

The background of the slide is a dark, artistic composition. On the left, a portion of a film reel is visible, showing its circular frame and the edges of the film strips. On the right, a clapperboard is positioned diagonally. The clapperboard has a black and white striped top bar and several lines of text for production details. The overall lighting is dim, creating a cinematic and professional atmosphere.

Movies Data Analysis

Recommendations for Microsoft's Film Production Company

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PRODUCTION _____

DIRECTOR _____

CAMERA _____

SCENE _____

TAKE _____

Overview

I analyzed Movie Datasets from 2 sites:

- Box Office Mojo
- IMDB

My analysis can assist Microsoft in producing top-quality movies by identifying the optimal length, prevalent genres, and favorable release periods

The background of the slide features a magnifying glass held over a bar chart. The chart has blue and green bars grouped by quarter (Q1, Q2, Q3, Q4). A vertical line is positioned to the right of the word 'Outline'.

Outline

- Problem Statement
- Data
- Methods
- Results
- Conclusions



Business Problem Statement

Microsoft lacks expertise in the field of movie production, yet they intend to establish a new movie studio.

For the new movie studio to generate profit, Microsoft should consider the following factors:

- The most popular genre
- The run time for the movies
- The top studios
- The ideal period to release the movies based on the Average ROI of film release by month



Data

- I analyzed data from the Box Office Mojo and IMDB
- The data carried information about movie titles, runtime, movie release dates, studio names and domestic and foreign gross

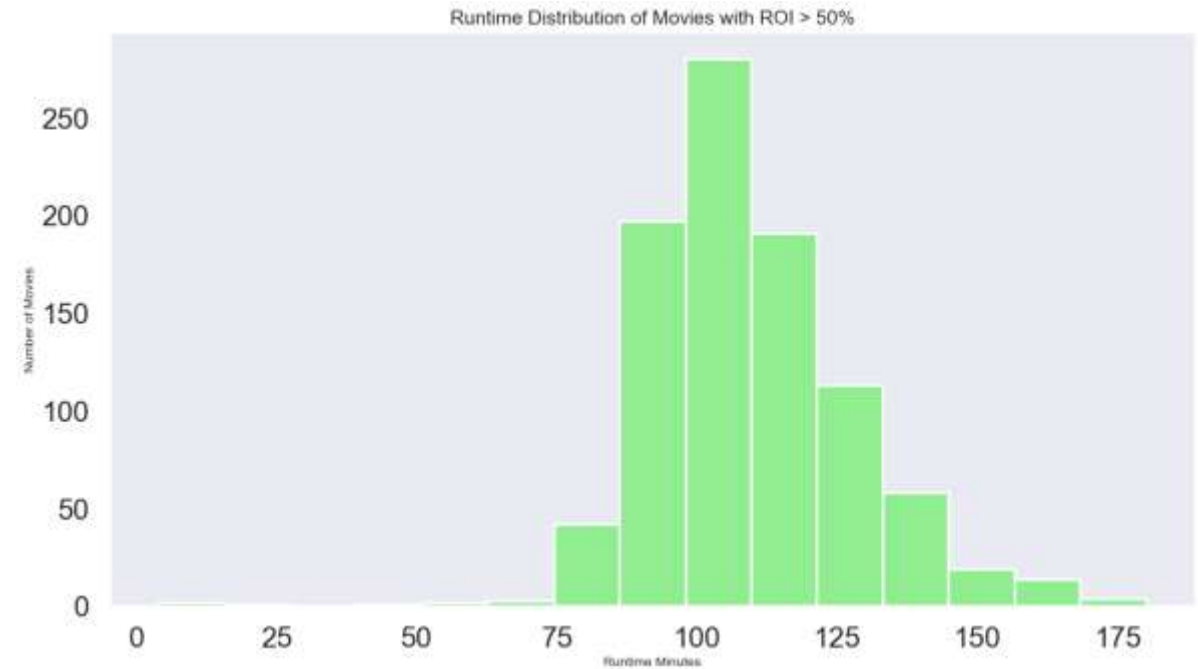


Methods

- I used descriptive statistics and data visualizations to analyze and present the data and describe the movie trends

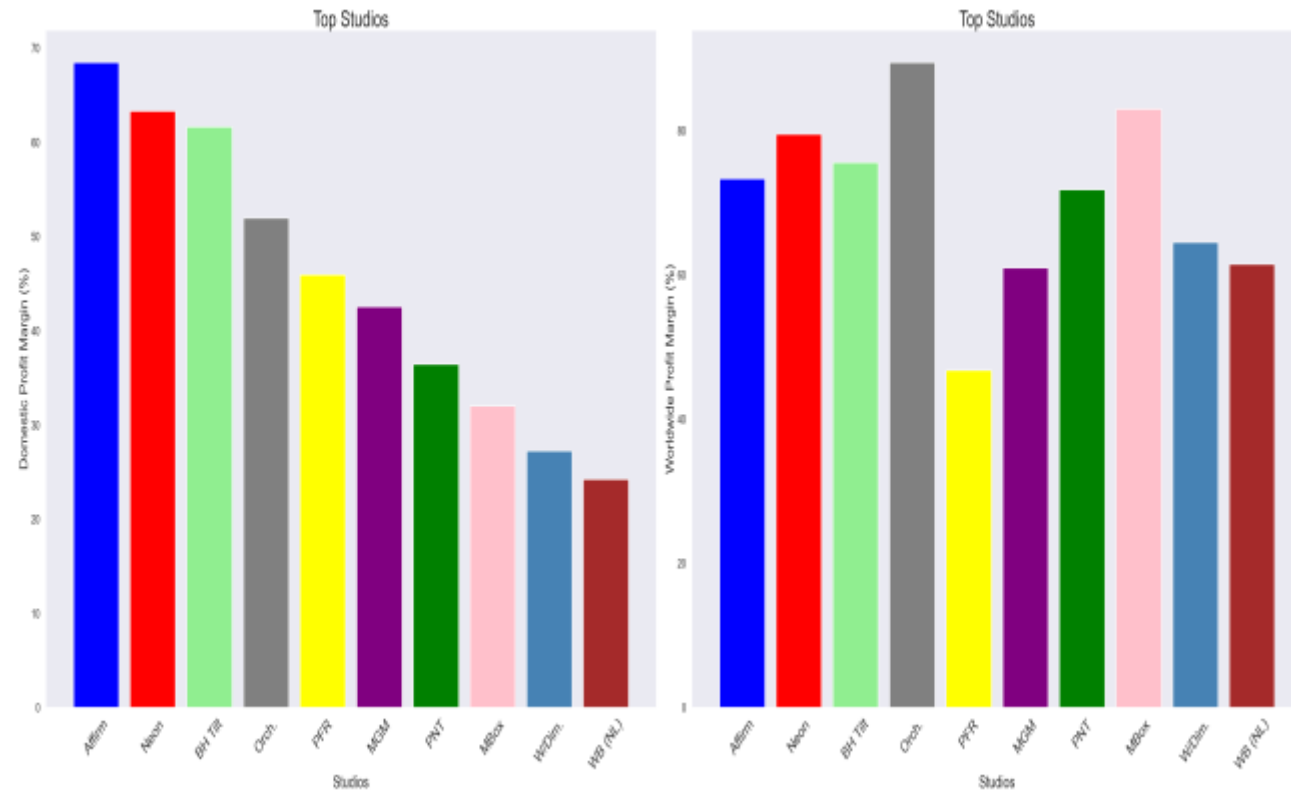
Movie Runtime Distribution

- The best run time seems to be approximately between 90 and 120 minutes



Top Studios

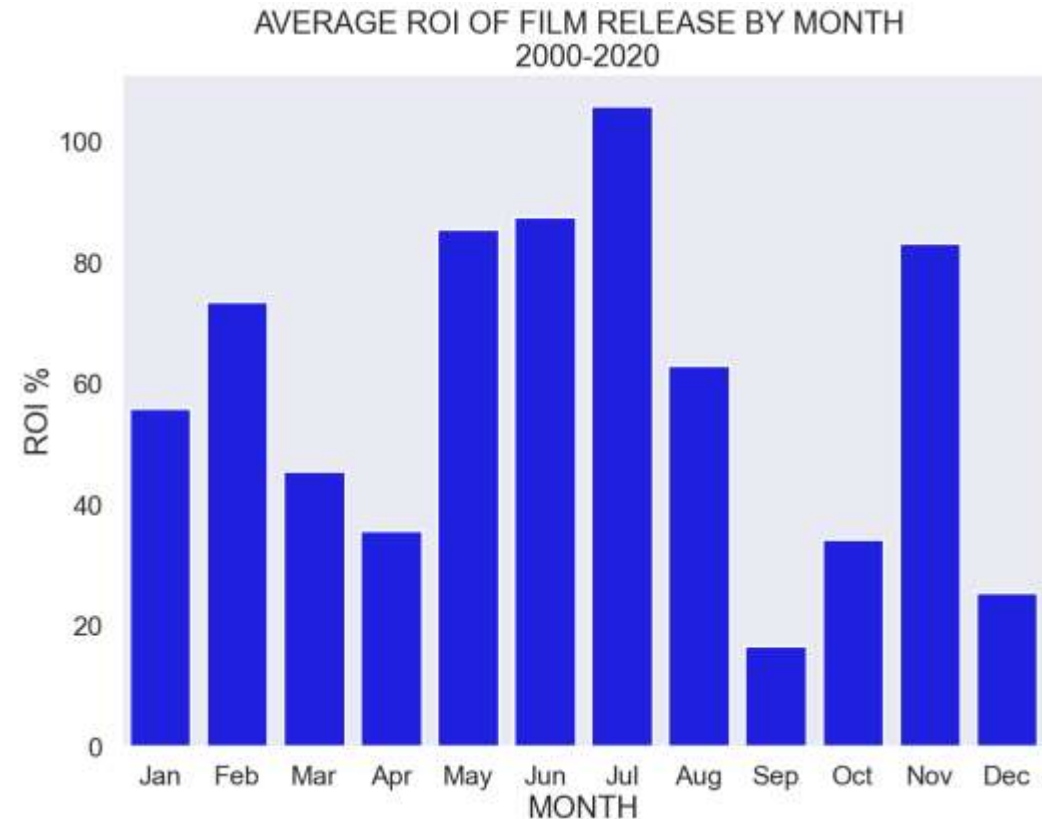
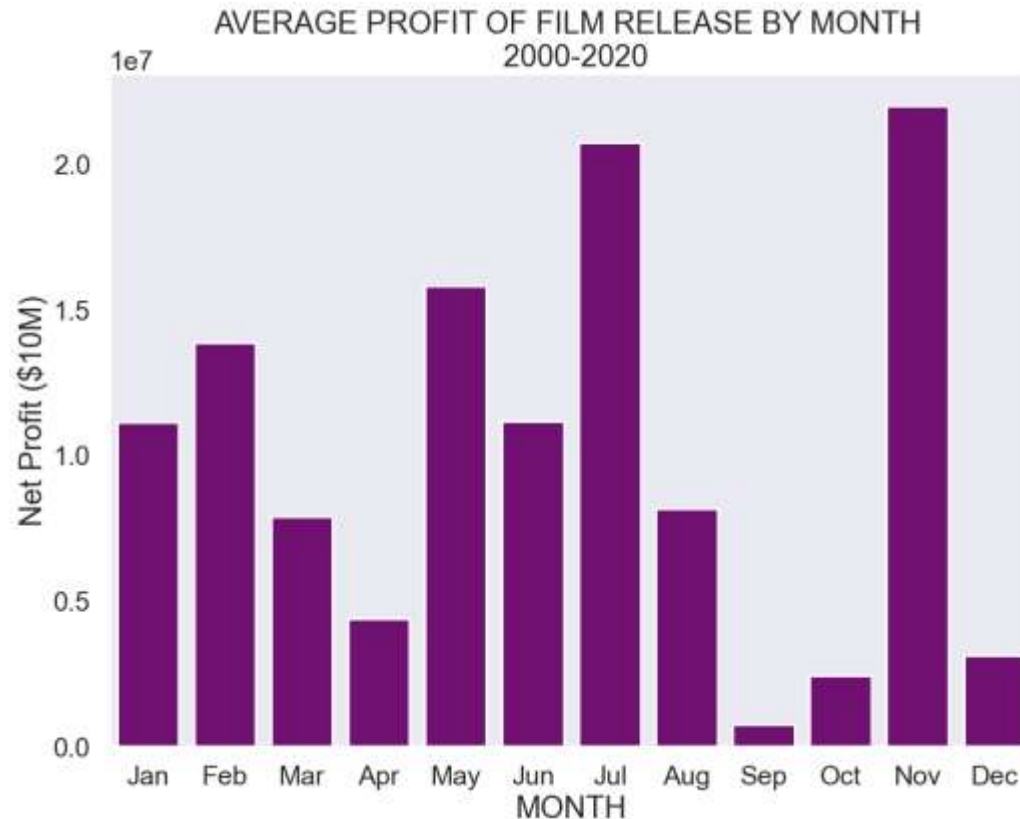
- The best movie studios globally
- According to the charts, Affirm studio had the highest domestic earnings, but it only ranked fifth in terms of global earnings among all studios. This suggests that there is a disparity between the top earning studios domestically versus globally. Just because a movie studio performs well domestically, it does not necessarily mean that it will be a top earner on a global scale.



Movie Release Months

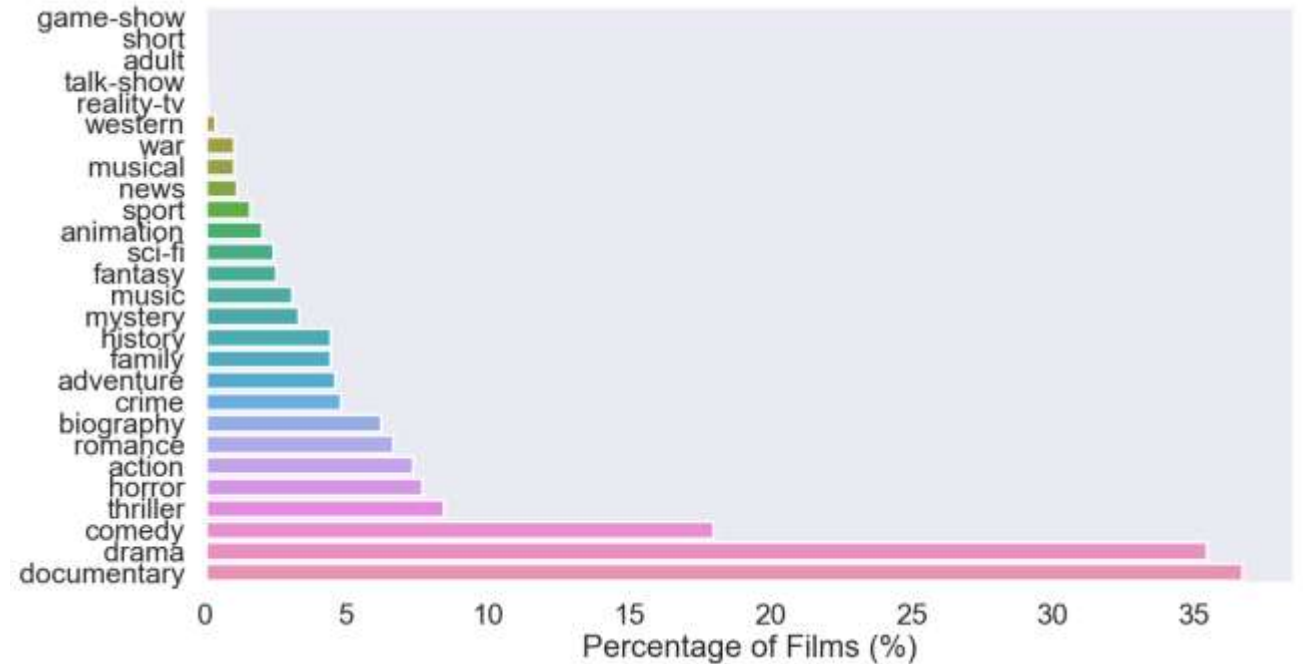
The most favourable months to release movies based on average ROI

The films that were released during the months of July, June, November and May yielded the greatest Return on Investment (ROI) respectively compared to those released during other months. On the other hand, movies that premiered in September, December, October and April had the lowest ROIs.



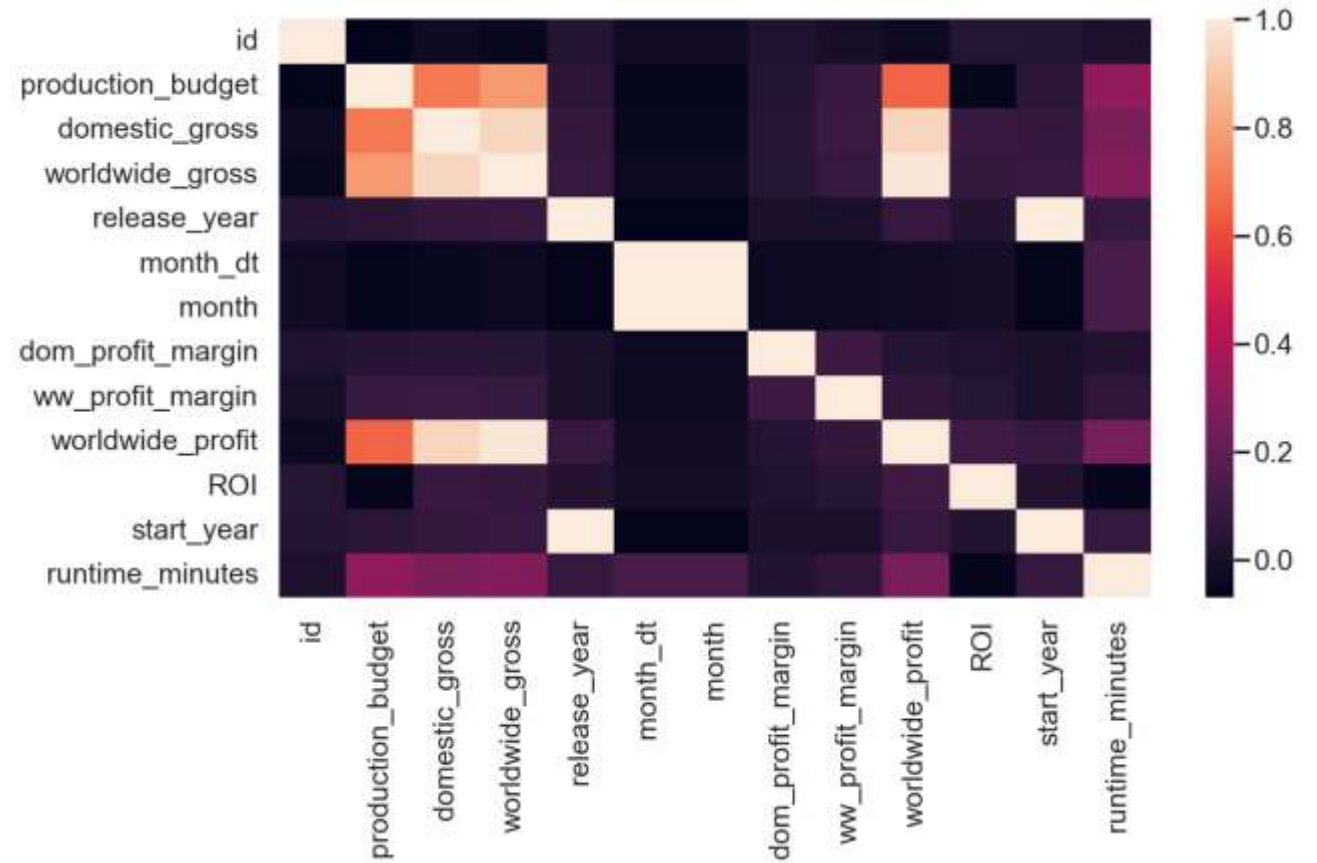
Genre

- The most popular genres
- The figure depicts how unique genres are distributed in the dataset. Documentary was found to be the most prevalent genre, accounting for over 35% of the films, followed by drama and comedy.



Heatmap

- Depicts Correlation
- The heatmap suggests a weak or nonexistent correlation between production budget and ROI. Thus, it can be inferred that a high production budget does not necessarily result in higher returns for a movie. However, the situation is different for domestic and worldwide gross, as the calculation methods for movie gross and ROI differ



Conclusions

Based on the movie analysis, the following conclusions can be drawn:

- It is advisable to produce movies with a runtime of 90 to 120 minutes.
- To optimize earnings, movie release dates should be limited to May, June, July, and November.
- Microsoft may consider acquiring one of the top grossing studios, such as BH Tilt, Neon, or Orchard Film Studios.
- It would be beneficial for Microsoft to produce movies in the most prevalent genres, namely documentaries, drama, and comedy.



Final Remarks

- Thank you for listening and for the opportunity to present my project and recommendations, I am now ready to answer any questions that you might have regarding the Microsoft movie project.