Microsoft®
Studios

Overview:

Understanding the dynamics of the film industry is crucial for studios and filmmakers to make informed decisions and achieve box office success. In this project, we delve into the world of cinema, leveraging data analysis and visualization techniques to answer key questions

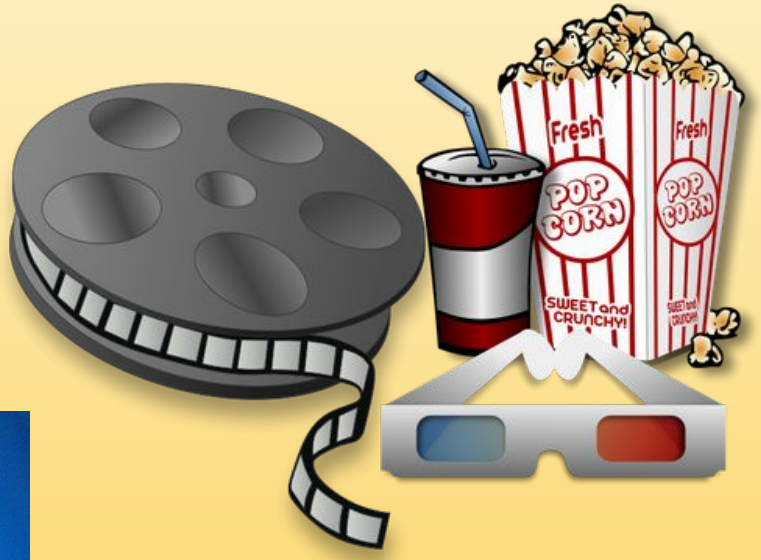
Business Understanding

Microsoft aims to enter the film industry and make a significant impact.

This project is dedicated to guiding Microsoft's entry and future planning.

Data Understanding.

The Data.



The data was collected from the following sources;

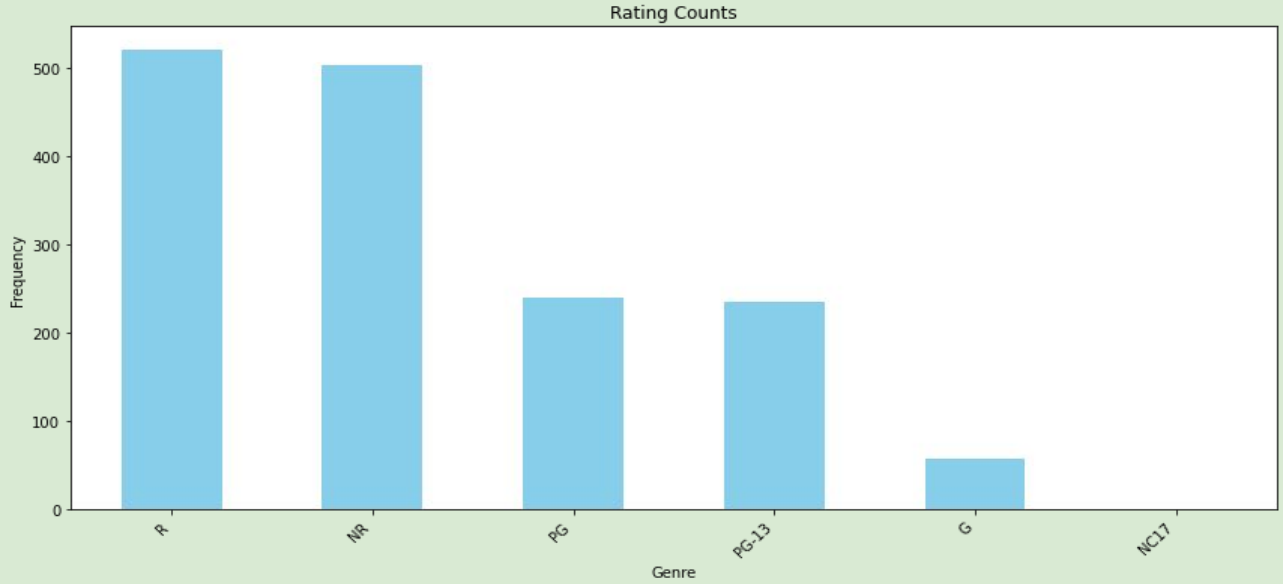
IMDb

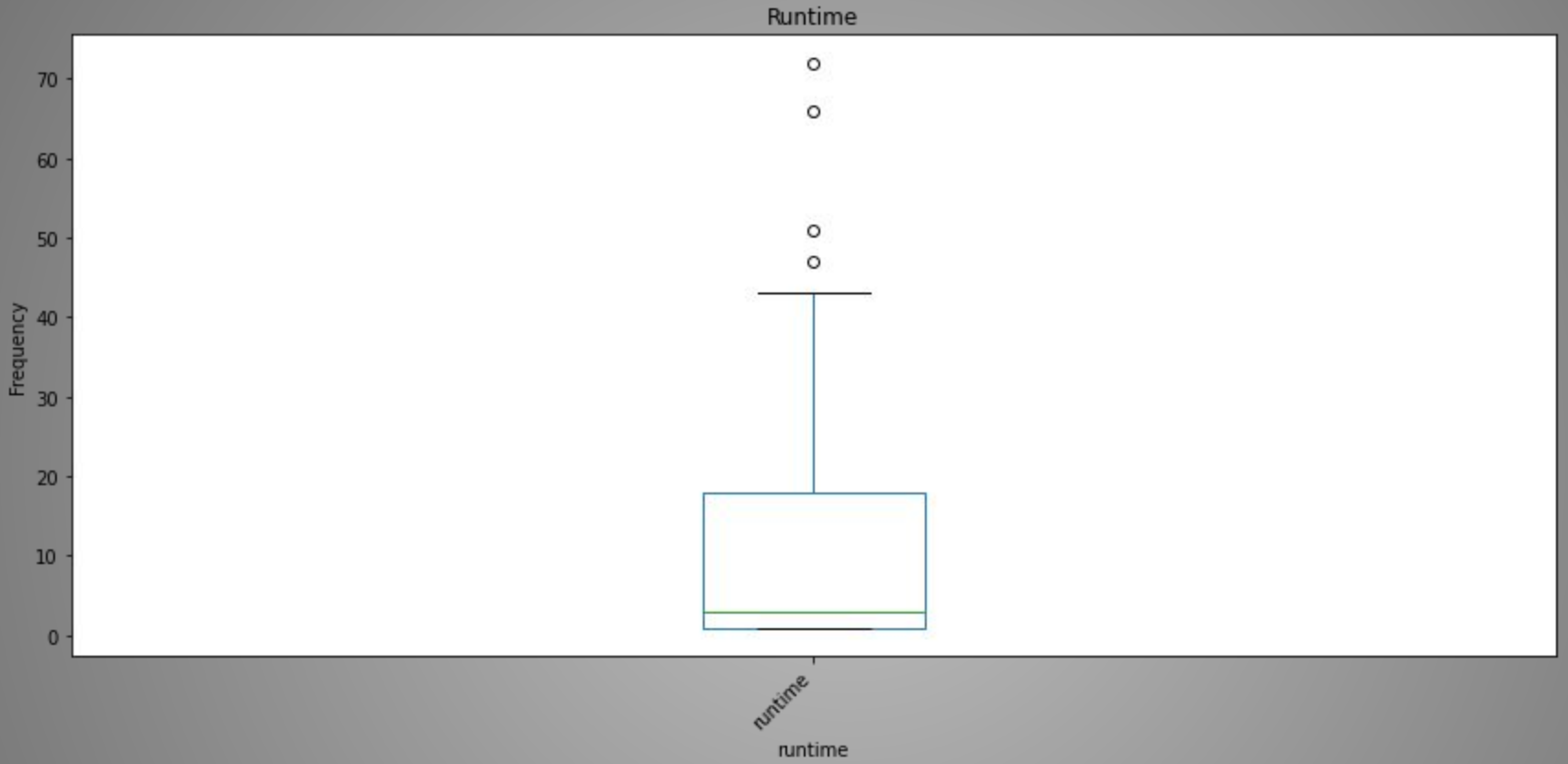
THE MOVIE DB

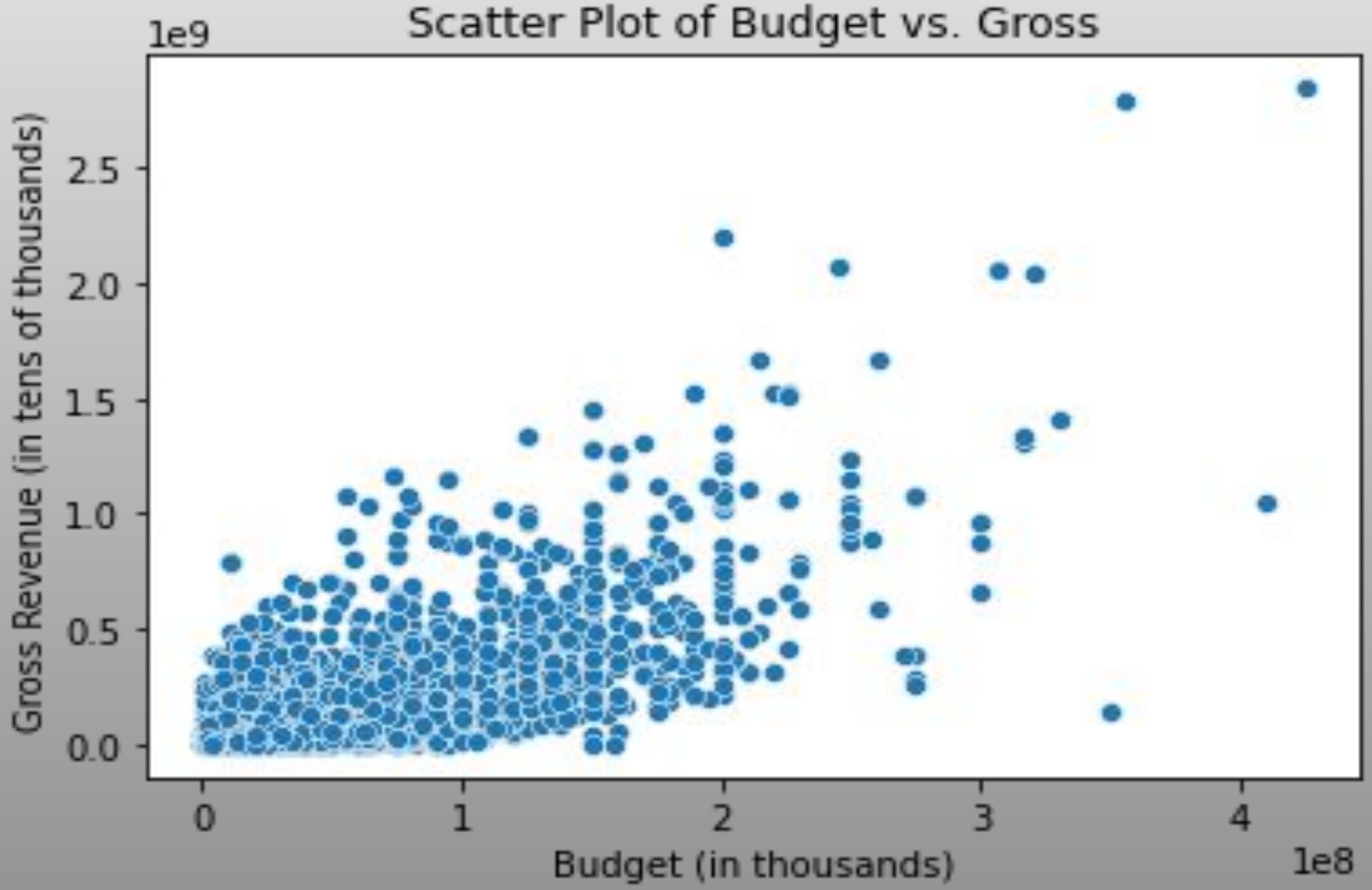
Data Analysis.

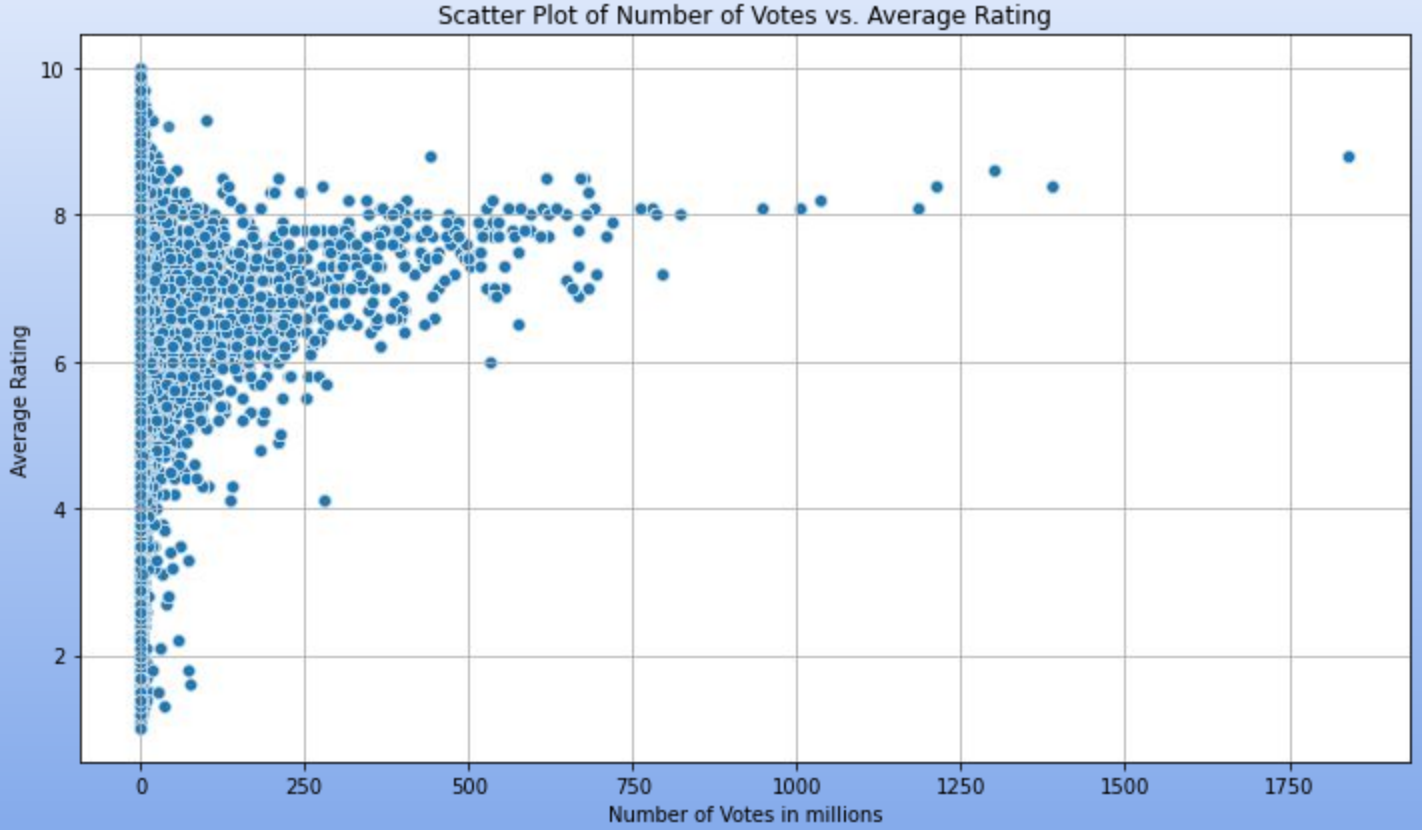
- Data manipulation
- Data Analysis

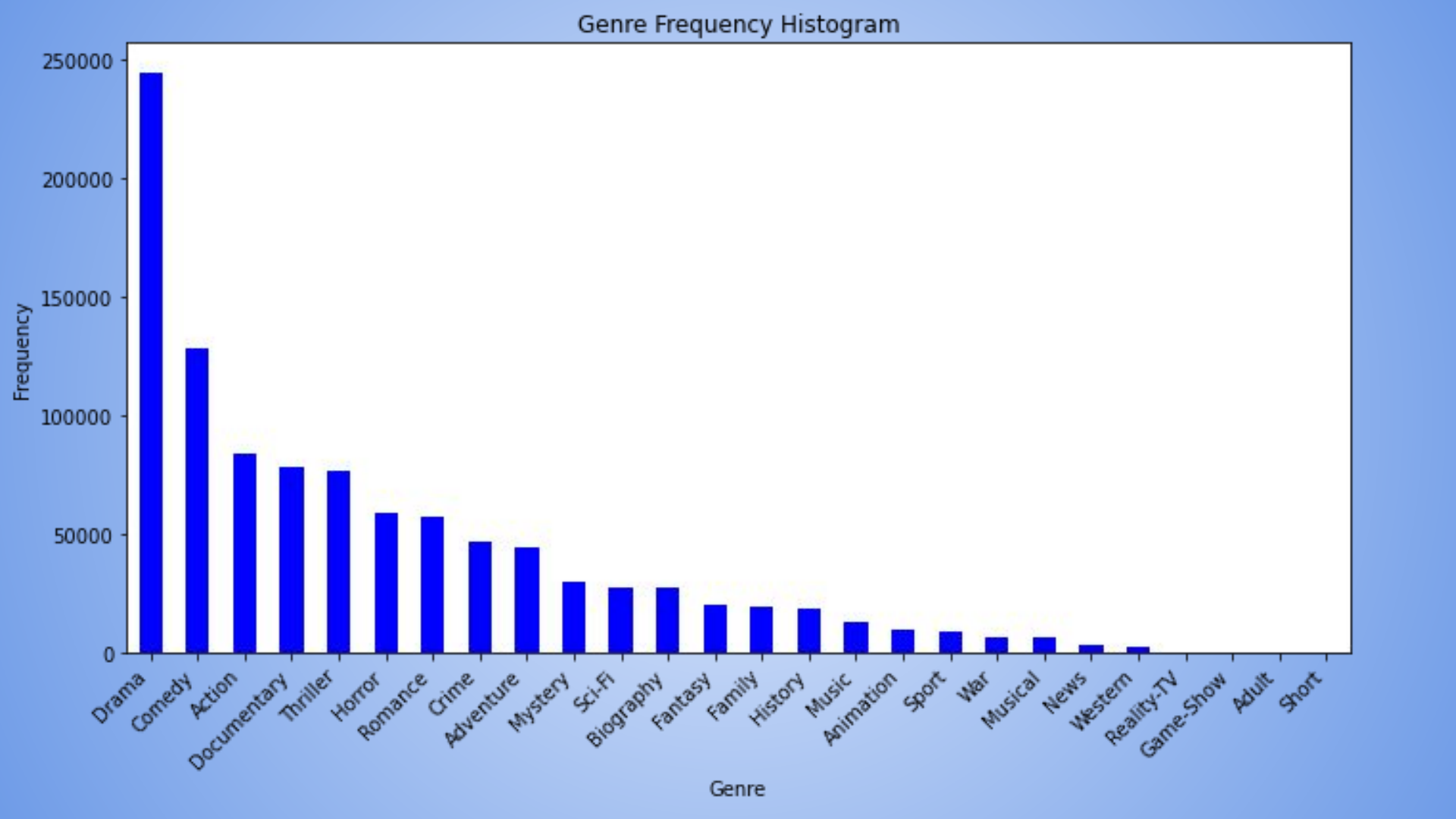
Findings;



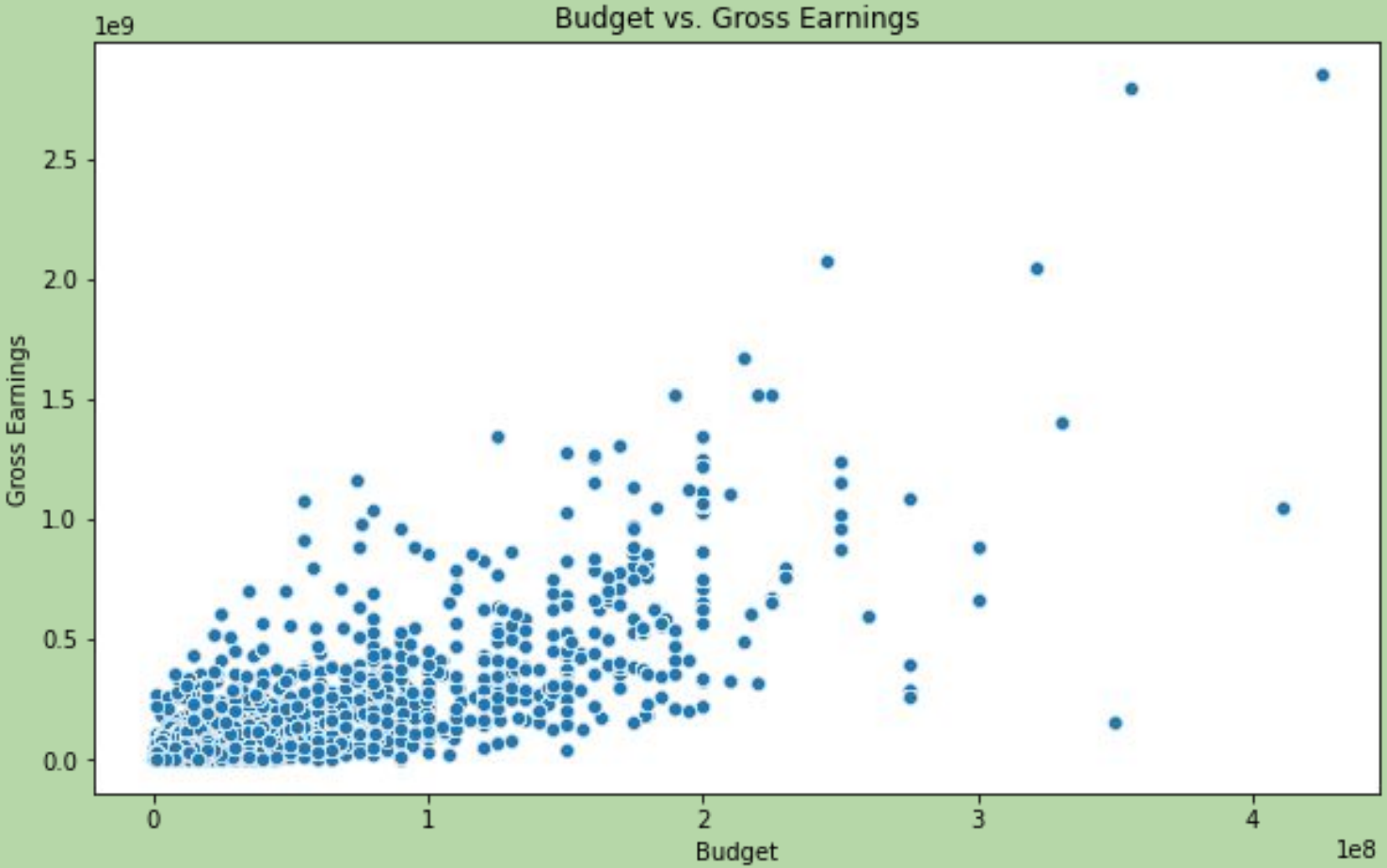

Runtime
Frequency
70
60
50
40
30
20
10
0
runtime
runtime

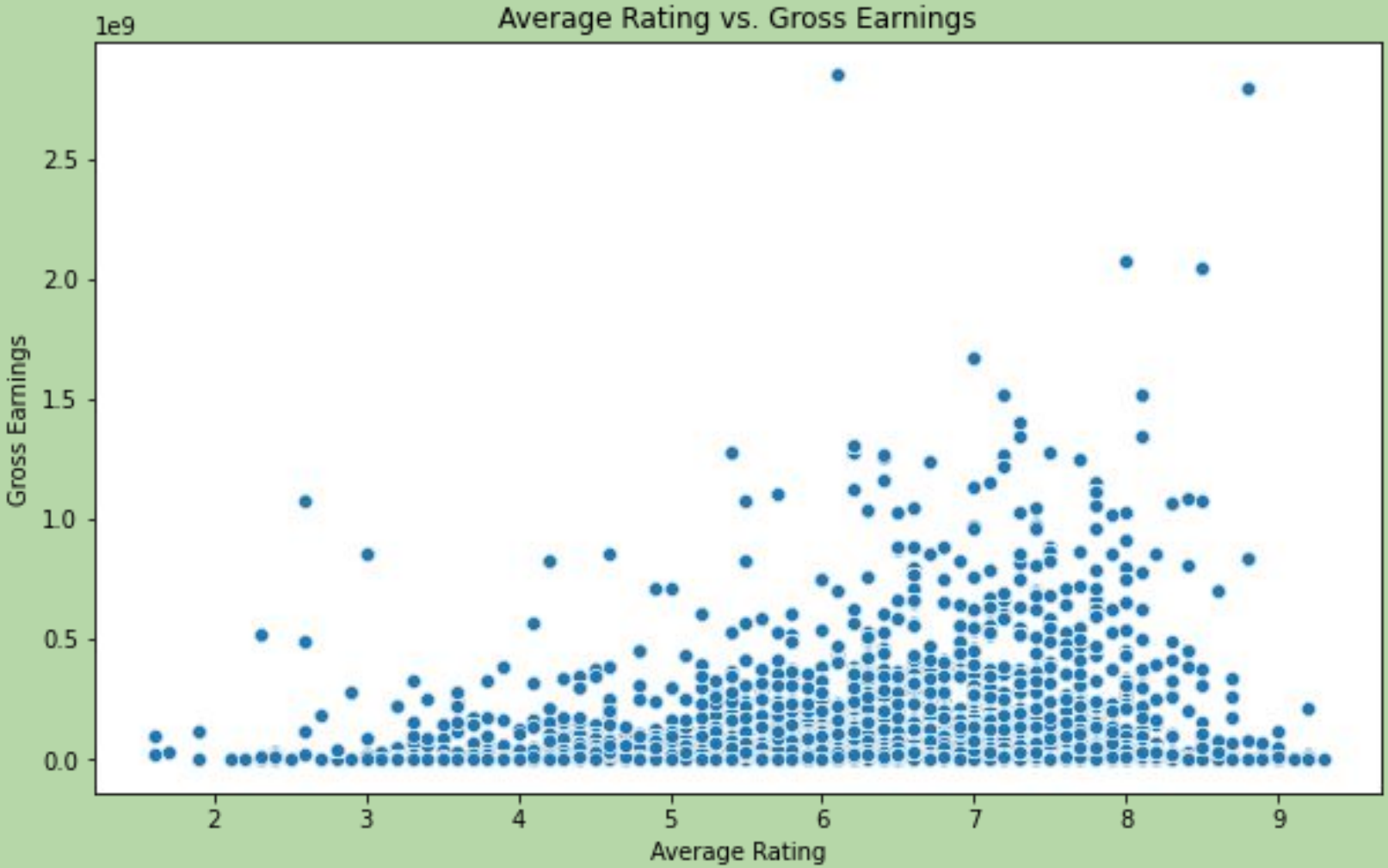

Scatter Plot of Budget vs. Gross
1e9
Gross Revenue (in tens of thousands)
2.5
2.0
1.5
1.0
0.5
0.0
0
1
2
3
4
1e8
Budget (in thousands)

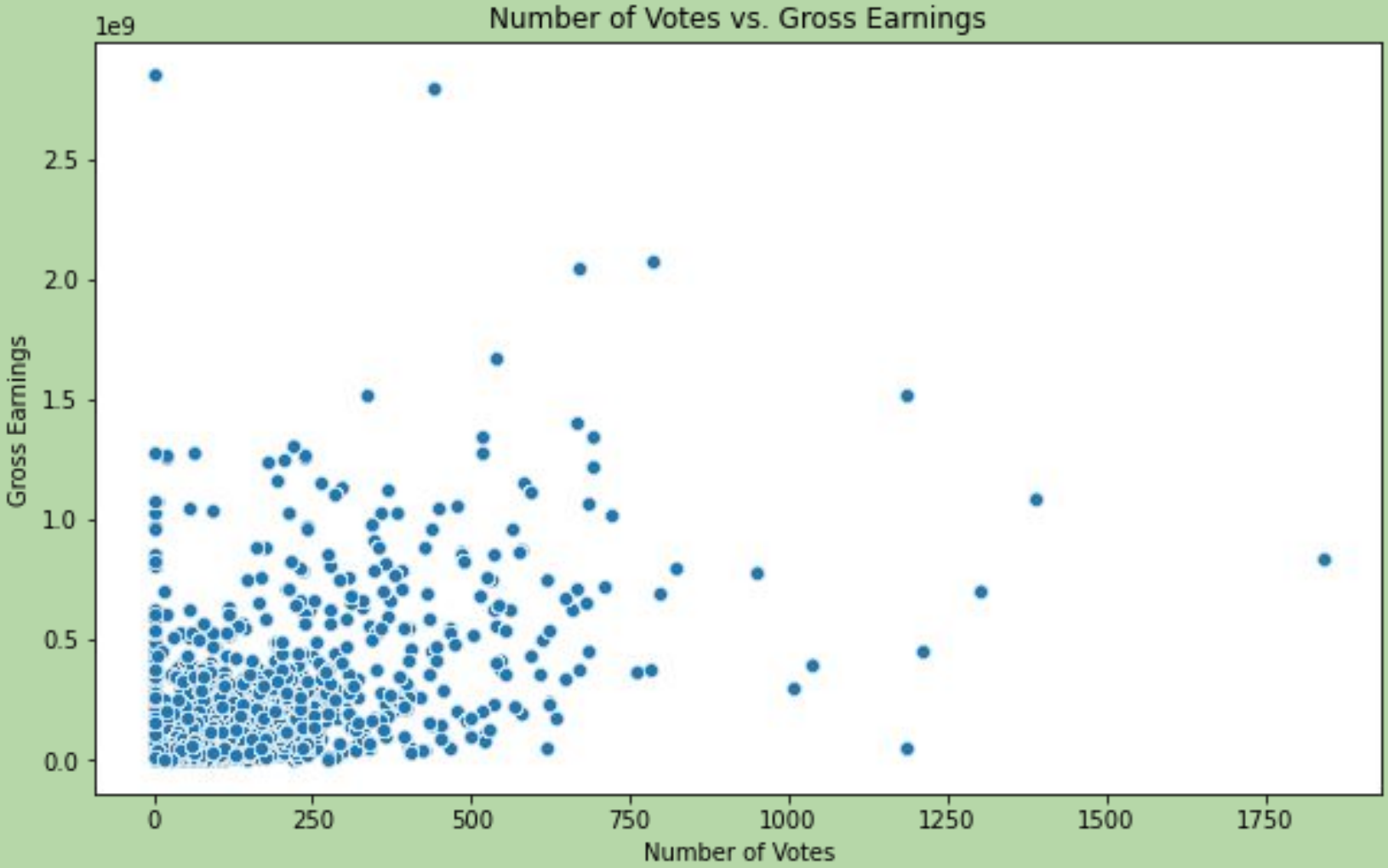

Scatter Plot of Number of Votes vs. Average Rating
Average Rating
10
8
6
4
2
0
250
500
750
1000
1250
1500
1750
Number of Votes in millions

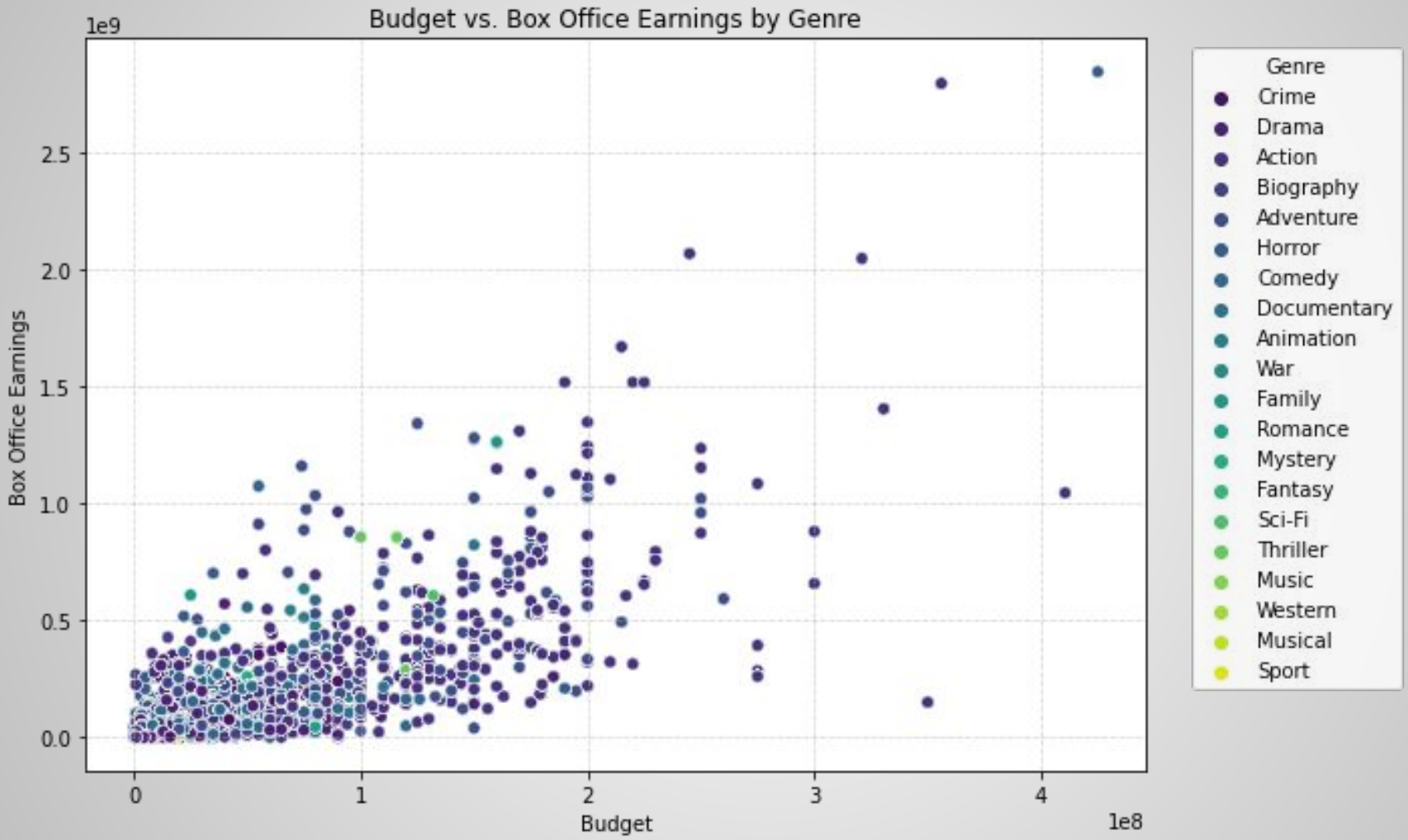

Genre Frequency Histogram
Frequency
250000
200000
150000
100000
50000
0
Drama
Comedy
Action
Documentary
Thriller
Horror
Romance
Crime
Adventure
Mystery
Sci-Fi
Biography
Fantasy
Family
History
Music
Animation
Sport
War
Musical
News
Western
Reality-TV
Game-Show
Adult
Short
Genre

Cleaned Data.




Average Rating vs. Gross Earnings
1e9
2.5
2.0
1.5
1.0
0.5
0.0
Gross Earnings
2
3
4
5
6
7
8
9
Average Rating


Number of Votes vs. Gross Earnings
1e9
2.5
2.0
1.5
1.0
0.5
0.0
Gross Earnings
0
250
500
750
1000
1250
1500
1750
Number of Votes


Budget vs. Box Office Earnings by Genre
1e9
Box Office Earnings
2.5
2.0
1.5
1.0
0.5
0.0
0
1
2
3
4
Budget
1e8
Genre
Crime
Drama
Action
Biography
Adventure
Horror
Comedy
Documentary
Animation
War
Family
Romance
Mystery
Fantasy
Sci-Fi
Thriller
Music
Western
Musical
Sport

Recommendations.

- ***Collaborate with Industry Experts****:* Seek partnerships and collaborations with experienced directors, producers, and studios to benefit from their industry knowledge and networks.
- ***Adapt to Audience Preferences****:* Continuously analyze consumer feedback and preferences to tailor content and marketing campaigns effectively.
- ***Prioritize Sustainability****:* Embrace sustainability practices in film production and distribution to align with growing environmental awareness.
- ***Stay Compliant****:* Stay updated on industry regulations and compliance standards to ensure smooth operations and ethical practices.

Questions?