

MICROSOFT STUDIO.

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Problem Statement.

Microsoft had announced they wanted to create a movie studio, but had no knowledge of the movie industry.

This is where we come in, our objectives were to collect or use available data, and make an analysis from the different sources of our data, and provide a recommendation to Microsoft that will draw insights for success in the movie industry.



Business Value.



This will be a major revenue stream for Microsoft inform of product promotion for their products and advertisements.

It will be a source of community development by hiring people and paying people on the content produced.

Increase in sale of their other products by offering packages with their media streaming service.

Methodology.

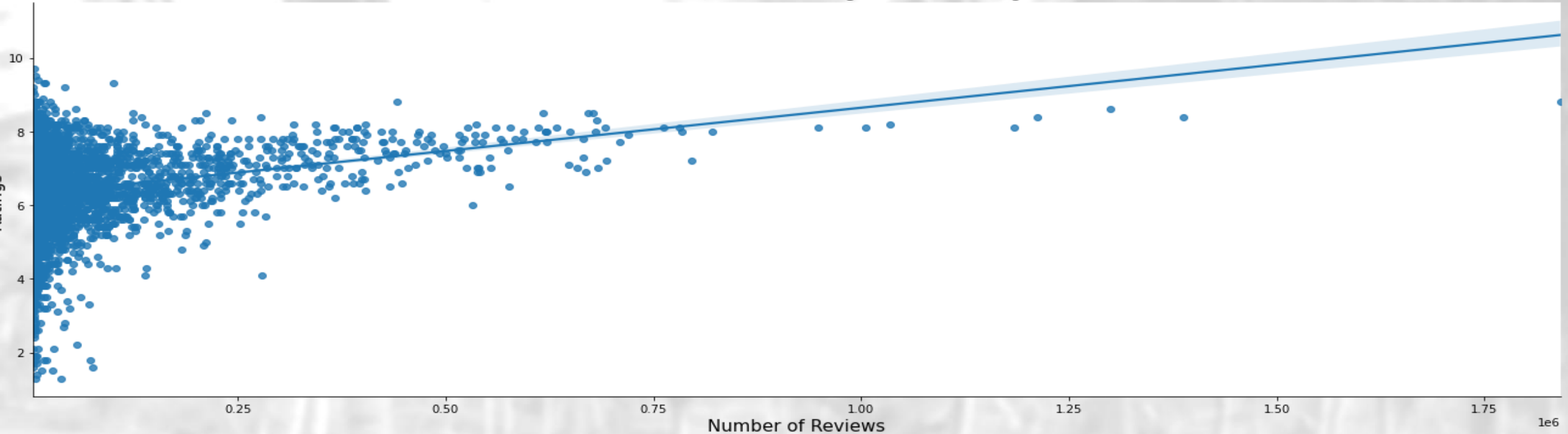
Acquiring data from movies data provided.

Perform analysis on the data to gather insights on the movie data.

Provide conclusions and recommendations for Microsoft to consider.

1st Recommendation.

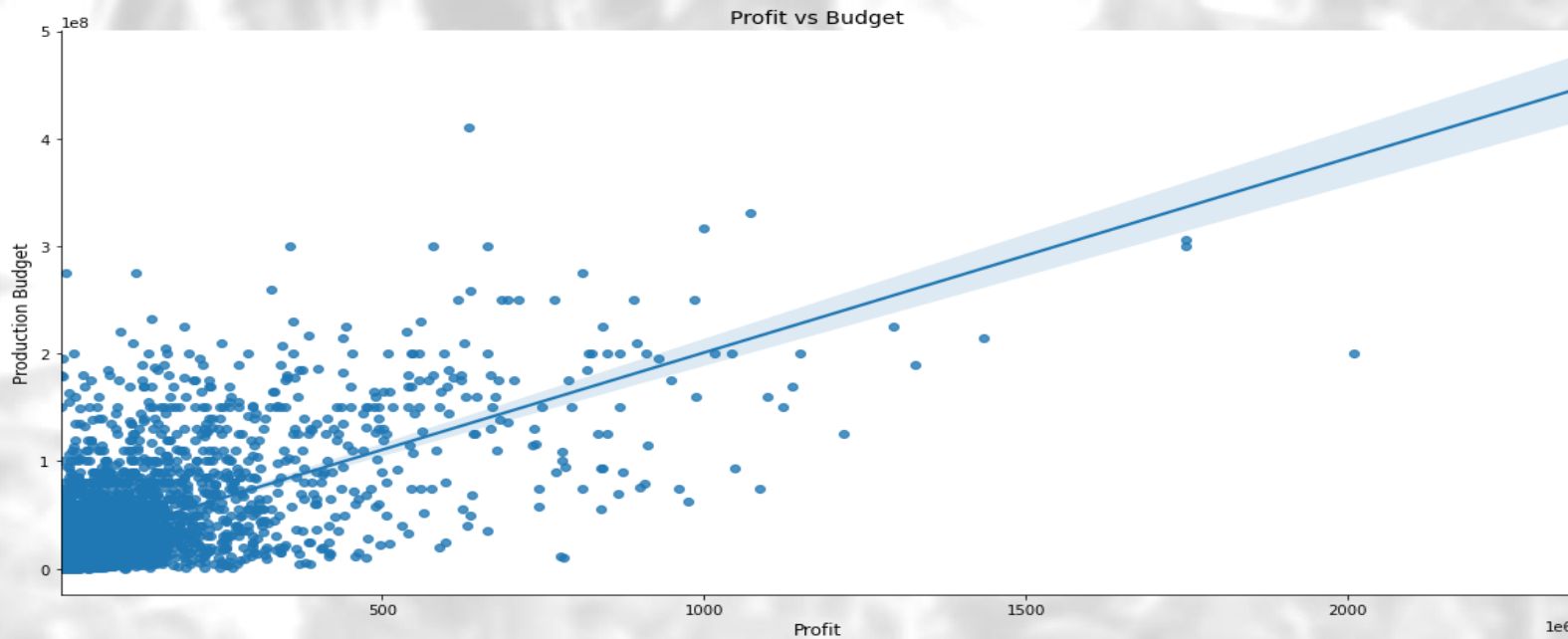
Correlation of Reviews votes against Movie rating.



This shows that the highest rated movies were exposed to plenty of viewers who gave their review in form of a vote as shown in the scatter plot.

For a movie to have a high quality rating, Microsoft should expose it to the public as much as possible using advertisements so that they could rate the quality of the movies they produce.

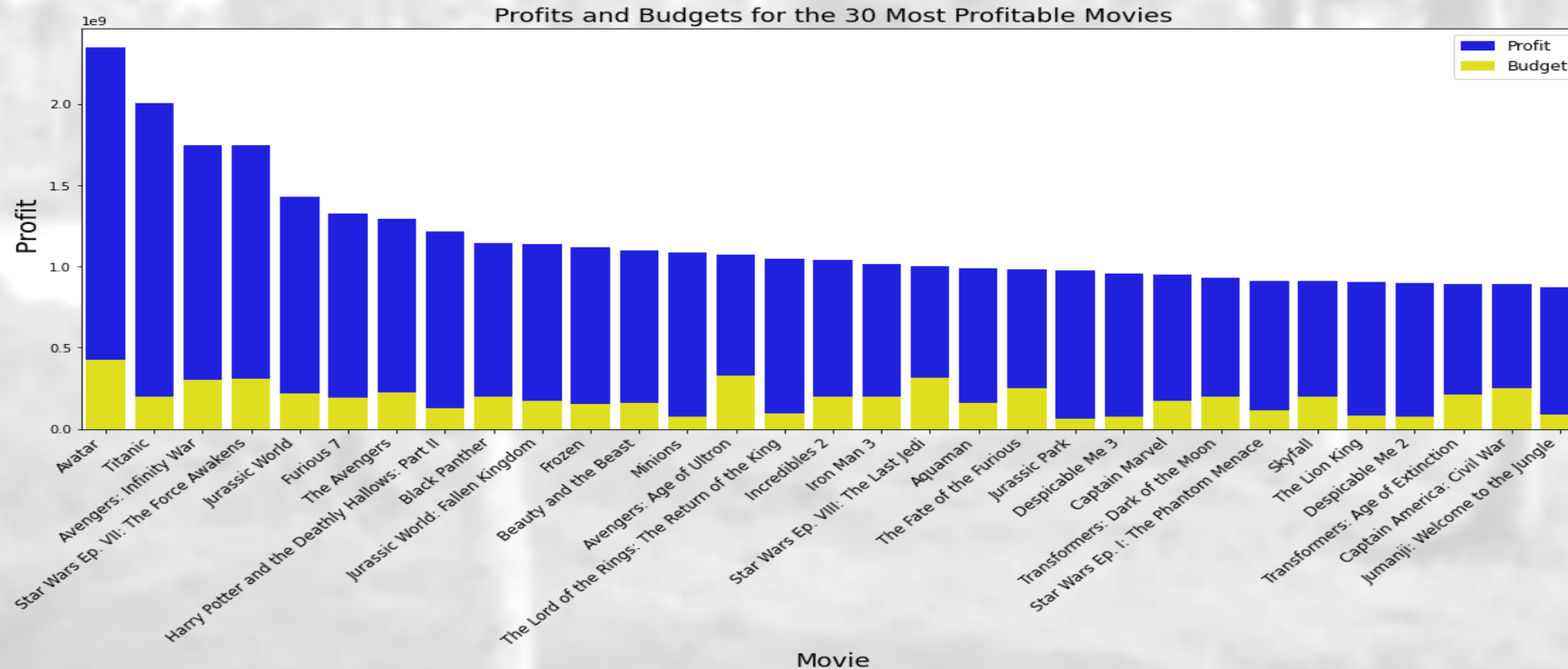
This will in turn help one of the business values of getting revenue from promotion of their product and from other companies who will jump on this opportunity.

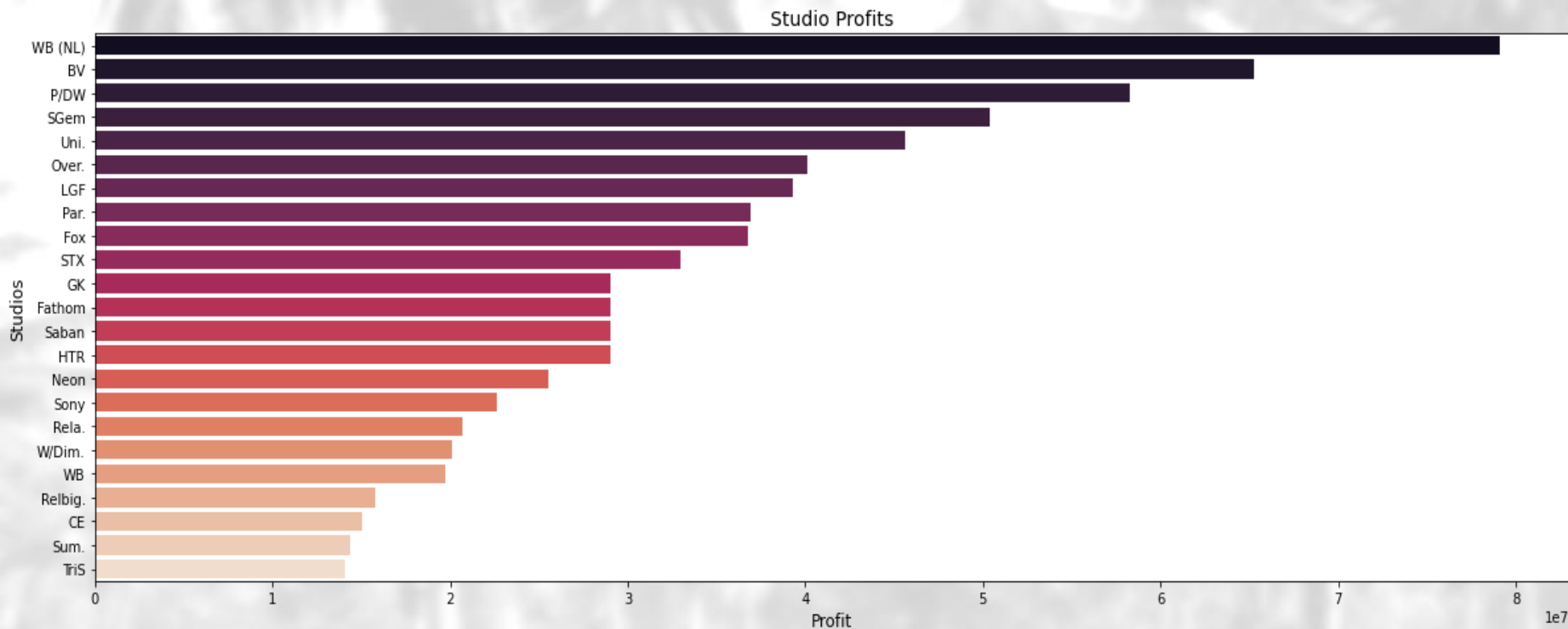


2nd Recommendation

The Looking at the profits and budget analysis we see a feature of positive trend line in scatter plot, this shows that increase in budget will lead to increase in the profits of the movie produced.

For Microsoft Studios to produce a good movie they need a budget of at least **\$187,738,700** million .That is quite an amount but in return you will achieve an average profit of **\$1,160,262,000**. Which will be a Billion dollars with some change!!





3rd Recommendation

Looking at the bar graph we can see the top studios based on the amount of profits that they make this will enable Microsoft to make a decision on the best studios to work with the top being Uni. for Universal studios.

Conclusion: Based on profit margin we can see that the top studios with the best profit margins which include Fox Studios and Universal Studios having the highest profit margin thus Microsoft can decide to contract them in movie production or collaborations These are the best studios for a successful launch product not only in their profit margin but also in their experience in the market. We can say they have been tested and proven by time.

Future Recommendations.

1. Which genre are the most profitable for production.
2. Know which genre to focus on production depending on the times e.g. Festive movies during Christmas, Horror movies during Halloween.