



# MICROSFT NEW MOVIE STUDIO VENTURE

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EDA PROJECT



## Business Problem

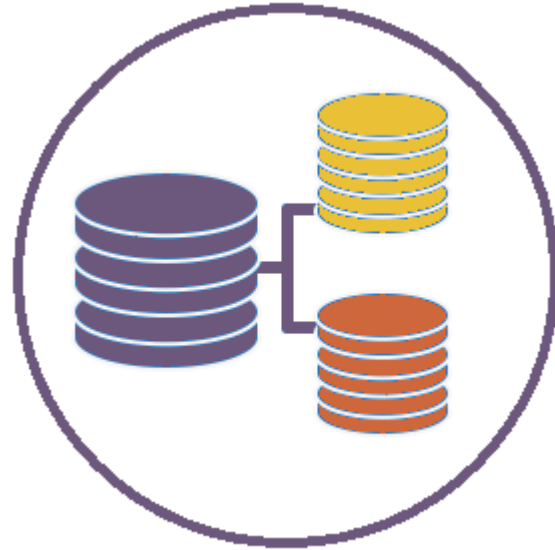
- ❖ Microsoft has seen an opportunity that all big companies create original video content and they want to get into one. The company has decided to venture into movie studio but they no nothing about creating movies. This EDA aims to generating insights for their stakeholders.



# Data Understanding

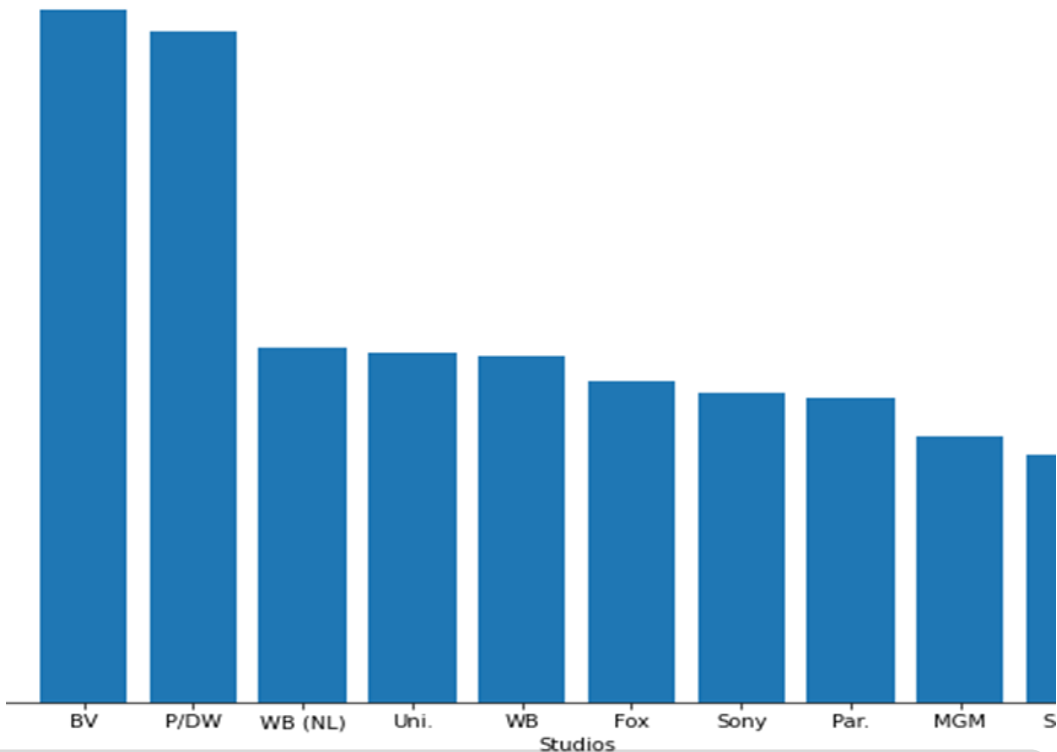
The project harness Datasets from:

- ❖ BOM Movies Data
- ❖ IBM Data
- ❖ The Numbers Data



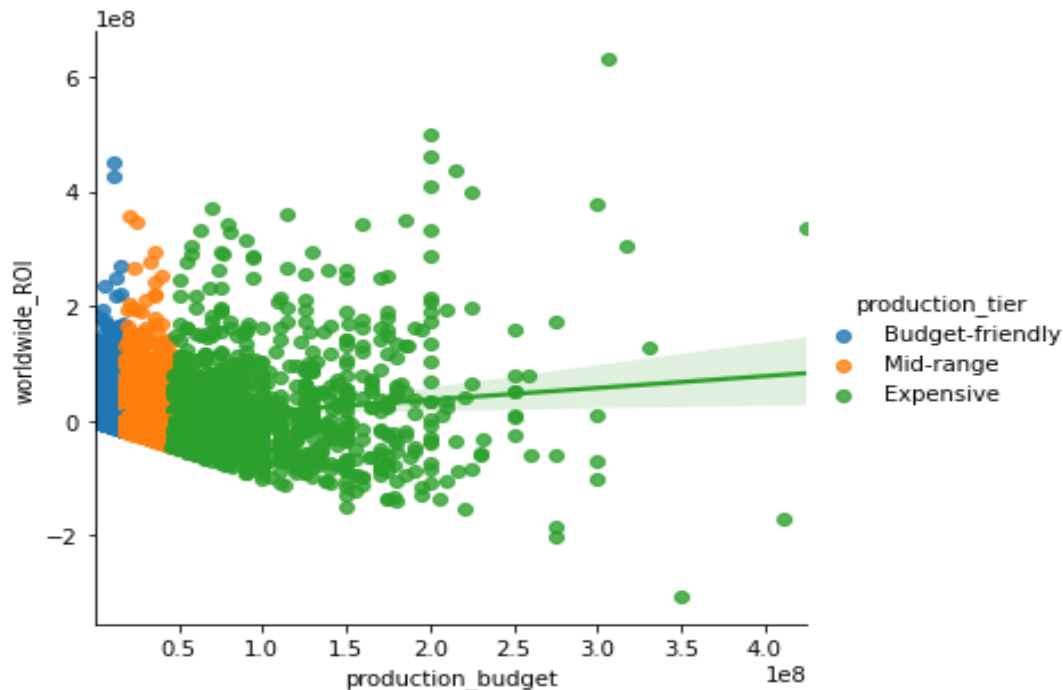
## Top 10 Studios

- ❖ Top 10 Studios according to Domestic Gross include BV, P/DW, WB(NL), Uni. , WB, Fox, Sony, Par MGM and SUM.
- ❖ This means that these are the main competitors in the market.



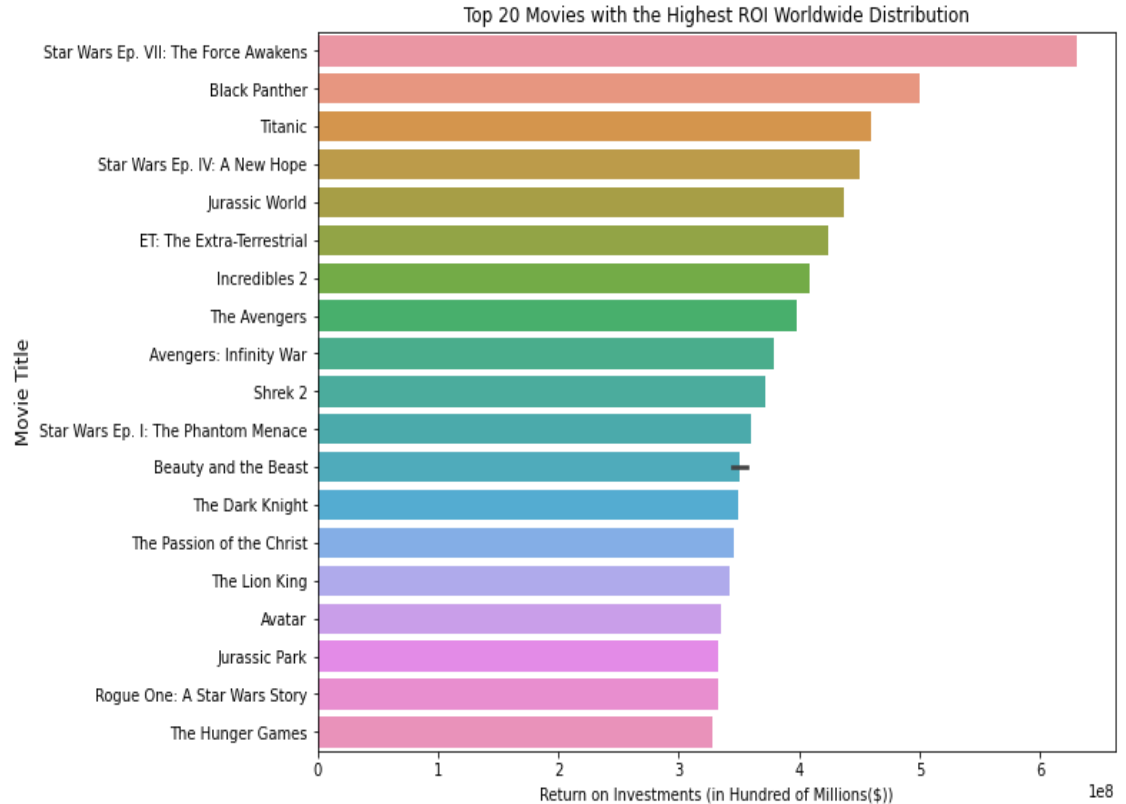
# Movies with Highest Return on Investment

- ❖ When the production budget is high, the ROI also is high hence making losses increases exponentially



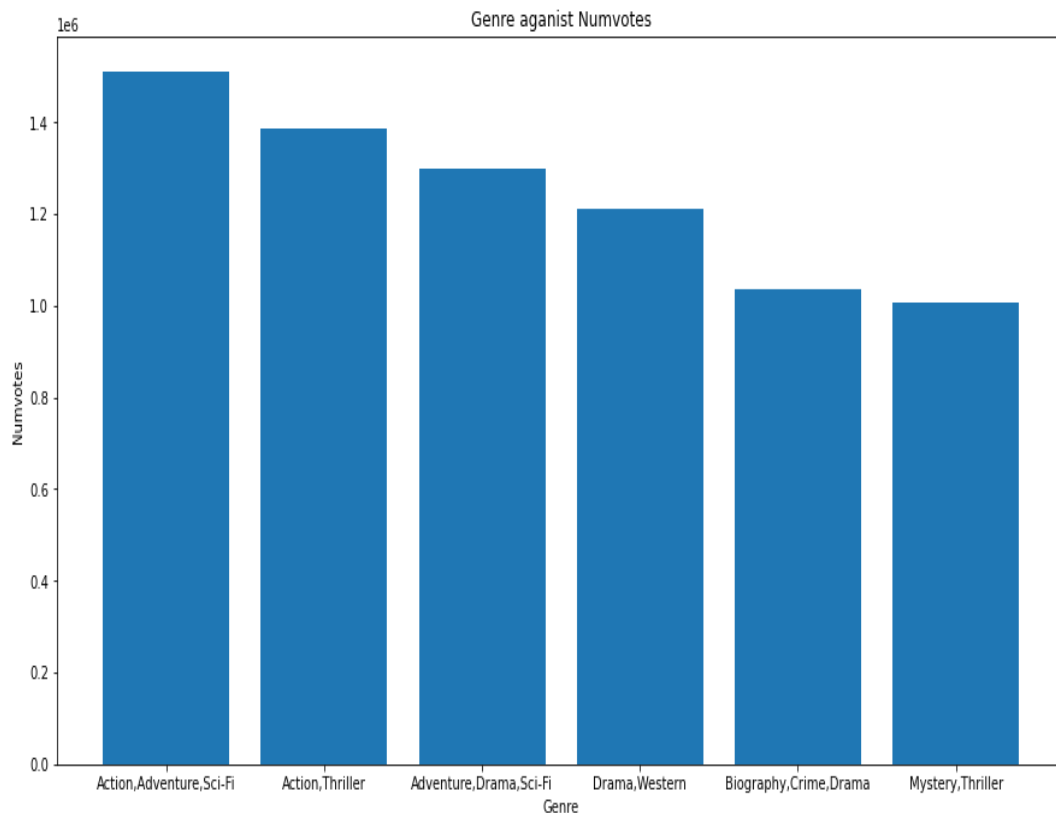
# Top 20 Movies with highest ROI

- ❖ Among the movie titles, Star Wars. Ep VII: The Force Awakens features as the movie with the highest ROI.
- ❖ Investing in this kind of movie that has the same taste as Start Wars would lead to a higher ROI.



# Highest Ratings

- ❖ Clearly, Action. Adventure, Sci-Fi has a higher rating compared to other genres.
- ❖ This means that people like this kind of Genre more.



# Recommendations

Microsoft to invest more in Sci/Fi and action genres as they sell best and are most preferred.

Microsoft will conduct research on the top 10 competitors before launching the business so that it can create a solid market base and enjoy

Microsoft will invest more in movies such as Star Wars: The Force Awakens as it is among the top 20 movies with the highest ROI.

