



Helping Microsoft Start in the Movie
Business



Business Understanding & Business Problem



Understanding Microsoft, as an American multinational technology company that produces computer software, consumer electronics, personal computers, and related services headquartered at the Microsoft Redmond campus located in Redmond, Washington, United States. Today, wishes to enter the movie industry as a strategic company objective.

The problem for Microsoft is that they do not know how to analyze vast amount of data residing in a collection of databases available to gain insight into the movie market. They wish to collect, prepare, and extract valuable business insights from these databases that will help them make best tactical initial decisions.

Microsoft has approached one of the best data scientists consulting companies in the world, **Pandas Soldiers Data Science Co. who is led by CEO, Jhonathan David Herrera-Shaikh, a leader in this field**. Microsoft asks to acquire data base information so that they can intelligently invest their dollars with the highest chance of being successful .

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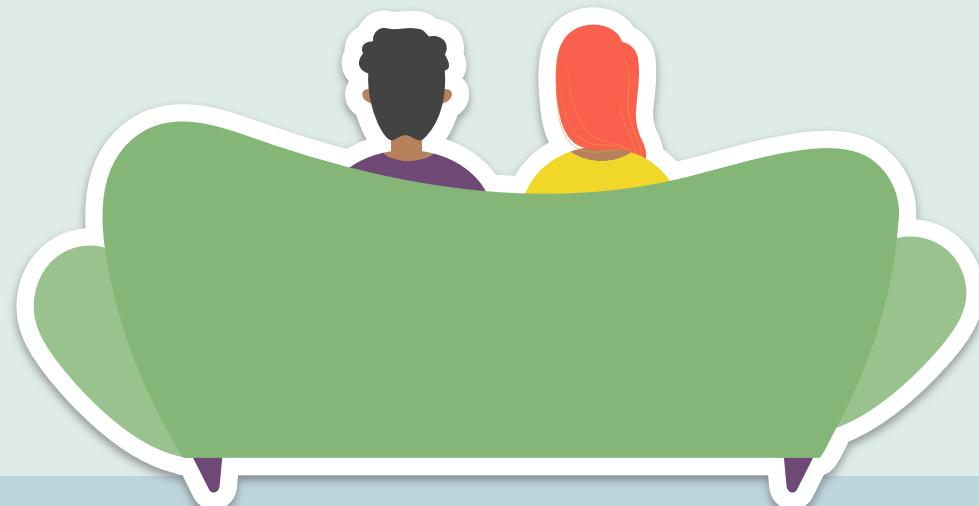
Methodology

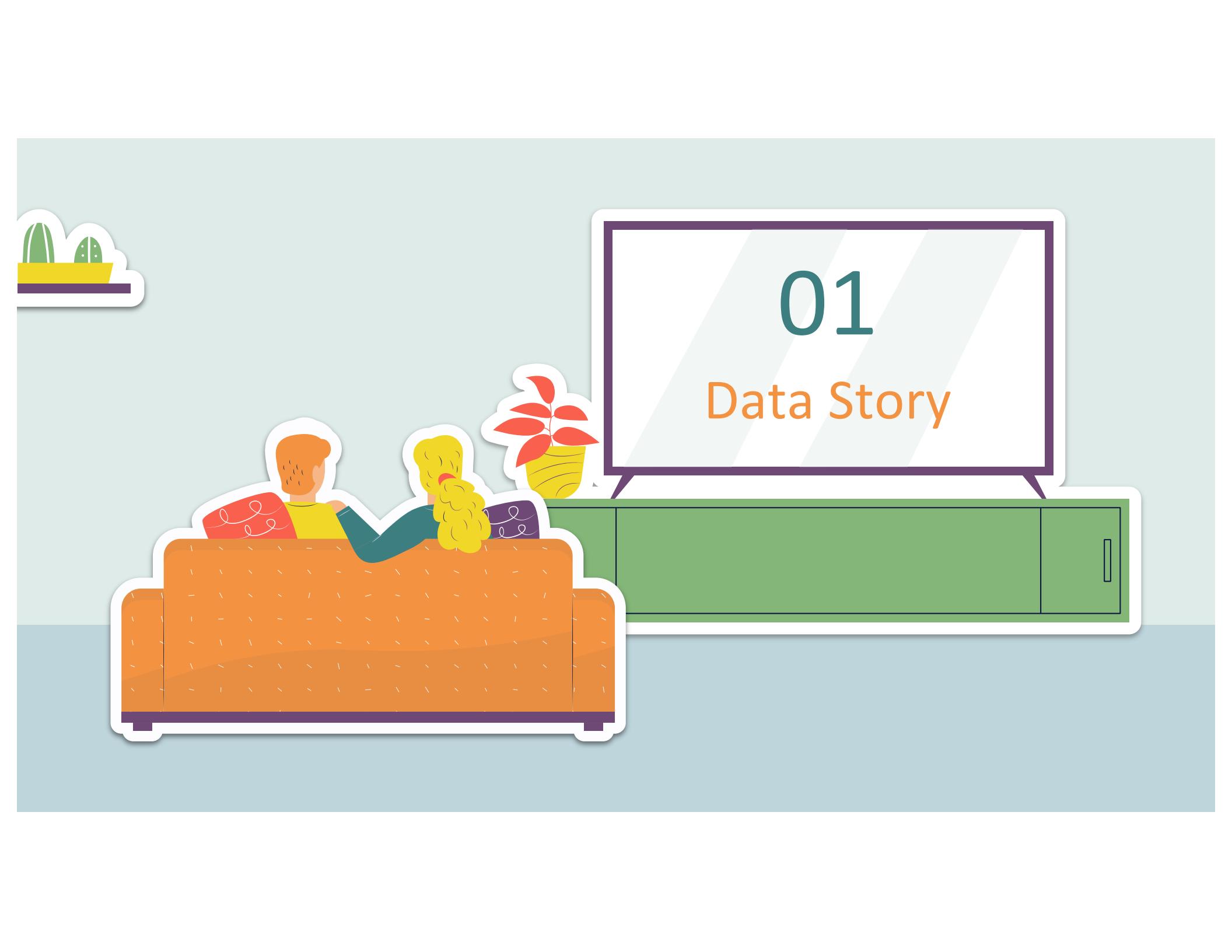
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01

Data Story

Databases Used for Analysis

1

studio_gross:

Industry competitors data about studios, the competitors of Microsoft. Identifying the names of the studio and their gross revenues both domestically and internationally.

2

Bom_gross.csv:
Movie data. Identifying how much revenues have movie titles brought and in what year.

3

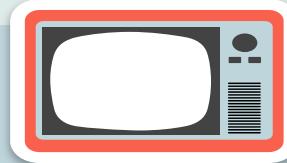
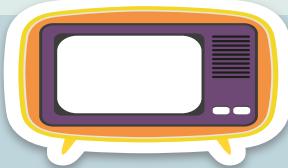
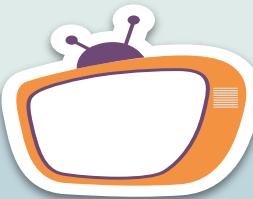
tn.movie_budgets.csv:
Movie data. Identifying the budget for each production and how much money did each movie made as well as each movie's realese date.

4

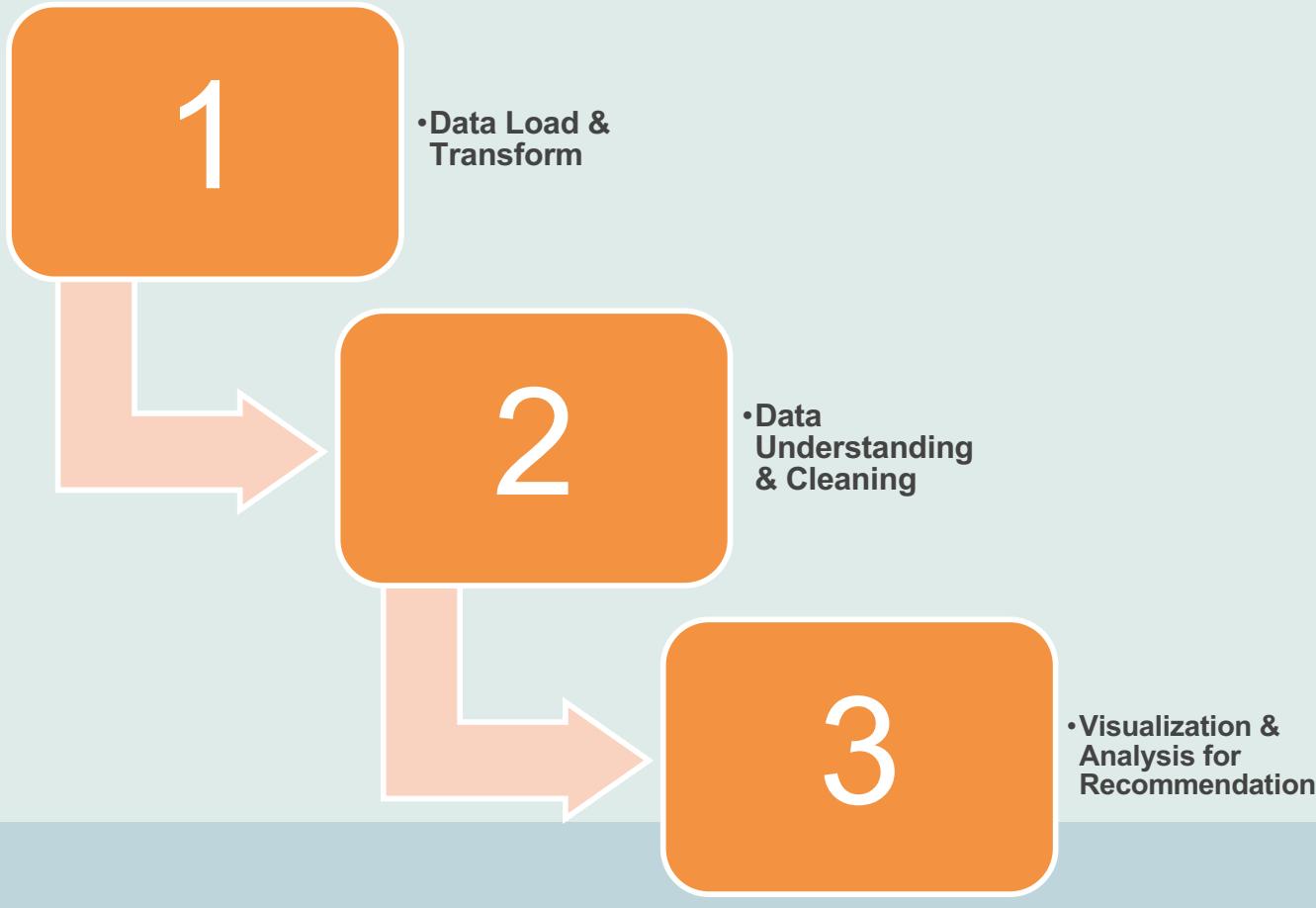
opus.data:
Free and available database available to the public for free with information about movies including their genres and revenue

5

imdb.title.basic.csv:
Movie data. Identifying runtimes of movies, movie's titles and genres!



Methodology



Few things to have in mind



You've got the data
We have 11 databases but
shortlisted to 5



Baby stage
This is an initial step



Additionally
More analysis is needed



KNOW THE WORLD
We are focusing on the
world



Noise vs. Signal
To find the right signal



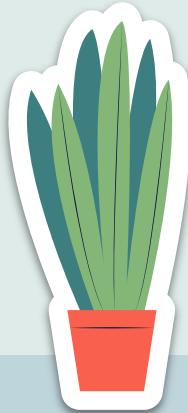
Big Picture
Until we get it

A photograph of a man and a young girl with pigtails sitting on a couch, facing a television. The TV is mounted on a light-colored wooden wall. A large white frame with a purple border is overlaid on the top half of the TV screen, containing the text.

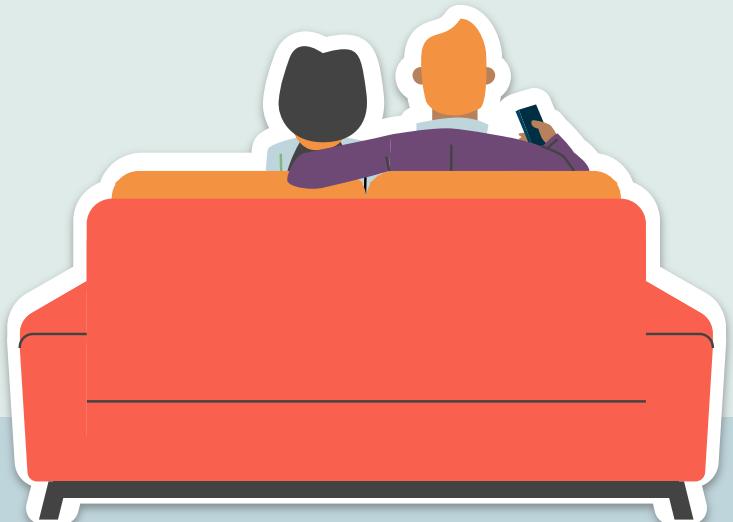
A PICTURE IS
WORTH A
THOUSAND WORDS

Steps 3-4 Visual Analysis &
Recommendations

Your Main
Competitors According
to the Data



What we did and how we did it



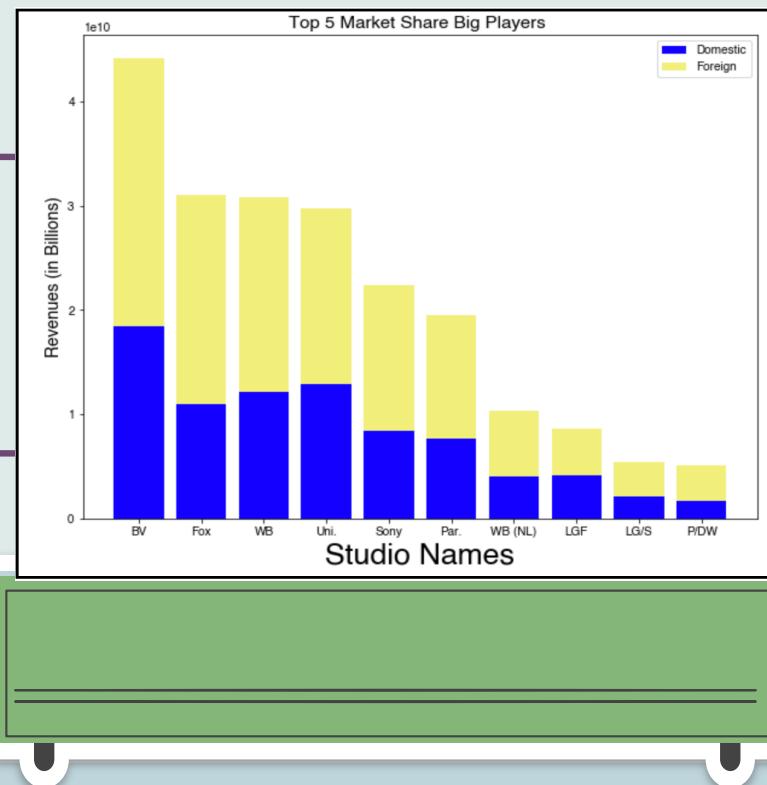
We took Studio.gross.csv database and analyzed 3,382 records. Each record providing data on individual movies and the studio who sold it. We grouped the studios and found out which sold the most, and found out this:



These are your top competitors

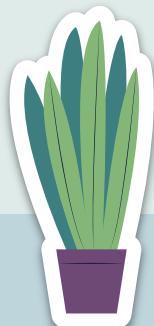
BV
1st Buena Vista,
historically subsidiary
of the Walt Disney
Company

Fox
2nd Fox.



WB
3rd. Warner Brothers

Uni
Uni 4th. Universal
Studios



Recommendation 1: Research and think Global



Research

Now that main competitors have been identified

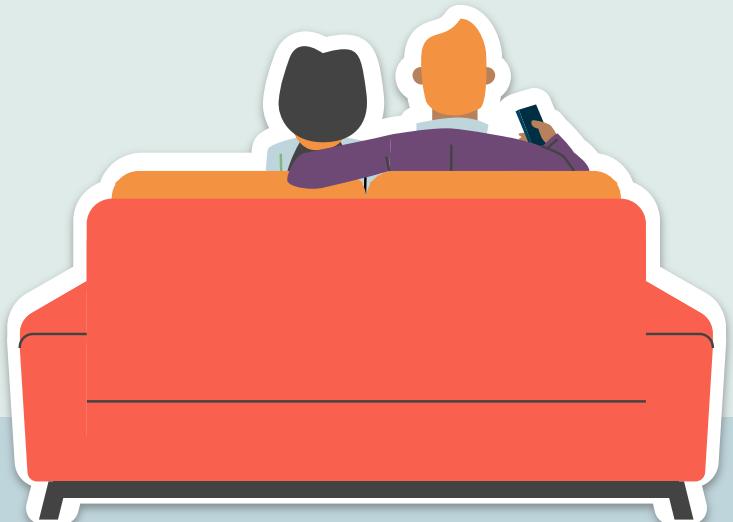


Play to the world

All of your competitors play worldwide, you should too, don't focus only in the USA



What we did next....

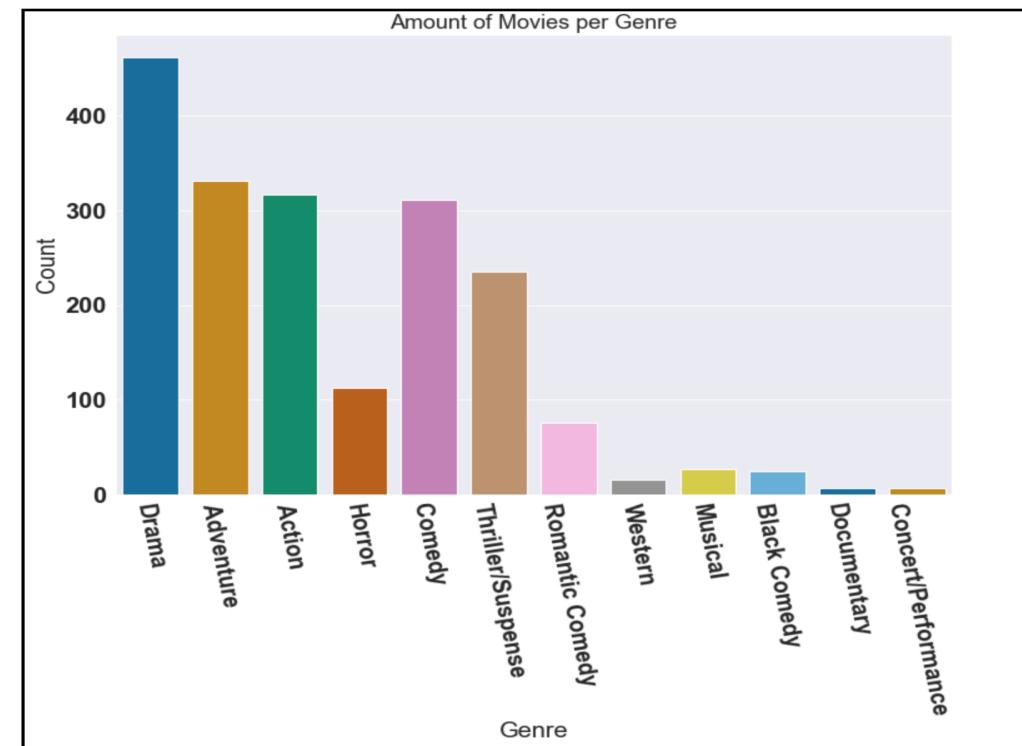


We took budgets database and opus data, and joined them on a per movie title basis. Analyzing more than 1,500 records, each providing data on individual movies and their genres.

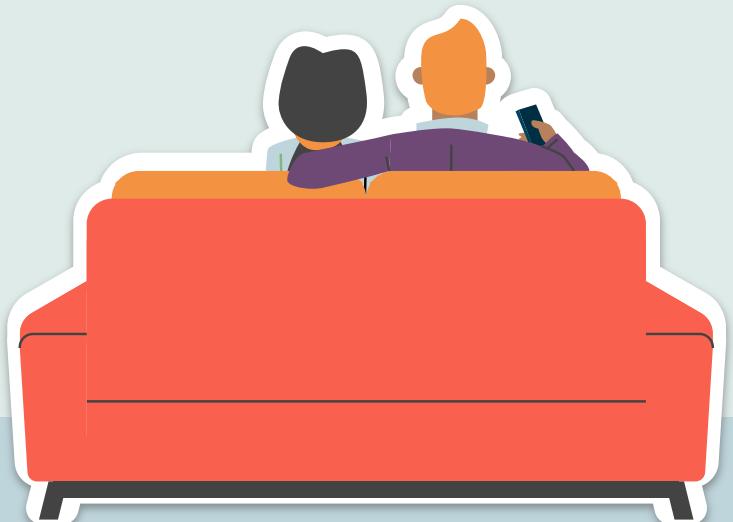


We found top Genres to focus your \$\$. Our Recommendation # 2 is to focus on Drama, Action, Adventure and Comedy

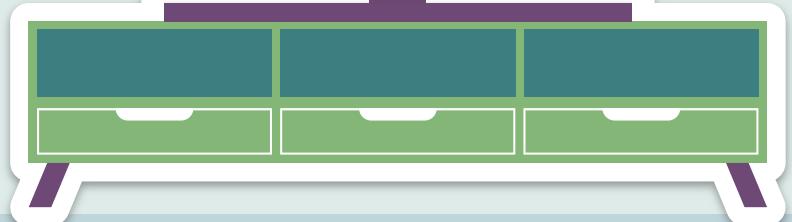
Genre	Stats
Drama	Hi
Action/Adventure	High-mid
Comedy	High-low



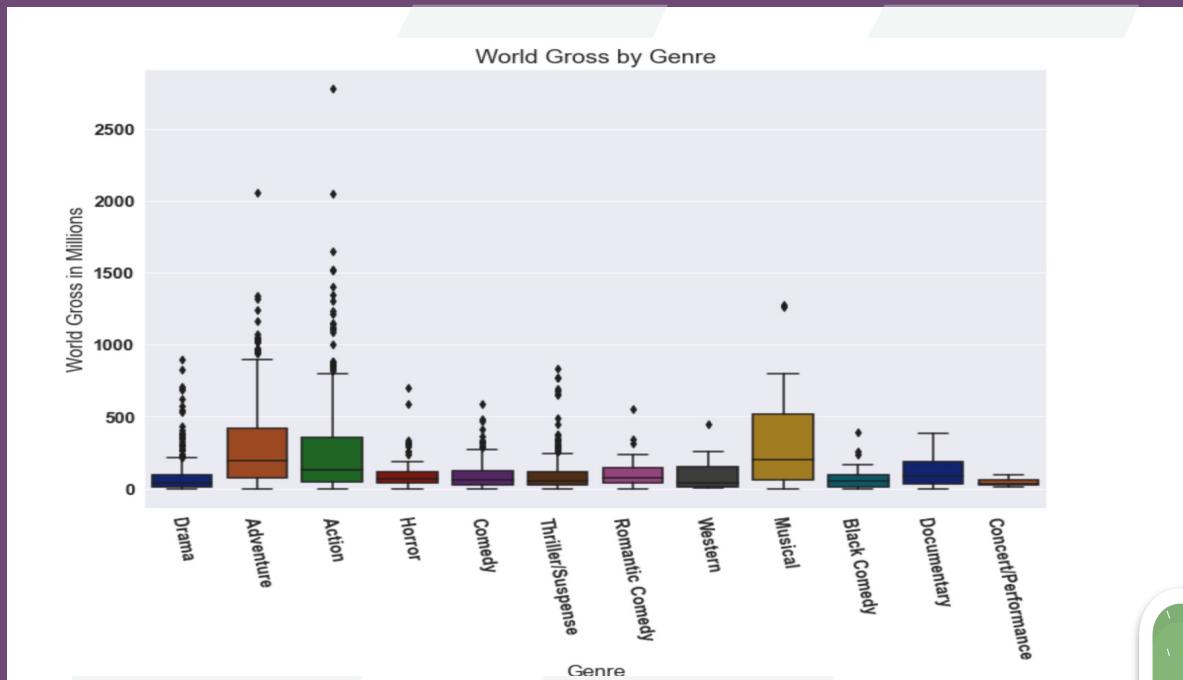
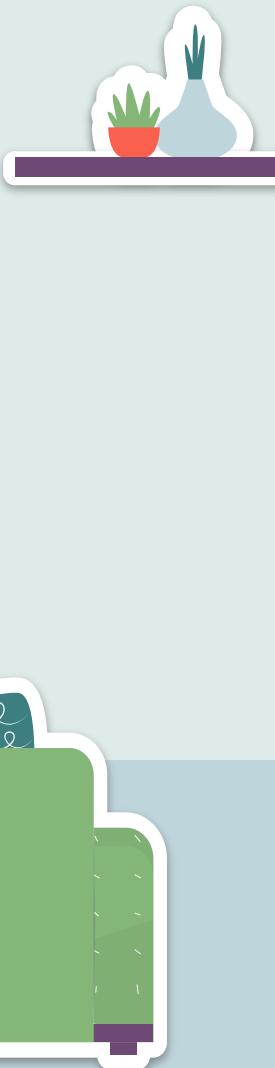
What we did next....



We joined two databases on a per title criteria. The joined contained over 1,900 records, and we figured out which genre actually makes the most money worldwide...



Recommendation 3: Focus first on Adventure and Action Genres,
because world gross is higher in these Genres





THANK YOU!



Thank you Microsoft we hope to have continued business!

CREDITS: This presentation template was created by [Slidesgo](#), including icons by [Flaticon](#) and infographics & images by [Freepik](#)

Do you have any questions?

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