Microsoft Movie Studio Project

Overview

Microsoft is launching a movie studio and the company wants to know what type of films are most successful.

This analysis examines data about movies from recent years to determine **which genres perform best among viewers**.

Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

- Microsoft is entering the movie industry with a new movie studio but lacks knowledge of successful film genres.
- To make informed decisions on film production, they need to understand the current box office trends and identify the most profitable genres to target.
- How can Microsoft leverage box office data to determine the types of films that resonate with audiences and drive commercial success for their new movie studio?

Data

- Insights are derived from IMDb, boxofficemojo, rottentomatoes, themoviedb and the-numbers databases about movies.
- Used information about each movie's:
  - Genres
  - Average user rating
  - Number of votes
  - Production budget, the ROI

Methods

Exploratory Data Analysis (EDA): I conducted exploratory data analysis to gain insights into the data. It involved visualizations, summary statistics, and identifying outliers or patterns in the data.

Genre Analysis: Analyze box office data by genre to identify the top rated genres.

Competitor Analysis: Analyze box office performance of competitors and similar studios

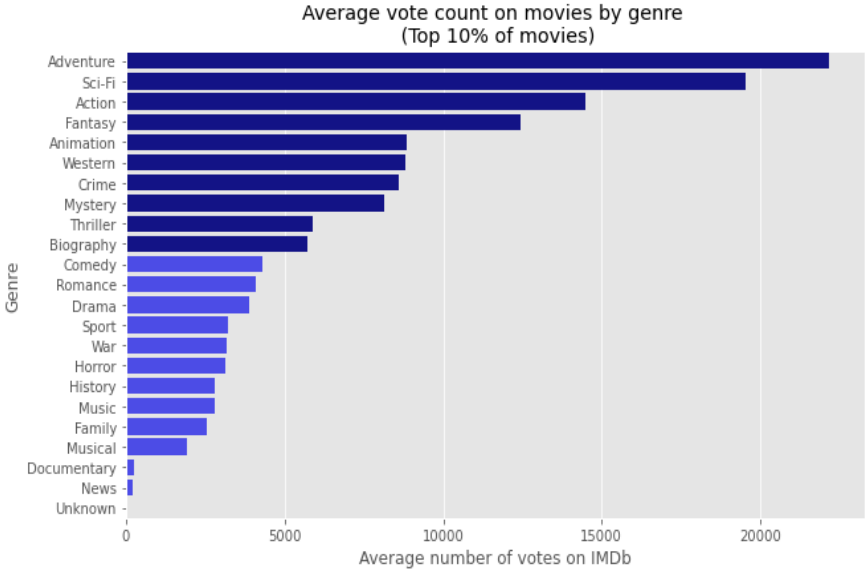
Results

The results are based on ranking movies from highest to lowest vote count. I then isolated the top 10% of movies.

Most successful genres

Among the top 10% of movies, combinations of these 10 genres perform best:

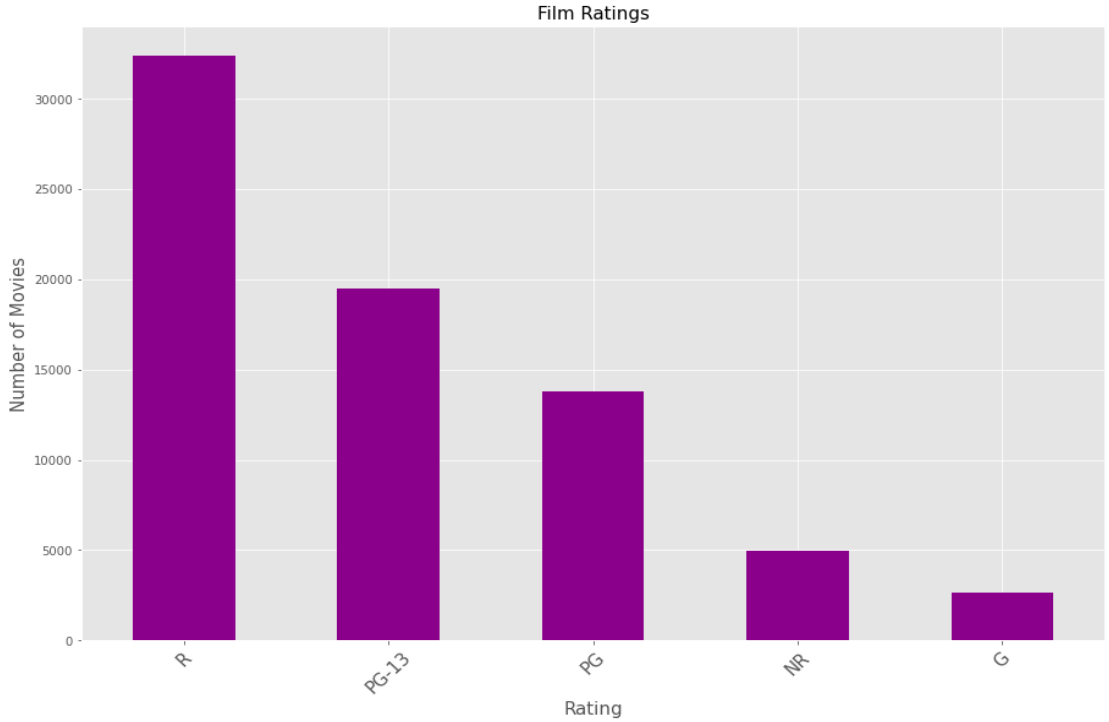
- Adventure
- Fantasy
- Sci-Fi
- Animation
- Mystery
- Western
- Action
- Crime
- Biography
- Romance



Results, cont.

Genres based on Rating :

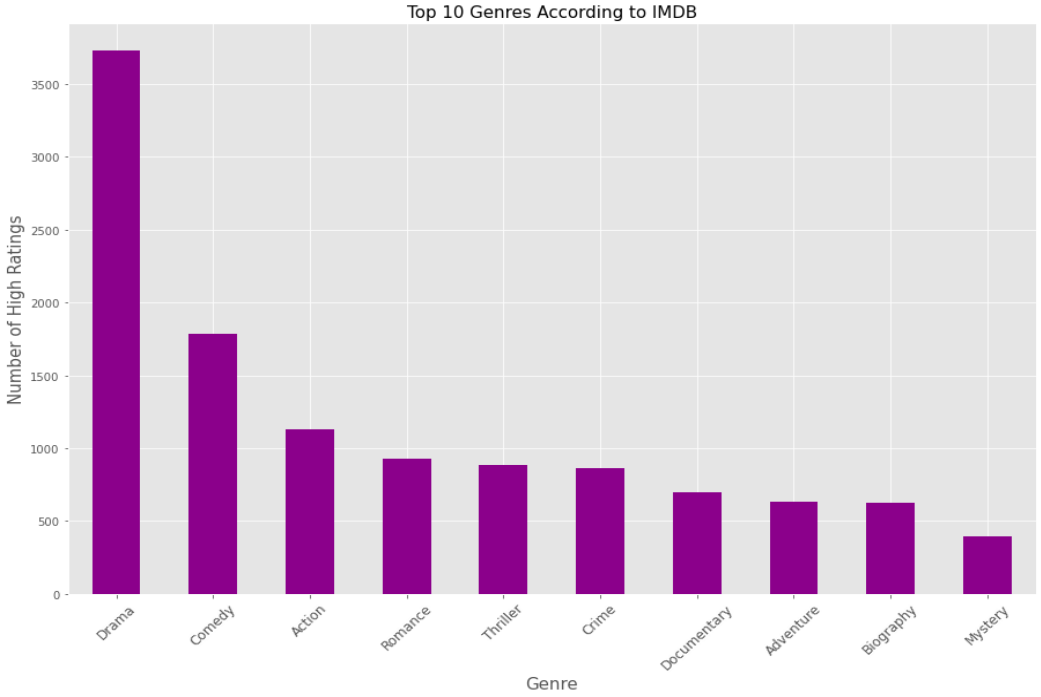
- R
- PG-13
- PG
- NR
- G



Results, cont.

Top genres based on number of ratings(IMDb):

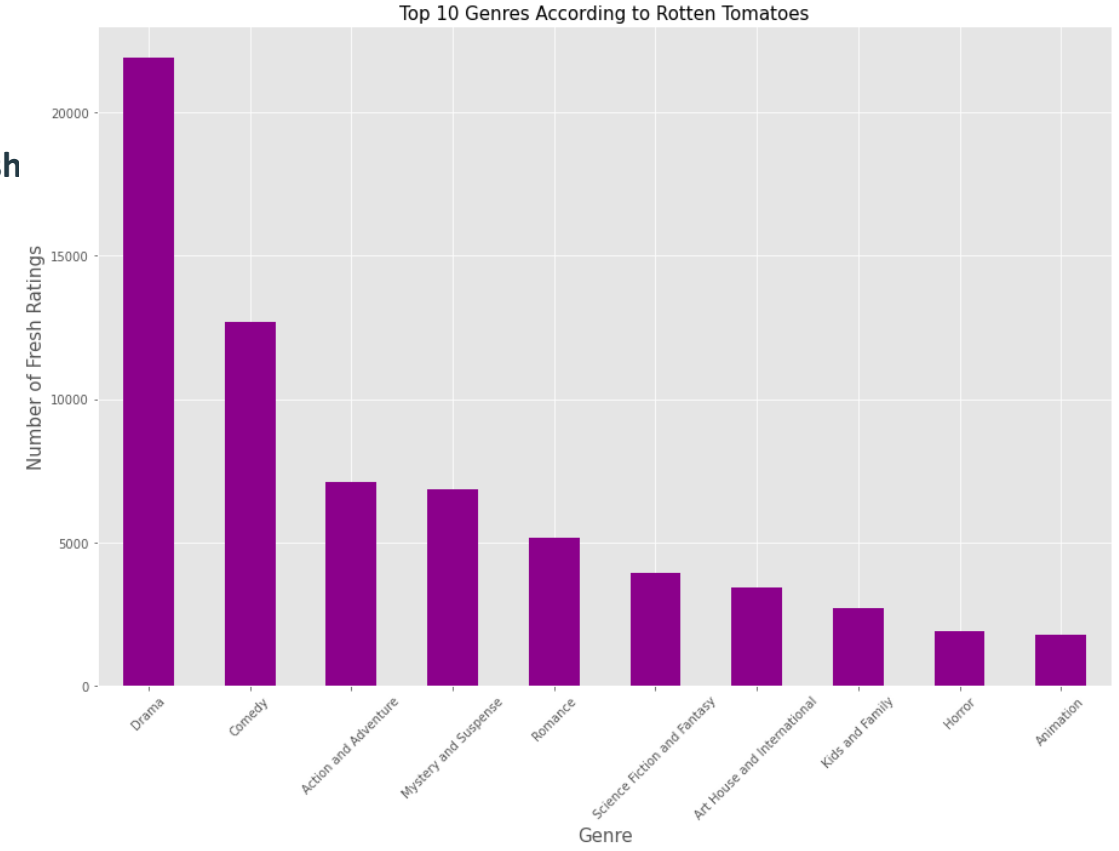
- Drama
- Comedy
- Action
- Romance
- Thriller
- Crime
- Documentary



Results, cont.

Top genres based on number of fresh ratings(Rotten Tomatoes):

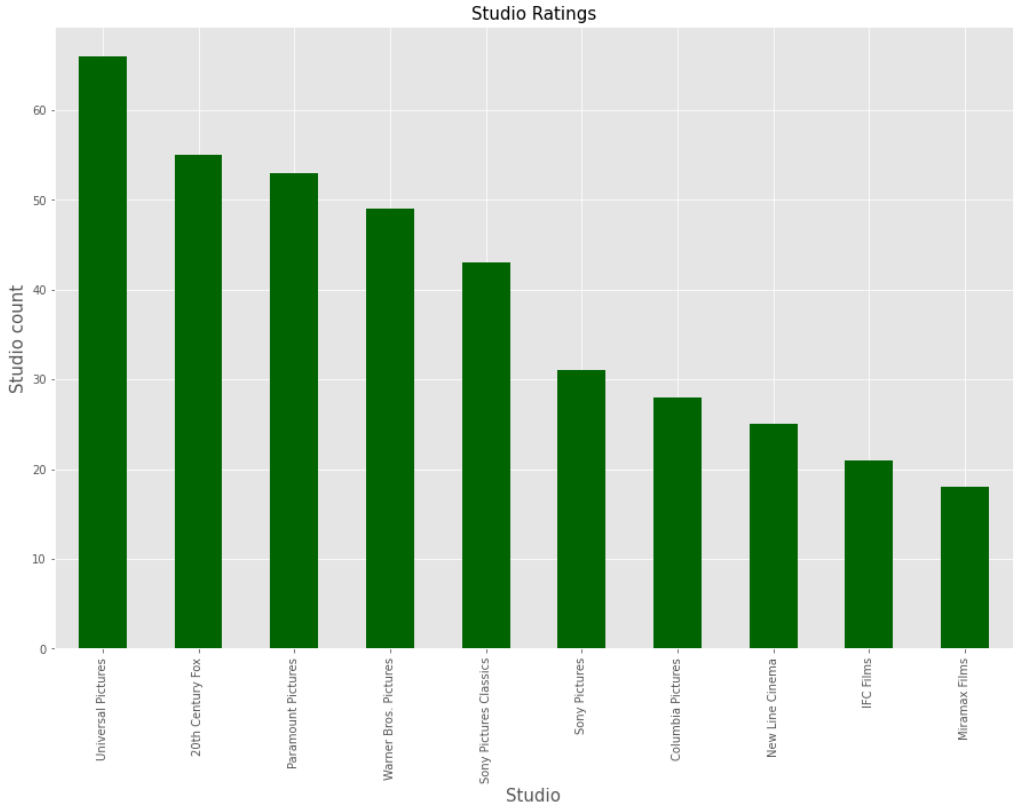
- Drama
- Comedy
- Action
- Romance
- Thriller
- Crime
- Documentary



Results, cont.

Top studios based on the Studio count:

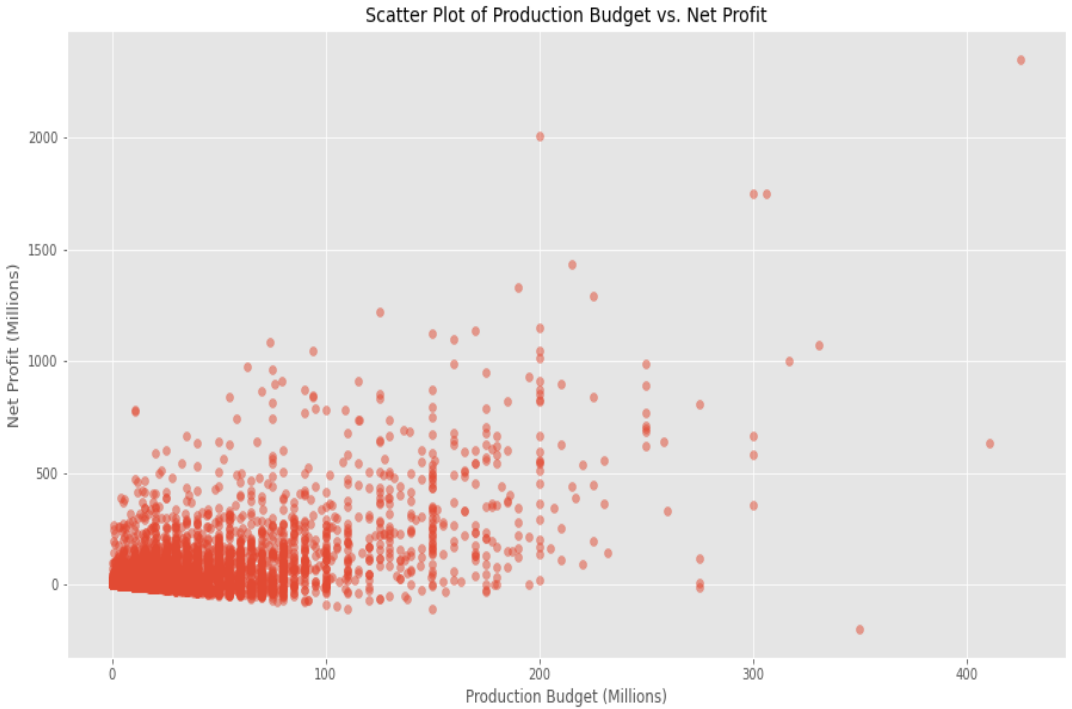
- Universal Pictures
- 20th Century Fox
- Paramount Pictures
- Warner Bros Pictures
- Sony Pictures Classics



Results, cont.

Correlation between Production Budget and the Net Profit.

- A Pearson correlation coefficient of 0.61 suggests a somewhat good relationship between the production budget and net profits.
- This indicates that when the manufacturing budget increases, so does net profit.



Recommendations

- Focus on the R-rated movies as they are most popular among the audience.
- Focus on Drama, comedy and action genres based on the customer ratings(IMDb) and fresh ratings(Rotten Tomatoes)
- Allocate high production budgets to the production of movies based on the positive correlation between the production budget and the net profits
- Consider patnering with other studios like Universal pictures studio tops, 20th century Fox and Paramount pictures who top the list of popular studios

Thank you.

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