

Microsoft Movie Studio Insight

INTRODUCTION

Welcome to the movie review project. This project contains the findings and insights from our in-depth exploration of movie data. The project provides valuable information and trends within the cinematic world to help us in building a new movie studio from scratch

overview

- ▶ Microsoft's business case involves creating a new movie studio but the company lacks expertise in film making. To address this challenge, the project's goal is to explore and analyze existing data related to the film industry. By conducting exploratory data analysis (EDA), the project seeks to identify trends, patterns, and factors associated with successful movies in terms of box office performance. Microsoft aims to create and produce movies that resonate with audiences and achieve success at the box office. This industry is highly competitive and influenced by various factors, including film genres, marketing, and audience preferences.

Business Understanding

- What is Microsoft looking to achieve in the movie industry?

The primary business goal is to determine what types of films perform well at the box office and translate these findings into actionable recommendations for Microsoft's new movie studio in order for them to create successful movies that generate significant revenues.

In this analysis, we are going to look at movie data that have been provided from various sources in order to determine how a Microsoft movie studio can be established and generate significant revenues for the upcoming studio.

Problem statement

To make informed decisions and ensure the success of their new movie studio, they need to understand what types of films are currently thriving at the box office. Key questions to guide as may include:

- .What movie genres are performing exceptionally well at the box office?
Microsoft needs to identify the genres that resonate most with audiences and are financially successful.

- . How do movie ratings influence box office success? Understanding the relationship between movie ratings and earnings is crucial for creating quality content.

- . Are there specific studios that consistently produce successful movies?
Microsoft can gain insights by examining the studios behind top-performing films.

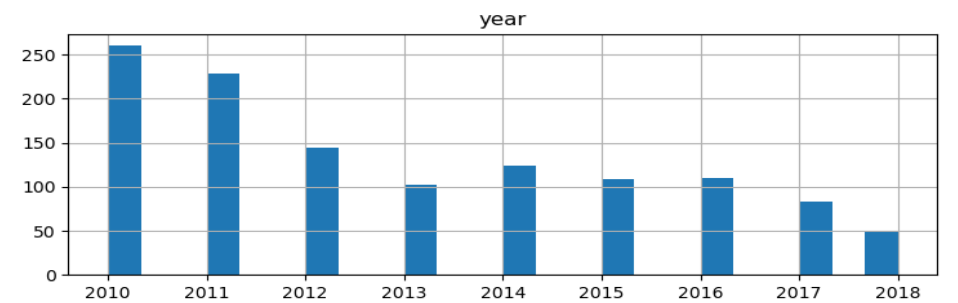
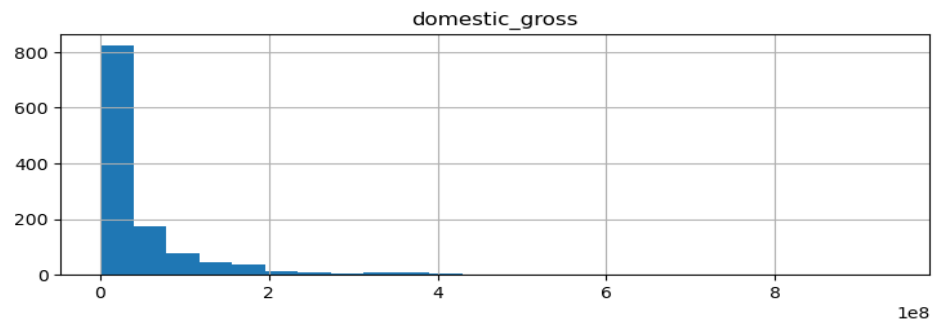
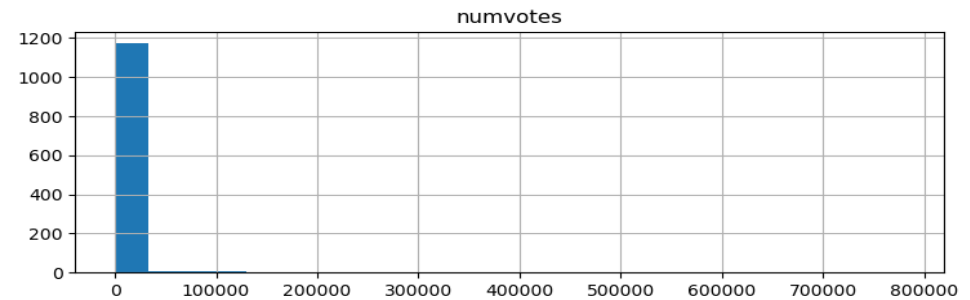
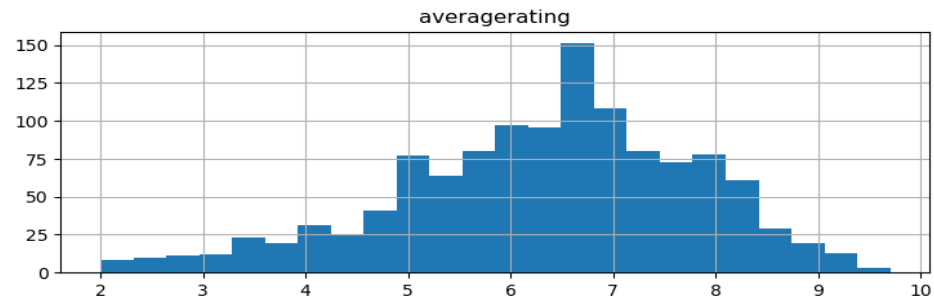
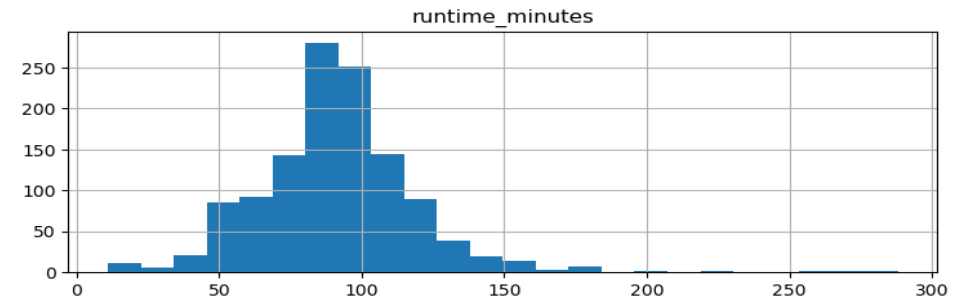
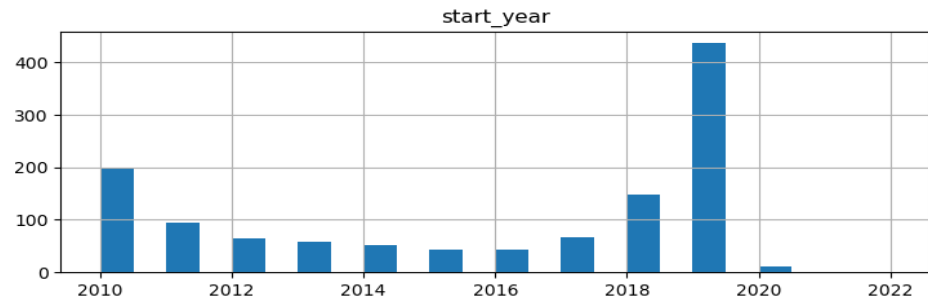
- .What are the trends in movie release years, and how might they impact Microsoft's strategy? Examining the evolution of movie releases can help Microsoft plan for the future

OBJECTIVES

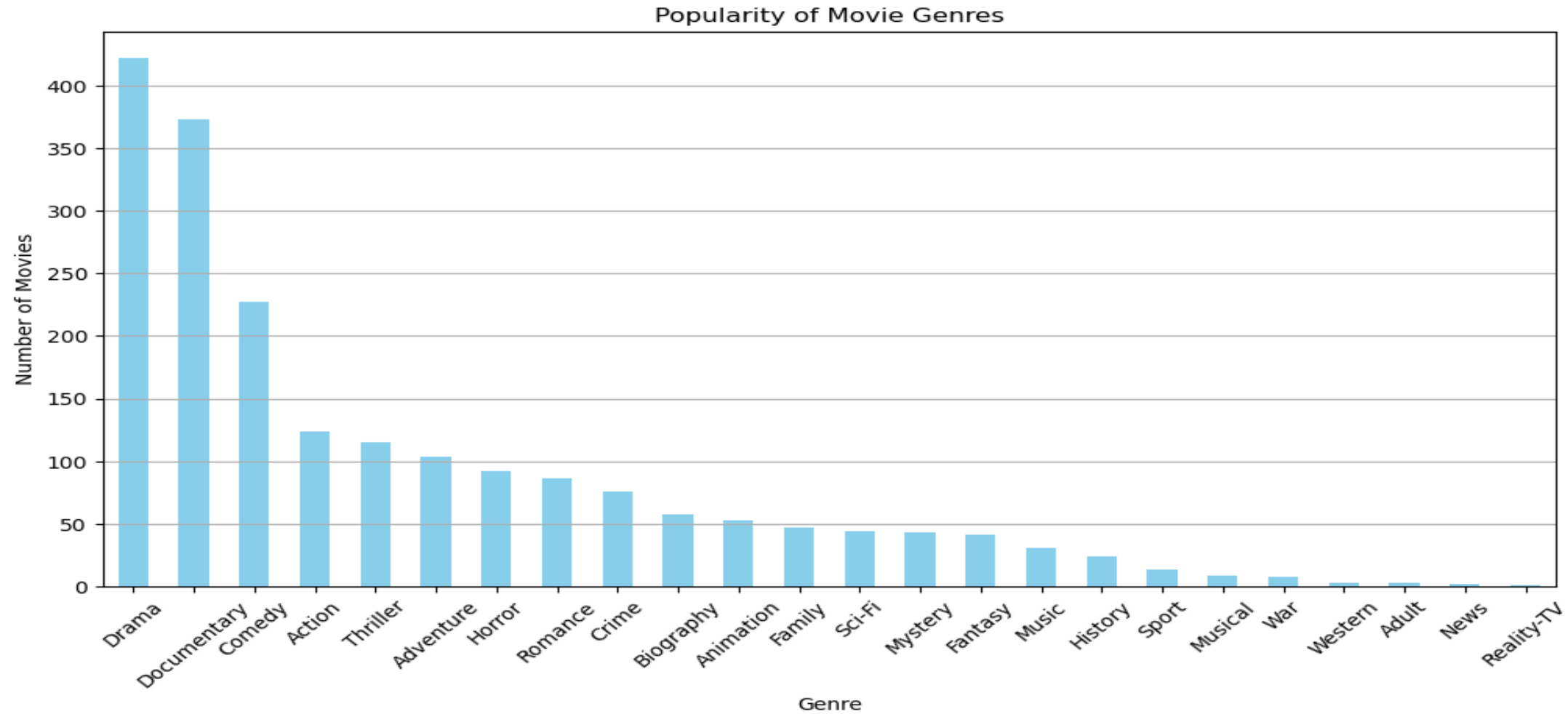
- ▶ Understand Box Office Success: Gain insights into what types of films are currently performing well at the box office. This includes identifying the most successful genres, release years, and other relevant factors.
- ▶ Translate Insights into Action: Convert the findings from data analysis into actionable recommendations. These recommendations will guide Microsoft in deciding the types of films to produce, thereby increasing their chances of success in the movie industry.
- ▶ Effective Communication: Communicate the analysis results and recommendations effectively to the head of Microsoft's new movie studio. The project aims to provide clear and compelling insights through storytelling and visualizations.

ANALYSIS(EDA)

*univariate analysis for variables with float and integers



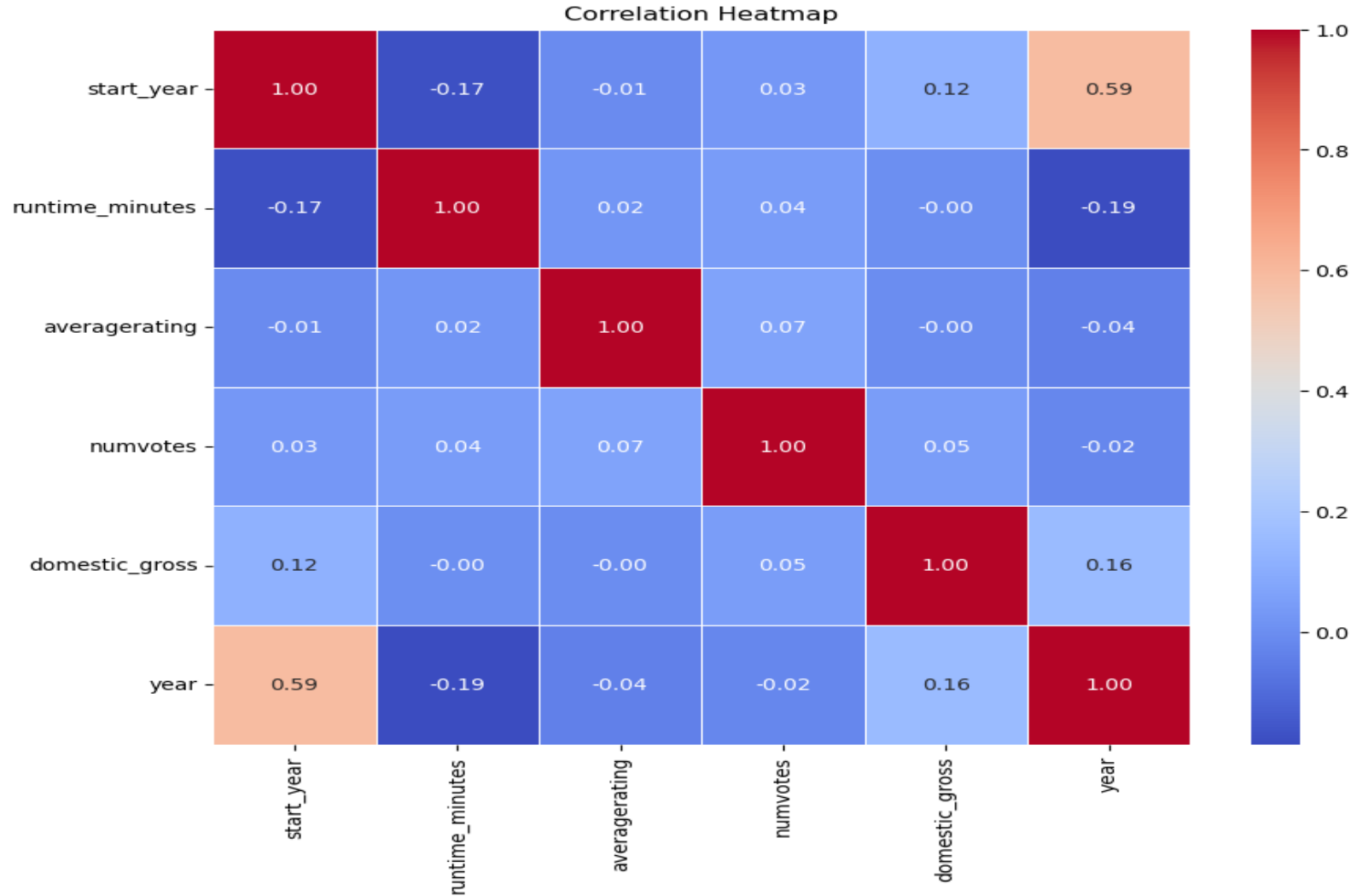
Another univariate analysis showing popularity in movie genre





Multivariate analysis

For this case we will use all variables with integers and float to check if there is a correlation between each one of them



RECOMMENDATION

- ▶ Microsoft Studio may consider focusing on drama and documentary genres to cater to viewer preferences based on the formulated analysis
- ▶ Microsoft Studio can use insights from top-performing studios like BV to inform their strategies.
- ▶ Explore non-linear relationships and external factors that may affect movie performance.
- ▶ This comprehensive analysis provides a foundation for deeper investigations and data-driven decision-making in the movie industry.

CONCLUSION

- ▶ Univariate analysis conclusion

These histograms provide insights into the distribution and patterns within each numerical variable, which can help guide further analysis and exploration of the dataset.

- ▶ Bivariate analysis conclusion

The analysis of total domestic gross earnings by studio identified BV studios as the top-performing studio in terms of earnings. This information is valuable for understanding the financial success of studios and making industry

- ▶ Multivariate analysis conclusion

A correlation heatmap was generated to explore relationships between multiple numerical variables in the dataset. The analysis found that most variables have low or near-zero correlations, indicating a lack of strong linear relationships.