



Microsoft's New Movie Studio Box Office Performance Analysis

Presenter's Name:

Peter Ndiritu

Contact Information:

<https://www.linkedin.com/in/peter-muriithi-30850151>

Introduction:

Welcome to the analysis of box office performance for Microsoft's new movie studio.

Objective:

Help Microsoft identify the types of films that are highly rated and perform well at the box office.

Overview

Business Understanding:

Microsoft wants to create a new movie studio.
The goal is to identify popular and highly rated movie genres and studios with successful film productions.

Data Understanding

Data Sources:

- 'movie_ratings' dataset: Contains movie ratings and genres information.
- 'movie_basics' dataset: Provides details about movie titles, studios, and box office performance.




Data Analysis

Analysis 1: Popular Movie Genres

- Visualize the distribution of movie genres based on the number of films in each genre.
- Identify the most popular movie genres.

Analysis 2: Movie Genre Ratings

- Explore the relationship between movie genres and their average ratings.
 - Identify genres with high average ratings.
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Data Analysis (continued)

Analysis 3: Studio Analysis

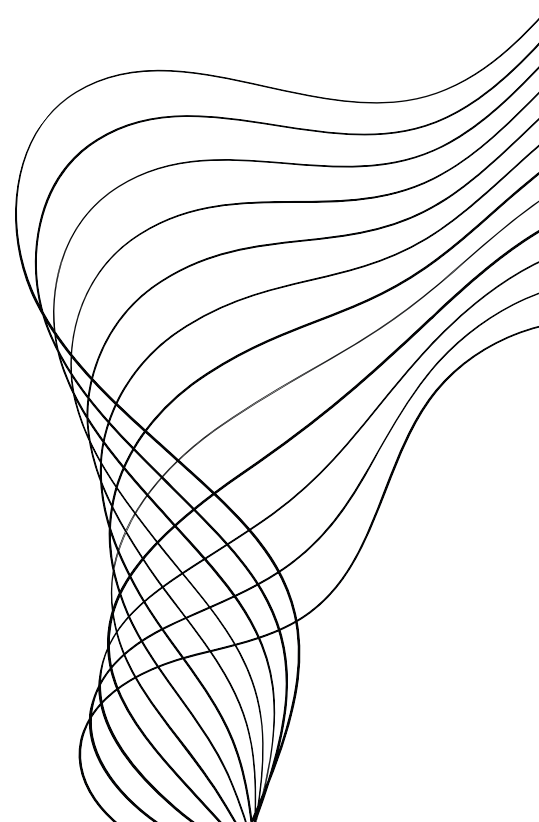
Evaluate the performance and production volume for each movie studio.

Identify successful studios based on average ratings and production volume.



Popular Movie Genres

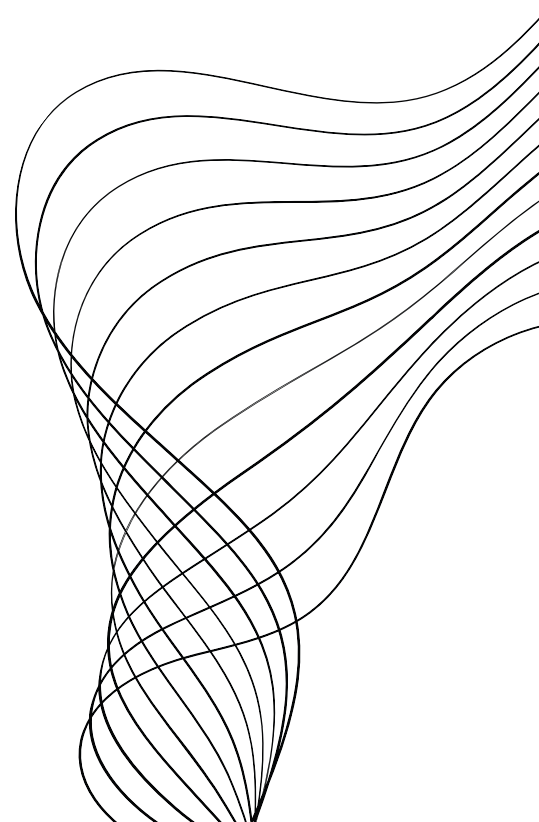
The top 5 most popular movie genres and their frequency count:

1. Drama: 317 movies
 2. Comedy, Drama: 133 movies
 3. Comedy, Drama, Romance: 132 movies
 4. Documentary: 117 movies
 5. Drama, Romance: 112 movies
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Movie Genre Ratings

Genres with the highest average rating are:

- "Adventure" (9.2),
 - "Action,Sport" (8.4),
 - "Biography,Documentary,Famify" (8.3),
 - "Adventure,Drama,Sci-Fi" (8.3).
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Studio Analysis:

Foreign Gross Revenue by Studio:

“Not” studio is approximately 60 million.

• “Any Body Can Dance,” “Beats Per Minute,” “After Sebald,” and “R,” studios each have approximately 75 million.

Domestic Gross Revenue:

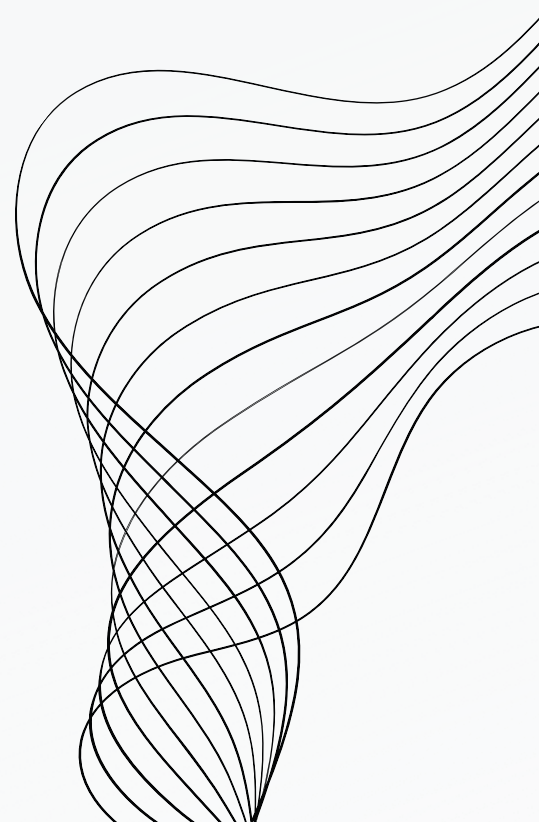
• “Any Body Can Dance” studio is 222,000.

• “Not” studio is 175,000.

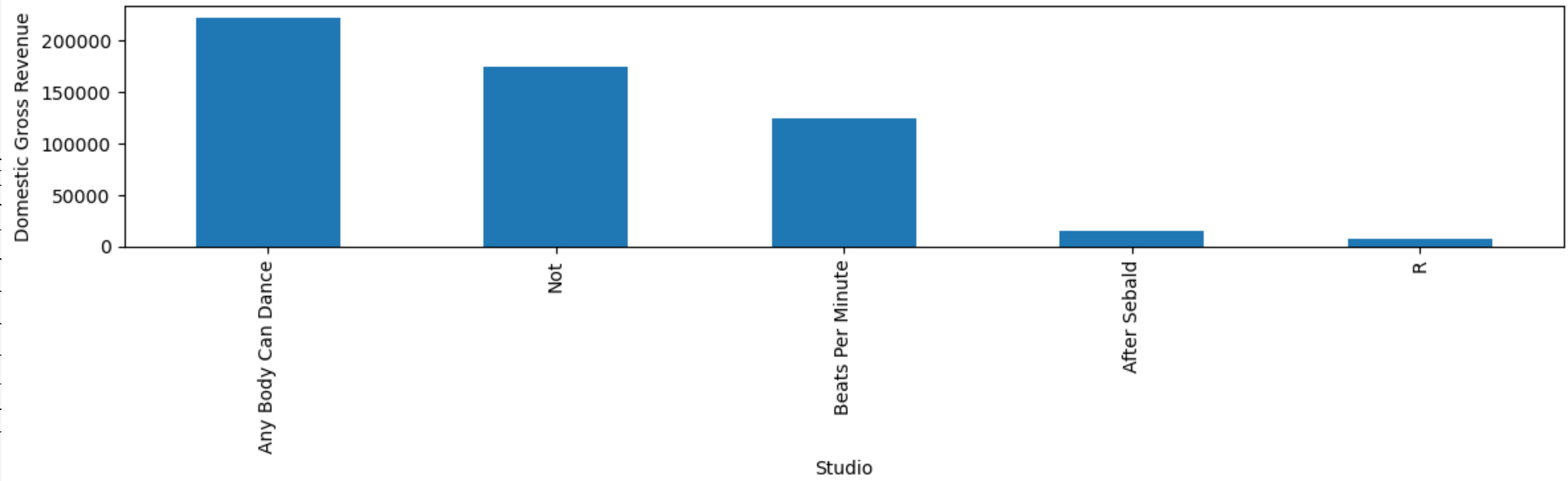
• “Beats Per Minute” studio is 125,000.

• “After Sebald” studio is 15,900.

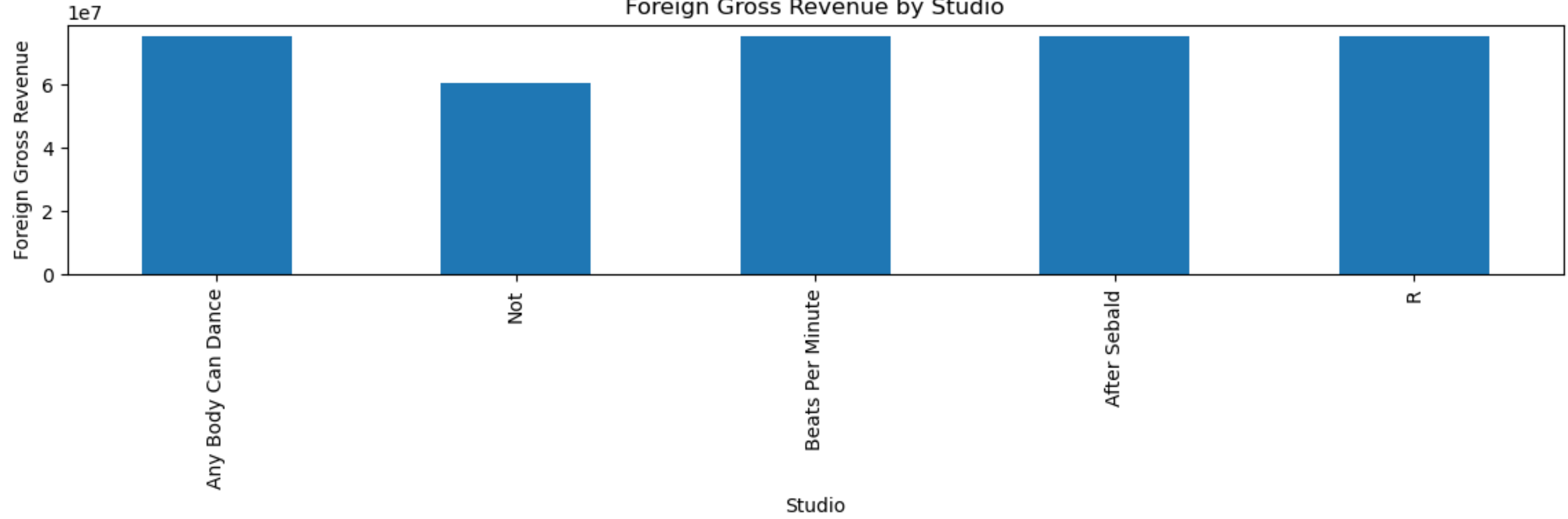
1. “R” studio is 8,000.



Domestic Gross Revenue by Studio



Foreign Gross Revenue by Studio



Recommendations

Recommendation 1:

Focus on Popular and Highly Rated Genres

Produce films in genres that are both popular and have high average ratings.

This will help attract a larger audience and increase the chances of box office success.

Recommendations (continued)

Recommendation 2:

Collaborate with Successful Studios

Partner with studios that have a track record of producing successful films.

This can leverage their expertise and increase the chances of producing high-performing movies.

Recommendations (continued)

Recommendation 3:

Explore Genre-specific Partnerships

Identify studios specializing in genres that align with Microsoft's strategic goals.

Foster collaborations with these studios to tap into their genre expertise and enhance film production.

Next Steps

Evaluating audience demographics for different genres.

Exploring marketing strategies for targeted genre releases.

Incorporating external data sources for deeper insights.





Thank You

Thank you for your time and attention.

Questions and Discussion:

Please feel free to ask any questions or share your thoughts.

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