



MOVIE INDUSTRY ANALYSIS FOR MICROSOFT

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BUSINESS AIM

The goal is to break into the movie industry.

Key factors to focus on:



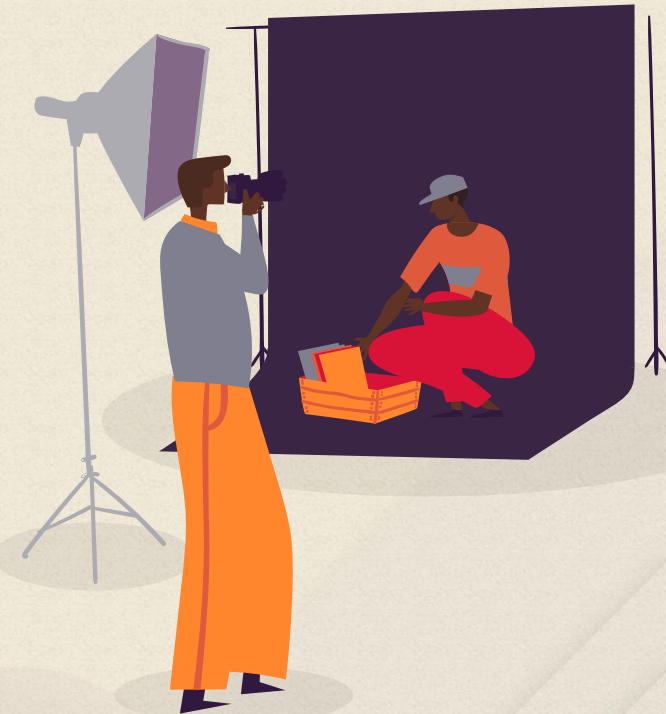
Genre



Release day / month



Production budget



DATA PREPARATION

The following were my sources of data:



Box Office Mojo (BOM)

A website containing information on box office revenue.



The Numbers

A website that details movie release dates, budgets and financial performance of movies.



Internet Movie Database (IMDb)

An online database containing information about movies , TV shows and details about release dates, ratings, reviews and genres.

METHODOLOGY



Data Assessment

Scheming through the data and assessing its row and column attributes.

Data cleaning

Fixing data irregularities, filling null values and getting descriptive statistics.

Data structuring

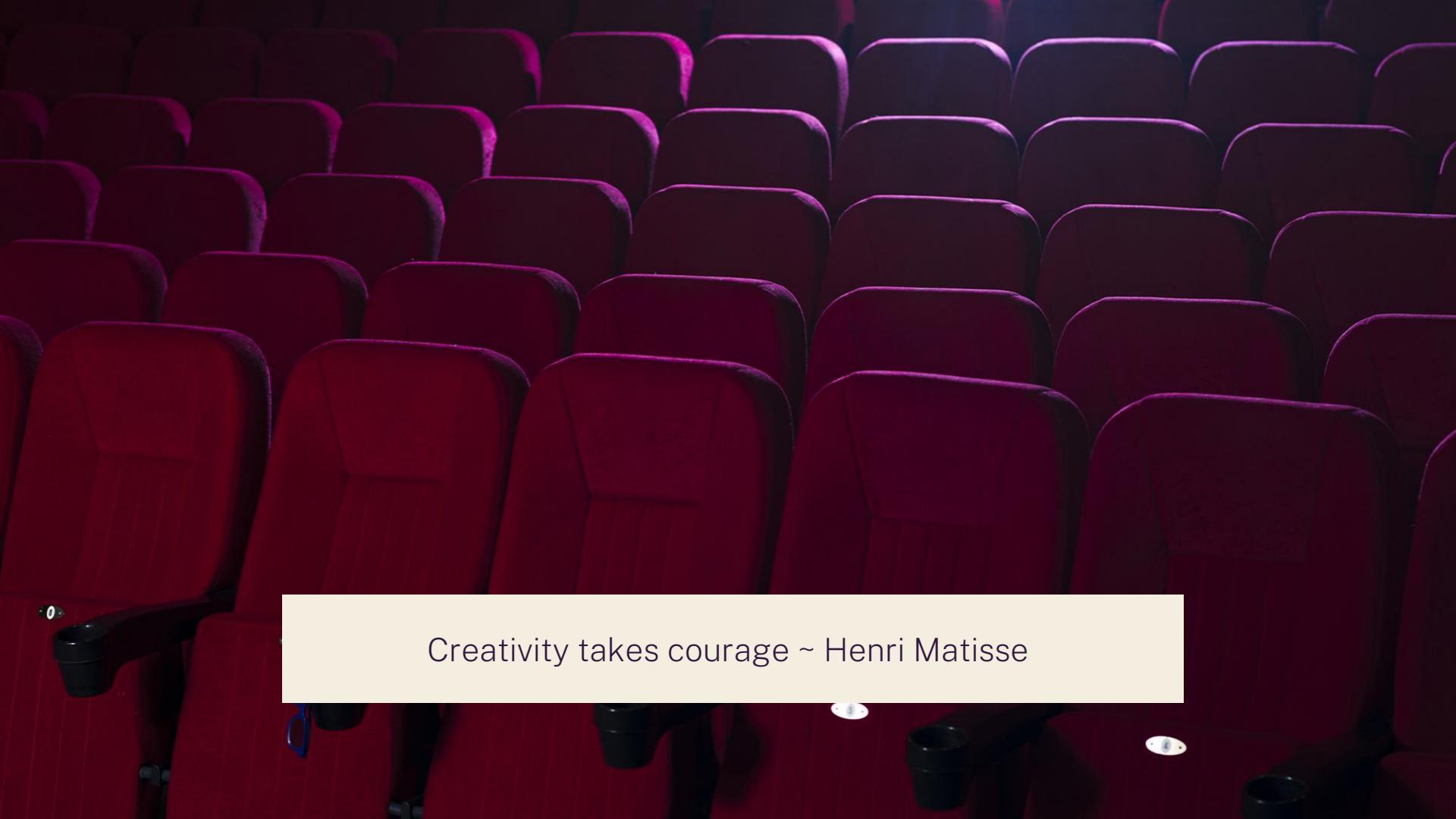
Converting data types, renaming and rearranging the data.

Data integration

Combining the cleaned up datasets into one cohesive dataset based on similar attributes



VISUALIZATION

A dark theater with rows of red seats, viewed from the back. The seats are arranged in a grid pattern, receding into the distance. The lighting is low, with some highlights on the seat backs.

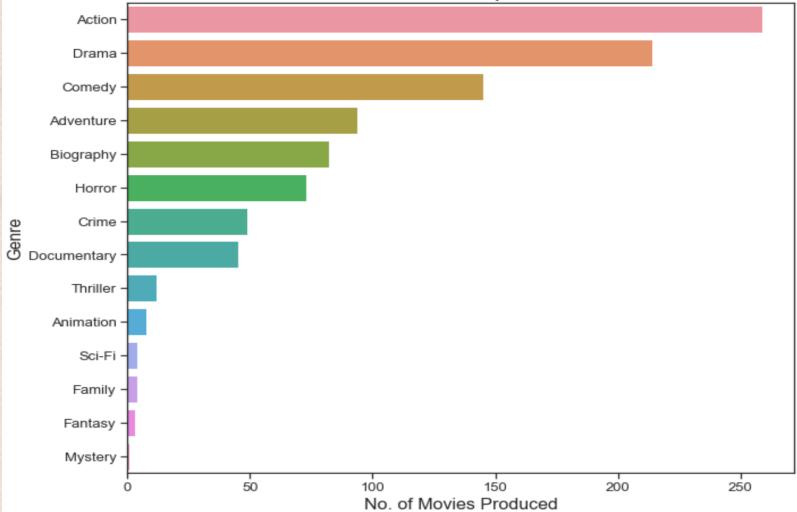
Creativity takes courage ~ Henri Matisse

GENRE

What movie genres perform best at the box office?



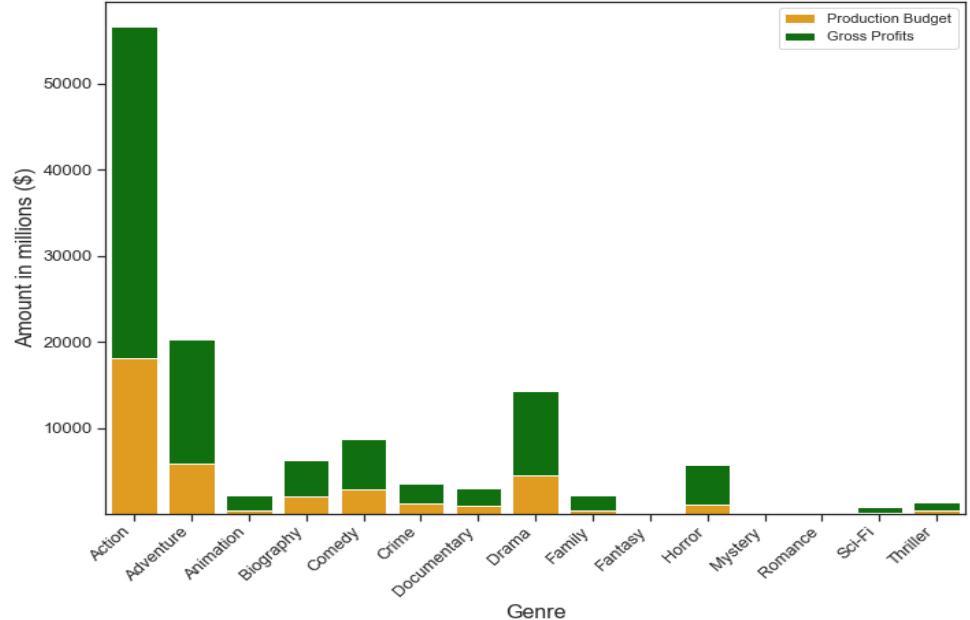
Count of Movies per Genre



Most popular genres in the market.

Potential return on investment per genre.

Production Budget vs Gross Profits per Genre

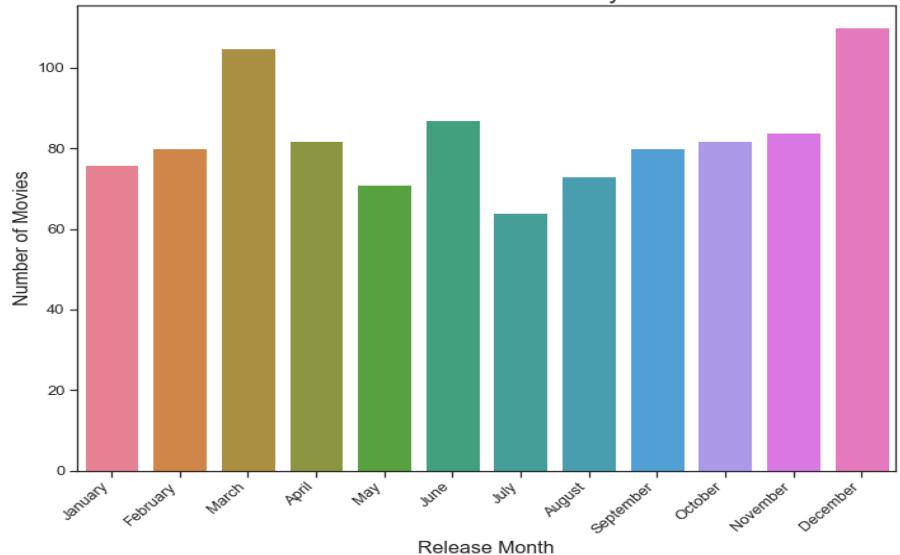


RELEASE MONTH / DAY

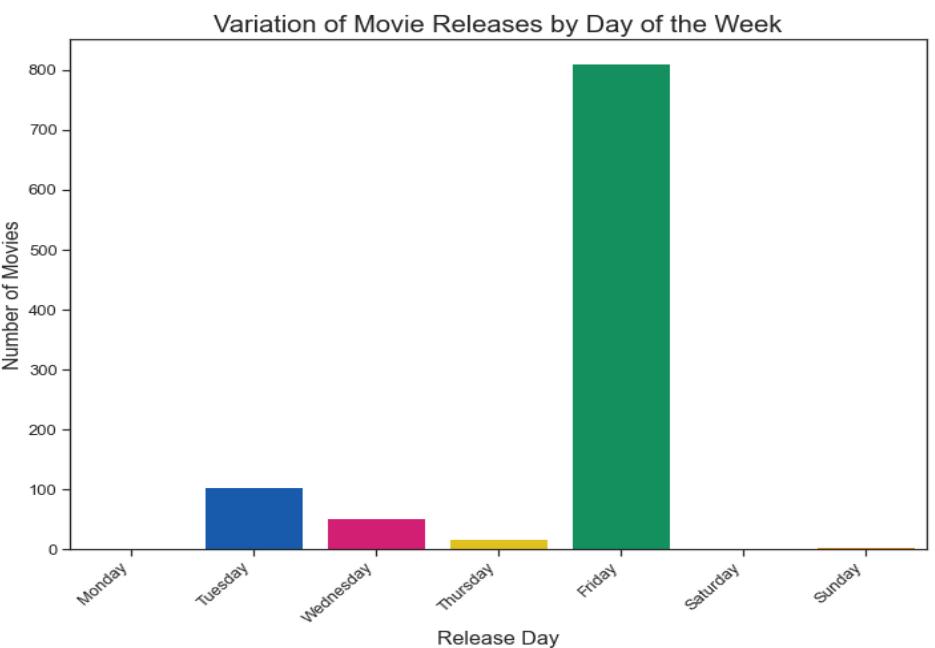
What are the best months and days to release a movie?



Variation of Movie Releases by Month



Most popular release months are March and December.



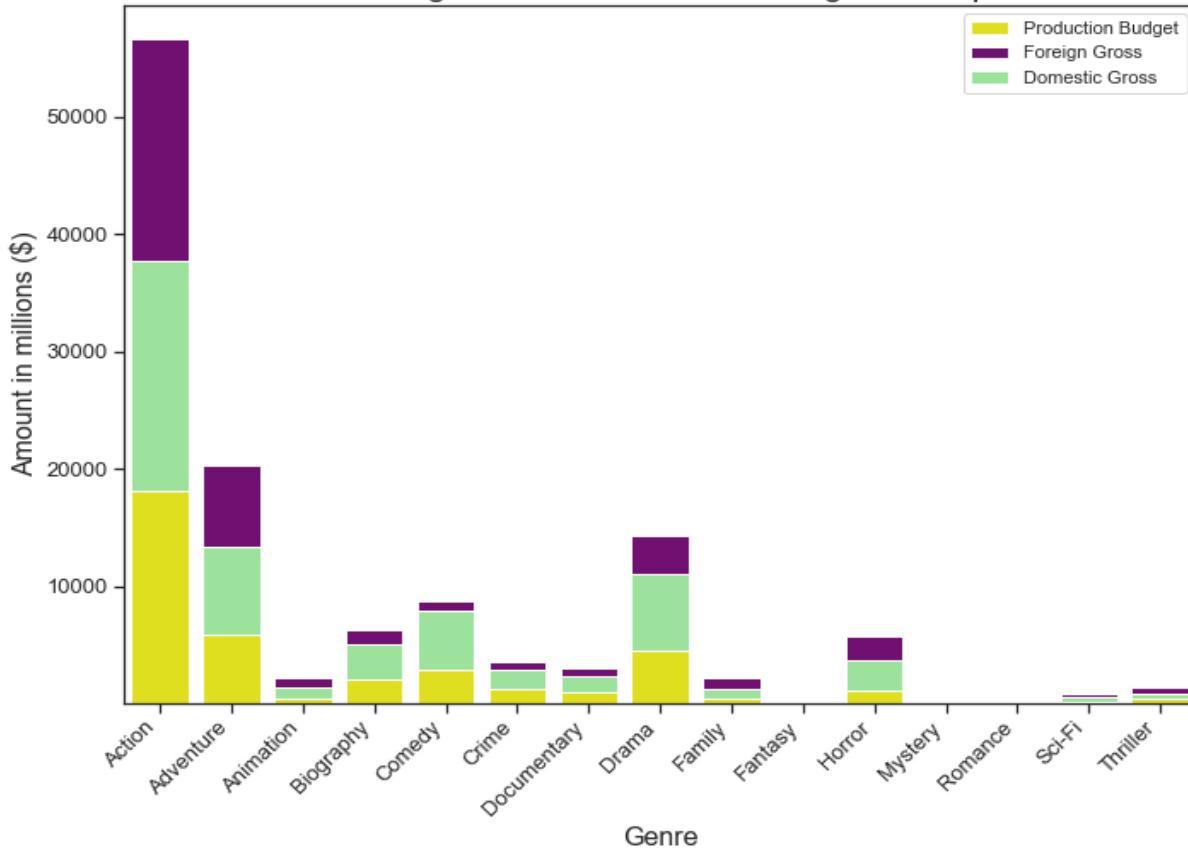
Most popular day of the week to release movies is Friday.

PRODUCTION BUDGET

What is the appropriate budget to produce a winning film?



Production Budget vs Domestic and Foreign Gross per Genre

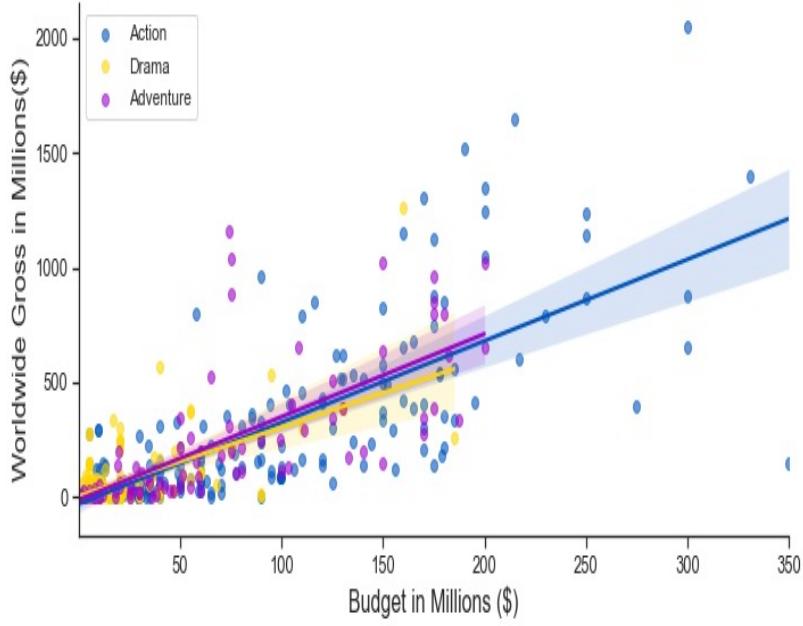


Action movies have a high production budget and great performance in domestic and foreign markets.

Adventure and drama movies also seem to perform well in both foreign and domestic markets.

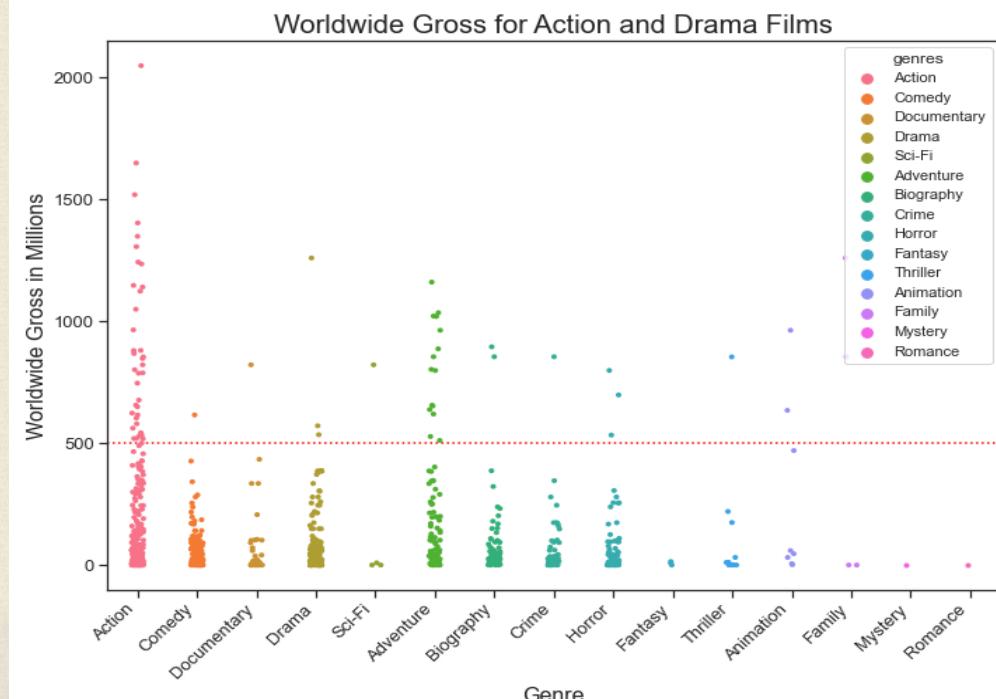
Comedies show high production budget with minimal returns in foreign markets.

Production Budget vs Worldwide Gross for Action, Adventure and Drama Movies

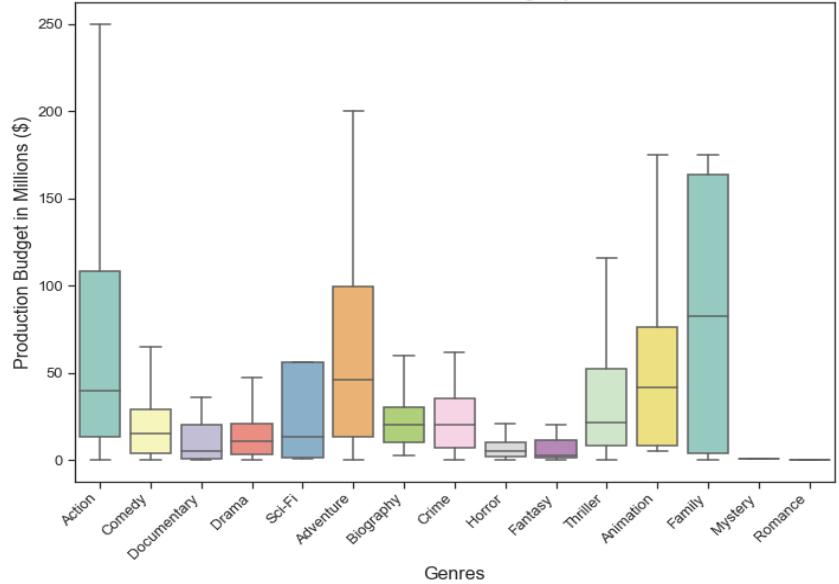


Most lucrative genres in terms of worldwide gross are action and adventure movies.

The higher the budget allocated for production of action, drama and adventure films the higher the worldwide gross revenue.



Box Plot of Production Budget per Genre



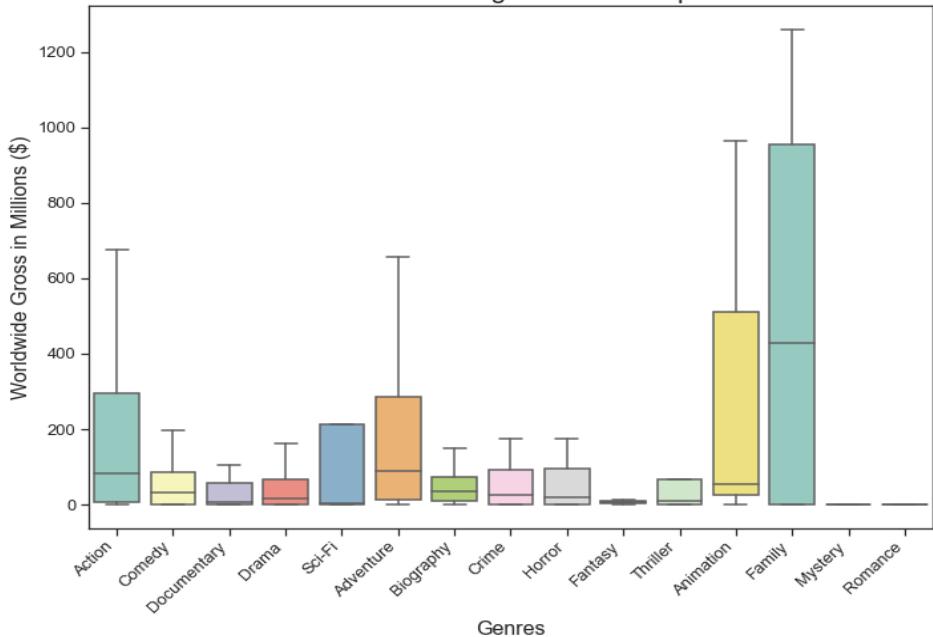
Average production budget range:

Action movies 20 – 110 million \$

Adventure movies 20 – 100 million \$

Drama 20 -30 million \$

Box Plot of Worldwide gross Revenue per Genre



Average worldwide gross range:

Action movies 20 – 300 million \$

Adventure movies 20 – 100 million \$

Drama 20 - 300 million \$



CONCLUSIONS

Top genres to invest in

Action

Adventure

Drama



Best release months

March and December

Best release day

Friday



Optimum production budget

Action movies: 150 – 300 million \$

Adventure: 70 – 100 million \$

Drama: 50 – 100 million \$





RECOMMENDATIONS



Action film

Type: Superhero

Production budget: 150-300 million \$

Release months: March – June

Directors: Anthony & Joseph Russo



Adventure film

Drama film

Type: Romantic

Production budget: 50 -100 million \$

Release month: February

Directors: James Foley

Morten Tyldum



Type: comedy/animation

Production budget: 70 -100 million \$

Release months: May – July

Directors: Pierre Coffin,

Kyle Balda,

Andrew Stanton

PARTING SHOT



NEXT STEPS



Invest in the best producers, screenwriters, actors and cinematographers per genre in the recommendations.



Get the best costume designers and art crew for each movie.



Invest in the highest quality sound, music, visual and special effects software and hardware in the market to ensure the best quality of production.



Enlist the best PR and marketing firms to boost advertising, marketing and distribution of their upcoming films.



Research on the feasibility of producing a family film.



THANK YOU!



Have any questions?

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https://github.com/Eva-Claire/Microsoft_Movie_Analysis_Phase_1_Project

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