

# FILM TREND ANALYSIS

\*\*Microsoft New Movie studio\*\*

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# OVERVIEW

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A stylized graphic of a movie clapperboard. It features a black and white striped top bar with the word "PROD" in white. Below it is a large blue reel with a pink and black striped pattern. The background has a pink-to-blue gradient.

PROD

# INTRODUCTION

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- Microsoft's venture into original video content creation.
  - Objective: To understand top-performing films .
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# BUSINESS UNDERSTANDING



- Problem at hand: Microsoft venture into film industry
- Film genres that have consistently performed well
- Analyzing revenue trends and budgets
- Audience demographic preferences based on rating

# DATA UNDERSTANDING

- 01 The data originate from reputable sources
- 02 The dataset encompasses a broad range of films
- 03 Target variables : revenue, genre and budgets
- 04 Properties of variables:  
categorical and numeric values



# Data Analysis



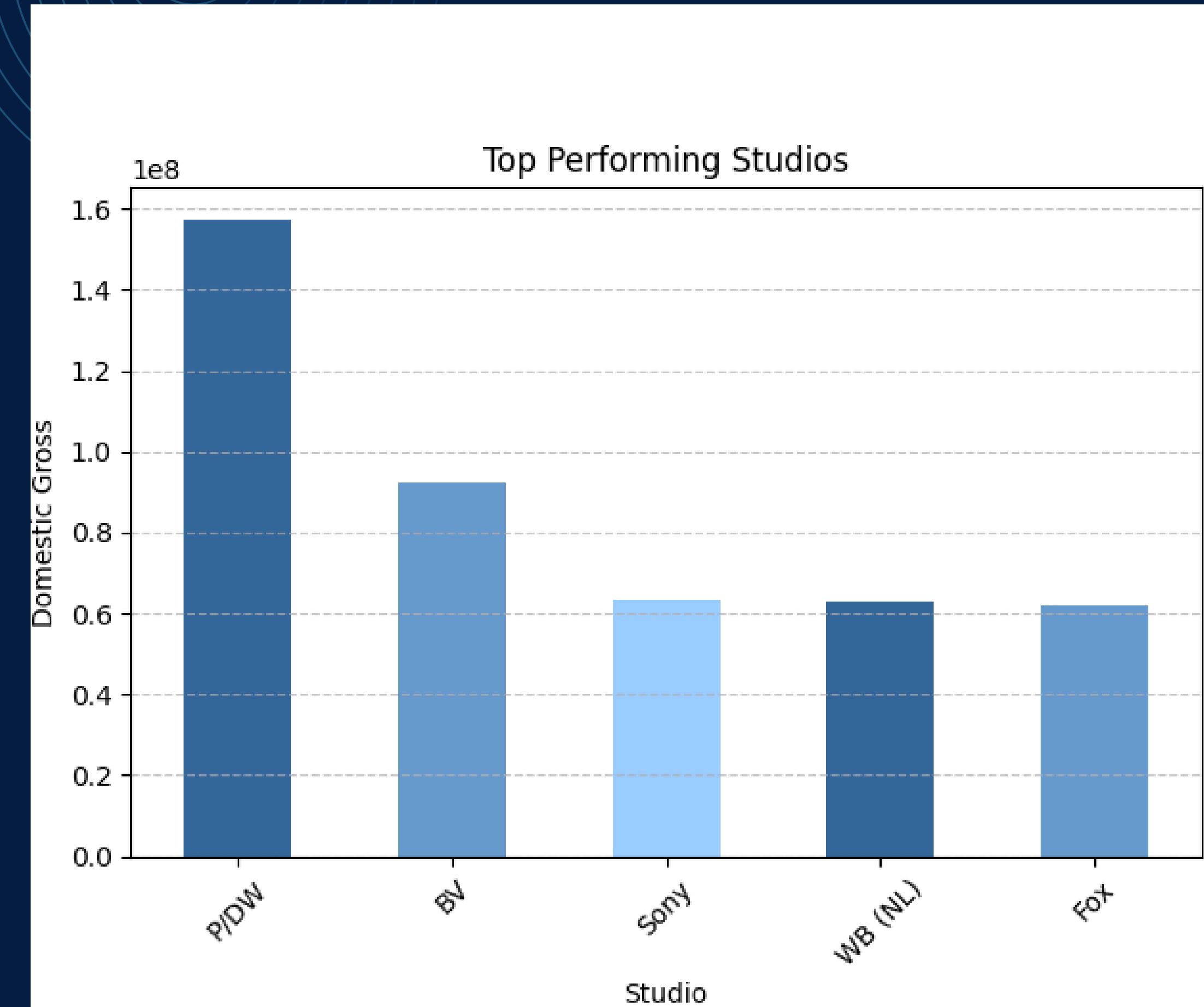
- Analyzing top performing studios in relation to the revenue.
- Find the top performing to the average rating of the movies.
- Analysis of the relationship between the budget and revenue.



# 1. Top-performing studios

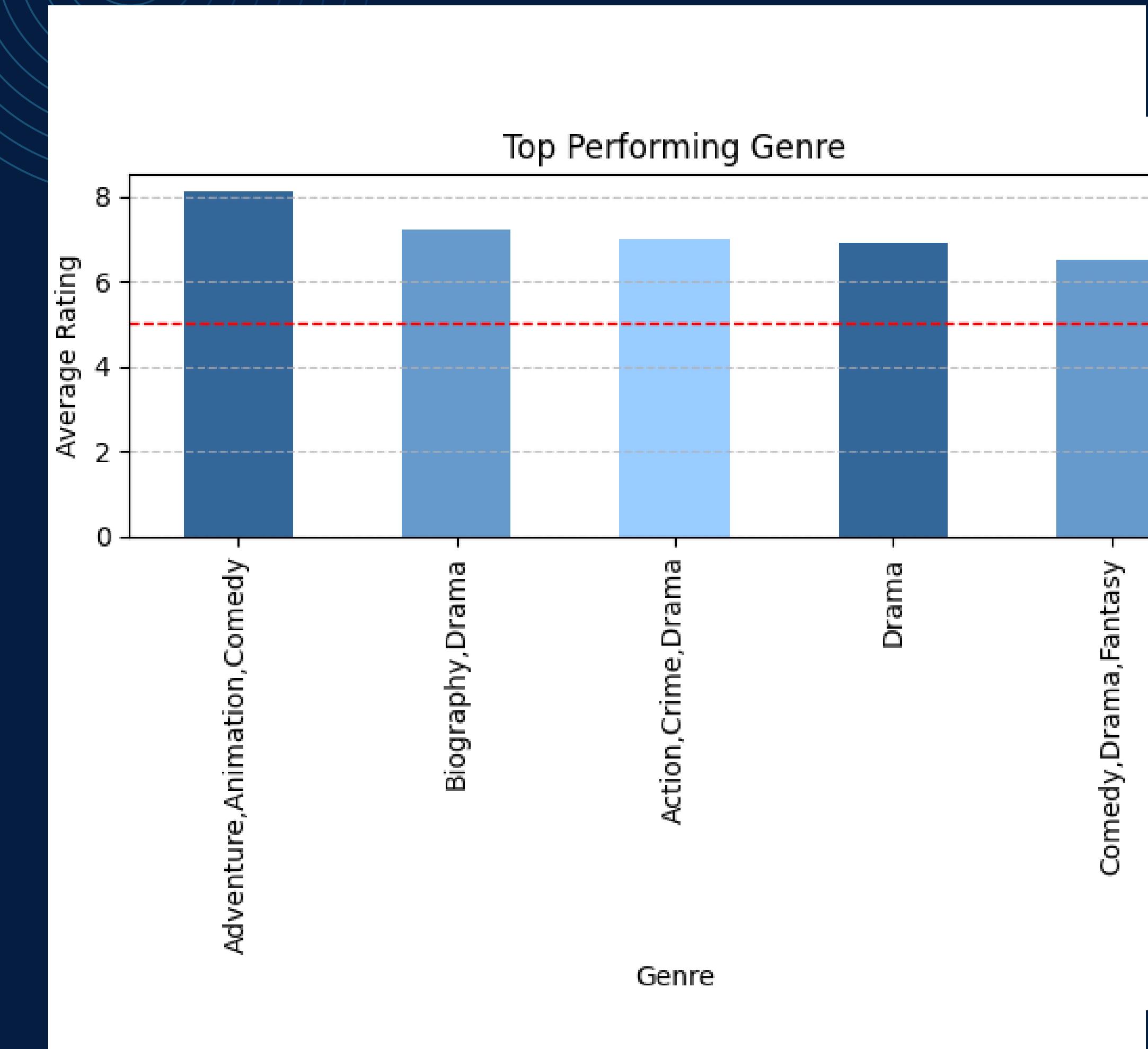
The studios with the highest revenues

Paramount Pictures(P/DW),Buena Vista Pictures(BV) and Sony,collaborating would be profitable.



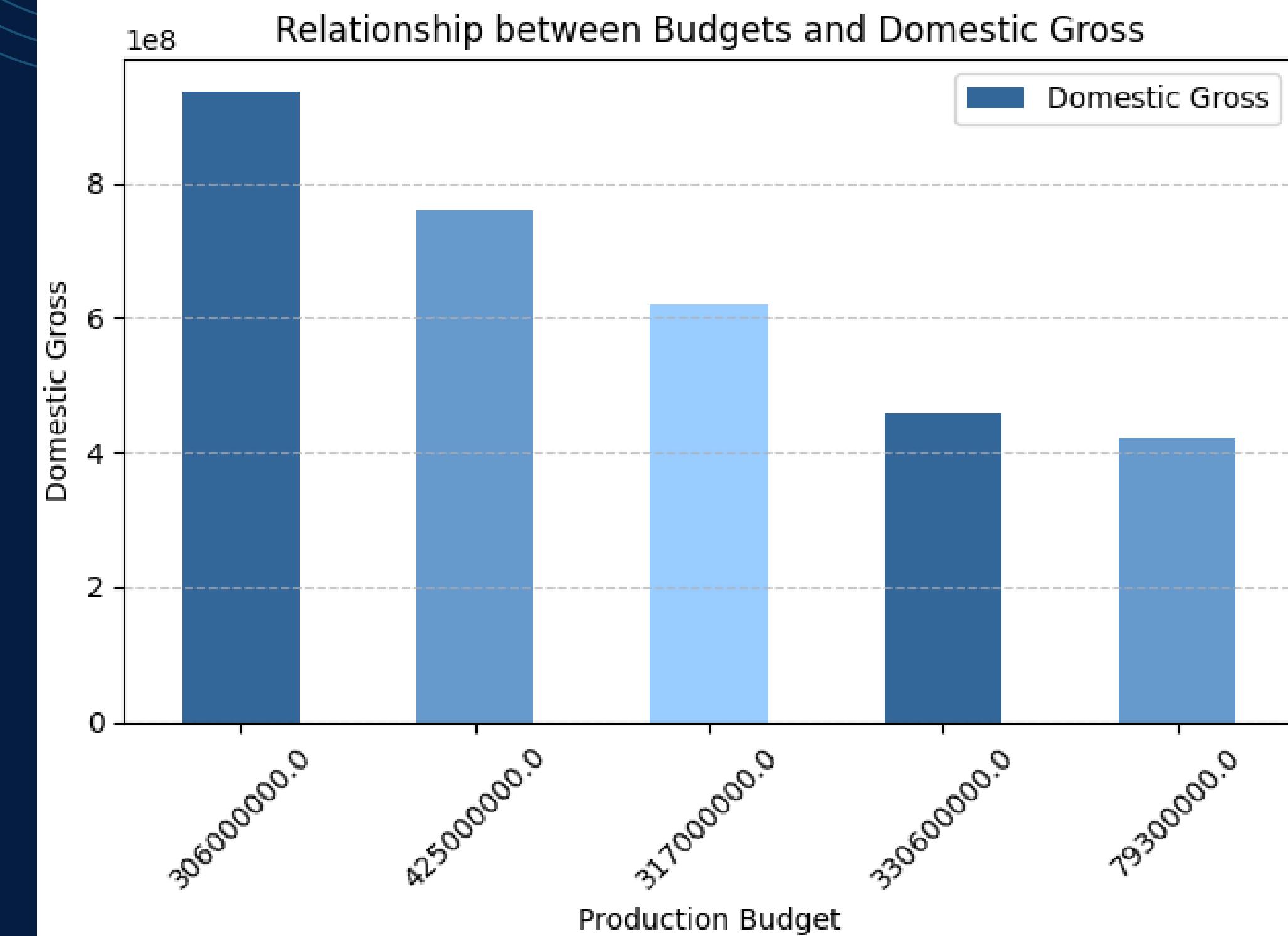
## 2. Top performing genre

The genres that are most highly rated are Adventure, Animation, Comedy, Biography, Drama, Action, Crime, Drama and are likely to bring in good returns



### 3. Relationship between the budget and earnings

The higher the production budget , the higher the worldwide gross which is the earnings from the video content .





# RECOMMENDATIONS



## Work with large studios

Aim to partner with established and larger film studios .

## Market Analysis

Monitoring industry trends and audience preferences and performance .

## Strategic investments

Consider strategic investments in or acquisitions of larger studios .

# NEXT STEPS



**Continuous Analysis**  
continuously  
access market  
trends.



**Collaboration**  
collaborate  
with other  
movie studios



**Predictive modelling**  
predictive models  
using machine  
learning algorithms

# Thank You

**Connect with me**

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