

# MICROSOFT STUDIOS' MOVIES ANALYSIS

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# PROJECT OVERVIEW

The main goal of the project is to come up with insights to help Microsoft start and excel in the movie business. We will use exploratory data analysis to come up with actionable insights to help decide what type of films Microsoft should create.

# BUSINESS PROBLEM

Microsoft intends to create a new movie studio as part of its movie business endeavors.

Microsoft's inexperience in the film industry is the key problem.

The particular issue lies in knowing what kinds of movies are currently doing well at the box office so that they may make informed decisions while producing their own material.

Interested parties:

The head of Microsoft's new movie studio, who will be in charge of making strategic choices about the company's output, is the main stakeholder.

Additional stakeholders may be investors interested in knowing if Microsoft's movie industry entry is feasible, as well as Microsoft personnel in charge of this endeavor.

# OBJECTIVE

The objective of this project is to provide actionable insights to the head of Microsoft's new movie studio, helping them decide what type of films to create. This will be achieved through:

- Exploratory Data Analysis (EDA): Analyzing the movie datasets
- Identifying Trends: Uncovering patterns and trends within the data to determine which film genres are currently doing the best at the box office.
- Investigating the relationship between budget and revenue to determine the impact of investment on film success.
- Translating Findings into Recommendations: Transforming the insights from the data analysis into practical suggestions for the studio head regarding target genres for their film productions.
- These actionable insights will be based on data-driven evidence, aiming to increase the chances of success for Microsoft's new movie studio ventures.

# KEY DELIVERABLES

- 1.What's the distribution of the box office earnings?
- 2.Which movies are top-performing based on earnings?
- 3.What's the popularity of different genres?
- 4.Which genres tend to have higher box office earnings.
- 5.What is the impact of movie ratings on box office success.
- 6.Are there any trends regarding release dates (seasonality, month/day of the week).

# DATA UNDERSTANDING

## DATA SOURCES

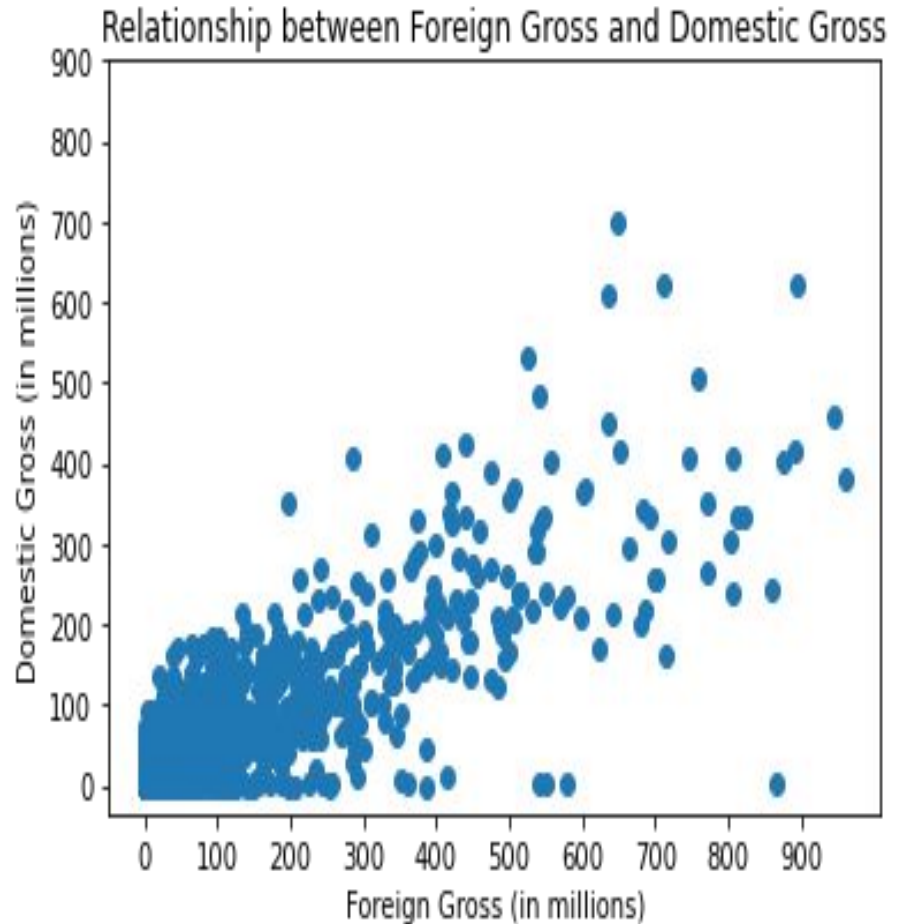
I used the data from the following websites;

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

# DATA VISUALIZATION

This is a scatter plot which shows the relationship between Foreign Gross and Domestic Gross.

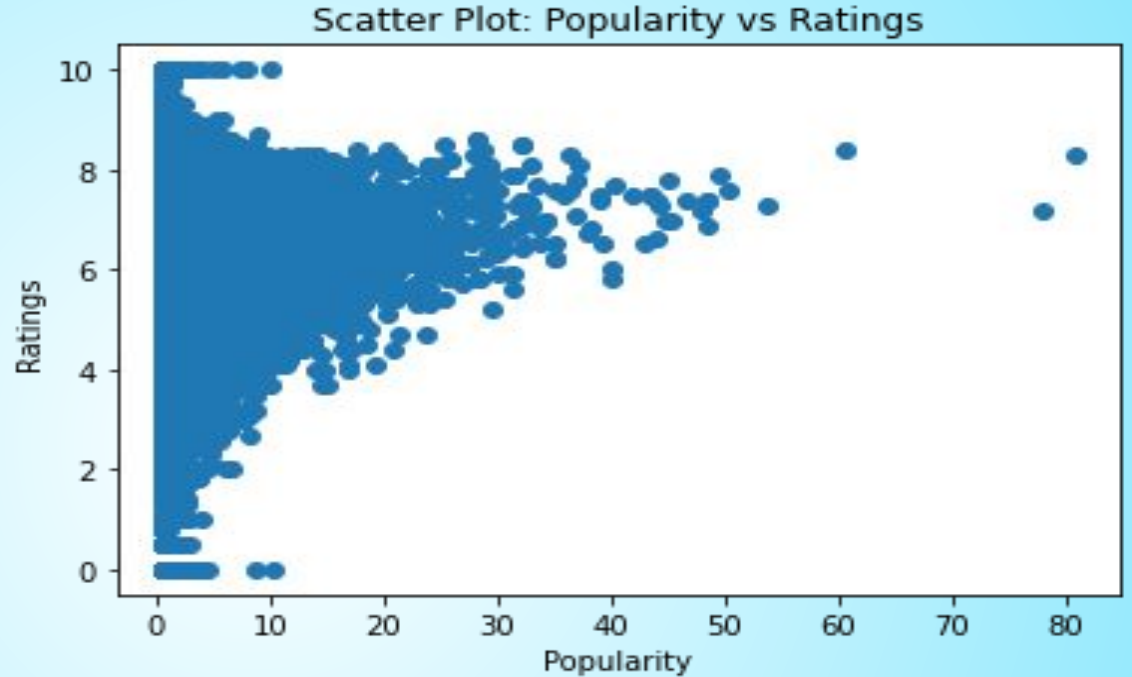
It shows that movies that do well domestically also tend to do well internationally.





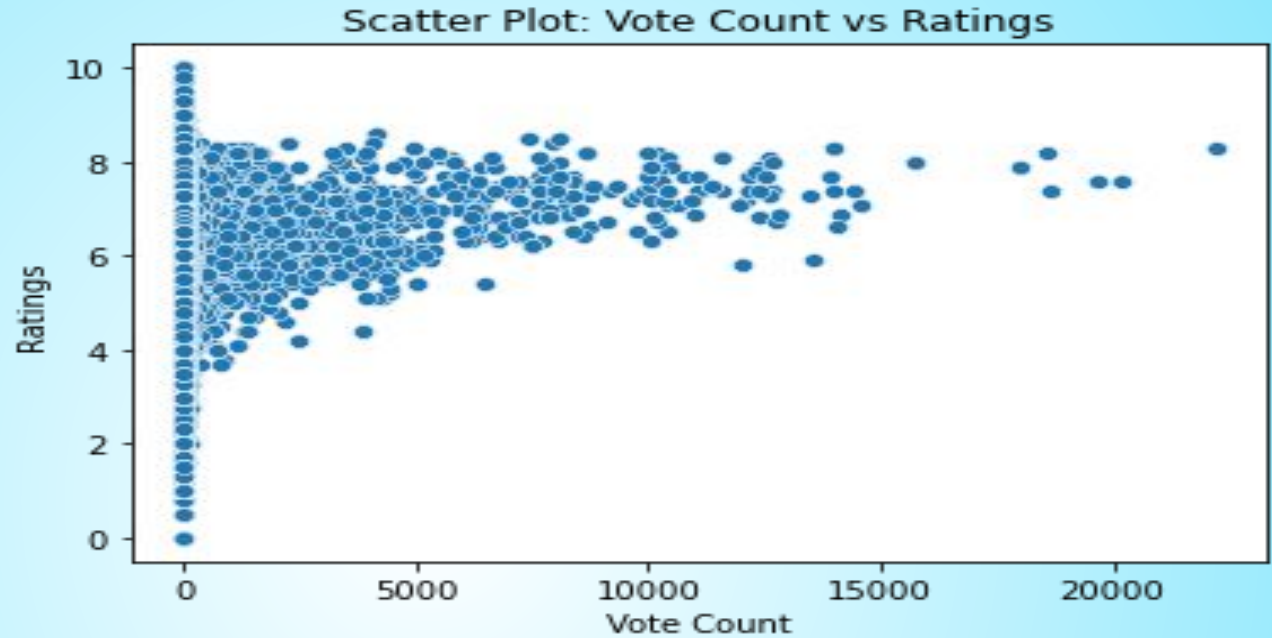
This is a scatter plot showing the relationship between popularity and ratings.

This scatter plot shows that movies that have received more ratings tend to have slightly higher average ratings. However, there is a lot of variation, and there are many movies with high ratings that haven't been rated by many people.



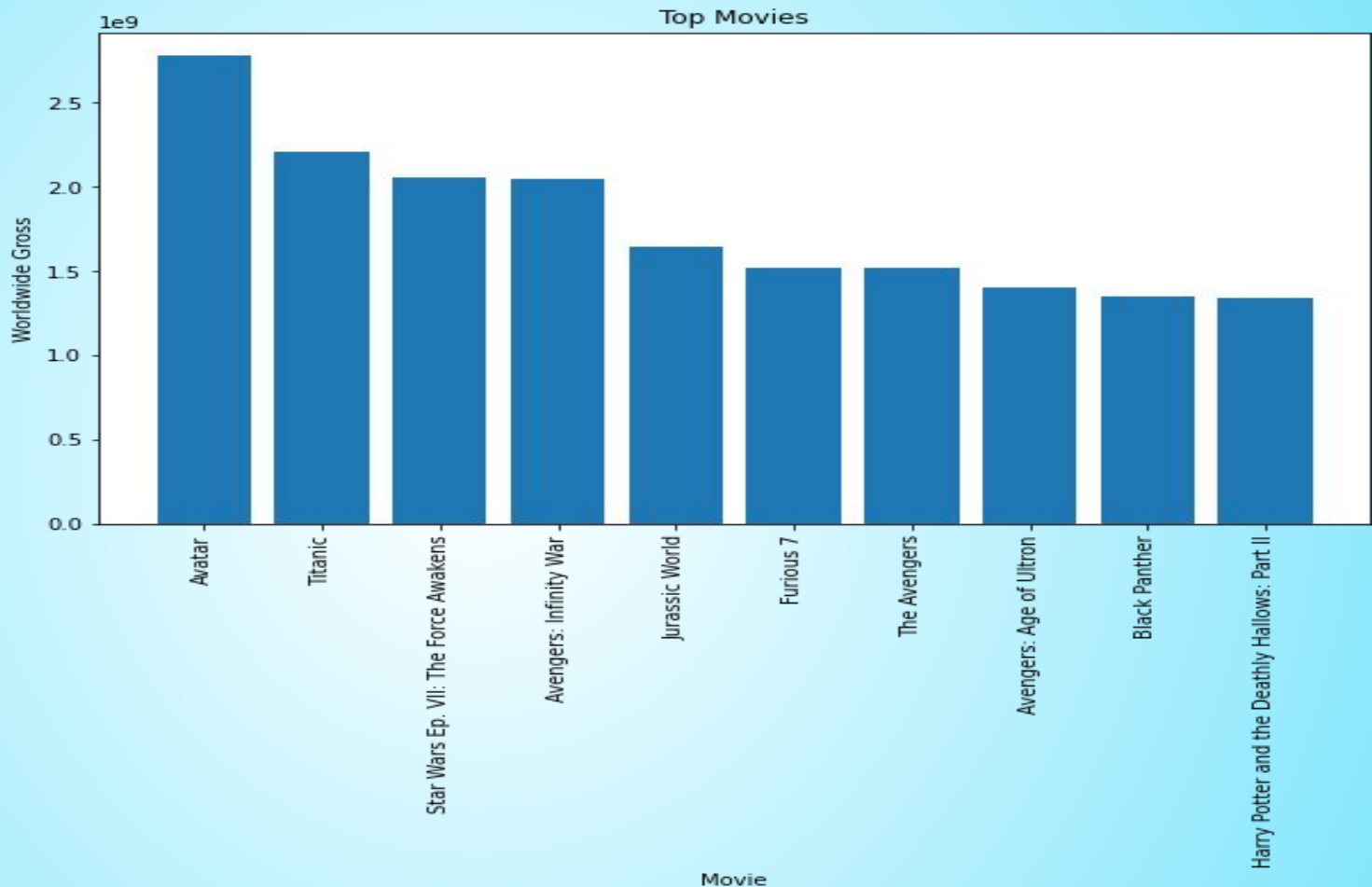
This is a scatter plot showing the relationship between Vote count vs Ratings.

It shows that movies that have received more votes (more popular) tend to have slightly higher average ratings.



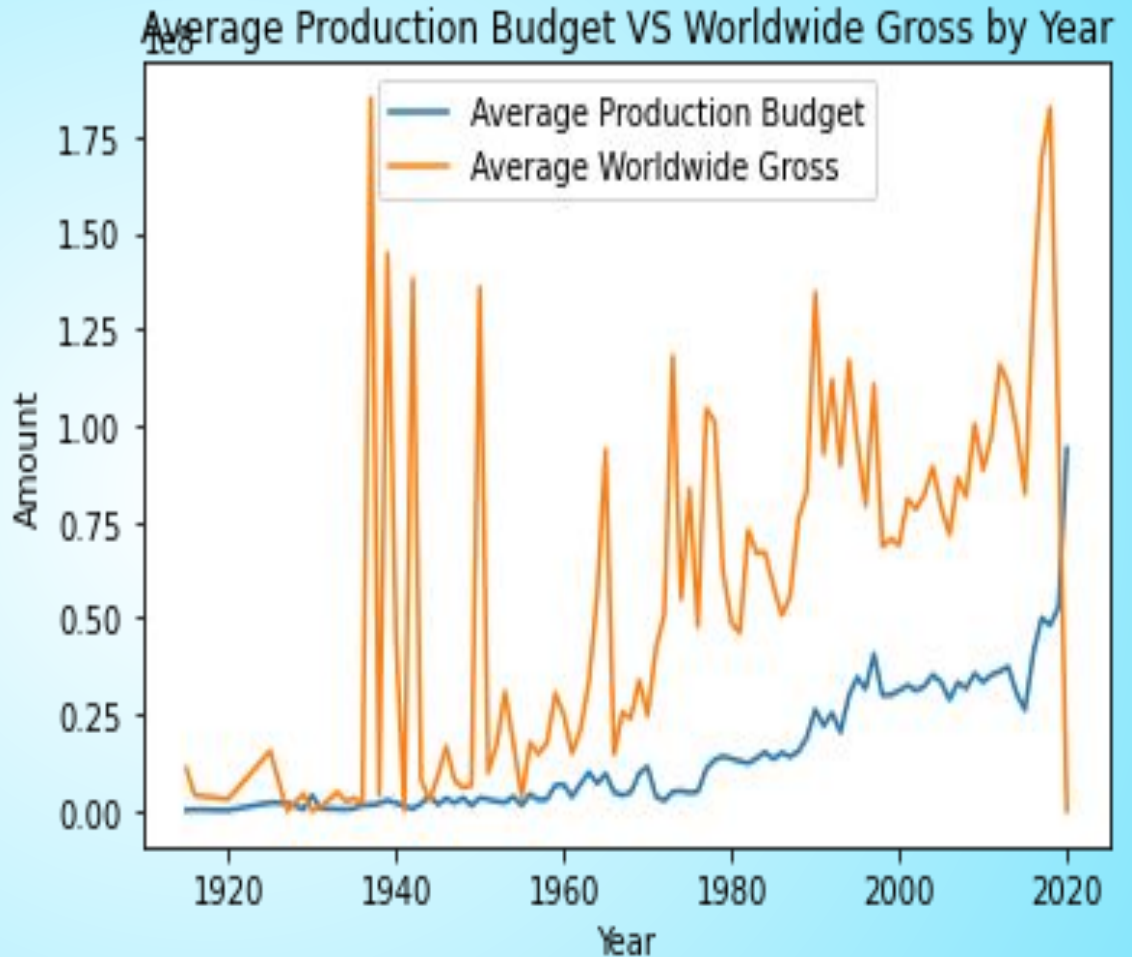
This is a bar graph which shows the top movies with the highest worldwide gross.

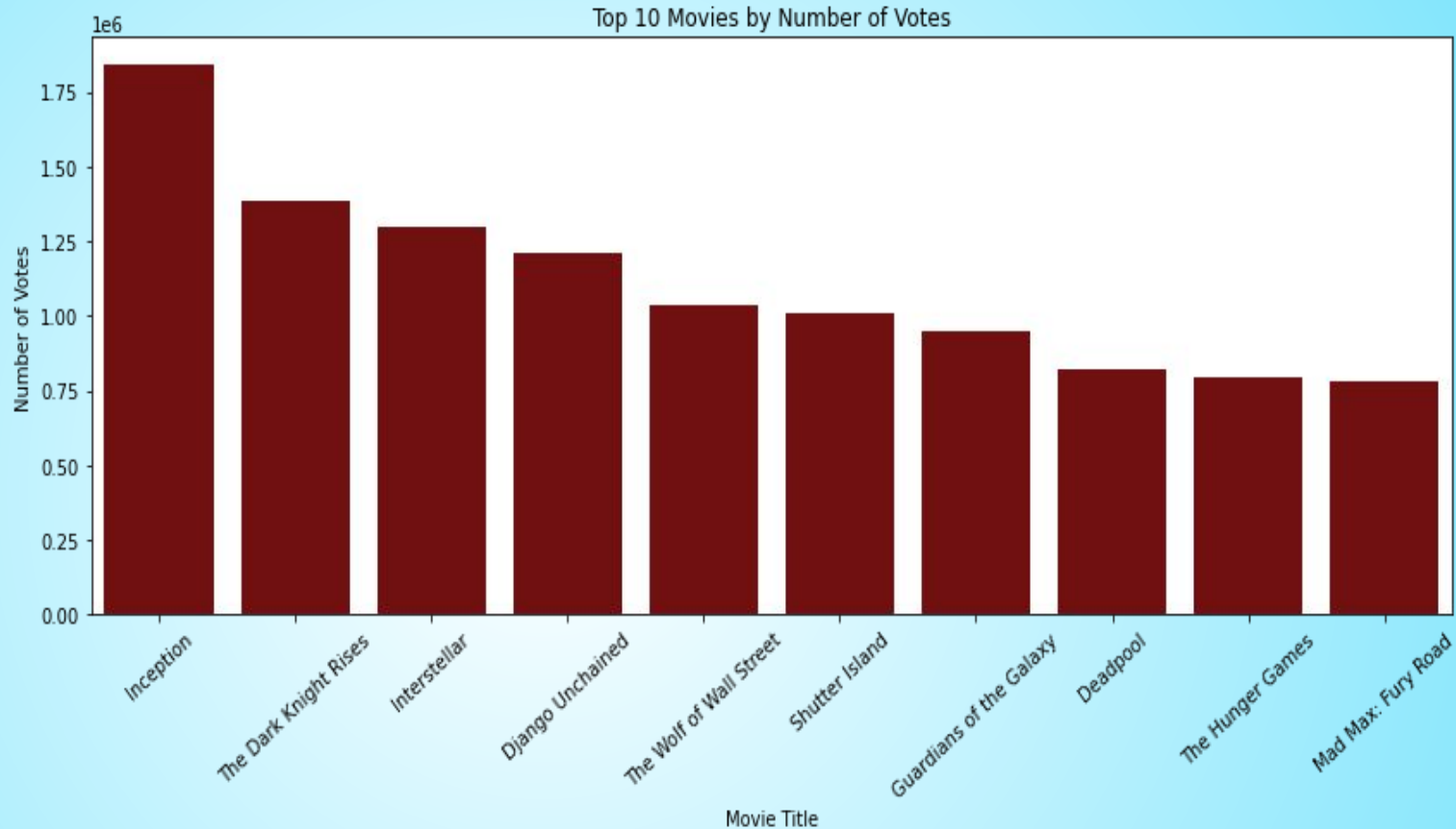
The top 10 movies would be a great addition to the movie database.



This is a line graph which shows Average Production Budget VS Worldwide Gross by year.

It shows that movie production budgets have continued to increase with the increasing worldwide gross from 1920 to 2020, meaning that investing in production ,yields high profit return.





The above is a histogram which shows the movies with the highest rating under the movie database “TMDB”. The above movies would be a great addition to the new movie studio due to their popularity by number votes.

# CONCLUSIONS

- ❖ Box Office Dominators:
  - Looking at the top money-makers like "Avatar" and superhero flicks like "Avengers: Age of Ultron," it seems large franchises, especially in fantasy and superhero genres, are box office gold. While "Inception" wasn't the top earner, it drew the most viewers, suggesting a high level of interest.
- ❖ What Audiences Want:
  - Action, dazzling visuals, and captivating stories are a winning combination, as evidenced by popular movies like "John Wick" and "Spider-Man: Into the Spider-Verse."
- ❖ Market Focus:
  - The dominance of the United States in terms of movie popularity suggests a potential advantage in catering to American audiences.
- ❖ Engaging Audiences:
  - "Inception's" popularity based on audience votes highlights the power of thought-provoking and well-crafted narratives to truly grab viewers' attention.

# RECOMMENDATIONS

To maximize success, Microsoft's film studio should:

- ❖ Focus on success: Develop franchises in fantasy, adventure, and superhero genres, building expansive cinematic universes like Marvel or Avatar.
- ❖ Aim for big-budget, visually stunning action films with immersive storytelling, similar to "Avengers: Infinity War" or "John Wick."
- ❖ Prioritize U.S. Audience: While keeping a global perspective, cater content to American tastes to tap into the large and lucrative U.S. market.
- ❖ Originality with Depth: Balance creating original, thought-provoking stories like "Inception" that engage audiences intellectually with delivering entertaining experiences.
- ❖ Partner with Proven Talent: Collaborate with established directors, writers, and actors with a track record of success. This will enhance the quality and marketability of the studio's productions.

# NEXT STEPS

- ❖ The next steps would involve implementing the recommendations and further refining the strategies based on the insights gained from the data analysis:
- ❖ Content Development: Begin developing movie concepts and scripts based on the identified genres and audience preferences. Focus on creating captivating stories with high production values.
- ❖ Talent Acquisition: Start scouting for directors, writers, and actors who align with the studio's vision and have a proven track record in the industry. Building strong partnerships with talent can elevate the quality and appeal of the studio's productions.
- ❖ Market Research: Conduct further market research to understand audience preferences and trends, both domestically and globally. This will help in fine-tuning the studio's content strategy and identifying potential opportunities for expansion into international markets.
- ❖ Budget Planning: Develop a comprehensive budgeting plan for production, marketing, and distribution of films. Allocate resources strategically to maximize the impact of



# THANK YOU!

## Questions & Contact Information

- I welcome any questions or feedback you may have!
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