

MICROSOFT MOVIE STUDIO Analysis

www.bollywoodhungama.com

SUMMARY

- The project examines Microsoft's deliberate foray into the film business through an examination of past box office records and viewer preferences.
- Optimizing Microsoft's movie production strategy to guarantee commercial success is the business dilemma. A diversified dataset comprising movie genres, ratings, and income numbers was used in this study.
- A multimodal strategy was used to gather information. The findings show that certain genres—such as Adventure, Action, Drama, Comedy, and Animation—tend to engage in remarkably well at the box office, giving Microsoft's genre strategy important guidance.
- The initiative also recommends prioritizing high-quality storytelling over runtime restrictions and emphasizing content diversity. Being flexible and conducting ongoing market research are essential in a field that is always changing. These results put Microsoft in a position to make wise choices and be successful in its film endeavor.

Business Problem Statement

Microsoft's new movie studio poses a significant business challenge. One of the company's major challenges is a lack of competence and experience in film production. Microsoft is dealing varieties of questions on where, how, when, what

- Identifying successful film genres and making actionable recommendations for a new movie studio

- What are the current genres in box office
- How is the audience rating in relation to box office performance

KEY QUESTIONS TO CONSIDER

- Which are the most successful genre to consider

Data Understanding

- The considered data to help with analysis



Data Understanding

- The key dataset selected to help in analysis
- `imdb.title.basics`
- `imdb.title.ratings`
- `bom.movie.gross`
- `imdb.movies.gross`

DATA PROCESSING

LOADING DATASETS

DATA Loading

- The first few steps involved loading the dataset into jupyter notebook followed by inspection where I checked the first rows and last rows, the number of columns and rows, description of data and generally what each data set contained, removing duplicates, checking missing values , checking for outliers, removing outliers

154.178

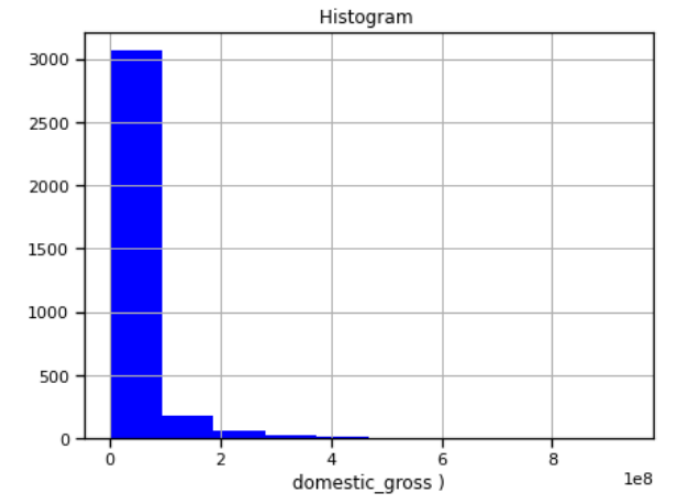
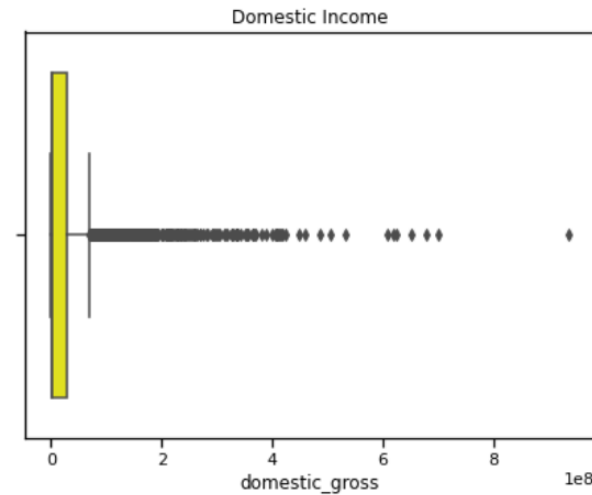
245.57

Data Cleaning

- This sector involved dropping unnecessary data, missing columns and rows, removing duplicate



Using mean
imputation to
remove outliers in
domestic_gross and
plotted an
histogram to rate it



Data Integration and Feature Engineering

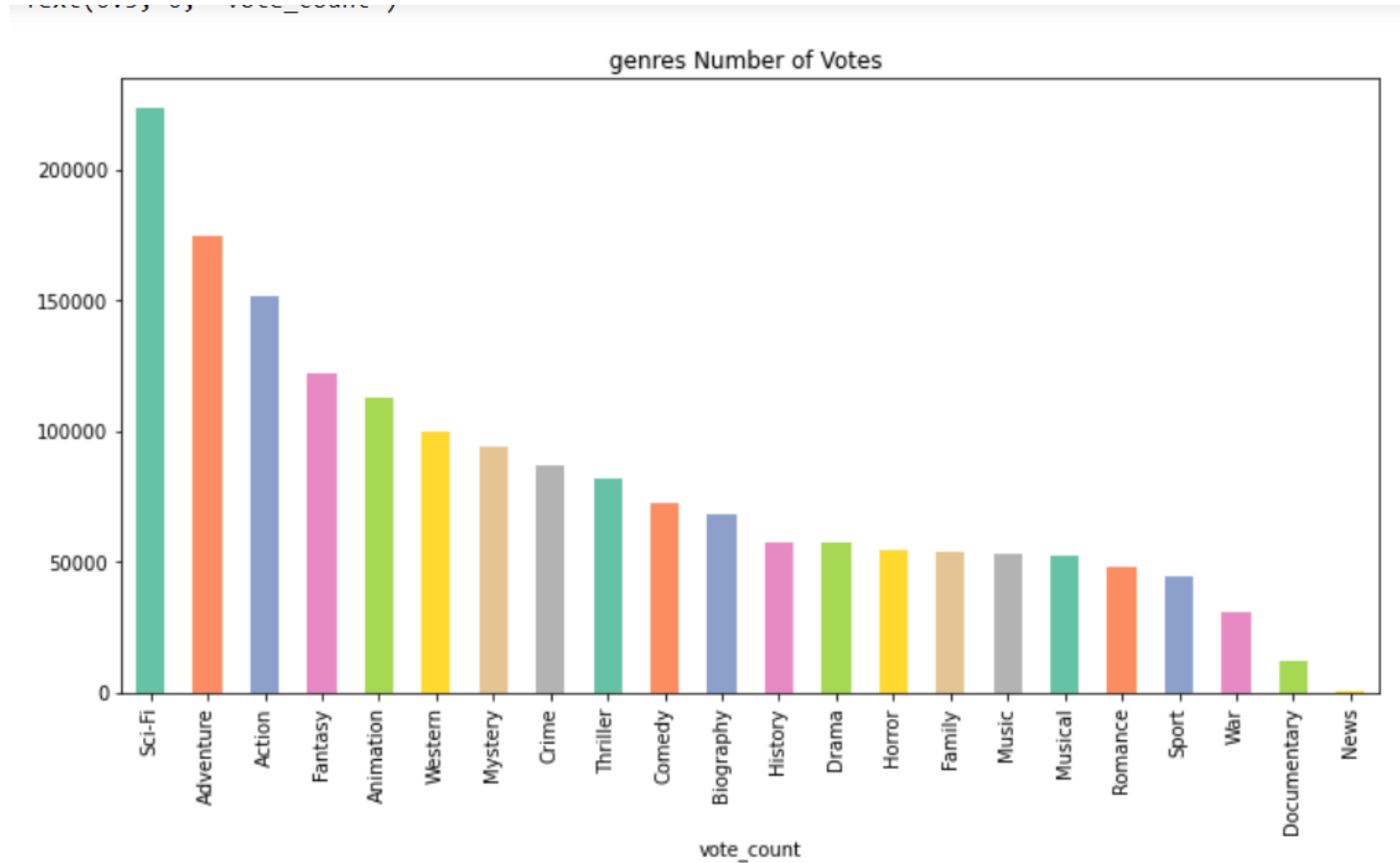
- In this section I merged the 'imdb.title.basics' and 'imdb.title.ratings' using 'title' as the merge key to create a combined data set that was used to create a single analysis for combined data set.

Visualization

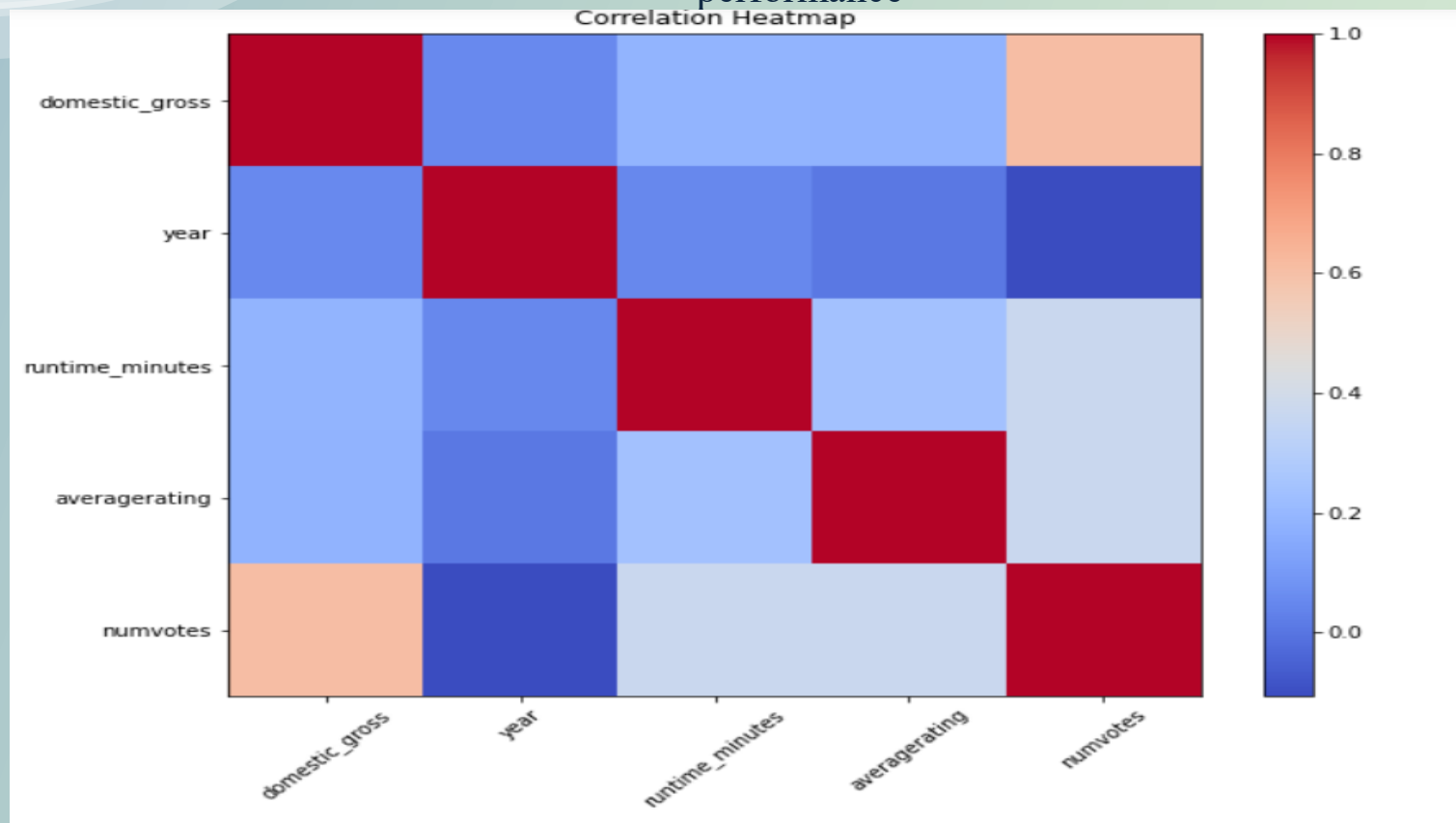
- In this section I was able to design and create easy to communicate and understand graphs and visual representation

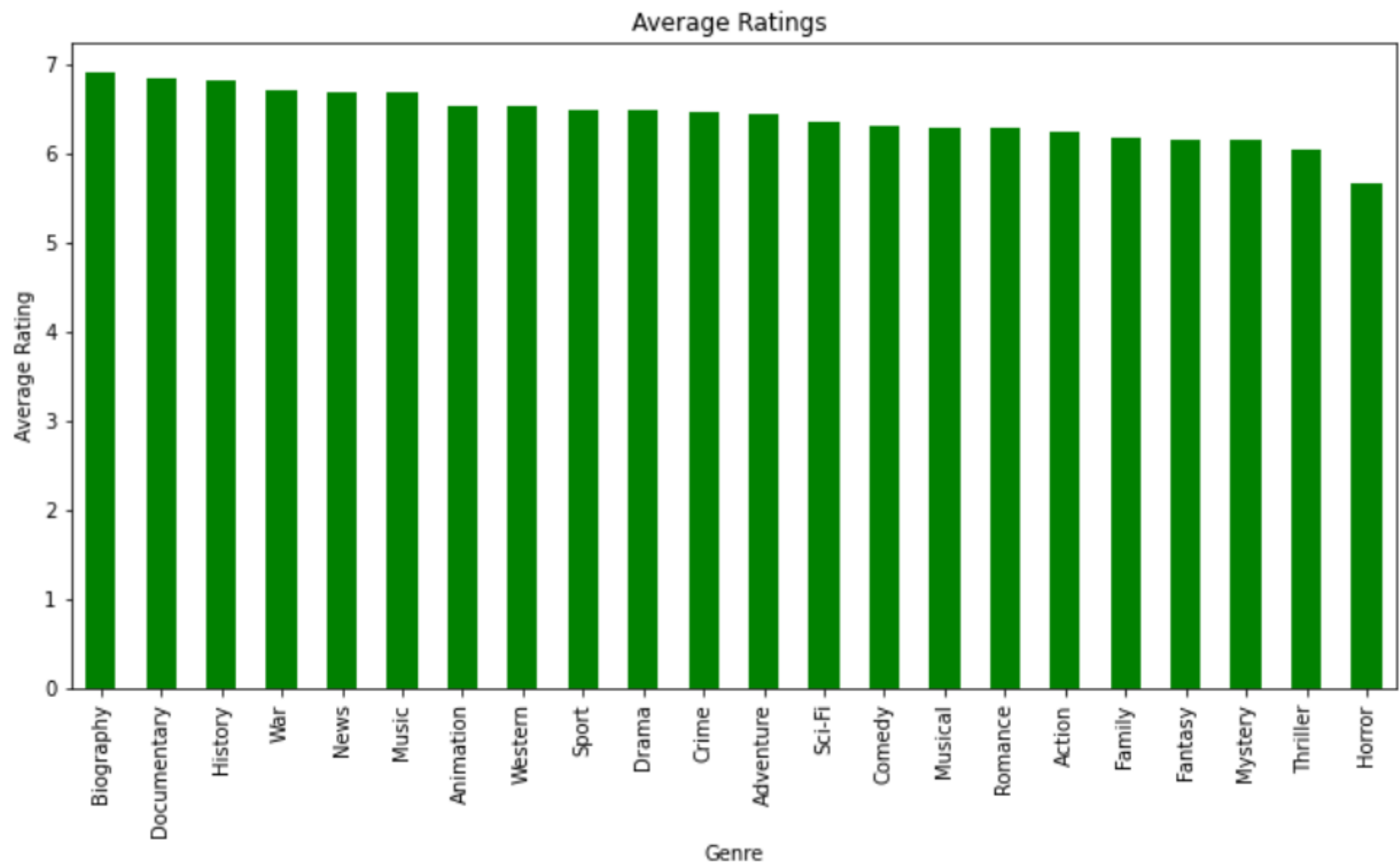
- Various graphs were used for proper visualization and better decision making

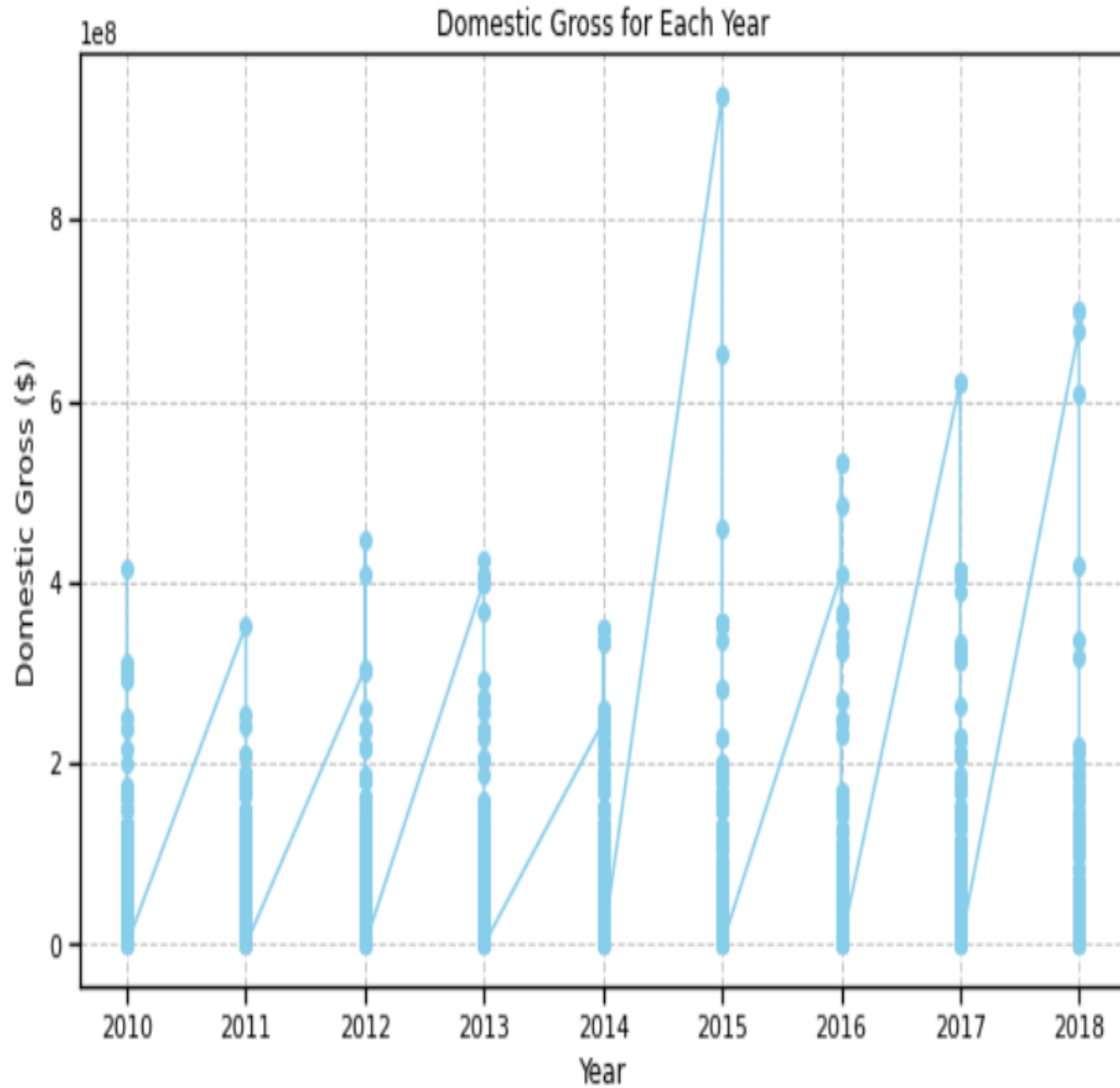
The company should consider Sci-Fi since they are highly voted



The correlation between time and box office is negligible because based on observation a weak correlation as a minimal influence on performance







- The domestic_gross was highest in 2015 and lowest in 2011 and 2014

Recommendations

- Microsoft should pay attention to Adventure, Action, Drama, Comedy, and Animation genres since they are performing well in Box office
- It should also be adaptability due to changes in future and take advantage of the opportunities to create better films based on occasion



Continuation

Microsoft should consider its priority on quality rather than quantity. Viewing at the rate of rating the genres biography, documentary, history and war where the number of viewers is high but considering that is judged based on high number of votes not because of the quality of the movie.

Continuation

- Microsoft should focus on creating a quality storylines without giving too much focus on time because based on correlation between runtime and the success or performance of box office we concluded that time does not impact the performance



Continuation

- Microsoft should adopt agility methodology because things do change and hence it need to be ready for any change so that it won't be affect due to rapid changes caused my technology

Conclusions

- Microsoft should best consider genres such as Adventure, Action, Drama, Comedy, and Animation.
- It should more into quality of a storyline that pushing to complete since time doesn't not impact the success of the movie studio
- Should be keen on adaptability due to change technology in production industries.