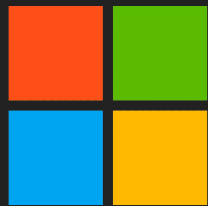
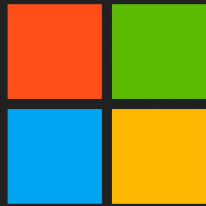


Microsoft Movie



Microsoft

Flavian Miano



Microsoft

Outline

- Introduction
- Business Problem
- Objectives
- Methodology
- Results
- Conclusions

Introduction

The movie industry is a very lucrative one. IMDB, Rotten Tomatoes, The Movie Database(TMDB) and BOM movies are some of the databases with the movies data. They contains a large number of public data on films such as the title of the film, the year of release of the film, the genre of the film, the audience, the rating of critics, the duration of the film, the summary of the film, actors, directors and much more. Faced with the large amount of data available on this sites. I will use them for this analysis.

Business Problem

- Microsoft wants to start a new movie department.
- The film/movie industry being a steadily growing industry.
- They want the insights to the movie industry

Objectives

- To find useful information that can help Microsoft get into the film/movie industry
- Analyze data given and answer specific questions.
- Provide insights about the movie industry
-

Methodology

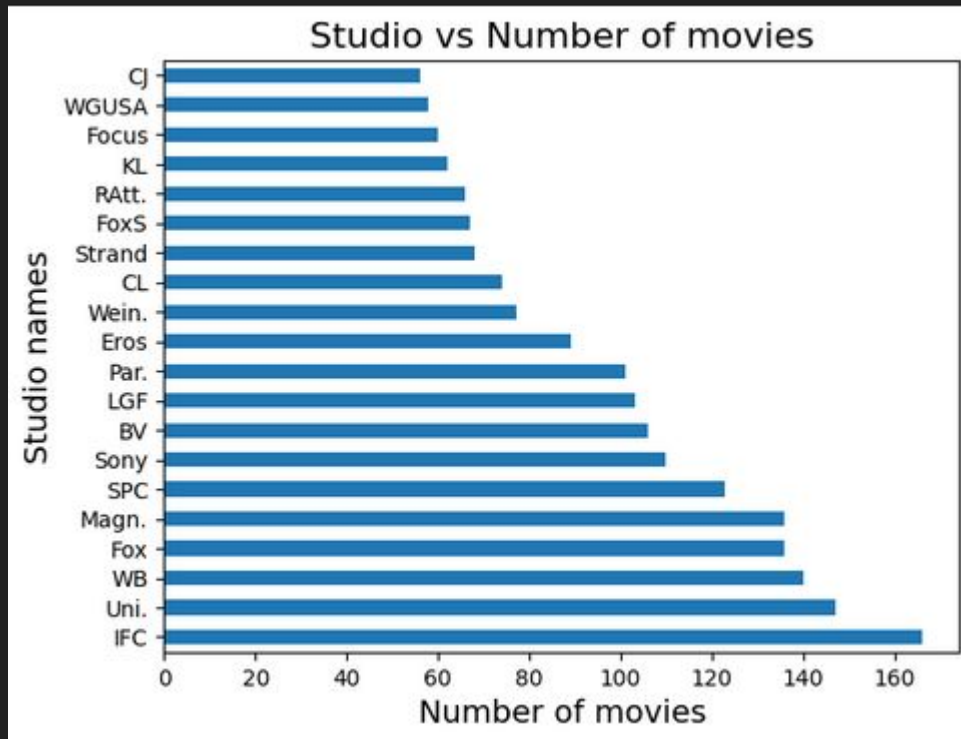


Results

Questions to be answered were:

- The studio with the most movies
- What genres are most produced
- The language of the movie that is most popular
- How the year of production has affected its worldwide_gross

The studio with the most movies:

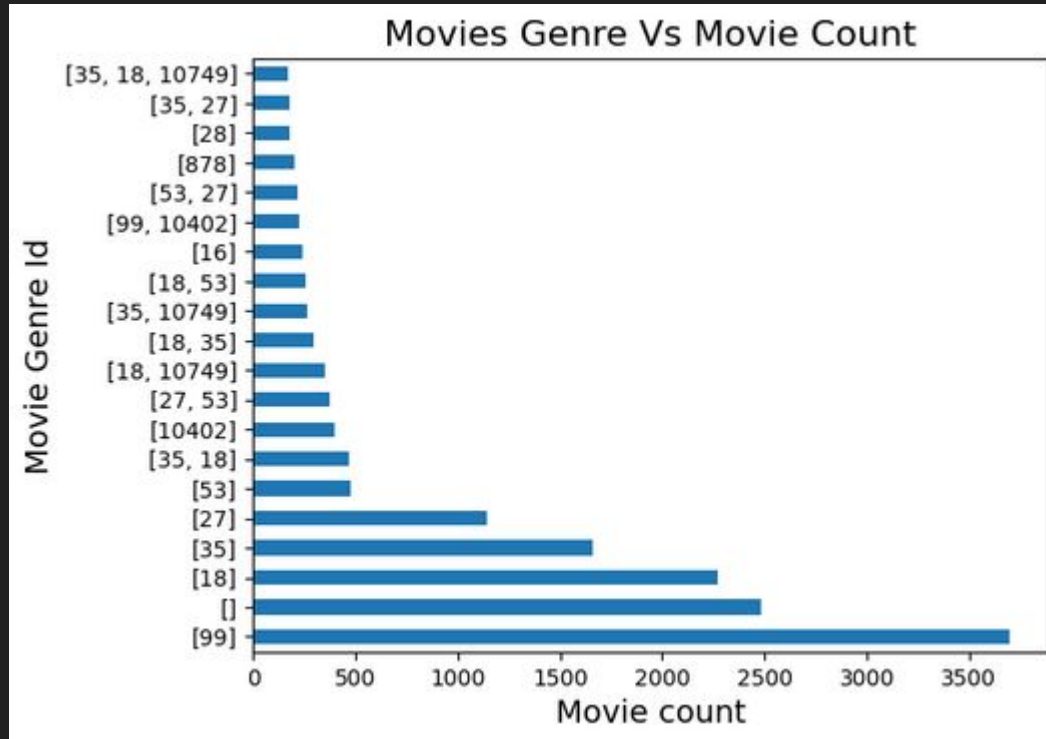


The results were:

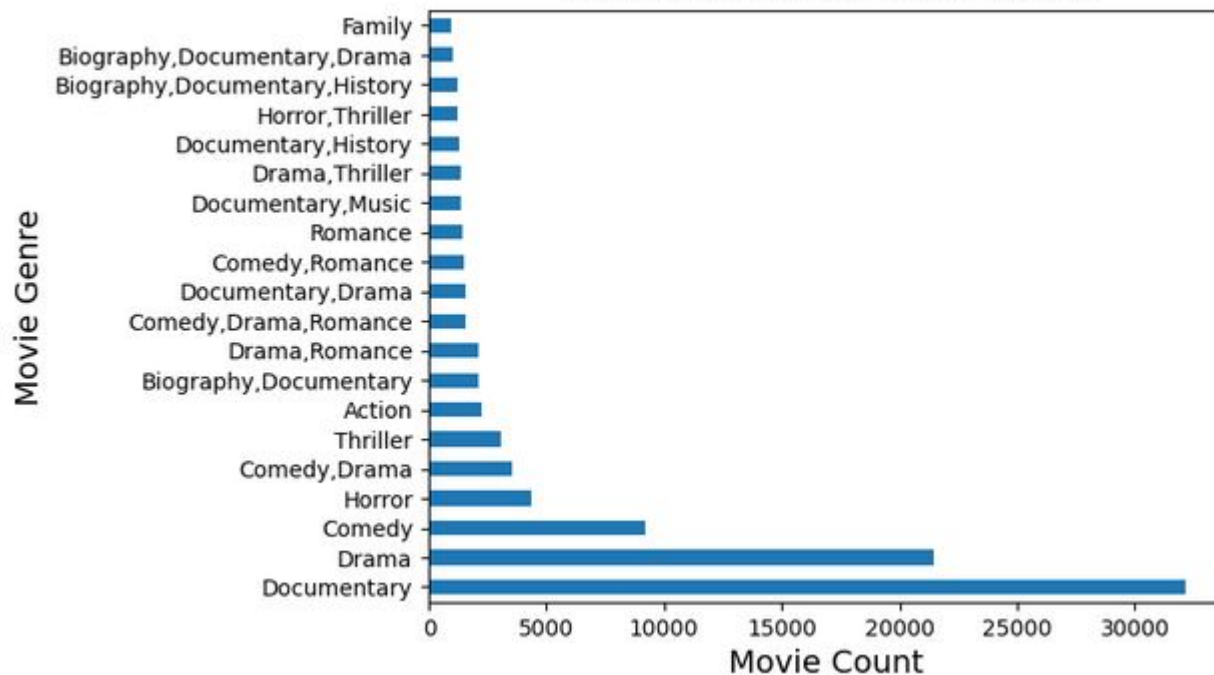
- IFC productions
- Universal studios
- Warner Bros Studios
- Fox Studios
- Magn Studios

These are the top movie producing companies.

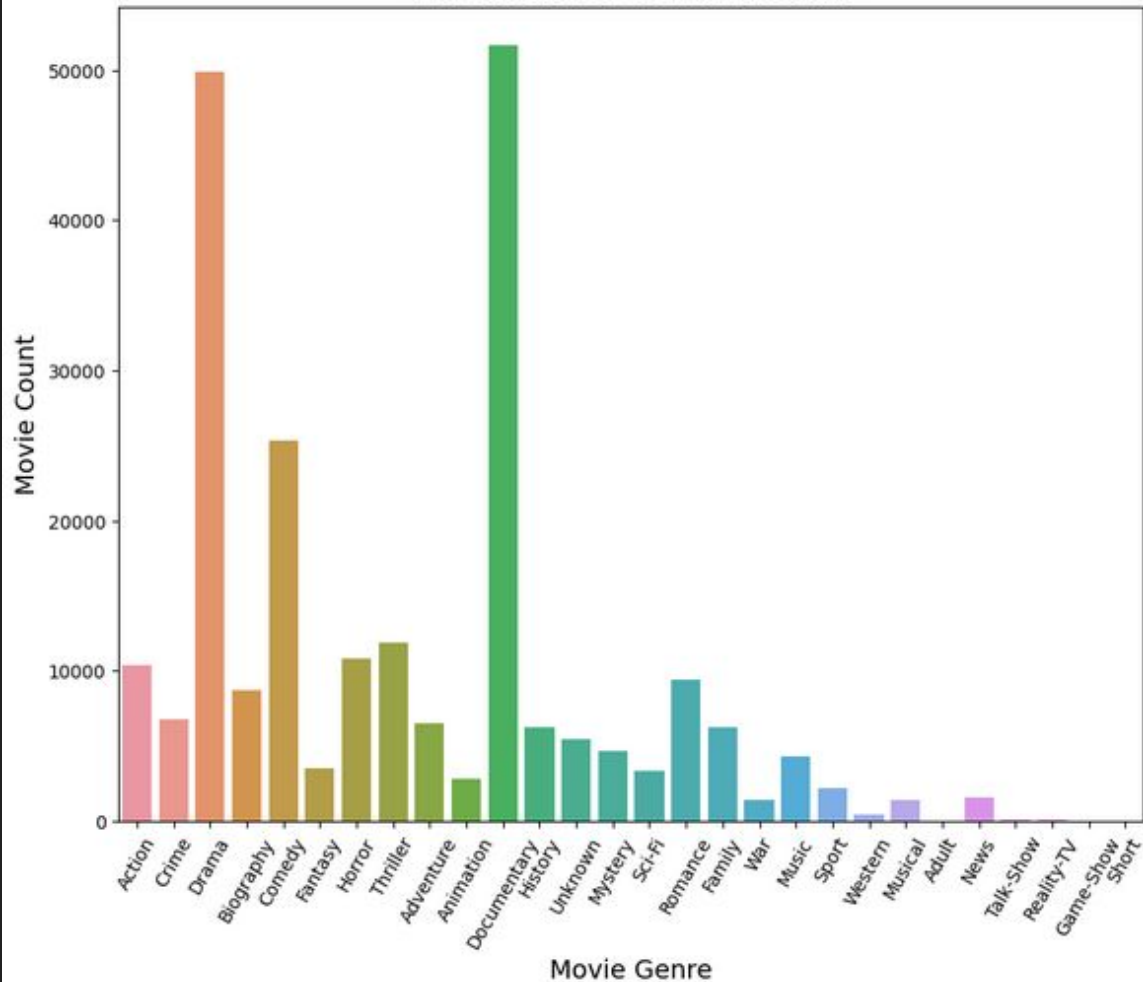
The genres most produced:



Movies Genre Vs Movie Count



Movies Genre Vs Movie Count



The results were:

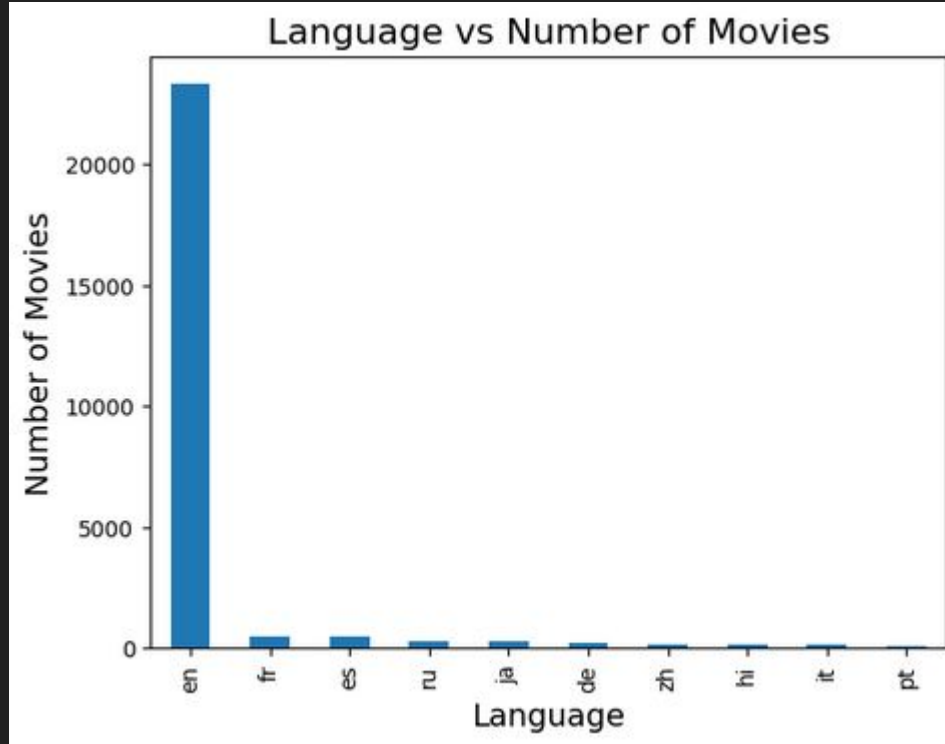
Most produced genres are:

- Documentary
- Drama
- Comedy

Least produced genres are:

- Talk shows
- Reality Tv
- Game Shows
- Short films
- Adult

The language most popular:



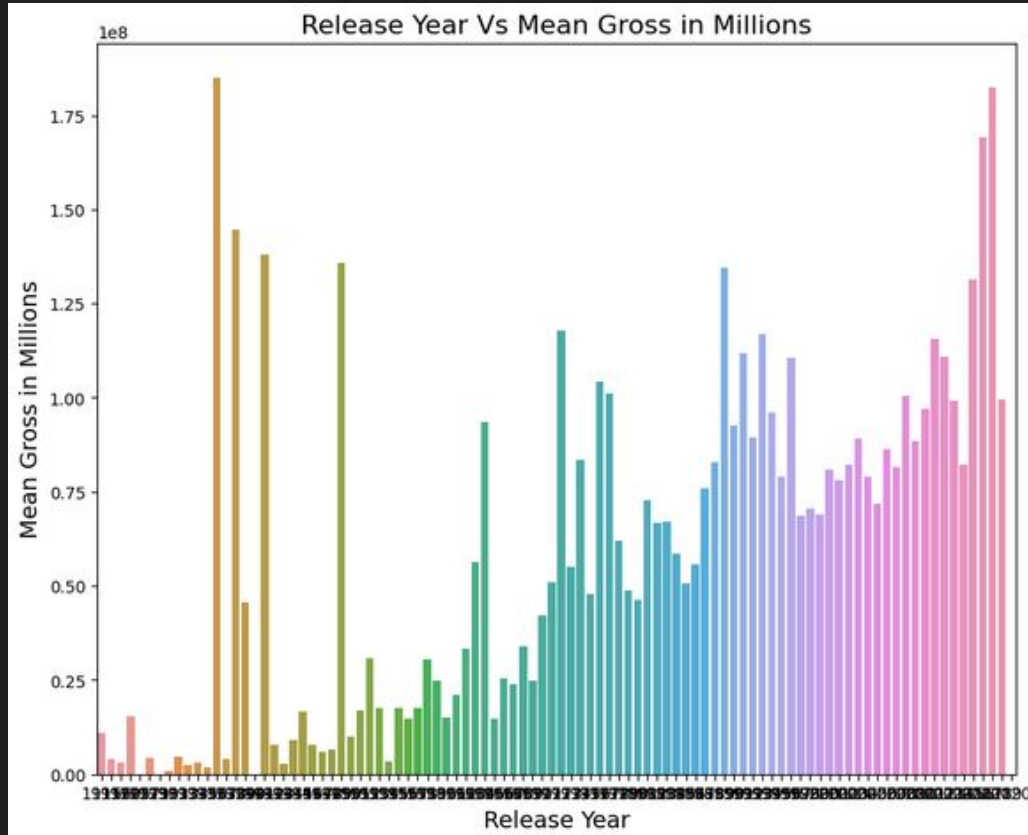
The results were:

Most used languages are:

- English
- France
- Spanish
- Russian
- Japanese

The language used mostly to produce movies is English most probably because it is an Universal language.

How the year of production has affected its worldwide_gross:



The results were:

- Movies released in recent years have a high gross compared to years before.

Conclusion

Through the study we found that:

- The language that is most used while writing, creating and producing the movies is English followed by French with a very big margin.
- The studios with the most movies out are IFC productions, Universal studios, Warner Bros Studios, Fox Studios and Magn Studios
- The genre with the most number of movies out are Documentary, Drama, and Comedy
- The release year and its effect on the gross income/profit positively.
- The average domestic gross of the movies is above a half a billion dollars.

Recommendations



- Microsoft should use English for most movies while also producing movies focused on the other native languages so as to increase their fan base.
- They can also include subtitles in the other native languages
- While starting out, they could collaborate with the bigger already established companies in order to get their presence known quicker.
- They should major on the production of the movie genres that have the highest number of movies out (Supply and demand).
- They should not only focus on the most common genres because there is a wide range of likes from the fan base that would like to see other types of genres.
- In this age and time of the internet they should most definitely get into the movie business.

Thank You

Any Questions?



Microsoft