Microsoft Movie Analysis

How Microsoft can enter into the movie business

Business Problem

Company	Context	Problem statement
Microsoft wants to enter the movie industry and they need to know the way forward.	We have a dataset of various movies and would like to draw some insights	With a large market and a wide range of movie lovers. We should strike a balance between profit and people engagement

Challenges deep-dive

| Movie Genre | Length and Release | Principals |

What movie genre should they produce

There are a couple of genres and the objective is to find the most profitable.

How long should the movie be and when should it be released.
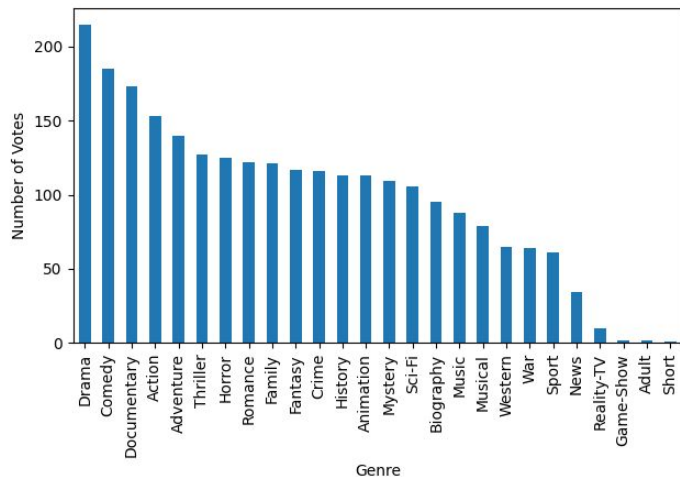
The length of a movie can affect the people's experience. In addition what month should it be released to maximize profits

Who should feature in the movie

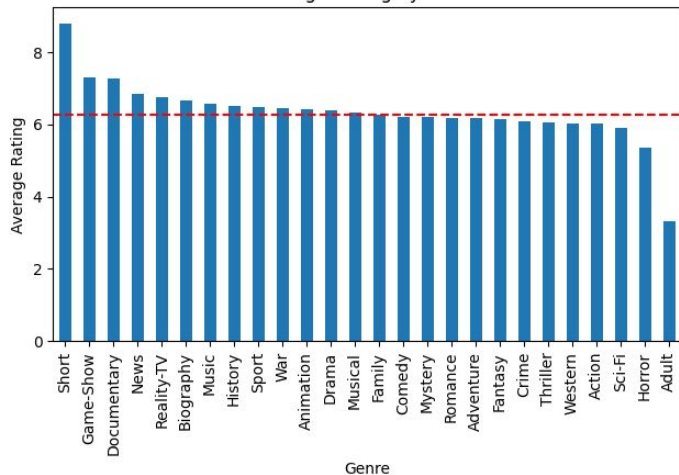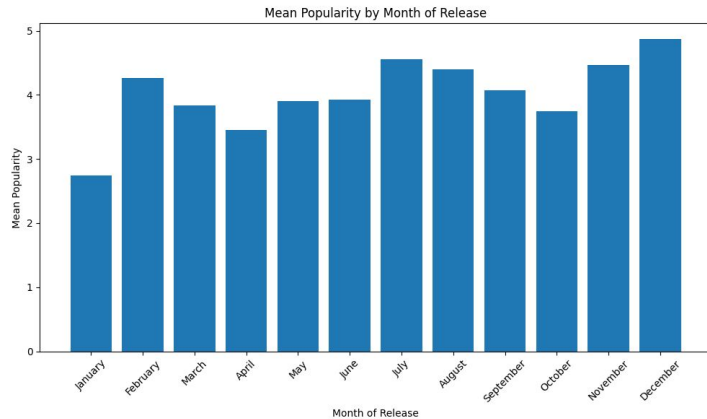There are numerous producers and writers. Finding a good one might affect the success of the film.

From this analysis we see that the genres with the most votes are Drama, Comedy, Documentary, Action and Adventure.
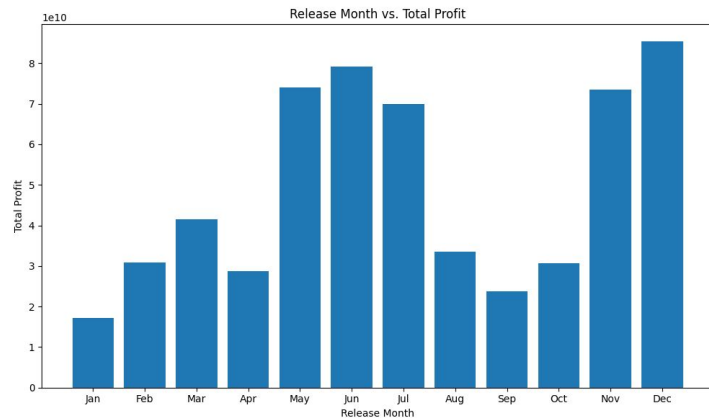
This can infer a larger fanbase for these genres.

The second graph shows average rating per genre. Based on how varid the votes are any genre close to the mean average is okay

Mean Popularity by Month of Release
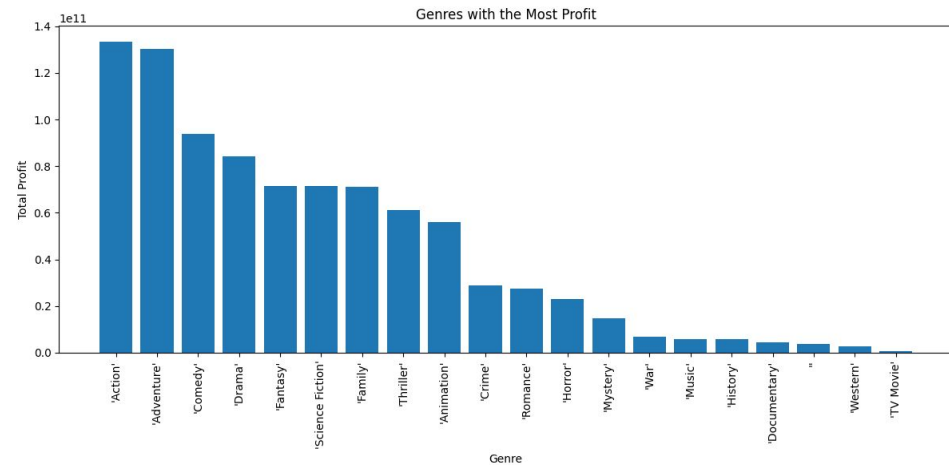
Release Month vs. Total Profit

The first graph shows the popularity of movies. Based on the release month. With december being the month with movies with the most rating.

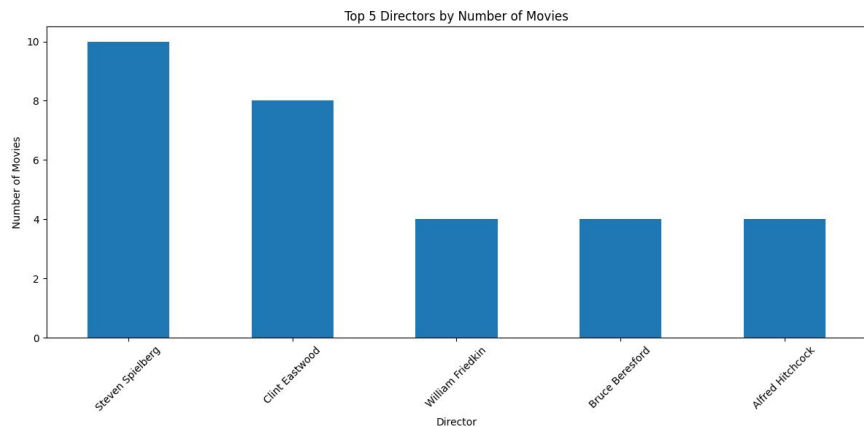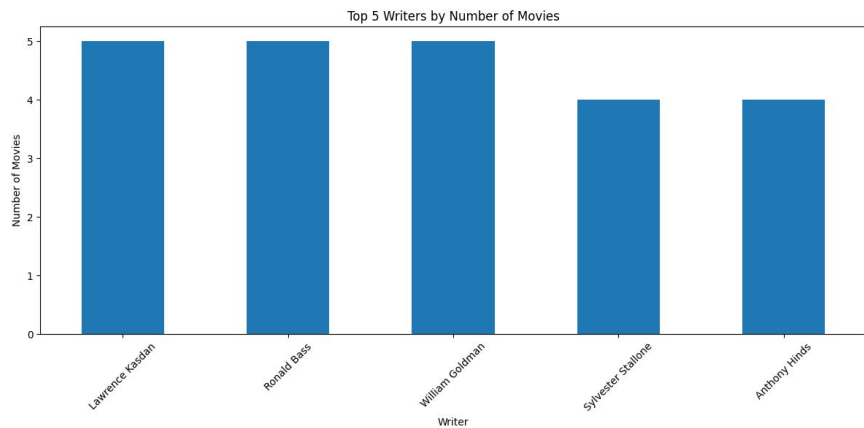The second graph shows profit per month again December having the most profit

Genres with the Most Profit

This graph shows which genres made the most profit. This was calculated by adding the domestic gross to worldwide gross and subtracting the production cost.

Action and Adventure top this list.

Top 5 Writers by Number of Movies

Top 5 Directors by Number of Movies

Experience is a valuable assets. These are the top writers and directors who have managed the topo movies.

Recommendation

Based on the analysis the genre should be Action or Adventure. The release date should be late into the year. December is a good start. The movie should be above 100 minutes long so 100-150 minutes is okay. A top director and Writer would be an added benefit.

Next steps

It is worth looking at the directors and writers. To find under appreciated good writers and directors that require a lower budget to film.
It would also be beneficial to look into the optimum range between movie release and DVD release to maximize on Cinema revenue.

Regards

Thank you for attending my presentation. Questions, complaints thumbs up and recommendations are highly appreciated