MICROSOFT MOVIE STUDIO ANALYSIS

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SUMMARY

The following recommendations may help Microsoft stand out and cut edge in this competitive industry :

1. Create a distinct brand and strategy

2. Employ seasoned Directors and Producers

3. Invest in high-quality content

4. Establish strategic alliances and partnership

5. Leverage, embracing the ever-changing and evolving technology

PROJECT OUTLINE

- Business problem
- Data understanding
- Methods
- Conclusions

BUSINESS PROBLEM

- Analyzing the most popular and profitable genres to invest in

- Competition from existing and well-established movie studios

- Production cost vs. ROI

- Analysis of the highest rated movie cast, specifically directors, in relation to the number of films produced and their average ratings

DATA UNDERSTANDING

The data sets analyzed provide a variety of information necessary to comprehend our business problems and they are:

❖ The im.db database

❖ The t.movie budget

❖ The bom movie gross
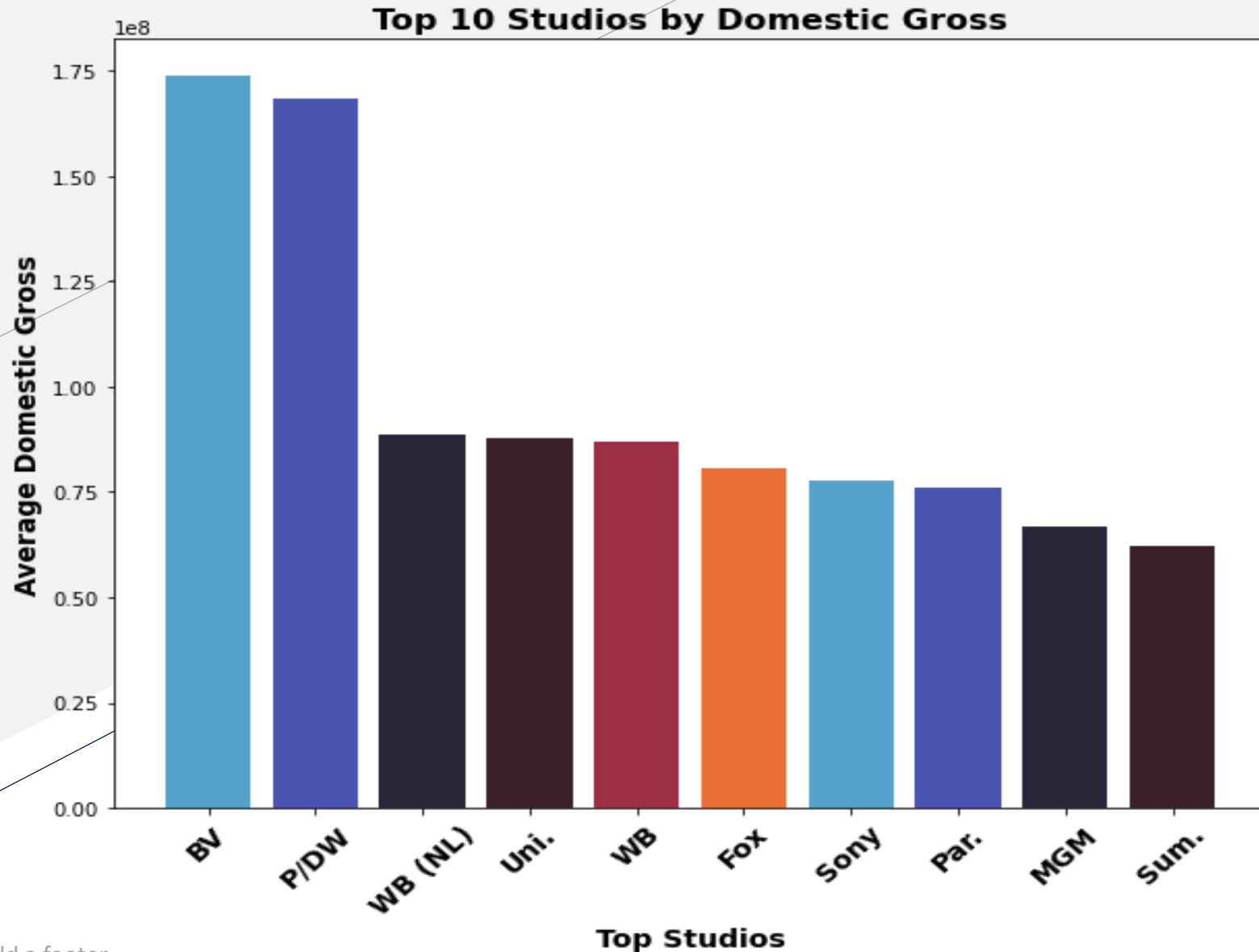
METHODS

DATA PREPARATION AND ANALYSIS

The data was cleaned which involved removing or correcting invalid, inaccurate, or inconsistent data. This included dealing with missing values, outliers, and duplicates.

DATA VISUALIZATION.

The data was the visualized using visualization tools such as Bar Graphs and Line Graph.
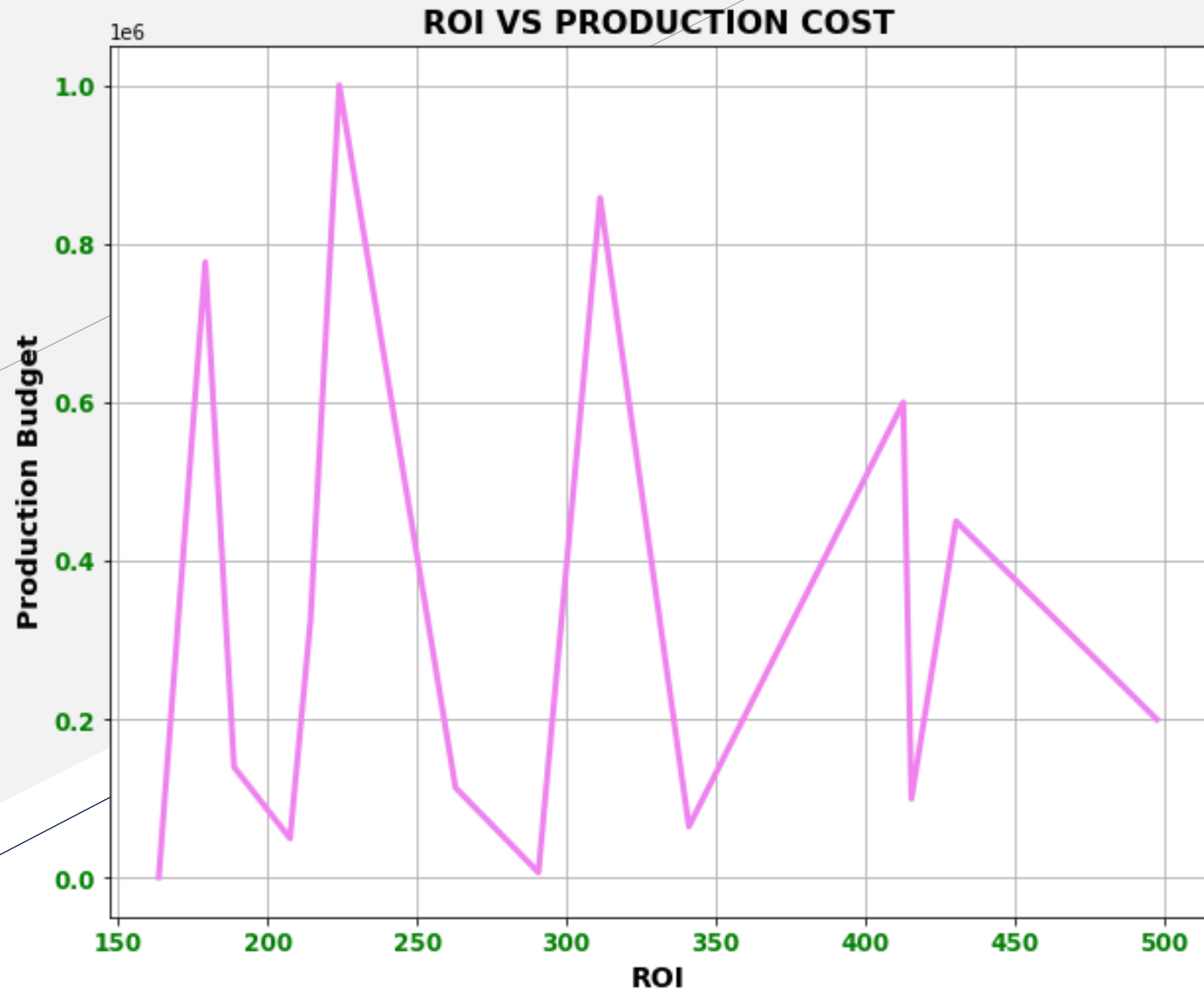
TOP 10 STUDIOS BY DOMESTIC GROSS

Top 10 Studios by Domestic Gross

FINDINGS

- BV and P/DW are the top 2 studios with the highest average domestic gross hence the highest market share.

- MGM and Sum are the bottom 2 studios with the lowest average domestic gross hence the least market share.

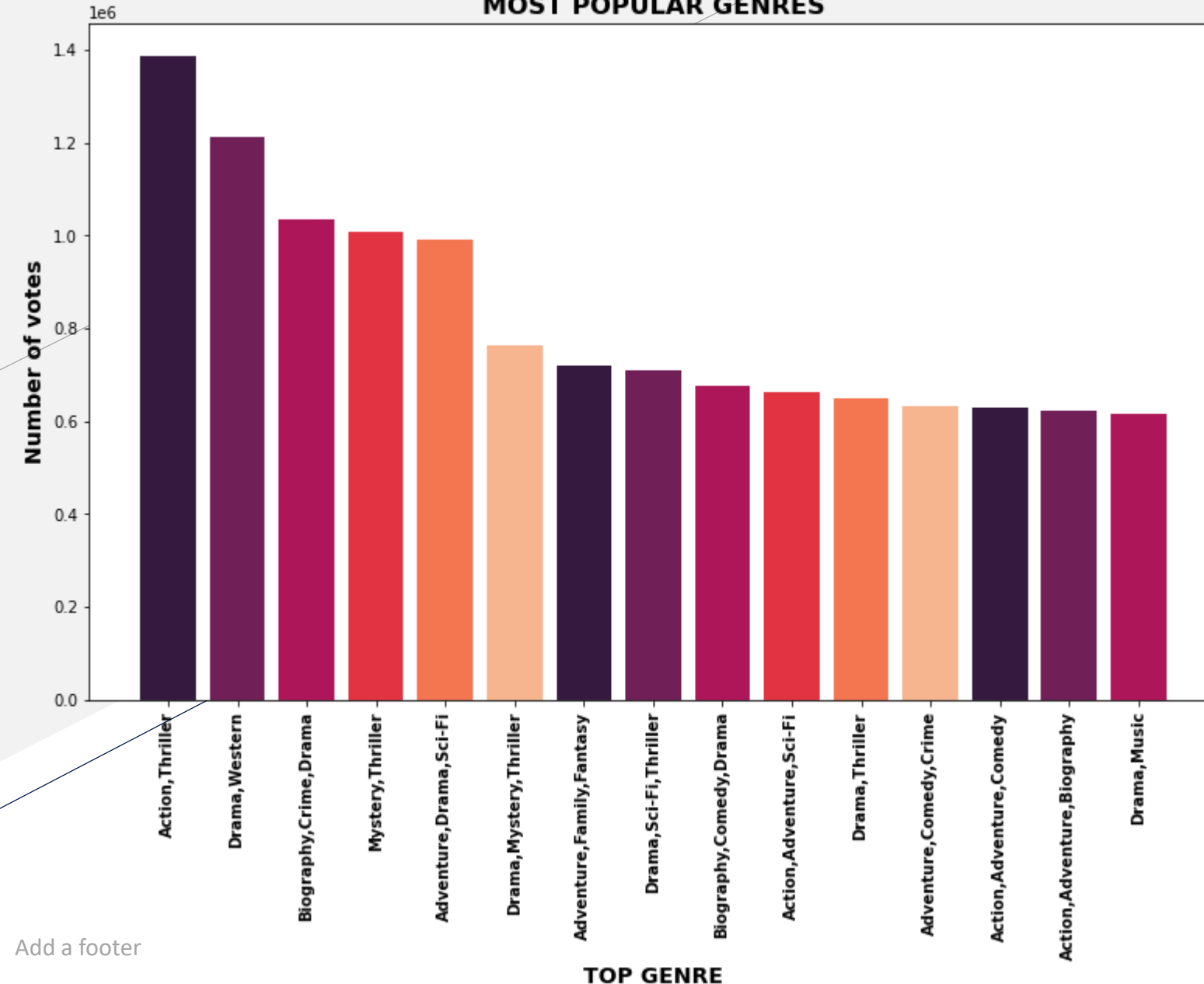# THE COST OF PRODUCTION VS THE ROI

ROI VS PRODUCTION COST

FINDINGS

The aforementioned graph makes it abundantly evident that there is no linear relationship between production costs and return on investment
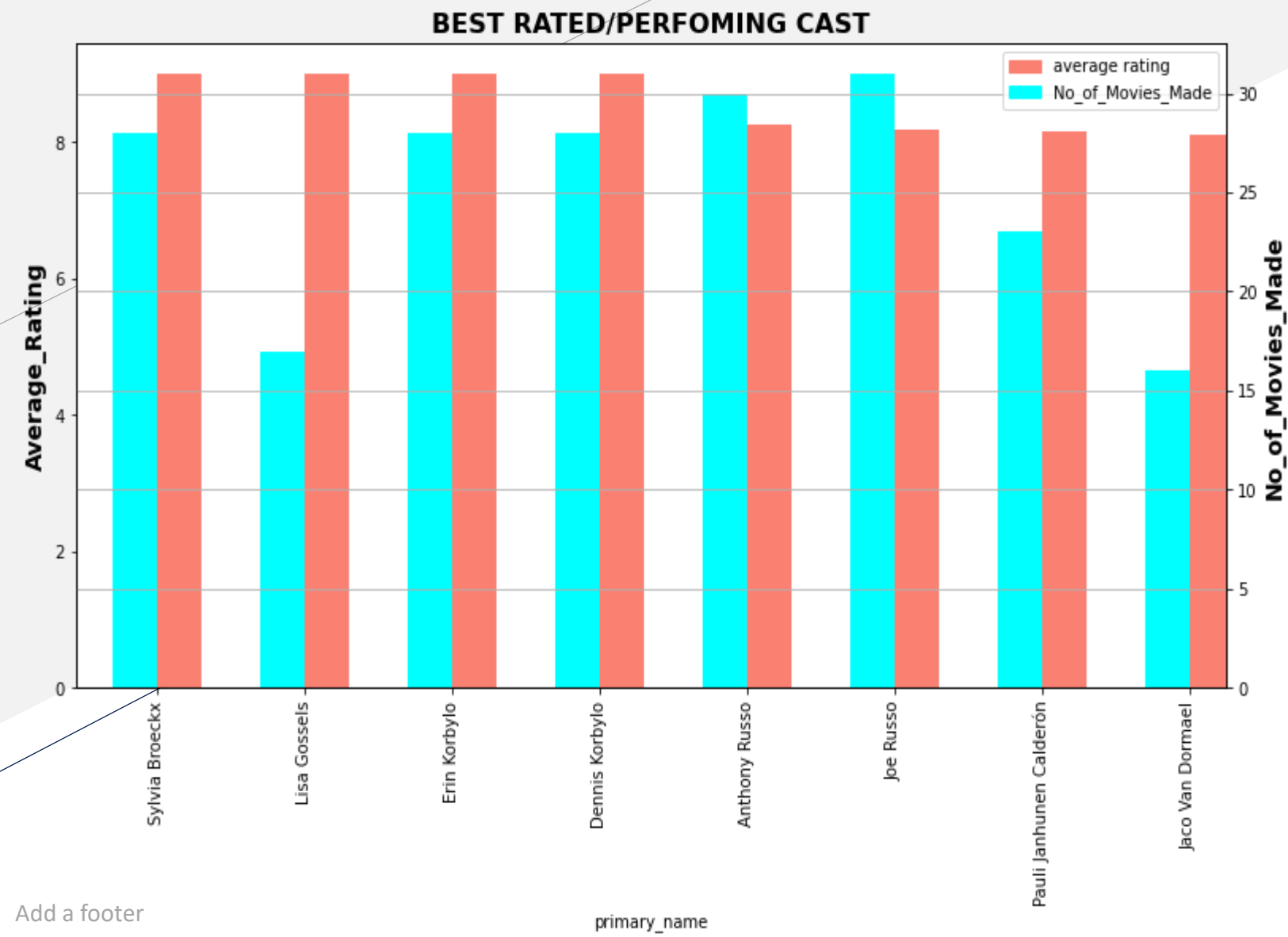
MOST POPULAR GENRES

MOST POPULAR GENRES

FINDINGS.

Top 3 most popular genres combination are: (Action, Thriller), (Drama, Western) and (Biography, Crime, Drama).

- The 3 least popular genres combination are: (Action, Adventure, Comedy), (Action, Adventure, Biography) and (Drama, Music)

BEST RATED/PERFOMING DIRECTORS

FINDINGS.

The Top 3 best rated/performing cast gauged by the number of movies produced and their average rating are:

1. Syvia Broeckx.
2. Dennis Korbylo
3. Erin Korbylo

CONCLUSION AND RECOMMENDATIONS

These are my conclusion and recommendation made from the

analysis above:

1. Create a distinct brand and strategy

2. Employ seasoned Directors and Producers

3. Invest in high-quality content

4. Establish strategic alliances and partnership

5. Leverage, embracing the ever-changing and evolving technology

Thank You.

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