MICROSOFT DATA ANALYSIS PROJECT

OVERVIEW

- Title: Microsoft Ventures into Original Video Content Production

- Introduction to Microsoft's Expansion into Original Video Content

- Objective: Producing a Hit Movie

- Leveraging Abundant Resources in Technology and Entertainment Industries

BUSINESS UNDERSTANDING

- Microsoft, one of the prominent tech giants globally, is the latest entrant into the realm of original video content production.

- While the company boasts extensive expertise in creating software widely used by people, their experience in crafting films that resonate with audiences is relatively limited.

- However, compensating for this knowledge gap is their abundant resources, prompting them to venture into the domain of box office success with the intent of producing a hit movie.

- This project aims at providing business recommendations on this venture.

DATA UNDERSTANDING

- IMDb, known as the Internet Movie Database, stands as one of the foremost platforms for movie-related news and information. Offering a plethora of data ranging from ratings, film titles, genres, to details on crew and cast members, IMDb also provides extensive biographical information. The data files furnished for this project pertain to the year 2019.

- The Numbers (TN) dataset is comprised of records on 5,782 movies and includes 6 columns of datapoints on each movie. The target data includes production budget and worldwide gross revenue.

DATA ANALYSIS

- IMDb: Internet Movie Database
  - Leading Platform for Movie-Related Information
  - Abundant Data on Ratings, Titles, Genres, Crew, Cast, and Biographies
- The Numbers (TN) Dataset:
  - Target Data: Production Budget and Worldwide Gross Revenue
- Importance of Data Analysis
  - Uncovering Insights into Movie Industry Trends
  - Identifying Factors Influencing Box Office Success
  - Informing Decision-Making for Microsoft's Venture into Original Content Production

RECOMMENDATIONS

- **Optimal Movie Runtime**: Aim for a runtime of approximately 90 minutes. Analysis of highly rated movies indicates a concentration in the 90-100 minute range, suggesting viewer preference for this duration.

- **Genre Focus**: Concentrate on producing movies within the 'animated' or 'family' genres to maximize net profit. These genres have shown the highest average net profits, with 'animated' films averaging $313 million and 'family' films averaging $292 million.

- **Budget Allocation**: Consider investing a minimum of $200 million per film. Initial data modeling suggests a positive correlation between higher budgets and increased profits. Analysis of median Return on Investment (ROI) indicates that films with larger budgets have the potential for the highest returns.

THANK YOU

- ANY QUESTIONS?

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