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# Movie Analysis For Microsoft.

— DSC PHASE 1 Project by Esther  
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# Introduction.

In this presentation, we will uncover insights into the movie industry's trends, audience preferences, and potential genres for Microsoft's entry. We aim to provide a roadmap for success in this vibrant and competitive market.

# Business Context

Microsoft ventures into filmmaking, seeking insights on successful genres amid the surge in original content. With no prior experience, they turn to us to analyze industry trends. Our task: provide actionable guidance for the new movie studio head, ensuring a strategic entry aligned with Microsoft's commitment to innovation and quality.

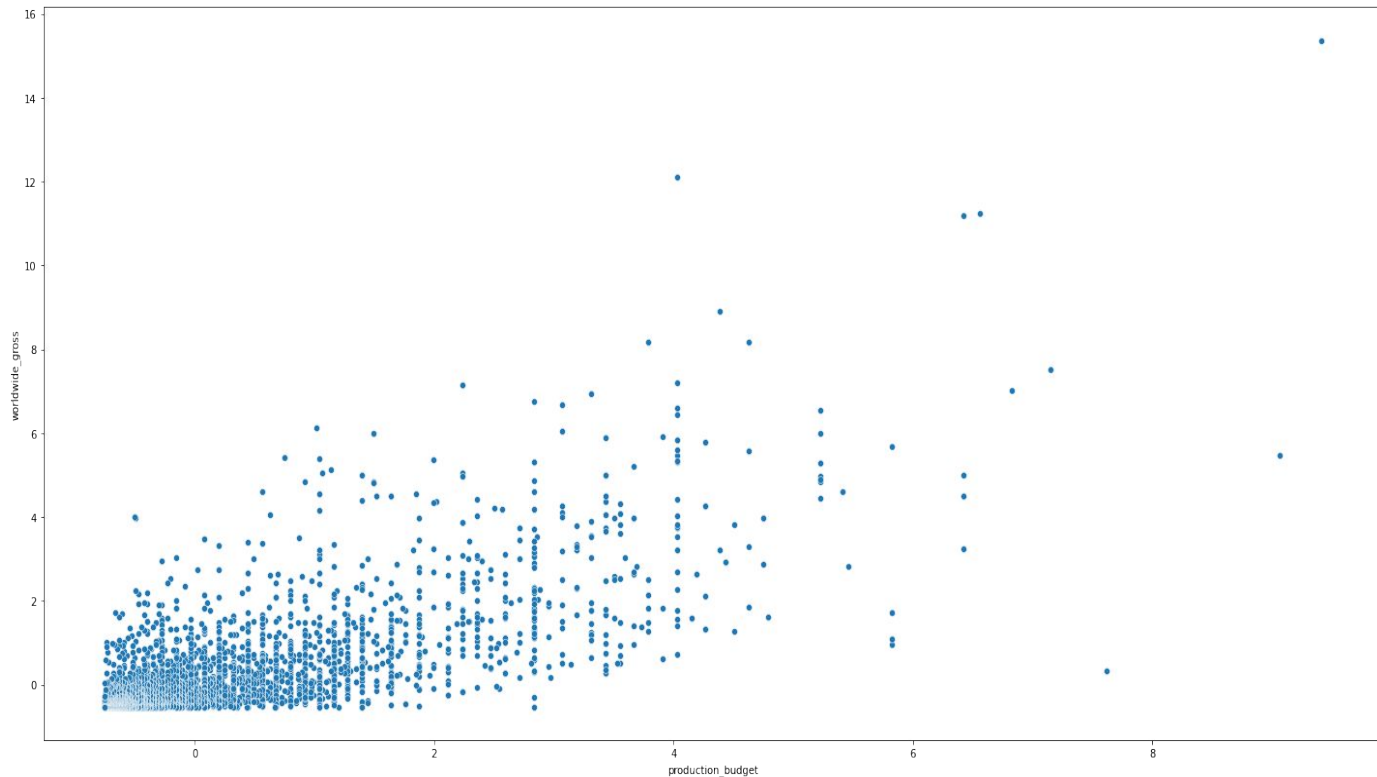
# Data

In this analysis, we used data from these sources:

1. Box office Mojo: movie details
2. IMDB: movie ratings and genres.
3. The Numbers: movie budgets.

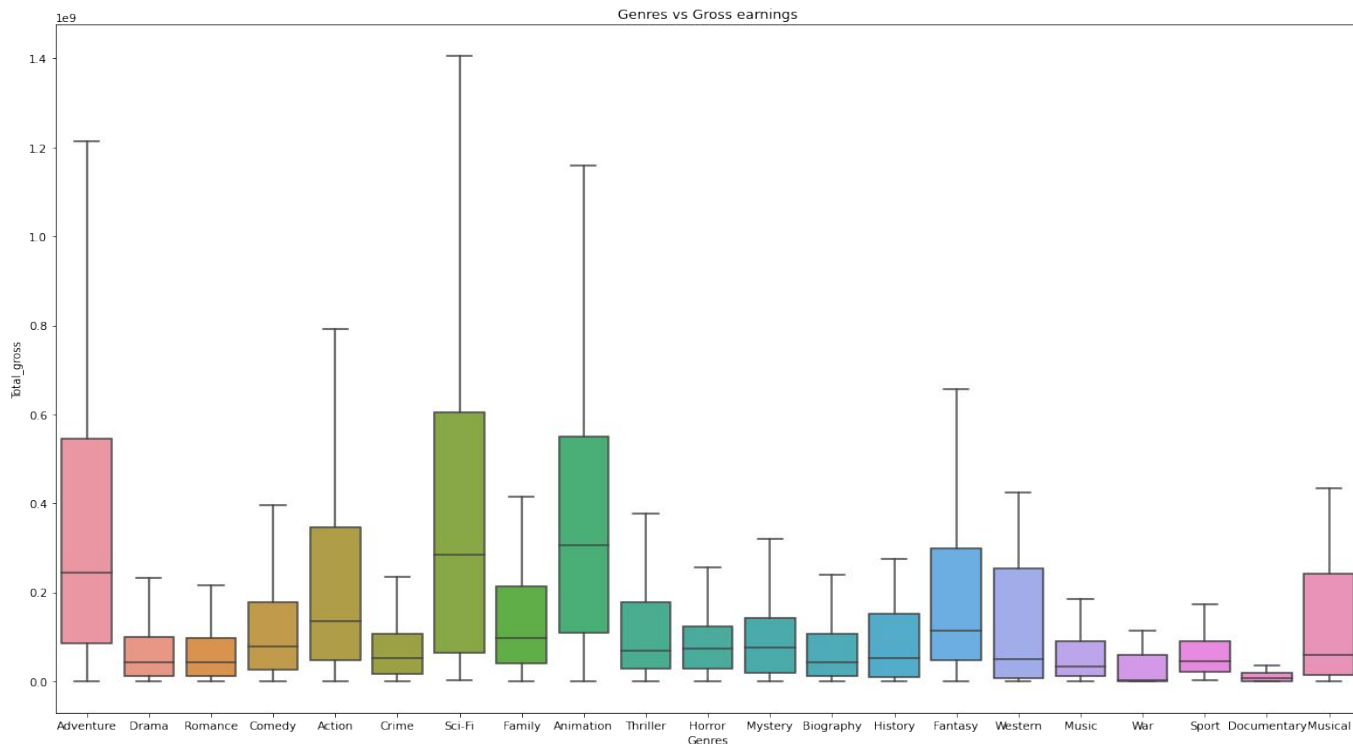
# Budget vs Worldwide Gross

The scatter plot suggest that budget alone does not provide sufficient insight.



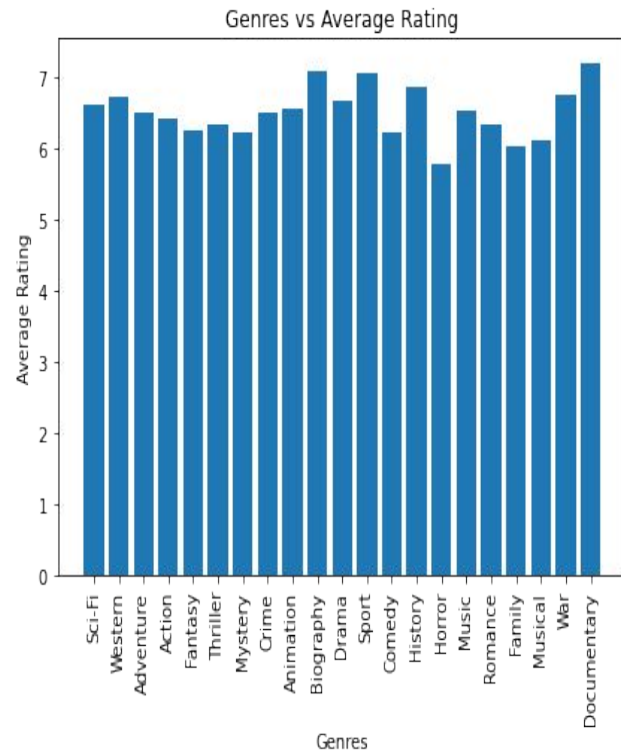
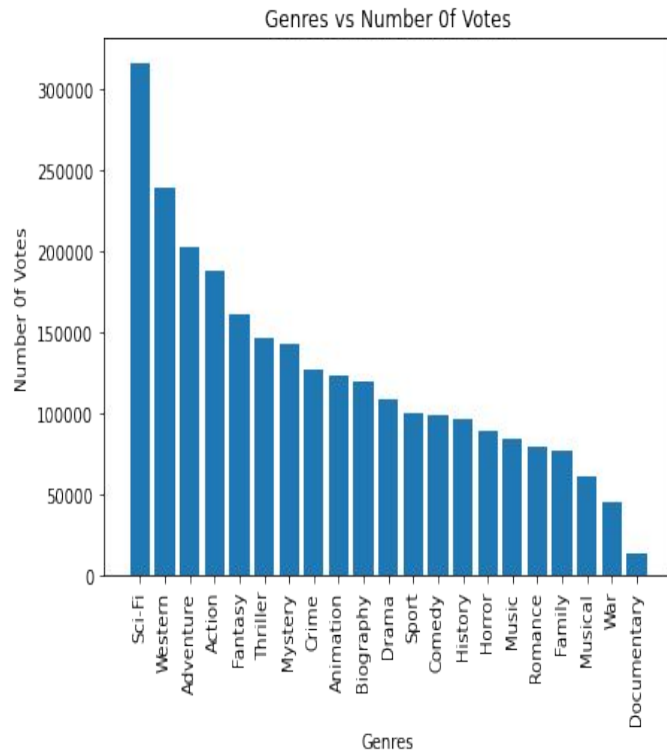
# Genres vs Total Gross

The movies with the highest earnings are Sci-fi, Animation & Adventure.



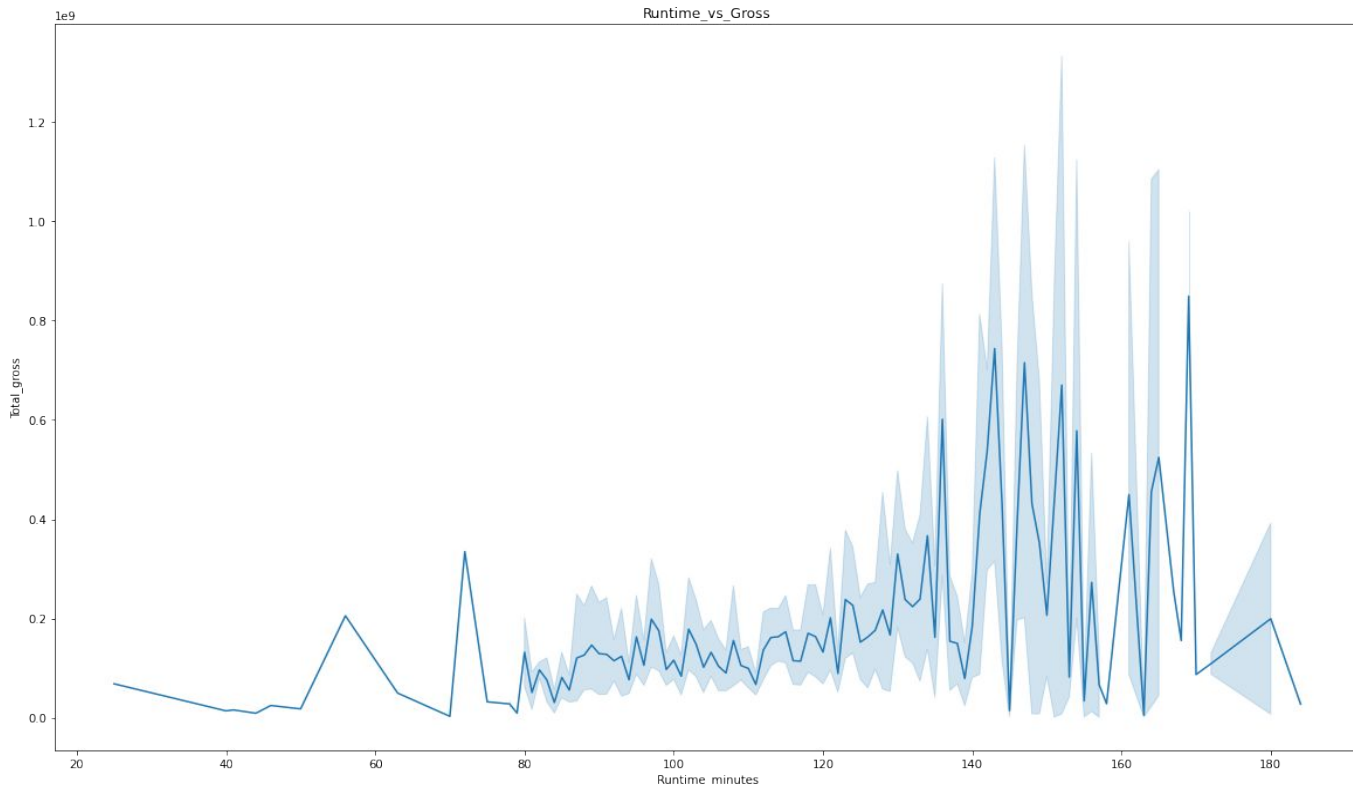
# Genre vs Audience Engagement

Sci-fi movies have more reviews and a relatively high average rating.



# Run-Time vs Gross

With respect to total earnings, movies with a runtime of between 140:170 minutes are preferred.





# Recommendations.

1. Microsoft could make movies in the sci-fi genre.
2. The movies should have an average runtime of 140 to 170 minutes.
3. Budget alone is not a clear indicator of movie performance. More research has to be done.

# Future Research

The sampled data offers preliminary insights into the movie industry, but further research with larger, detailed datasets focusing on elements like:

- Writers and story quality
- Visual effects, and
- Directors e.t.c

Are essential for a comprehensive understanding.



**ANY  
QUESTIONS?**

# Thank You!

*By: Esther Nyawera.*