

# MICROSOFT MOVIE STUDIO PROPOSAL

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## UNDERSTANDING THE PROBLEM

All the big companies are creating original video content microsoft wants to get in on the fun.

Microsoft is creating a new movie studio, but don't know anything about creating movies.

## **OBJECTIVE.**

- Explore what types of films are currently doing the best at the box office
- Translate these findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

# PROJECT ANALYSIS OBJECTIVES .

Project objectives:

- Understand other movie studios and their production
- Advise strategies for Microsoft movie studio production

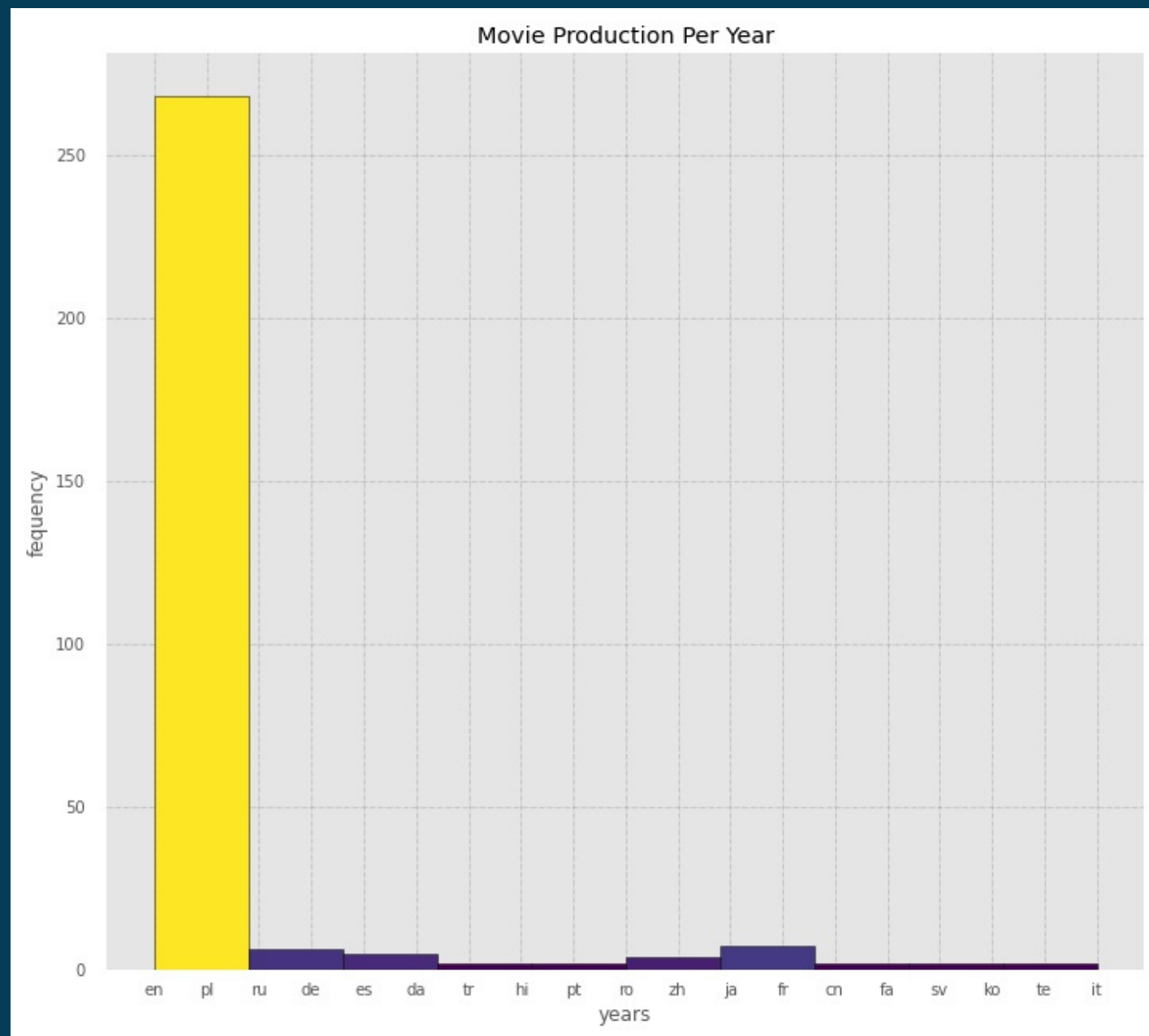
The various datasets used:

- **tmdb.movies.csv**
- rt.movie\_info.tsv
- tn.movie\_budgets.csv
- imdb\_top\_1000.csv

# Understanding the market

# **1. Language as a factor of communication in making films.**

# Frequency of Languages used in Movies or Films.

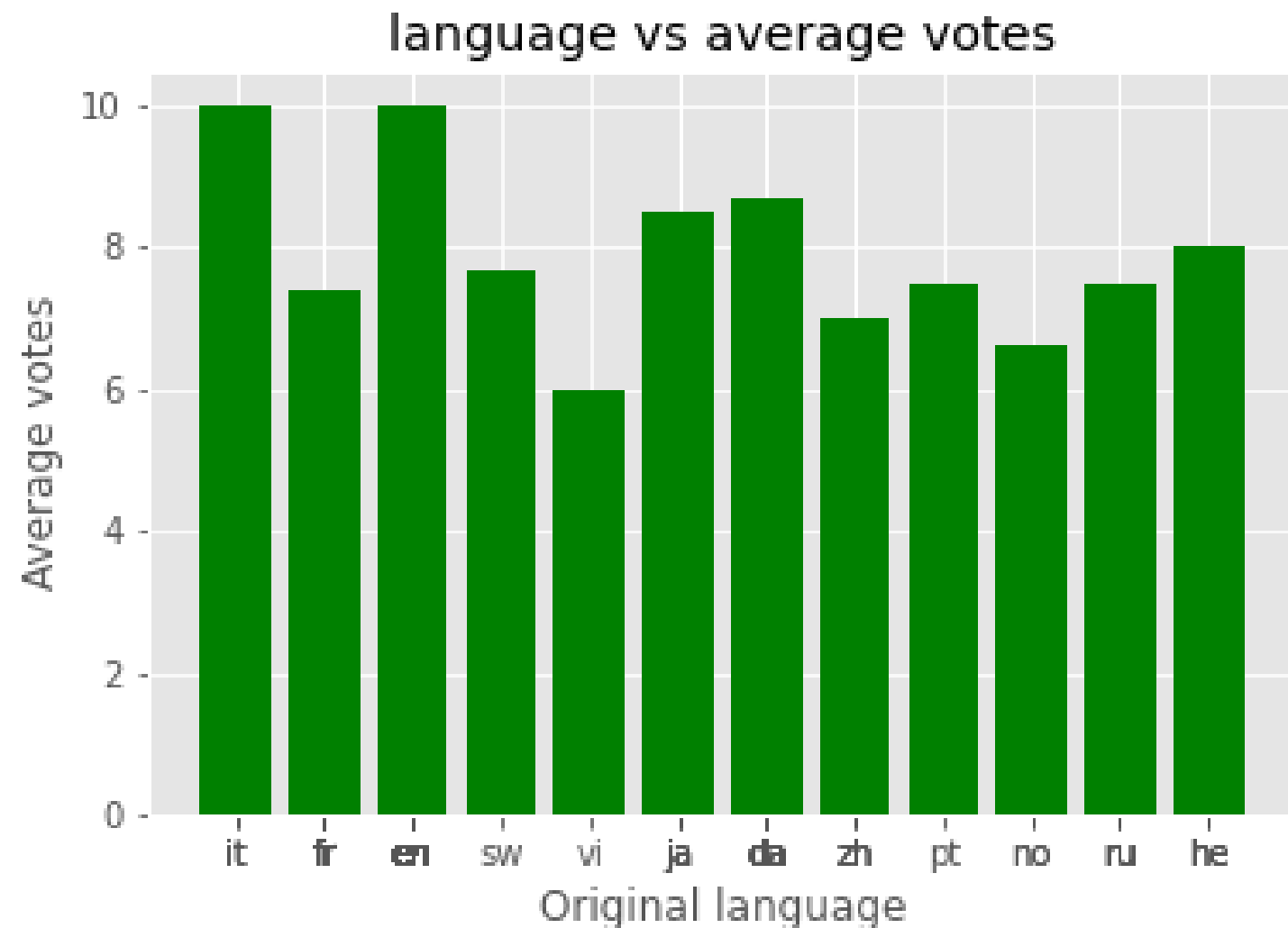


Language is usually at the core of every film as this is the major factor that people use to decide whether to view the content or not.

This graph shows the frequency to which studios use the different languages as the original language.

From this graph we can see that English is the go to language to use when making films.

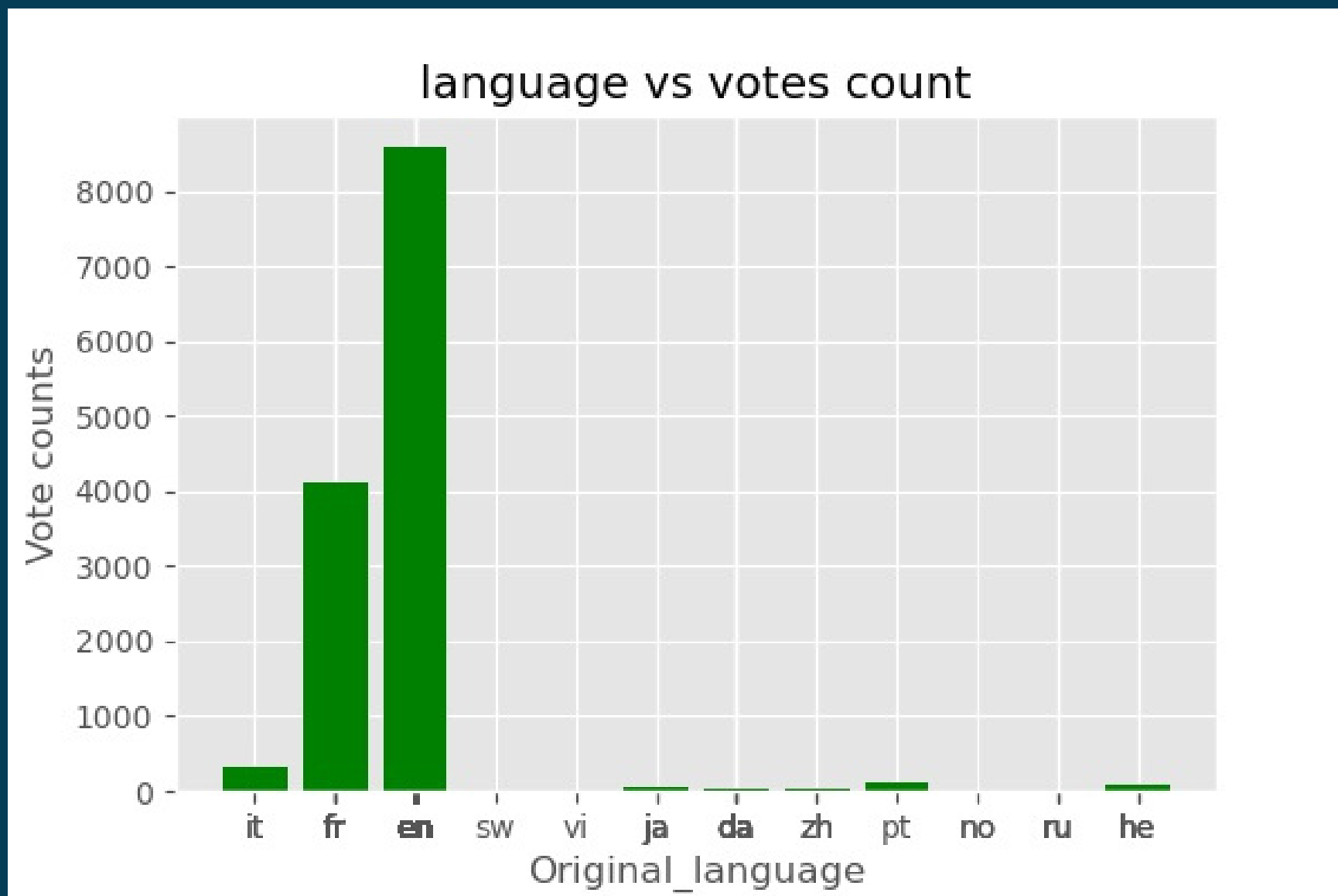
# The relationship between language and average votes.



- The data used in this graph comes from [tmdb.movies.csv](#).
- From this data we can see that films made in English and Italian have the highest average vote counts compared to other languages making language one of the most important factors in the film industry.



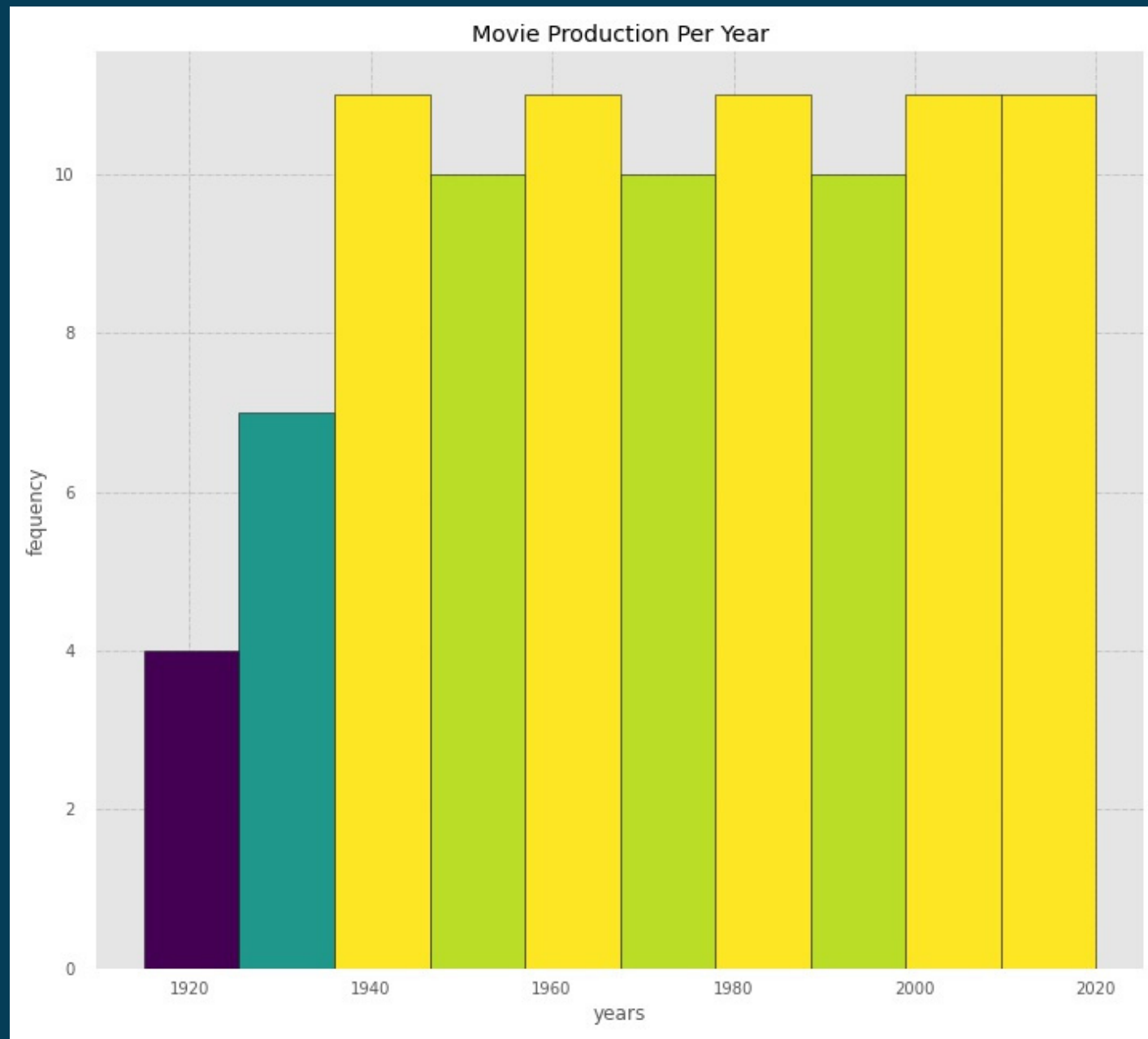
# The relationship between language and vote count.



- The data used in this graph comes from **tmdb.movies.csv**.
- Using the vote count data, we can see that the English language outshines any other language when it comes to the population of viewership.

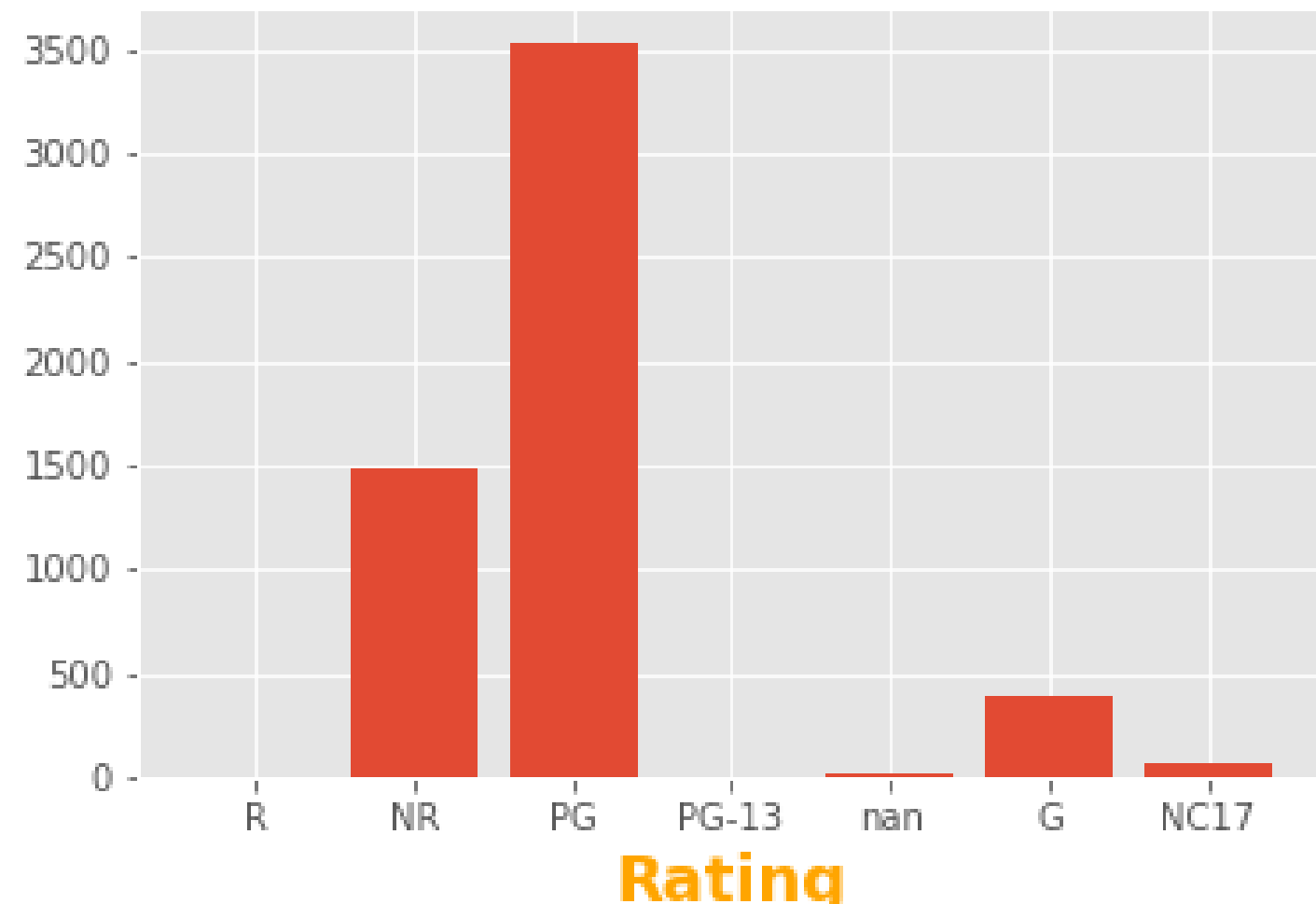
# Movie Production in the different years.

# Movie Production Per Year



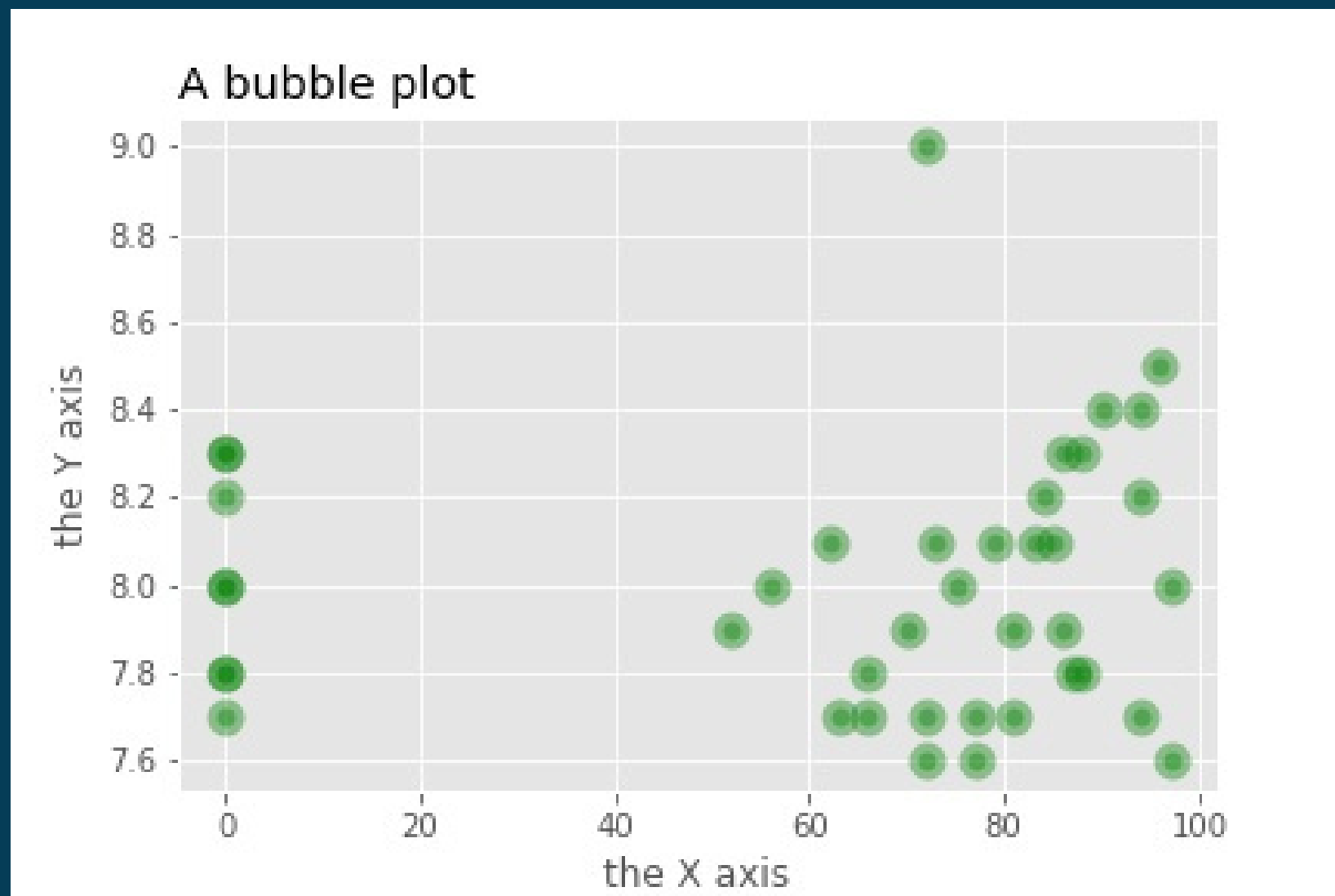
- From 2000 to 2022 movie production has maintained a steady high in terms of movie production.
- This shows the growth of the industry and also the increase in the number of viewers.

# Frequency of the ratings used



- **Movies rated PG refer the movies which are appropriate for children for persons above the age of 12 and parental guidance for children below 12 years of age.**
- **Movies rated pg have the largest portion of ratings among viewers.**

# Analysis of the relationship between Rating and Meta score.

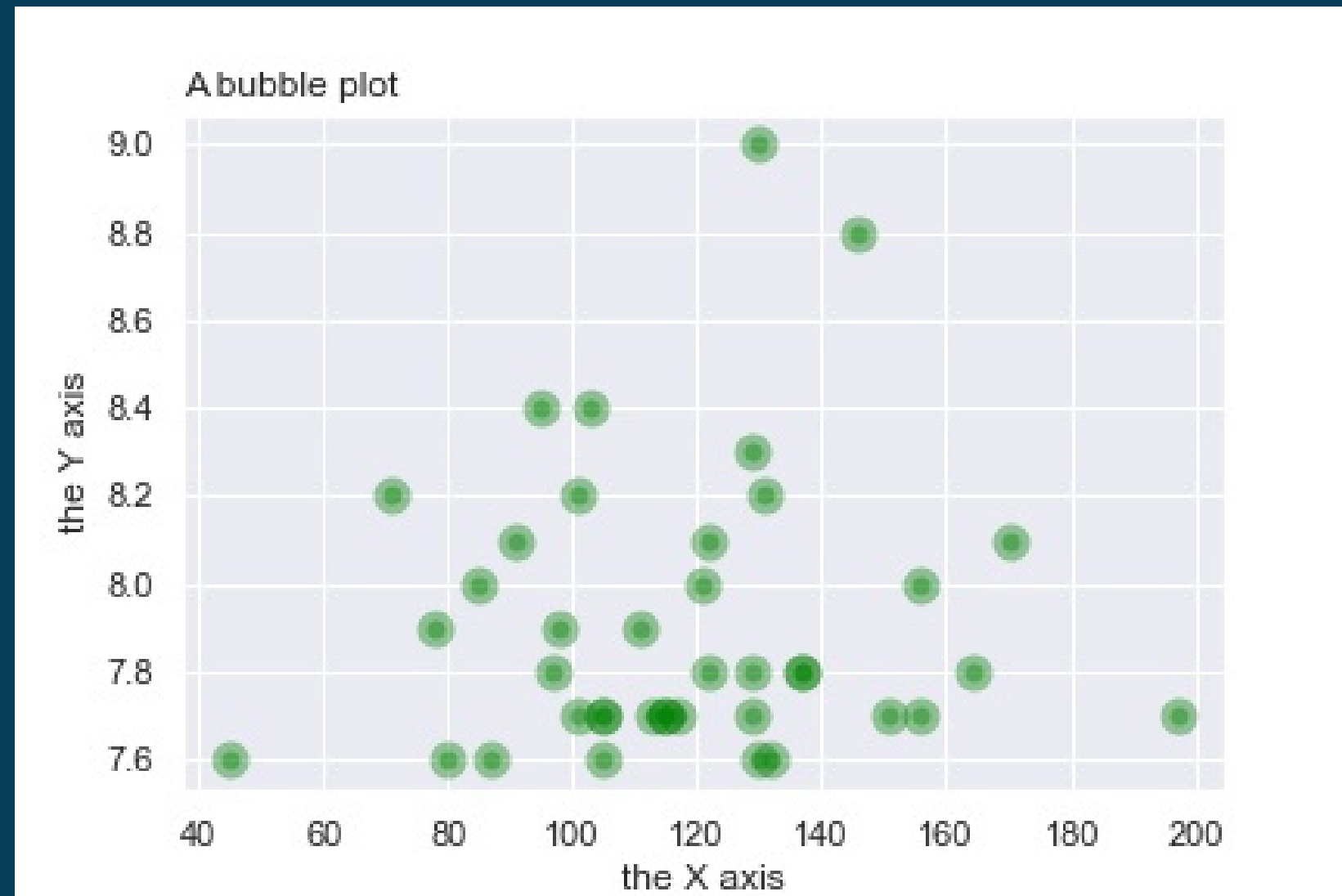


**x axis = meta score**

**y axis = rating**

**Only movies with a meta score of 50 to 100 have the highest meta scores.**

# Analysis of the relationship between Rating and Runtime.



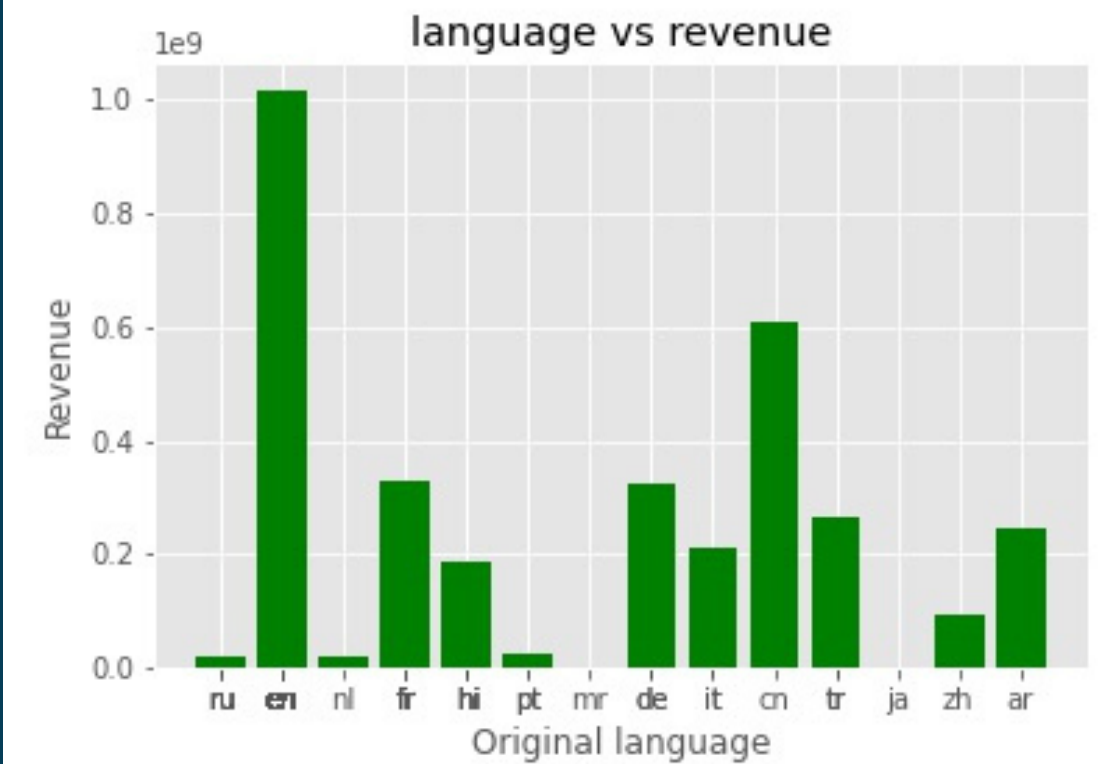
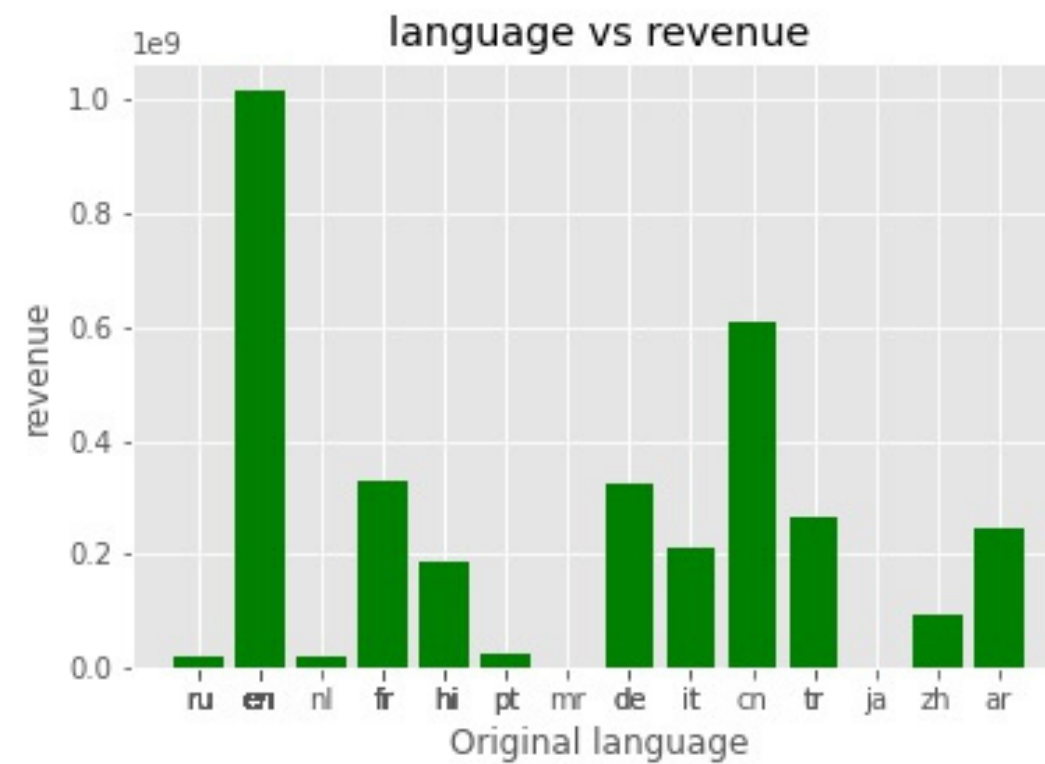
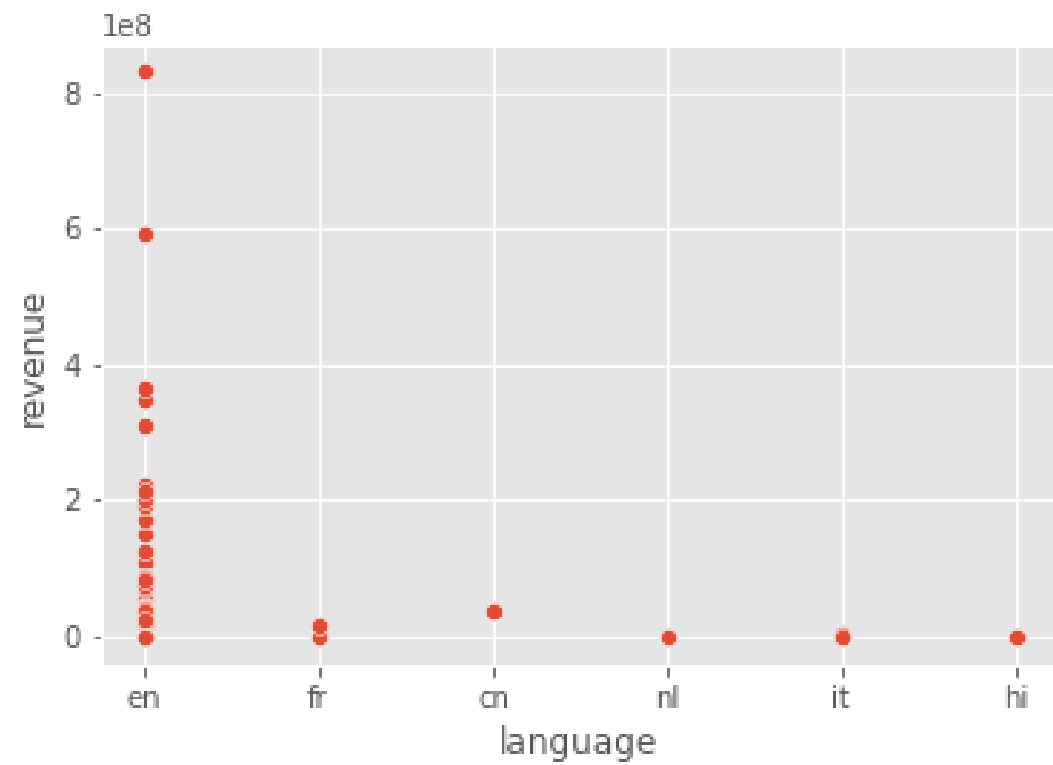
x = runtime

y = rating

Only movies with a runtime of 50 to 145 get the highest rating.

# **Analysis of Revenue against language.**

# Movies in English generate the bulk of all revenue collected.





# Recommendations

- In the production of movies, English should be considered or prioritized.
- Movies in the PG category should be the bulk of the movies produced.
- As from 2000 to today movie production has been an all time high, hence recommend that the same should be applied to be at par with other studios
- Movies should be made for different markets both domestic and foreign.
- Garning more votes from viewers could increase popularity.
- The longest movie should be 145 minutes

# Conclusion

- **With the movie production increasing over the years this is a perfect time to join the fun.**

# Get in Touch

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