



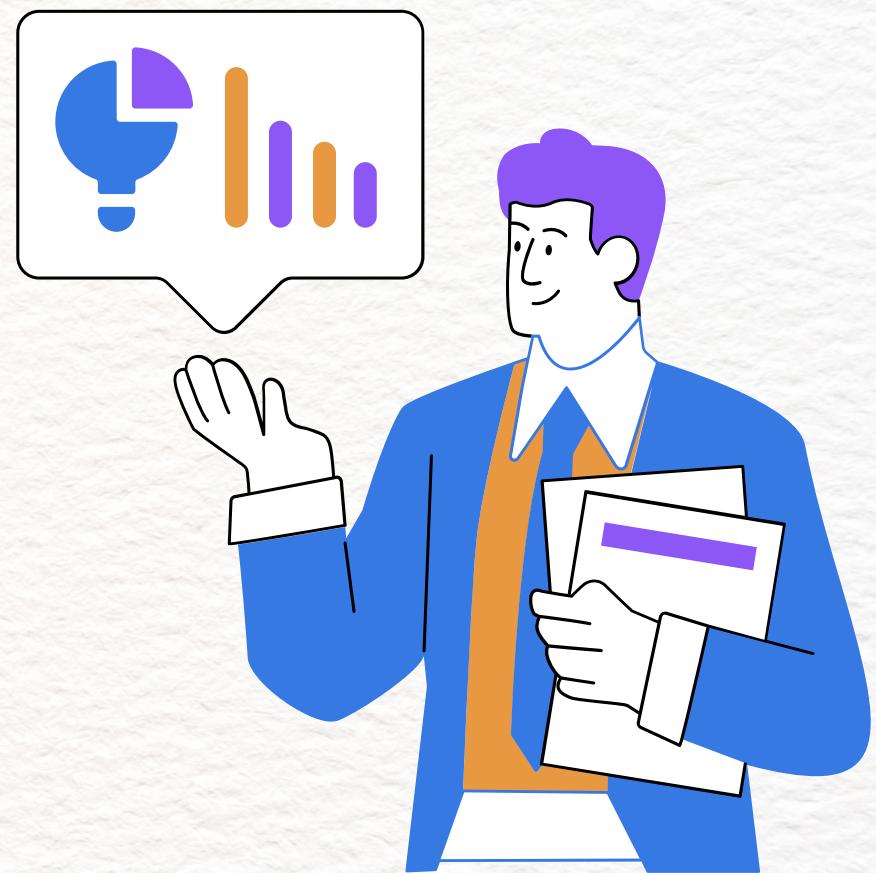
ALL ABOUT FILMS

Microsoft Recommendations

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Business Understanding

By analyzing historical box office data and current content trends, we aim to provide Microsoft's new movie studio with data-driven insights to navigate the film industry, which will empower Microsoft to make informed decisions that will later on enable them establish a competitive position within the film industry.



DATA ANALYSIS AND UNDERSTANDING

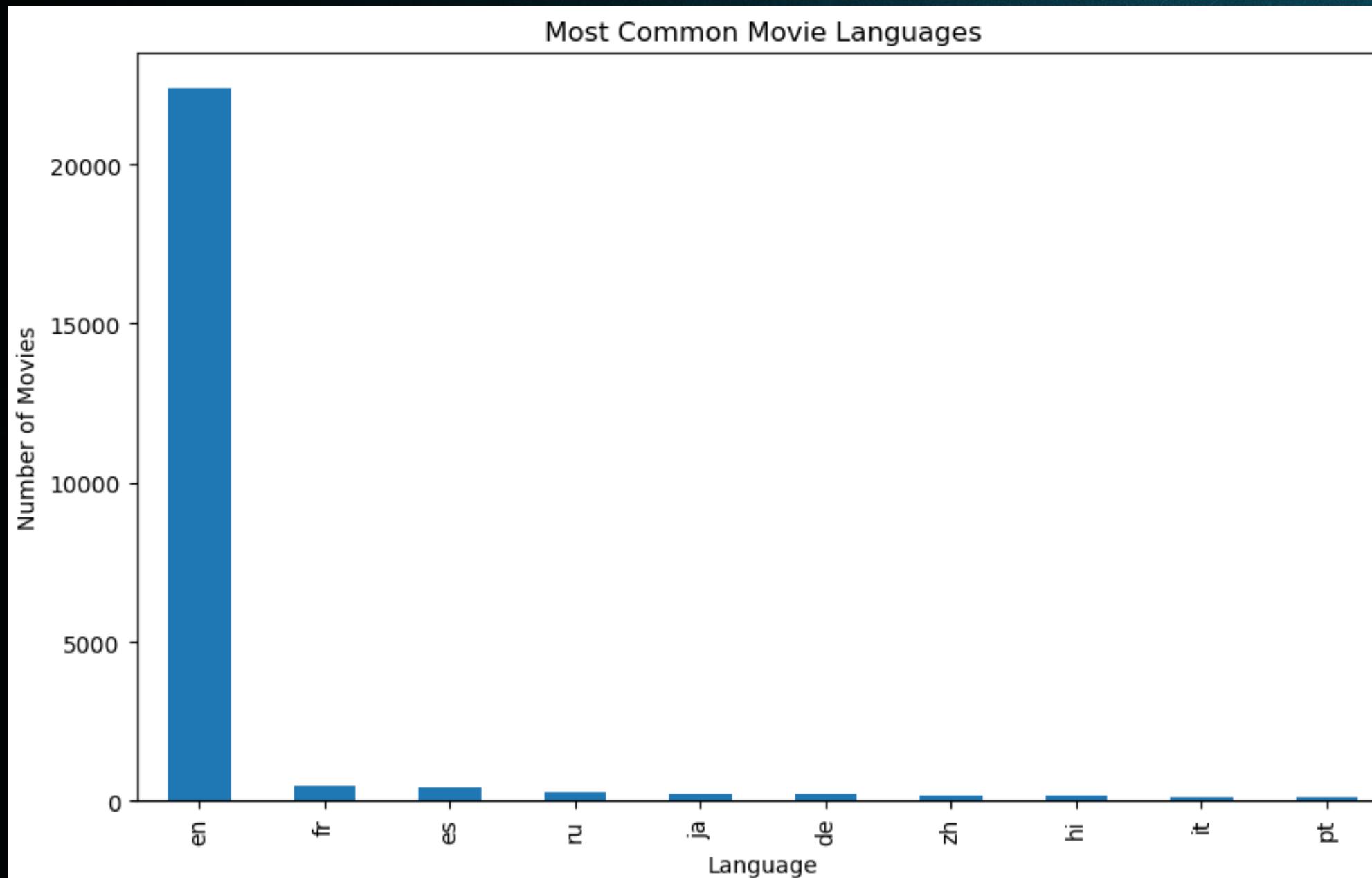
The data used was majorly sourced from : Box Office, TheMovieDB and The Numbers datasets.



Analysis was focused on three specifics which are :

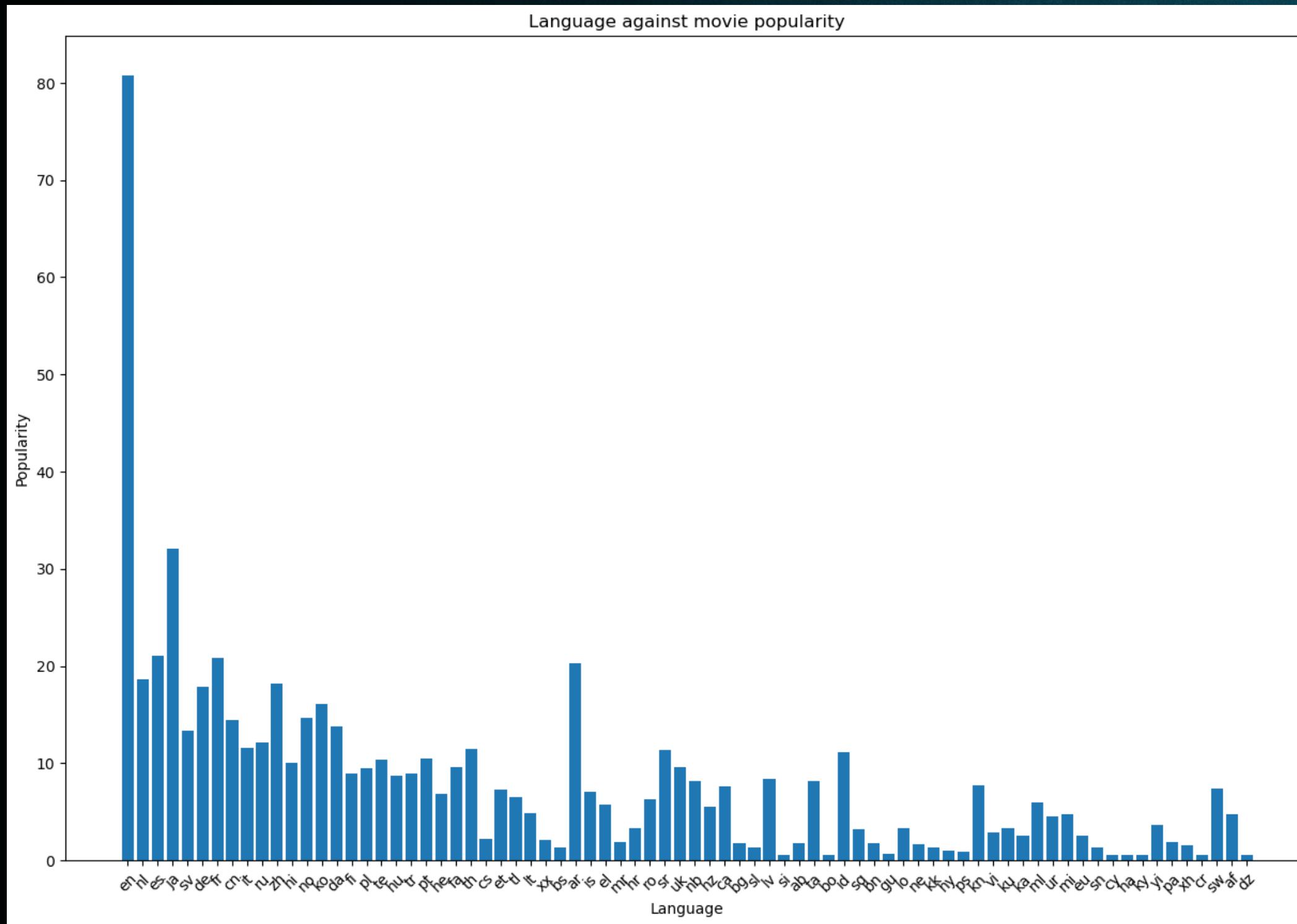
- What is the most common movie language and does it affect the popularity of the movie?
- Does the Average Vote Affect Popularity?
- Do higher budget movies return higher gross earnings?





As per the graph, we note that English is by far the most common language in which movies are produced. The other languages, have significantly fewer movies associated with them.

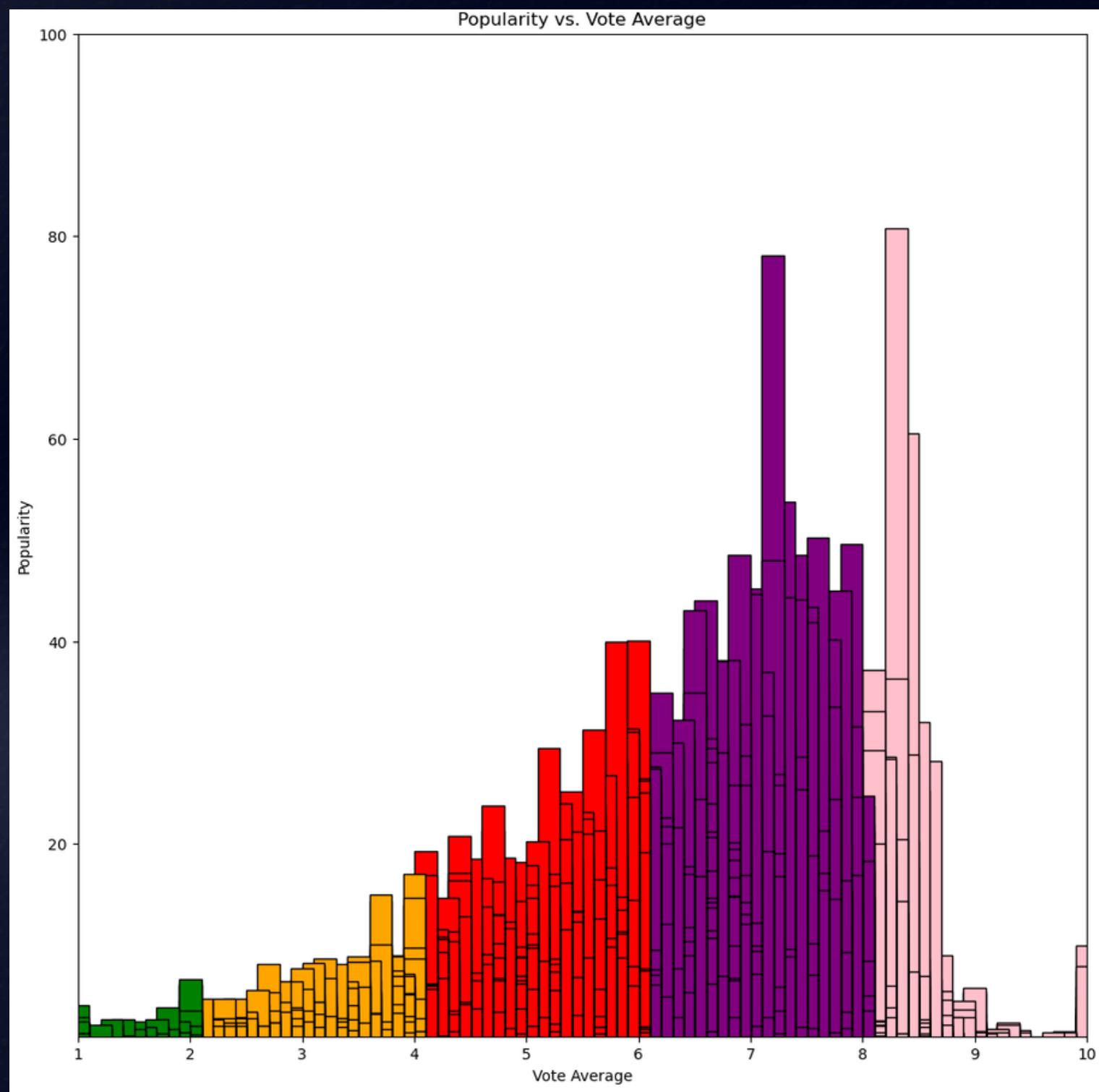




The graph, illustrates the different languages and the degree of their popularity.

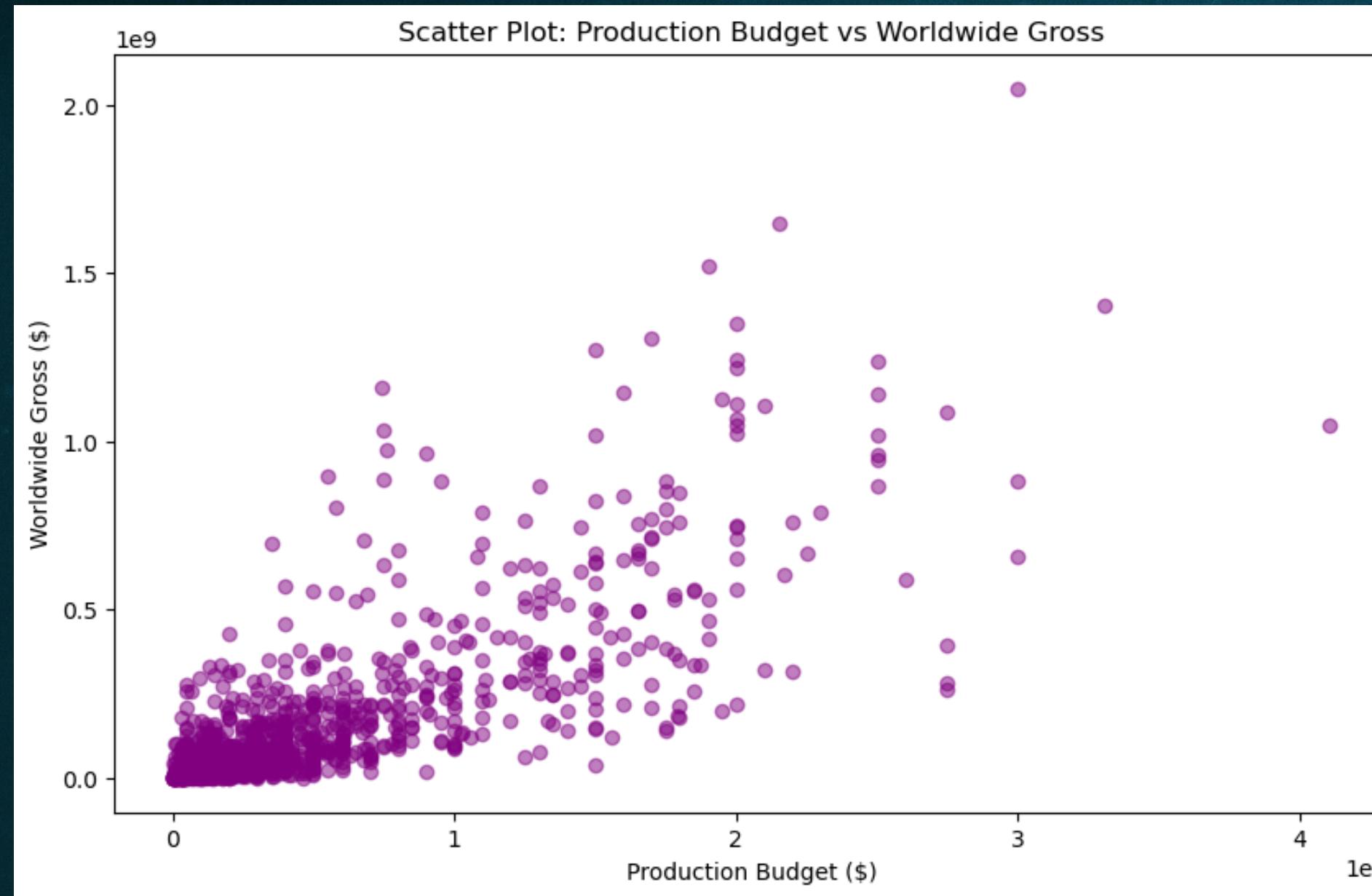
According to the graph, english directed and spoken films are the most popular as per the dataset.





We can see a not so positive but positive correlation between the vote average and movie popularity.
Movies with an average vote between 5.5 and 8.5 tend to be more popular.
Films with higher vote averages tend to be more popular,

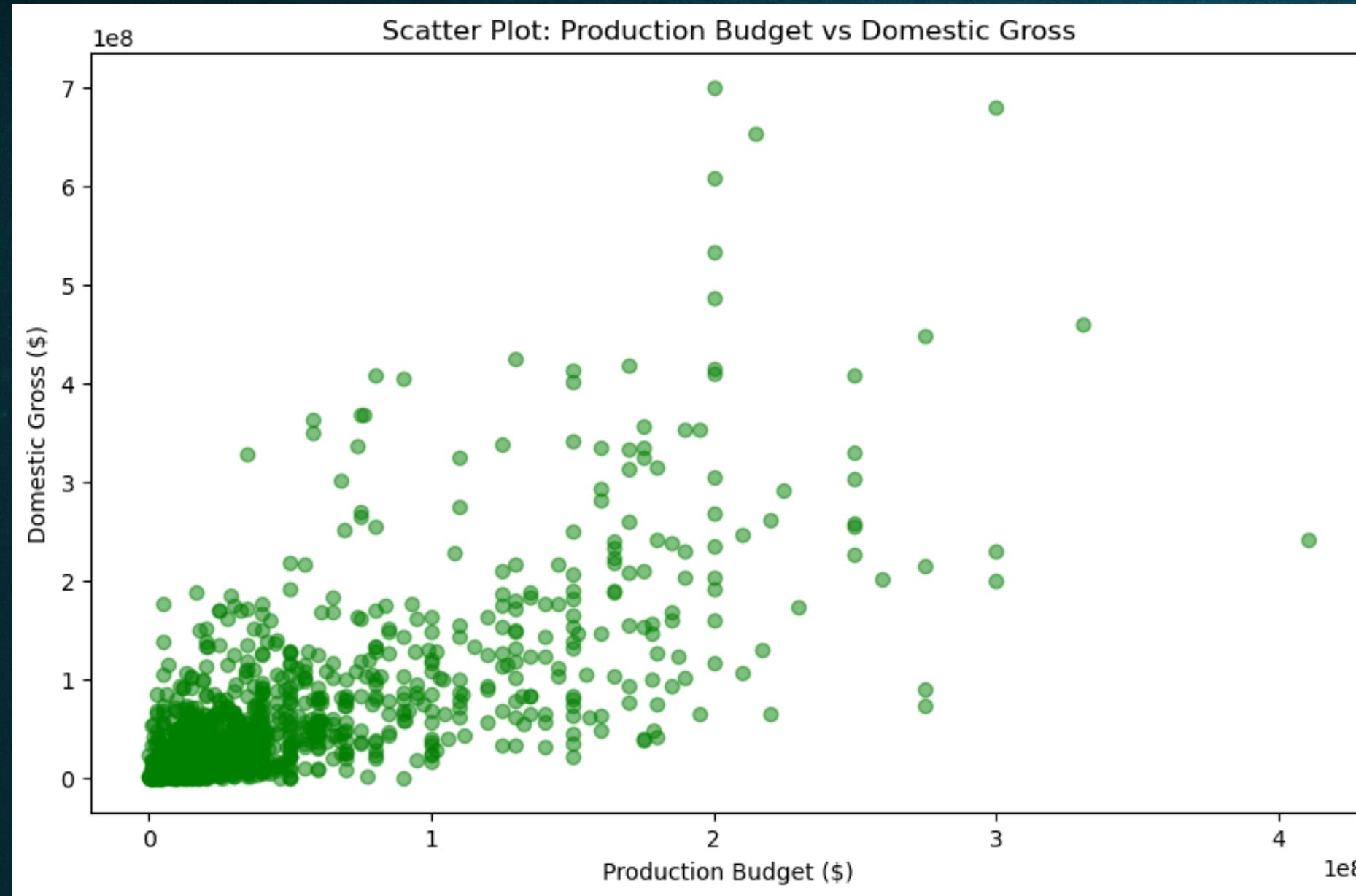




An increase in production budget is associated with an increase in worldwide gross.

As the production budget increases, we tend to see higher worldwide gross for movies.





An increase in production budget is associated with an increase in domestic gross.

As the production budget increases, we tend to see higher domestic gross for movies





Conclusions / Insights

- Films with higher vote averages tend to be more popular,
- Other factors (such as genre, marketing, or timing) influence a movie's popularity.
- As the production budget increases, we tend to see higher worldwide and domestic gross for movies.
- English dominates the film industry, serving as the primary language for a large majority of movies.



RECOMMENDATIONS

- Look at reviews as they shed light on aspects like storytelling, acting, directing, or unique elements that resonated with critics.
- Focus on story and execution as they are more crucial for a movie's success than just a high budget.
- Consider the genre and target audience.
- Find the right balance between artistic vision and commercial viability. Also explore niche markets.
- If a specific language consistently shows higher popularity, consider prioritizing co-productions or films in that language. For example English.



THANK YOU

Don't hesitate to ask any questions!