

MICROSOFT MOVIE PROJECT

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BACKGROUND

- Microsoft's primary domain of business is the technology industry, where it operates across a vast spectrum of domains and sectors. The company is a global leader in software development, offering operating systems such as Windows and a comprehensive suite of productivity tools like Microsoft Office.

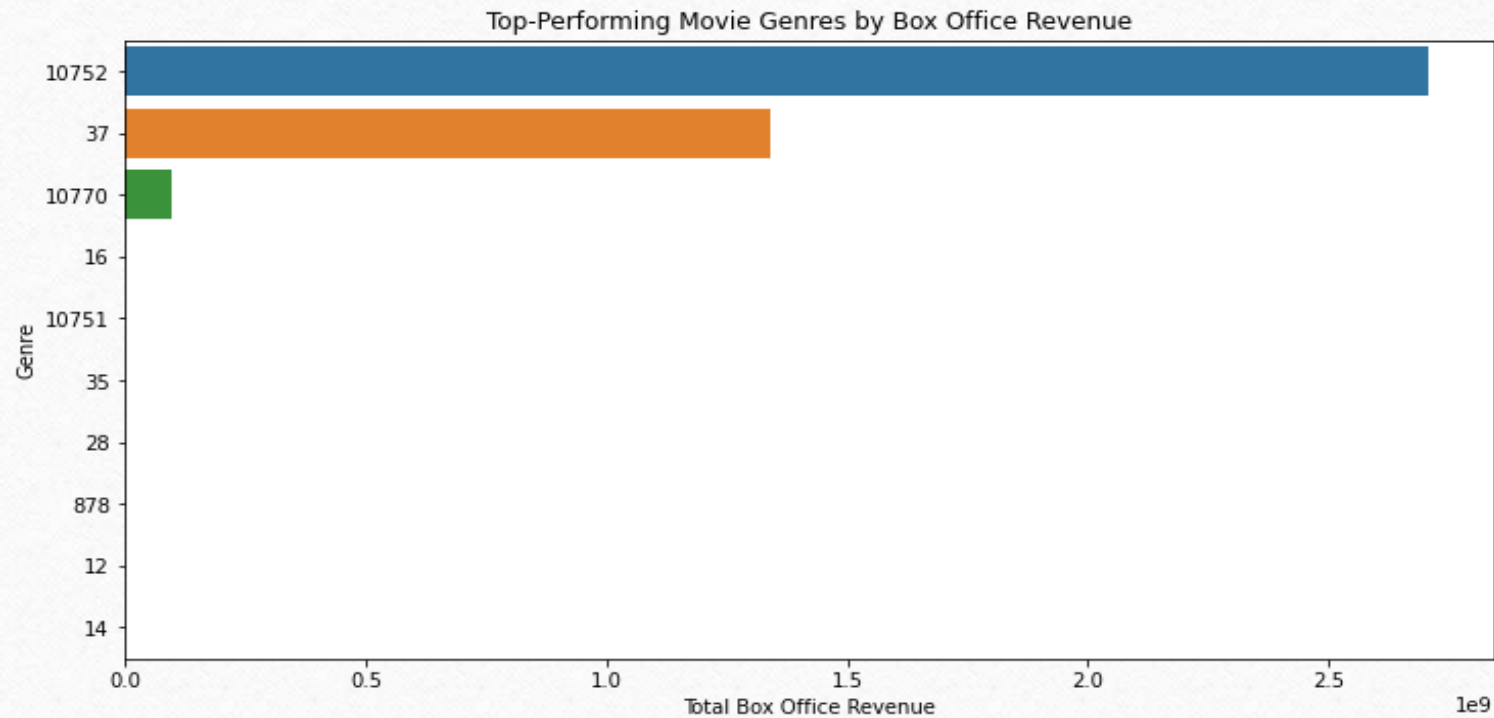
BUSINESS PROBLEM

- Genre Selection – Microsoft needs to determine which movie genres are currently performing the best at the box office. This involves analyzing historical box office data to identify genres that have consistently generated high box office revenues and trends that indicate audience preferences.
- Distribution Strategy – The movie studio must explore how the number of screens on which a movie is released correlates with its box office success across different genres. This includes exploring whether wide releases or limited releases are more effective for specific genres and how screen allocation impacts revenue.

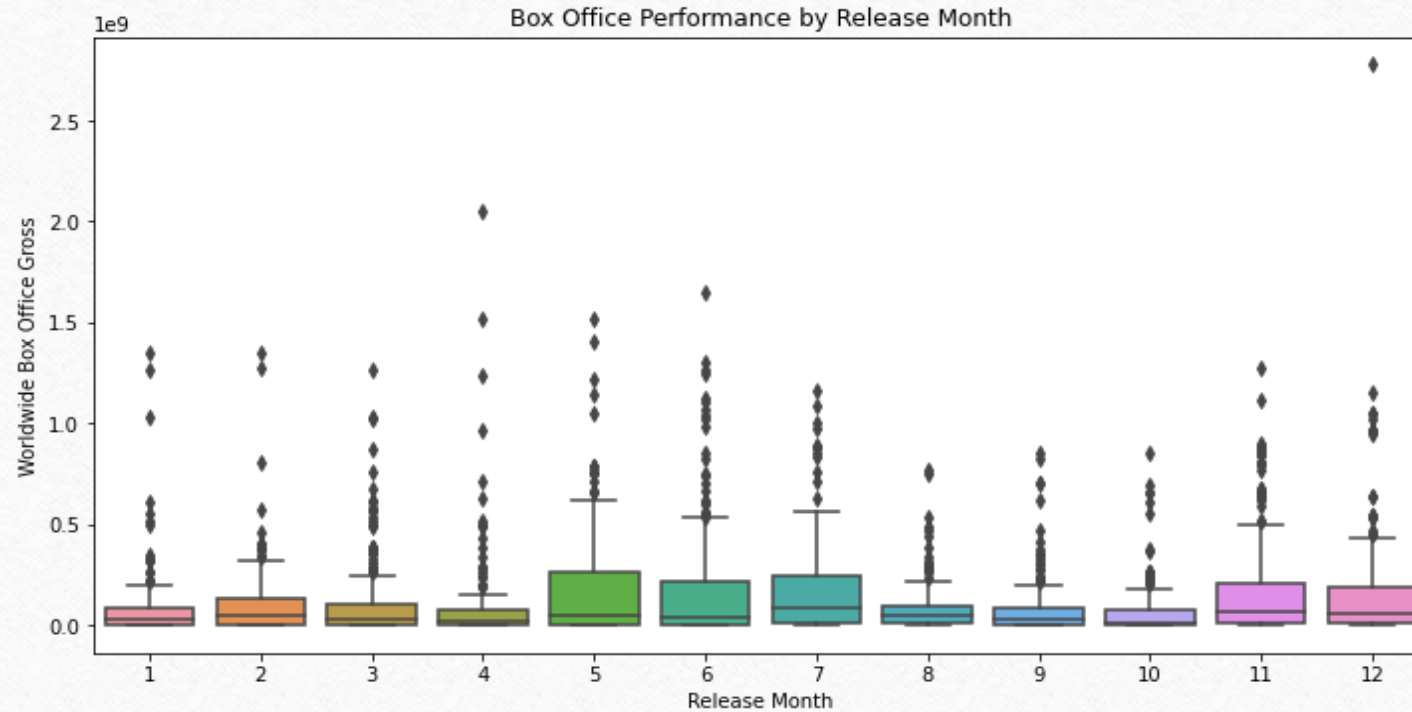
OBJECTIVES

- To identify the most promising movie genres that have consistently generated high box office revenues.
- To formulate an effective distribution strategy for Microsoft's new movie studio.
- To understand the relationship between movie release and box office performance
- To identify the most profitable genres in the film industry to inform Microsoft's strategic investments

TOP PERFORMING GENRES



Box Office Performance by Release Month



The scatter plot, titled "Budget vs. Domestic Gross", illustrates the relationship between a movie's production budget and its domestic box office revenue. The x-axis, labeled "Production Budget", ranges from 0 to 4.5 (representing 0 to 450 million dollars). The y-axis, labeled "Domestic Gross (Box Office Revenue)", ranges from 0 to 7 (representing 0 to 700 million dollars). The data points are blue dots. A large, dense cluster of points is located in the lower-left quadrant, indicating that most movies have budgets below 100 million dollars and gross between 0 and 200 million dollars. As the budget increases, the potential for higher gross revenue also increases, though the data points become more sparse. Notable outliers include movies with budgets around 200 million dollars that achieved gross revenues between 400 million and 700 million dollars, and one movie with a budget over 400 million dollars that grossed approximately 250 million dollars.

RECOMMENDATIONS FOR MICROSOFT MOVIE STUDIO

- They should consider strategically timing the release of their movies y aiming to release high-budget films during peak months to maximize box office revenue.
- They should consider investing more in the top-performing genres to generate more revenue.
- They should identify and understand outliers as they indicate instances where a movie achieved exceptional box office success relative to its budget.
- They should allocate marketing and promotional efforts to coincide with peak months.

CONCLUSION

- Box office data analysis provides valuable insights into trends and potential investment opportunities in the entertainment industry. Through my analysis, I identified that movies with higher production budgets tend to have higher box office earnings, and movies released during the summer tend to perform better than those released in other seasons.
- I also identified top-performing movies based on box office earnings. Furthermore, I predicted the potential box office success of future movies based on past trends. These insights can help Microsoft identify potential investment opportunities in the entertainment industry