

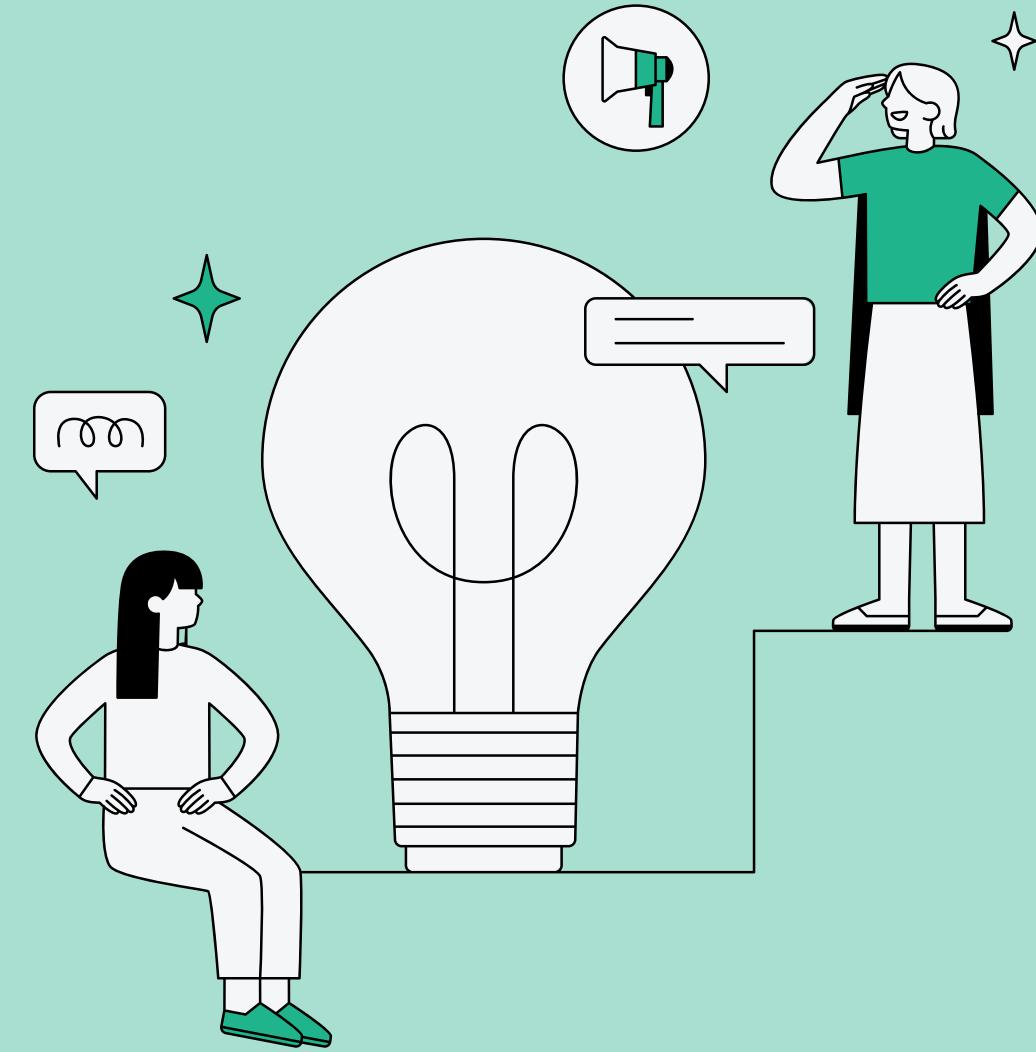
Presented by George Opondi

# Box-office- data-analysis- for-Microsoft- recommendati ons



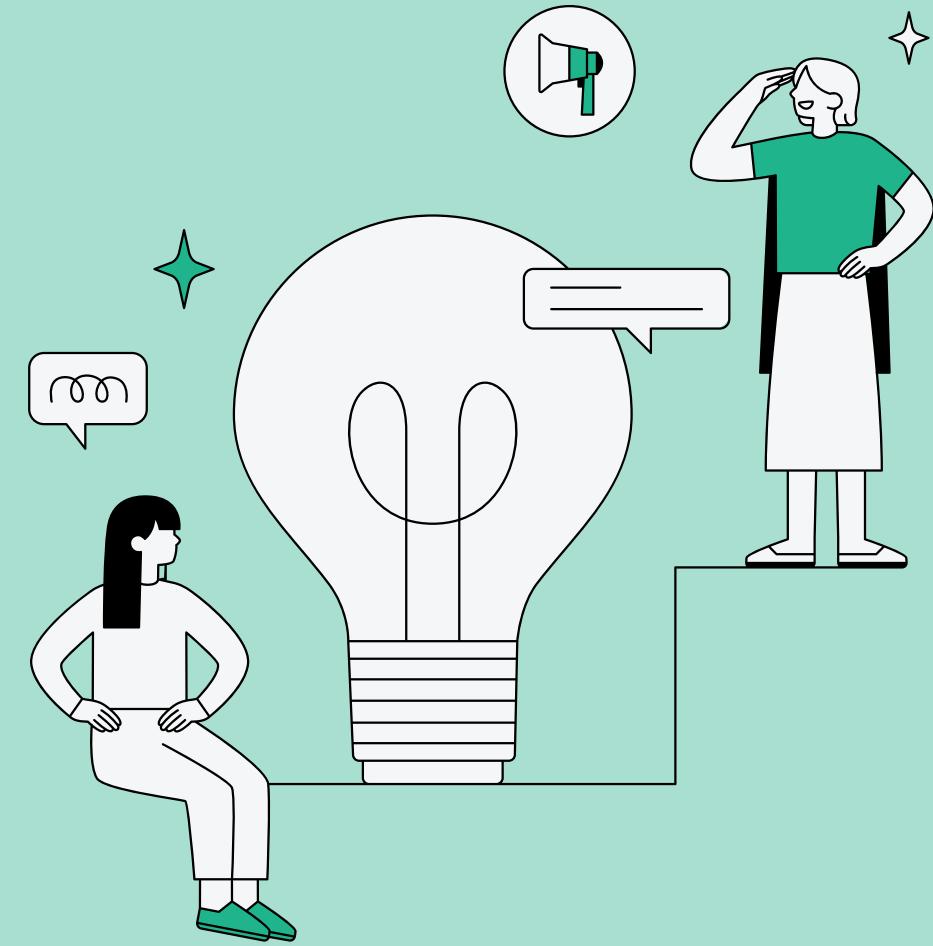
# Overview

- > This project aims at conducting data analysis on box office trends to provide strategic recommendations to the company.
- > The ultimate objective is to translate these research findings into practical recommendations for the new movie studio, aiding them in making informed choices about the types of films to produce.
- > This strategic approach ensures that Microsoft's entry into the world of filmmaking aligns with current market demands and maximizes the potential for success in the highly competitive entertainment industry



# Business Problem/Understanding

- > Microsoft recognizes the trend of major corporations entering original video content production.
- > The company aims to establish its own movie studio to capitalize on this trend.
- > Despite lacking expertise in filmmaking, The company plans to investigate the current landscape of successful films.
- > The project aims to understand market preferences and trends to identify promising genres, themes, and styles.
- > Ultimately, the objective is to guide decision-making and help Microsoft produce content that resonates with audiences.



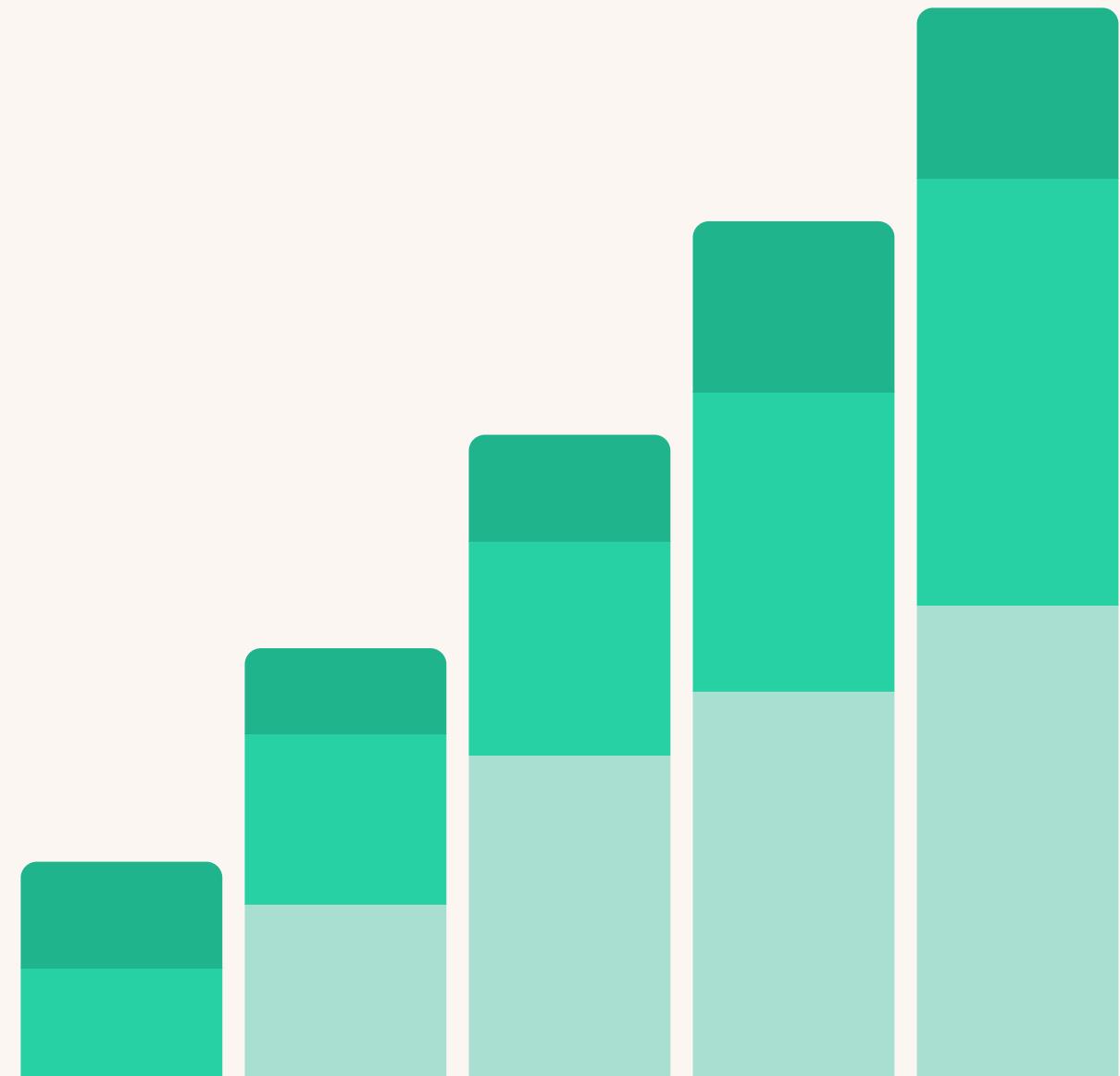
# Data understanding

The datasets are from popular platforms and databases related to the film industry, each serving different purposes. Here's a brief overview of each:

## 1. Box Office Mojo:

**Purpose:** Box Office Mojo is a website that focuses on providing box office revenue information for films.

**Features:** It includes details such as box office gross, release dates, production budgets, and more. It's a valuable resource for understanding the financial performance of movies.



# Data understanding

## 2. IMDB (Internet Movie Database):

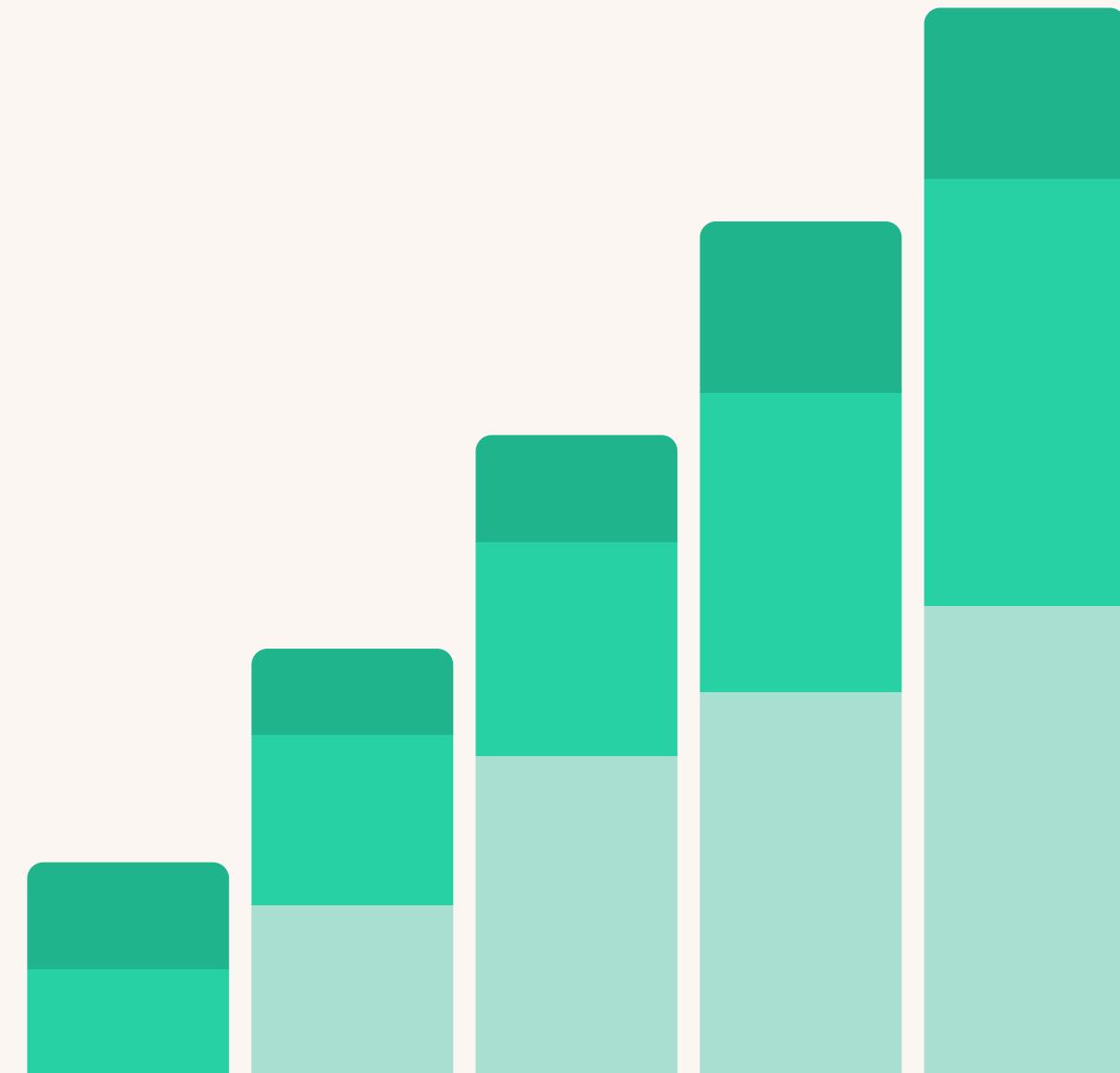
**Purpose:** IMDB is a comprehensive database of films, television shows, and industry professionals.

**Features:** It includes information on production details, user ratings, reviews, and trivia.

## 3. The Numbers:

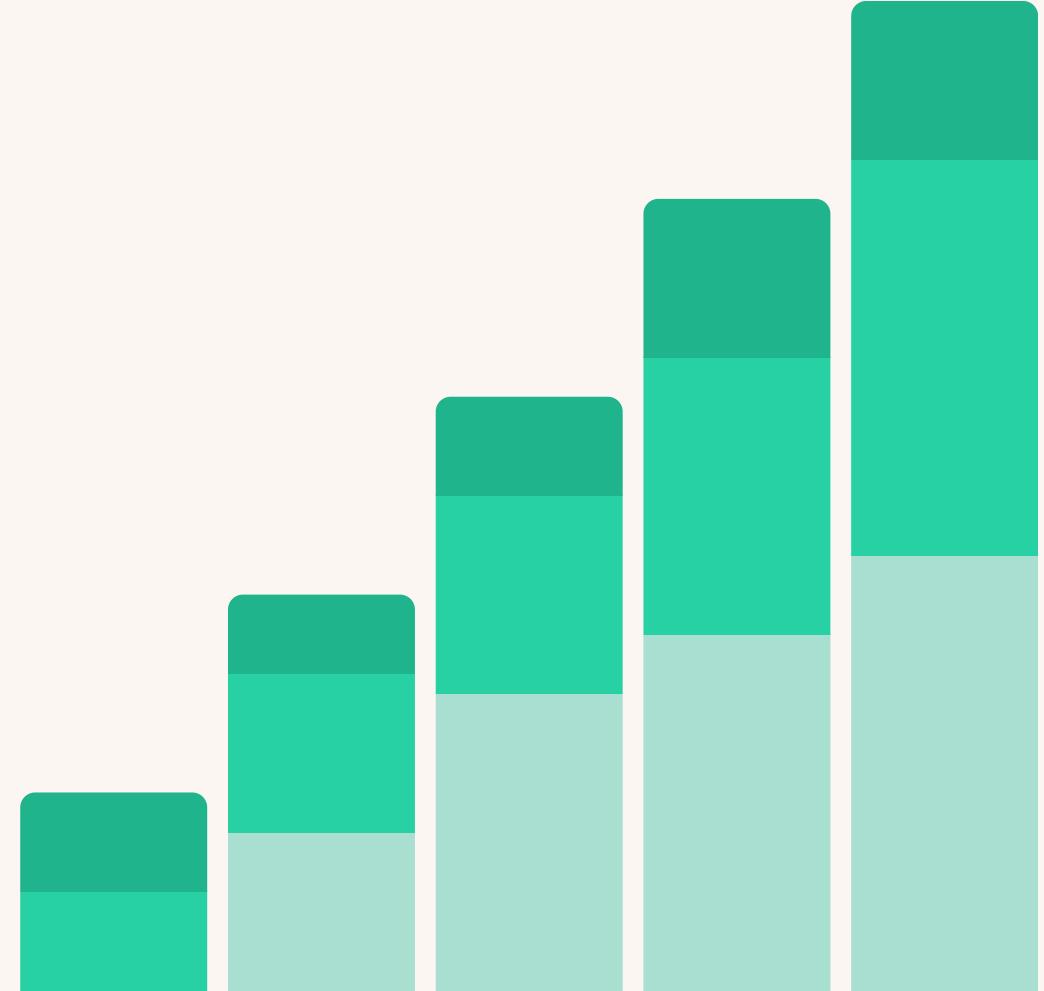
**Purpose:** The Numbers is a website that focuses on providing detailed financial information for movies.

**Features:** It offers box office data, and other financial metrics. It's particularly useful for understanding the financial aspects of the film industry.

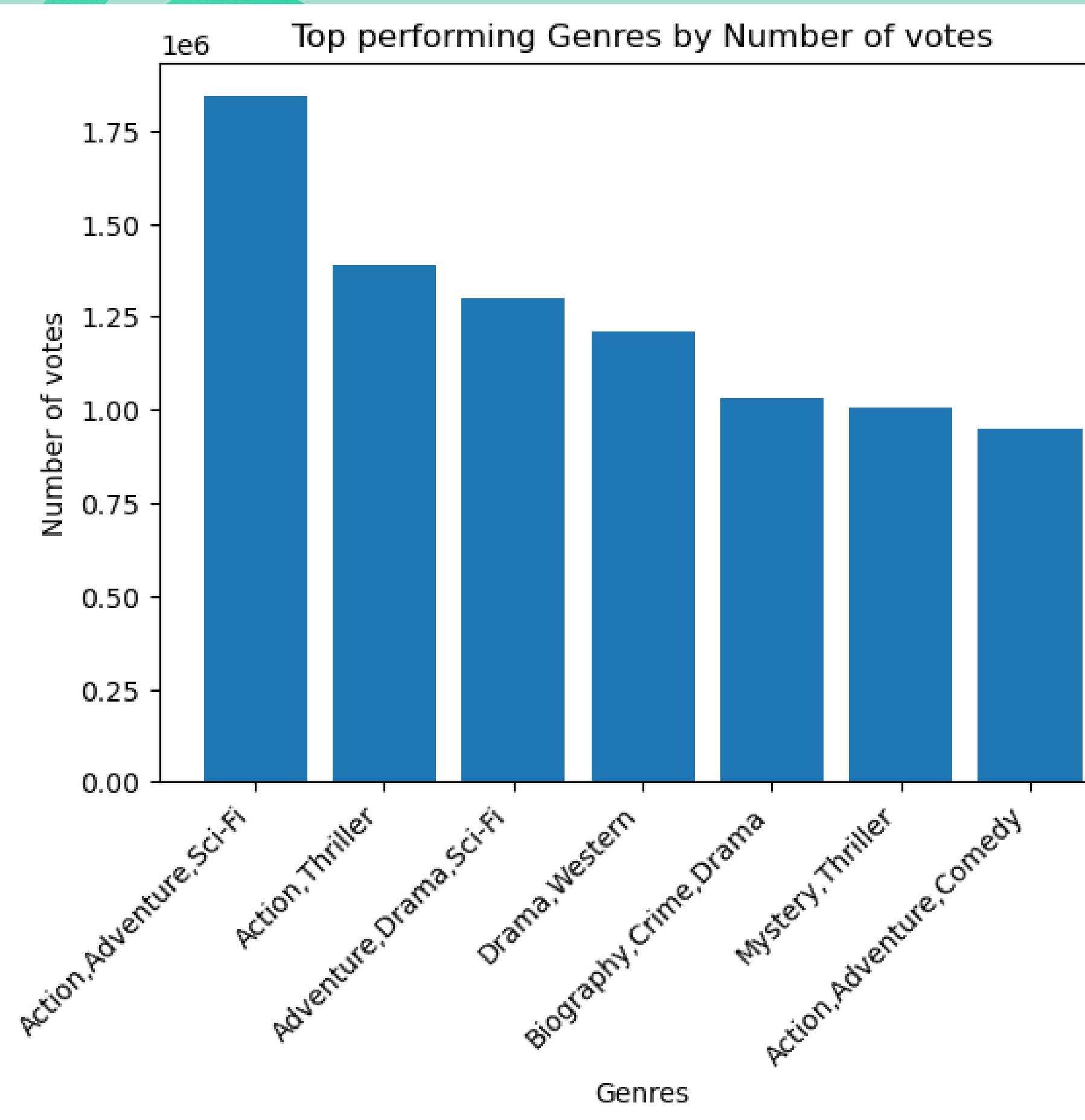


# Data understanding

- > These platforms collectively offer a wealth of information for industry professionals, movie enthusiasts, and those involved in decision-making related to film production, distribution, and consumption.
- > Filmmakers, studios, and investors often use data from these sources to make informed decisions about their projects.



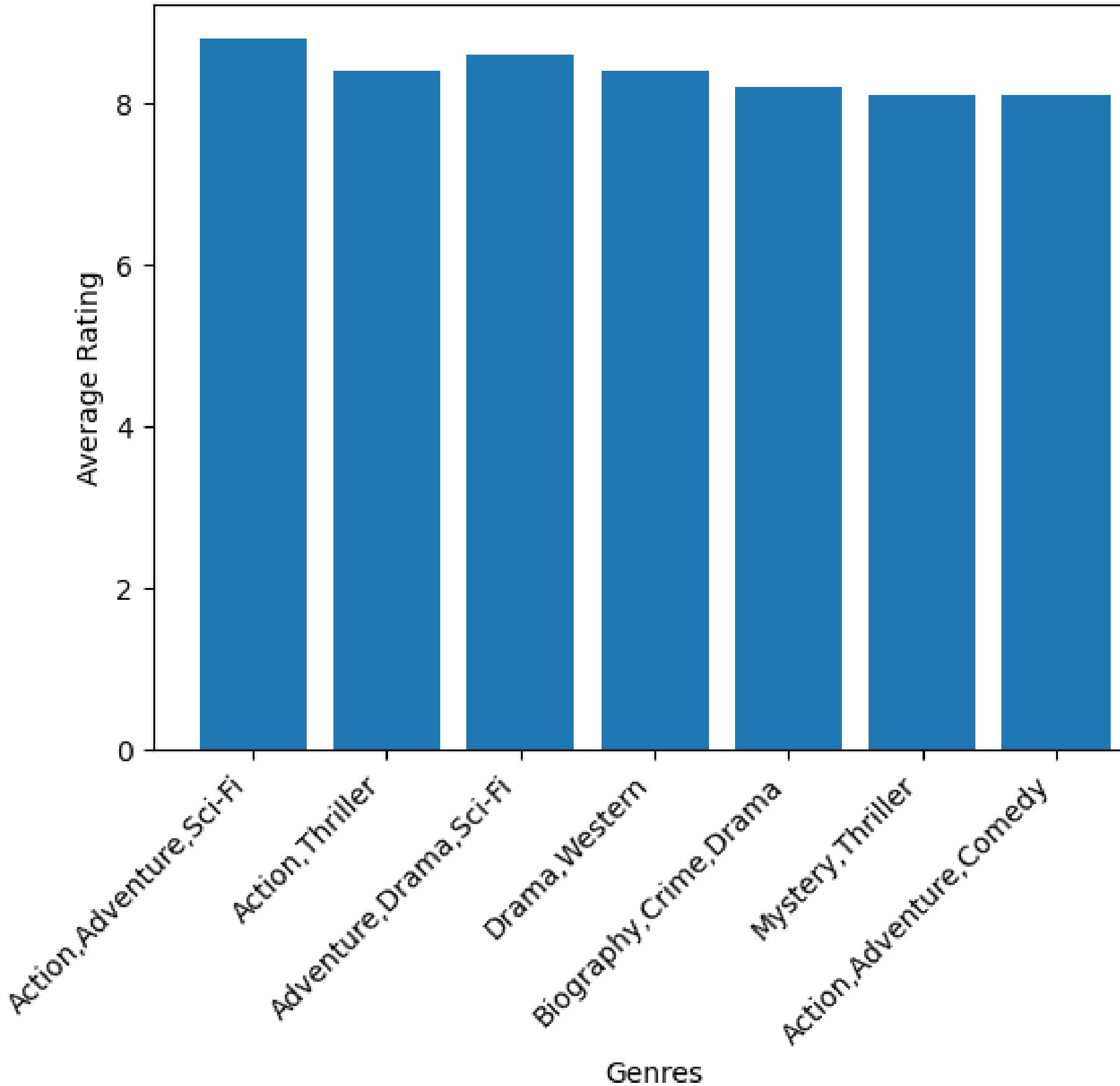
# Data Analysis



> From the analysis we can deduce that the Action, Adventure ,Sci-Fi genre attracts large audiences due to its high number of votes. Microsoft would most likely therefore attract large audiences if they produced films in this genre category followed closely by Action, Thriller and Adventure ,Drama ,Sci-Fi genres.

# Data Analysis

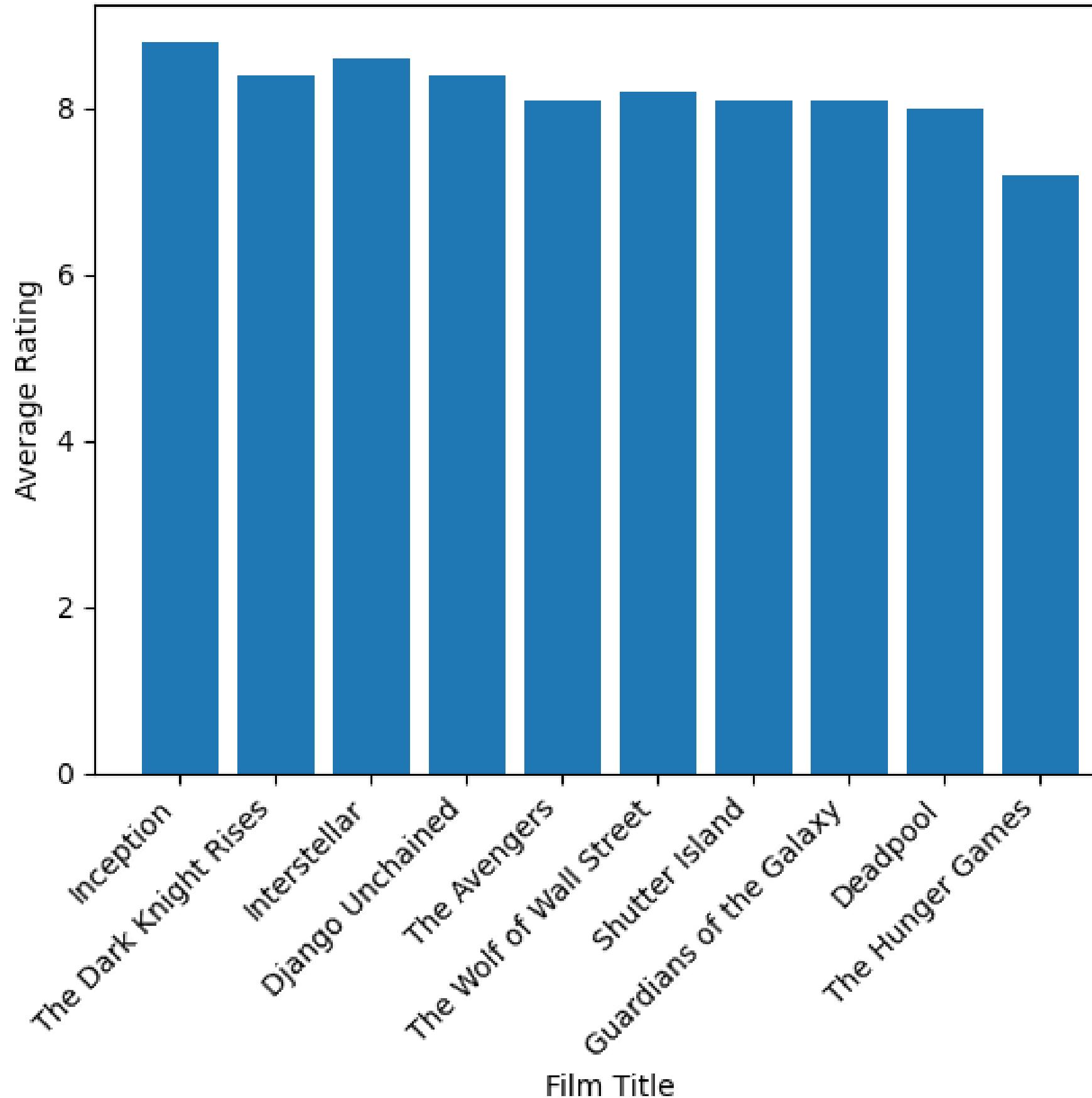
Top performing Genres by Average rating



> From the average rating of the films, the Action, Adventure, Sci-Fi genre is still the top performing genre. This genre resonates with audiences and therefore Microsoft would benefit by producing films in this genre category.

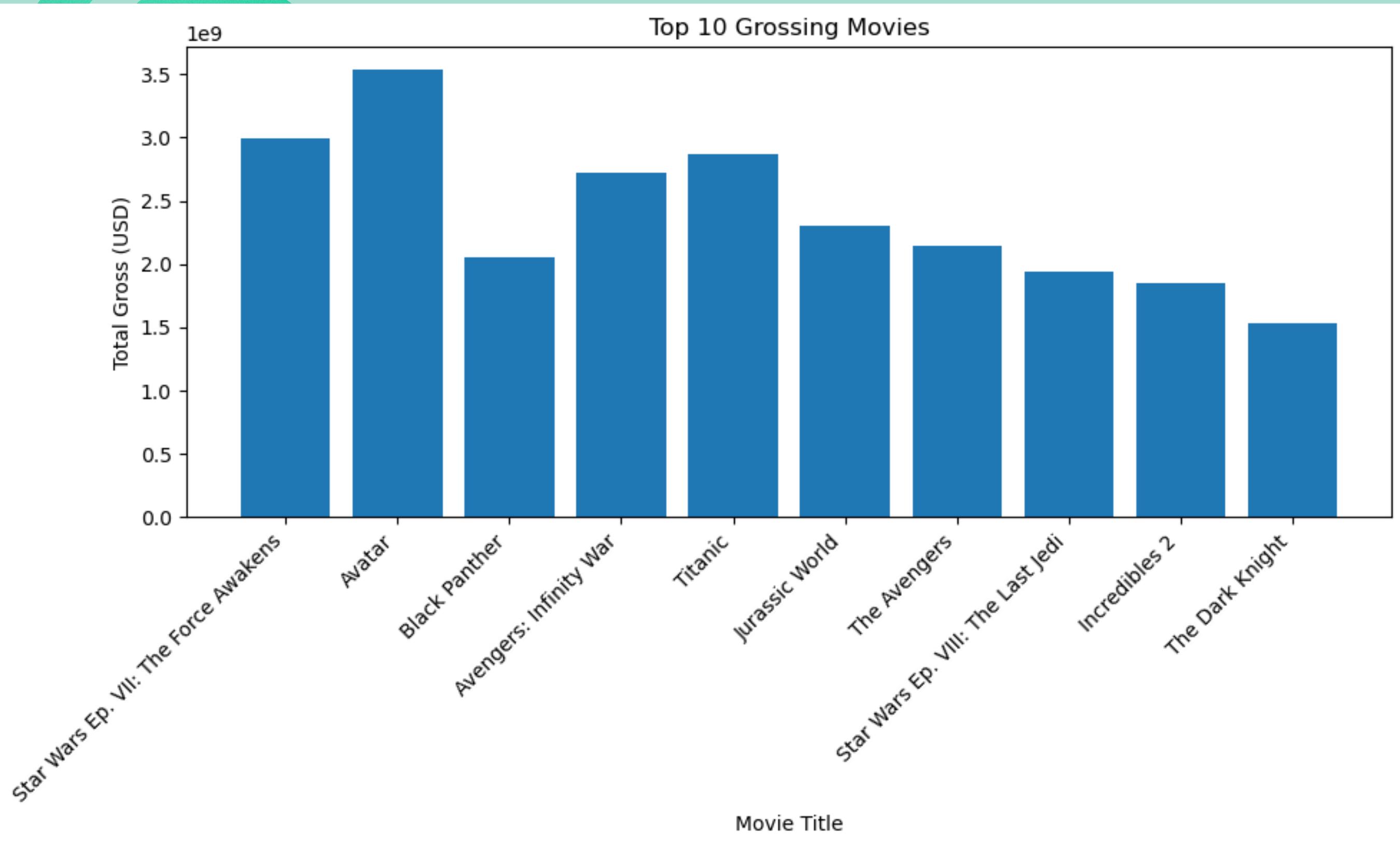
# Data Analysis

Top performing Film Titles by Average rating



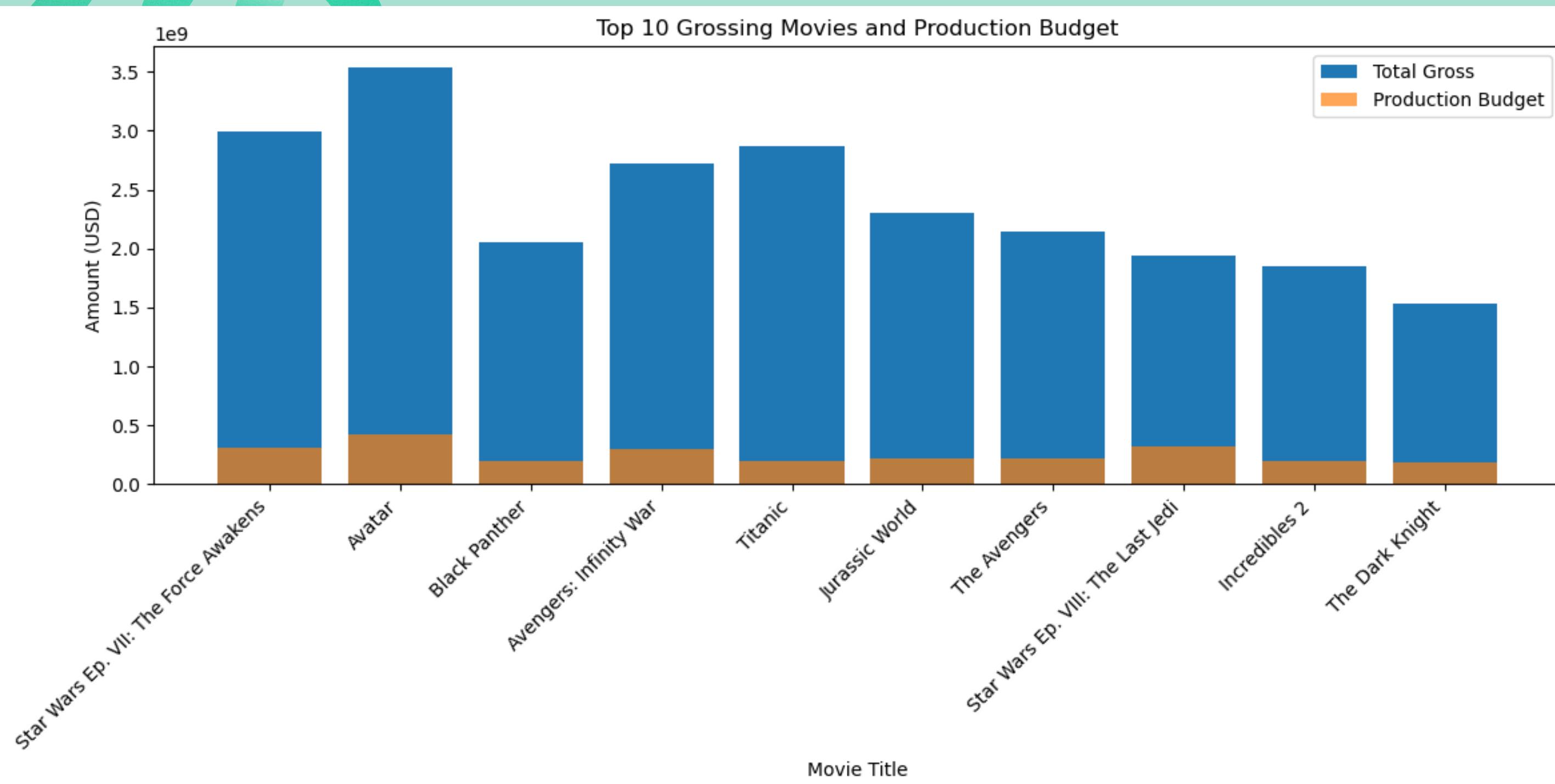
> Examples of the top rated films are films such as Inception and The Dark Knight Rises. Comprising of the Action, Adventure, Sci-Fi and the Action, Thriller Genres.

# Data Analysis



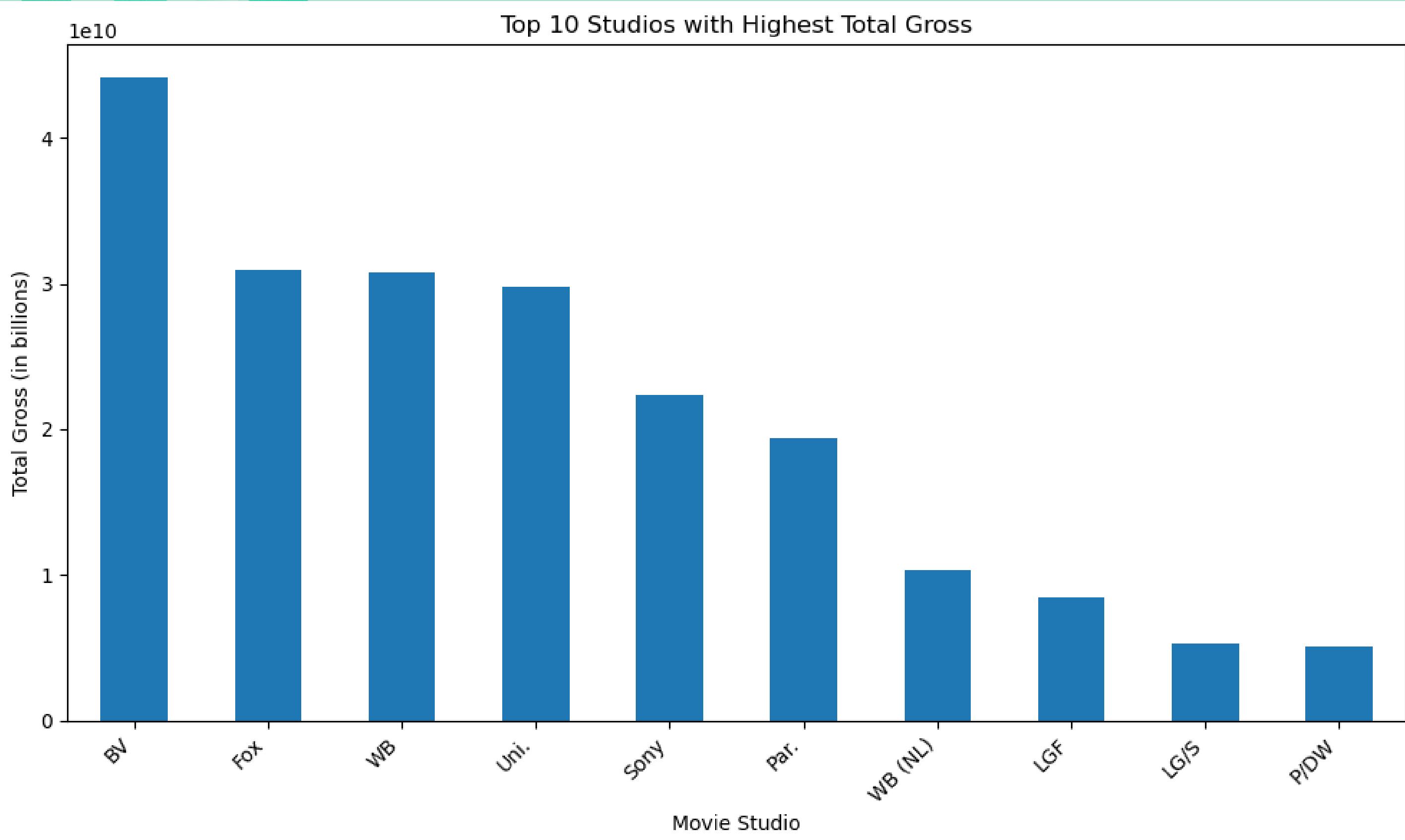
> According to this bar chart with information from The Numbers csv file, Avatar was the highest grossing film followed closely by Star Ep. VII: The Force Awakens.

# Data Analysis



> Bar chart showing the comparison between production budgets and total gross of the top ten highest grossing films.

# Data Analysis



> Bar chart showing the studios with the highest grossing films.

# RECOMMENDATIONS

## 01. GENRE EMPHASIS AND HIGH GROSSING FILMS

### Insights from High Grossing Films:

Analyzing the top ten high-grossing films from box office mojo gathers reflections on title prominence like Black Panther and Marvel's The Avengers. Considering enormous success of such movies, Microsoft should contemplate about reorientation of its film production strategy towards those films' traits, especially in Action, Adventure and Sci-Fi genres.



# RECOMMENDATIONS

## 01. GENRE EMPHASIS AND HIGH GROSSING FILMS

**Franchise Potential:** Assess the potential in making franchises out of films belonging to these categories following the successful model of the cinematic universe from Marvel. Interlinked narratives help provided better consumer interaction and could make a film medium successful for a prolong period.



# RECOMMENDATIONS

## 02. BUDGET ALLOCATION AND TOTAL GROSS OPTIMIZATION:

**Strategic Budgeting:** The analysis identifies the high budgetary allocation to have positive correlation with the total gross. While the data indicates a positive correlation between higher budgets and greater total gross, it's crucial to balance investment with effective storytelling and audience connection.



# RECOMMENDATIONS

## 02. BUDGET ALLOCATION AND TOTAL GROSS OPTIMIZATION:

**Risk Mitigation:** Robust risk mitigation strategies to be in place considering higher production budget. That may mean diversification of investments over a mix of high-budgeted blockbusters and mid-range movies, ensuring proper diversified portfolio for financial risk management.



# RECOMMENDATIONS

## 03. CROSS-FUNCTIONAL COLLABORATION :

**Strategic Collaborations:** Curate partnerships with established filmmakers, production companies, and artists who have a track record of making box office hits. Make use of their experience to give Microsoft's film portfolio a boost and provide it a competitive advantage.



# RECOMMENDATIONS

## 03. CROSS-FUNCTIONAL COLLABORATION :

**Data-Informed Decision Making:** Apply data analytics to guide choices on partnership prospects, budget distribution, and genre.

This data-driven strategy can offer insightful information about audience preferences and industry trends.



# CONCLUSION

- > By aligning its film production strategy with successful genre preferences, understanding the impact of production budgets, and fostering industry collaborations, Microsoft can position itself for success in the competitive film market.
- > This comprehensive approach not only capitalizes on audience trends but also addresses the financial dynamics crucial for sustained profitability in the film industry.



# Thank you very much!

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