



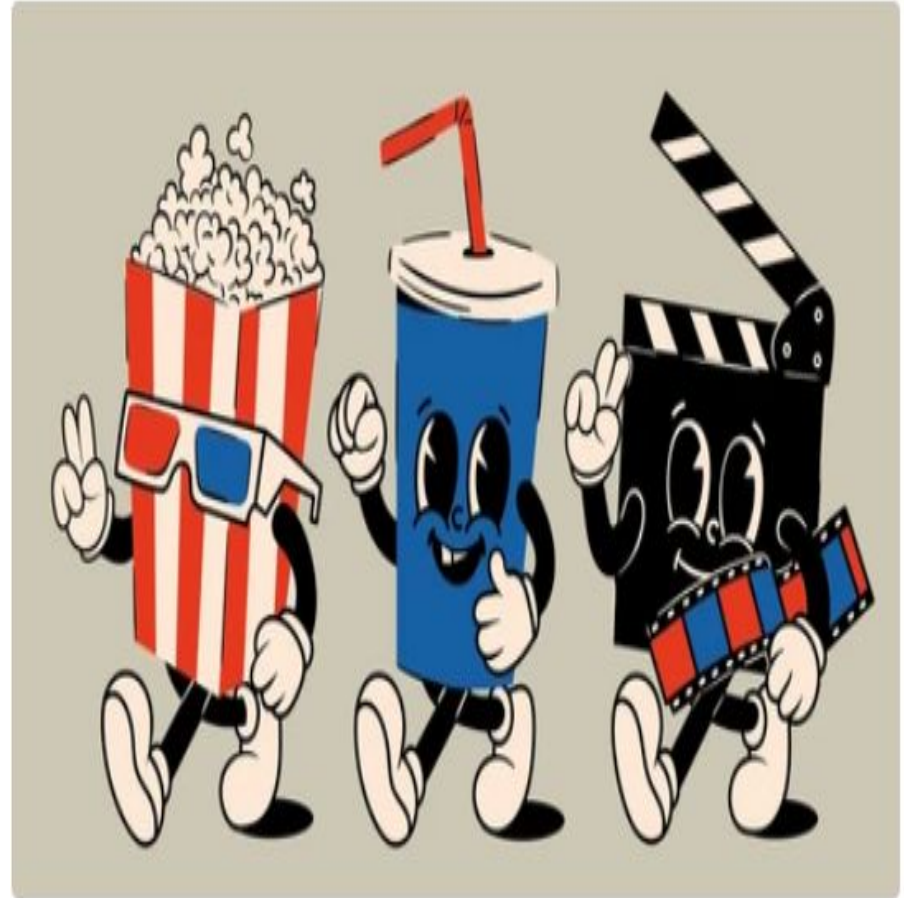
# Microsoft movie studio analysis

By Allan Eshitera

# Summary

Microsoft's intended entry into the movie industry is an opportunity to meet market demand and enrich customer engagement. Success relies on data-driven decisions to create compelling content and tap into this growing market effectively.

I was tasked to help Microsoft get insights into this venture by analysing the best studios, most popular movie genre and the correlation between movie runtime and its popularity.



# Business Problem

In the unpredictable film industry, data-driven decision-making is crucial. Unlike traditional investments, movie production can yield either substantial profits or significant losses.

Statistical insights offer studios a competitive edge, potentially the difference between success and bankruptcy.



# Key Findings

**Genre Popularity:** 'Drama' is the most popular genre, making it a prime choice for content creation.

**Buena Vista's Success:** Consider partnerships or acquisitions with successful studios like Buena Vista to establish a strong presence in the film industry.

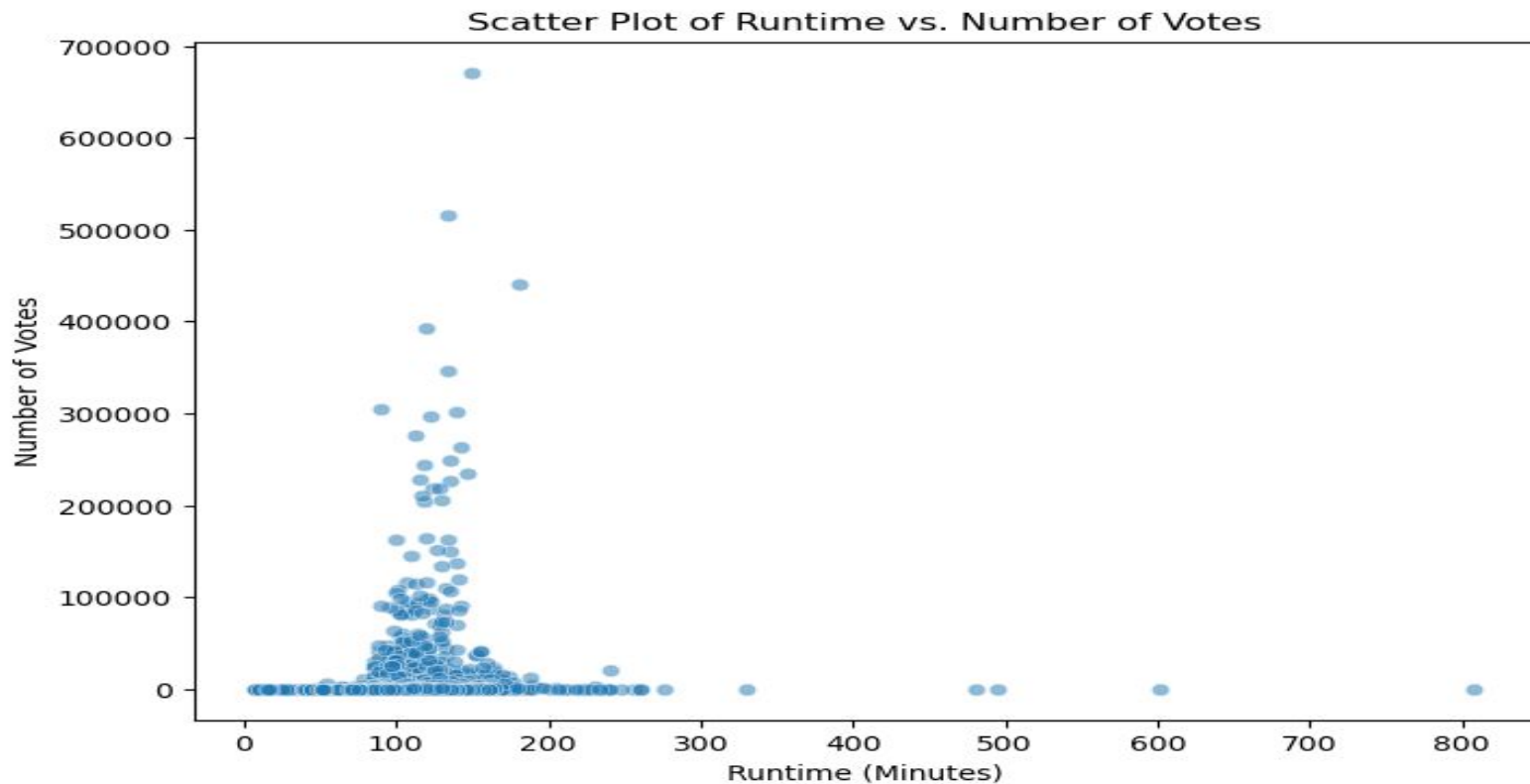
**Runtime and Votes:** The weak correlation between runtime and votes allows flexibility in content length. Focusing on 'Drama' content aligns with audience preferences and allows for diversification.



## **The Correlation between Movie runtime and number of votes received**

The weak correlation between the runtime of movies and the number of votes received provides flexibility for Microsoft. This indicates that Microsoft can produce content of varying lengths, including short movies or long series. Since 'Drama' is the most popular genre, Microsoft can focus on producing drama content in line with audience preferences

## Movie runtime vs number of votes received

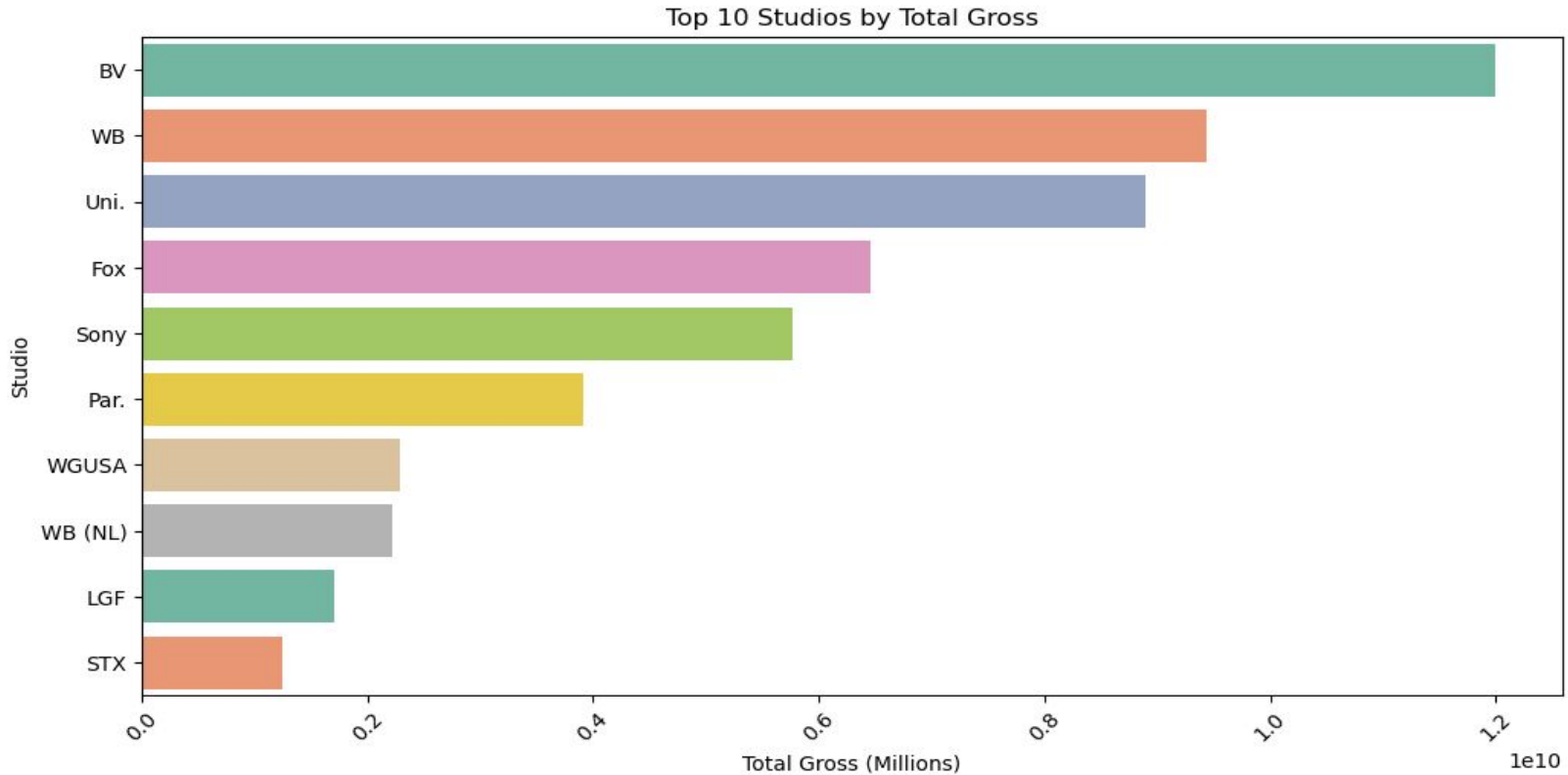


# **The best performing Studios**

**The top 5 studios in terms of gross income are:**

1. Buena Vista
2. Warner Bros. Pictures
3. Universal Pictures
4. 20th Century Fox
5. Sony Pictures Entertainment (SPE)

# A visualization of the best performing studios in terms of gross income



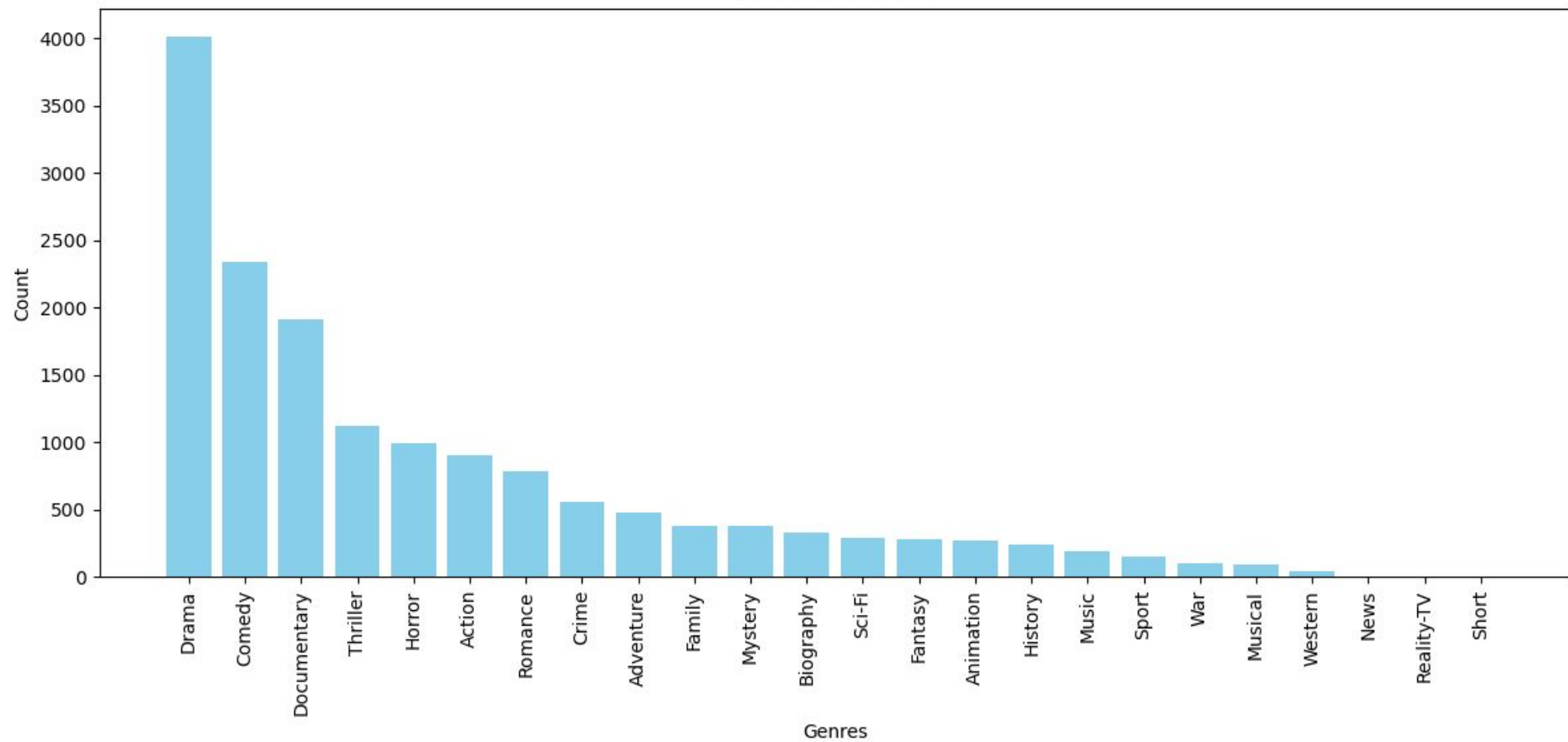


# Genre Popularity

The analysis highlights the top five prevalent genres in the movie industry as follows:

- 1.Drama
- 2.Comedy
- 3.Documentary
- 4.Thriller
- 5.Horror

Genre Distribution



# Conclusion

To excel in the movie industry, Microsoft should primarily focus on producing 'Drama' content due to its high popularity. Additionally, exploring strategic collaborations or acquisitions with successful studios, exemplified by Buena Vista, can expedite Microsoft's entry and growth in the film market. The weak correlation between movie runtime and viewer votes offers flexibility, allowing Microsoft to create both short films and extended series to cater to diverse audience preferences, ultimately enhancing viewer engagement and satisfaction.

# Thank You!

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