

MICROSOFT MOVIE STUDIO PROPOSAL

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BACKGROUND

Microsoft is a high tech company and it need to venture into entertainment industry.

The analysis will be base on the current movie industries in the market so as to have better understanding on the profit and trends of the industry which will help us in making decision on which movie to air.



BUSINESS UNDERSTANDING

This project sought to answer the following.

1. Is the film industry profitable?
2. How have the film industry perform in the previous years?
3. Does film producer affect the performance of a film?
4. Is there any preference in relation to geographical location?



DATA UNDERSTANDING AND ANALYSIS

The data was obtained from bom.gross_movies.csv file which has a total of 3387 rows and 5 columns which was collected from the year 2010 until 2018.

- **DATA CLEANING**

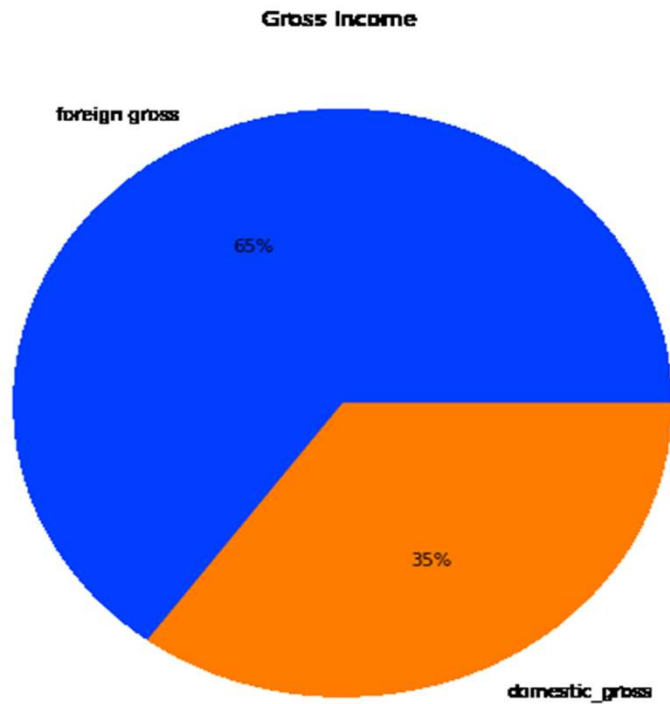
The data was sorted in descending order and we utilized the top 100 best performing films.

Missing values we dropped and others were replaced with median.

The data we worked on are a mixture of numeric and string



REVENUE SHARE ANALYSIS

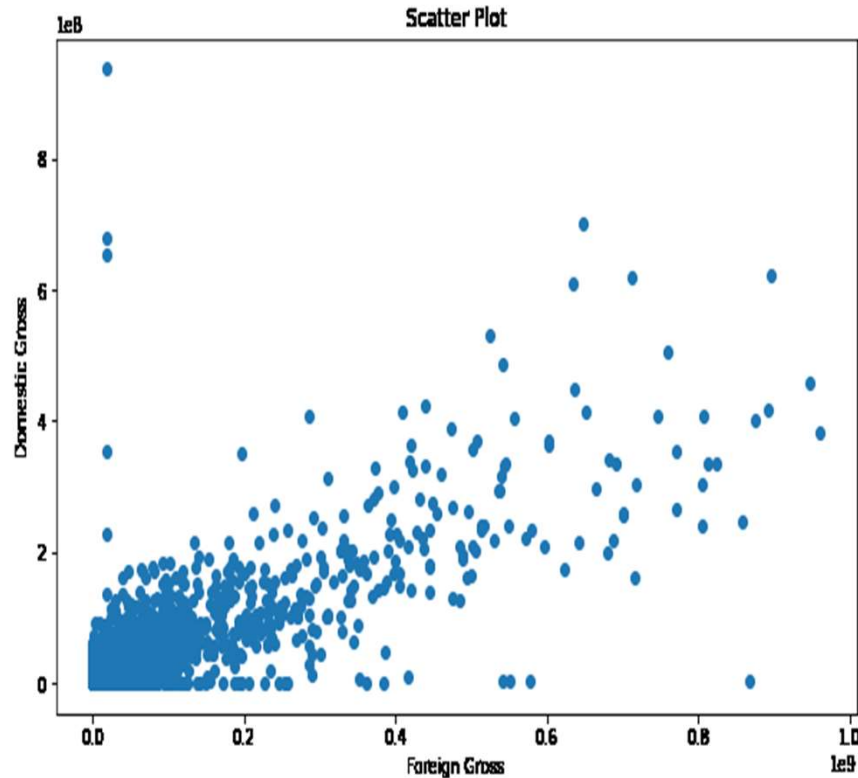


65% of the total gross comes from foreign market and 35% come from domestic market.

This means foreign market is more profitable due to its population and hence should be targeted



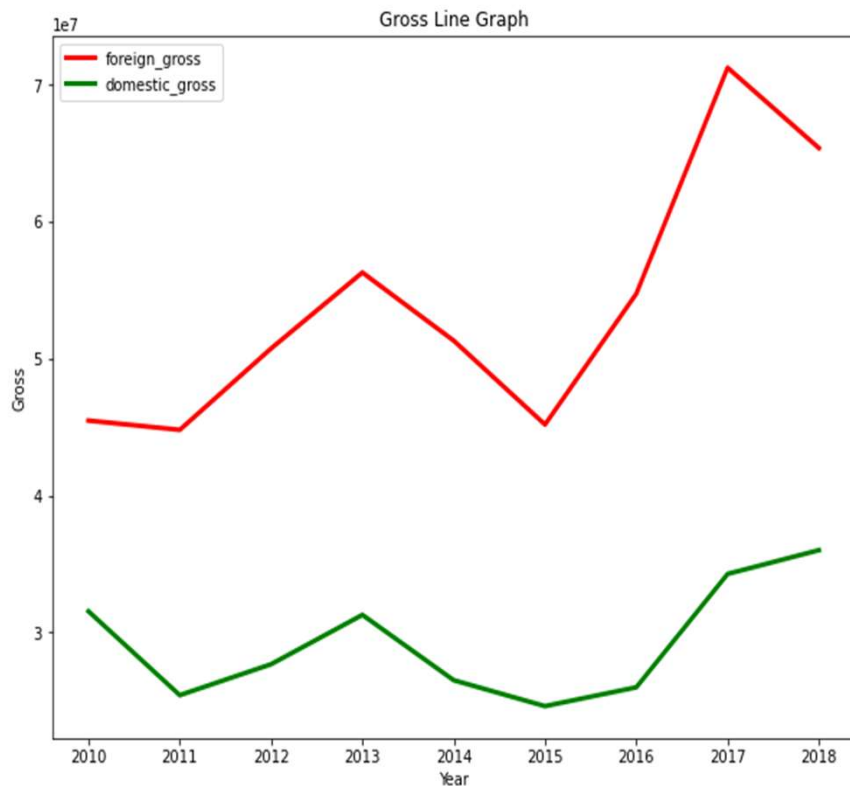
RELATIONSHIP BETWEEN DOMESTIC AND FOREIGN GROSS



There is a positive correlation between domestic and foreign gross. However, the relationship is weak.

There are some few outliers which should be investigated.

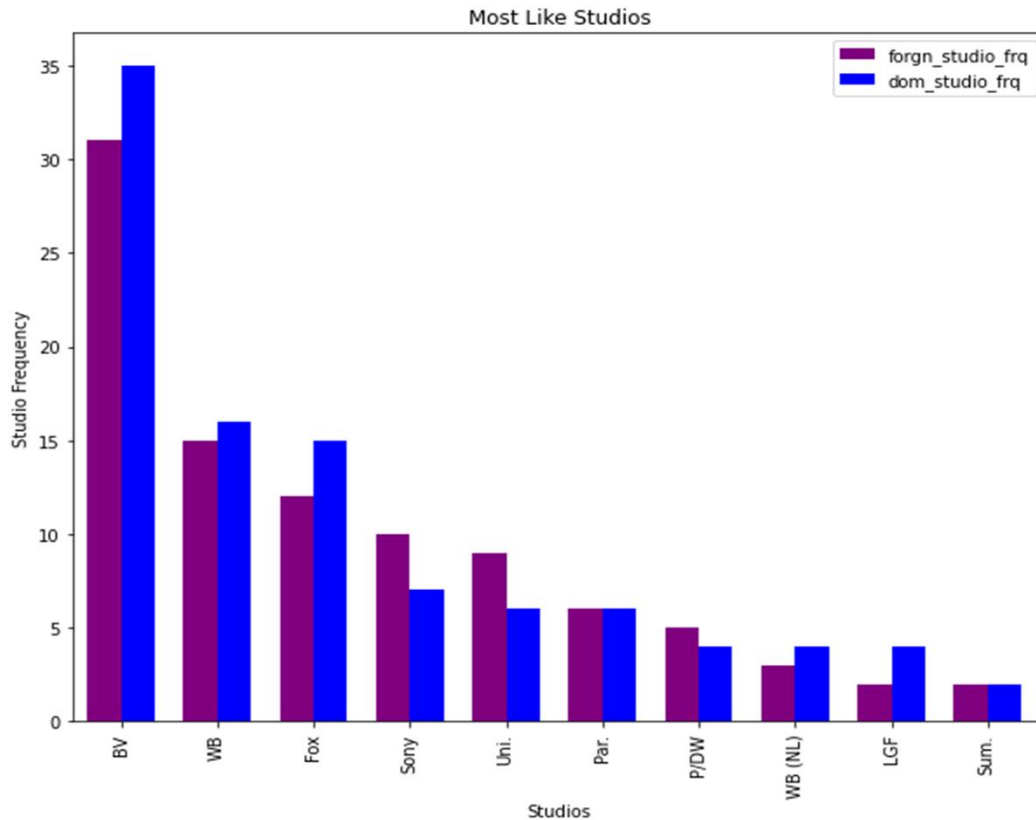
TREND ANALYSIS



Over the past decade, film industry have been increasingly making profit . However , there are a times when the gross drops and the trend is seen in both domestic and foreign gross. in the year 2011, both gross dropped and there after increase significantly on 2012 before dropping again. 2013,2014 there was a significant drop which went below the previous drop before it climb on 2015 until 2017.



STUDIO ANALYSIS



From a sample of top 100 films, it was found out that there are top 10 common studios.

BV studio is leading in both domestic and foreign at 35 and 31 respectively. Followed by **WB** less by 15 like from **BV**.



RECOMENDATIONS

From the analysis, the following are recommended:

1. Microsoft should venture into film industry and target the foreign market since that is the biggest revenue generation in the industry since they have a positive relationship. The domestic market shouldn't be neglected. The company should thus understand the test and preference of the two market.
2. The film industry is increasingly making profit over the years. Further investigation should be done to understand the trend.
3. Microsoft should consider collaborating with the top most film production studio or even invest in the BV studio since it's films are most liked both domestic and foreign market.



THANK YOU.

