

MORINGA SCHOOL

MICROSOFT MOVIE ANALYSIS

Phase 1 Project

INTRODUCTION

Microsoft is venturing into the entertainment industry with plans to establish a profitable movie studio. To ensure success, Microsoft is strategically leveraging exploratory data analysis to understand key factors influencing box office success. The project's goal is to provide valuable insights, to enlighten Microsoft's on the cinematic world, and enhance well-informed decisions for a successful entry into movie production.

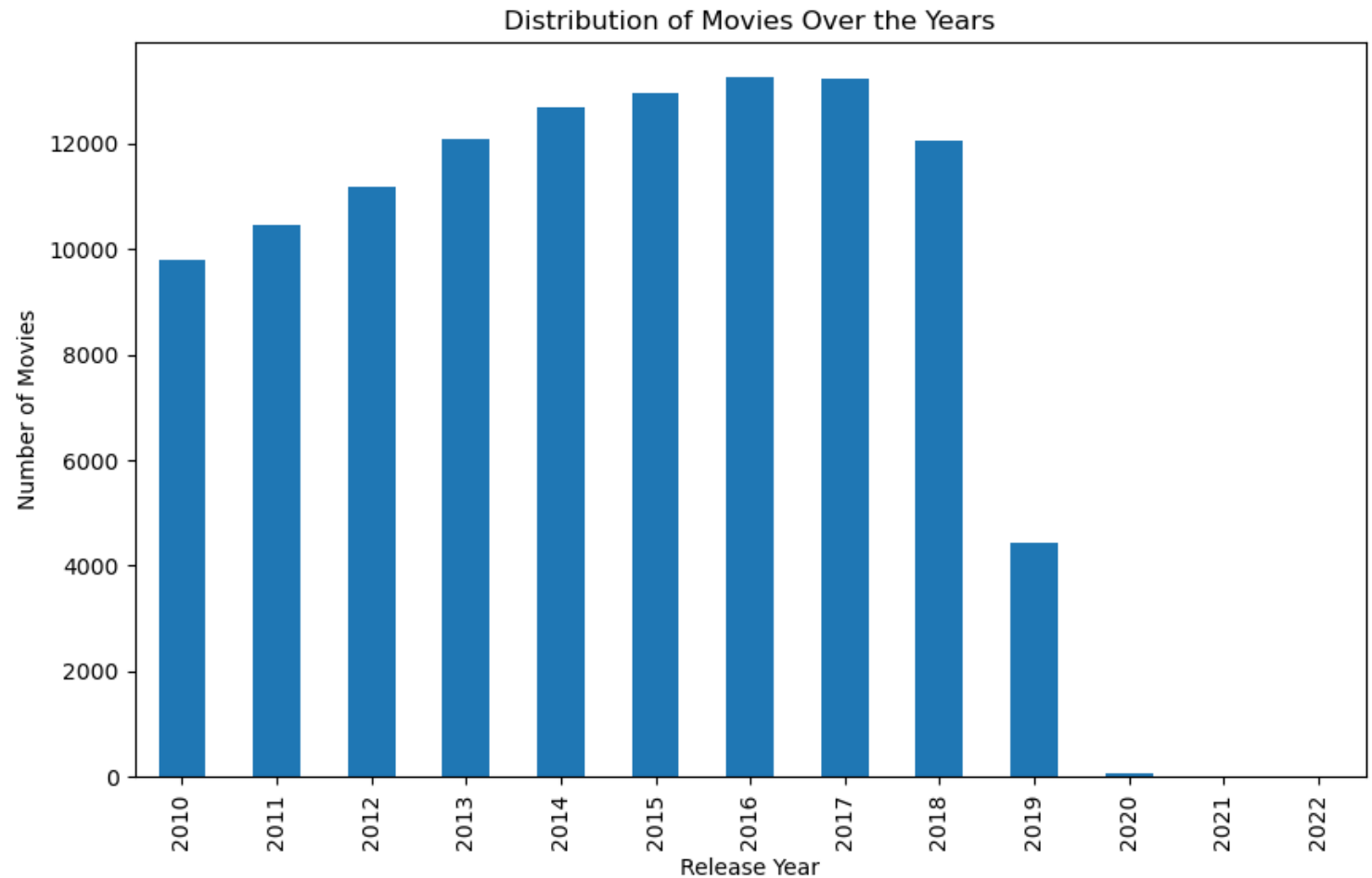


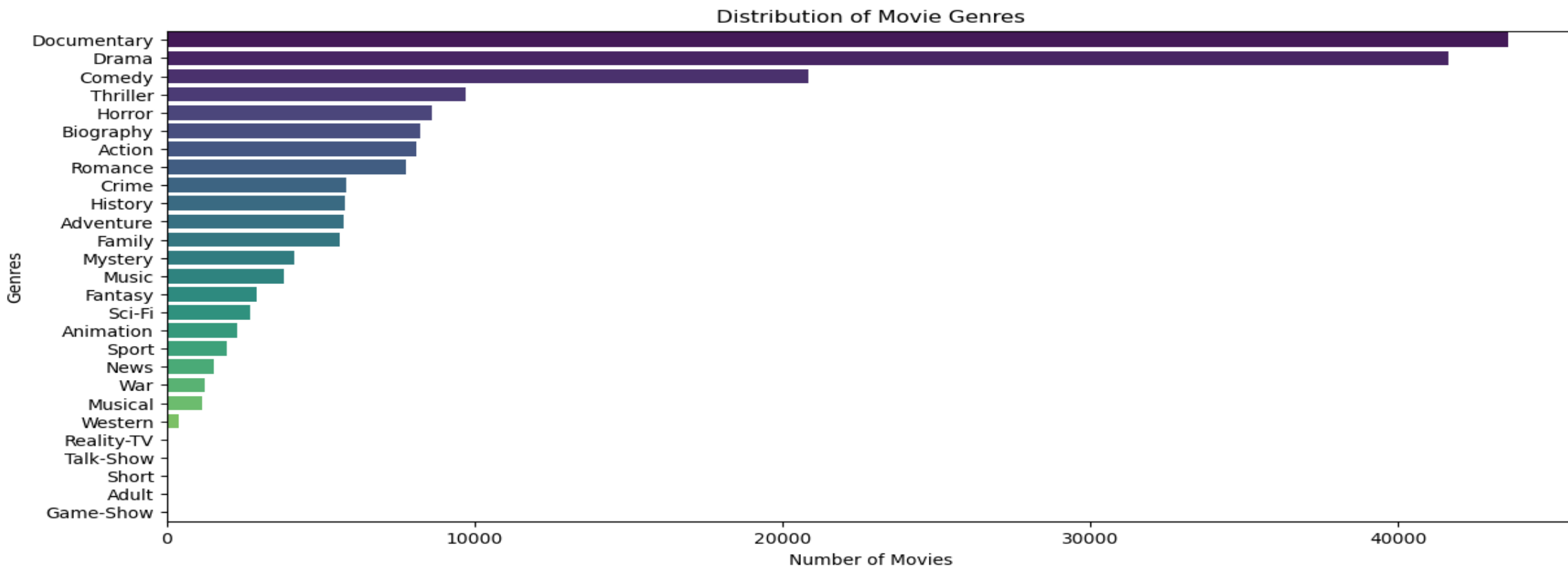
DATA USED

The analysis of this project results are derived from several databases and files, including Box Office Mojo, IMDB, Rotten Tomatoes, TheMovieDB, and The Numbers. The steps involved were data cleaning, EDA using pandas and data visualization.

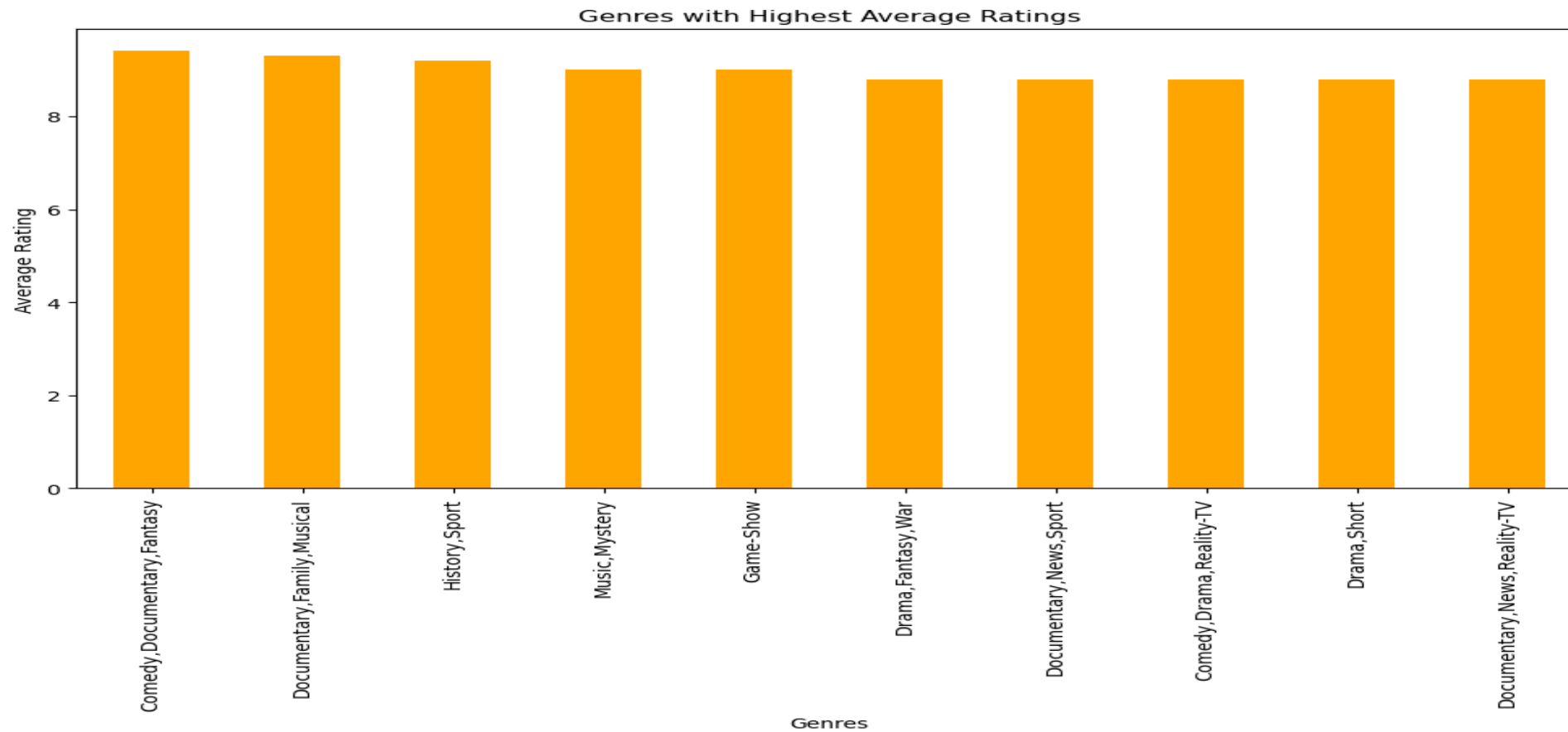
DATA VISUALIZATION

This plot shows the distribution of movie production over a number of years. It shows that movie production increased gradually from 2010 to 2016 and experienced a sharp decline to 2020. 2016 had the highest number of movies while 2020 had the lowest number of movies.



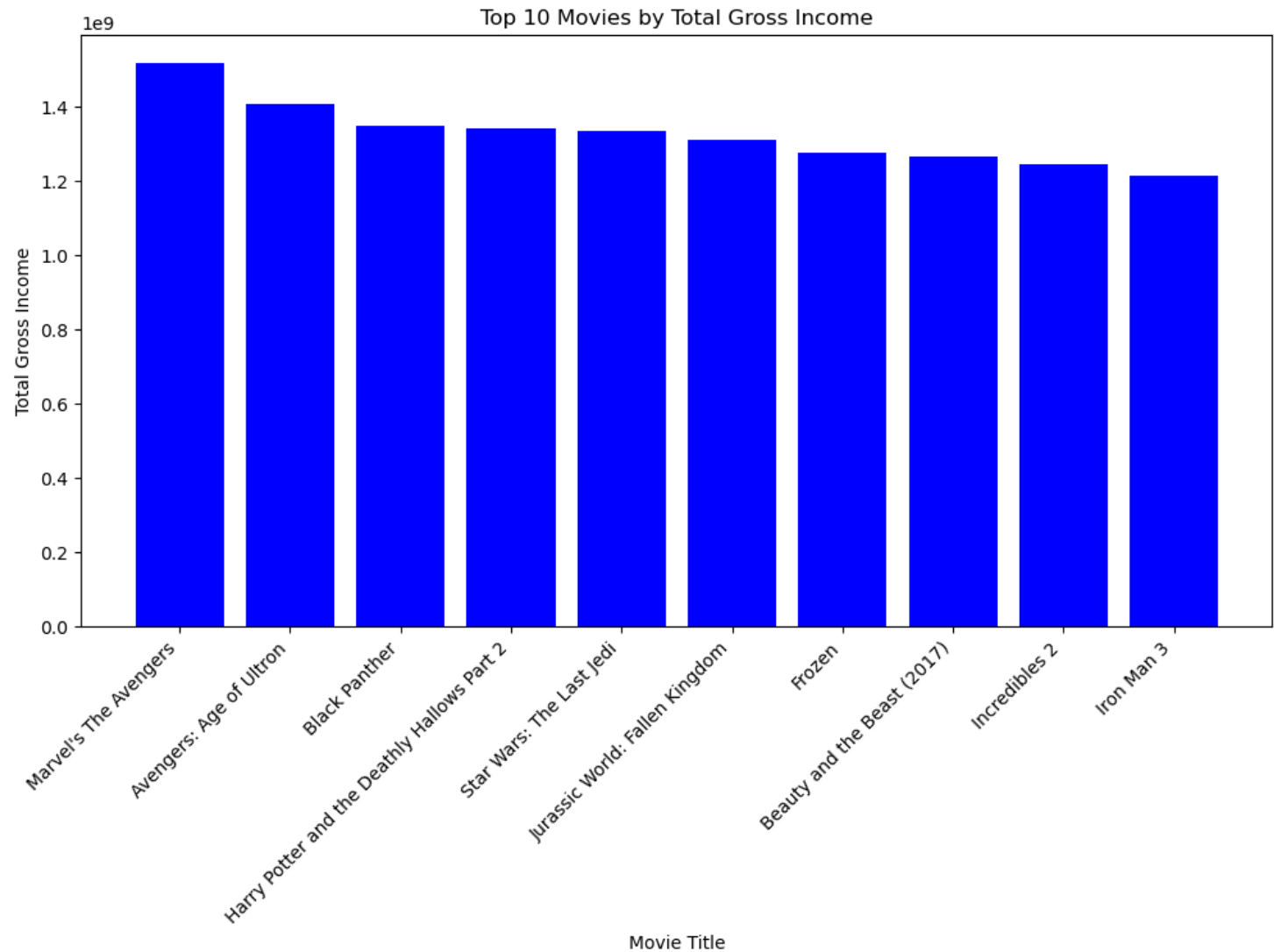


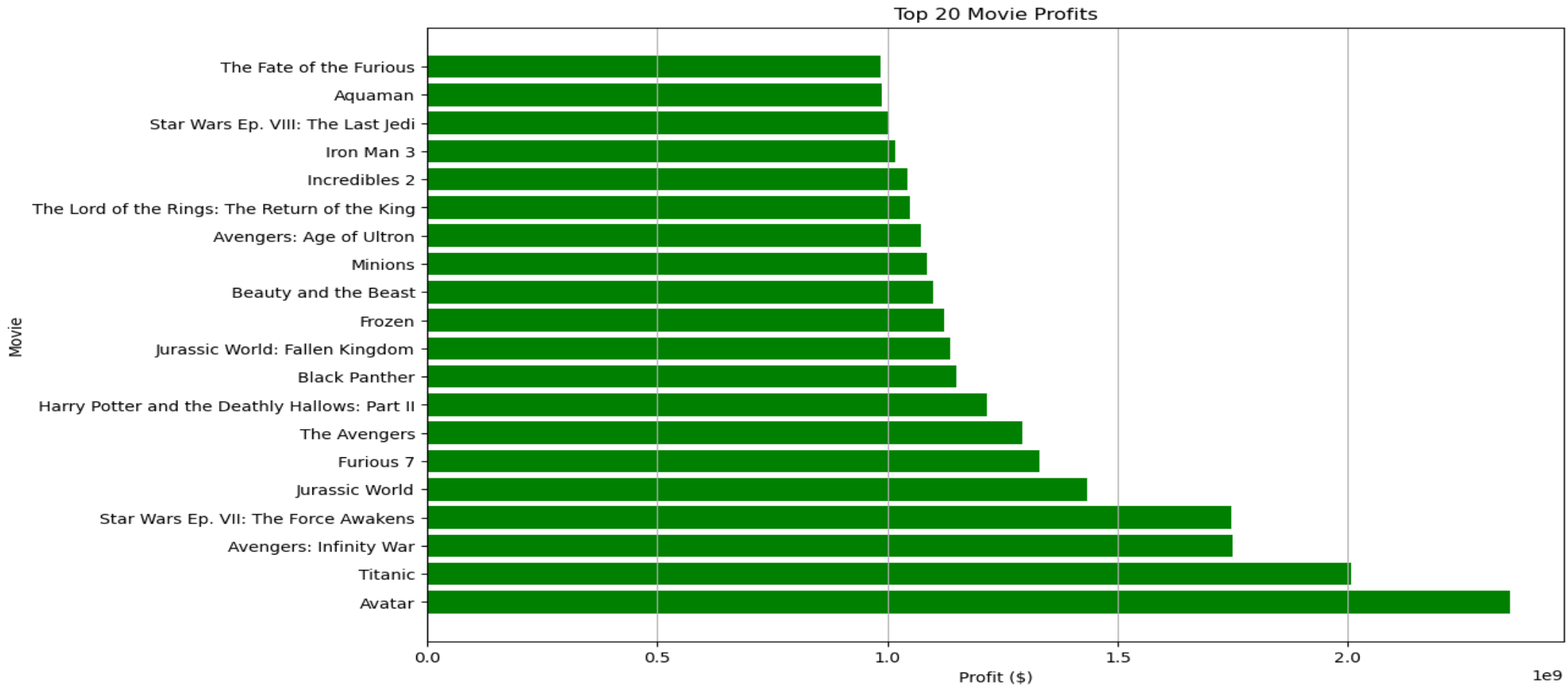
The chart shows that the most produced movie genre was documentary while the least as western genre.



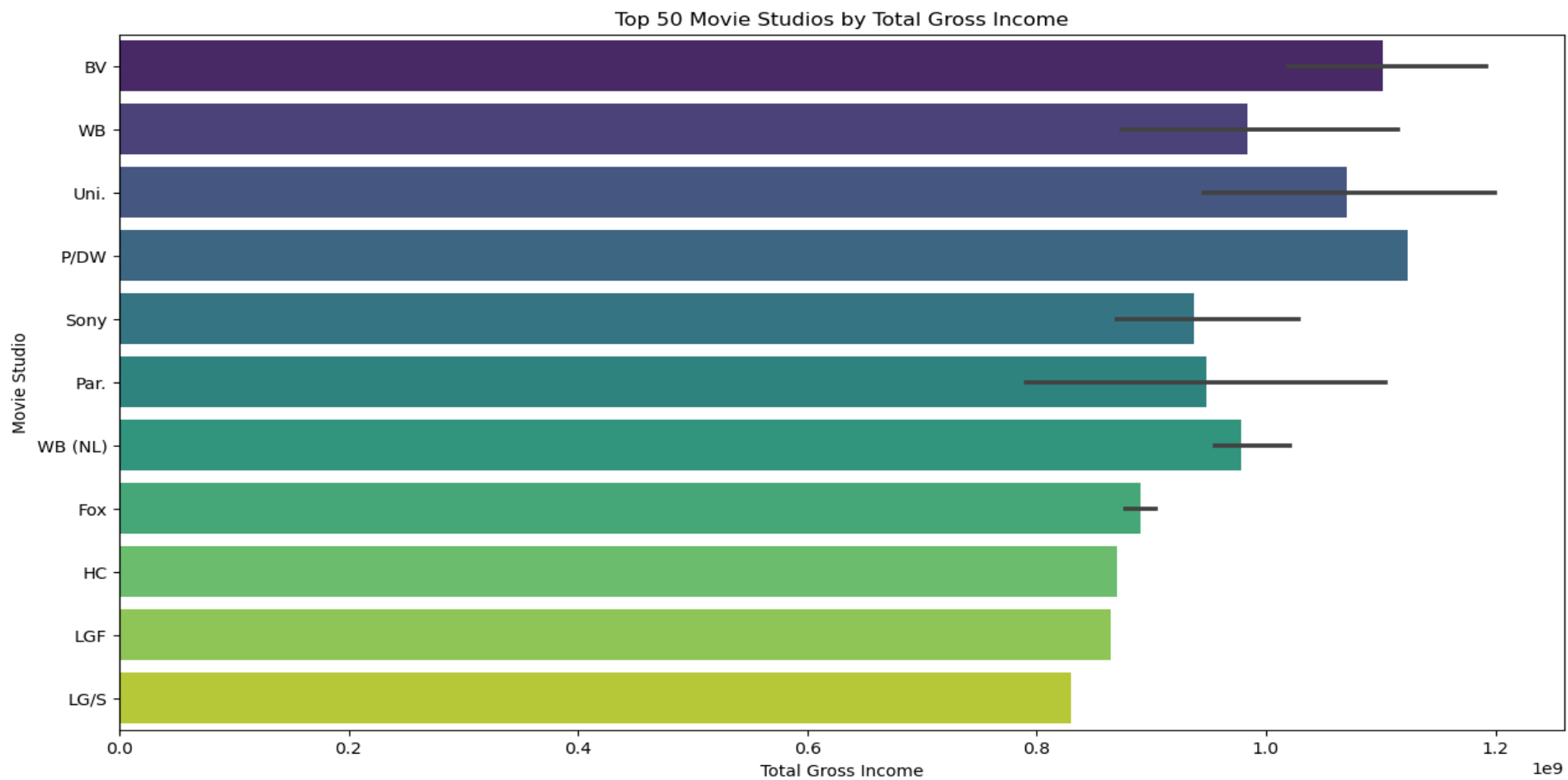
This plot displays the relationship between genres and movie ratings. It shows that group mix, comedy documentary and fantasy had the highest average rating, while drama fantasy and war having the lowest average rating

This plot visualizes the top 10 movies by total income. There is a stiff competition between the top 10 movies with the highest having \$1.5 billion dollars





This plot displays the correlation between movies and total profits. Avatar movie ranked top with more than \$2B in profits



This plot shows the relationship between movie studios and gross income. P/DW studio ranked top, while PW and Uni followed. Among the top 50 studios includes Sony, Fox, WB and Hc

Conclusions

There is a sharp decline in movie production from 2017 which signifies the market opportunity. Documentary, fantasy and adventure genre ranked on top in relation to gross profits and rating. P/DW, WB and BV are some of the major studios with highest movie success.

Recommendations

1. Microsoft should focus on genres that have shown popularity and resilience, such as documentary and fantasy. However, they should also consider exploring opportunities in genres that are less saturated, like westerns, so as to capture a niche audience.
2. The success of movie franchise like "Marvel's Avengers" and "Avatar" suggests that partnerships and potential franchise opportunities can significantly impact box office performance and profits. Microsoft should consider collaborations with established franchises or invest in developing its own franchises to drive long-term success.
3. Microsoft should also consider partnership with movie studios like BV, WB and P/WD which had the highest movie gross income.
4. Microsoft should study the success factors behind high-grossing movies like "Avatar" and incorporate those elements into its own productions. This may include investing in top-tier talent actors, innovative storytelling, and effective marketing campaigns to maximize profits.

THANK YOU