

Analysis of the Movie Industry



Microsoft

Problem Statement and Task

- Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Expected Business Insights



Film industry leaders: number of films produced and gross earnings

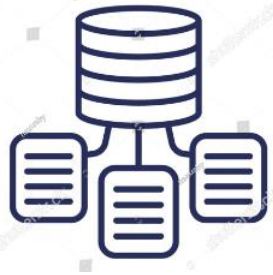


Perfect season of movie release to maximize on profit



Popular movies genres, as voted movie

Methodology

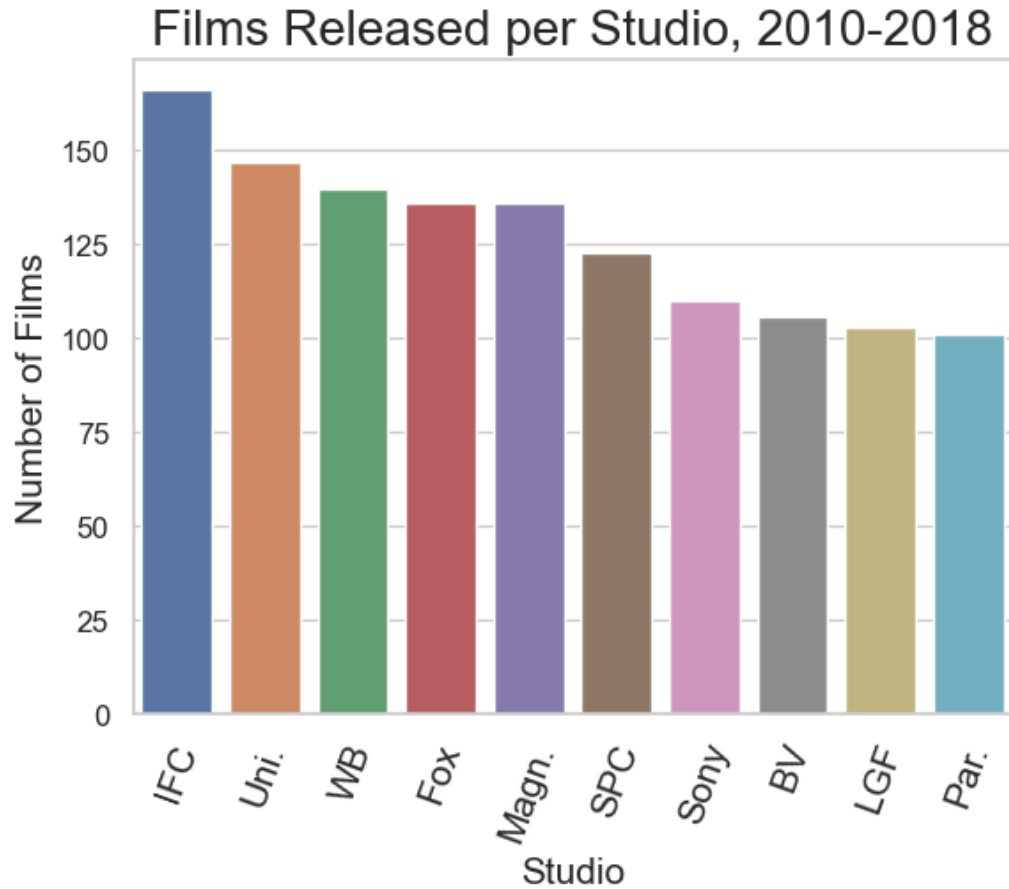


Data was sourced from IMDM, Box office mojo, and movieDB.org



Data analysis and visualisation were done using Python language and SQL (data sets cleaning, sorting, querying, joining datasets, creating new columns, stats calculations and visualizations).

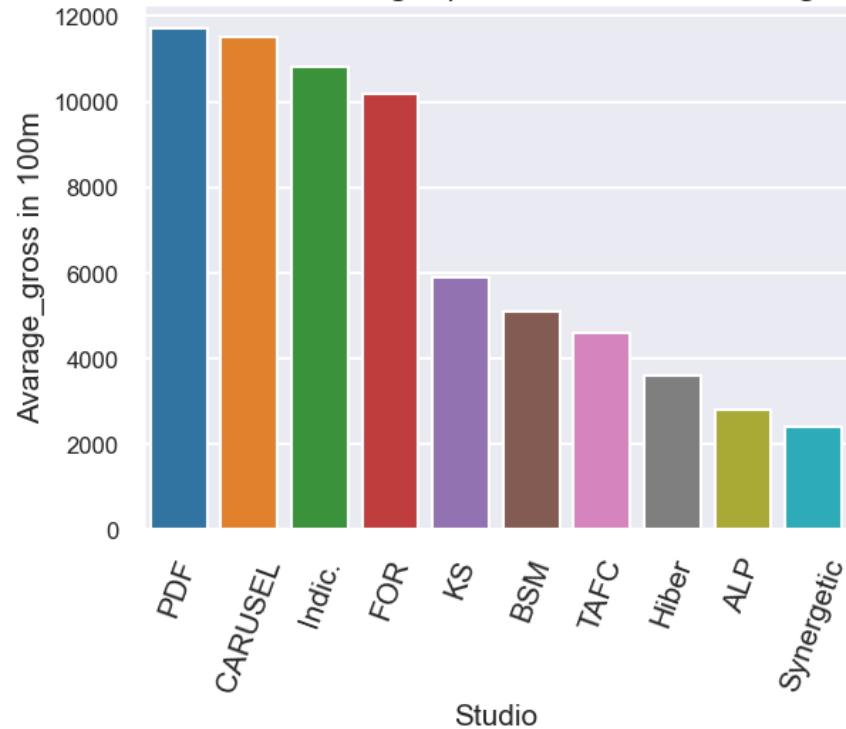
Findings



IFC, Universal, WB, Fox, Magn are the top five film producers in terms of the quantity number of films produced in the period 2010-2018

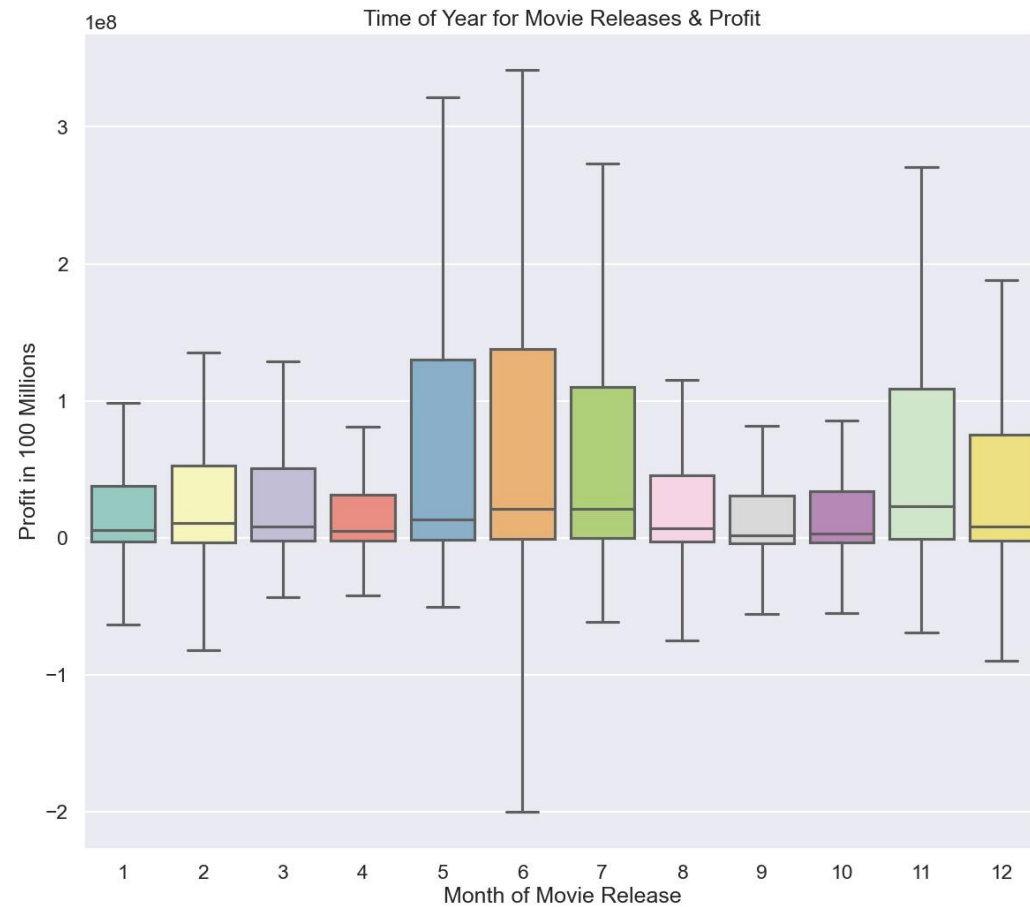
Findings

Top Studios Gross Earnings (Domestic and Foreign, 2018-2010)



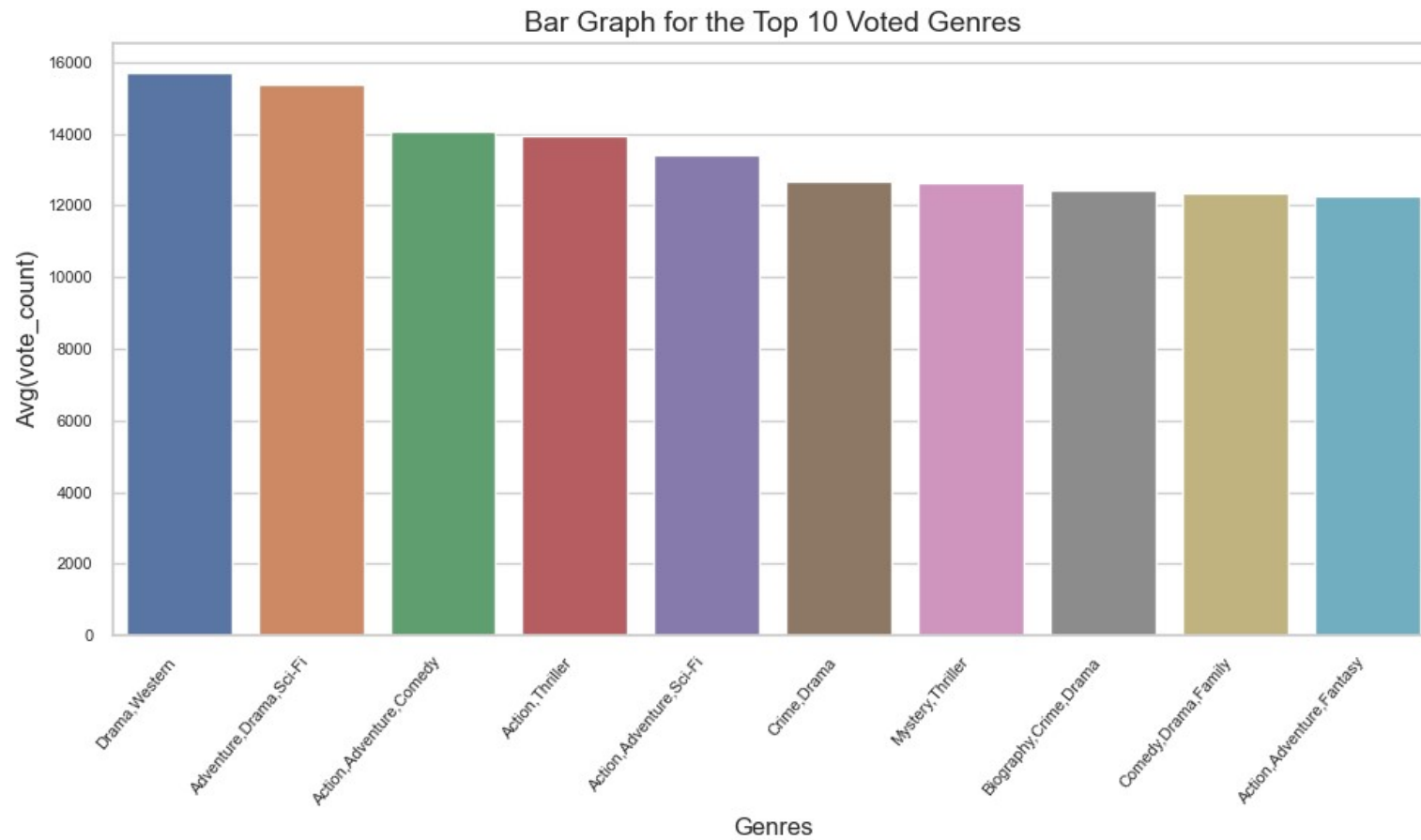
Without considering the net earnings, PDF and CARUSEL lead in the gross earnings in the domestic and foreign markets

Findings



There is two seasons of higher profits in June and November.

Findings



Drama Western is the most popular genre according to the number of votes.

Recommendations

- Get talents/staff from the top studios regarding the quantity of movies produced.
- To maximize on profits, Microsoft should release movies in June/July and end the year
- Microsoft to pilot with Western drama, as it is the most voted genre, more popular and can gain traction and popularity