



Microsoft

UNVEILING MOVIE PROFITABILITY

- *A data driven analysis at the reception and financial aspect of the movie industry*
 - *Actionable insights to drive growth in this Industry*



OVERVIEW

Microsoft would like to invest in the movie industry

That's it!!

Nothing more nothing less....

However its has always been better safe than sorry and this analysis gives you insight into the trends in this industry and which to hop on.

This presentation gives an accurate and actionable insight through extensive data analysis to maximize our chances of success.



BUSINESS UNDERSTANDING // OBJECTIVES

- ▶ **The main objective of this is to analyze the data from the datasets provided from trends to movie budgets to ratings and genres to be able to translate it into an insight for Microsoft's Studio.**
- ▶ **We want to be able to identify and clearly read this data to be able to help Microsoft make informed decisions about what to venture and invest into to maximize their chances of success in this particular industry.**
- ▶ **What's better than Microsoft spreading its wings and taking over the industry?**



DATA EXPLORING // UNDERSTANDING

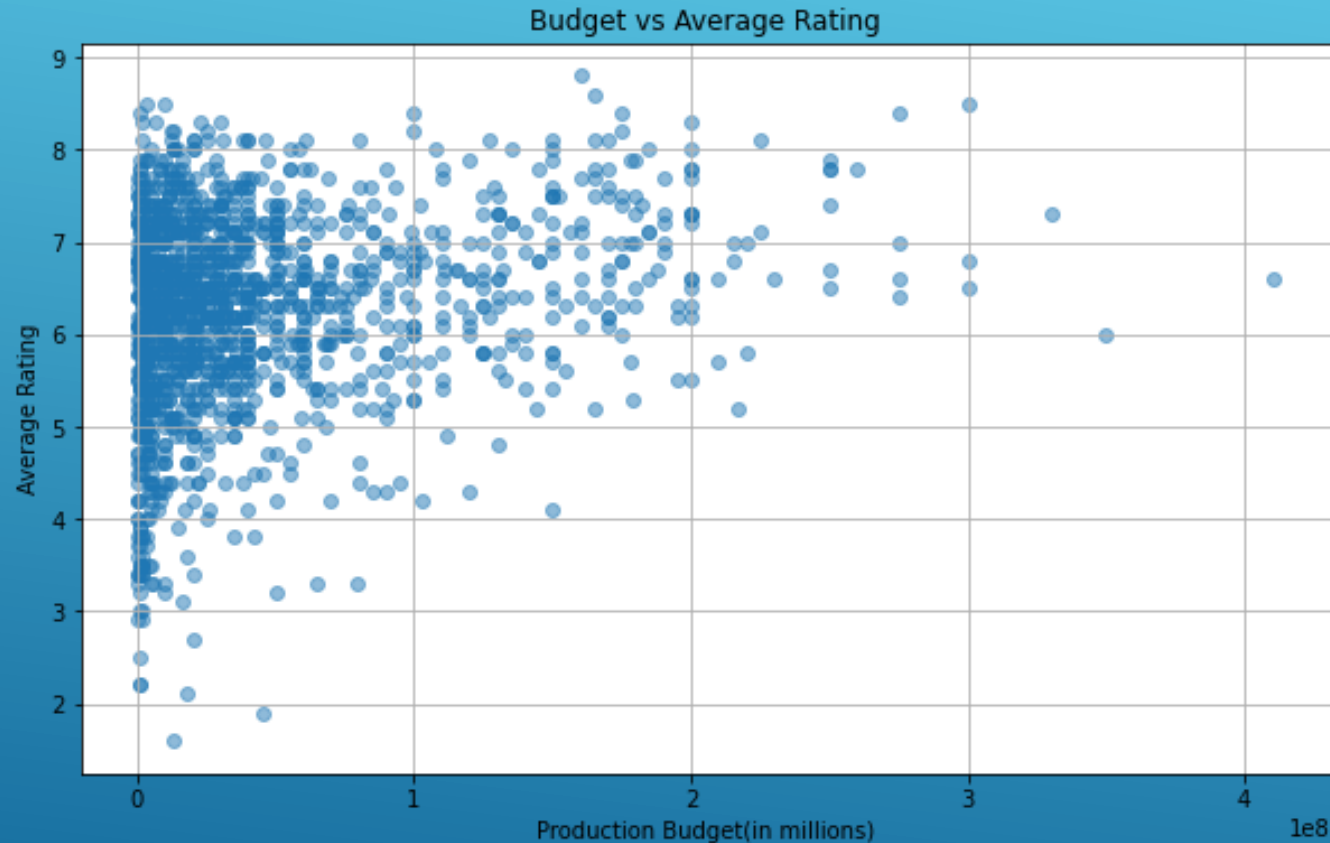
Microsoft would like to venture into the movie arena, an industry that they have little to zero experience in. This came up as a result the major companies in the game creating original and quality content soaring their client coverage and business-wise revenue being generated

We used data from the following files to determine our output:

- ▶ Im.db**
- ▶ Bom.movies_gross.csv**
- ▶ tn.movie_budgets.csv**

By this we can help Microsoft to increase its chances of being a powerhouse in the film industry.

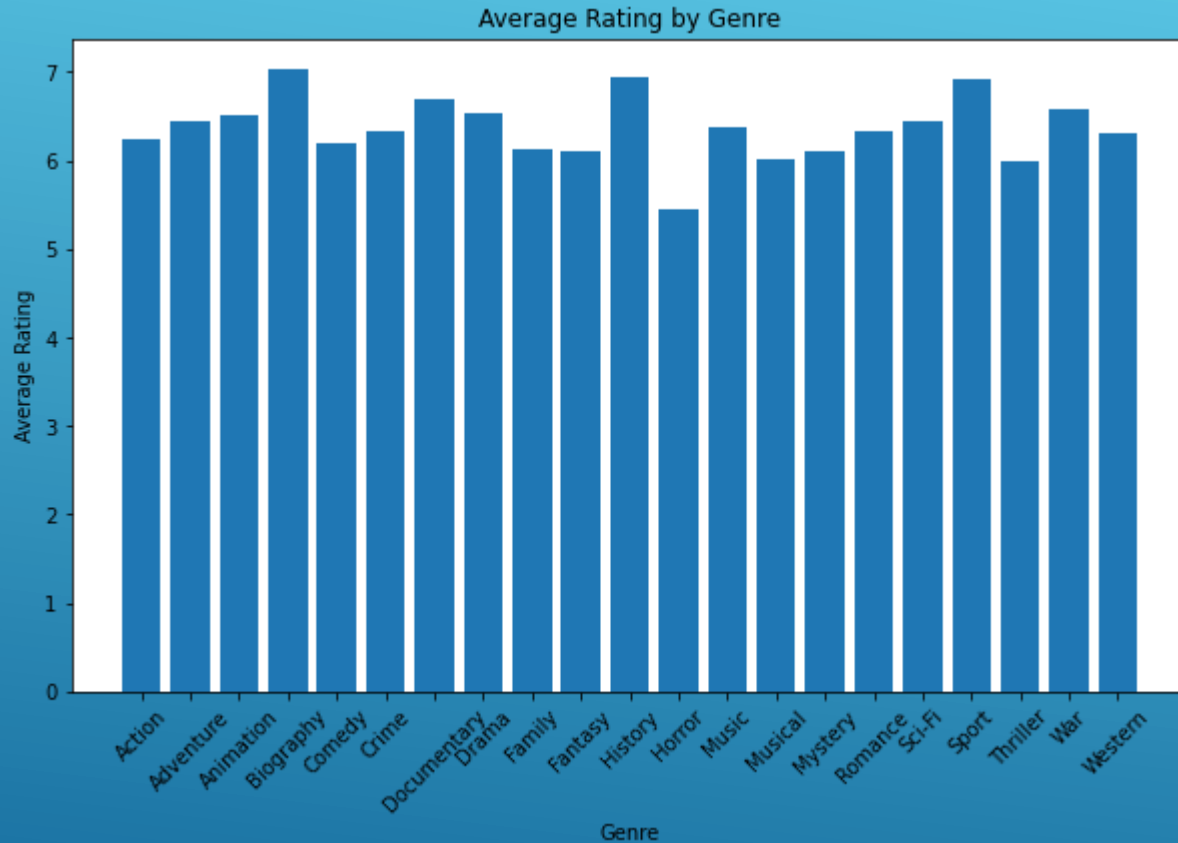
DATA ANALYSIS



With the scatter plot above generated, we are able to tell that generally higher budget movies tend to have a higher rating but we notice still some low budget movies attain the same. I decided against filtering the outliers as this would give a somewhat false perspective on the correlation between budget and ratings.

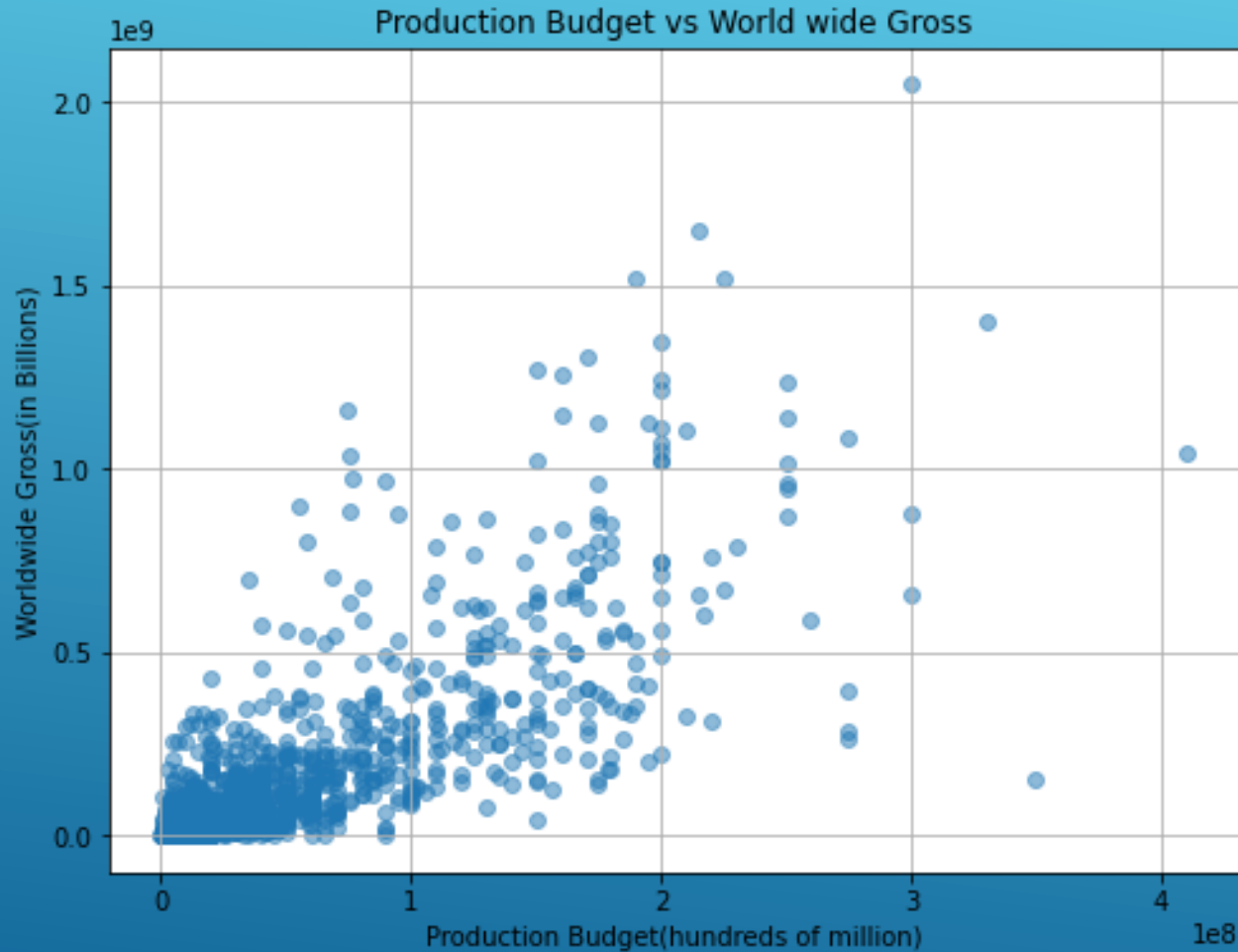
We can therefore say that higher budget movies tend to have a higher rating as compared to lower ratings which have a higher chance of having low ratings

DATA ANALYSIS



From the barplot generated we see the genres named and their average ratings. From this we can deduce that biographies, history and sport have the highest ratings while horror having the least. The genres are fairly aligned although it doesn't present a strong case for causation. But from the data we can also tell that there is correlation between certain genres and the higher the ratings and this can help us decide on which avenue we would like to venture

DATA ANALYSIS



As per the scatter plot created from our columns production budget and worldwide gross, we get to identify the cost efficiency of some of the movies created, observed trends with high risks and vice versa. Also we noted quite significant cases in which low budget movies generated less revenue to the global market. In general the trend moves upwards for worldwide gross as the production budget of the movie increases. This would be a very good reference when handling financial side of the investment as it gives insight on how the data points behave when the production budget rises.

EVALUATION // RECOMMENDATIONS

- ▶ With the datasets we were working with, this should give Microsoft good insight on where to invest, understand the high risks and hop on to trends
- ▶ Some of the findings must be interpreted carefully. We also noticed a general upward trend in the revenue collected globally from movies with a higher production budget not entirely due to causation but also correlation between the two variables.

RECOMMENDATION

- ▶ **With the data analysis we have carried out above ,the following recommendations are to be considered before venturing into the industry:**
- ▶ *** Quality in movie production(higher production budget) creates grounds for good profits from the global market.**
- ▶ *** Higher budget movies tend to bring out good ratings hence good customer satisfaction as the margin of the budgets helps the team to concentrate on the detail during movie production**
- ▶ *** History, Sports, Biography are the standout genres with good ratings as compared to horrors which have a low average rating and would recommend Microsoft to consider these while making an informed Decision!!**



The end
is nigh