

Microsoft Movie Analysis

A large, semi-transparent donut chart is positioned in the upper right quadrant of the slide. It features a central circle and an outer ring, both divided into segments of varying shades of teal. Several smaller, similar pie charts are scattered around the main chart, also in different shades of teal.

Maree Marinelis

A decorative bar chart is located in the bottom right corner. It consists of four vertical bars of increasing height from left to right, each composed of three stacked segments in different shades of teal.



Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



Summary

Microsoft has expressed interest in moving into the film industry and the analysis undertaken has revealed insights around the following:

1. Production Budget Insights
2. Scheduling Film Releases
3. Popularity and Revenue



Business Problem

Microsoft is preparing to move into the domain of original video content and launch a new film studio.

Our team has analysed key data to assist in delivering practical insights for leadership to on how to be successful and produce excellent films.





Data

The data analysed contains key information including:

- Domestic and Foreign Gross
- Production Budgets
- Popularity
- Movie Release Dates



Methods

- Variables created to facilitate a more nuanced analysis and ensure data consistency and accuracy.
- Ensured accurate data types for analysis.
- Maintained Data Integrity.



Production Budget Insights

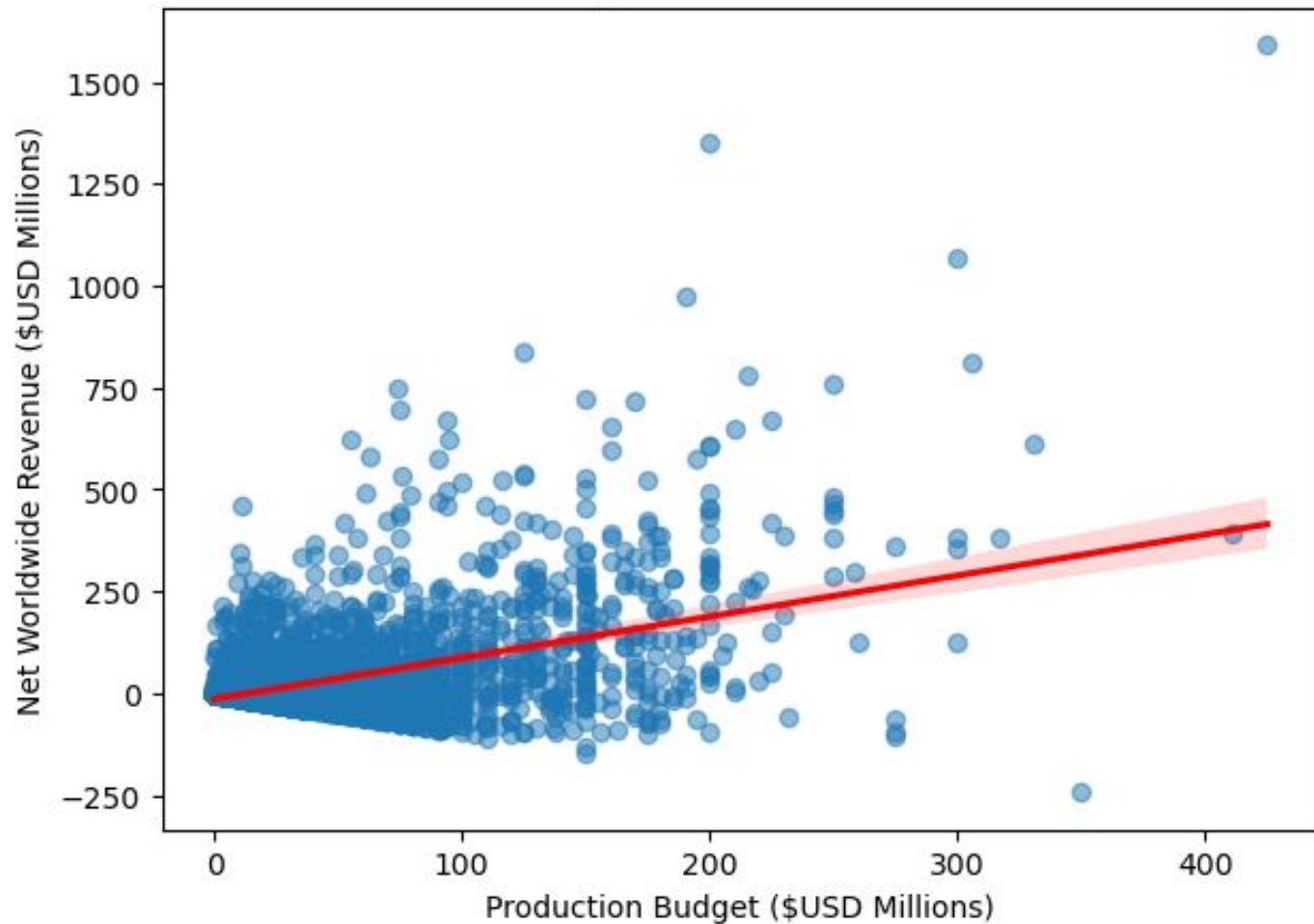
Why it was analysed

- Identify whether higher budget films lead to higher global net revenue.

Why this is useful

- Discover to what extent investing in production budgets is worthwhile in generating financial success.

Production Budget vs. Net Worldwide Revenue





Film Schedule Releases

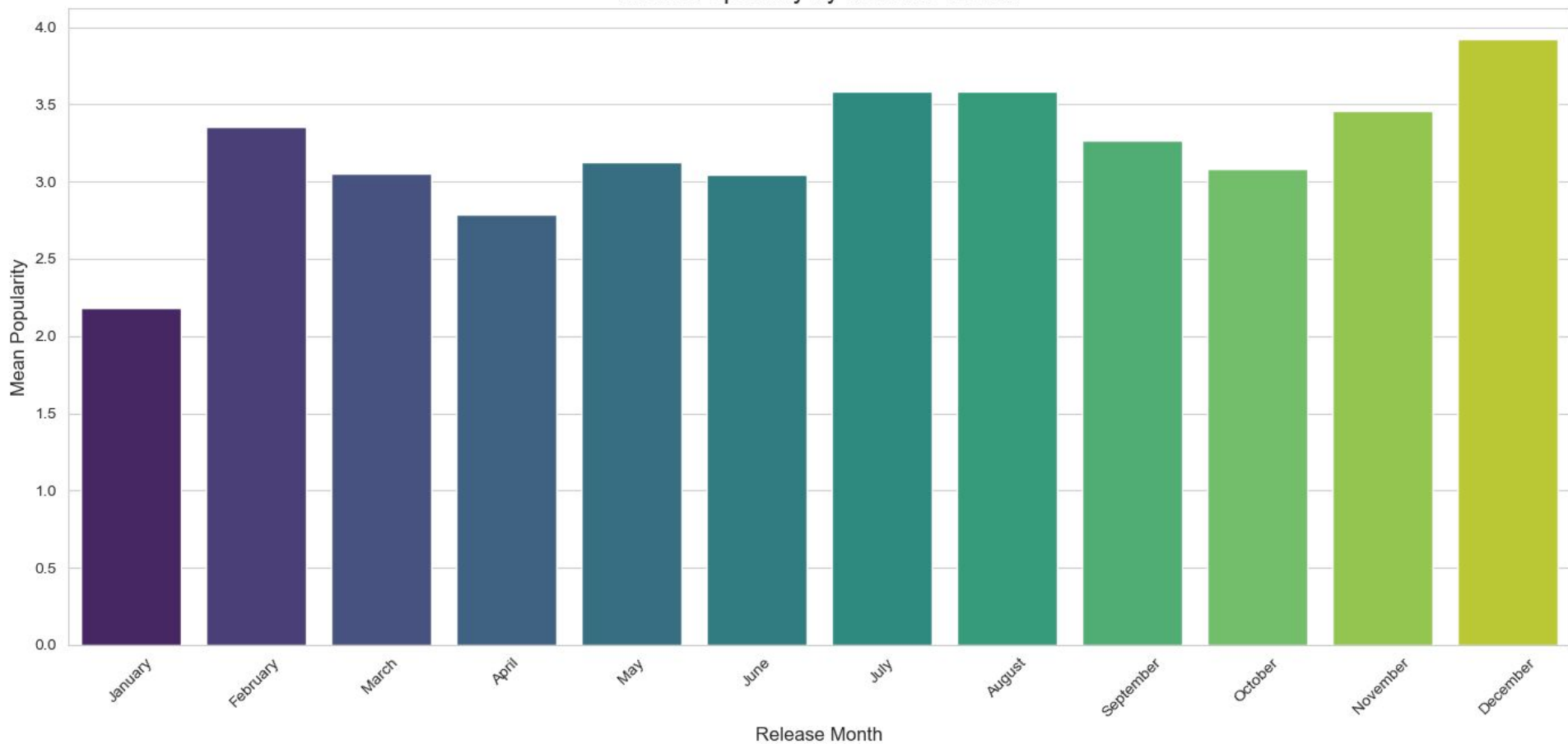
Why it was analysed

- Understand whether timings may attract a larger audience.

Why this is useful

- Identify key periods when audiences may be more open to consuming content.

Mean Popularity by Release Month





Popularity and Net Worldwide Revenue

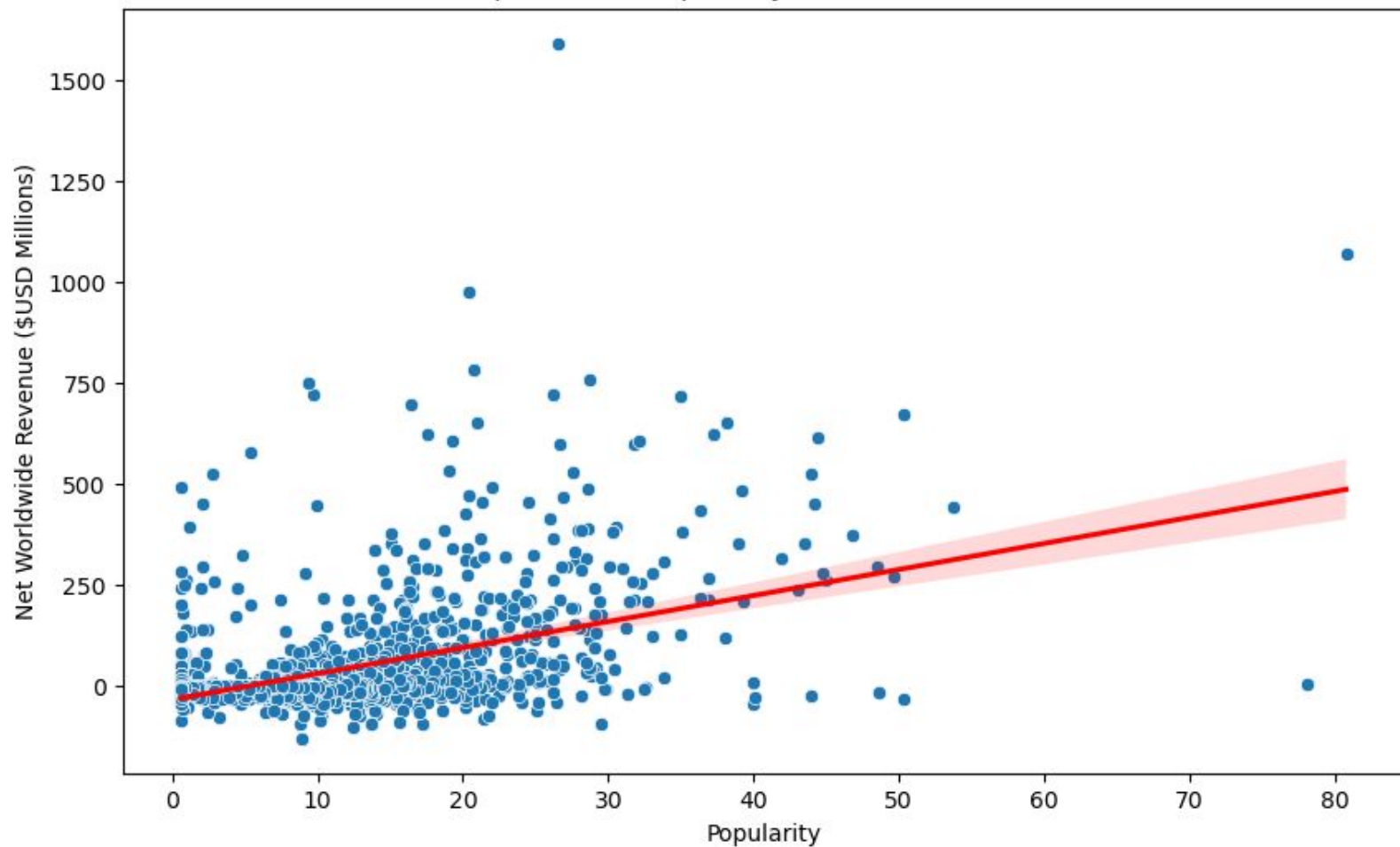
Why it was analysed

- Identify correlation between popularity and net worldwide revenue.

Why this is useful

- Understanding factors that contribute to a movie's popularity might impact on its financial outcomes.

Relationship between Popularity and Net Worldwide Revenue





Key Takeaways

- Higher production budget is positively correlated with higher net revenue globally
- Release movies towards the end of the year in July, August and December.
- Films that are more popular tend to generate higher net revenue worldwide.



Limitations to consider

- Difficulty in linking multiple datasets
- Net Worldwide Revenue primarily used
- Correlation vs causation
- Consistency and accuracy in data



Future Improvements

- Budget Segmentation
- Seasonality and Revenue
- Genre Analysis
- Director Analysis
- Competitor Analysis

Thank You!

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