

A decorative graphic on the left side of the slide, consisting of a network of white lines and small circles on a blue gradient background, resembling a circuit board or a stylized tree structure.

# FILM INDUSTRY ANALYSIS

# OVERVIEW

- what kinds of studios are doing well at the box office right now? Analysing the relationship between runtime and earnings ,how production budget can affect the returnsProvide Microsoft's film studio with practical insights derived from research findings by suggesting the ideal production budget based on returns, market demand, and industry trends.Create strategic proposals for the movie studio owned by Microsoft.

# BUSINESS UNDERSTANDING

- Microsoft sees an opportunity to grow its presence in the entertainment business by launching its own movie studio. However, due to its lack of experience in film production, Microsoft confronts the issue of selecting the best viable path for its venture. To solve this, extensive market research and analysis are required to determine the types of films that are currently resonating with audiences and performing well at the box office. By learning about current trends, audience preferences, and the competitive landscape, Microsoft can make informed decisions about which films to produce. This insight will allow the head of Microsoft's new movie studio to strategize effectively, capitalizing on identified opportunities while reducing risks, so positioning the studio for success in a highly competitive and dynamic sector.

# DATA UNDERSTANDING

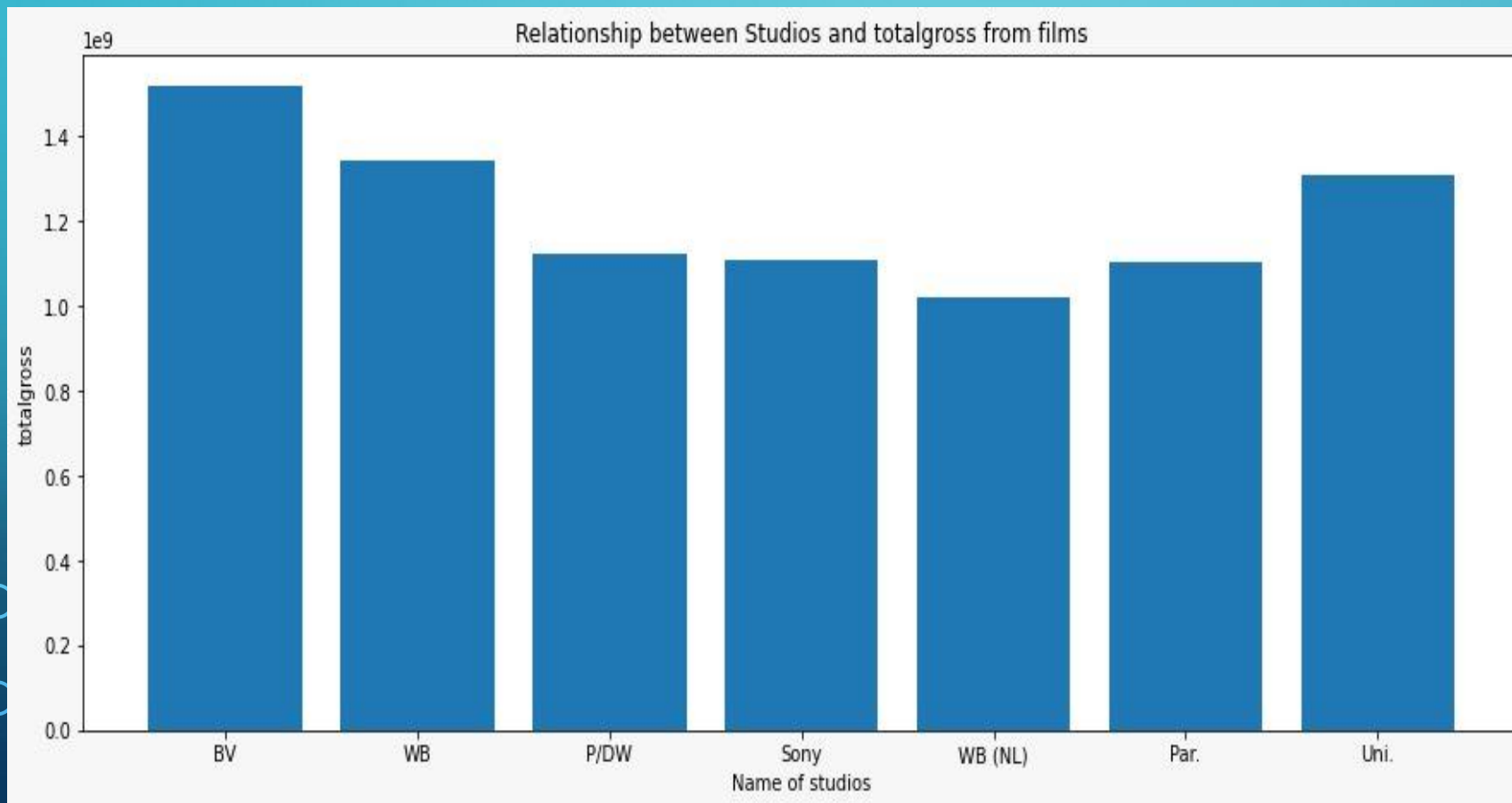
- ☐ Checking for null values
- ☐ Checking for duplicates
- ☐ Dropping missing values
- ☐ Understanding our tables
- ☐ Forming new tables by performing arithmetics
- ☐ Converting some of the columns to numeric values

# DATA UNDERSTANDING

will be using data from ;

- bom.movie\_gross.csv.gz, where will be using the studios and total gross column. The total gross column was created by adding values from foreign and domestic gross column.
- tn.movie\_budgets.csv.gz, columns used; production budget and returns
- rt.movie\_info.tsv.gz, columns used; runtime and box office

# WHICH STUDIOS HAVE A HIGH TOTAL GROSS ?

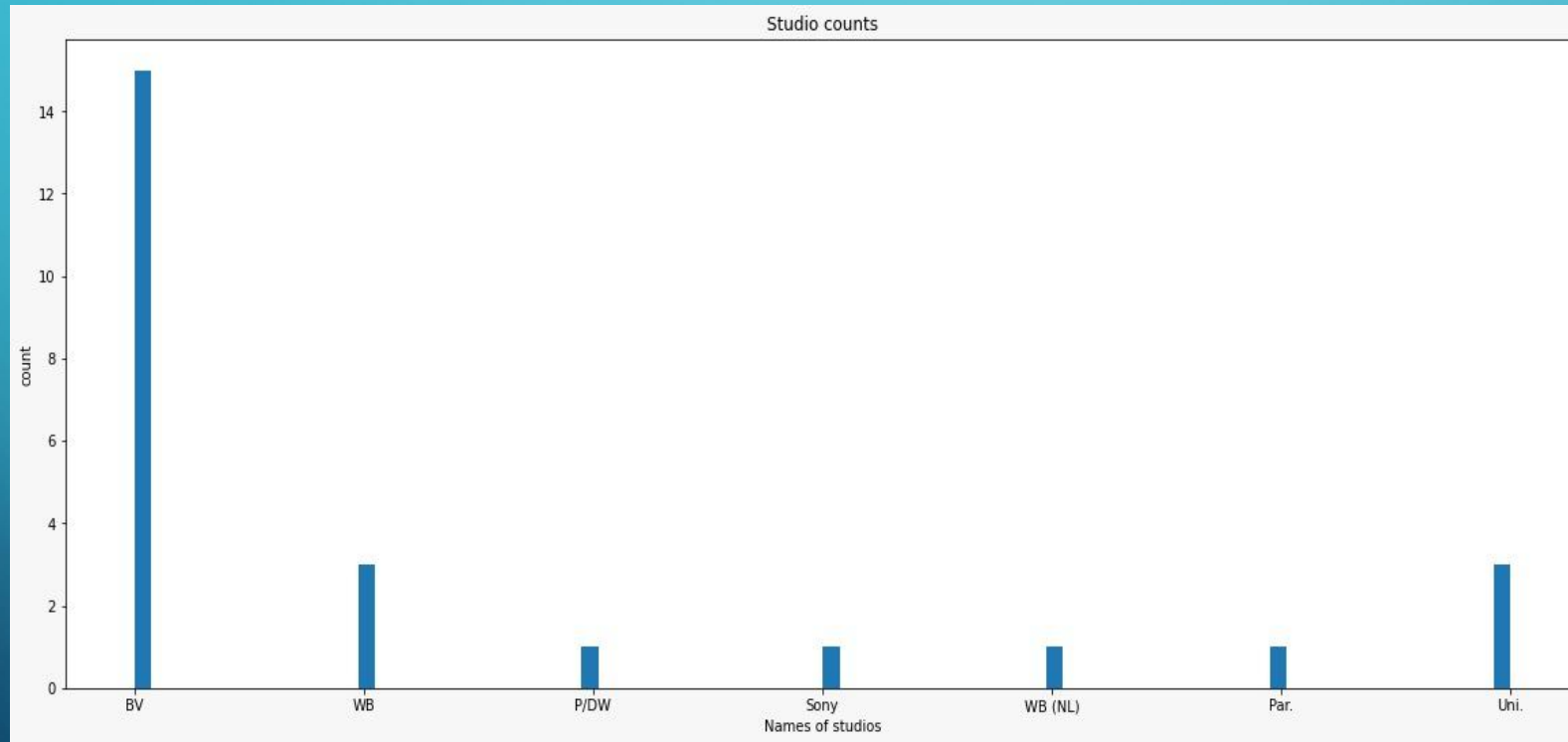


The top 3 studios with high gross earnings are ;

- ❖ BV
- ❖ Uni
- ❖ WB



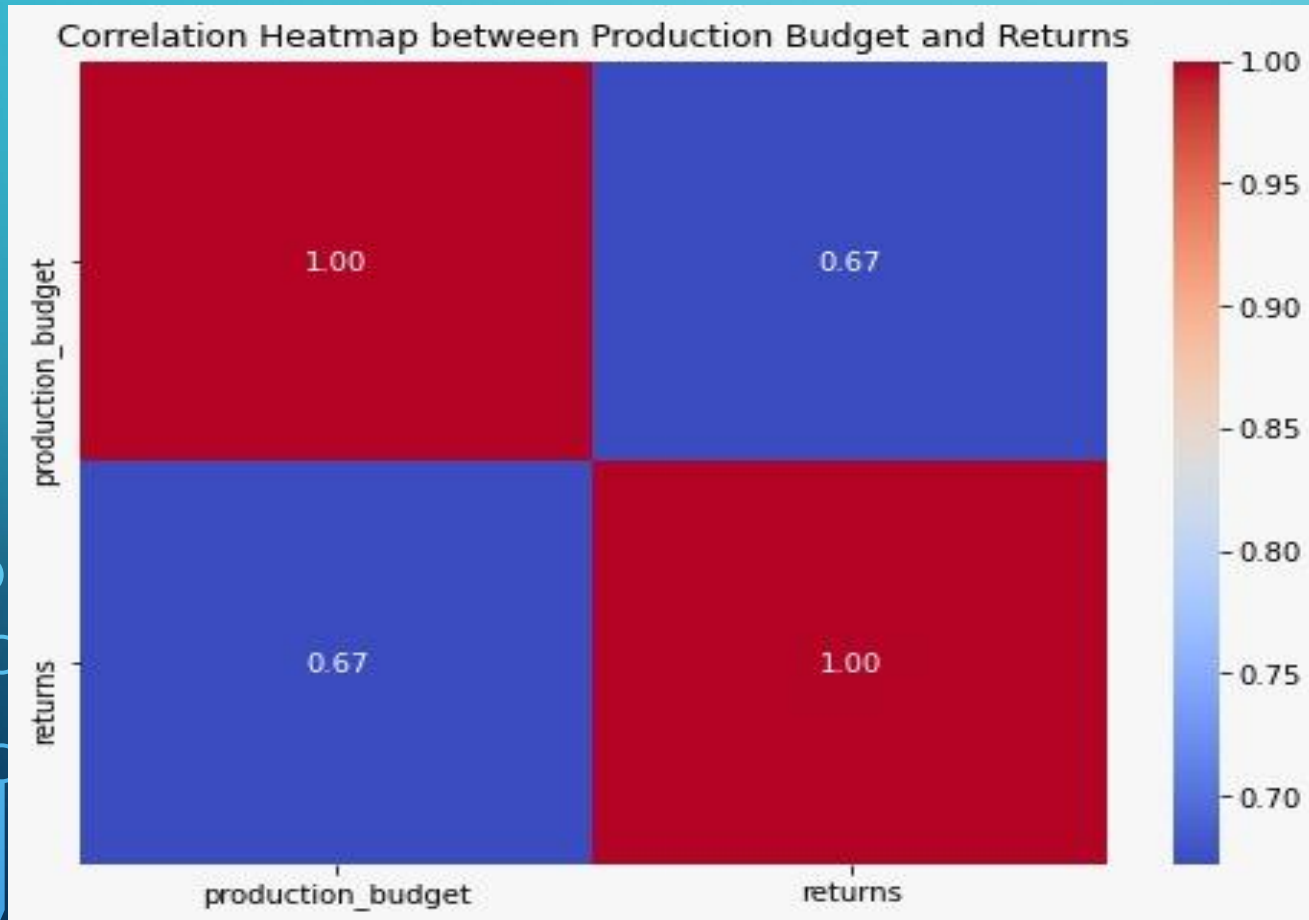
# WHICH STUDIOS ARE POPULAR?



The top 3 popular studios are;

- BV
- Uni
- WB

# CHECKING THE RELATIONSHIP BETWEEN PRODUCTION BUDGET AND THE RETURNS .



- A strong positive linear relationship between the two means that as production budget increases, returns also tends to increase in a consistent manner. This is something for Microsoft to consider to generate great returns.



# CHECKING THE RELATIONSHIP BETWEEN RUNTIME AND BOX OFFICE EARNINGS



➤ positive linear relationship between runtime and box office earnings. Though a weak relationship this translates that an increase in runtime leads to an increase in boxoffice earnings

# RECOMMENDATIONS

- Microsoft should do a market analysis on the following studios; BV, Uni, WB they were popular among people and have high gross incomes .
- from the tn.movies\_budget data we can conclude that there's a strong linear relationship between budget and boxoffice earnings. Microsoft should consider highly investing in production, since it would mean high gains.
- Microsoft should consider producing films with high runtime will translate to also high boxoffice earnings

# NEXT STEPS

- ✓ Develop an action plan
- ✓ Allocating resources
- ✓ Establishing partnerships
- ✓ Executing and marketing



**THANK YOU**

**ANY QUESTIONS?**

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