



PROJECT PROPOSAL

16 APRIL 2023

PREPARED FOR :
Microsoft Movie Studio

PROJECT & BACKGROUND

The objective of this project is to explore the film industry in order to identify the types of films that are currently performing well at the box office by conducting in-depth analysis of the industry with the aim of finding valuable and actionable insights that will guide Microsoft as they make decisions on the type of films to create in their new movie studio.



GOALS & OBJECTIVE

Executive Summary



Microsoft has seen an opportunity in the film industry as creating original video content is becoming popular across all big companies. They currently lack the know how of the type of films that are performing well at the box office and need to understand the factors that contribute to a successful film. The business problem is therefore studying films that are performing well and drawing insights from them to guide the decision making process of the types of films to be produced at their new movie studio.



DATA COLLECTION

We shall use publicly available information from reputable box office databases that provide comprehensive data on film performance metrics. We have listed the databases we shall use in our analysis below:

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- The Movie DB
- The Numbers

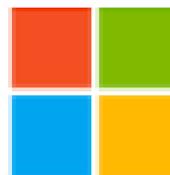
DATA ANALYSIS

We have employed various data analysis techniques to gain insights, identify patterns and understand the characteristics of the data; this helped in formulating hypotheses, generating ideas and making data-driven decisions.

Data cleaning : we have explored various ways in cleaning the data provided which includes and not limited to handling missing values, outliers, and inconsistencies. This ensures that the data used for analysis is accurate and reliable.

Data visualization: We have used data visualisation techniques such as bar graphs, line graphs and scatter plots to visually explore the data and identify trends, outliers, and patterns. Visualization helps in gaining a deeper understanding of the data and communicating findings effectively.

Data relationships: We have employed analysis in identifying relationships between variables by analysing correlations and scatter plots. This helps in understanding the interactions between variables and their impact on the data.

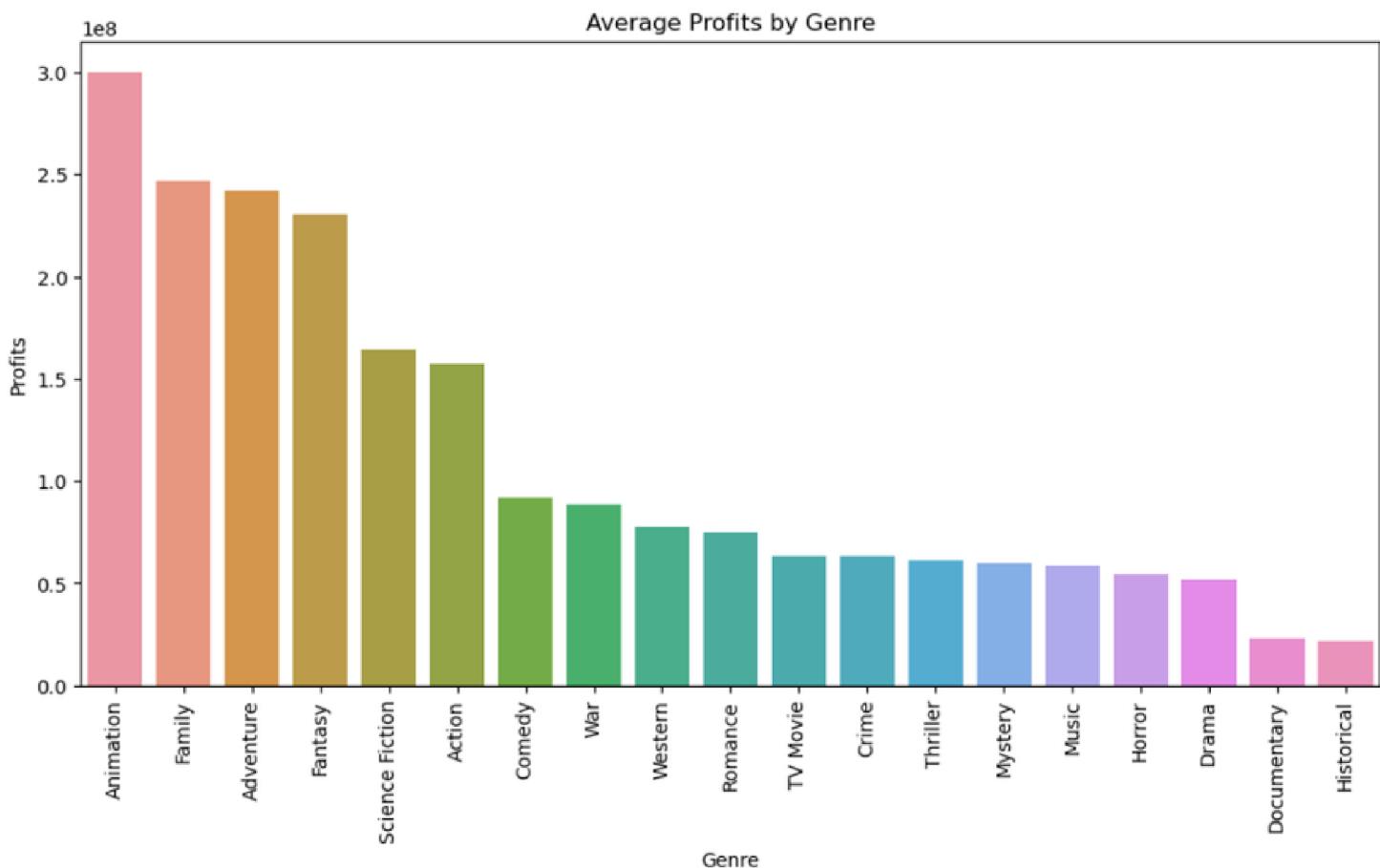


Microsoft

RECOMMENDATIONS

01

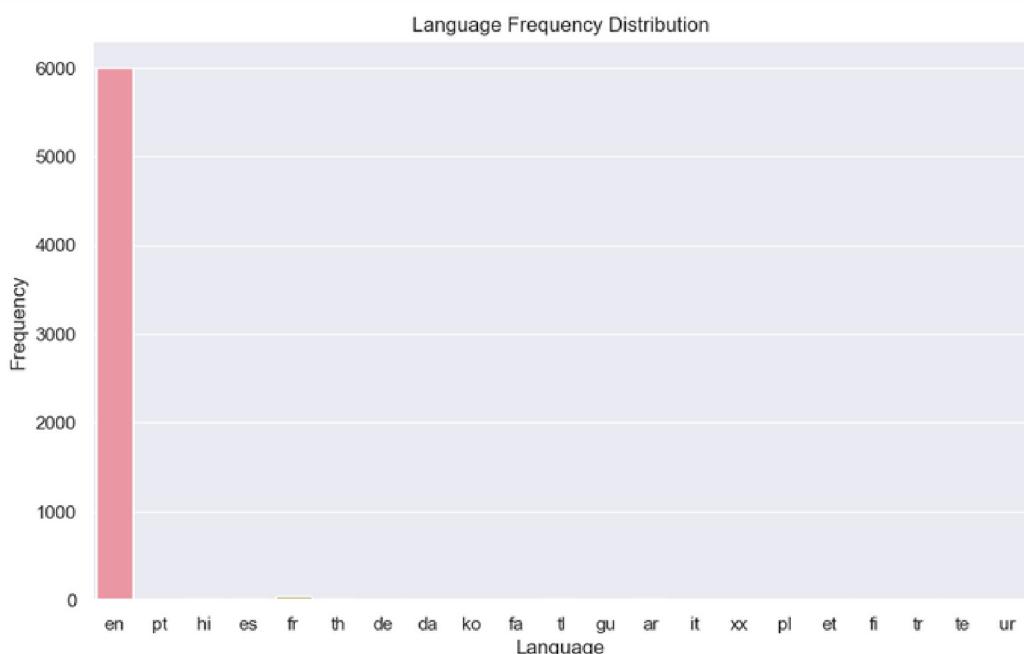
Microsoft Movie Studios should produce movies that cut across the Animation, Adventure, Family and Fantasy so as to optimise profits as they are the most profitable genres, they are also the genres with low production costs and high profits.



RECOMMENDATIONS

02

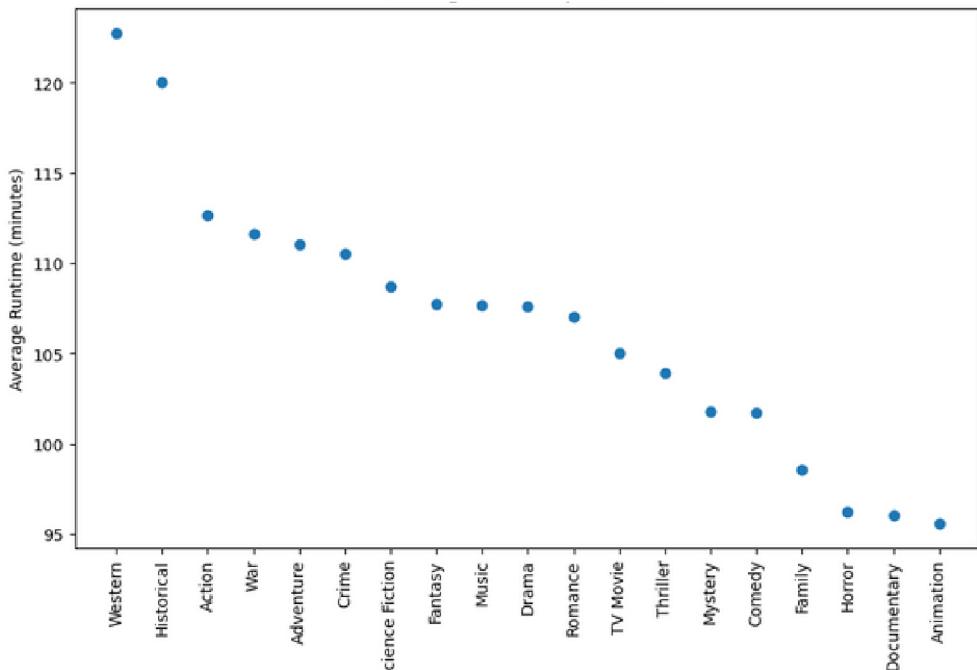
Microsoft Movie Studios should produce the movies in English as it's the most popular language in the box office and have the highest profits; they can translate them to France, Hindi to capture top international markets.



RECOMMENDATIONS

03

Microsoft Movie Studios films should have an average runtime of 105 minutes as this is the most common time among the top earning movies and the mean runtime for the genres suggested for production.



NEXT STEPS

To further improve our recommendations we shall require to:

- 1.Create a Machine Learning algorithm that can predict the optimal budget, genre and duration to create a movie that generates the highest profits;
- 2.Dig further into the data and fetch best writers, editors, actors and such personnel to create popular movies that optimize profits

