

MICROSOFT VENTURES INTO THE WORLD OF FILM INDUSTRY.

This project research is done on behalf of Microsoft Company as it embarks on the journey of creating a new movie studio and penetrating the world of film industry.

Background:

Microsoft's entry into the film industry is more than just a thought; it is a deliberate extension into an area where digital innovation, storytelling, and audience involvement all come together harmoniously. Microsoft intends to utilize its experience in the art of cinematic storytelling, which has a history of transforming technology and shaping how people connect and engage. Microsoft offers a wealth of technology expertise, data analytics, and an in-depth understanding of consumer behaviour to a field that has traditionally been driven by creativity, trends, and audience preferences. Microsoft's goal is to deliver an immersive, personalized, and powerful experience for audiences all around the world.

Business Understanding:

The film business is a dynamic and ever-changing market with several chances for growth and innovation. Microsoft's entry into this space is intended to reach a different audience section and culture, than its conventional technology-focused client base. It is an opportunity to rebrand the corporation as a forward-thinking entity that excels at creative storytelling and entertainment, rather than just a tech giant. Metrics relating to audience engagement, including as viewership figures, demographics, domestic gross, runtime minutes and participation on digital platforms, can provide insight into the reach and acceptance of Microsoft-produced films among various audience categories.

Data Mining and Understanding:

To ensure successful results are yielded from this project, an investigation and discovery adventure was conducted in order to understand the huge world of movie data. Extensive research was put into a variety of sources, including the Box Office Mojo's CSV file, IMDB SQLite database, Rotten Tomatoes movie information TSV file, Rotten Tomatoes reviews TSV file, The MovieDB CSV file and others, carefully finding hidden jewels inside each dataset. The mission was more than just data collection; it was an adventure to understand the

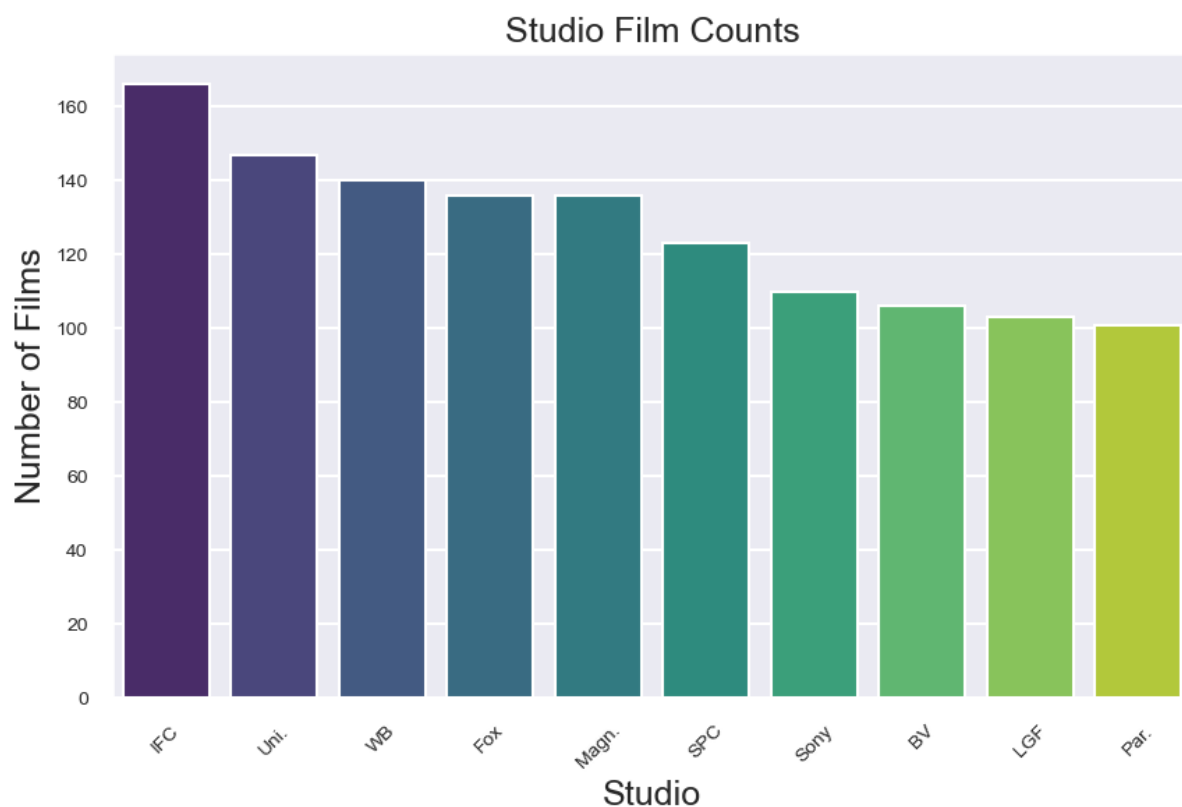
complexities of movie fundamentals, ratings, box office figures, and more. Sectors mostly emphasized on were the data's information, shape, description and a few rows and columns.

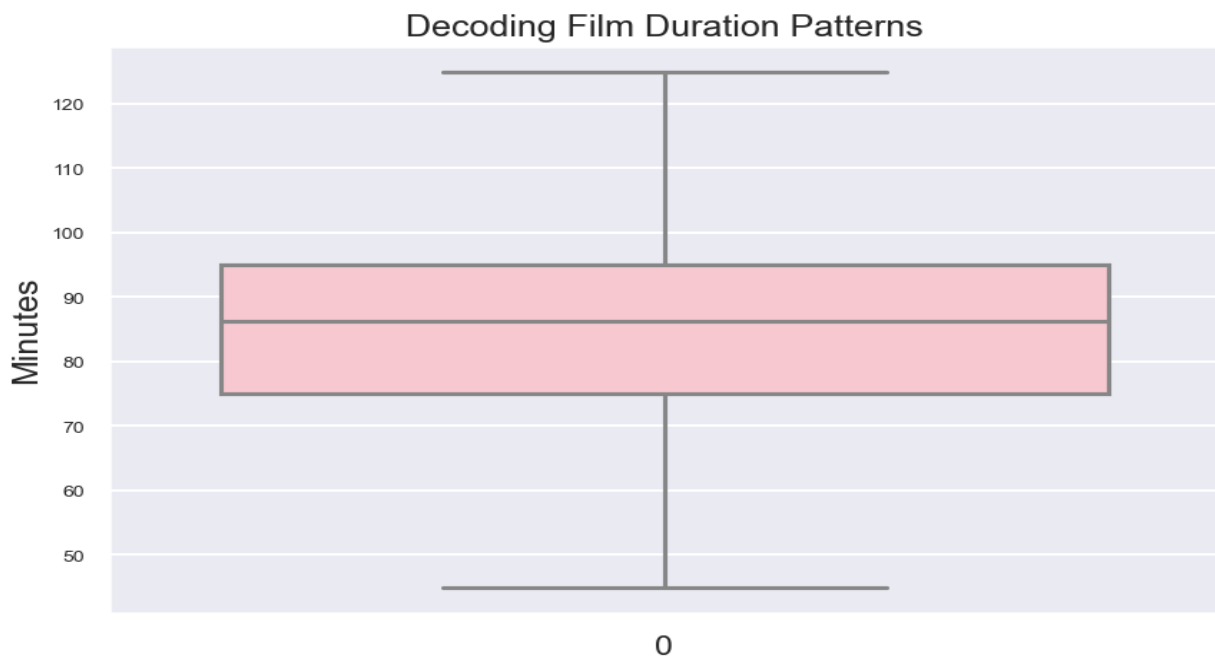
Data Cleaning and Exploration/ Analysis:

The film industry is broad and extensive and analysing data from it requires proper time and resources in order to come up with accurate results. The goal was to make sure that everything was clear and accurate. This involved finding anomalies, outliers, discrepancies, and missing puzzle pieces while carefully preserving the integrity of the data. Processes such as removing duplicates, null values and correcting inconsistencies that would have clouded understanding on the data were undertaken. Despite some difficulties along the way, a comprehensive dataset that was ready for investigation and analysis was curated by being persistent and committed to the task at hand.

Data Visualization:

In the data visualization process, the investigations went beyond facts and statistics. Each precisely produced graph became a window into the dataset's complicated relationships and patterns. Histograms, box plots, graphs and scatter plots were utilised in this sector. These visual representations were more than just pictures; they were portals to learning and demonstrations to the complexities of the film industry's landscape.





Conclusions:

Throughout this whole project, great discoveries about the world of film and the movie industry were uncovered. Some of the conclusions made were; Production of films through the IFC Studio garnered the highest number, Films with a runtime of an average of eighty-five minutes are highly recommended and as the time passes, films gain more popularity with the people. This is mostly accredited to the advancements and the ever-changing world of technology that we live in.

Recommendations:

From the findings made, I would propose that Microsoft joins the film industry through a distribution model such as IFC, Warner Bros and Fox because more top movies may be made at a lesser cost than making an original picture, which is what major film studios do. I would also propose that when making a film, it should pick a runtime of an average of eighty-five minutes in order to get more views and thus better ratings.