

*MICROSOFT'S FILM
PRODUCTION STRATEGY
ANALYSIS PRESENTATION.*

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SUMMARY

- Exploratory data analysis of IMDB genre, ratings and revenue movie data, shows that adventure movies are the most popular and Action, Adventure, Sci-Fi are the most profitable.

OUTLINE



BUSINESS PROBLEM



DATA & METHODS



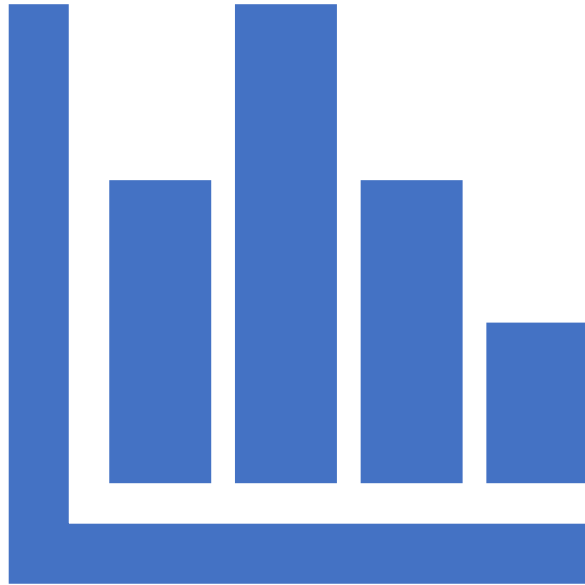
ANALYSIS RESULTS



CONCLUSIONS



RECOMMENDATIONS



DATA & METHODS

- The approach used is Exploratory data analysis of the different film production datasets Data from IMDB. This gives an overview of which movie genre is rated highest and which one generates the highest revenue.

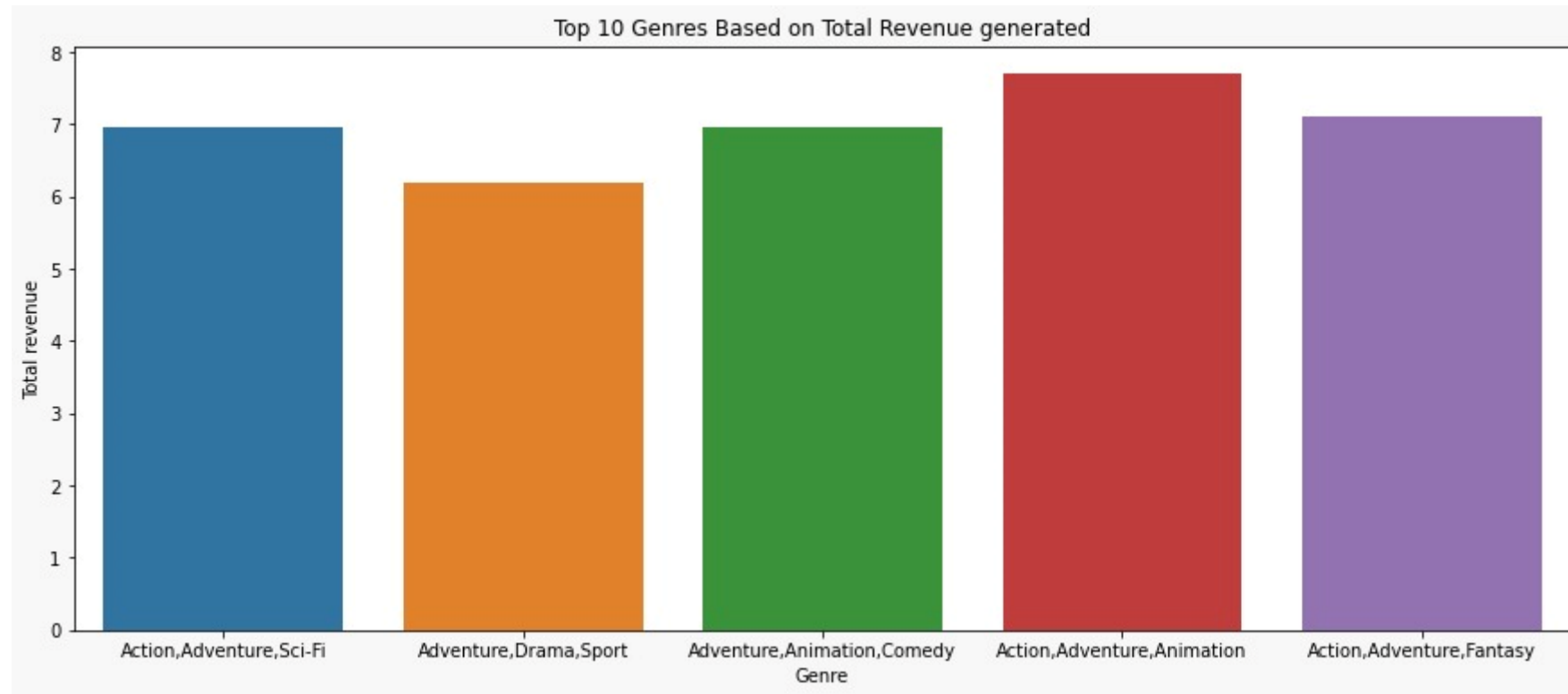
ANALYSIS RESULTS

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Revenue by genre analysis.

- Top ten genres based on total revenue :

- Action, Adventure, Sci-Fi
- Action, Adventure, Sci-Fi
- Action, Adventure, Sci-Fi
- Adventure, Drama, Sport
- Adventure, Animation, Comedy
- Action, Adventure, Animation
- Adventure, Animation, Comedy
- Action, Adventure, Sci-Fi
- Action, Adventure, Fantasy
- Action, Adventure, Sci-Fi

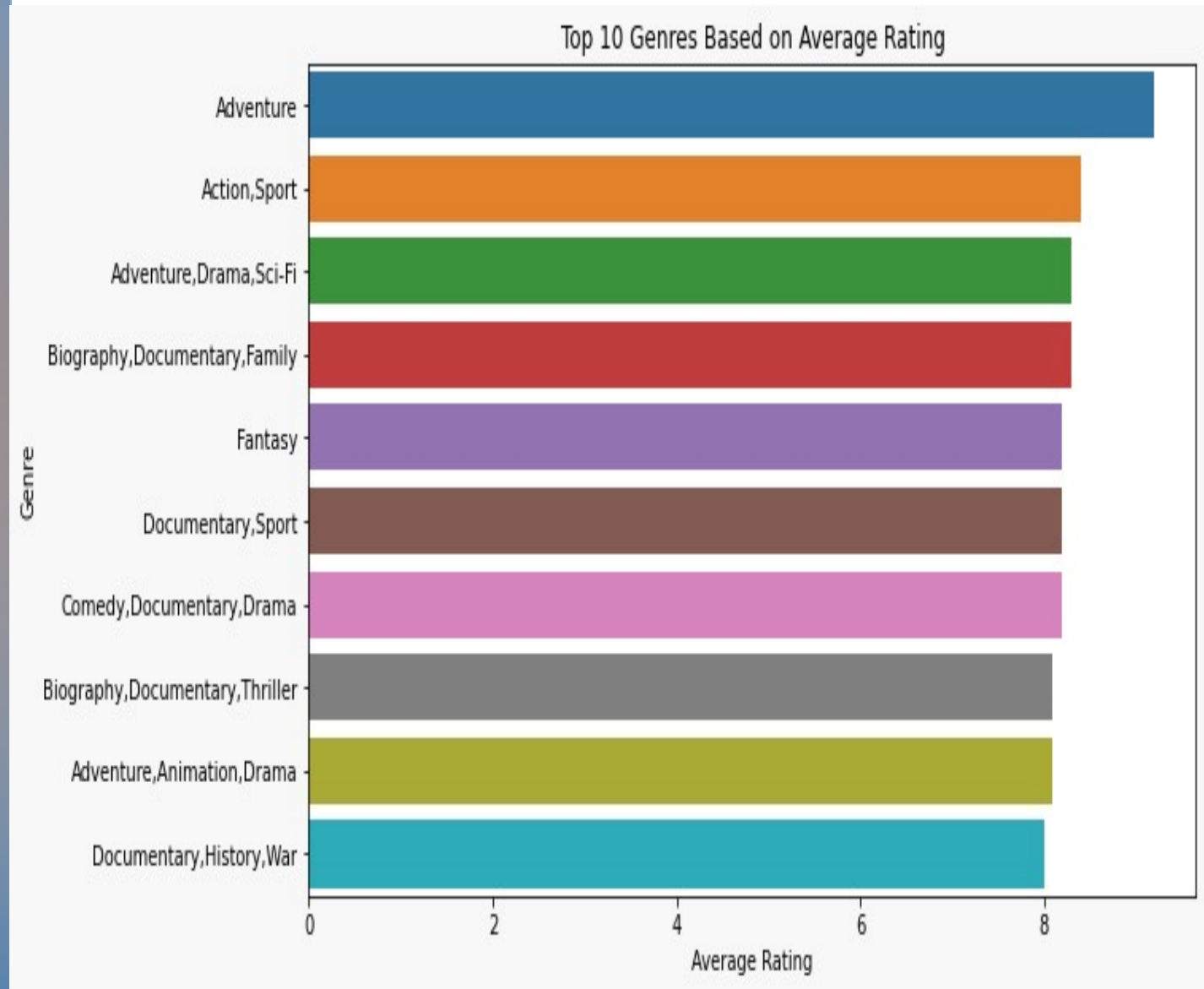


- ***Action, Adventure, Sci-Fi generated the highest revenue. Most profitable.***

Ratings by genre analysis.

- Top ten genres based on average ratings:

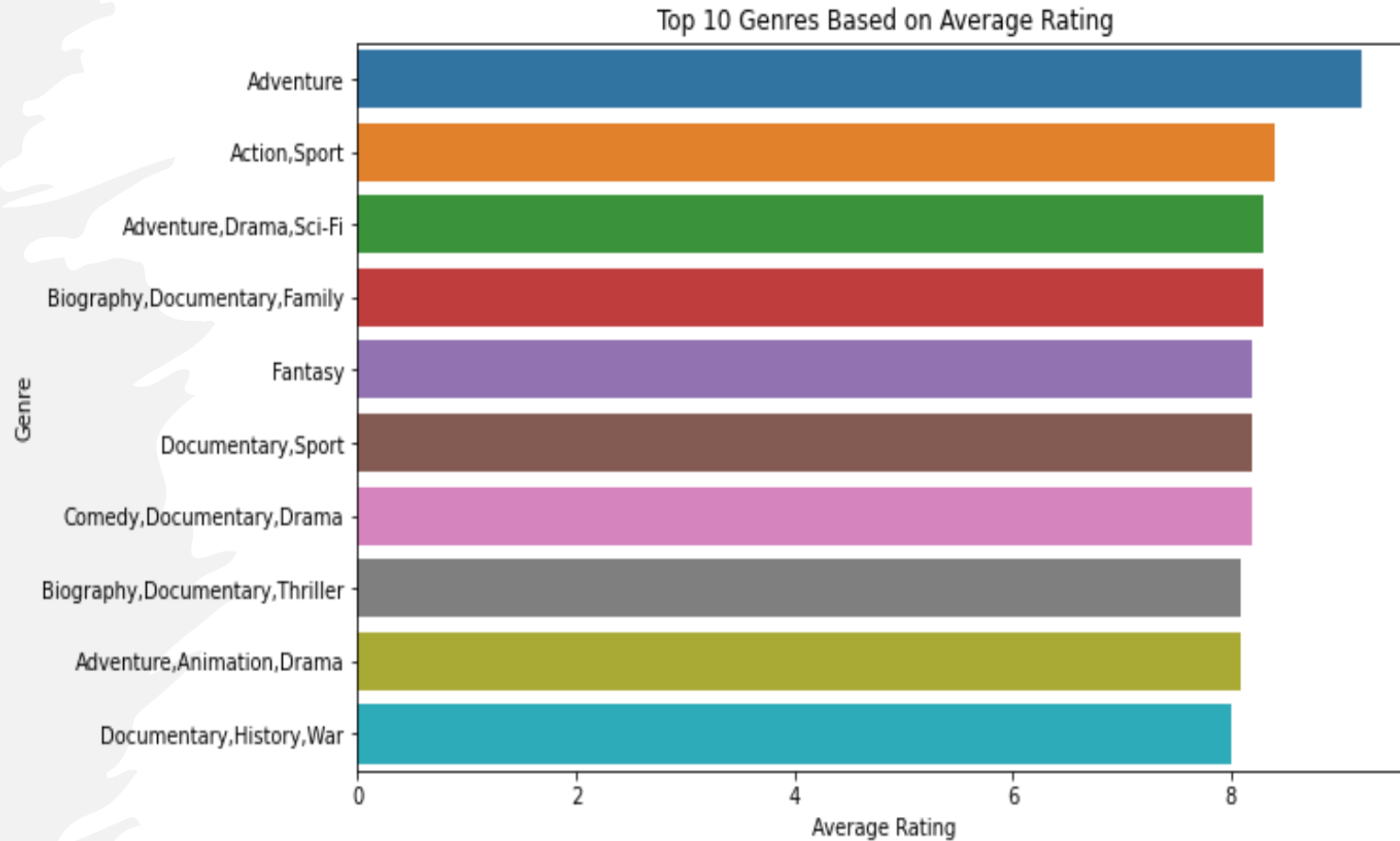
- Adventure 9.2
- Action, Sport 8.4
- Adventure, Drama, Sci-Fi 8.3
- Biography, Documentary, Family 8.3
- Fantasy 8.2
- Documentary, Sport 8.2
- Comedy, Documentary, Drama 8.2
- Biography, Documentary, Thriller 8.1
- Adventure, Animation, Drama 8.1
- Documentary, History, War 8.0



Revenue by genre Analysis.

Top ten genres based on total revenue :

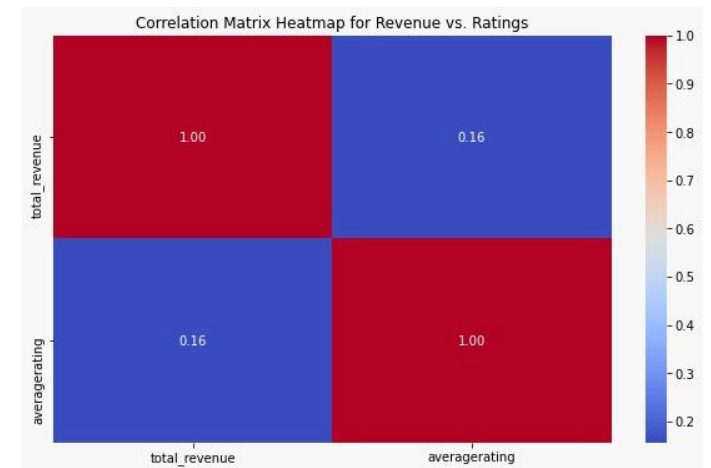
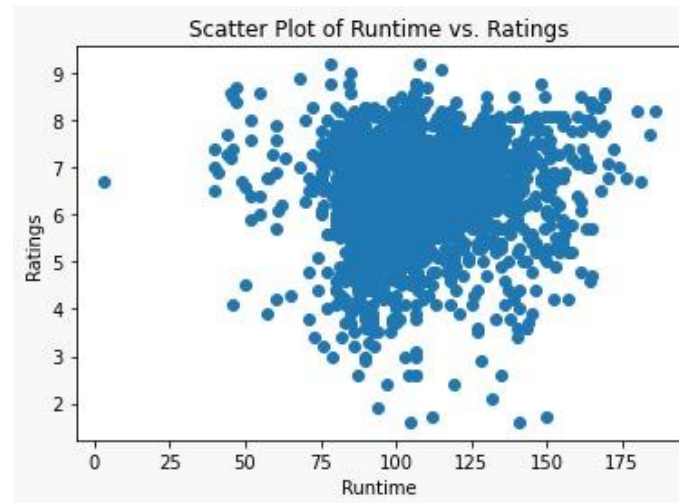
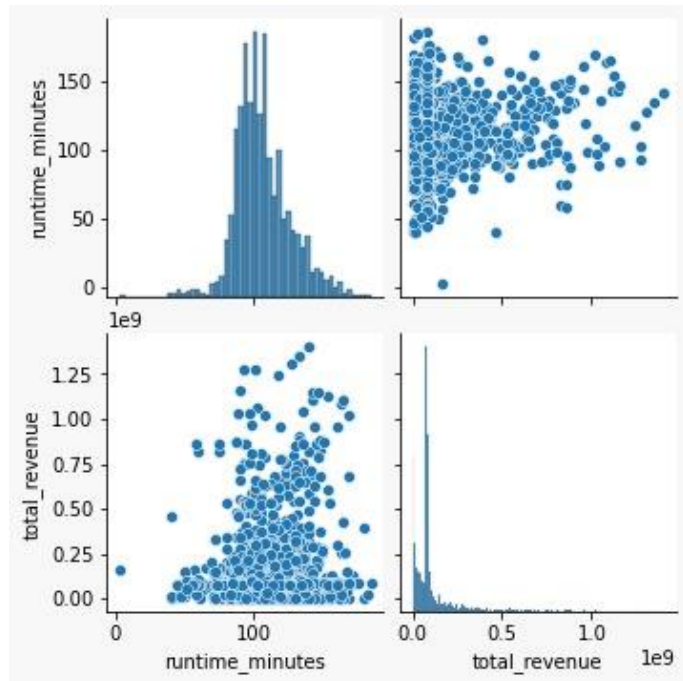
- *Action, Adventure, Sci-Fi*
- *Action, Adventure, Sci-Fi*
- *Action, Adventure, Sci-Fi*
- *Adventure, Drama, Sport*
- *Adventure, Animation, Comedy*
- *Action, Adventure, Animation*
- *Adventure, Animation, Comedy*
- *Action, Adventure, Sci-Fi*
- *Action, Adventure, Fantasy*
- *Action, Adventure, Sci-Fi*



- ***Adventure movies is rated the highest.***

CORRELATION ANALYSIS

No relationship between runtime(the length of movie) with ratings and total revenue.



CONCLUSIONS



The most popular movie genre based on ratings is Adventure



Most profitable movie genre in terms of total revenue generated is Action, Adventure, Sci-Fi.



Movie ratings does not have any significant impact on total revenue neither does the runtime on the movie ratings and total revenue.

RECOMMENDATIONS



Microsoft should go for production of Action, Adventure and Sci-Fi genre movies as they venture into film production and setting up their new studio. This is because these genres generate good revenue both foreign and locally based on analysis from IMDB data.



Based on ratings Microsoft can venture into production of Adventure genre movies. This is because it is rated high and are the most popular among movie lovers.



Microsoft should not worry about the length of the movie they produce because it does not have significant impact on revenue or ratings. This is based on the correlation analysis of runtime and revenue and ratings.



THANK YOU!

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