

# MOVIE INDUSTRY ANALYSIS

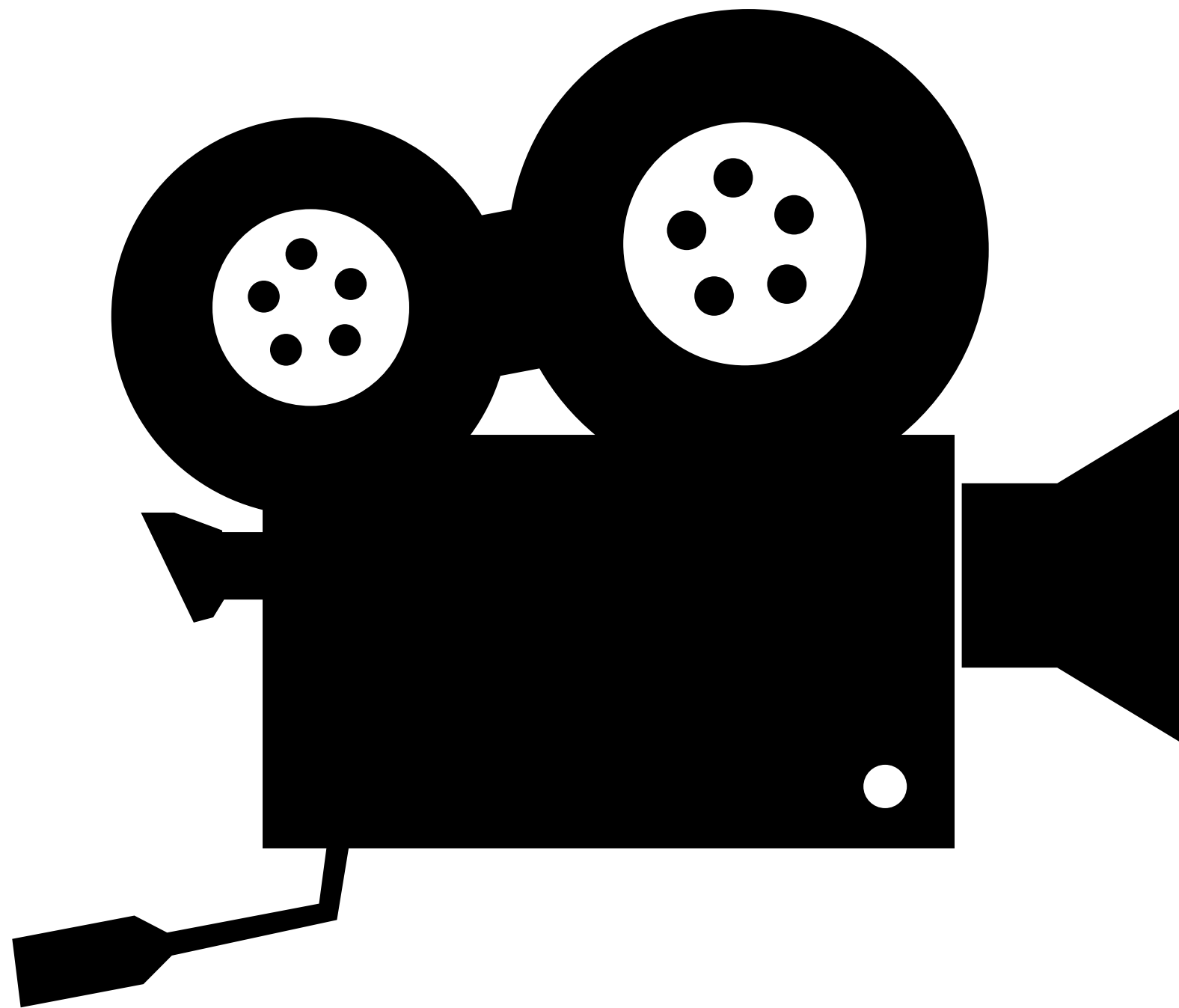
FOR MICROSOFT MOVIE STUDIOS

ESTHER FRANCIS

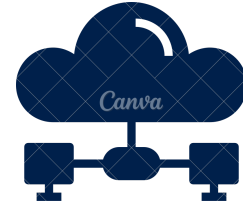




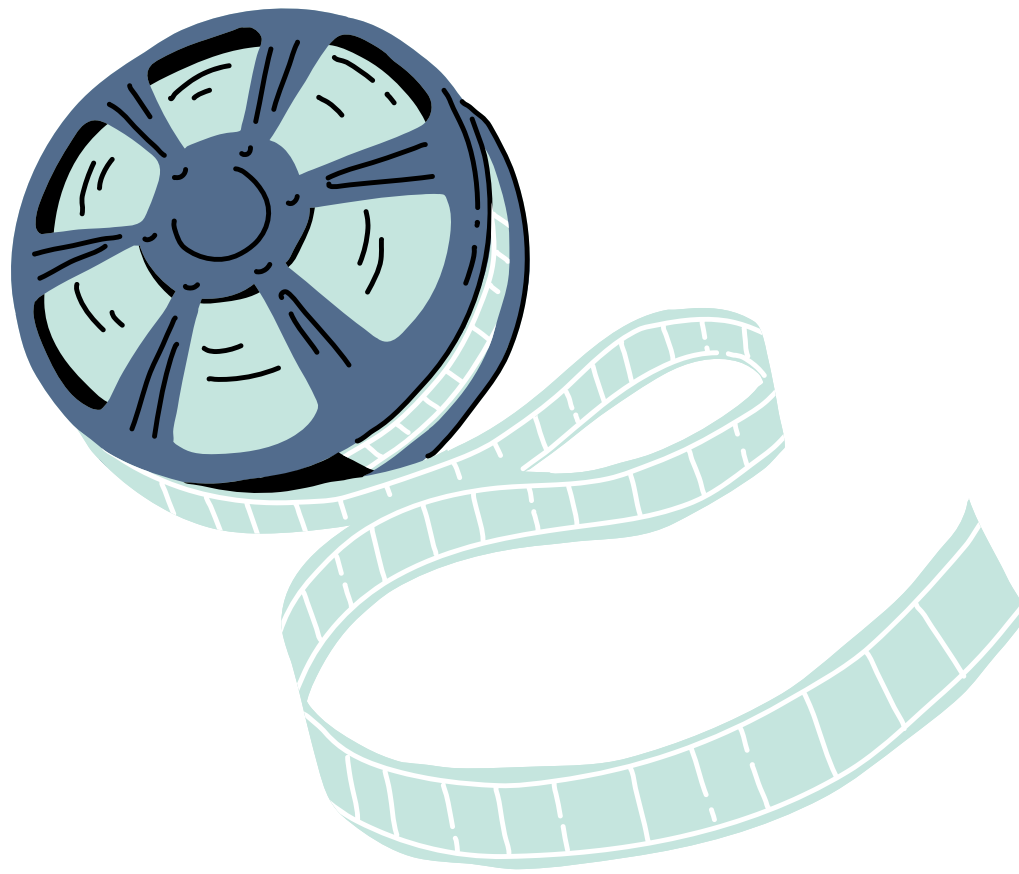
# OUTLINE



- **OBJECTIVES**
- **DATA SOURCES**
- **METHODS**
- **RESULTS**
- **CONCLUSIONS**



## OBJECTIVES



1. Identify trends and patterns in the types of films that are performing well at the box office.
2. Analyze factors such as genre, budget, and release timing that contribute to a movie's success.
3. Provide actionable insights to Microsoft's movie studio head to inform decision-making on the types of films to produce.



# DATA SOURCES



**Box office mojo**



**IMDb**



**THE Numbers**





# METHODS

1. Data collection and cleaning: Gather relevant data from various sources and clean it to ensure consistency and accuracy.
2. Exploratory data analysis (EDA): Conduct EDA to understand the distribution of variables, correlations, and trends in the data.
3. Statistical analysis: Use statistical methods to analyze relationships between movie attributes (e.g., reviews, genre, budget) and box office performance metrics (e.g., revenue, profitability).
4. Data visualization: Visualize insights using charts, graphs, and plots to make them understandable and actionable.

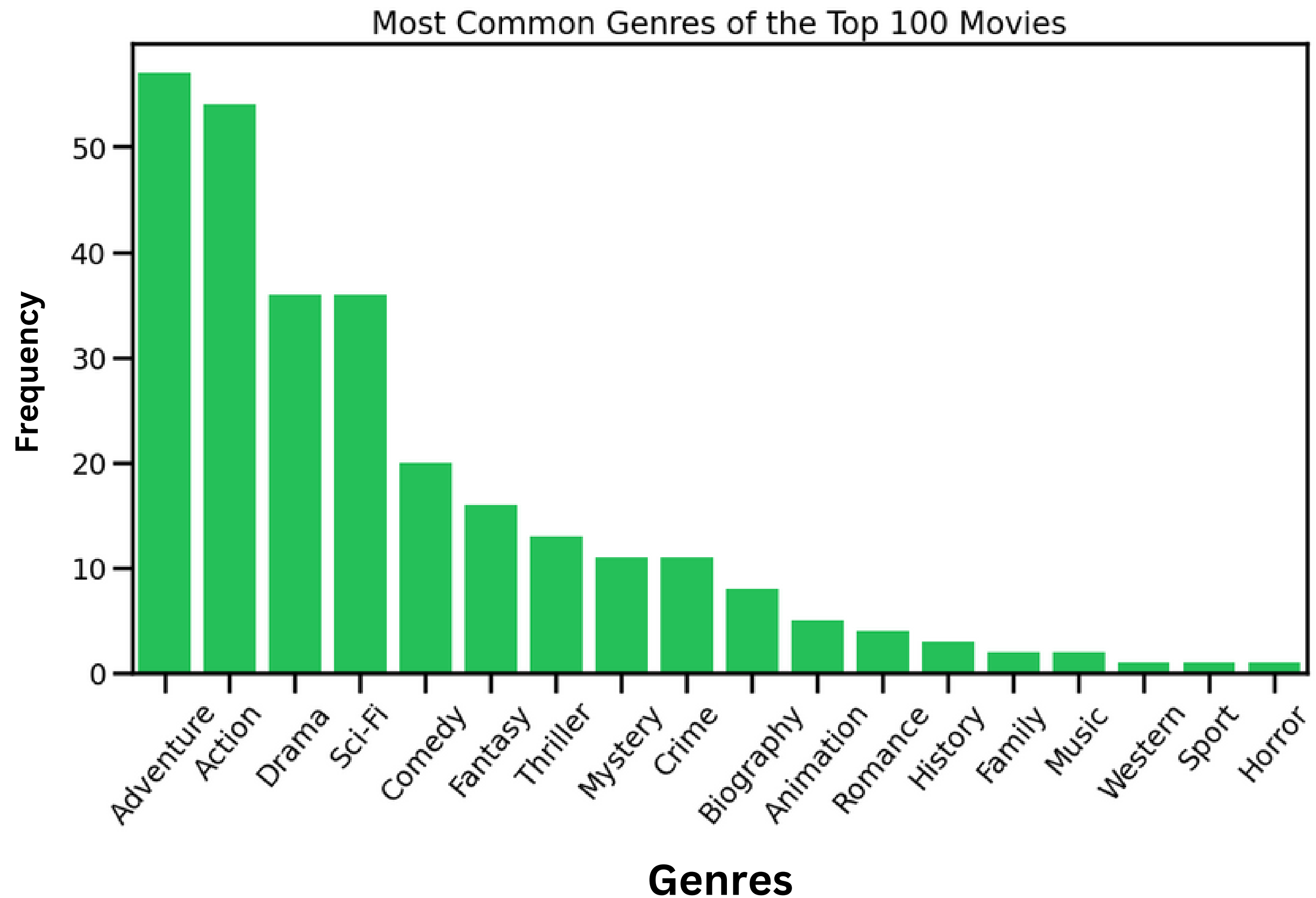


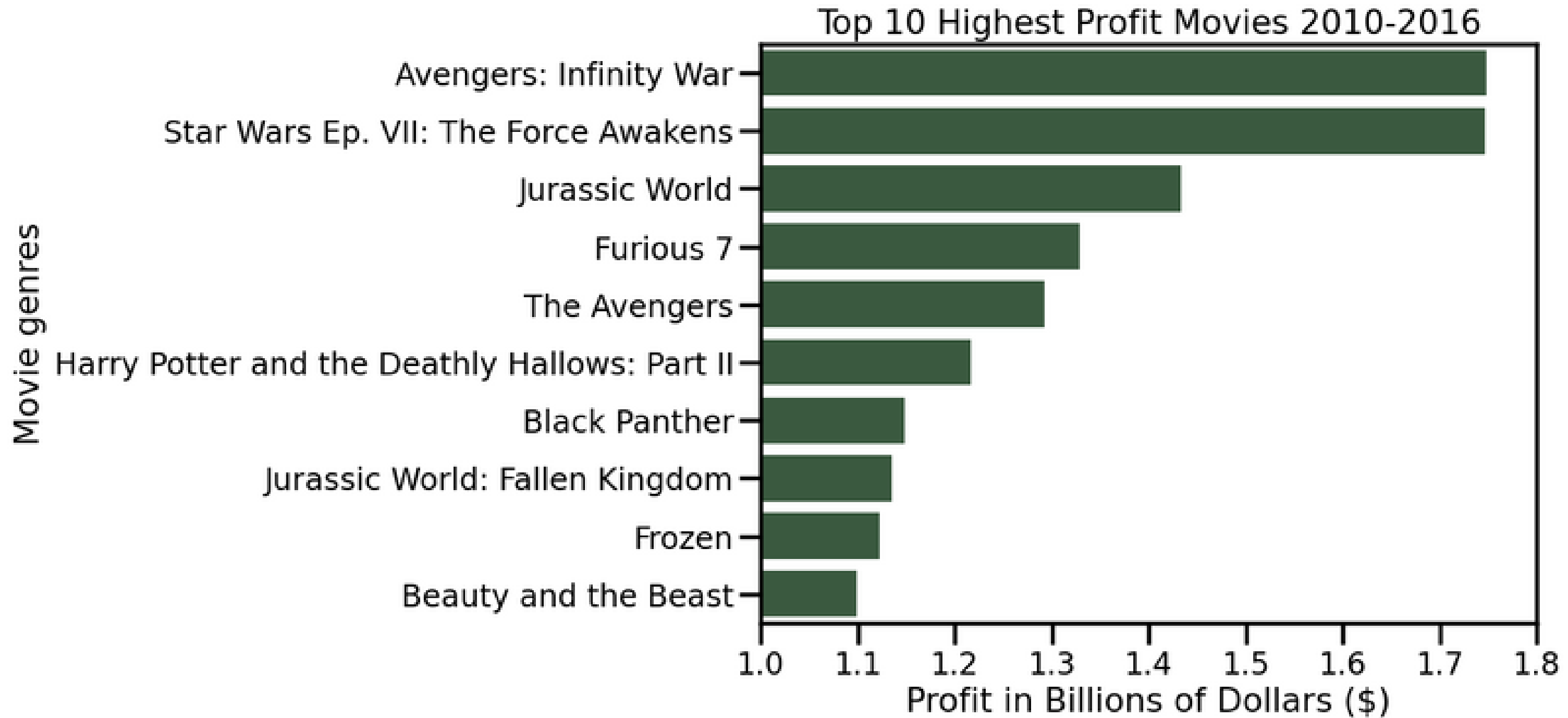


# RESULTS

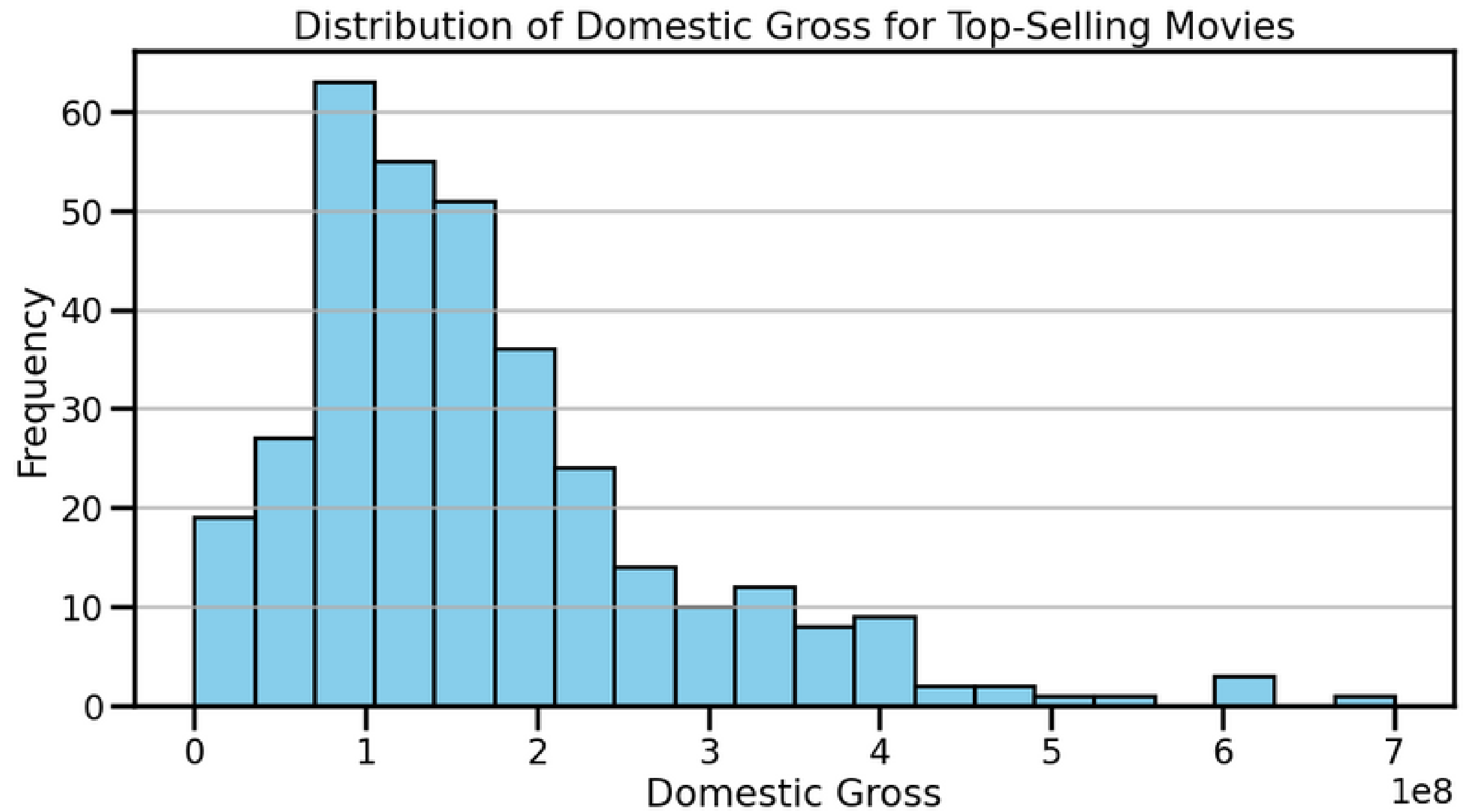
1. Identify popular movie genres, budget ranges, and runtime based on box office performance.
2. Insights into audience preferences and trends, such as the popularity of certain genres among different demographics.
3. Key factors influencing box office success, such as ratings, number of votes, costs, and critical acclaim.
4. Use the results based on a general analysis from both datas to drive concrete insights, like top performing movies considering the production directors.











# CONCLUSIONS

- 1.Recommendations on the types of films Microsoft's movie studio should focus on producing, considering audience preferences and market trends.
- 2.Suggestions for marketing and distribution strategies based on successful patterns observed in the data.
- 3.It was suggested that they invest more in adventure movies, action, drama, science fiction, comedy, and fantasy. They also had the most top-rated reviews with many votes.
- 4.Also, consider working with Directors of movies like Avengers, star wars,Jurassic world, furious, the avengers Harry potter, Black panther, frozen, Beauty and the beast since their movies are top best selling with high profits.

By following these steps, I leveraged data-driven insights to inform decision-making and guide Microsoft's new movie studio toward producing successful films.



# THANK YOU!!

TIME TO GO MAKE MOVIES

