



MICROSOFT MOVIES PROJECT

NEW STUDIO'S MOVIE PRODUCTION ANALYSIS

INTRODUCTION

► THE PROBLEM

Microsoft wants to join the movie entertainment industry and take part in creating original video content but they don't know anything about creating movies.

► THE SOLUTION

Exploring what types of films are currently doing the best at the box office and translating those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

► DATA REFERENCE

The movie datasets provided for reference are from: Box Office Mojo, IMDB, Rotten tomatoes, The Movie DB and The Numbers

The tools used to solve are: Pandas, Numpy, Matplotlib, Seaborn and SQL



OVERVIEW

- ▶ BUSINESS UNDERSTANDING
- ▶ DATA UNDERSTANDING
- ▶ DATA ANALYSIS
- ▶ RECOMMENDATIONS



BUSINESS UNDERSTANDING

- ▶ Microsoft aims to venture into movie production by creating a new movie studio without any knowledge on this. Through exploring what types of films are doing the best from Box office and presenting insights, we get to know what films to produce to achieve success in this industry.
- ▶ The **MAIN objective** is for Microsoft's new studio to be established in the entertainment industry through movie production by referring to the findings after analyzing successful films in the industry.
- ▶ Some of the **key points** to look into in the analysis are total gross revenue, ratings, number of votes and popular genres.

DATA UNDERSTANDING

For data analysis and exploration, the movie datasets provided are from:

- ▶ Box Office Mojo
- ▶ IMDB
- ▶ Rotten tomatoes
- ▶ The Movie DB
- ▶ The Numbers

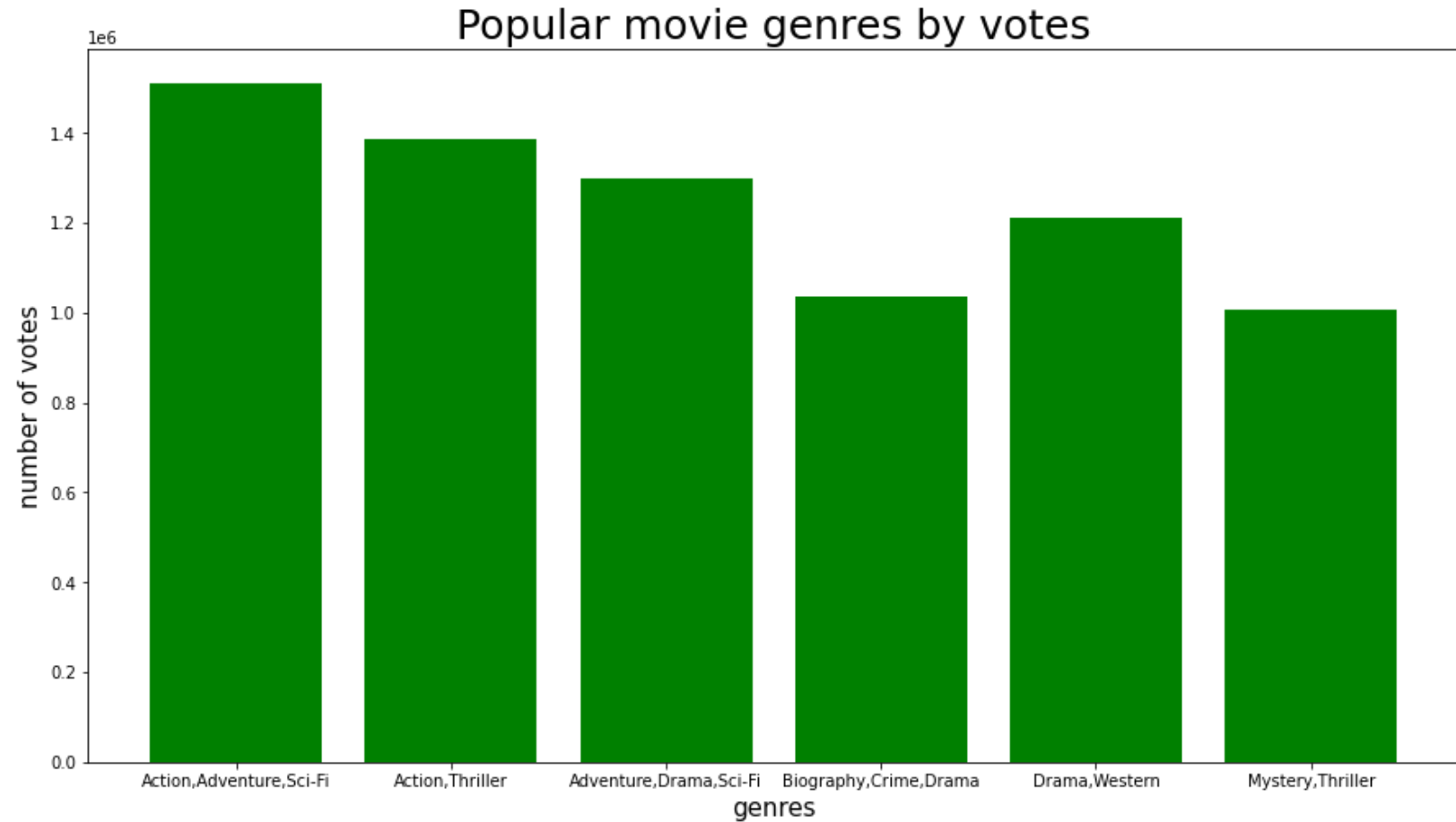
The tools used for analysis are: Pandas, Numpy, Matplotlib, Seaborn and SQL

Insights for this project are mainly from the dataset: `tmdb.movies.csv.gz` and `im.db.zip`

DATA ANALYSIS

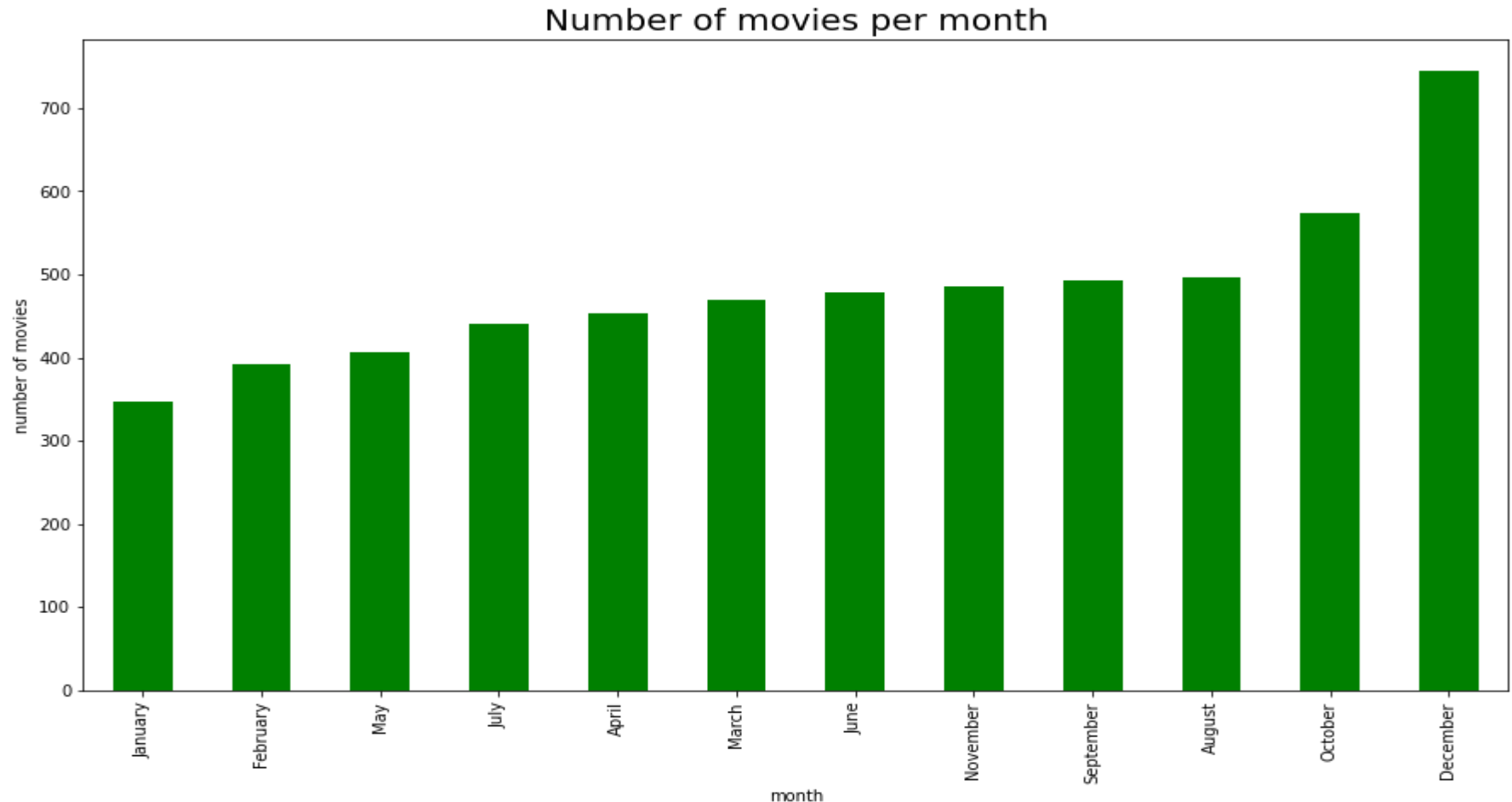
Finding 1.

- ▶ From this bar graph, movies with the combination of genres (**Action, Adventure and Sci-fi**) are the most popular.
- ▶ Thus, I would recommend that Microsoft's studio produce movies with this mix.



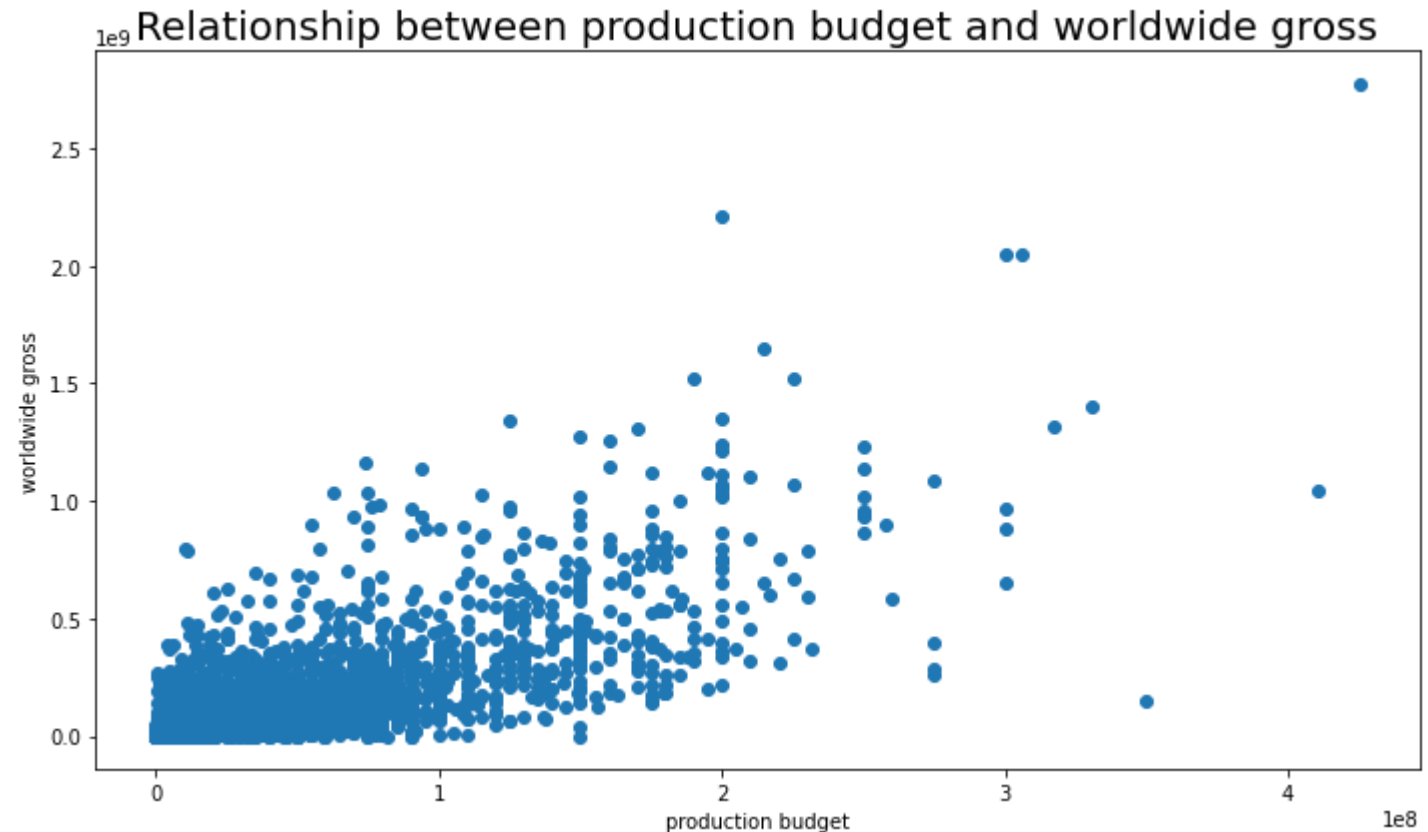
Finding 2.

- ▶ From the bar plot , we discover that **most movies are released in the month of December** and the last quarter of the year.
- ▶ I would recommend the Microsoft's new studio **to release movies mid year** to avoid competition for viewership.



Finding 3.

- ▶ Production budget and worldwide gross have a **positive relationship** as the points on the scatter plot slop from the left to right upwards. This means that when the production budget increases, the worldwide gross revenue also increases.
- ▶ The plot also displays a **strong relationship** between the two variables as many points are closely clustered in a clear pattern.
- ▶ So it is safe to conclude that **spending or investing more on film production budget-wise, will most likely yield an increased worldwide gross revenue.**



RECOMMENDATIONS

- ▶ Movies that had a higher production budget, equally had a higher worldwide gross revenue but this does not mean that the return of investment is also guaranteed to be high. Regardless, I would recommend that the **production budget to be increased as there's a larger chance to increased worldwide revenue.**
- ▶ Most movies are released around the last five months but mostly in December. Releasing a movie around that time is unfortunately more disadvantageous than advantageous; some of the reasons being competition for audience attention and lack of theatre availability. I would recommend **releasing movies mid-year as there's some kind of balance in their showcasing.**
- ▶ Movies with the **combination of genres (Action, Adventure and Sci-fi) are the most popular.** Thus, I would recommend that Microsoft's studio produce movies with this mix

EVALUATION AND FUTURE IMPROVEMENT IDEAS

EVALUATION

1. Production Budget Increase for Higher Revenue Potential
2. Mid-Year Release Strategy for Optimal Showcasing

FUTURE IMPROVEMENT IDEAS

1. Strategic Allocation of Increased Production Budget
2. Diversification and Enhancement of Genre Offerings
3. Optimized Release Calendar Planning





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