

# MICROSOFT MOVIE PROJECT



## BUSINESS PERSPECTIVE

**Movie and film production is a highly lucrative industry generating revenues of up to \$300 billion as per 2021 data. However the process of setting up a movie studio and creating film is an expensive affair, therefore intensive research needs to be done before an organization can decide to invest into the industry.**

**Luckily for Microsoft movie studio team the process will be much easier since we have data that I will use to come up with insights on the best types of film to invest on.**

A decorative background graphic at the bottom of the slide. It features a white line chart with circular markers and a bar chart with vertical bars of varying heights, all in a light blue-grey color against the dark blue grid background.

# Data sources

Sources of data that I will use for my analysis are:

1. Bommovie dataset
2. Movie\_info dataset

# KEY OBJECTIVES FOR MY PROJECT

I will focus on using data to investigate the following business aspects:

1. Major competitors in the film industry
2. Compare local and foreign market on which one generates more revenue
3. Best genres of movies to produce from revenue generated by each.

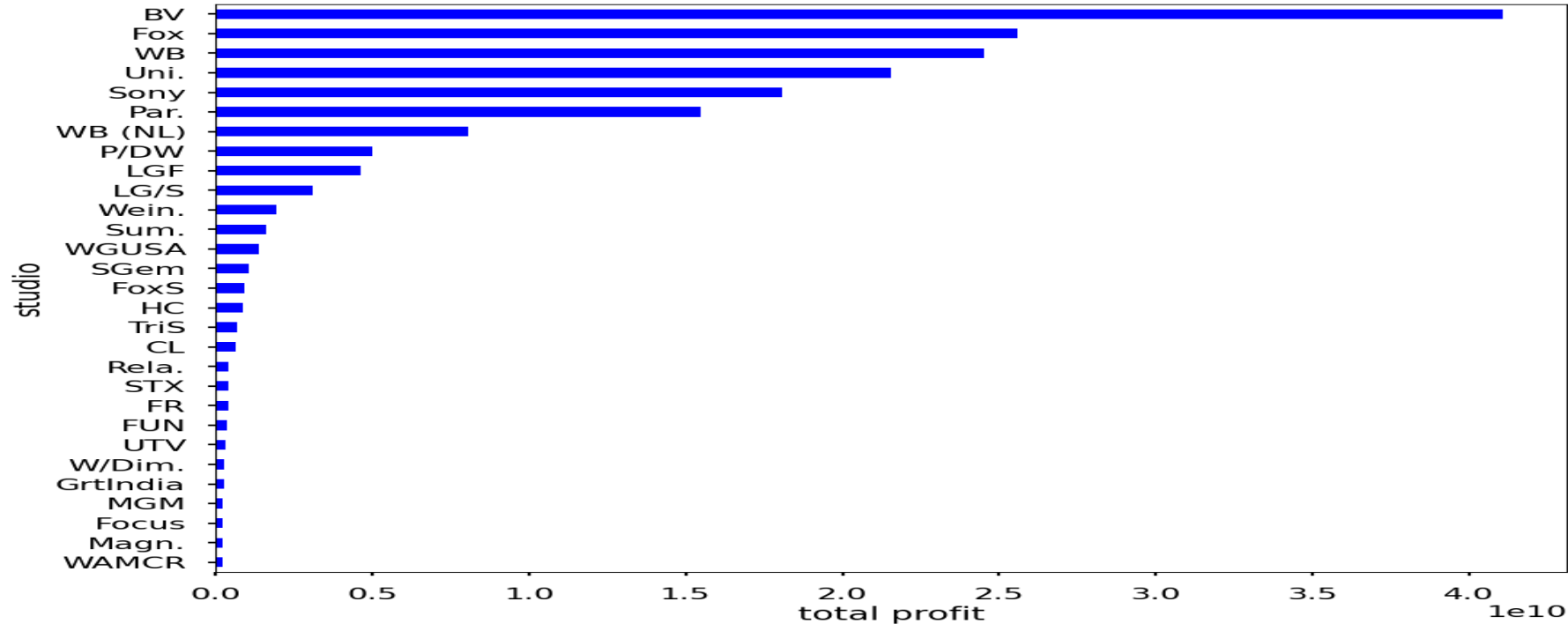
# DATA ANALYSIS

After cleaning and sorting out the datasets. By using revenue generated both in the local and foreign market, the main film producing companies are :

1. Buena Vista studio
2. Fox studio
3. Warner brothers
4. Universal studio
5. Sony.

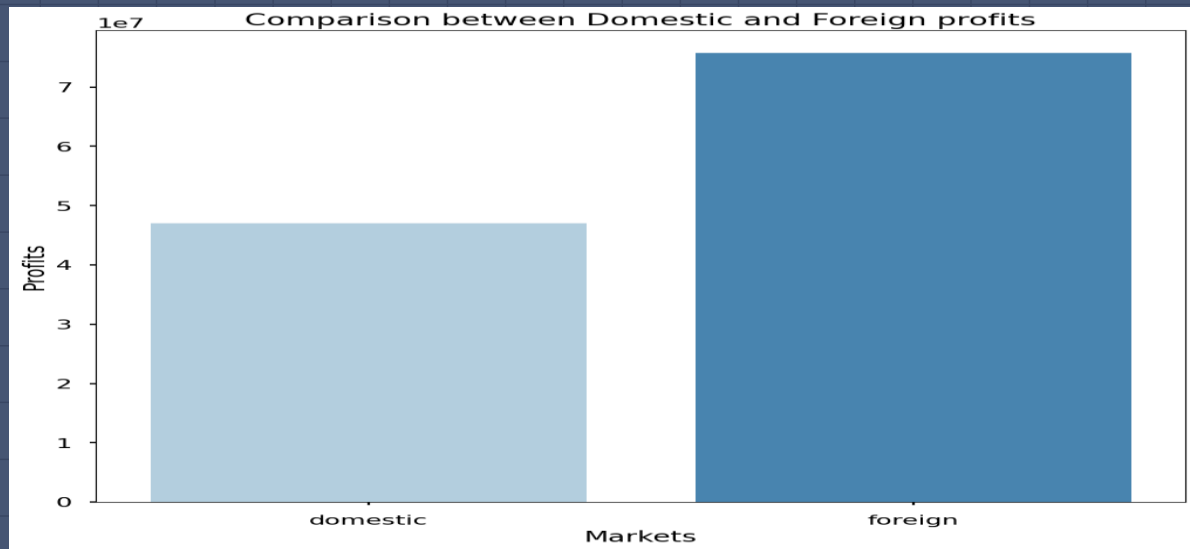
# TOP TWENTY STUDIO AS PER REVENUE

TOP STUDIOS IN REVENUE BOTH DOMESTIC AND FOREIGN MARKET



# MAIN SOURCE OF REVENUE

Using mean revenue from box office movie dataset, it is clear that foreign market tend to generate more revenue for the movie makers, this could be attributed to the larger market available.



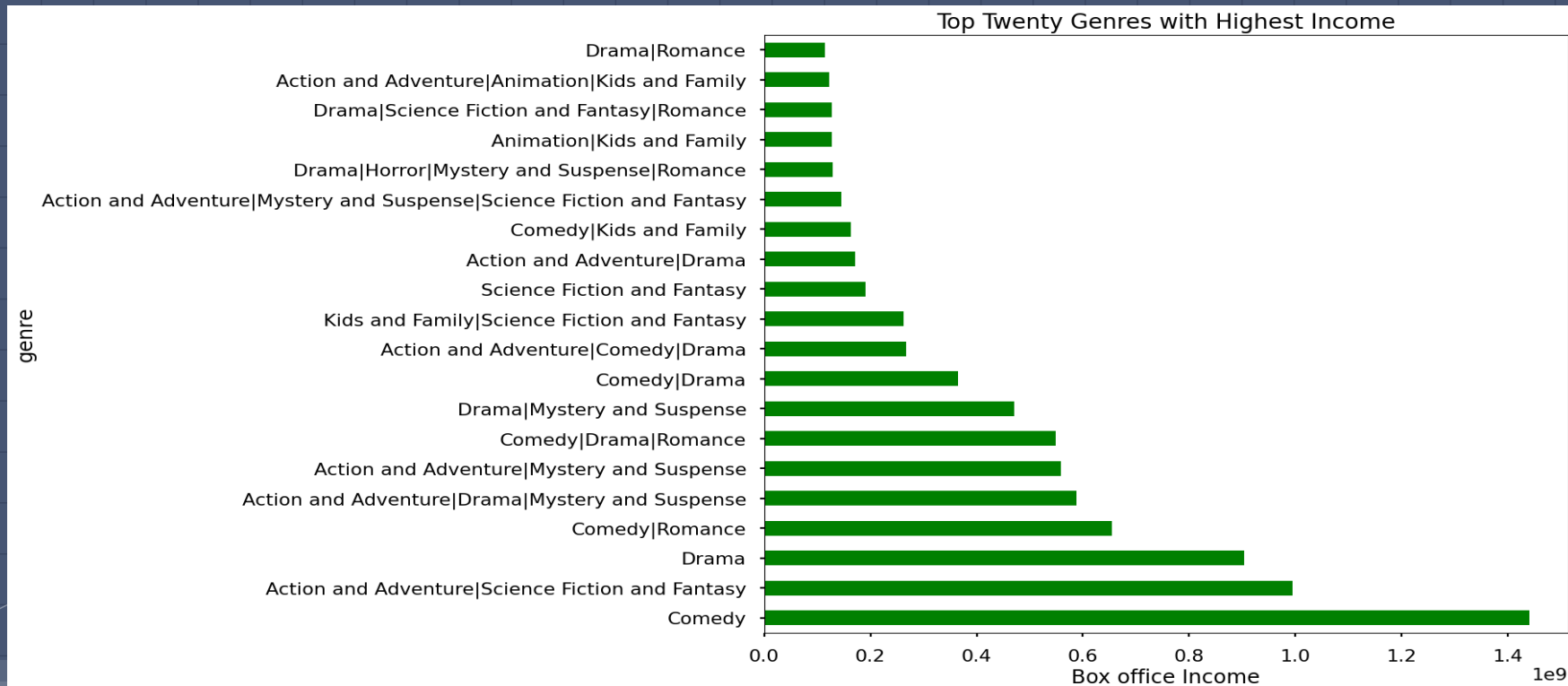
# GENRES OF MOVIES WITH HIGH REVENUE

By combining data from Box office movie dataset and movie information dataset and using the data for analysis. I was able to come up with the following bar graph showing top genres of movies in terms of revenue generation.





# TOP GENRES OF MOVIES AS PER REVENUE



# CONCLUSION

From the graphs that were generated it is quite clear that film industry generates a lot of revenue. We can observe that comedy industry generates the highest amount of revenue both in the local and foreign market.

Buena Vista will be the main competitor once Microsoft movie project kicks off, since they generate the highest revenue

Foreign market tend to fetch more revenue than local market.

## RECOMMENDATIONS.

- 1. Focus more on production of comedy film followed by action and science fiction.
- 2. Marketing of the produced movies should focus both on the local market and foreign market. Since the revenue generated by both markets is high with more focus on foreign market.
- 3. Work on producing better movies than our competitors in both local and foreign markets.

# THANK YOU!

Presented by : SAMMY KARAPIA

