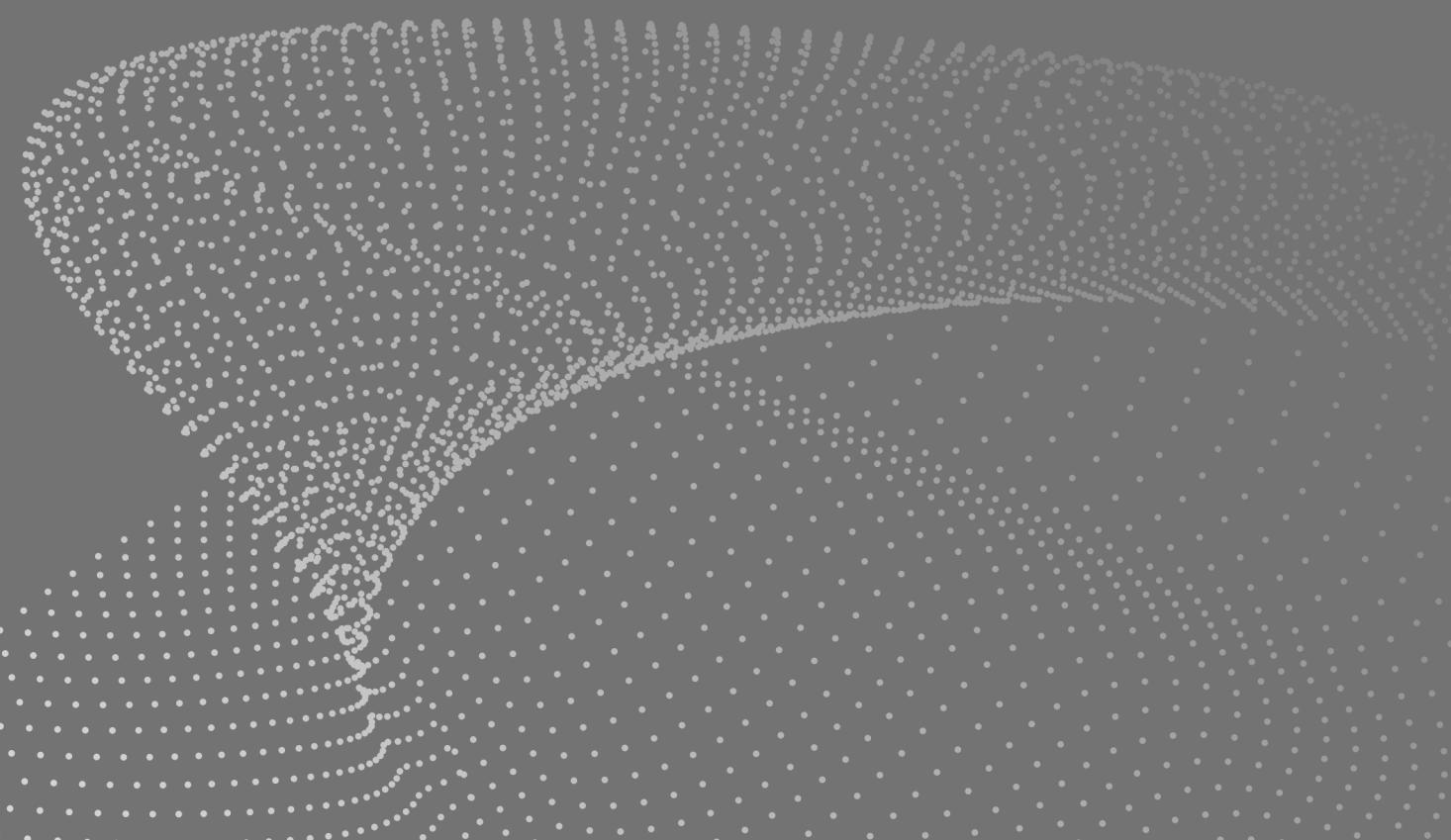


# Analysis in the Film Industry

Unveiling Insights to Guide Microsoft's  
Cinematic Journey



# Summary

Exploratory Data Analysis on genres, domestic and gross earnings, ratings and voting.

Insights arrived at include;

- Microsoft must grasp audience preferences from the start.
- Microsoft should focus on Animation, Drama, Sci-Fi, Adventure, and Action genres for maximum ratings and revenue.
- 3. Marketing and promotion are crucial for Microsoft's new venture.



# Outline



Business Problem

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Results

Data and Methods

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Conclusions



# Business Problem

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Clear Movie Strategy

Popular Movies

Genres with High Income



# Data and Methods

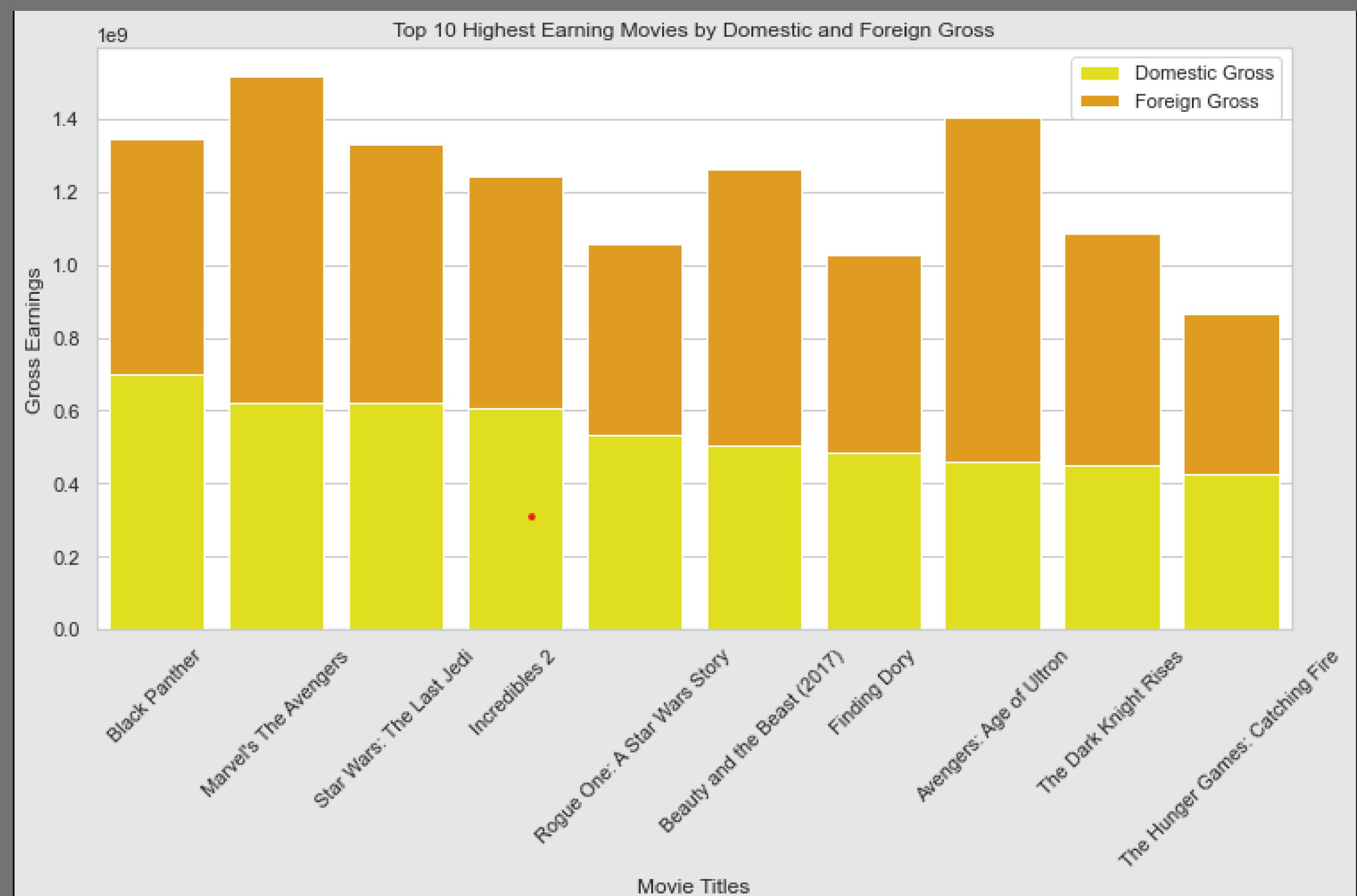
Exploratory Data Analysis was used to explore the following datasets;

01 —— Movie Revenue

02 —— Movie Titles and Genres

03 —— Average Ratings and Votes per Movie

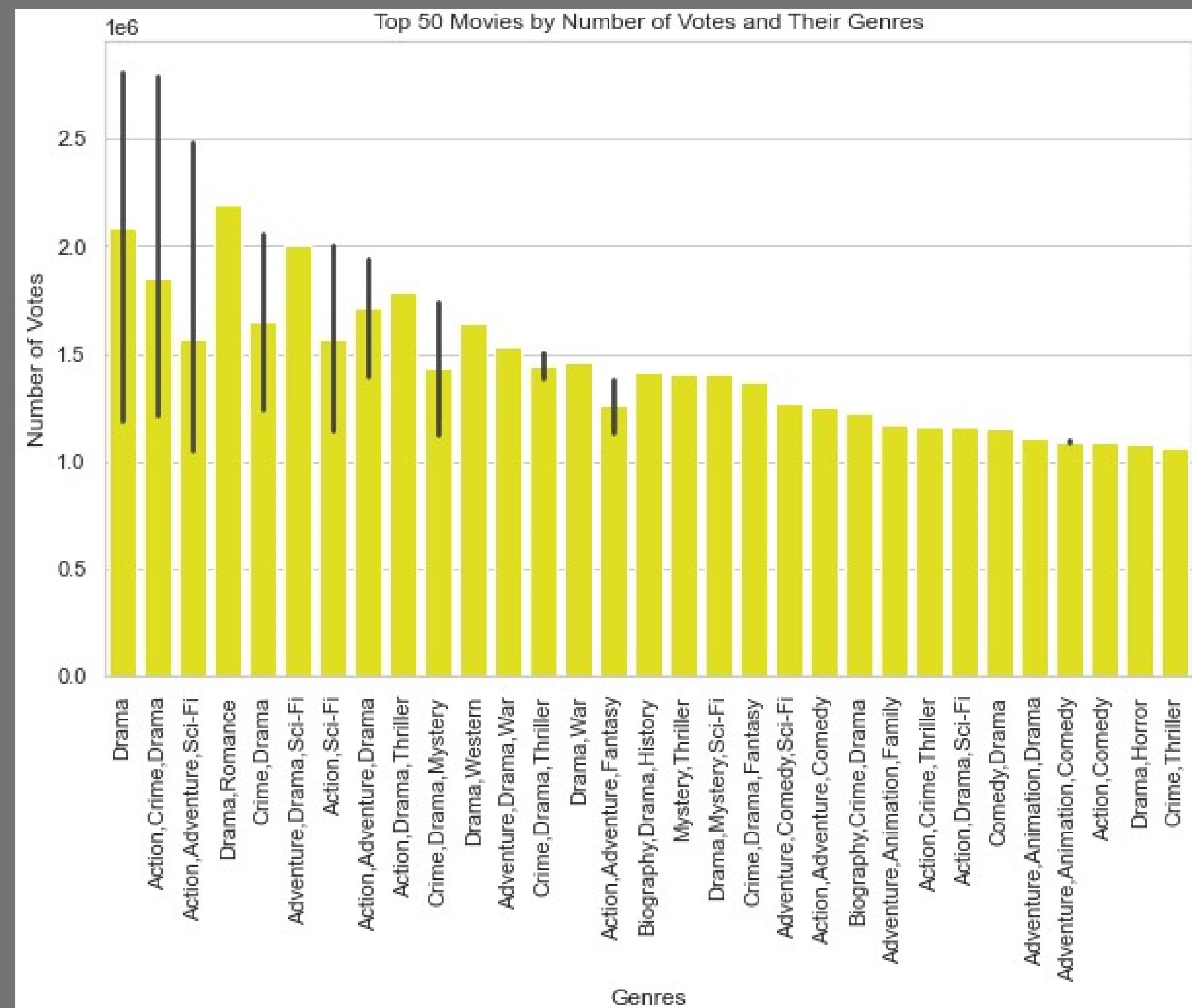
# Results



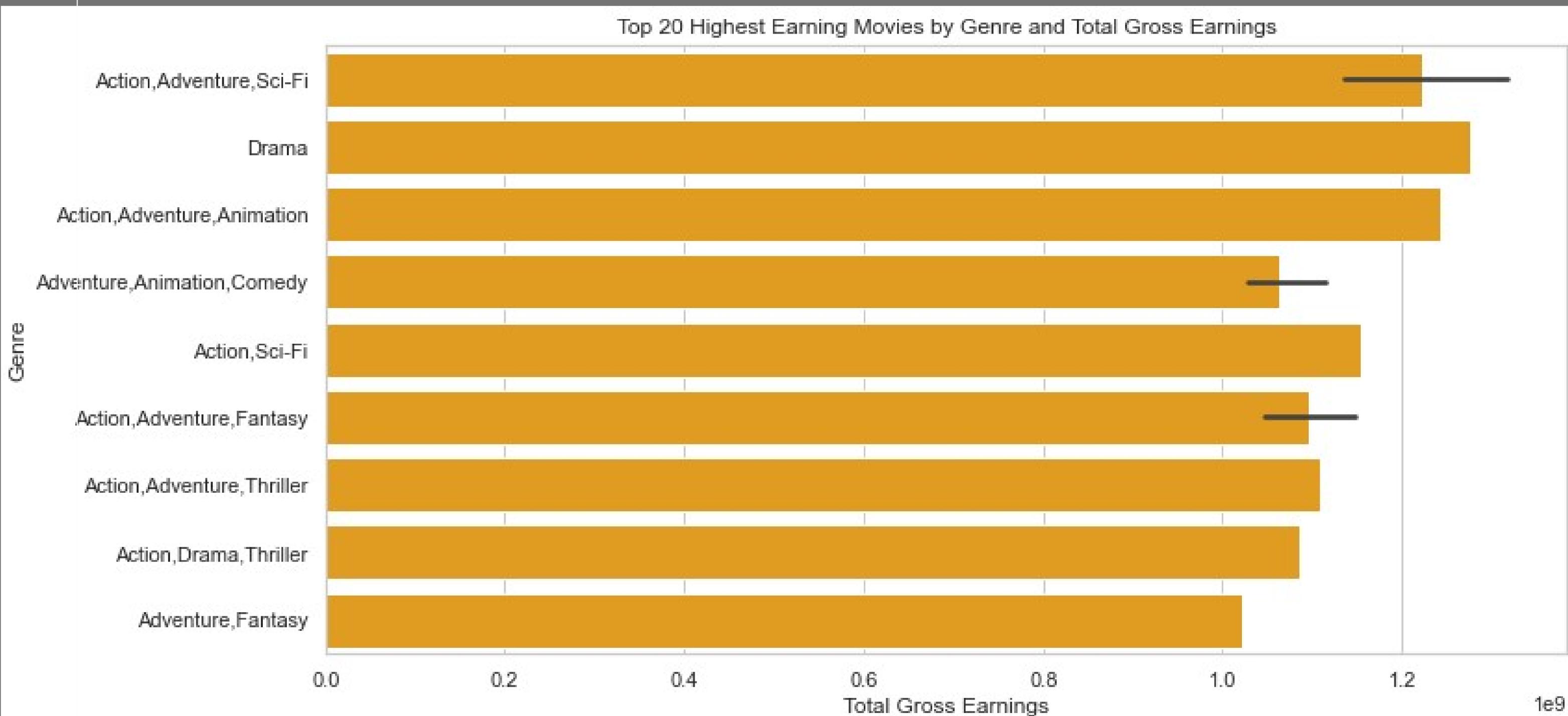
Foreign Gross Income is more than Domestic Gross Income.

# Results

The genres with the most votes are Drama, Action, and Adventure.



# Results



Top genres that bring in the most income are Action, Adventure, Sci-Fi, Drama and Animation.

# Recommendations

The following insights were reached:

1. To maximize success, Microsoft must understand global audience preferences and adapt movie themes, subtitles, and cultural sensitivity accordingly.
2. Microsoft should prioritize Animation, Drama, Sci-Fi, Adventure, and Action genres, supported by compelling storytelling, to ensure high ratings and revenue in the film industry.
3. Given the new venture, half of Microsoft's success hinges on effective marketing and promotion, which can substantially influence a movie's success by generating buzz and attracting viewers.

More factors that need to be analysed and also contribute to the performance of a movie studio include Release Timing, Budget Allocation, Film Industry Trends, Cast, and Critical Reviews.





**Thank You!**

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