



Microsoft Movie Studio Proposal

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Understanding the problem

All the big
companies are
creating original
video content
microsoft wants to
get in on the fun.

Microsoft is
creating a new
movie studio, but
don't know
anything about
creating movies.

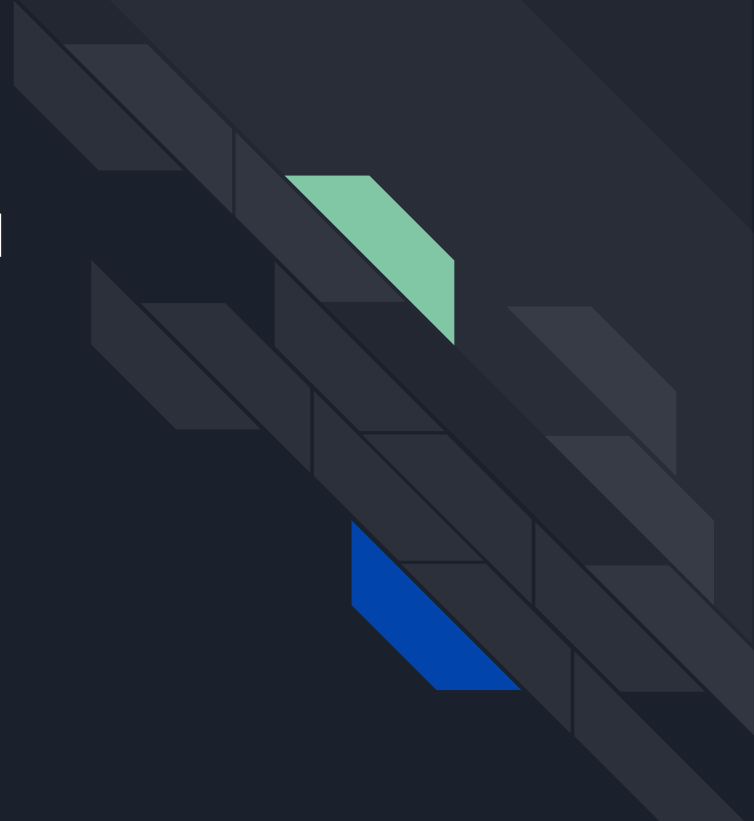


Objective

- Explore what types of films are currently doing the best at the box office
- Translate these findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Project objective:

- Understand other movie studios and their production
- Advise strategies for Microsoft movie studio production





Dataset used

Data set used was acquired from:

- Box Office Mojo
- IMDB

Data:

- `lmdb.title.basics`
- `lmdb.title.ratings`
- `bom.movie_gross`

Understanding the market

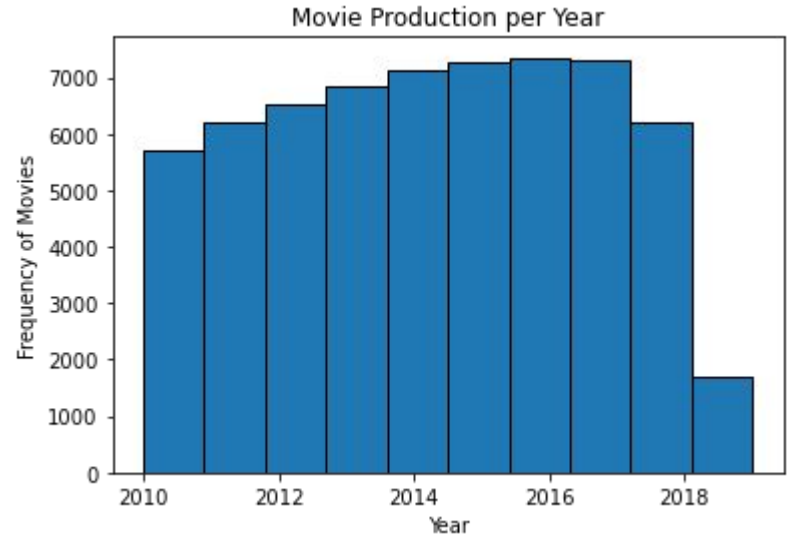


Movie production

Movie production has been on the increase over the years.

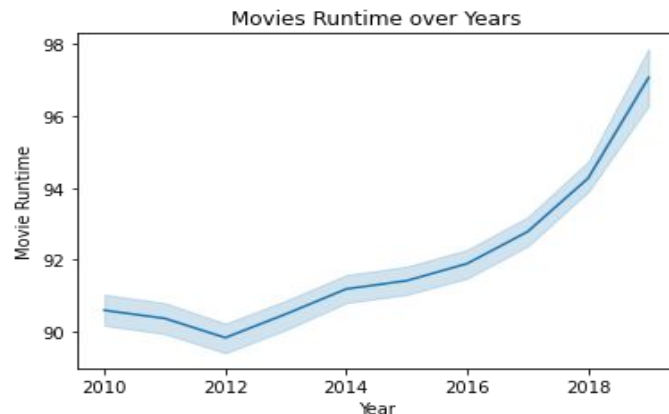
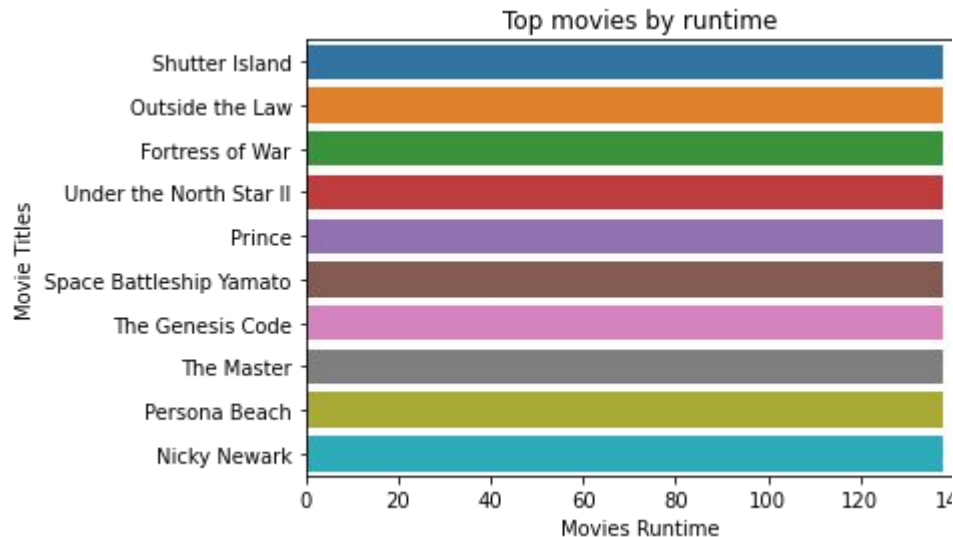
Now is a good time to get in on the fun.

Even with few months in, in 2018, production has really taken off.



Runtime

- Movie runtime has been increasing over the years.
- The longest movies currently stand at 138 minutes on average.

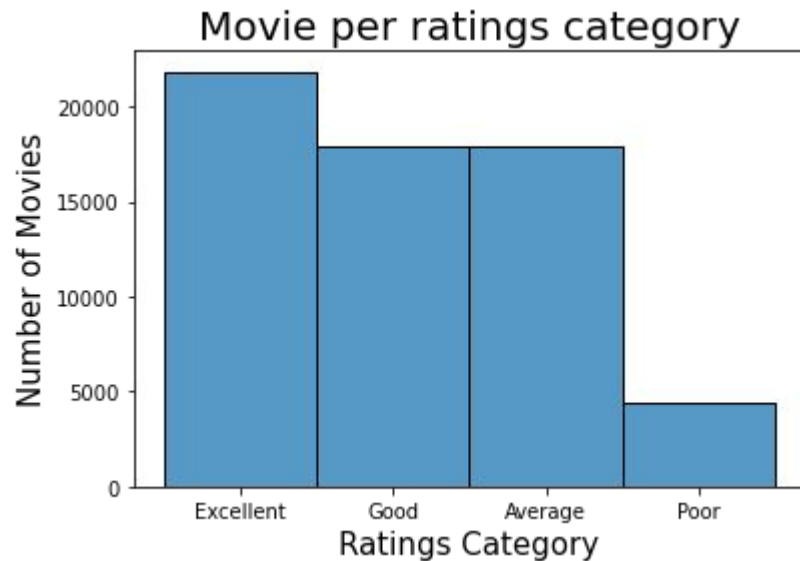


Ratings

Most of the movies are normally rated **Excellent**.

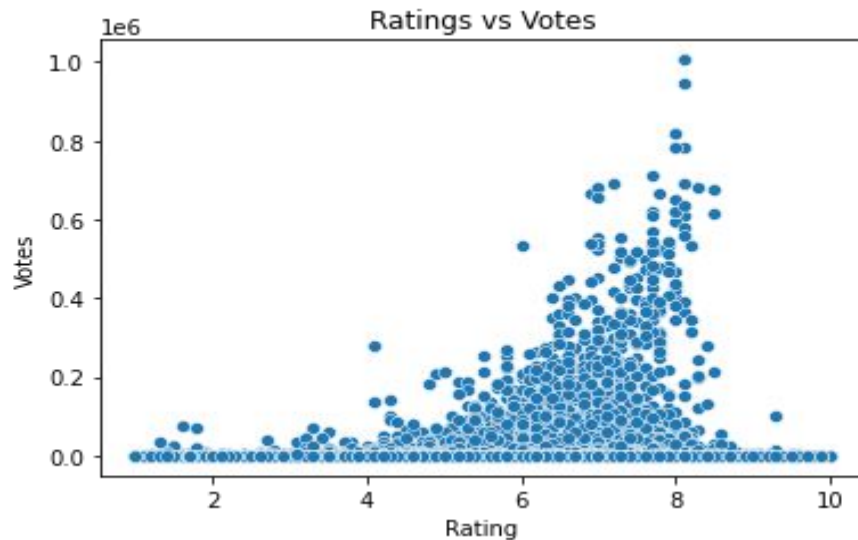
Ratings classified as:

- Excellent (7 and above)
- Good (6 and above)
- Average (4 and above)
- Poor (below 4)



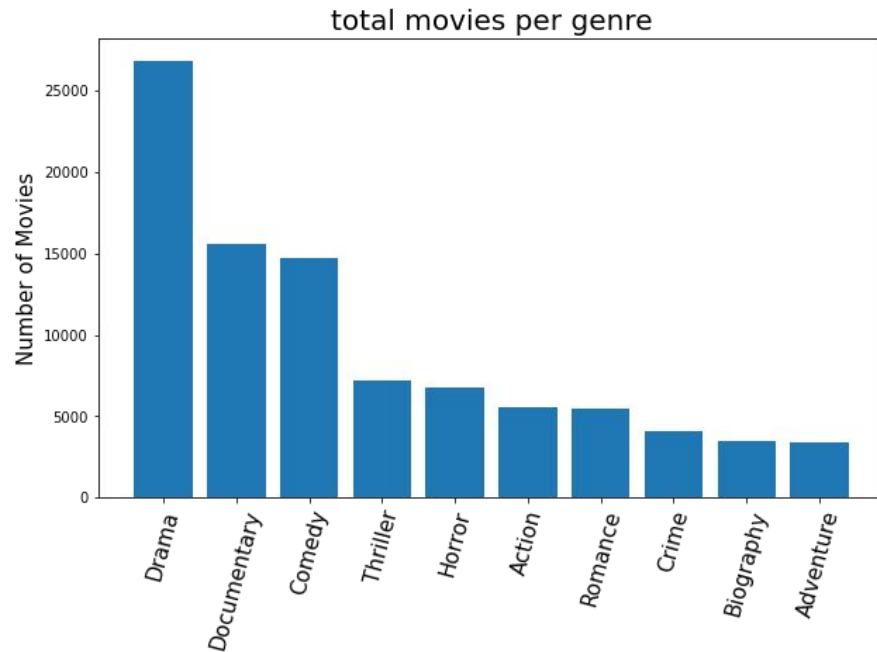
Votes

The higher the votes for a movie
the higher the likelihood of great
ratings



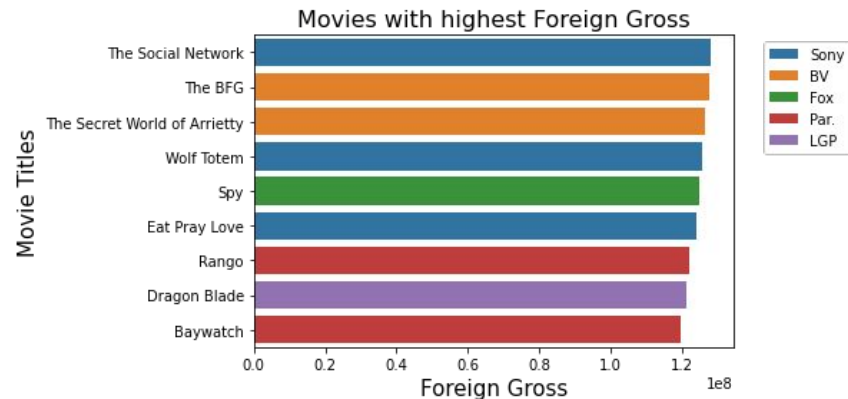
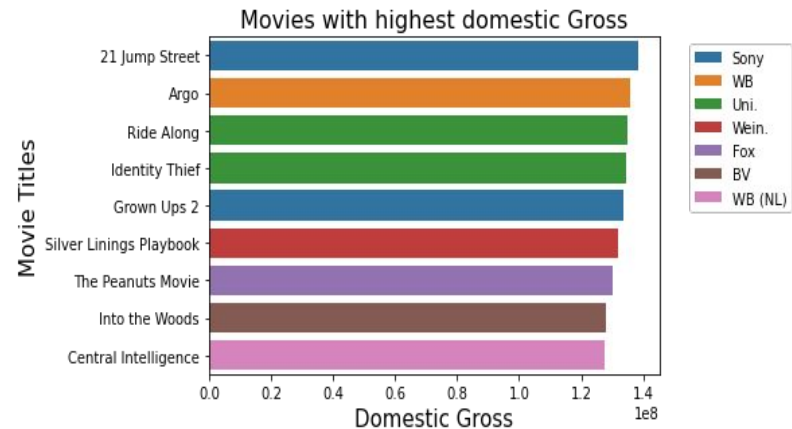
Genre

The highest genre in movie production is **Drama** movies.



Revenue

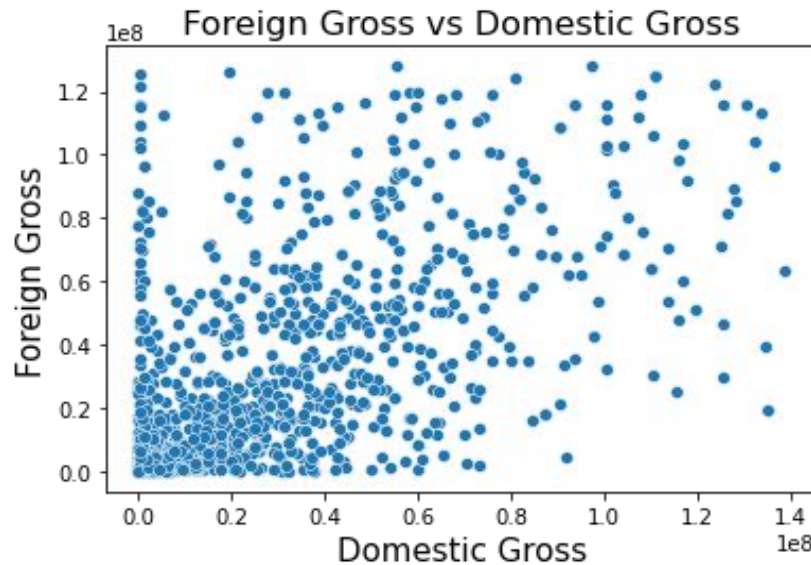
Sony Studio managed to produce the top movie with the highest domestic and foreign revenue.



Revenue

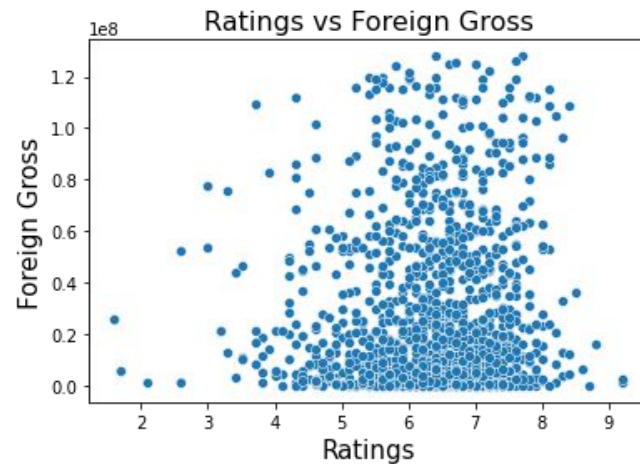
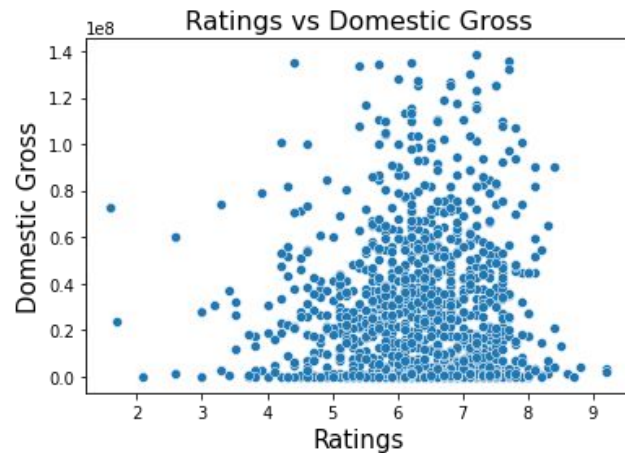
A movie that will generate high domestic revenue may generate a high foreign revenue but it is not guaranteed.

A movie may generate high foreign revenue without necessarily generating high domestic revenue



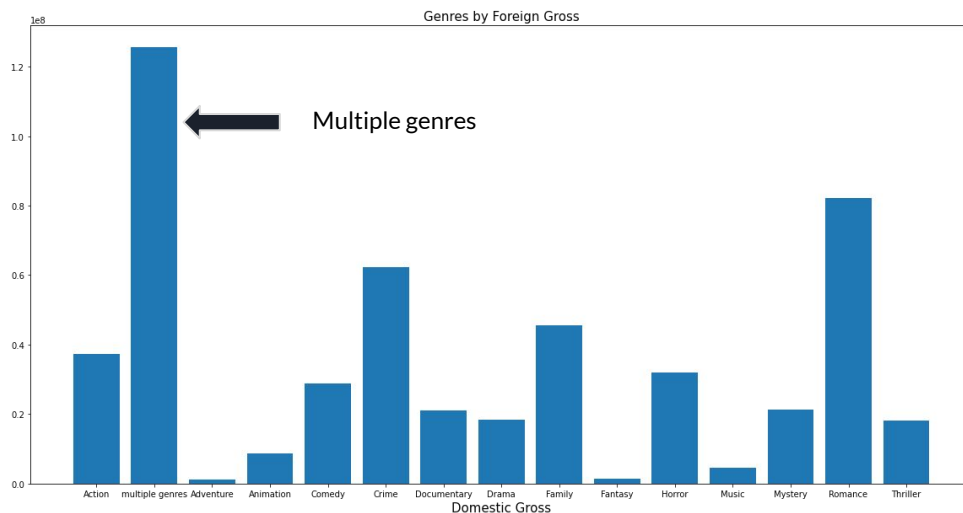
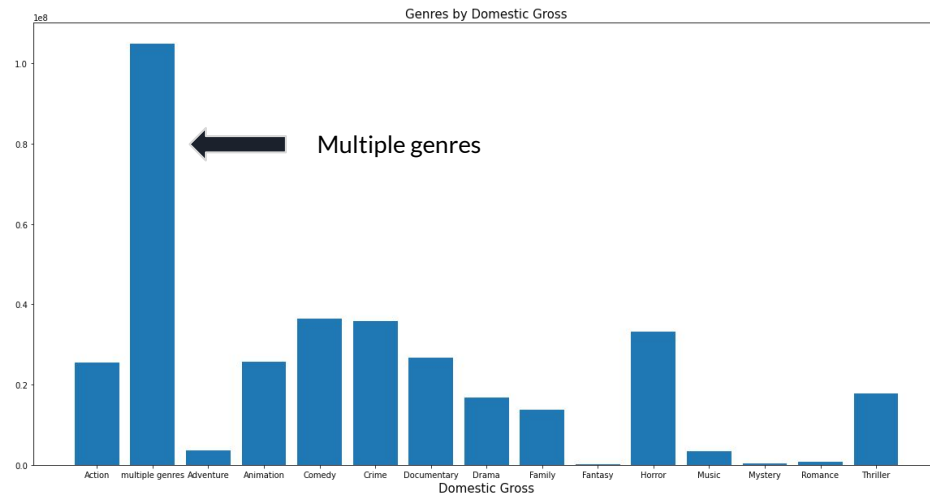
Revenue

Movie that generate high revenues
have high chance of having high
ratings



Revenue

Movie that have multiple genres within it generate highest revenues both domestically and in the foreign market





Recommendations

Recommendation 1

- The lengthiest movie production should be at 138 minutes.

Recommendation 2

- The best entry market movie should have multiple genres within it.
- Drama genre is a safe bet for single genre or in a multiple genre movie

Recommendation 3

- Different movies should be made for different markets (domestic and foreign)
- Each market could generate high revenue but not necessarily both

Recommendation 4

- Garnering more votes from viewers has a high possibility of generating a high rating

Conclusion

With the movie production
increasing over the years now
is the perfect time to hop in on
the fun

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