



Microsoft BOX

Presentation by **Lucille Njuguna**





Abstract

While Hollywood's mediascape may seem the same on the surface, its tectonic plates continue to move and lead to seismic shifts in the film studio segment in the United States and Canada, collectively known as the North American movie market. At first glance, the hegemony of the "Big Five" – Disney, Paramount, Sony, Universal, and Warner Bros. – remains unchallenged. Microsoft Box want to have some market share.

Overview

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Introduction

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They want to create a movie studio but have no clue on how to go about it.

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Business Understanding

In terms of revenue, movies dominated the market with a share of 55.4% in 2021. Over decades' movies have become a significant part of most cultures across the world. Microsoft wants to create a new movie studio, Microsoft Box. They would like to know what type of films are doing the best at the box office, in order to have a jump at it.

Objectives

01

To clean the relevant data sets.

03

Translating the findings into actionable insights.

02

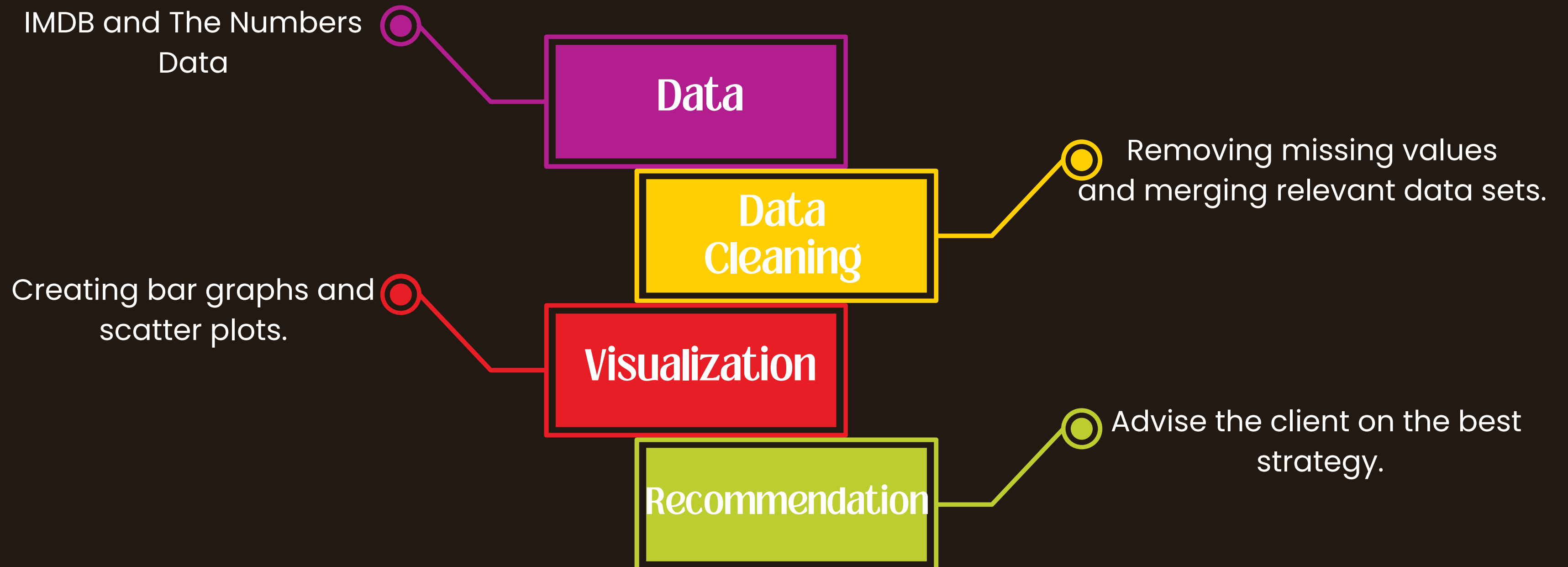
To perform data aggregation to provide relevant findings.

04

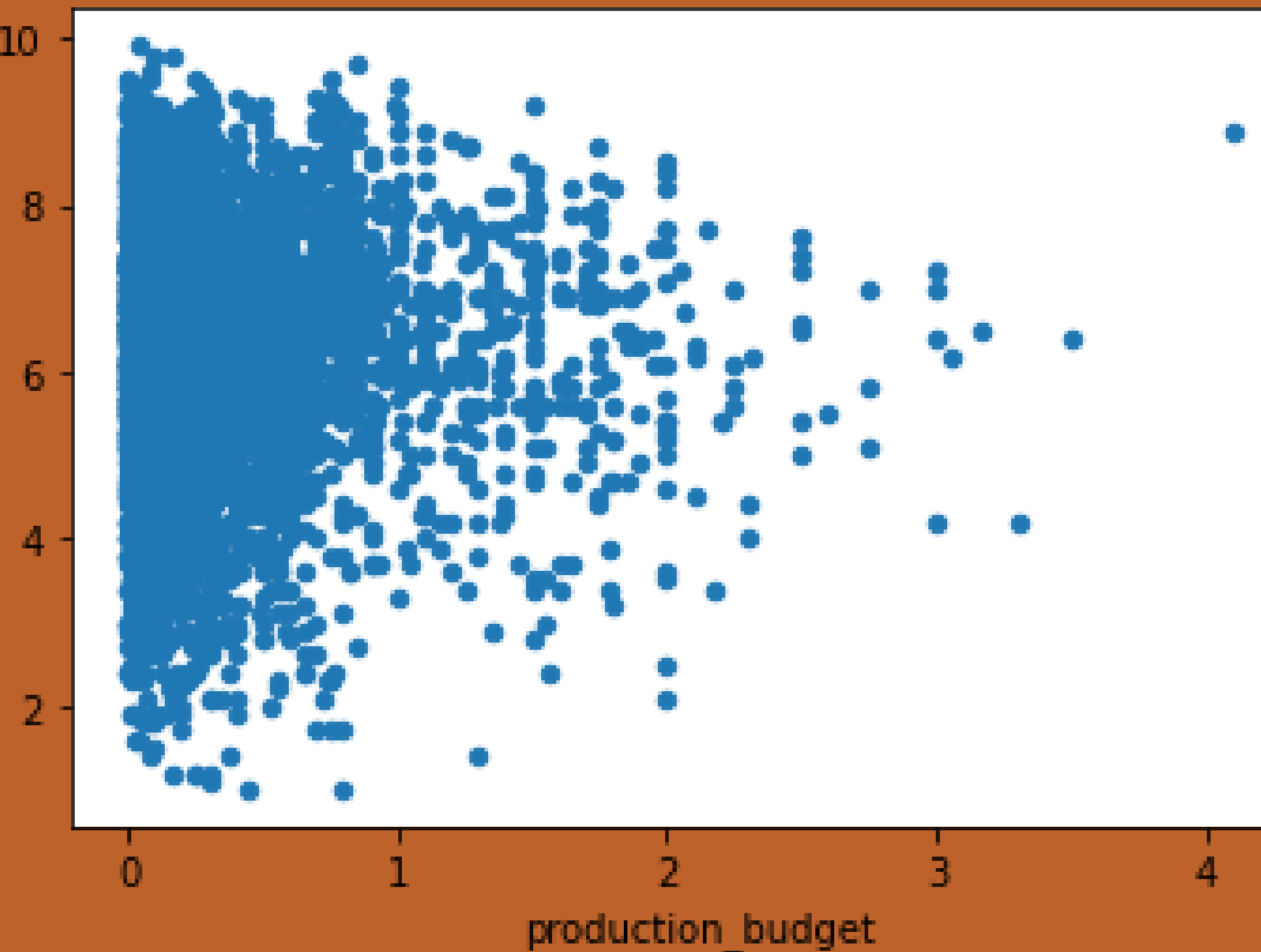
Advise the client on the best strategy.



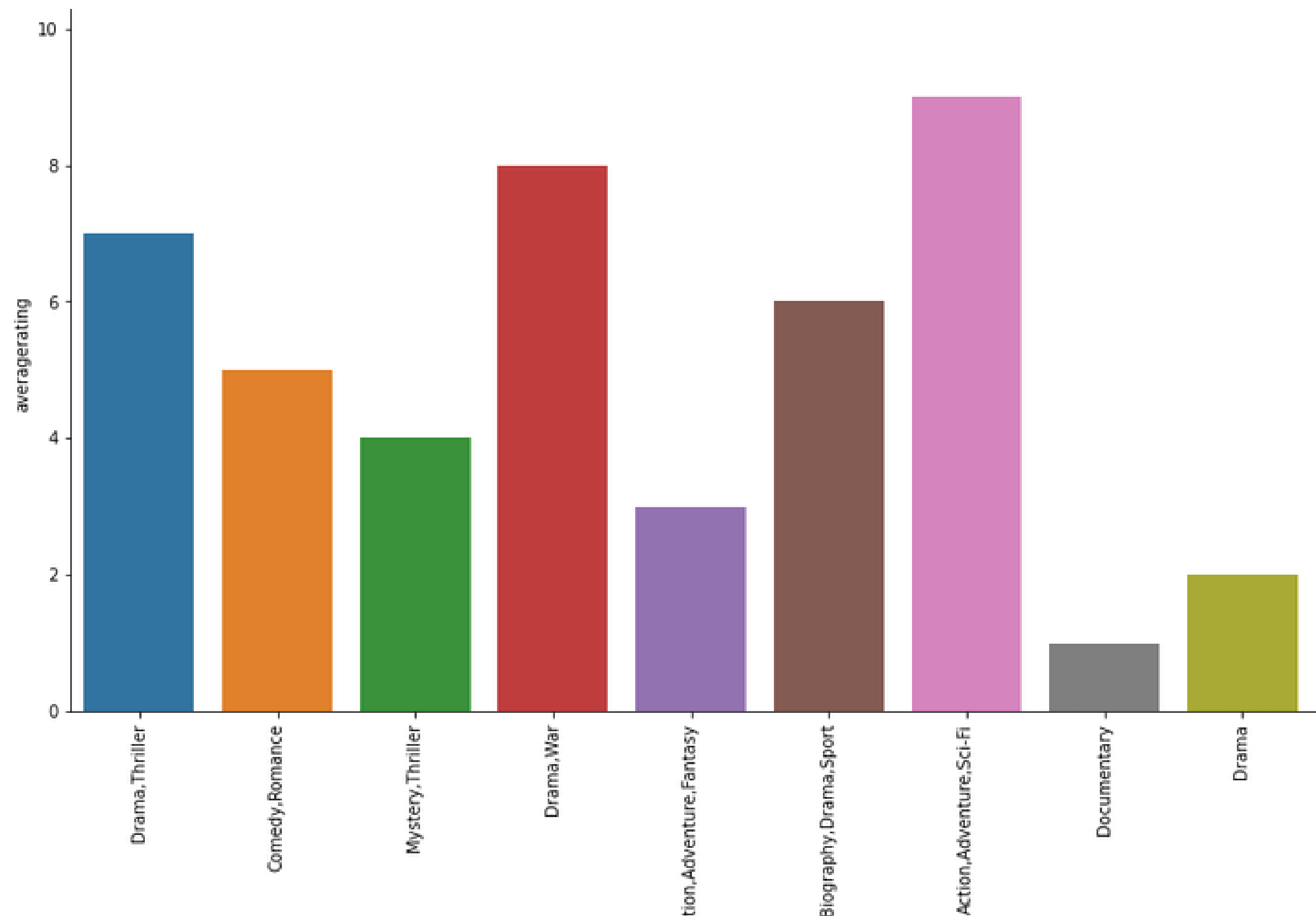
Methodology



Correlation between movie budget and rating

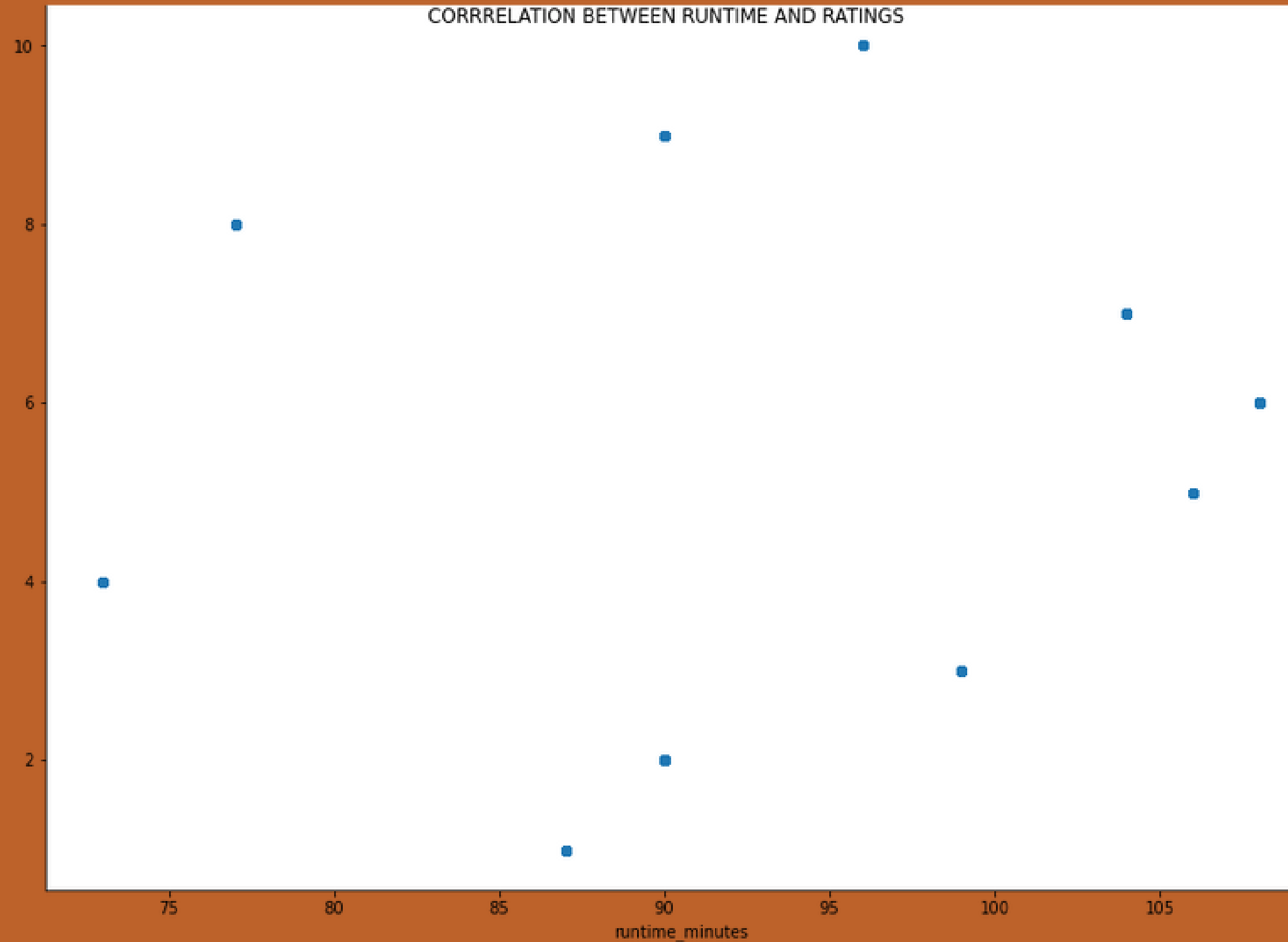


- There is a weak positive correlation between average rating and the production budget. How much money one uses to make a movie does not translate to good or bad ratings.

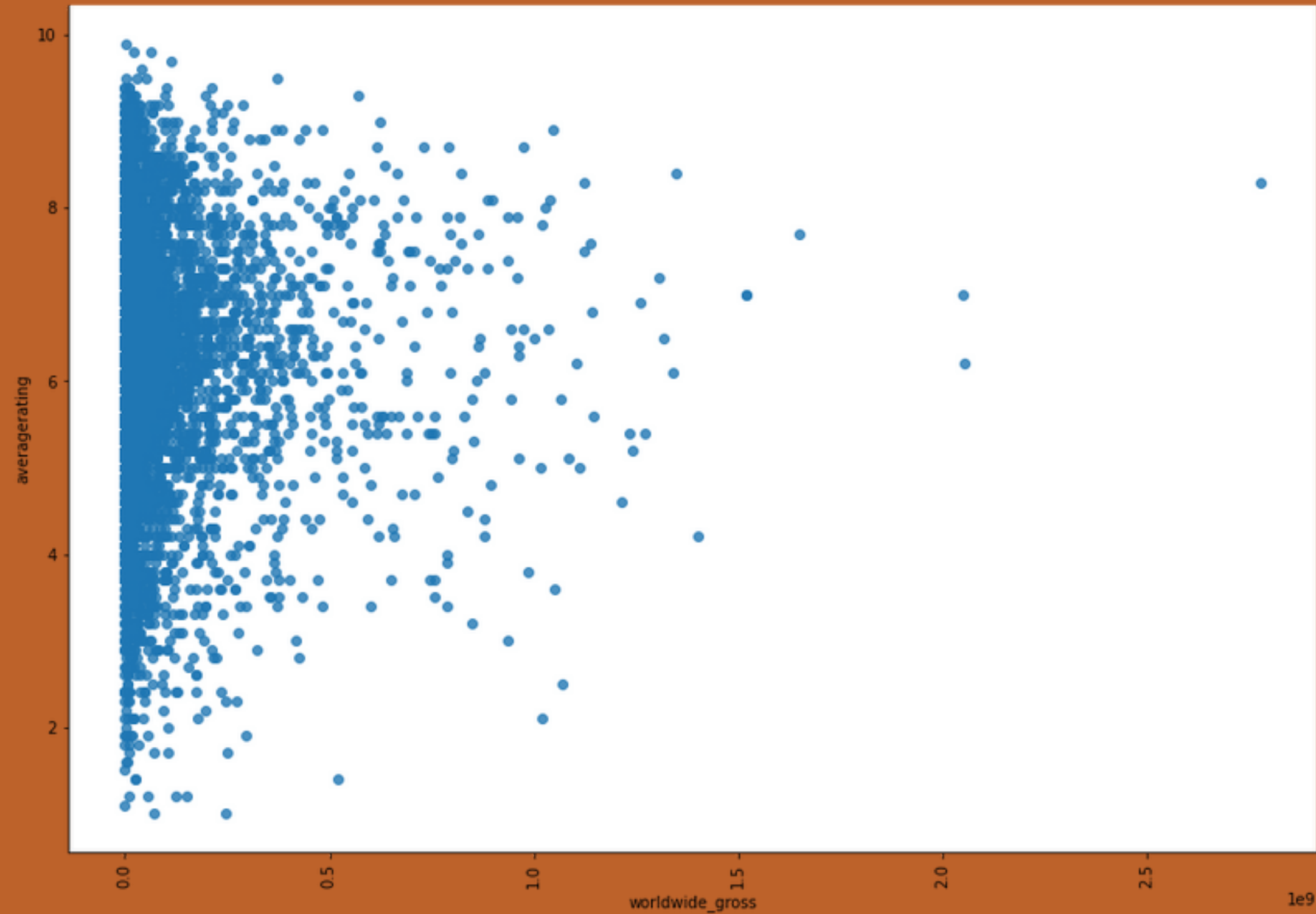


The top 5 best performing genres are:Comedy,Action/Adventure/SciFi,Drama/War,Drama/Thriller, Biography/Drama/Sport.

The length of the movie does not affect the movie's ratings but the average length of a movie is approximately 95 minutes.



The world wide gross is positively correlated to ratings of the movies. Its correlation is stronger than that of domestic gross.



Conclusion

- Drama genre is the most watched genre.
- However, Comedy genre has the best rating in comparison to all the other genres.
- The best performing genres in terms of ratings are: Comedy, Action/Adventure/Sci-Fi, Drama/War, Drama/Thriller, Biography/Drama/Sport .
- The better the rating the more the gross on the movie.
- The length of a movie does not affect the movie's rating.
- The average length of a movie is 95 minutes.

Recommendation

- Microsoft Box should put their main focus on producing: Comedy, Action/Adventure/Sci-Fi, Drama/War, Drama/Thriller, Biography/Drama/Sport.
- I would recommend they produce movies of an average of 95 minutes.
- Microsoft box should apply language dubbing on their movies so that they can share their movies worldwide.



Thank You!

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