



🔍 movie studio

# MICROSOFT MOVIE INDUSTRY

A BUSINESS ANALYSIS BY JELIMO MARION

# BUSINESS OVERVIEW

## ■ Objectives / Goals

- To determine the most popular genres in the current market
- To determine the relationship between genre and popularity
- To determine the impact of release dates on the performance of a movie
- To identify competition in the market
- To provide insight on the type of film to create
- To provide recommendations and next steps for the business

## PROBLEM STATEMENT

- Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

# DATA UNDERSTANDING

There were 5 sources of data provided which were:

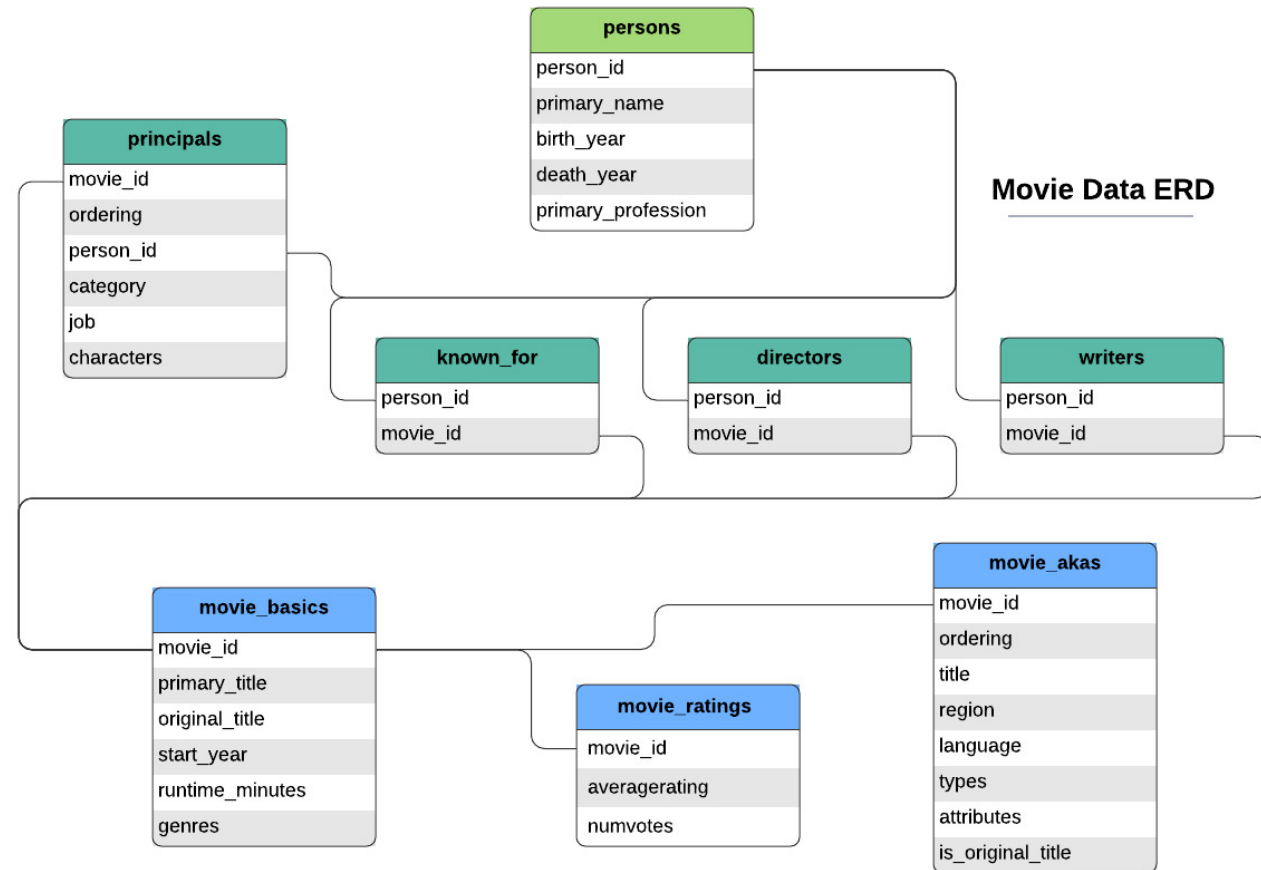
- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB
- The Numbers

The project utilises data from 3 sources:

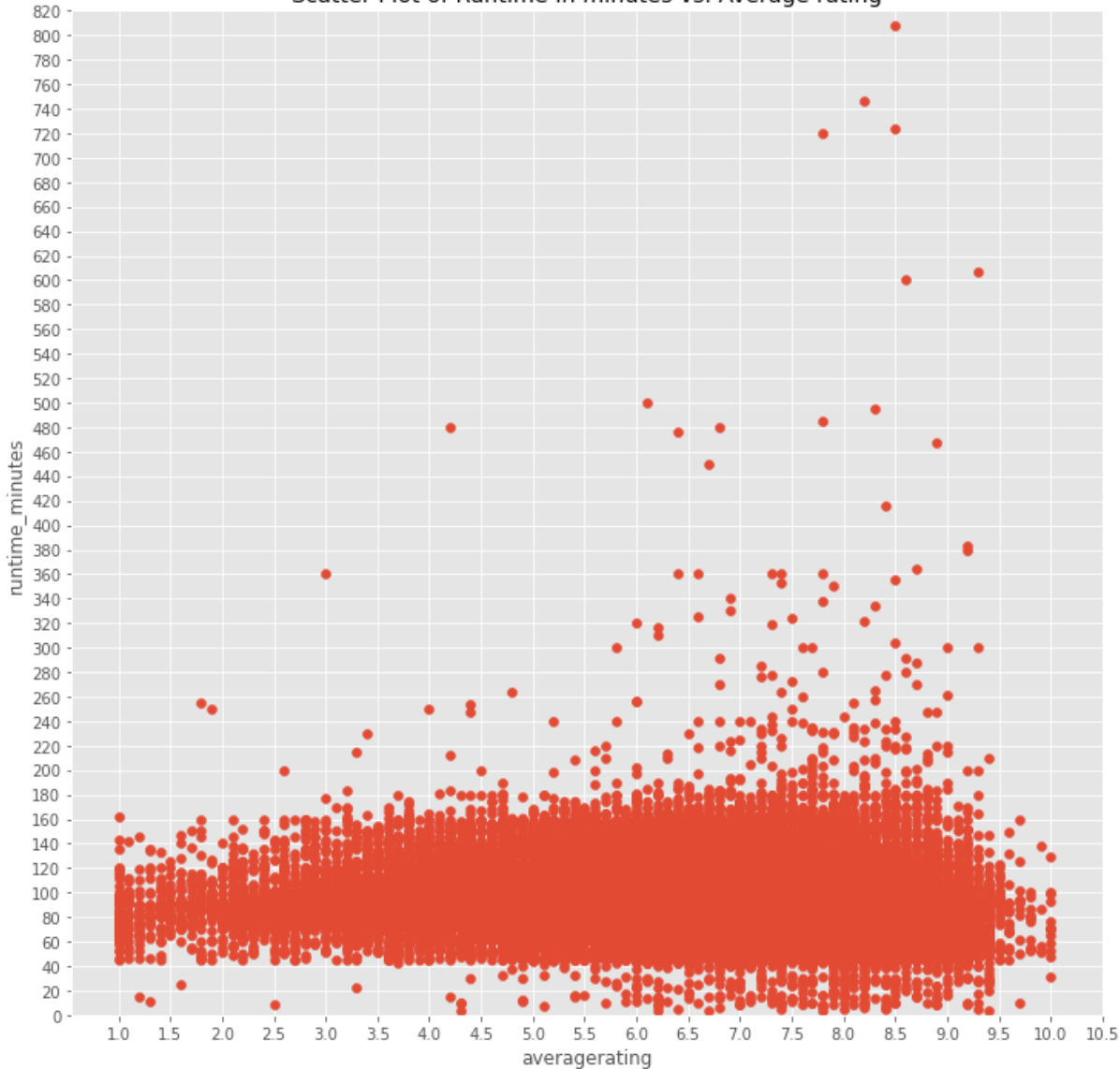
- IMDB database files; movie\_basics and movie\_ratingstable
- bom.movie\_gross.csv; a CSV file
- tmdb.movies.csv; a CSV file

# DATA ANALYSIS

- The analysis starts with connecting and opening im.db database to access the tables movie\_basics and movie rating.
- the columns of interest chosen were runtime\_minutes and genres. The reason for this selection:
  - To determine the popular genres in the current market
  - To determine the appropriate runtime for the movie.



Scatter Plot of Runtime in minutes vs. Average rating



## DATA ANALYSIS

From this:

Majority of the films have a runtime of between 40 to 200 minutes

Majority of the shorter films had higher rating

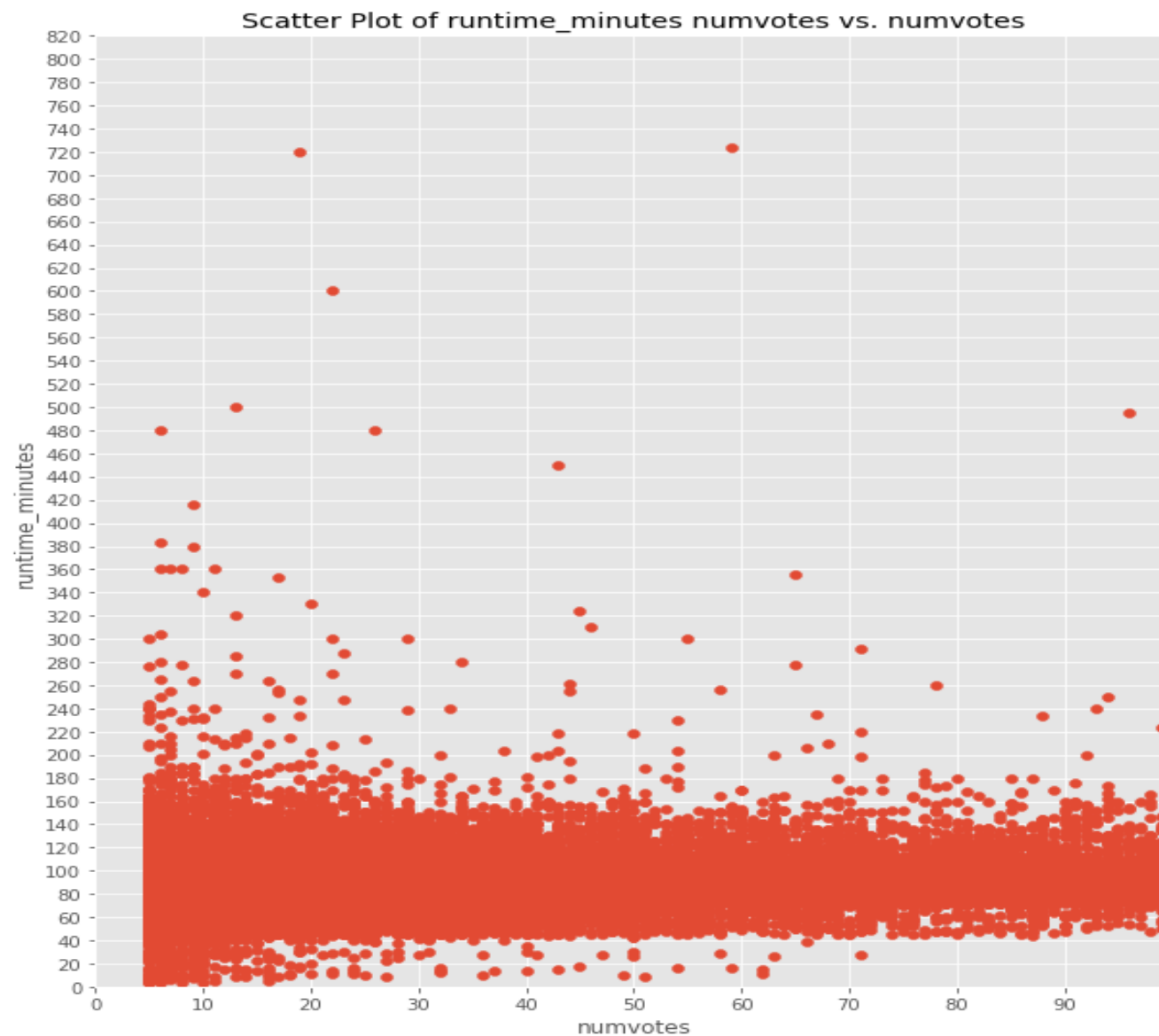
Majority of the longer films also had higher ratings

Does the data suggest that a shorter film has a higher chance of having a higher rating?

Does the data suggest that a longer film has a higher chance of having a higher rating? The analysis below will clarify

# DATA ANALYSIS

- The plot clarifies for us that despite the shows with less runtime\_minutes of 40 minutes and below, majority of them with a higher rating of 6.0 to 9.5, they typically have a really small audience of less than 100 votes.





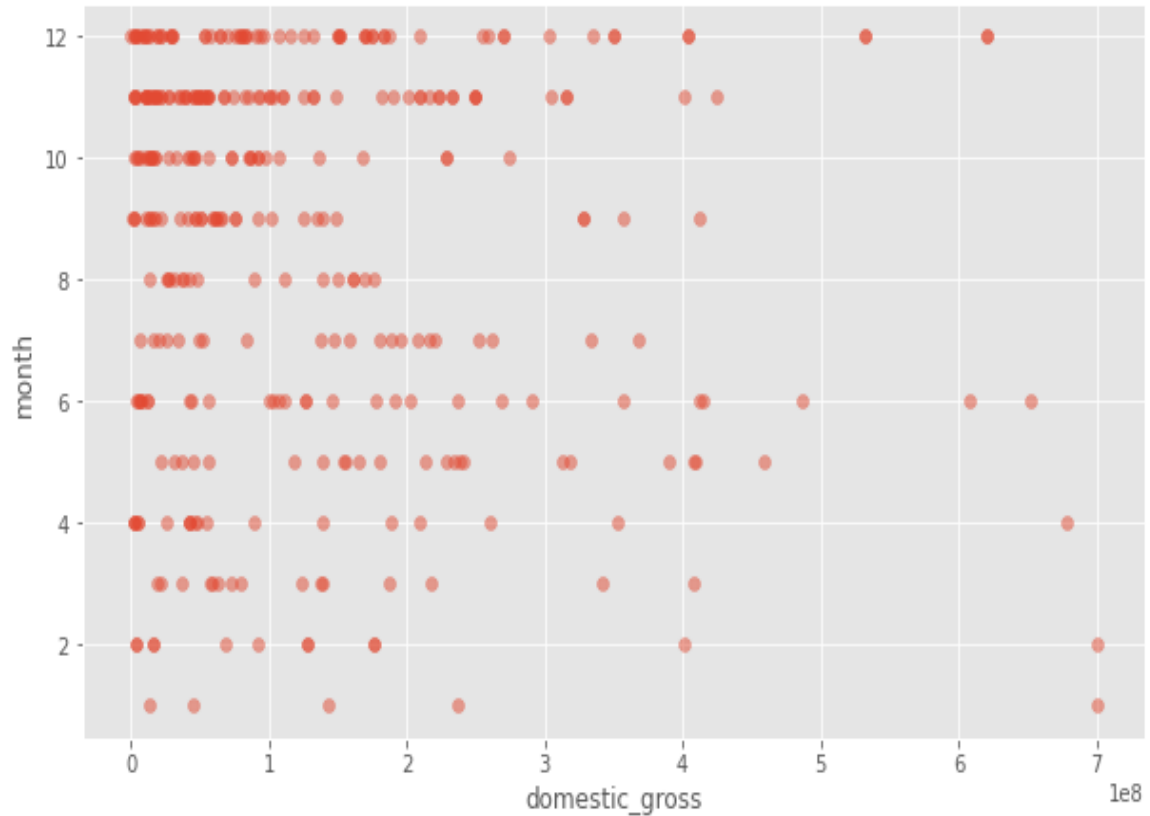
# DATA ANALYSIS

OUR OBJECTIVE HAS JUST GOTTEN CLEARER WHICH IS :

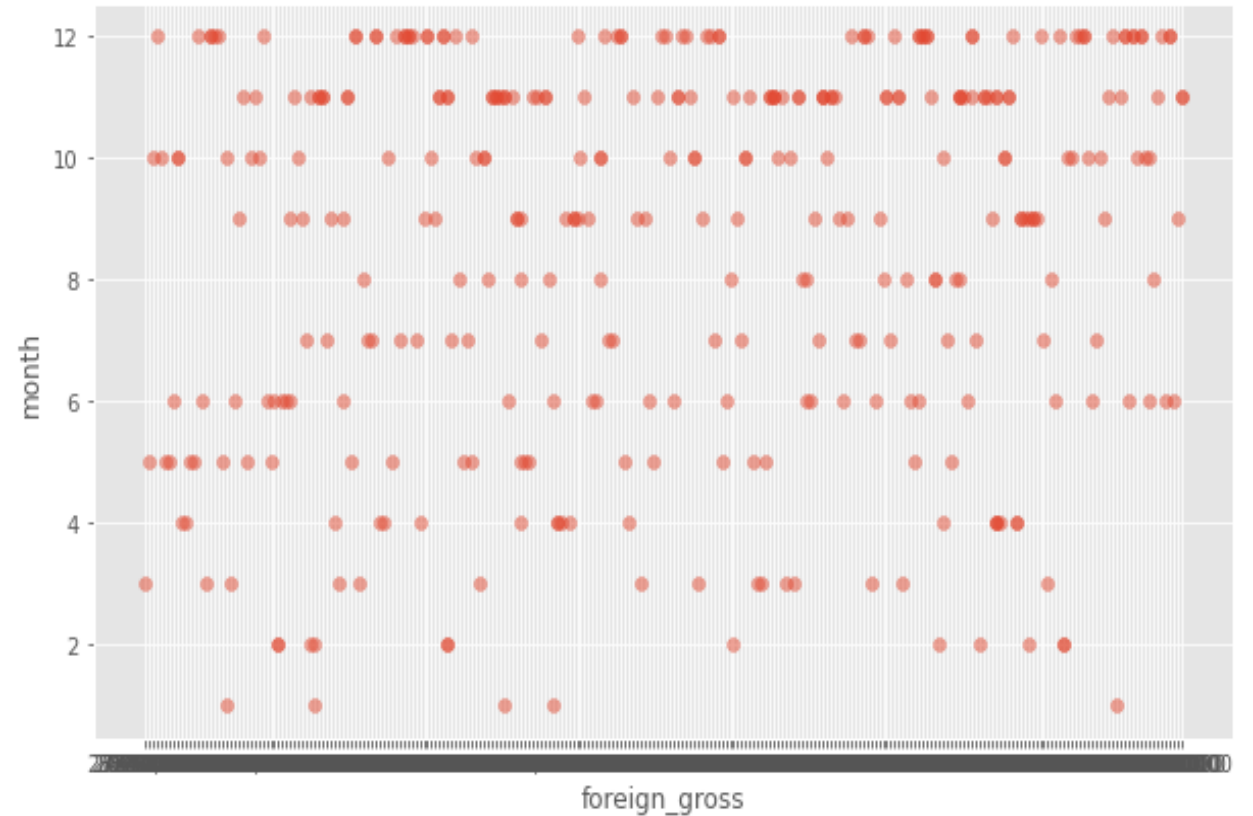
- To make a film that will attract a large audience and receive a high rating feedback.
- To give correct insight to Microsoft on the runtime the movie should have to reach a larger audience and have a higher rating.
- The runtime clearly has an effect on the size of the audience therefore we shall have to deal with data that has higher number of votes and higher ratingsd

# DATA ANALYSIS

Month vs. Domestic Gross



Month vs. Foreign Gross



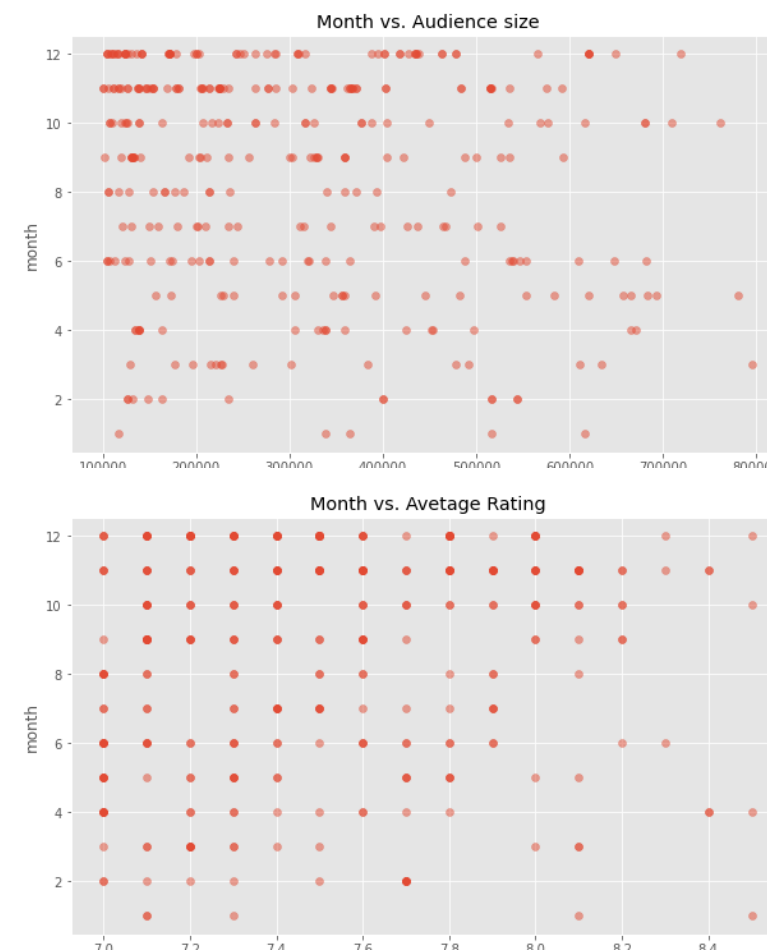


# DATA ANALYSIS

This plot showed that foreign\_gross was rather uniform throughout the year

This plot could not establish a clear relationship

most movies are released in Nov and Dec however, to smaller audiences as compares to May and June



## CONCLUSION

The suggested movie runtime to be between 80 to 160 minutes

- The suggested genres are Action, Drama, and Adventure

The suggested release month is either January and December, during the holidays





# THANK YOU

ANY QUESTIONS?

EMAIL: M