

FILM TREND ANALYSIS

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INTRODUCTION

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

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



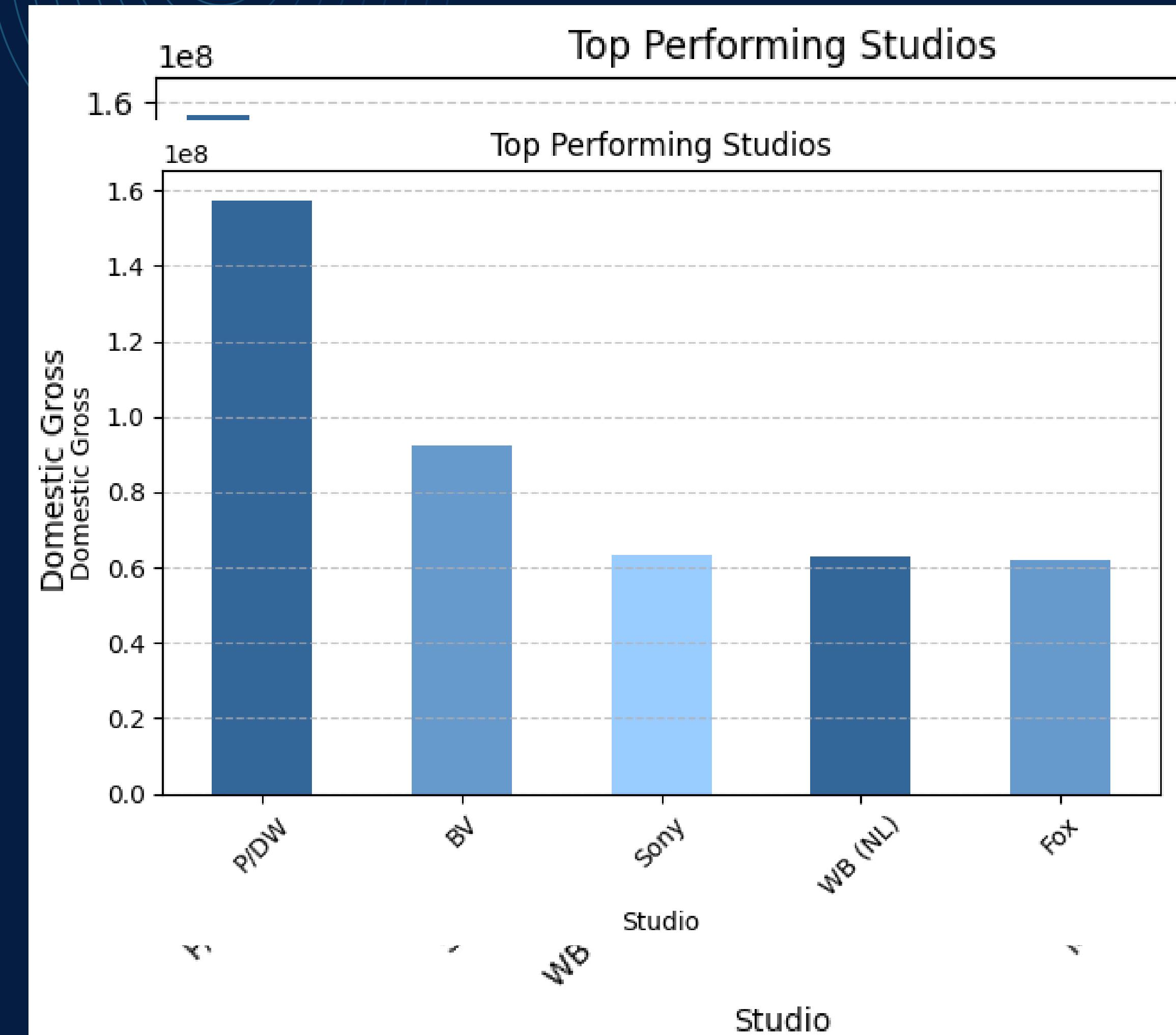
Data Analysis

- 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

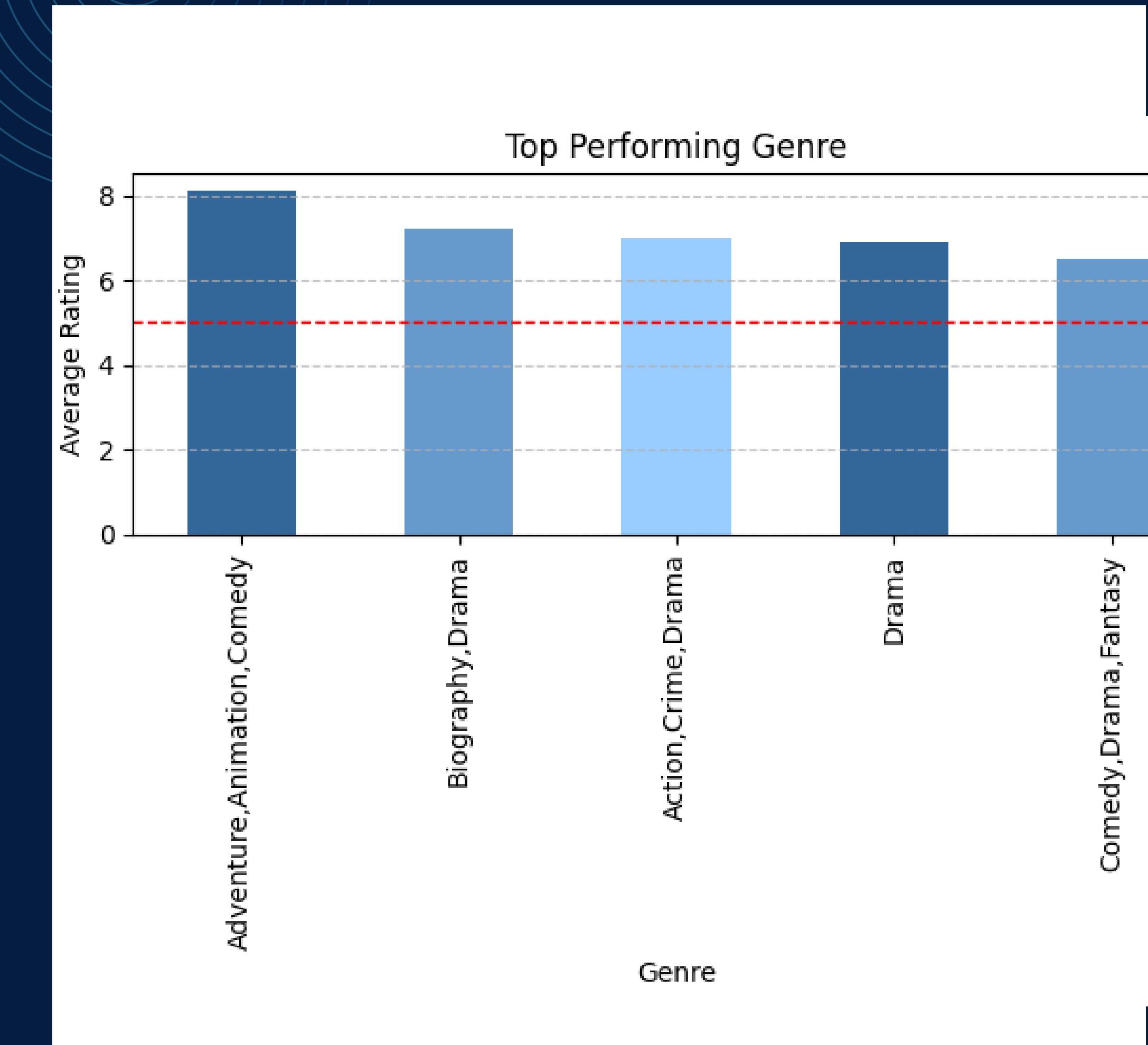
The studios with the highest revenues

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



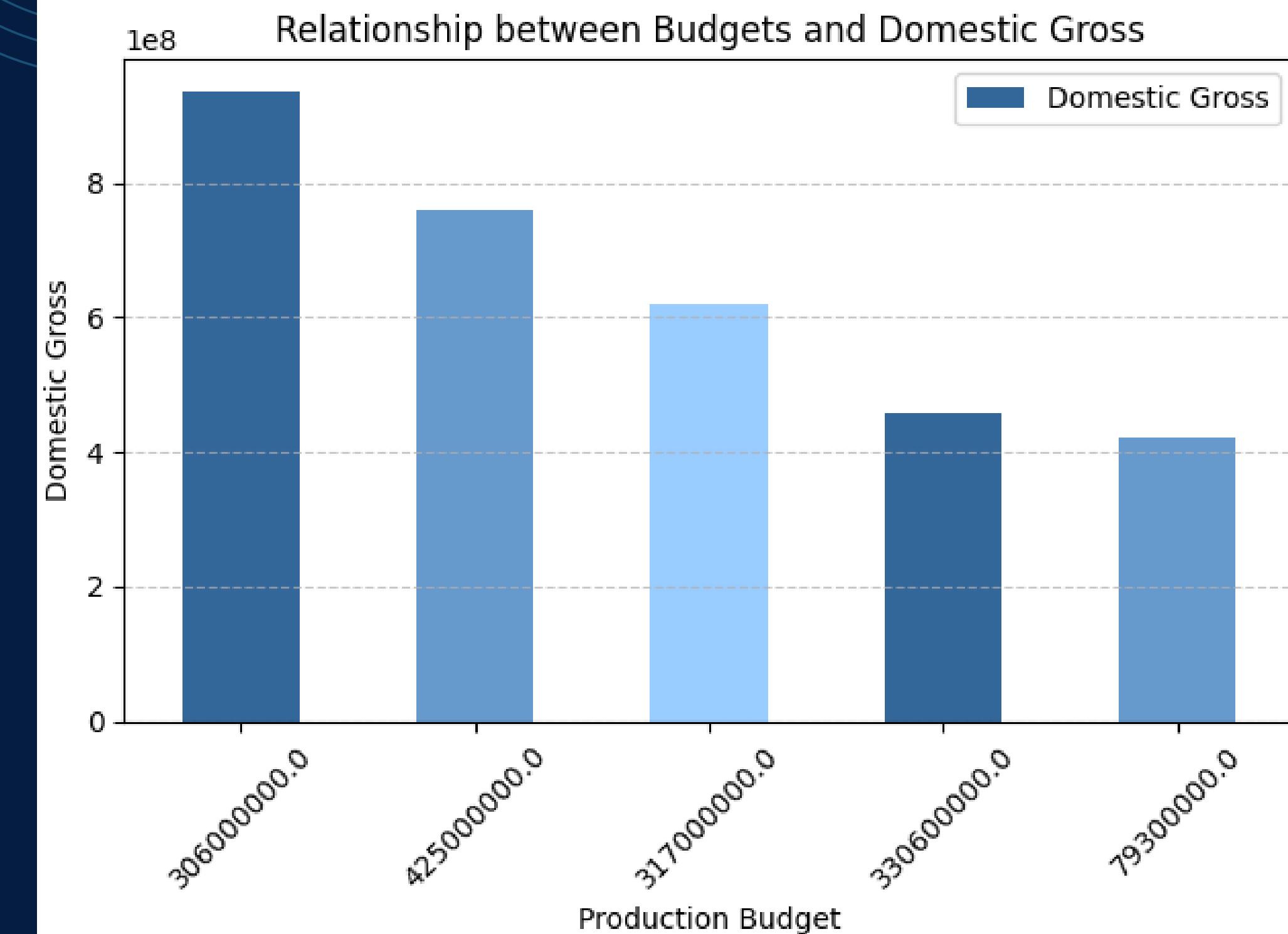
2. Top performing genre

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

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