

Microsoft

Movie Studio



Business Problem

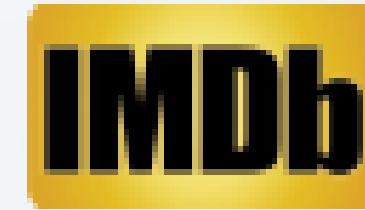
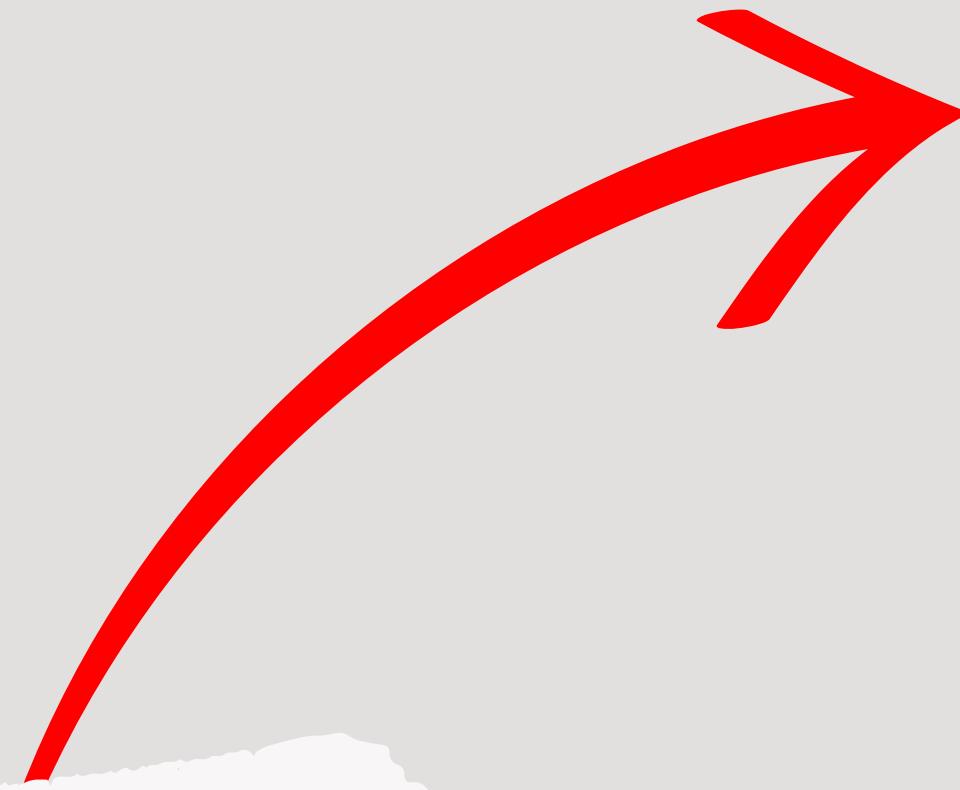
What are the specific film genres or types that are currently leading in box office performance, and how to leverage on insights to optimize our movie production strategy in order to maximize revenue and audience engagement

ANALYSIS SUMMARY

- Analysis of Top Selling Box Office Movies in the Foreign
- Year Trends in Studio's Gross Revenue
- Relationship between Foreign & Domestic Revenues
- Top Performing Studios by Gross Revenue
- Domestic & Foreign Gross Revenue, Studios Performance.
- Histogram Review
- Top Popular Genres Based on Num Votes



**DATA
SOURCE**



Box Office Mojo



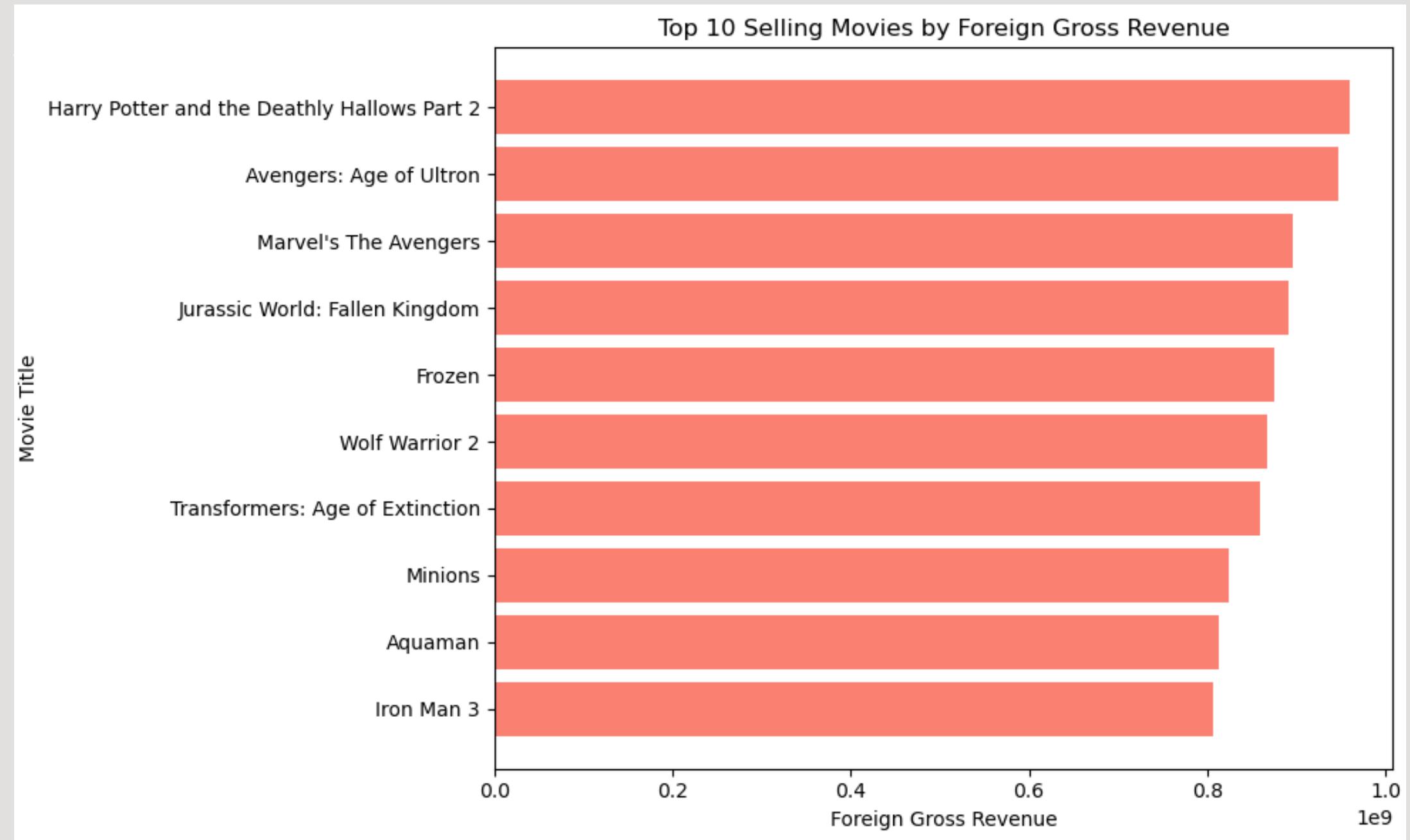
THE NUMBERS®

Where Data and the Movie Business Meet

Top 10 Selling Movies by Foreign Gross Revenue

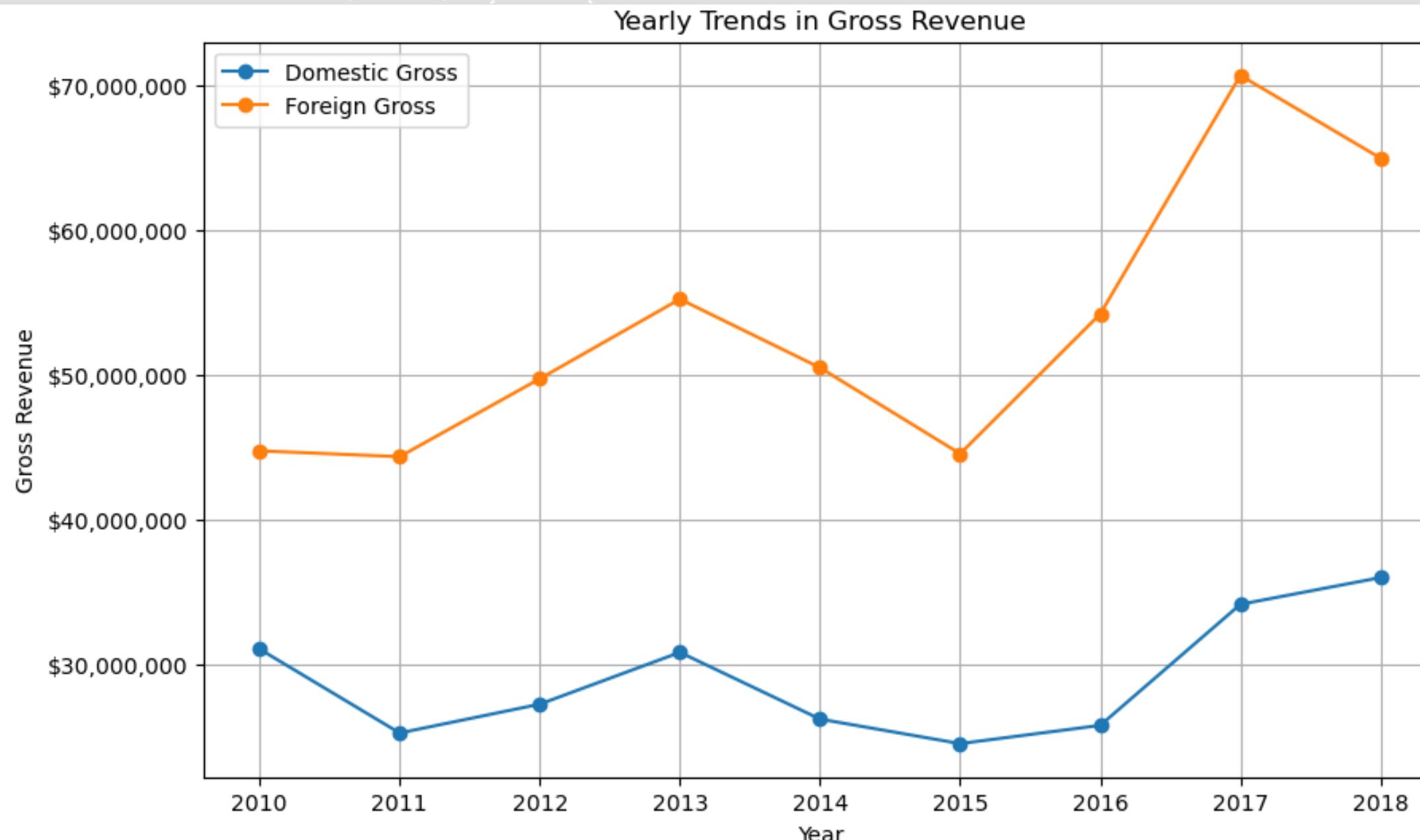
Which are the top selling
Movies?

- Harry Potter and Deathly Harrows Part 2
- Avengers: Age of Ultron
- Marvels The Avengers
- Jurassic World: Fallen Kingdom



Yearly Trends Studios' Gross Revenue

How is the Revenue Trend over Years?

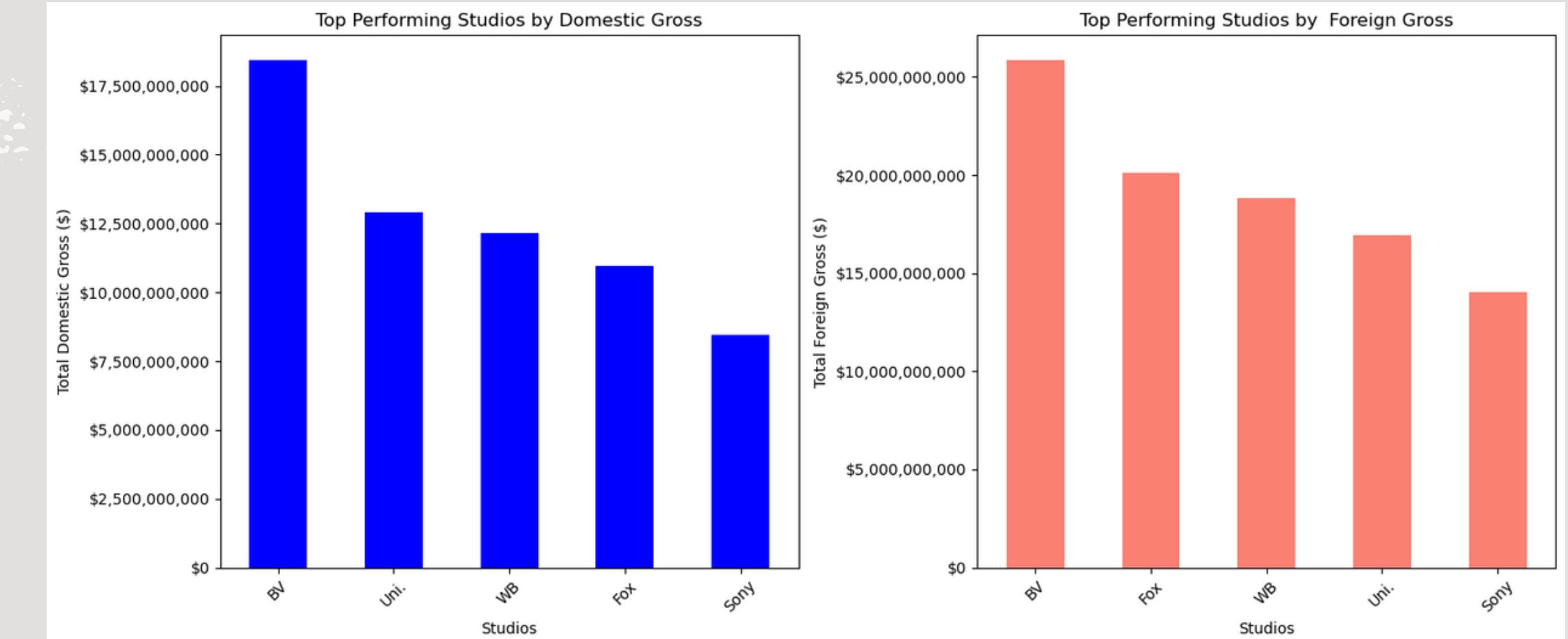


- Revenue Keeps Changing Over Time
- Foreign Market are generating more revenue
- Domestic Market is below \$40M revenue

Top Performing Studios By Gross (Domestic & Foreign)

Which are the top
Performing Studios?

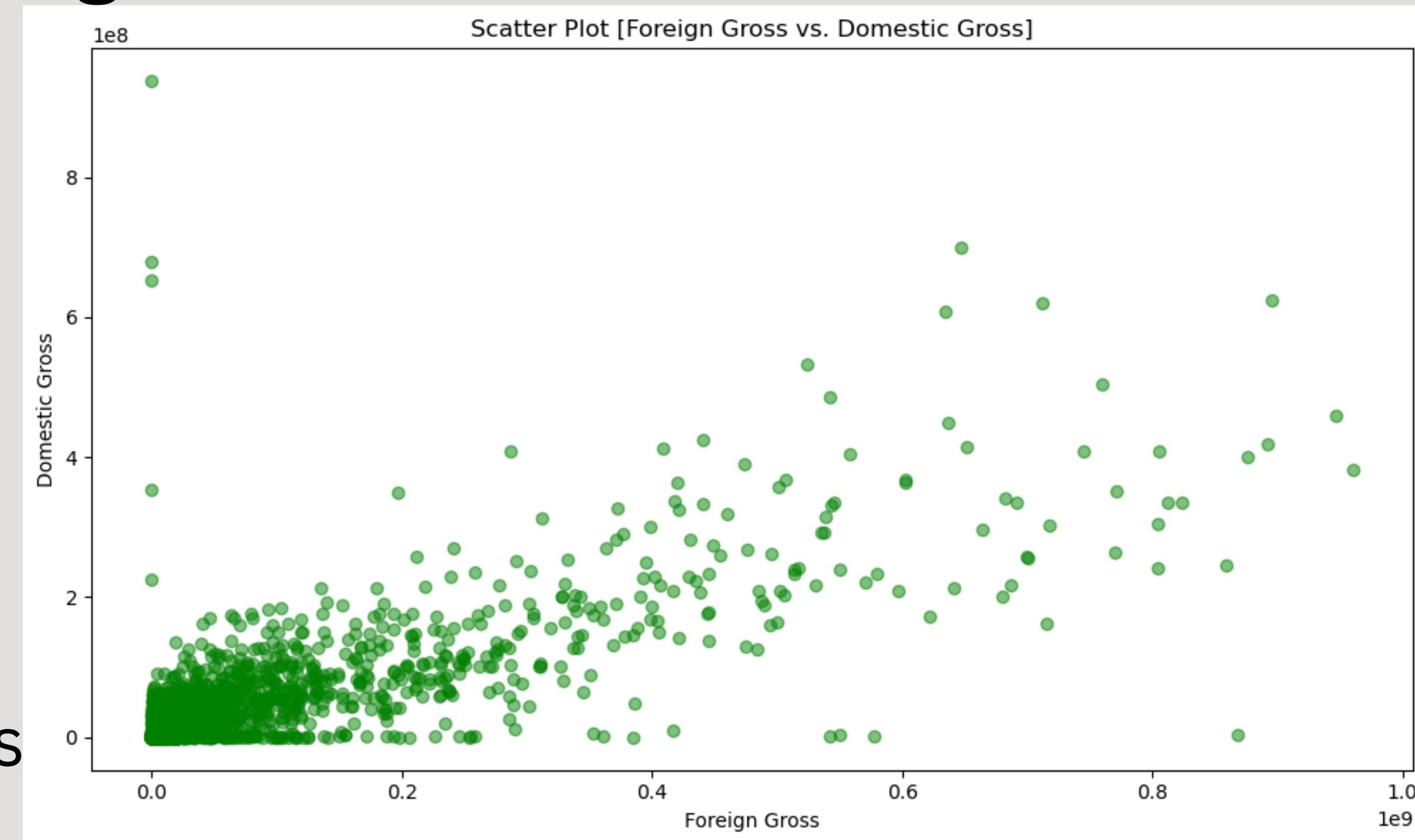
- BV studio
- Uni Studio
- WB Studio
- Sony Studio
- Fox Studio



Scatterplot (Foreign vs Domestic Gross)

Is there relationship
between Domestic and
Foreign Gross Revenue?

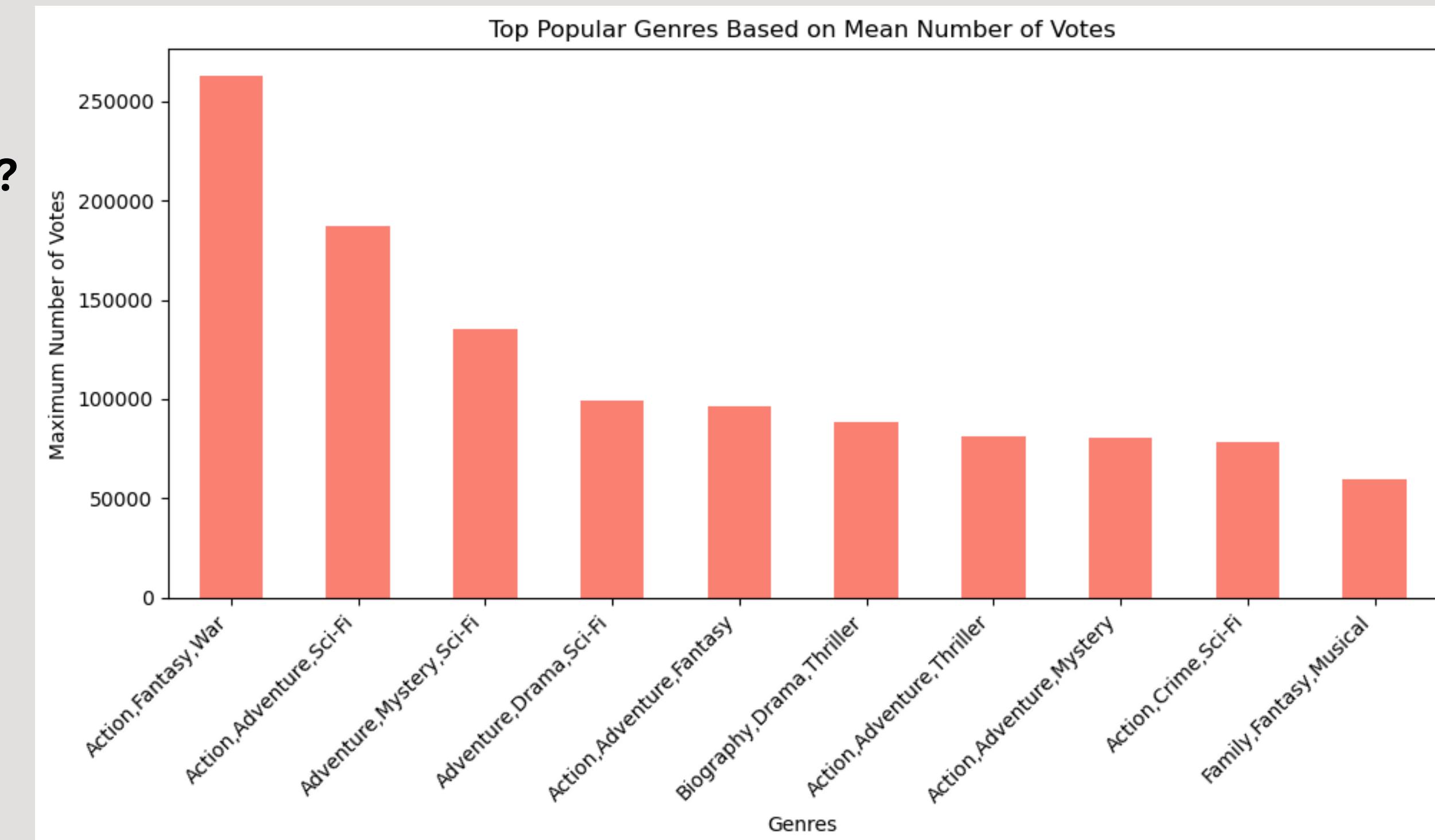
There is strong positive
correlation between
domestic & foreign gross
revenue



Top Genres Based on NumVotes

What are the most popular Genres?

- Action
- War
- Adventure
- Sci-Fi
- Drama



Recommendation



Audience Taste Preference



Producing movies that attracts more viewership from the audience

CINEMATOGRAPHY



Reviewing
cinematography
techniques used in the
top selling movies

Cinematics Themes



To explore the common scene themes in the top 10 Selling Movies

Marketing Budget & Strategies



Diversify on Marketing strategies in the domestic market to balance with foreign revenues

Create Brand Identity



To increase visibility
for all produced
movies and connect
with audience

Talent Acquisition



Hiring the best directors,
actors, screen writers in
the top 10 selling movies

Partnership



Partner with best performing Studios in Co-Production



WHAT'S NEXT?

Next Data Insights

- Audience Location
- Movie Marketers
- Movie Budgets Allocation
- Studio Location
- Audience Age/Gender Segregation