



Movie Production Presentation

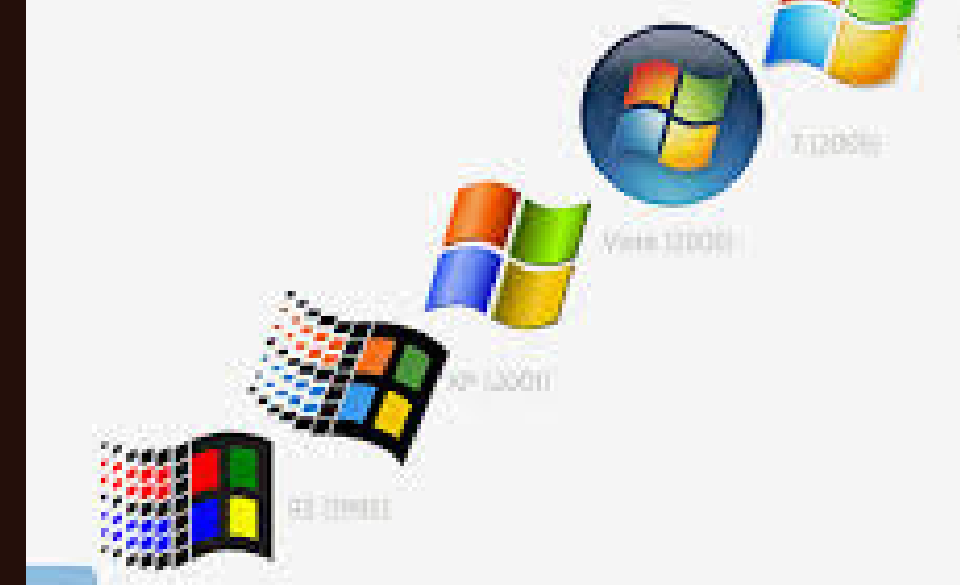
FOR MICROSOFT CO.

*Prepared by
Lilian Muendo*



Table of Contents

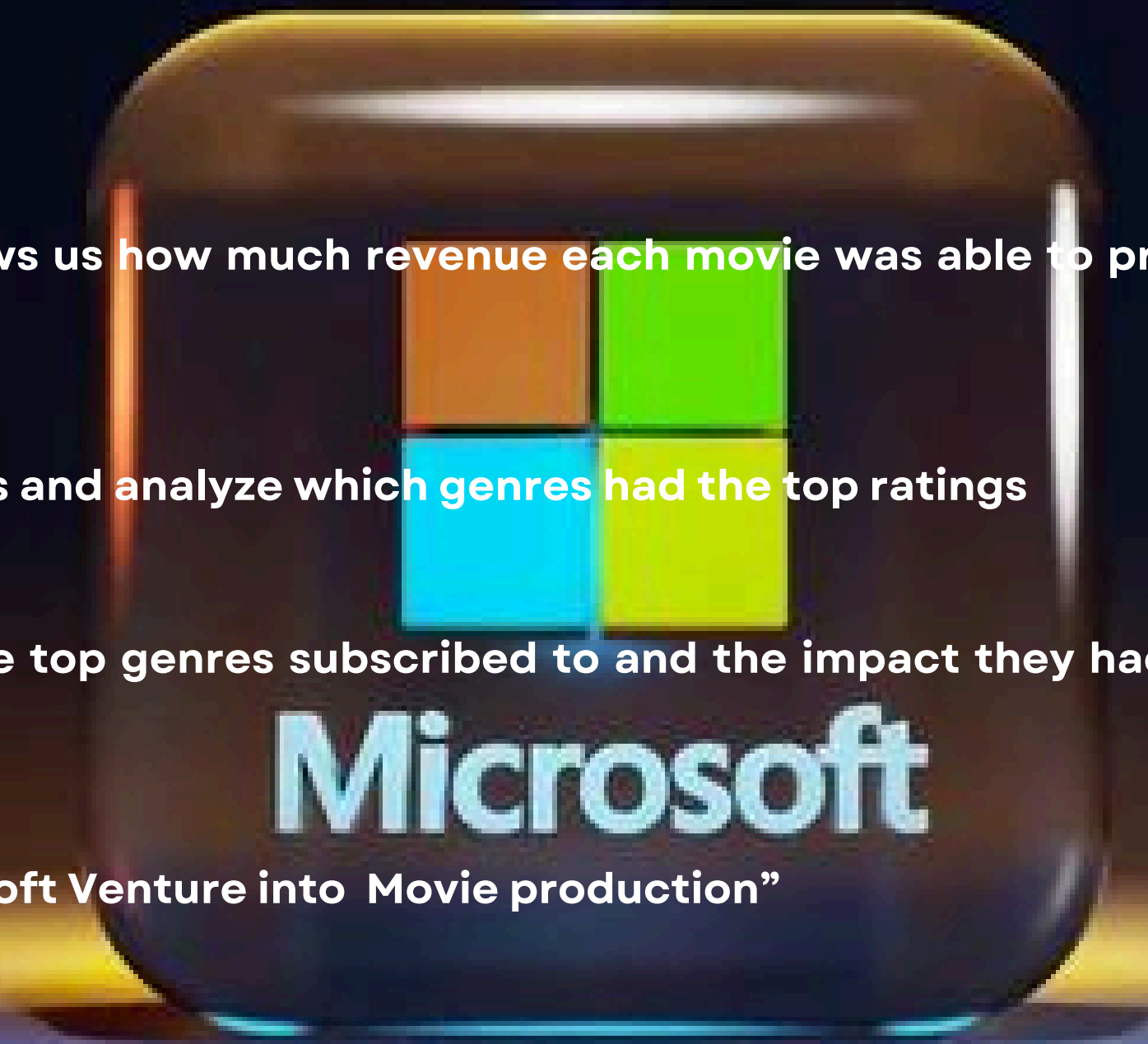
- Project Overview
- Source Data For Analysis
- Movie Genres Analysis
- Movies Studios Analysis
- Top Revenue Generating Movies
- Movie Ratings & Distributions
- Adopt Options Recommendations
- Conclusion





Project Overview

- Explore Data in Movie Gross which shows us how much revenue each movie was able to produce domestically and internationally
- Explore the movie ratings by the viewers and analyze which genres had the top ratings
- Explore movie titles and understand the top genres subscribed to and the impact they had on the overall revenue generation
- Answer the big question “Should Microsoft Venture into Movie production”



DATA IS THE WAY TO GO!



Source Data

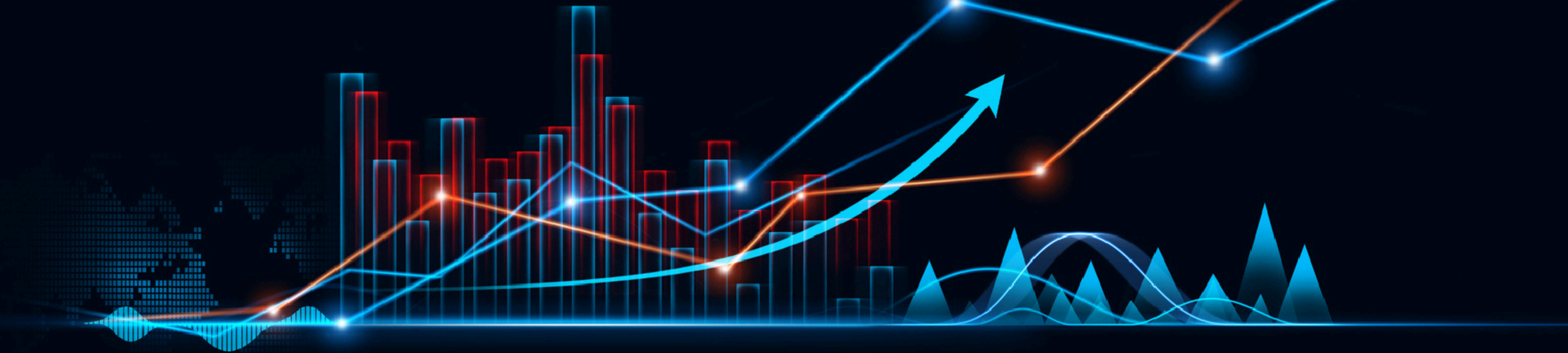
Source Data

Our Data is from the following libraries

imdb.title.basics - Contains movie titles, genres, year and their runtime

imdb.title.ratings - this contains average rating and number of votes

bom.movie_gross - this contains movie title, studio name , domestic and foreign revenue



Tools Used

Pandas for data manipulation and analysis

NumPy for numerical data computations

Matplotlib for data visualization

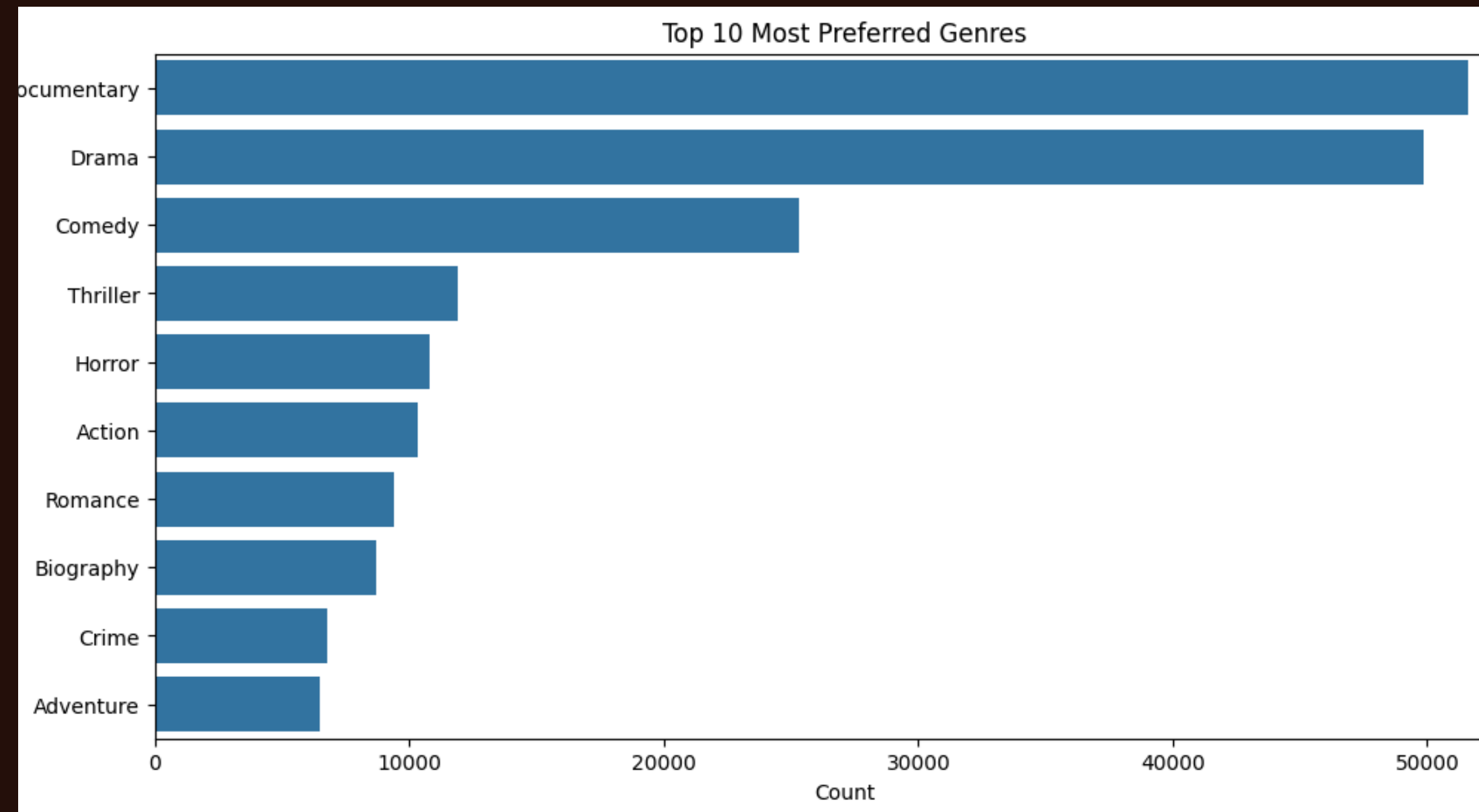
Seaborn for data visualization



MOVIE GENRES

The top 10 most watched movie genres between the year 2010 and 2018 were:

- Documentary
- Drama
- Comedy
- Thriller
- Horror
- Action
- Romance
- Biography
- Crime
- Adventure



Recommendations :

- In terms of genres to explore in the new studio launching the recommended
- genres would be the top 5
- Documentary would be a great starter, viewers seems to enjoy this then mix it up with a bit of drama characters or comedy
- Thriller and action comes in the 4th and 5th position and these two compliment each other in terms of content and also actors portfolio which would be easy to marry the two and make a hit

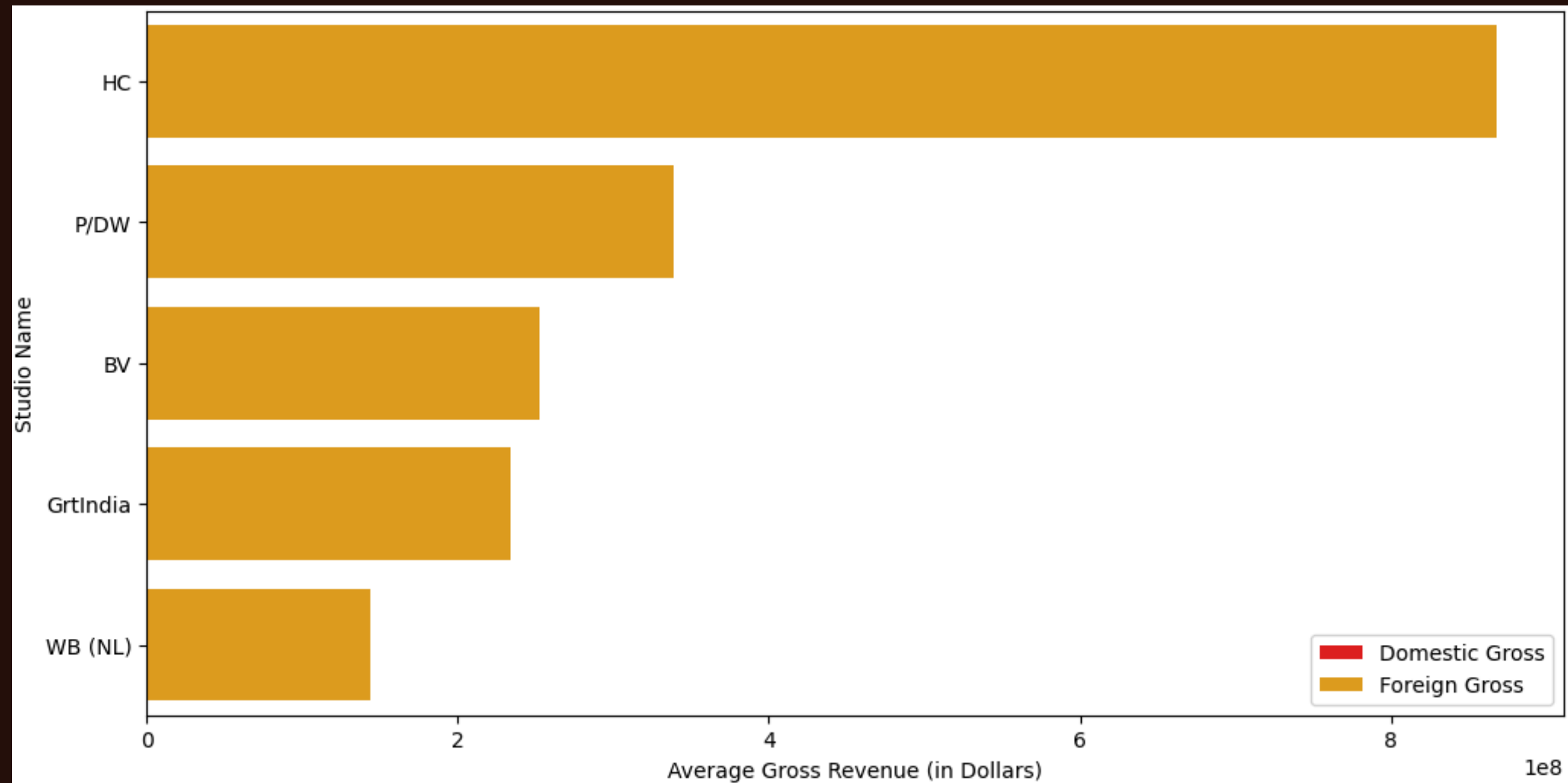
Trust the Audience

MOVIE STUDIOS

The top 5 Movie Studios performing the best in gross revenue generation in the years between 2010 and 2018 were the following from the top

- HC
- P/WC
- BV
- GrtIndia
- WB (NL)

Top 5 Best Revenue Generating Studios



Recommendations:

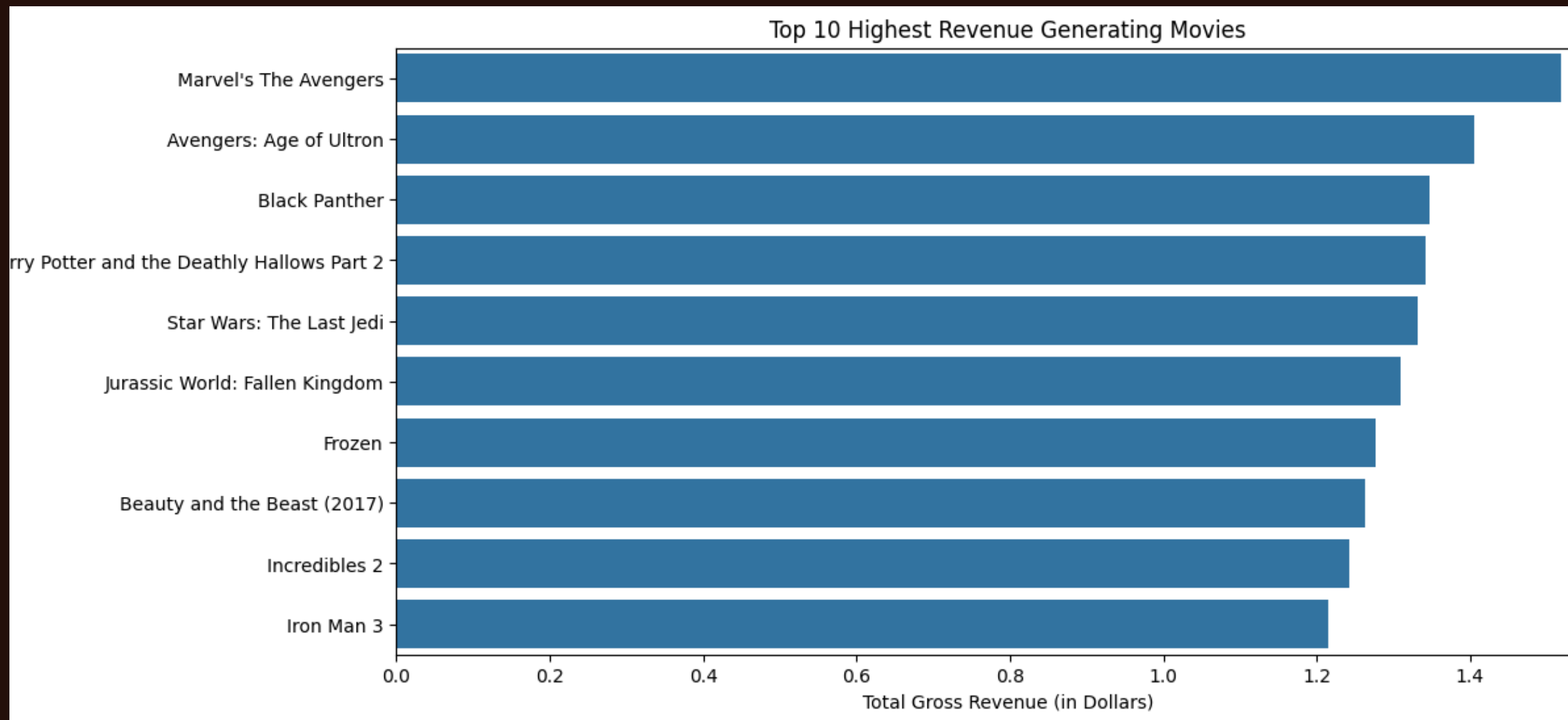
- It can be challenging to start up a movie production house from scratch however this is the goal at the end
- For Microsoft to smoothly and easily venture in this they can start by partnering with already existing and established movie studios and ride on their great customer loyalty wave
- This would be a great starting point for Microsoft to learn from the best and also master the art of great movie production and eventually be confident to stand on their own. All 5 Studios are greatly recommended for partnerships



TOP REVENUE MOVIES

The top 10 highest revenue generating movies were:

- Marvel's The Avengers - the best performer
- Avengers: Age of Ultron
- Black Panther
- Harry Potter and Deathly Hallows Part 2
- Star Wars: The Last Jedi
- Jurassic World: Fallen Kingdom
- Frozen
- Beauty and the Beast (2017)
- Incredibles
- Iron Man 3



Learnings & Recommendations:

Top two most revenue generating movies were both Avengers

There are three important approaches to this for Microsoft

- First to understand the script of the movies
- Second , explore the cast of the top generating movies and if possible onboard some of them for the bring onboard an audience
- Explore the possibility of doing spin-Offs of these great movies with an interesting twist

Ask the Money Machines



MOVIES RATINGS & DISTRIBUTIONS

Movie Distribution Ratings

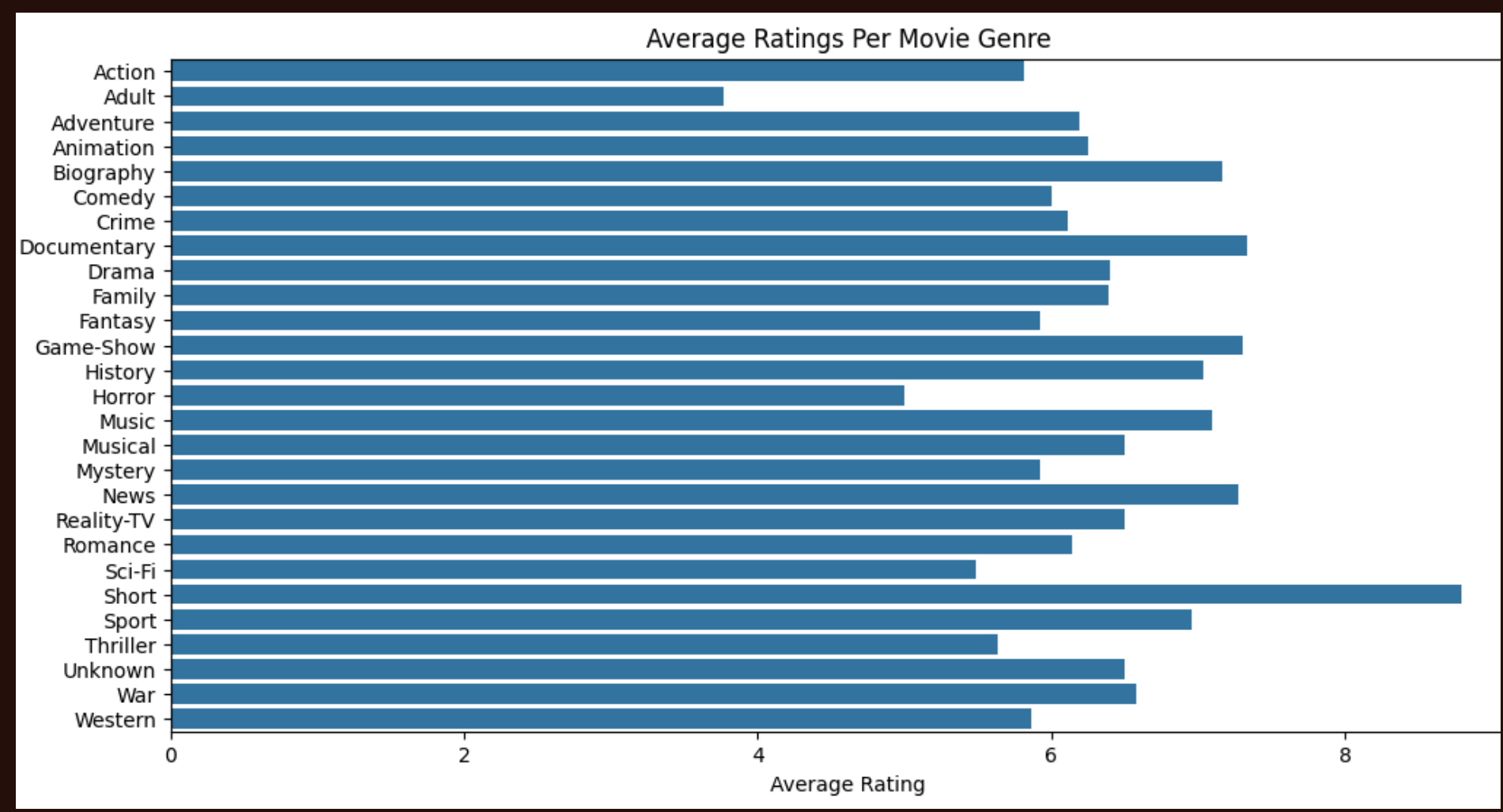
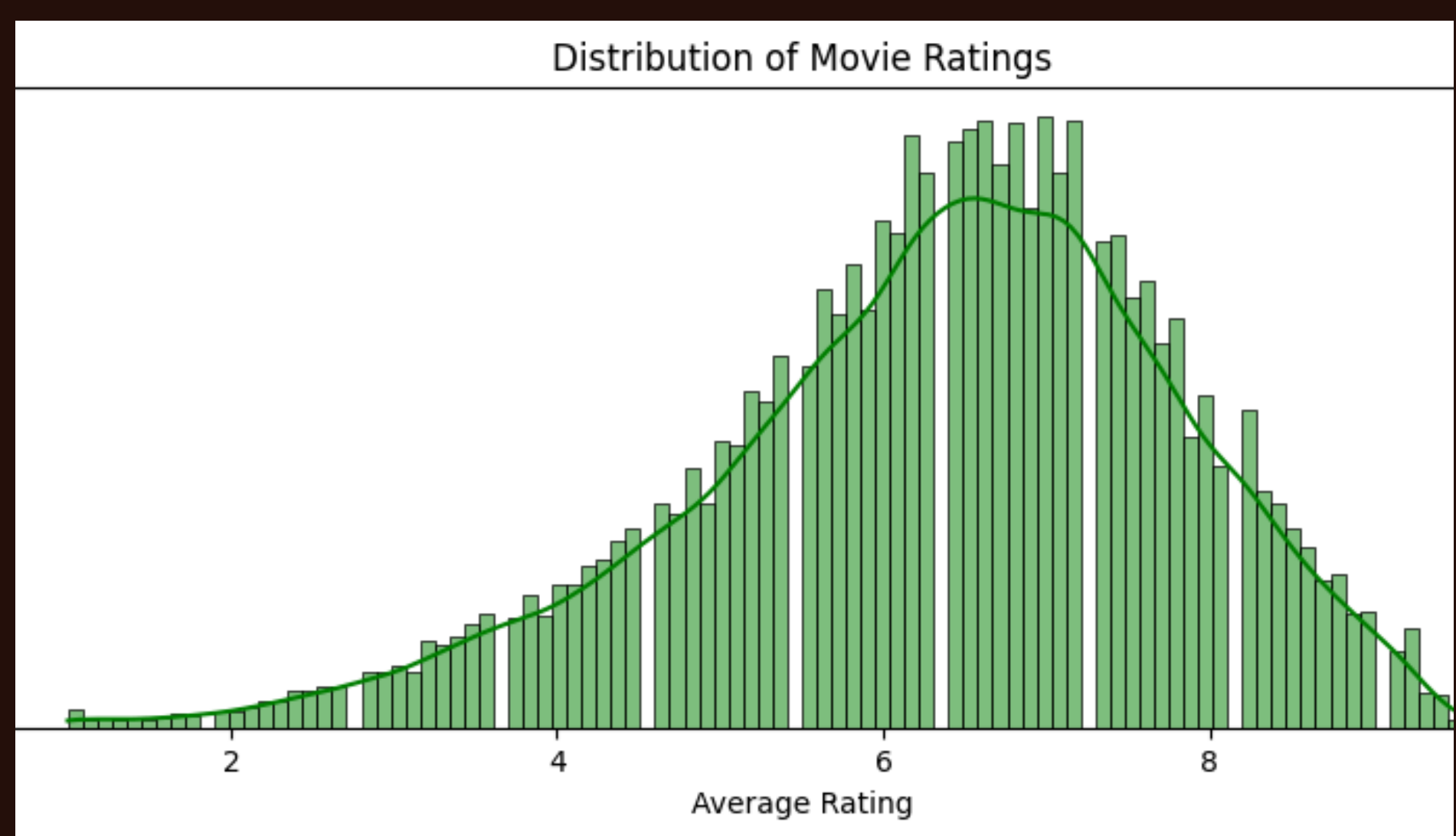
- The average ratings for movies done between 2010 and 2018 were rated between 6 and 8 out of 10 , however we had a few getting to 10/10

Movie Distribution Ratings

Movies performing above 6/10 were from the following genres

- Action
- Adventure
- Biography
- Comedy
- Crime
- Fantasy
- Romance
- Thriller

History Data





Adoption Options Recommendation

Option 1

Adopt the best rated and highest performing in terms of revenue generation both domestic and foreign movie genres and consider producing movies in these genres

These genres are

- Documentary
- Drama
- Comedy
- Thriller
- Horror
- Action
- Romance
- Biography
- Crime
- Adventure



Option 2

Consider getting into a partnership with an already established movie studio

Top rated in terms of gross revenue generation and production of highest rated movies and movie genres

Below are the recommended movie studios

- HC
- P/WC
- BV
- GrtIndia
- WB (NL)





Answering the Big Question!



yes!

Microsoft Studio loading!

The End