



# Microsoft's Studio

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# Business Problem

**Microsoft** has decided to create a new movie studio, but **they don't know anything about creating movies.**

I was tasked with exploring what types of films are currently doing the best at the box office and translate findings into actionable insights that can be used to help decide **on the type of films to create.**





## Data Used

For this project, I used exploratory data analysis on datasets from several websites to generate insights for Microsoft.

## Data sets

1. Bom\_movies
2. title\_basics
3. title\_akas
4. name\_basics
5. movie\_budgets
6. title\_crew



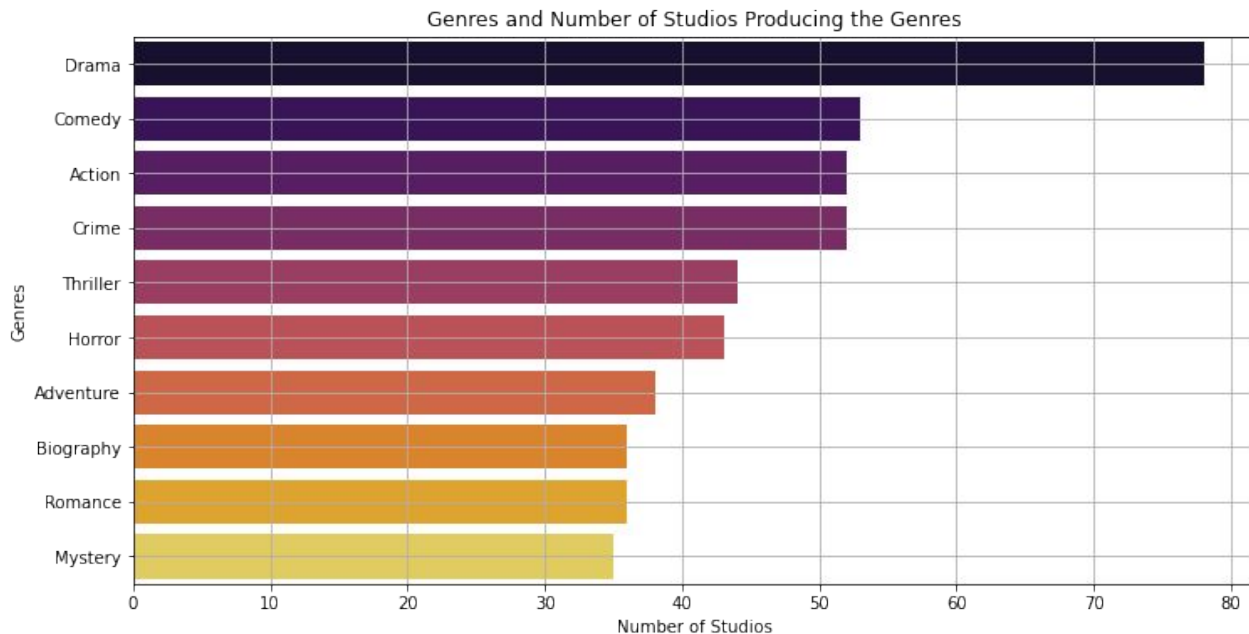
## Analysis Strategy.

I used the **pandas**, **seaborn** and **matplotlib** libraries, and python to do the **exploratory data analysis**, **visualize** the datasets and answer some questions.

 pandas python  **matplotlib**



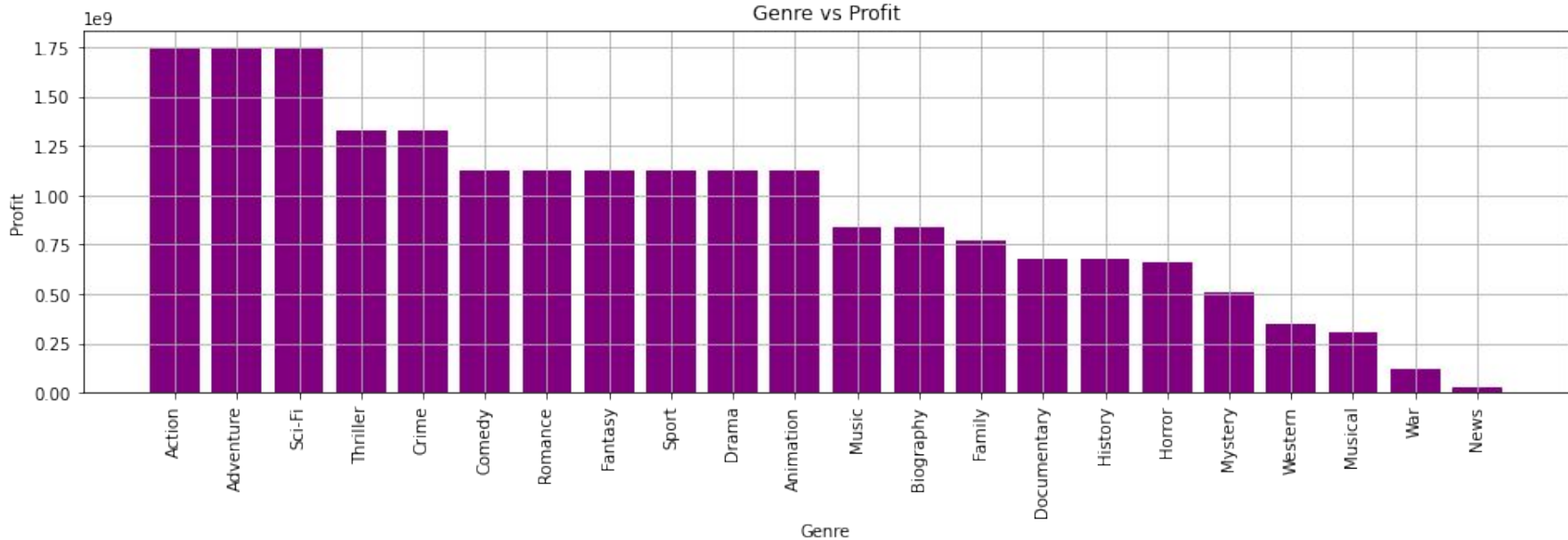
# Which Genres are mostly produced by studios ?



- **Drama, Comedy, Action, Crime and Thriller** genres are the most popular genres produced.



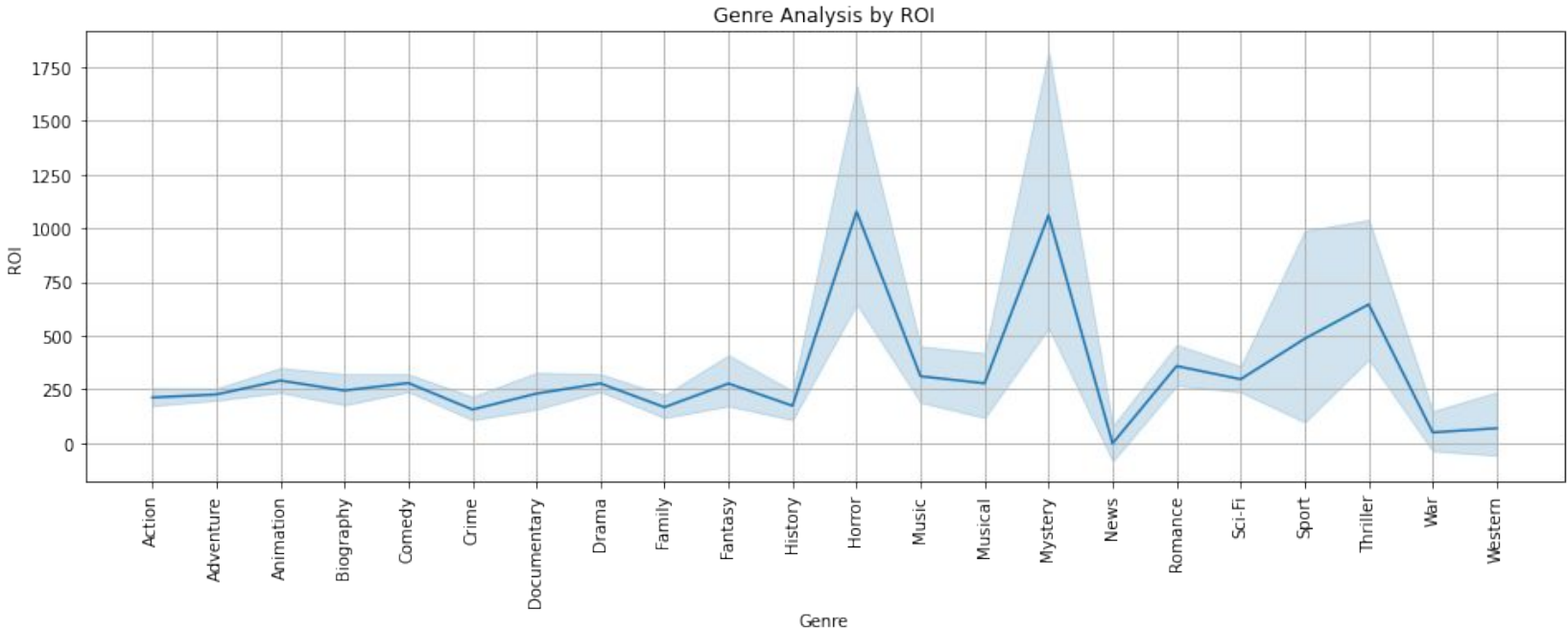
## Which Genres are the most Profitable?



- **Action, Adventure, Sci-Fi, Thriller and Crime** genres were the most profitable.



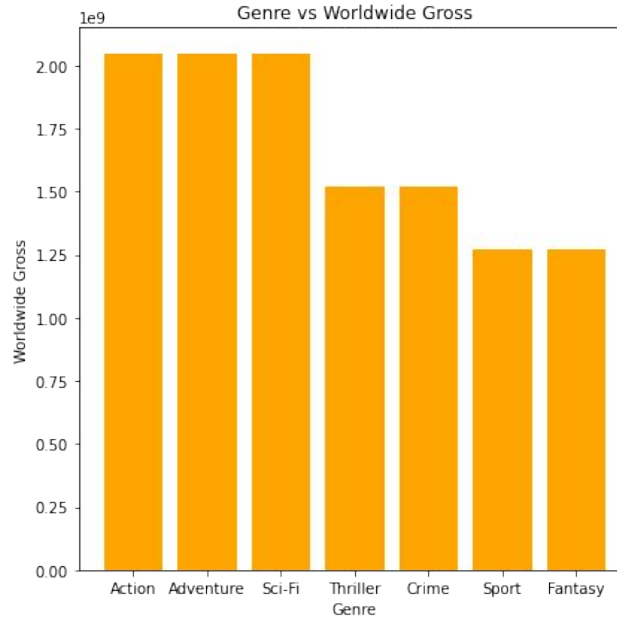
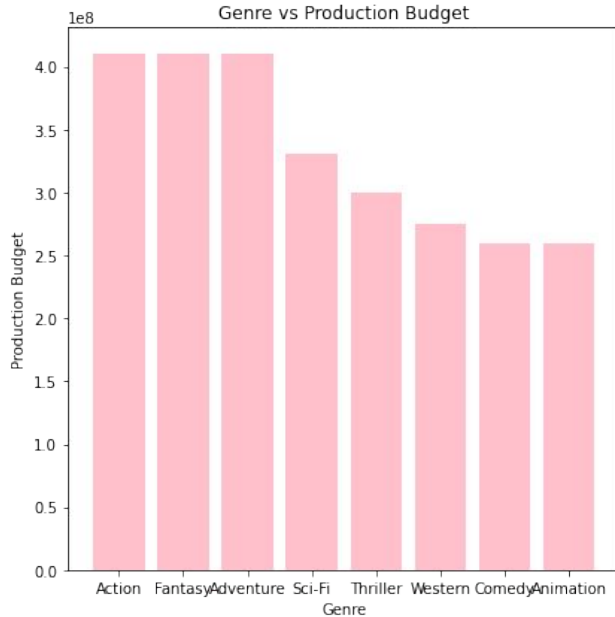
# Which Genres have the highest ROI?



- **Horror, Mystery and Thriller** genres have the highest ROI.



# Which Genres had the highest prod\_budgets & gross?

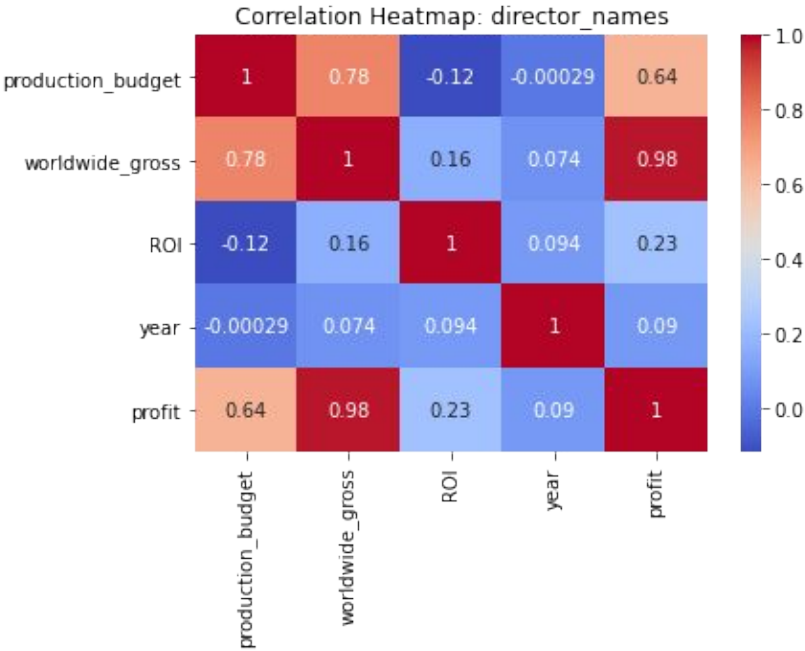
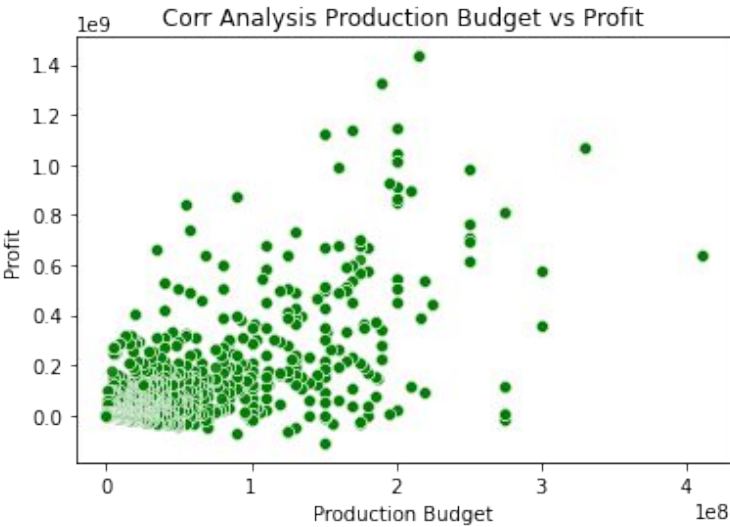


- **Action, Fantasy, Adventure, Sci-Fi, Thriller** had the highest production budgets.
- **Action, Adventure, Sci-Fi, Thriller** and **Crime** had the highest world\_wide gross.





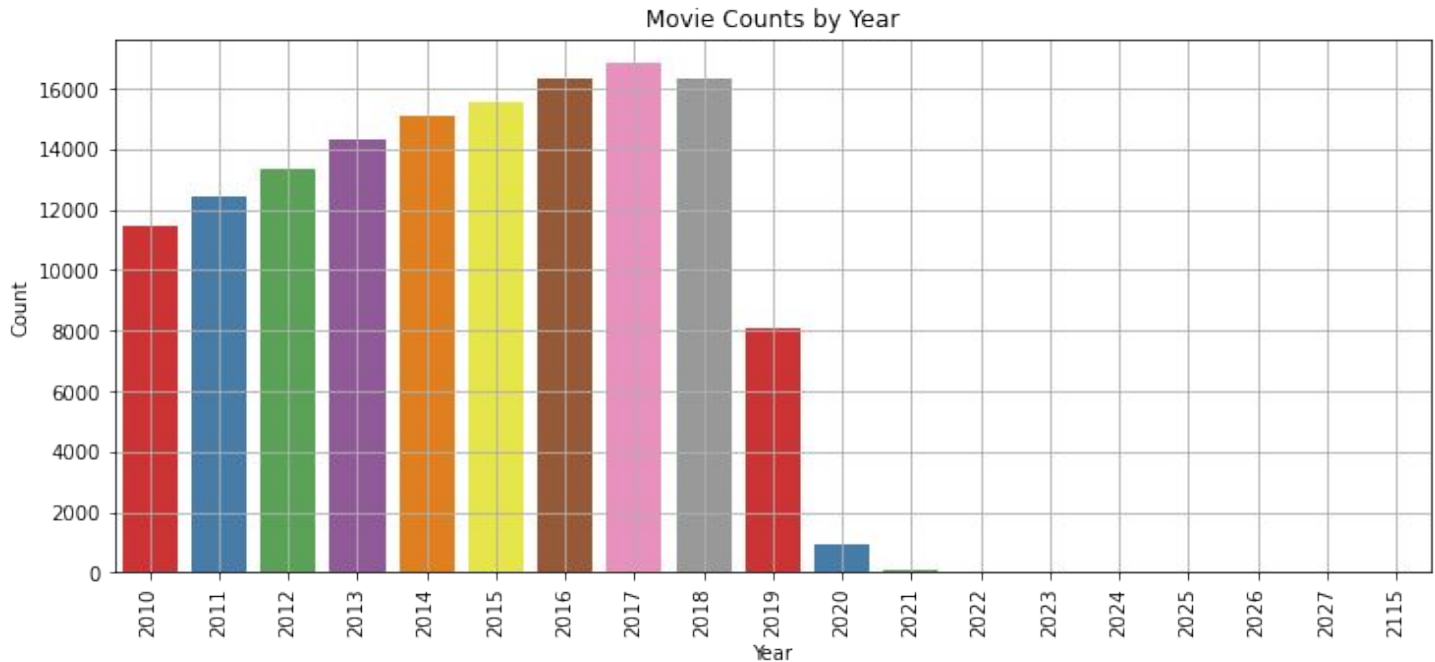
# What is the Correlation btwn Production Budget & Profit?



There seems to be a **moderate positive correlation** between production budget and profit.

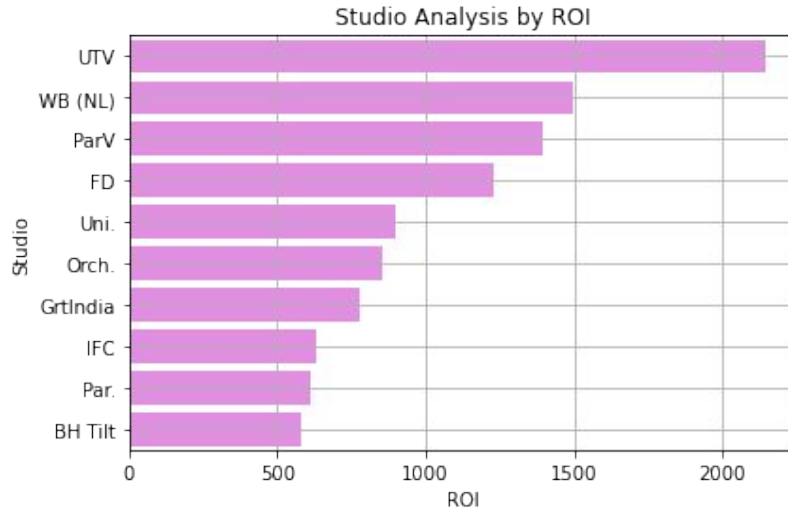


# What are the Movie counts by the years?

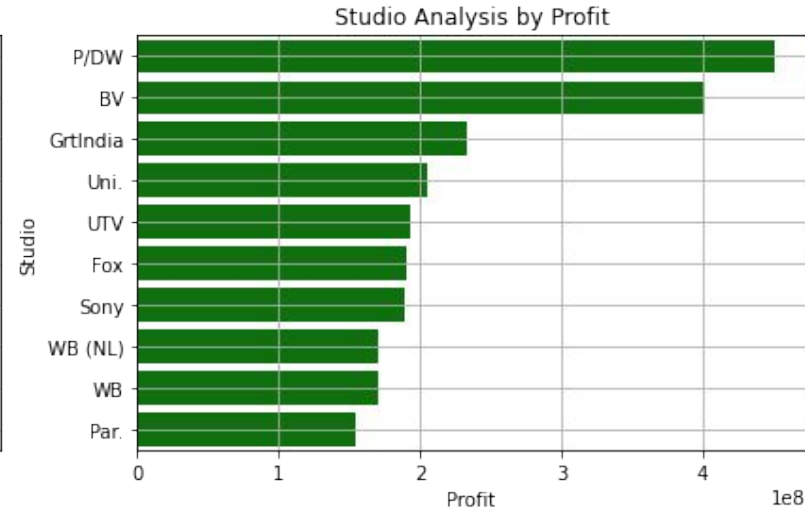


- **2017** had the highest number of movie releases.
- There was a **drastic drop** in the number of movie releases **from 2018 to 2020**.

# Which Studios have high ROI & Profit?



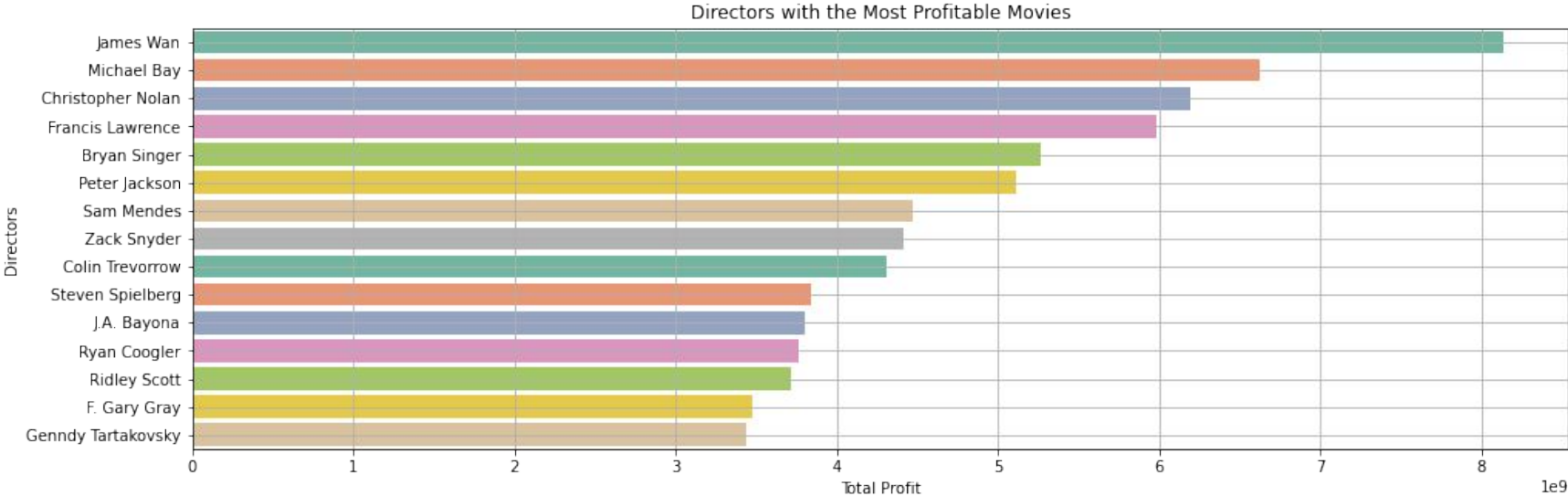
- **UTV, WB(NL), ParV** and **FD**, Had movies with the highest ROI.



- **P/DW** and **BV** had the most profitable movies.



# Which Directors had the most profitable movies?



- James Wan, Michael Bay and Christopher Nolan have the most profitable movies.



# Recommendations

- Microsoft should focus on movies in "Action", "Thriller", "Adventure" and "Sci-Fi" genres or a blend of the genres.
- Microsoft should allocate higher production budgets to the "Action", "Sci-Fi", "Thriller" and "Adventure". Lower production budgets to be allocated to the "Horror" and "Mystery" genres since they tend to have a niche audience.
- Microsoft should Collaborate with the the directors with the most profitable movies on their respective preferred genres.
- With Walt Disney, Pixar and Dreamworks being the most profitable studios, Their primary genre production is "Animations". Microsoft should produce animations to tap into the success of the genre.
- Microsoft should consider diversifying the strategy to include a subscription based Movie streaming platform to satisfy the current consumer behavior preference.

# Next Steps

- Deeper analysis on Walt Disney and Dreamworks strategies should be done on the genre types and quality of the animation movies before getting into the production in order to develop a comprehensive development roadmap.
- Proactive analysis of the industry landscape to mitigate any potential risks or tap into new technologies and opportunities as they arise.
- Microsoft should also do research on the already existing movie streaming platforms to understand the landscape. Getting to incorporate machine learning algorithms on the platform would be essential in order to offer the audience a bespoke experience. This would further go to inform future strategies in movie production as it will be Microsoft's first party data to consumer preferences.



# Thank you.

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