

MICROSOFT STUDIO NEEDS ANALYSIS



Overview

This project explores the types of films that are currently doing well at the box office and the needs of the Microsoft Corporation which wants to set up a new movie studio. The Microsoft corporation can use these insights to decide what type of films to create.

Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies.

What kind of movies should Microsoft make?



DRAMA



Year: 2017
Category: Drama
IMDB: 7.3

MYSTERY



Year: 2019
Category: Mystery
IMDB: 7.6

ACTION



Year: 2021
Category: Action
IMDB: 6.8



Datasets

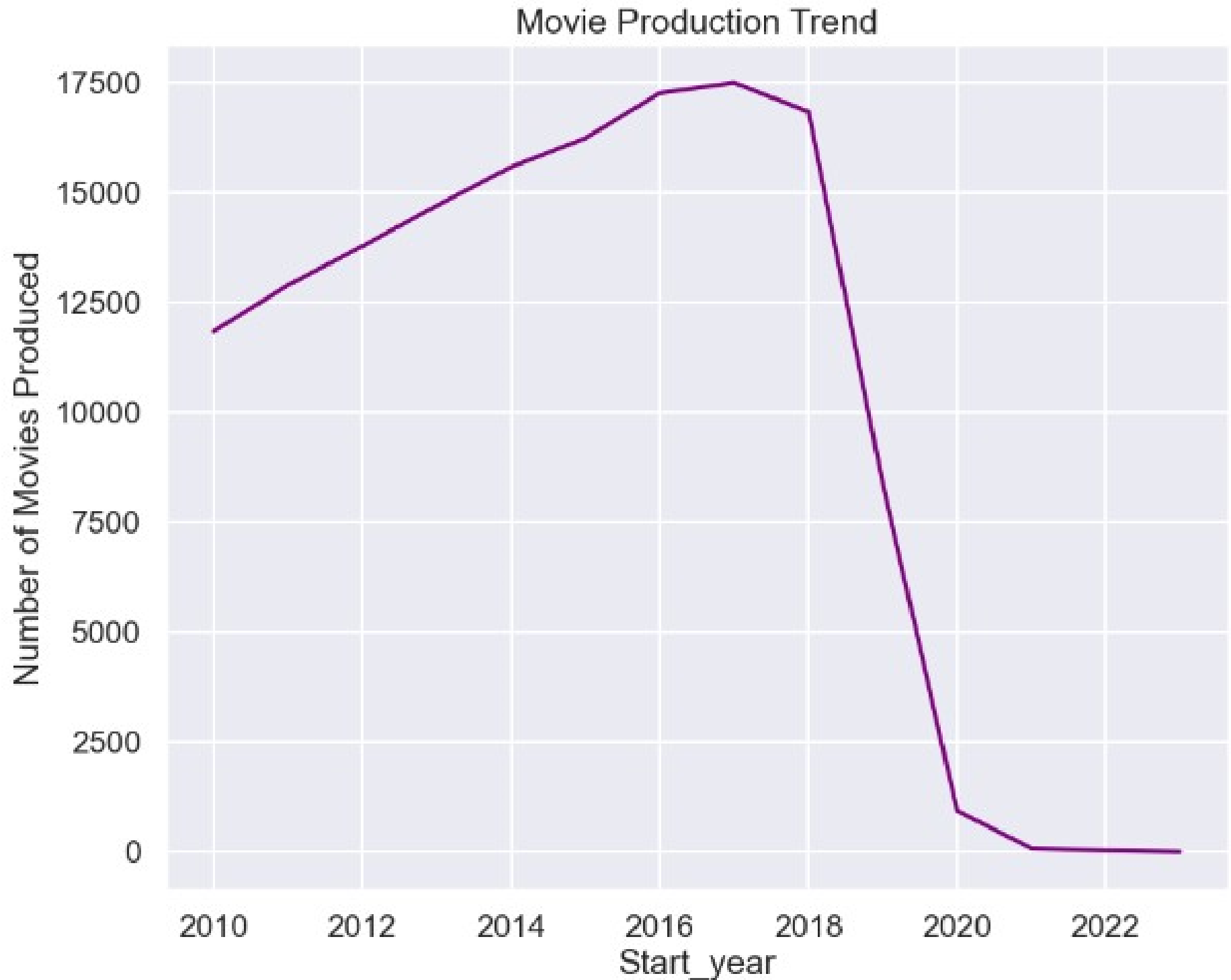
This project utilized datasets from the following movie sites:

IMDBLinks: This site provides the different genres of movies.

The Numbers: This site provided the budgets that went into the production of different movies.

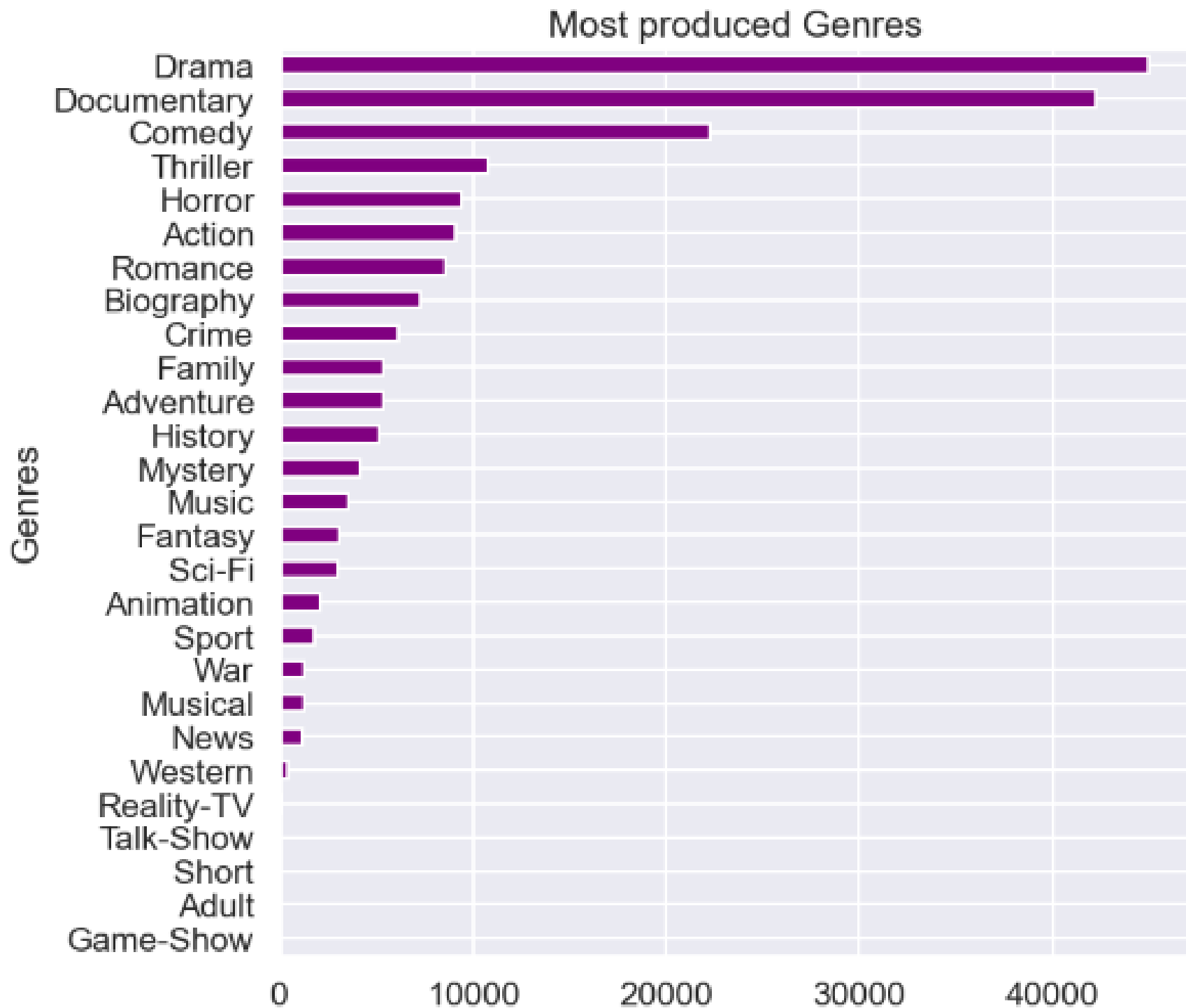
Results

Movie production is declining

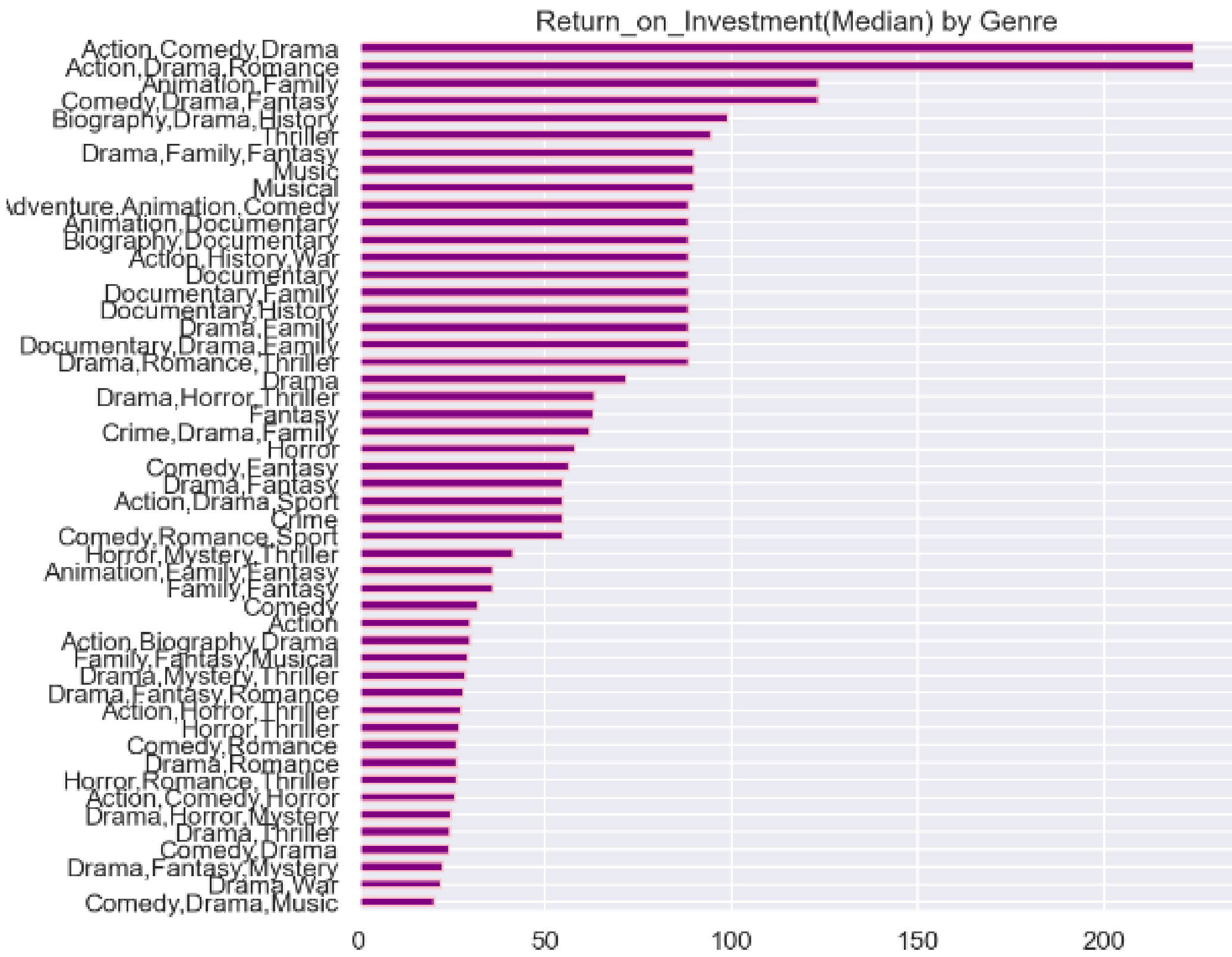


From 2019, the number of movies produced peaked in 2018 and in 2019, started to decline coinciding with the COVID-19 pandemic. The industry is yet to pick up the production rate which appears to have leveled off.

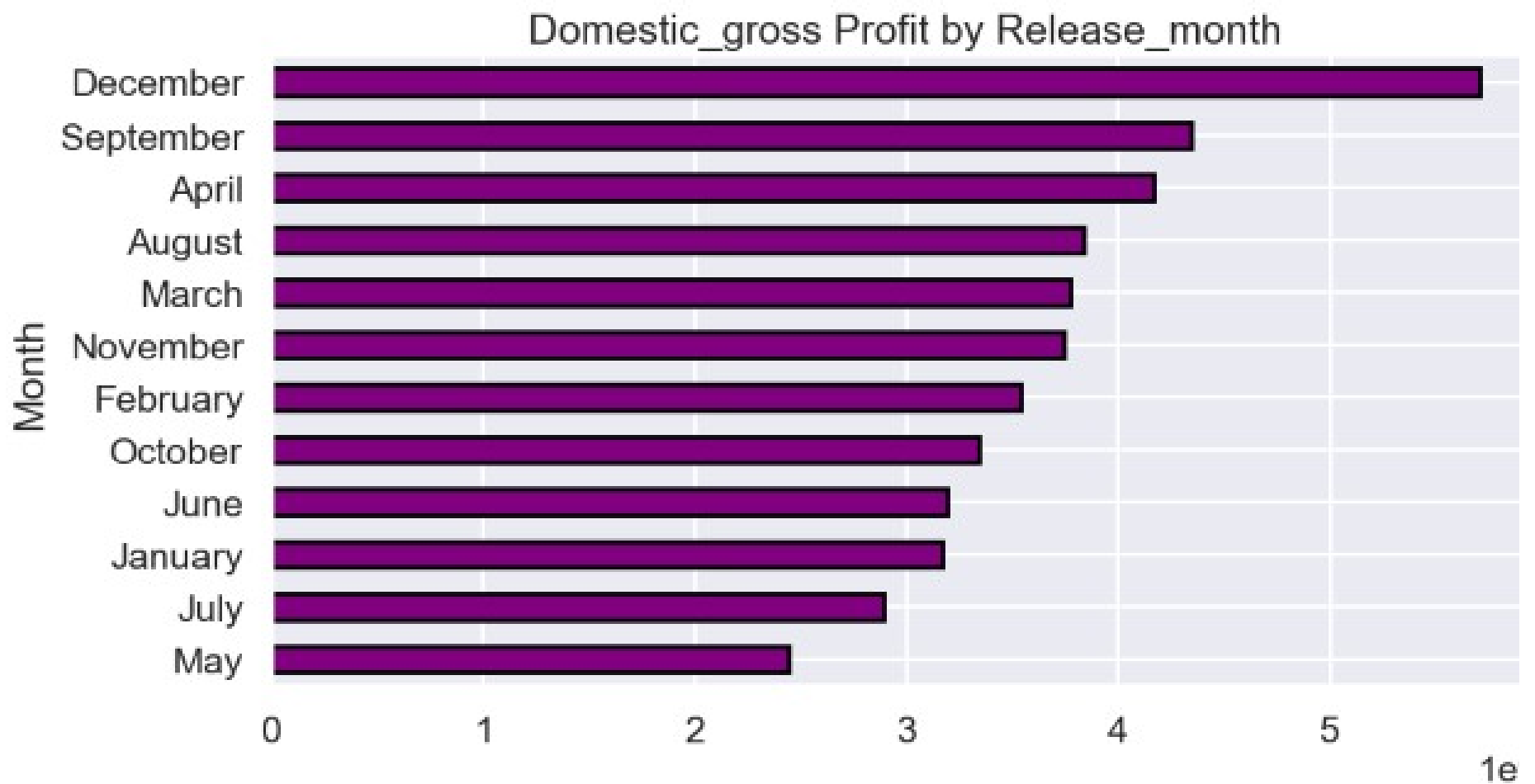
Drama is the most produced movie genre



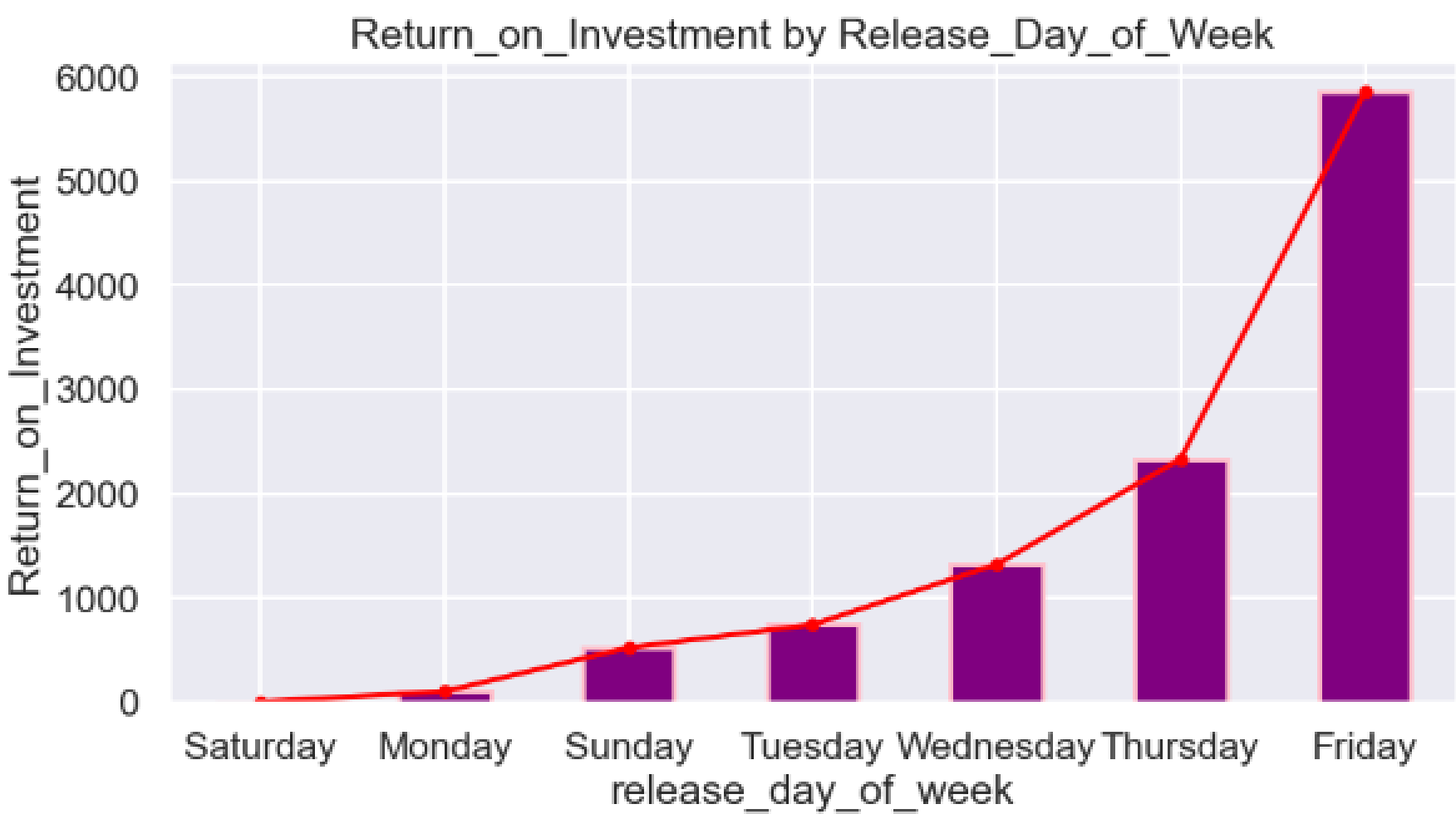
Action, Comedy and Drama is the most lucrative movie genre



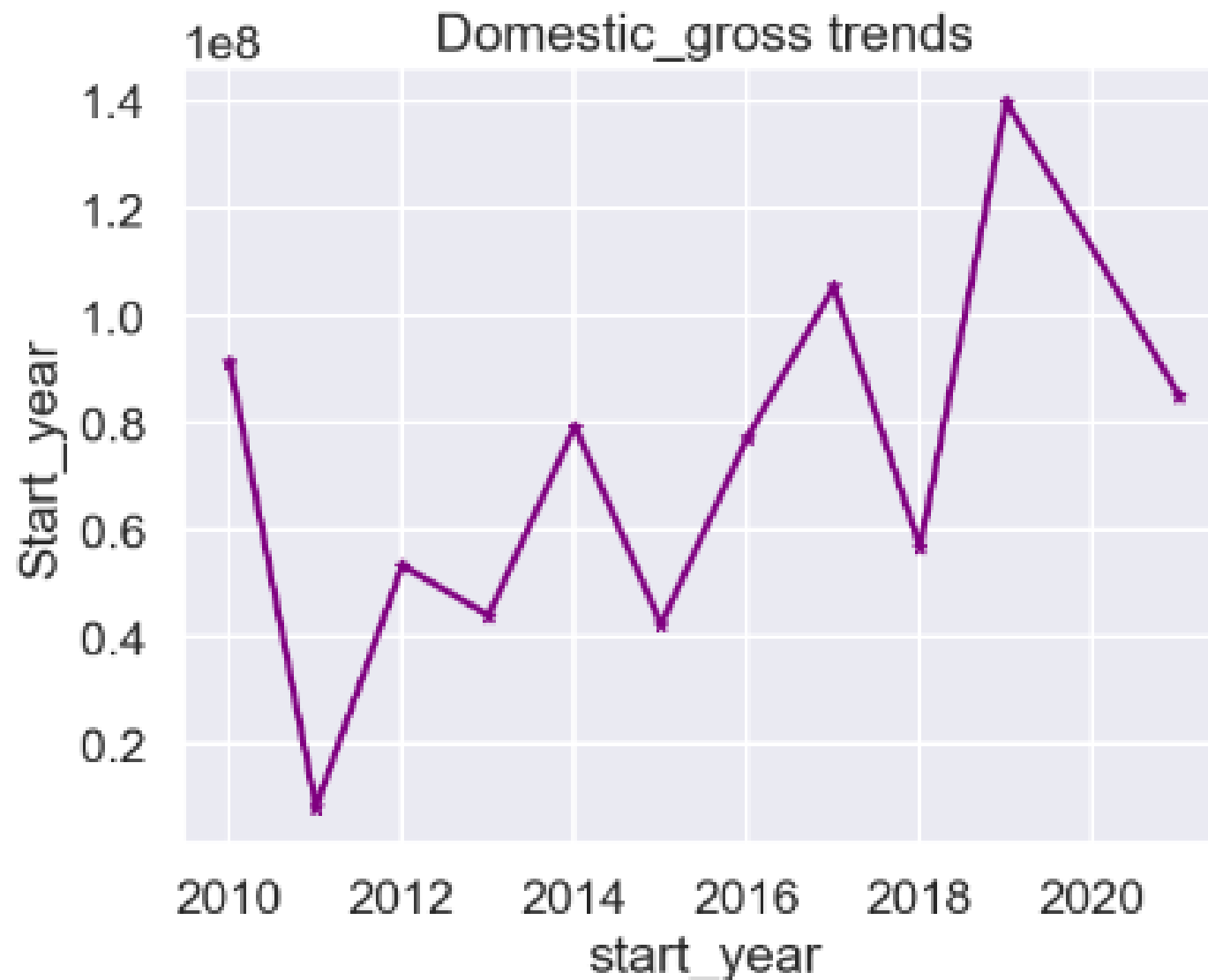
December, September and April are the best months to release a movie



Friday is the best day to release a movie

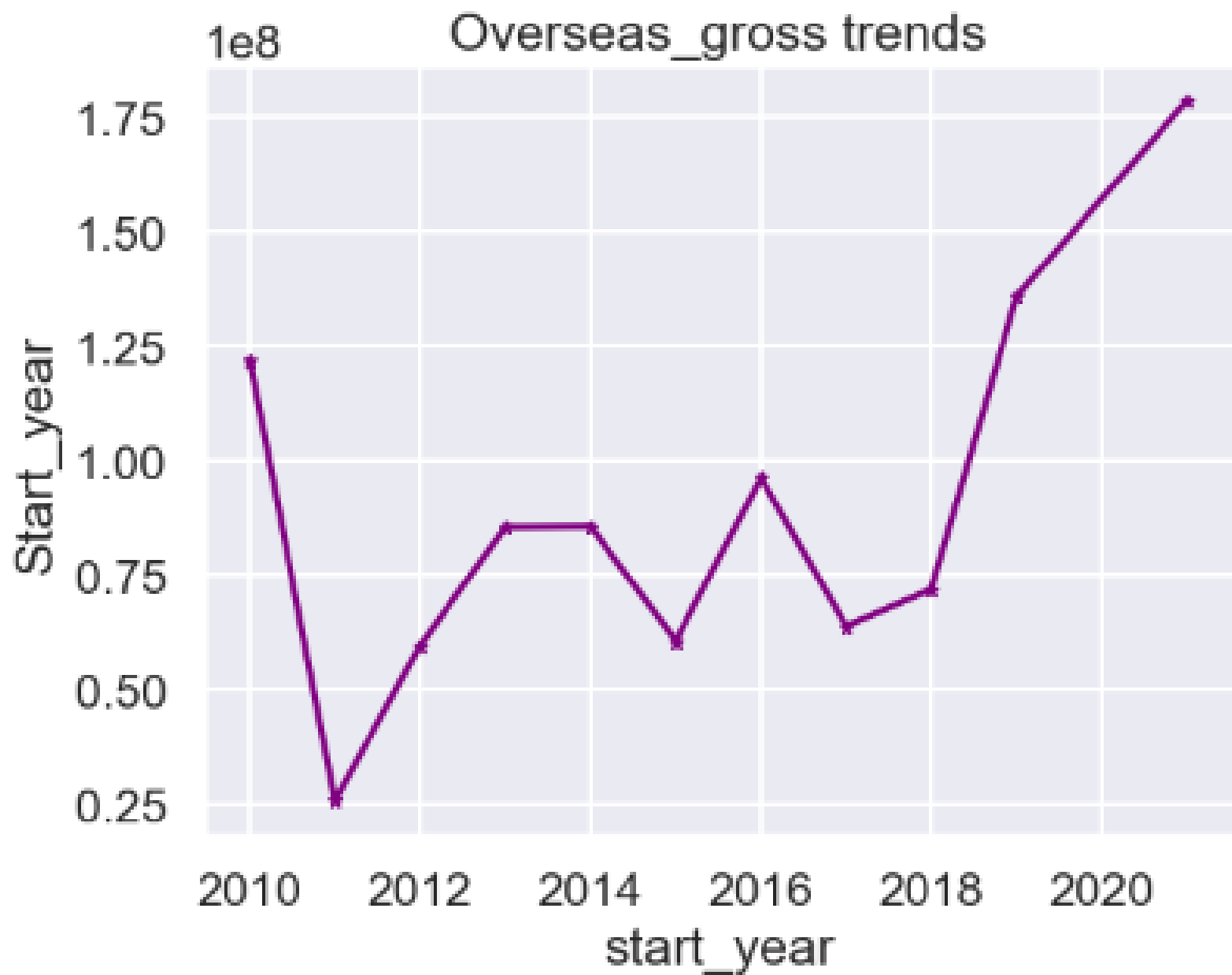


Domestic profit trends from 2010 to 2023



In 2019, there was a sharp decline in the pprofits realised locally

Overseas profit trends from 2010 to 2023



In 2019, unlike domestically, there was a sharp growth in the profits realised overseas

Conclusion

This analysis leads to three recommendations that Microsoft Corporation can take into account before deciding on what movies to make:

1. Focus on producing either of the top 2 genres: Action, Comedy and Drama which also have the highest Return on Investment
2. Release any movies it intends to produce on a Friday to realize the highest Return on Investment.
3. Microsoft should also explore overseas markets as well.

Thank You!