

MICROSOFT MOVIES ANALYSIS

Data insights on
venturing into
movie industry

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BUSINESS PROBLEM

To venture into the movie industry with no prior knowledge.

The main factors to focus on are:

1. The genre type that are most successful.
2. The budget that can result to better gross returns.
3. The seasons when release can generate high gross returns.



Analyzing data enables informed decision-making

BUSINESS VALUE

A successful movie studio will generate high revenue returns for Microsoft this will even increase the user base platform that it has to offer and in turn improve its brand and products.



Data analysis helps uncover valuable insights from complex datasets to help Microsoft make informed decisions

DATA UTILIZED

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

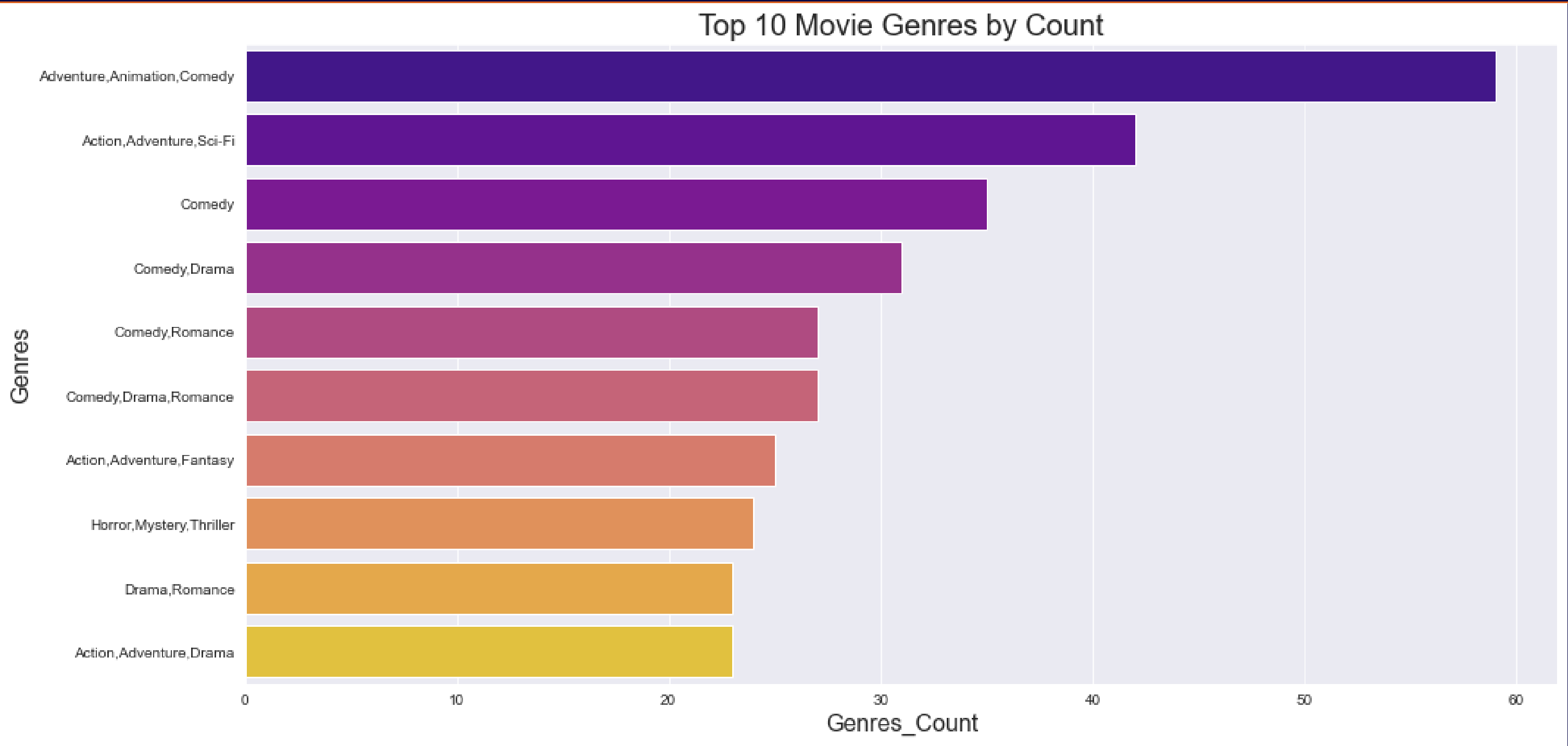
Datasets collectively informs the analysis of the industry

METHODOLOGY

Topics covered using the datasets:

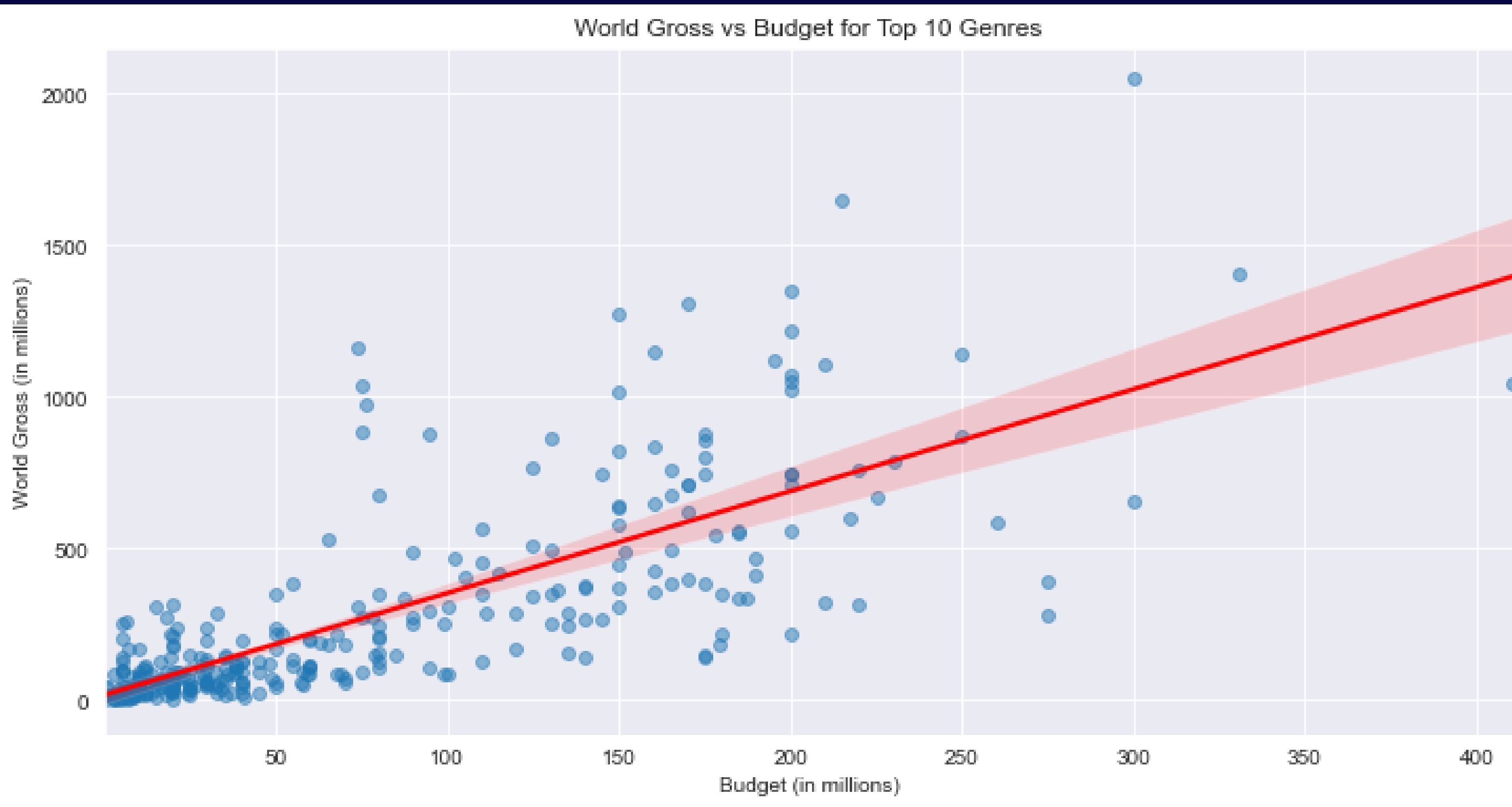
Use of data cleaning, descriptive statistics and data visualization to identify main factors that contribute to a successful entry into the movie industry.

GENRES : *TYPES THAT ARE COMMON*



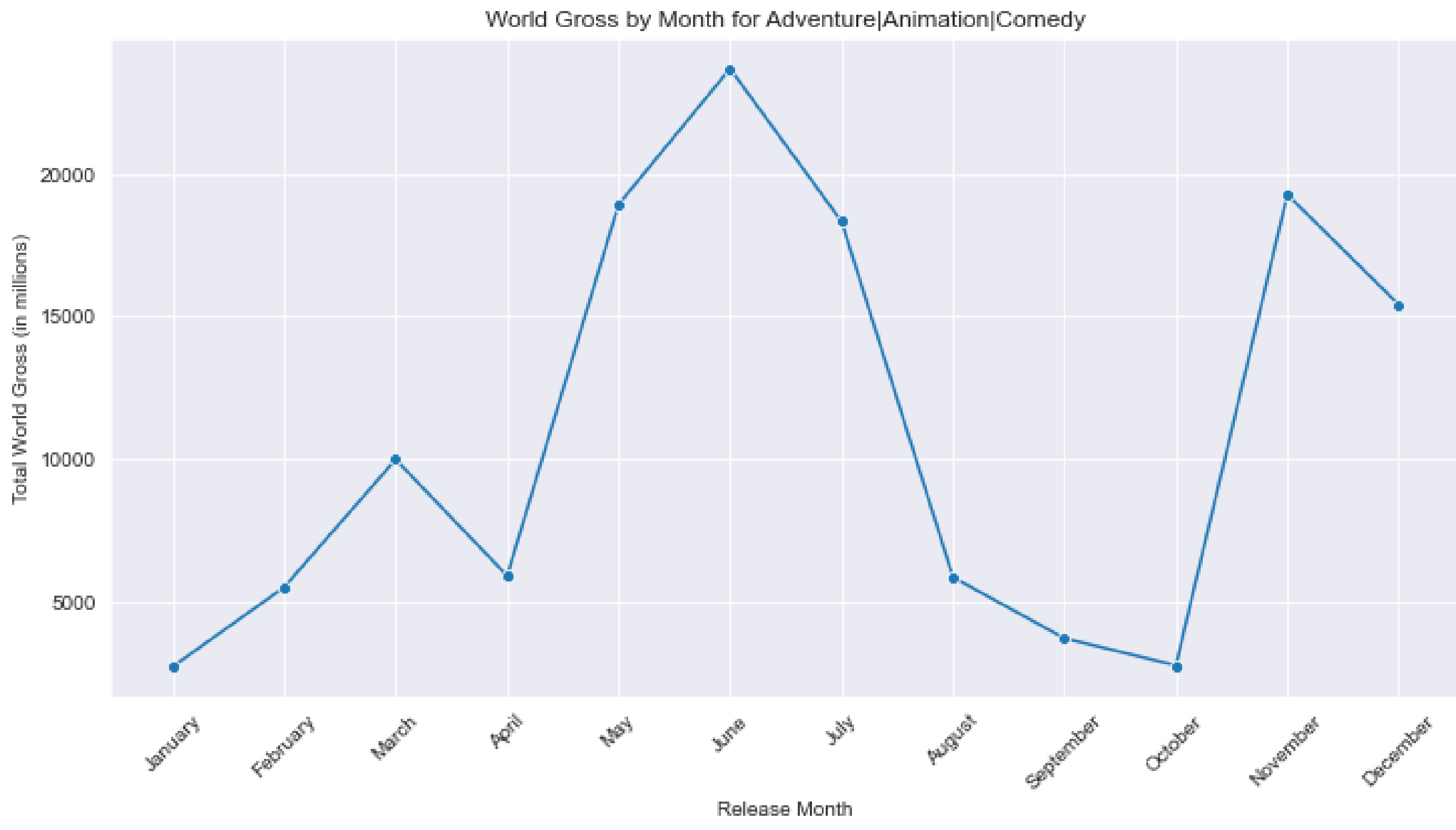
The top genres with the highest counts that are was the most common in this dataset:Adventure, animation, comedy.

BUDGETS CORRELATION



Positive correlation between production budget and box office returns-----> higher budgets tend to result in higher gross revenue for movies.

RELEASE PERIODS



Movie titles should be released during the first peak season between April and July and consider too second peak season in November and December.

RECOMMENDATIONS

1

Genre type:
1. Adventure, Animation,
Comedy

4

Supplementary feartures
analyzed for studios

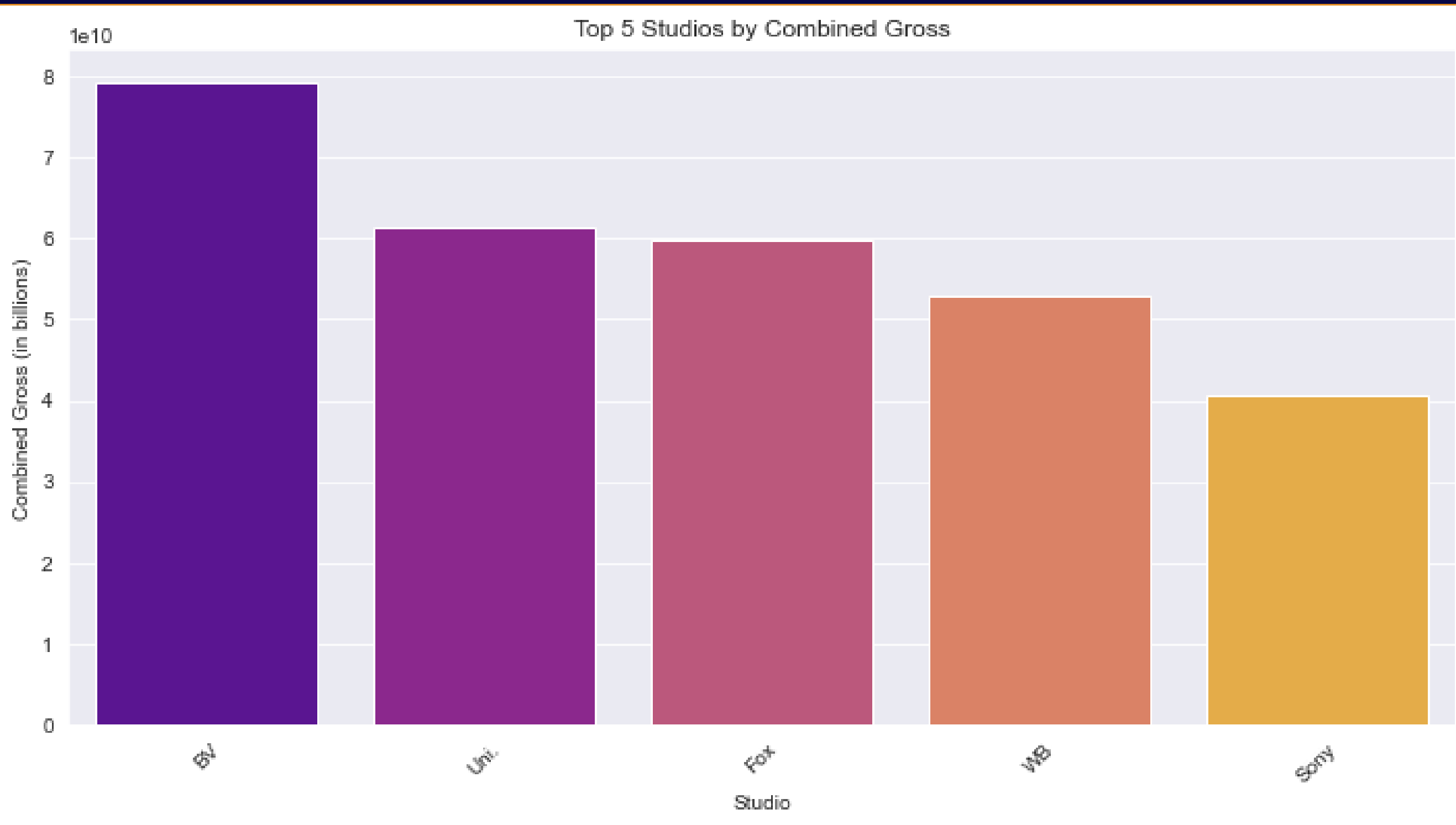
2

Optimal Budget: \$125 million
and \$410 million

3

Release period: April and July

SUPPLEMENTARY FEATURES



Performing studios like BV (Buena Vista), Universal, Fox, Warner Brothers, and Sony shown remarkable success in generating substantial total gross revenue, with BV leading at approximately \$79,317 million.

Competitor data, including BV, Universal, Fox, Warner Brothers, and Sony, can inform decisions.

CONCLUSIONS

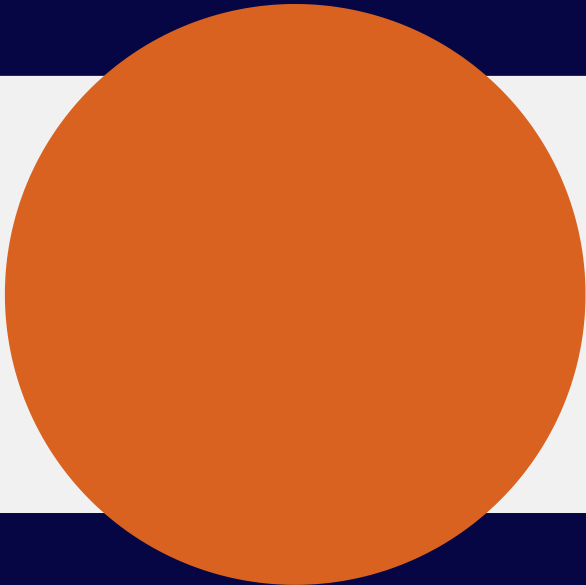
Pursuing genres like Adventure, Animation, and Comedy.

Budgets in the range of \$75-90 million may be optimal.

Release timing during peak seasons: April-July & November-December is crucial.



FUTURE CONSIDERATIONS



Update on emerging trends and preferences by conducting market research and surveys for data.



Analyze the effectiveness of its advertising and promotional strategies to enhance returns on investment.



Exploring opportunities for remakes can breathe new life into classic movies and timeless themes.



Thank You!

For more information, please visit:

<https://github.com/Mercy-Ronoh/dsc-phase-1-project>

to view the entire repository for this analysis project.

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