



GRACE NEKESA

12-MARCH-2023

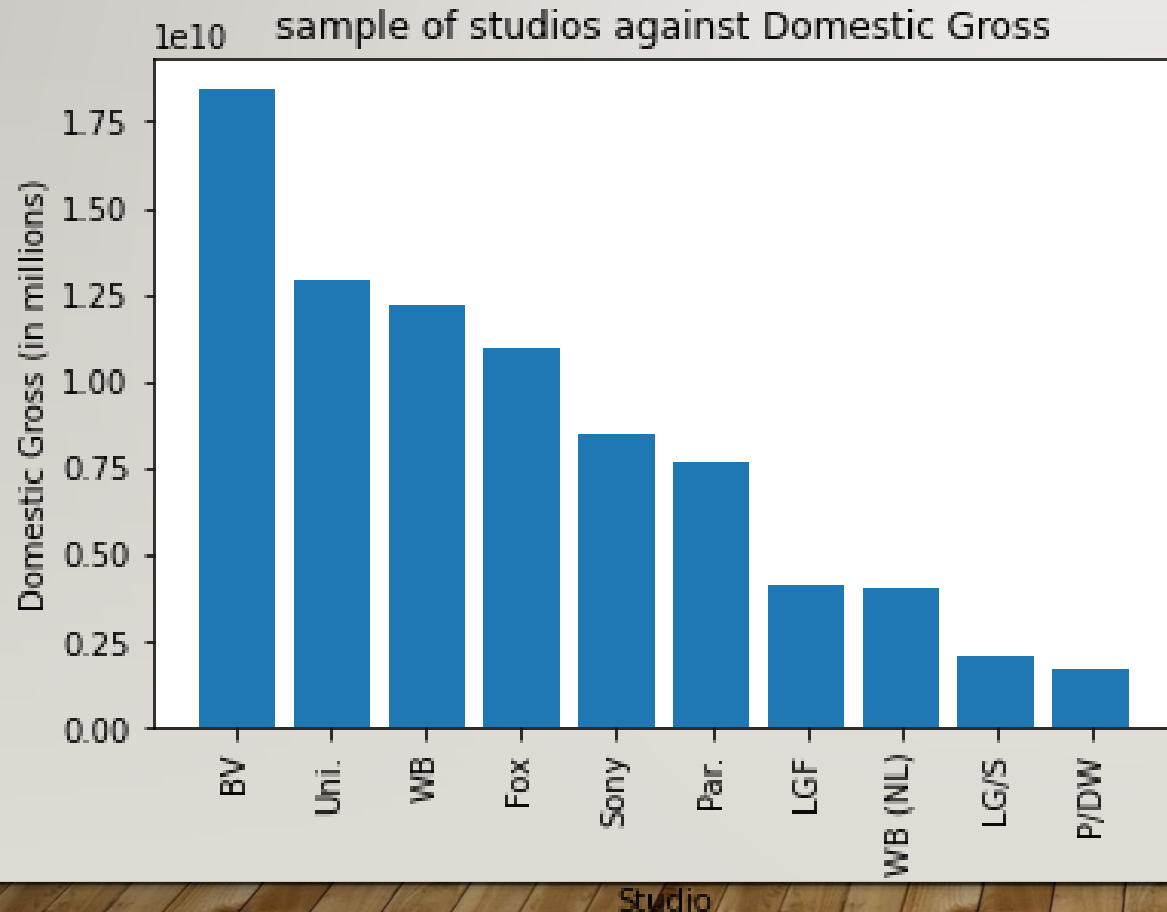
BACKGROUND

- Overview
- This project analyzes the resource needed by Microsoft company before starting the production of movies. Microsoft company should do analysis to the data to make a distinct resolution before starting and investing in production.

DATA EXPLORATION

- We accessed our data for analysis from the following dataset;
- Box Office Mojo
- The Numbers Movie budget
- IMDB database

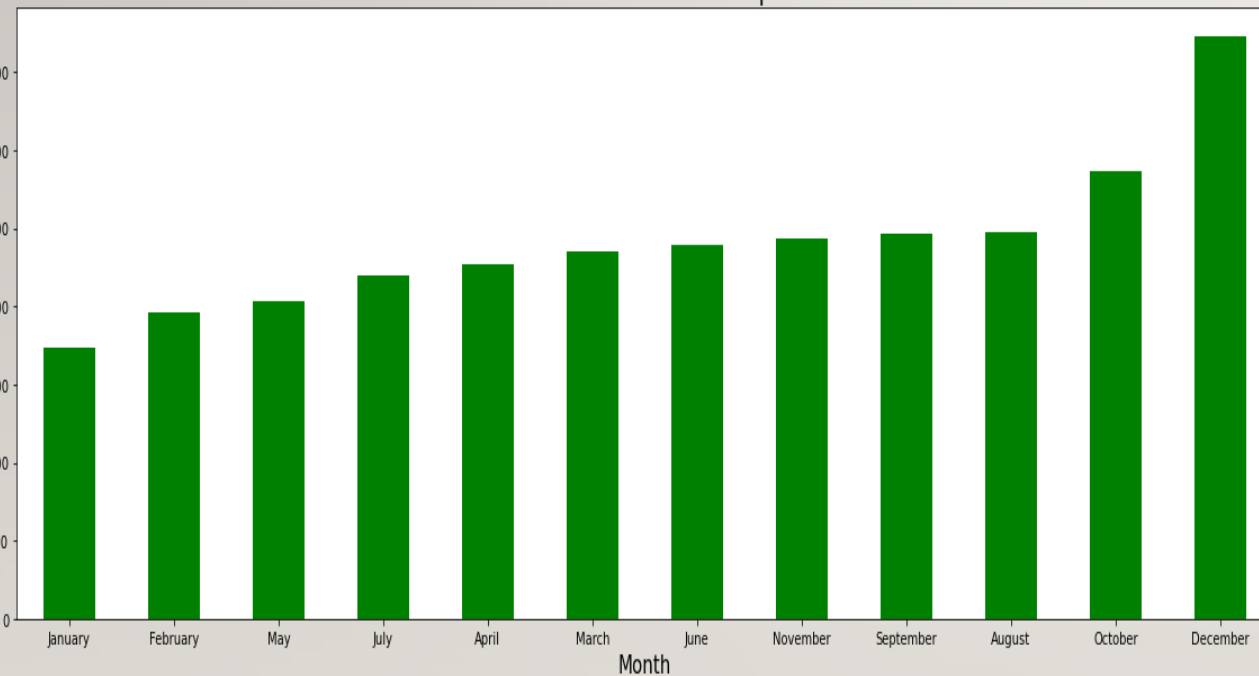
DATA ANALYSIS FOR THE RECOMMENDED STUDIO



- Based on the graph, it is clear that the Buena vista Motion Pictures is the top-grossing studio, with a domestic gross of over \$11 billion, followed by universal Pictures, and Sony Pictures Entertainment. The graph also shows that the top 10 studios have a significant lead over the other studios in terms of domestic gross

ANALYSIS ON WHICH MONTH TO RELEASE A FILM

Distribution Of Released films per Month

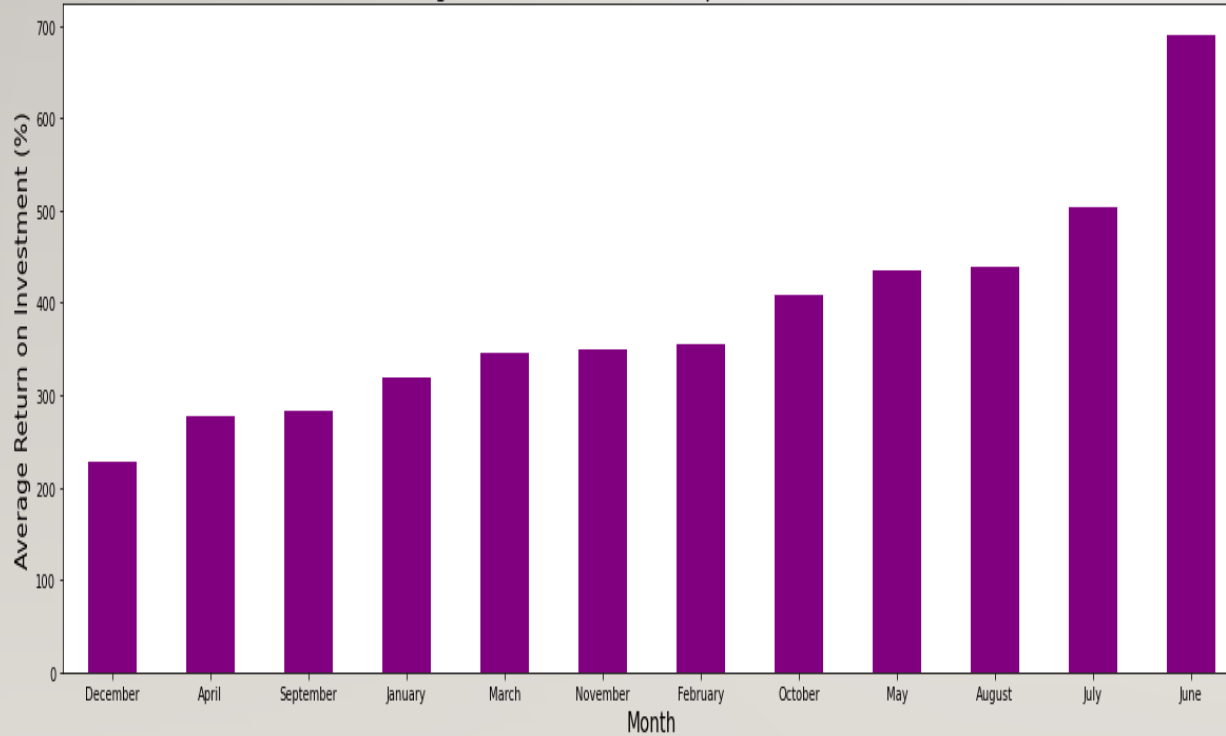


The months with the most film releases are August, September, and October.

The months with the fewest film releases are January, February, and April. These months may provide an opportunity for Microsoft to release their films with less competition.

ANALYSIS ON WHICH MONTH HAS THE HIGHEST ROI

Average Return on Investment per Month of Release



By examining this plot, we can determine which months have a higher or lower ROI for movie releases. For example, if the bars are generally higher on the right side of the plot (i.e., later months of the year), this could imply that movies released during the holiday season have a higher ROI

RECOMMENDATIONS

- Microsoft should Invest in the production of popular movie genre like Action, Adventure and Science fiction during the holiday season so as to have a higher ROI
- Microsoft should consider Partnering with the top-performing studios such as Buena Vista ,Disney Studios Motion Pictures, to leverage their success and increase its own revenue
- The months with the fewest film releases are January, February, and April. These months may provide an opportunity for Microsoft to release their films with less competition.

THANK YOU

