



# MICROSOFT MOVIE STUDIO

AN ANALYSIS ON THE MOVIES INDUSTRY

# Background

- Microsoft wants to come up with a movie studio but they do not know anything about this field
- They want to understand the different factors that will make this new venture a success
- This analysis does just that, it looks through the different factors that make or break movie studios and recommends useful insights to Microsoft

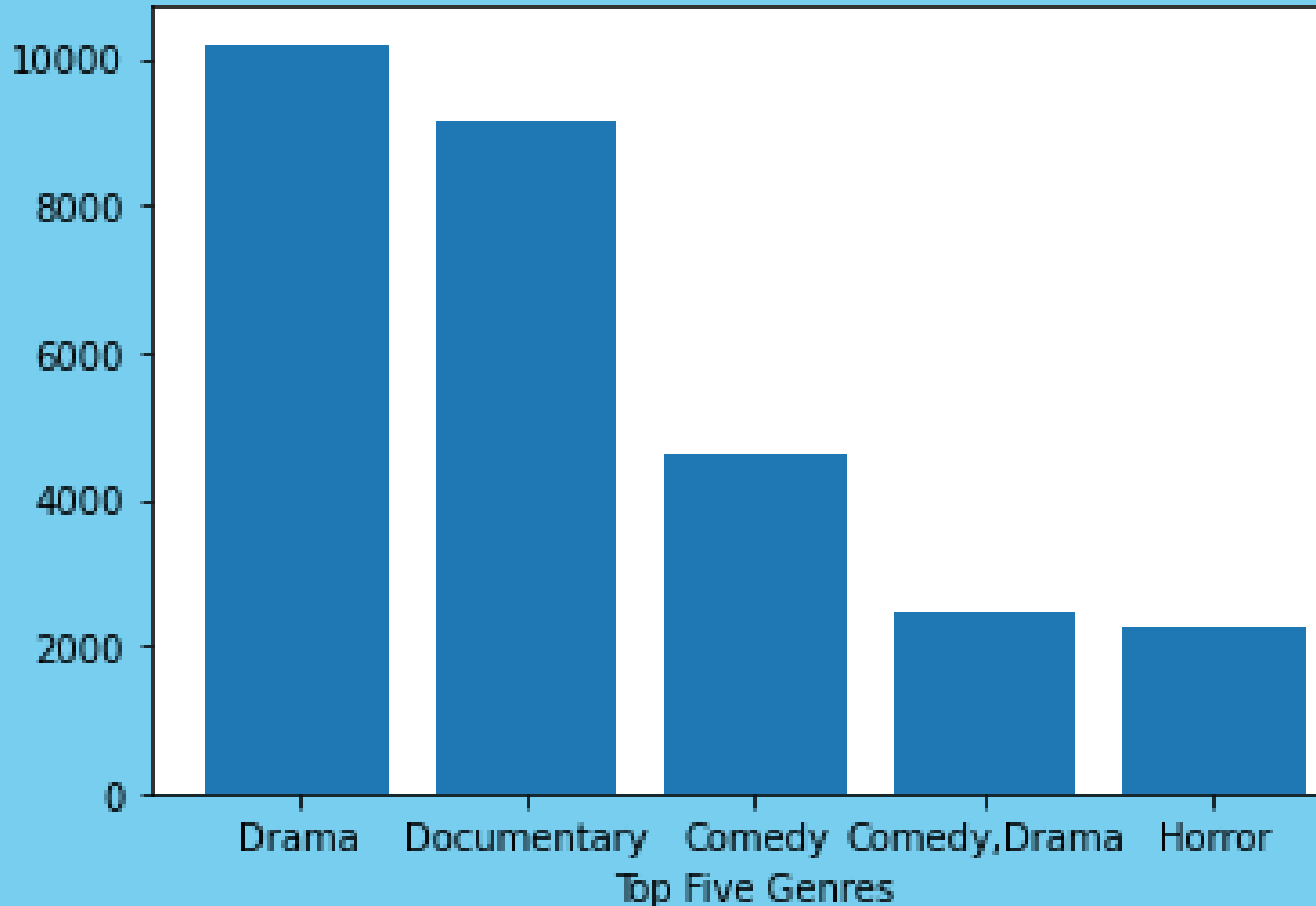
# Data Exploration and Understanding

- In this analysis we use two data sources
  - ✓ IM Database
  - ✓ bom.movie\_gross.csv
- The two data sources contain data that have helped us understand various factors of a movie;
  1. Genres
  2. Gross and Domestic incomes
  3. Movie ratings
  4. Movie votes

# Continuation;

- The data frames were created from the two data sources to help achieve maximum results as shown in the following slides

## Genre Distribution Of The Most Popular Genres

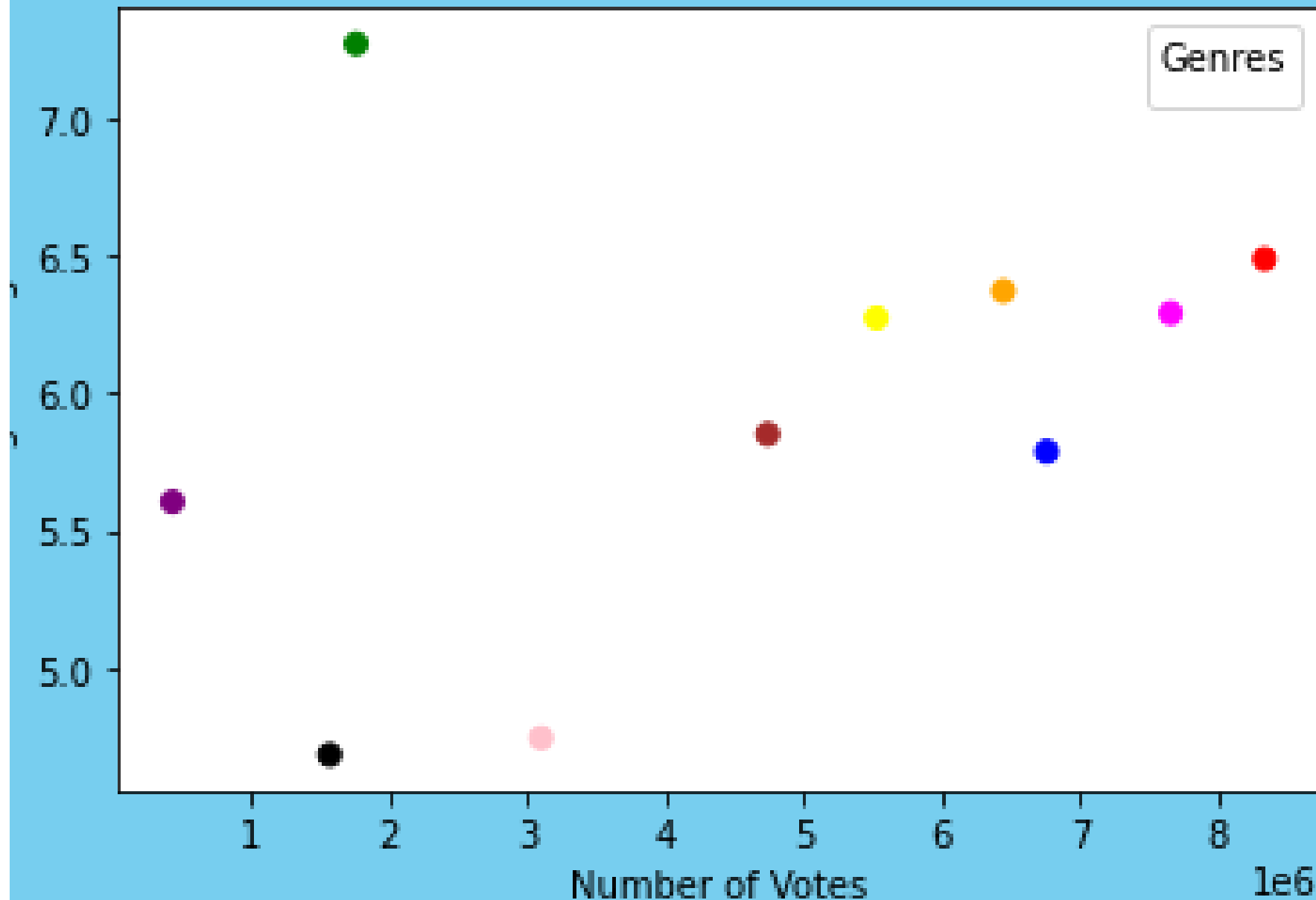


### 1. Genre Popularity Analysis

In this section we discovered that the top ten most popular genres in the database are as shown in the picture.

- This was achieved by finding out the count of movie production in different genres.

Top 10 Popular Genres: Average Ratings vs Number of Vote

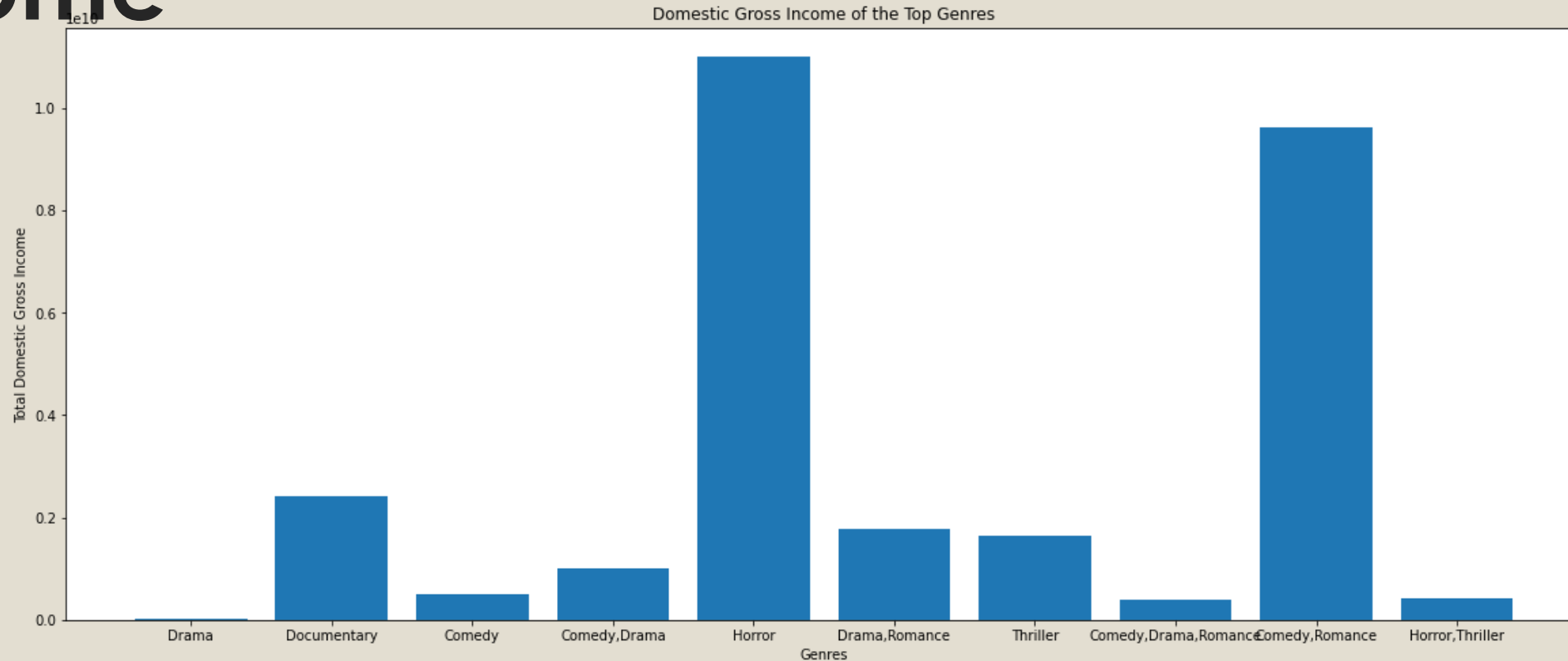


## 2. Ratings and Votes Analysis

In this section we used the most popular genres to figure out the relationship between the average rating of each genre with their corresponding votes

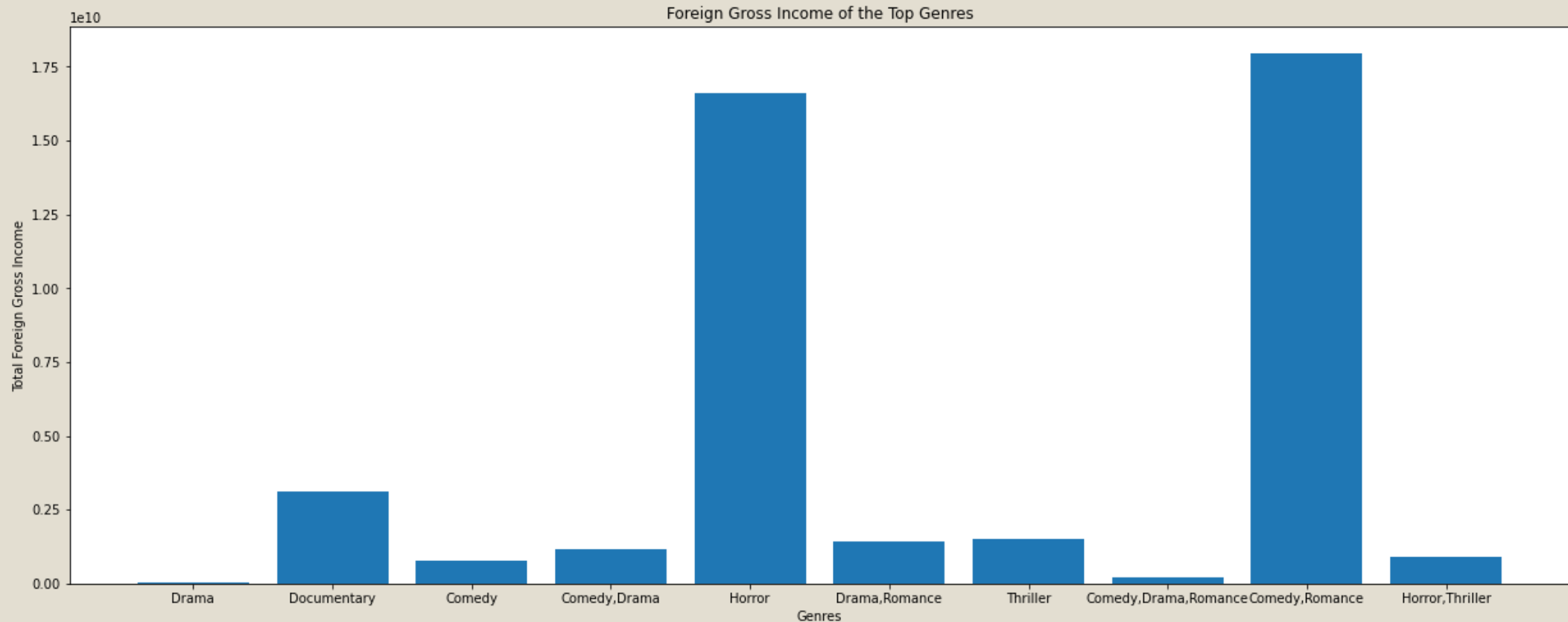
- It is important to note that having a high rating does not necessarily equate to high audience engagements
- In the contrary, movies that had the highest number of votes had corresponding average votes
- This helps us understand the importance of audience interaction as well as audience reception

# 3.Total Domestic Gross Income



- Different genres generate different domestic incomes.
  - In this analysis we found that out of the ten most popular genres the most income generating genre in the domestic set up is the comedy romance, followed by Horror
  - This analysis shows that popularity of a movie doesn't mean high domestic income; take a look at the bar plot

## 4. Foreign Gross Income Analysis

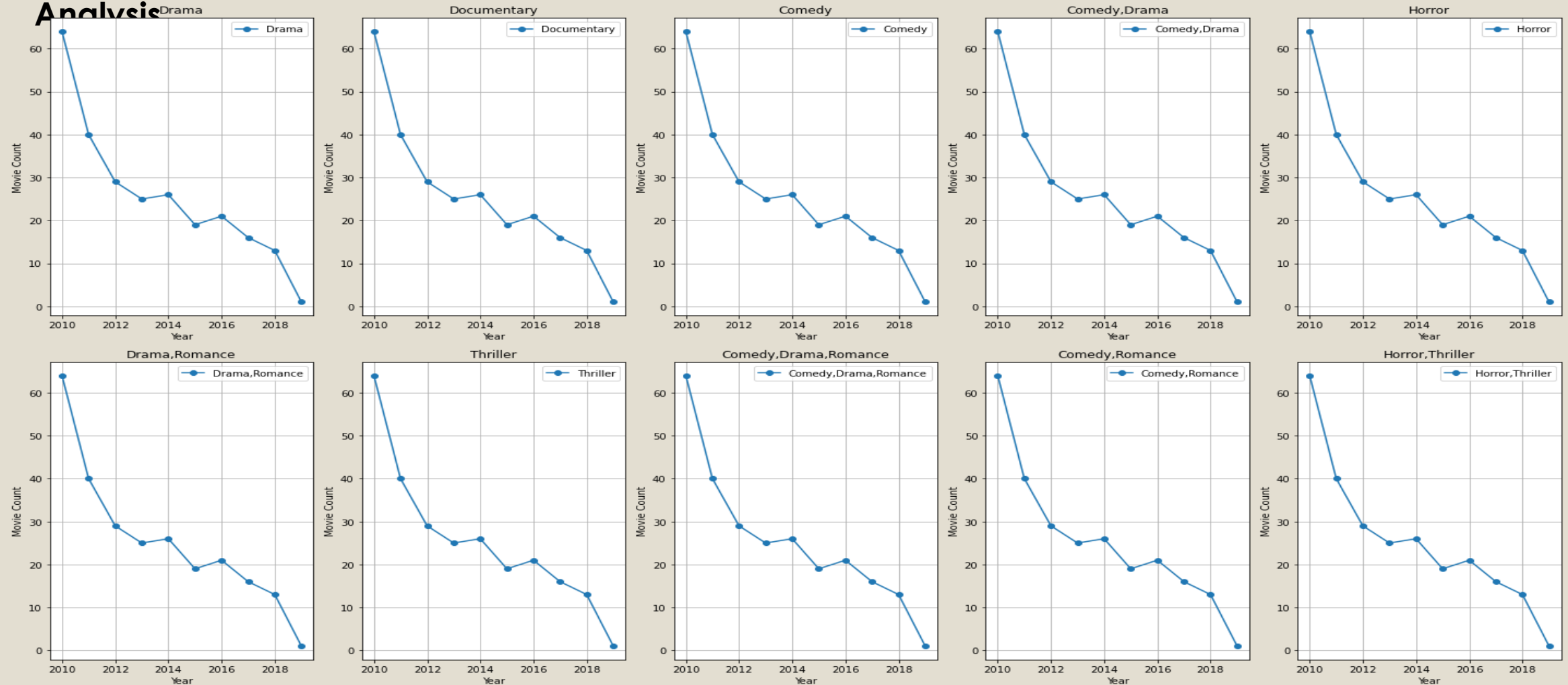


In this analysis we found that the most popular genre is the least income generating genre in the foreign setup. The most income generating genre is the 'Comedy, Romance'



## 4. Movie Production In different genres over the years Trend

### Analysis



According to the data, movie production has reduced over the years across all the genres

# Recommendations

- After the analysis we have come up with the following recommendations for Microsoft
  - Microsoft movie studio should choose the following genres 'Horror' , 'Comedy,Drama', 'Documentary', 'Drama, Romance' and 'Thriller'
  - The company stakeholders to invest more money in the production of movies to ensure that the audience engagement is at its best, we would like to have more views of our movies as well as high rates
  - Avoid creating movies with long runtime, they will not receive high audience reception

THANK YOU!