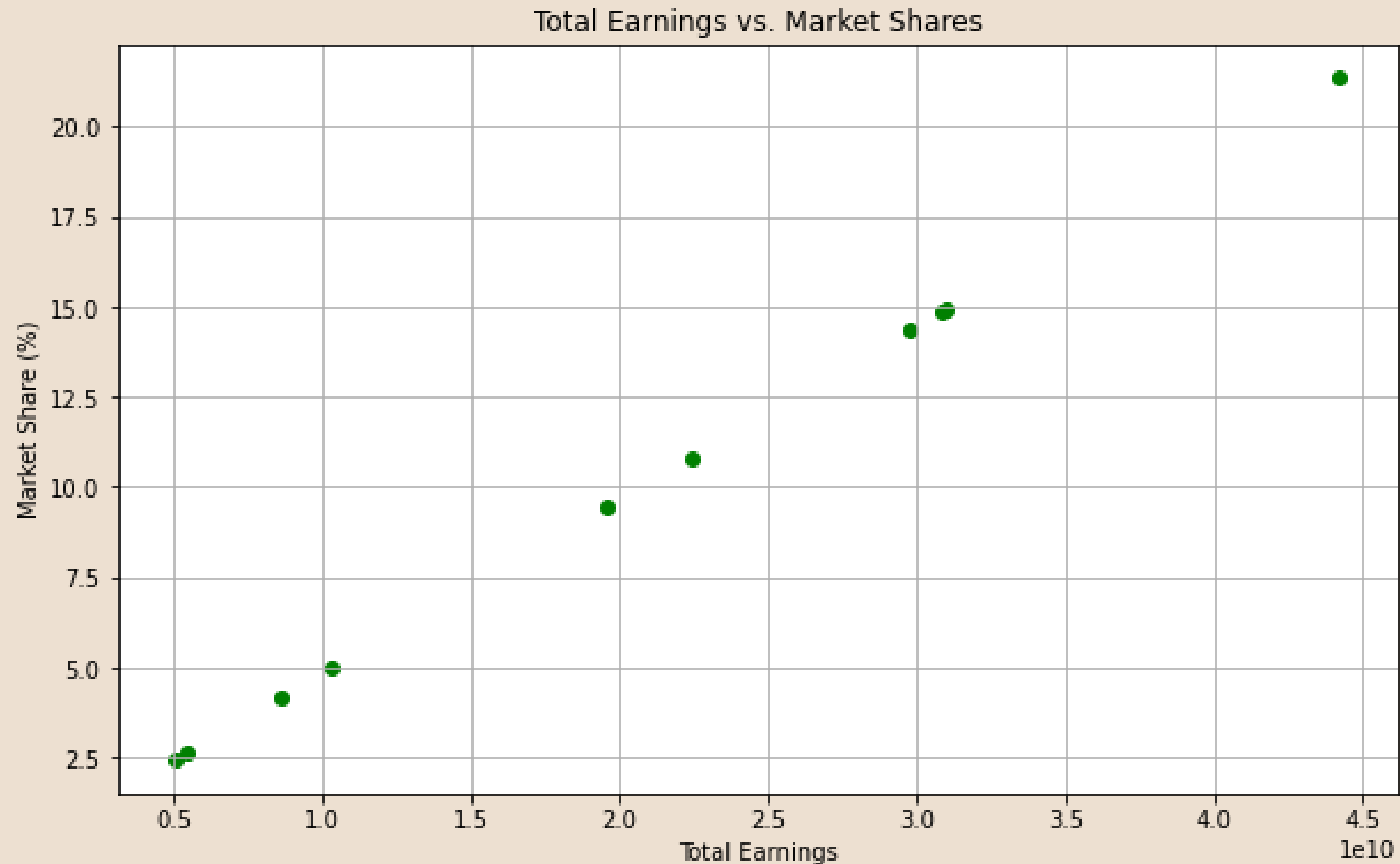
MOVIE PRODUCTION TREND



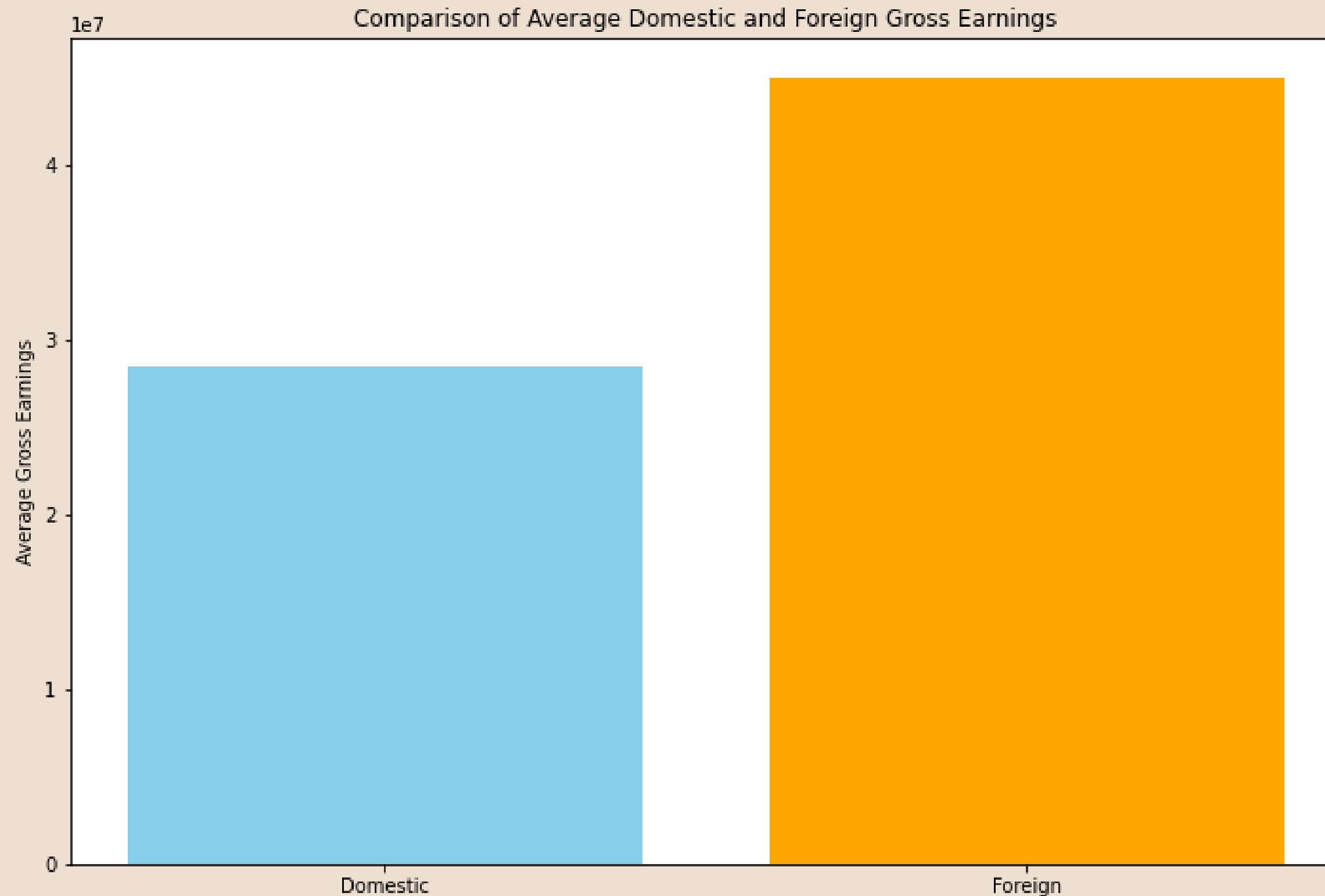
EARNINGS OF DIFFERENT MOVIE STUDIOS



COMPARING EARNINGS AND MARKET SHARES OF DIFFERENT STUDIOS



COMPARING DOMESTIC AND FOREIGN EARNINGS OF DIFFERENT STUDIOS



CONCLUSION

- **Some high-rated genres include documentaries and drama.**
- **They are also the highest-rated genres meaning that they are greatly loved by the audience.**
- **Some of the popular studios that make high earnings include BV and Fox.**
- **International earnings are on average greater than domestic earnings.**

RECOMMENDATIONS

Based on my analysis, I would recommend Microsoft to:

- **Prioritize investing in the high-rated genres.**
- **Focus on quality over quantity; investing in high-quality content that stands out in a crowded market.**
- **Collaborate with companies that have high market shares to gain valuable expertise and industry connections.**
- **Capitalize on international audiences.**

THANK YOU

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QUESTIONS?