



# Microsoft ft. Film Industry

A new perspective at cinematic storytelling

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# Intro!

Welcome to Microsoft's Venture into  
Cinema: Unveiling Innovation in Film  
Production...



"Movies touch our hearts and awaken  
our vision, and change the way we see  
things "



—Martin Scorsese





# Background

Some of the main reasons for embarking on this project include:

- Merging Innovation
- Engaging emotive storytelling
- Reshaping technology
- Captivating Experiences
- Audience Engagement



# Business Understanding

- ✓ A vibrant sector for expansion is the film industry. Beyond tech-focused customers, Microsoft targets a wide range of demographics.
- ✓ Through highlighting creativity above and beyond tech superiority, Microsoft's film leap repositions the company.
- ✓ Microsoft-produced films are accepted by audiences based on important factors like viewing, demographics, and digital engagement.





# Data Understanding

- Research was conducted using a variety of sources, including the CSV files from Box Office Mojo, the SQLite database from IMDB, files from Rotten Tomatoes, and The MovieDB.
- Deep understanding: The aim went beyond simply gathering statistics, diving into aspects of movies such as box office numbers, ratings, and basics.
- Areas of emphasis: The focus was on knowing the structure, descriptive statistics, and specific rows and columns of movie datasets.

# Data Analysis

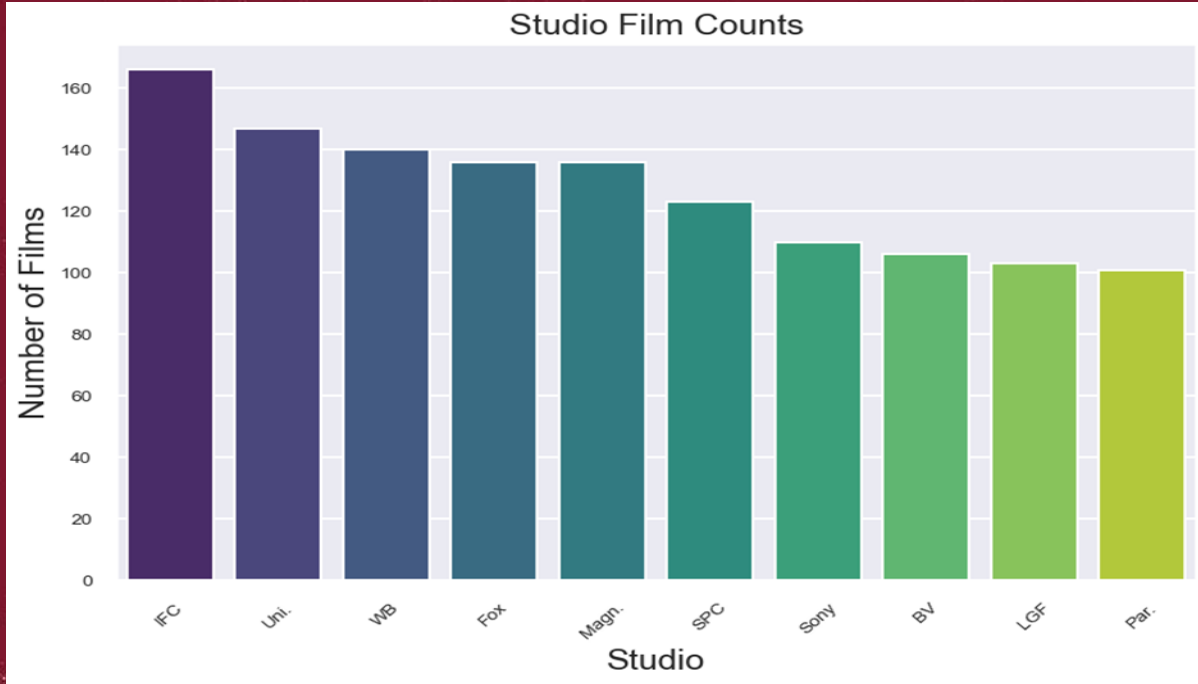
- ❑ The film industry is complex: analysing its data requires a large amount of time and money in order to achieve precision and reliability in outcomes.
- ❑ Mission of clarity and accuracy: A vigilant effort was made to detect abnormalities, outliers, and missing components, maintaining data integrity.
- ❑ Data refining journey: Processes included dealing with duplicates, null values, and inconsistencies, resulting in a clean dataset suitable for analysis.



An image is worth a thousand words

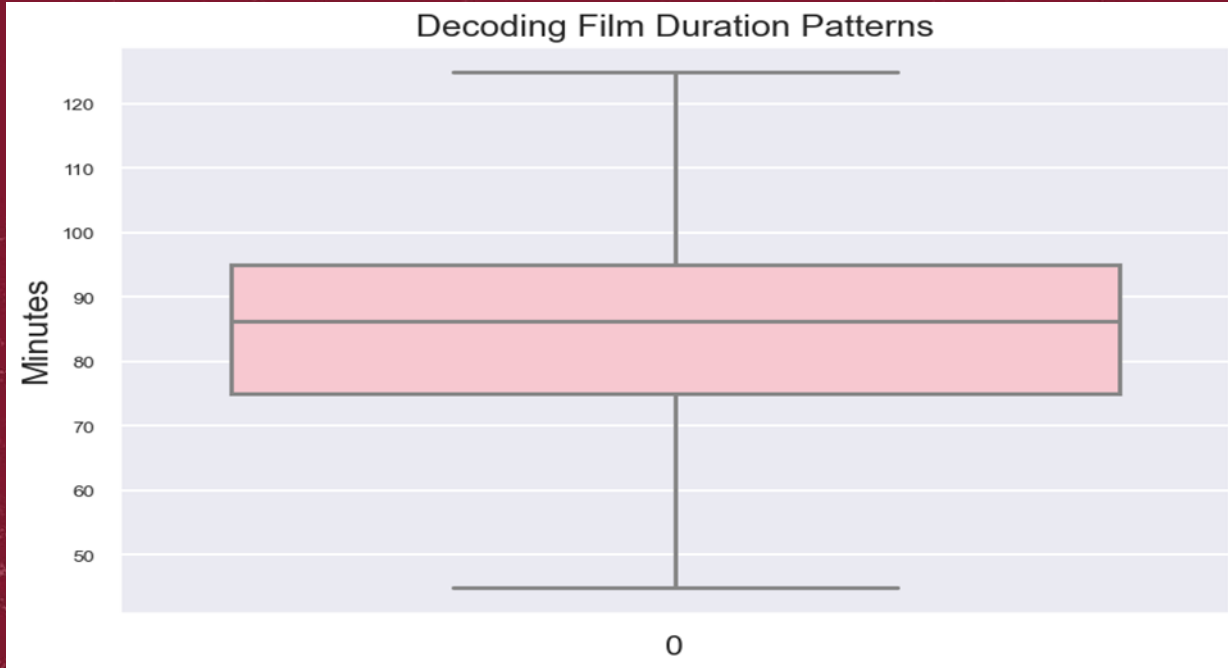


# Data Visualization





# Data Visualization



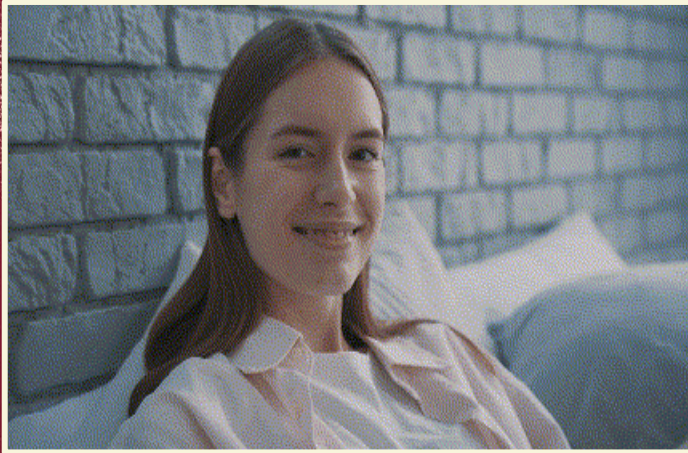
# Conclusion



- The findings favour films with an average length of 85 minutes.
- Discovery identifies IFC Studio as the leading film maker.
- The trend suggests rising film popularity over time, which can be linked to the influence of evolving technology.



# Recommendation



- Optimal Runtime Strategy: Based on audience preferences and trends, an average runtime of 85 minutes for films is advised.
- Adoption of a Distribution Model: Recommend entering the film industry through a cost-effective distribution model similar to IFC, Warner Bros., or Fox.

Cut!! That's  
a Wrap!!





# Thank You!!!

**Director:**

Thiga Margaret Wanjiru



**Company:**

Microsoft



# Goodbye!

Thanks for viewing...

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