

# MICROSOFT'S NEW MOVIE STUDIOS.

Presenter:

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# Introduction:

- ❖ Welcome to the presentation on leveraging data insights for Microsoft's new movie studios.
- ❖ Today, we'll explore how data analysis can inform strategic decisions in the film industry.

# Business Understanding

- › Microsoft's entry into the film industry presents an exciting opportunity for growth and innovation.
- › To succeed, Microsoft's new film studios must understand audience preferences, market trends, and financial considerations.
- › Data-driven insights are crucial for making informed decisions and maximizing success in the competitive film market.



# Business Problem.



- ≠ The main challenge facing Microsoft's new movie studios is understanding audience preferences and market dynamics to produce successful films.
- ≠ To address this, we need to leverage data analysis to identify trends, patterns, and opportunities in the film industry.

# OBJECTIVES:

- ✓ Analyzing genre preferences to guide content creation.
- ✓ Understanding the impact of runtime on audience engagement.
- ✓ Examining the distribution of vote ratings to gauge audience satisfaction.
- ✓ Investigating the popularity of movies by release month.
- ✓ Assessing the correlation between production budget and gross revenue.



# Data Understanding.

- ≠ We used a comprehensive dataset containing information on movie titles, genres, runtime, ratings, release dates, and financial metrics.
- ≠ This dataset provided valuable insights into audience preferences, movie performance, and industry trends



# Data Preparation;

- ≠ We began by loading and preprocessing the dataset to ensure data quality and consistency.
- ≠ Data cleaning techniques were applied to handle missing values, duplicates, and inconsistencies.
- ≠ Various data analysis methodologies were employed to derive meaningful insights from the dataset.

# Exploratory Data Analysis (EDA)

- Our analysis revealed several key insights:



## Genre preferences

- Drama, Comedy, and Action are the most popular genres among audiences.



## Runtime trends

- Our analysis revealed a median movie runtime of approximately 105 minutes, with a notable cluster of longer films beyond the upper quartile, particularly between 155 and 175 minutes.



## Audience ratings distribution

- The majority of movies receive vote ratings between 6 and 7.



## Release month popularity

- Movies released in May and November tend to have higher average popularity scores.

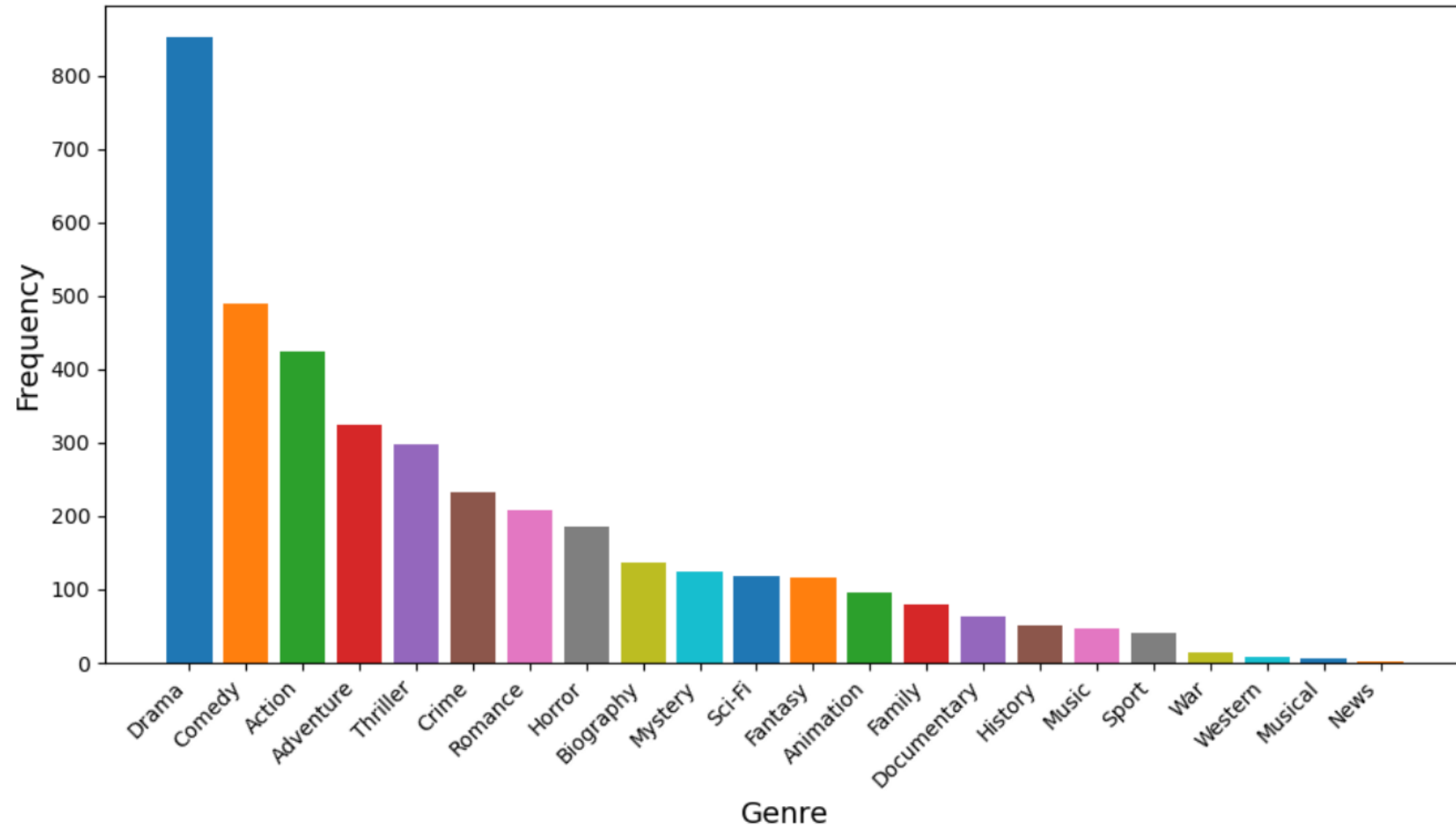


## Correlation between production budget and gross revenue

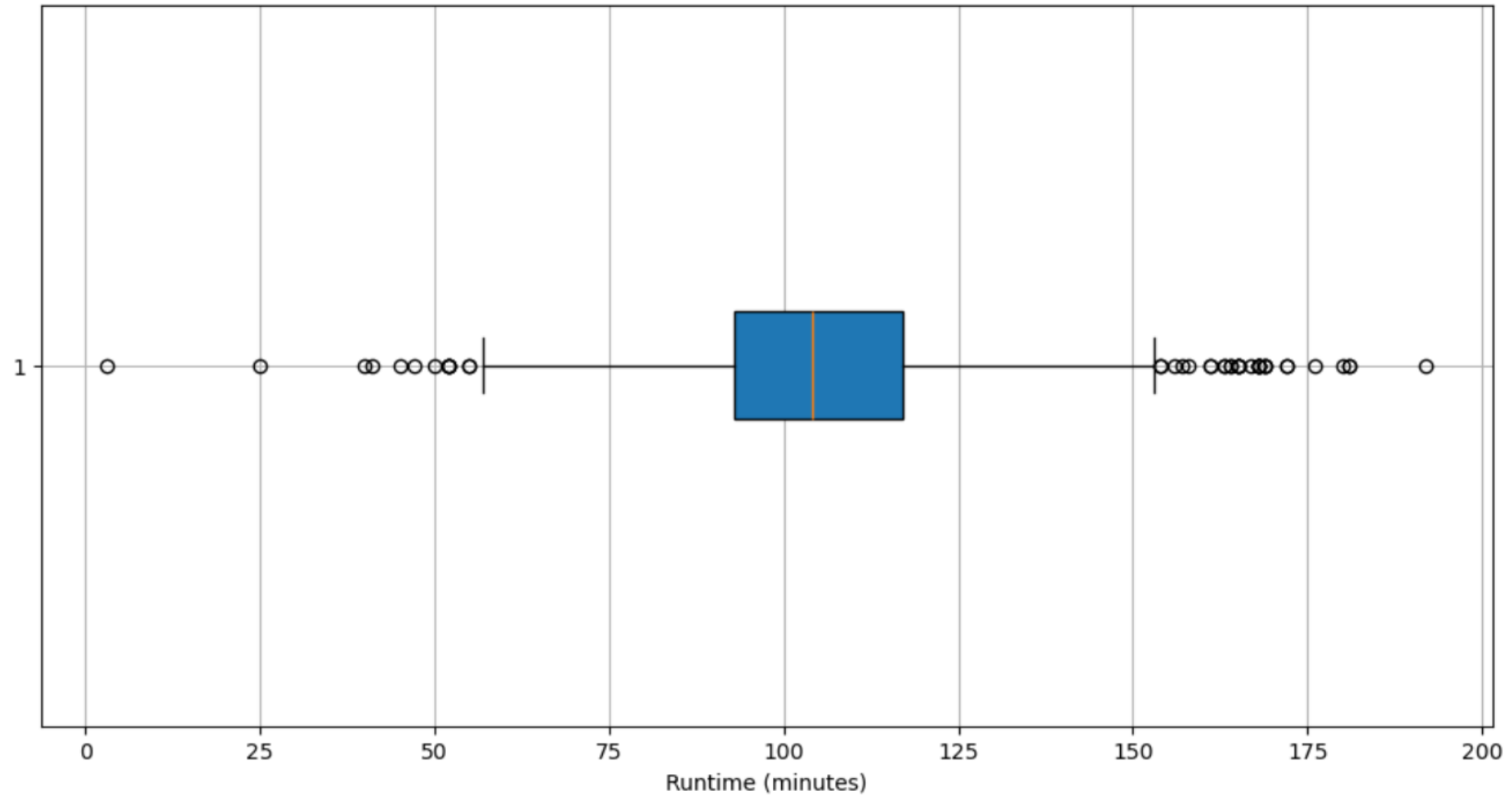
- There is a positive correlation between production budget and both domestic and worldwide gross revenue.



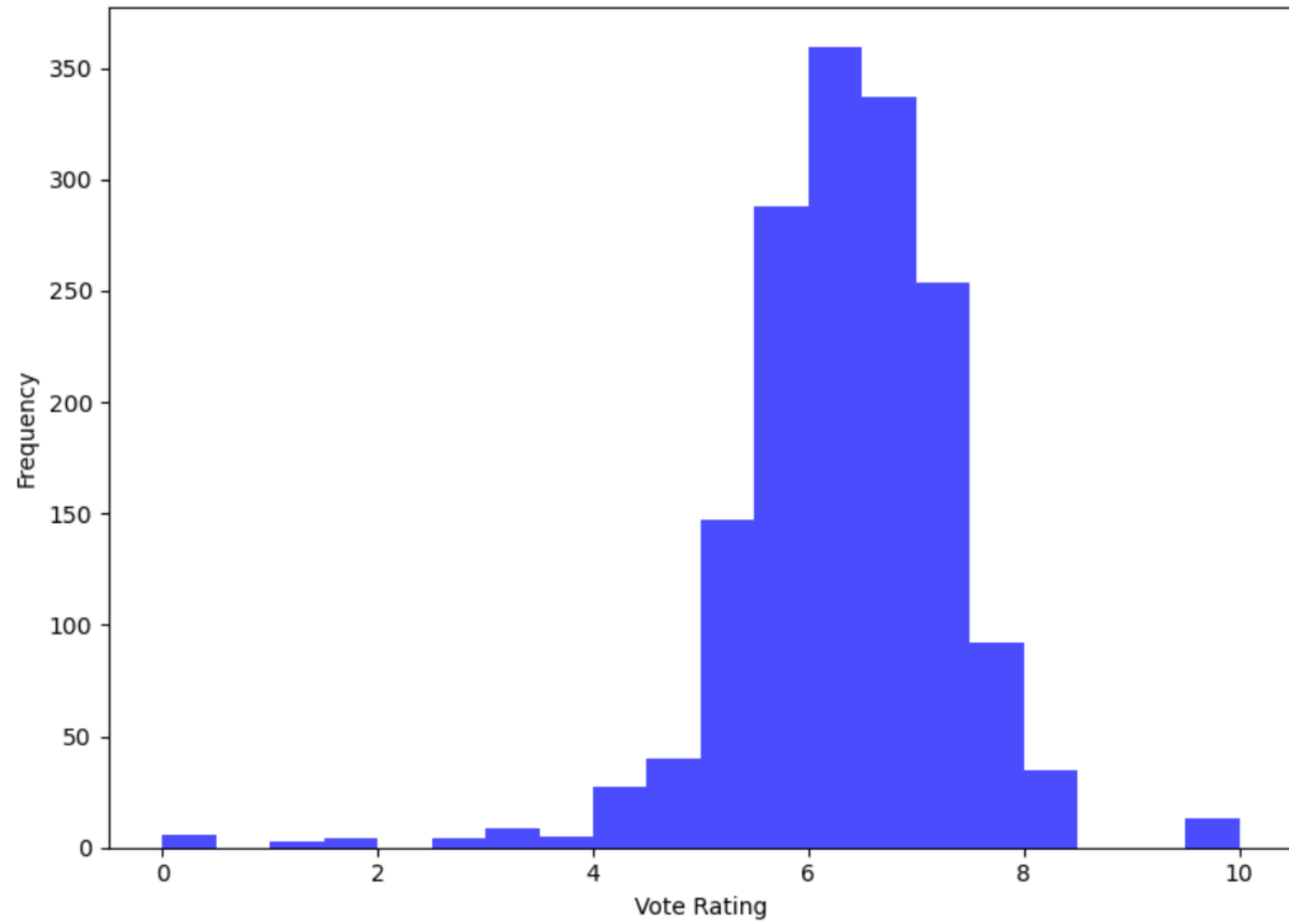
DISTRIBUTION OF GENRES AMONG MOVIES.

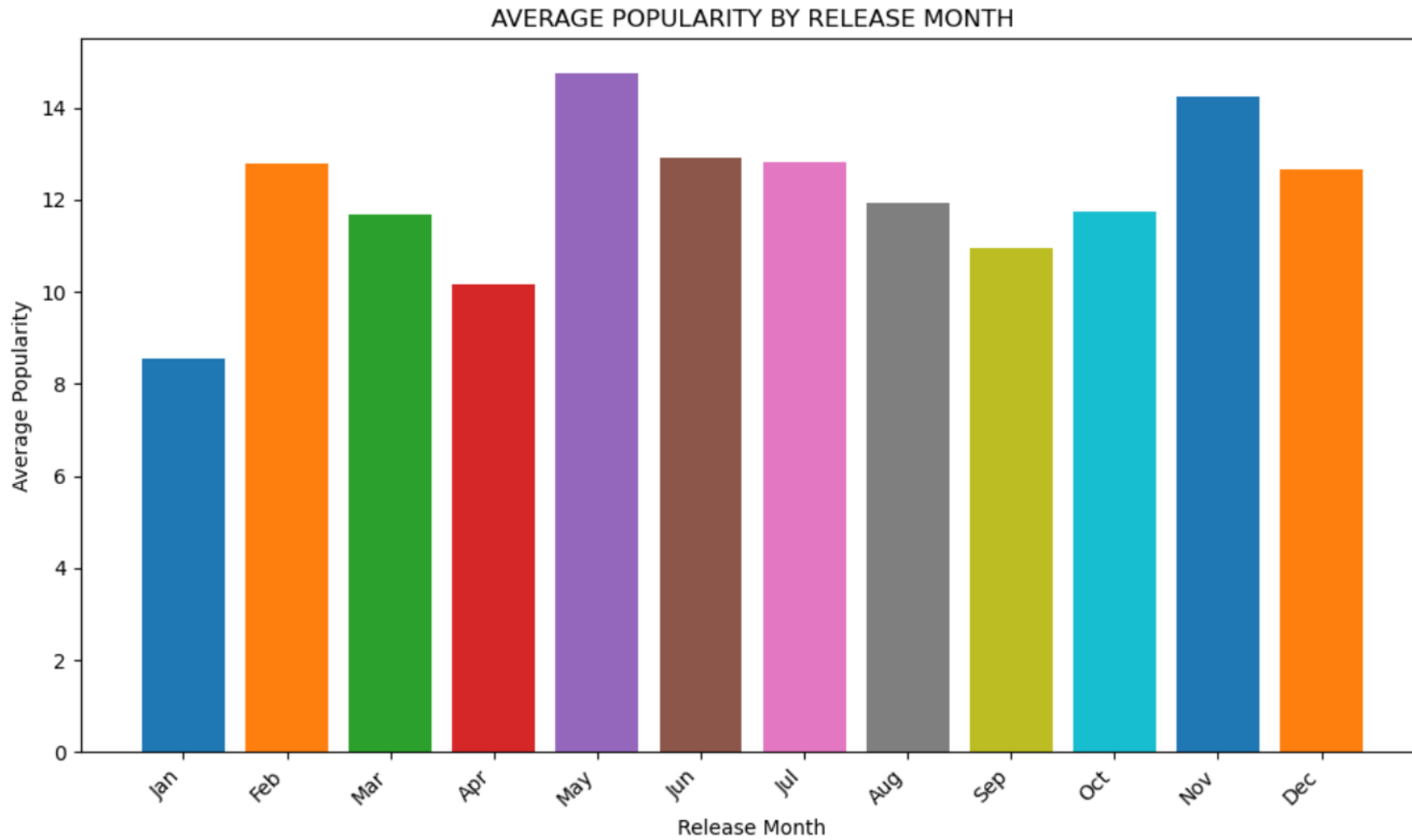


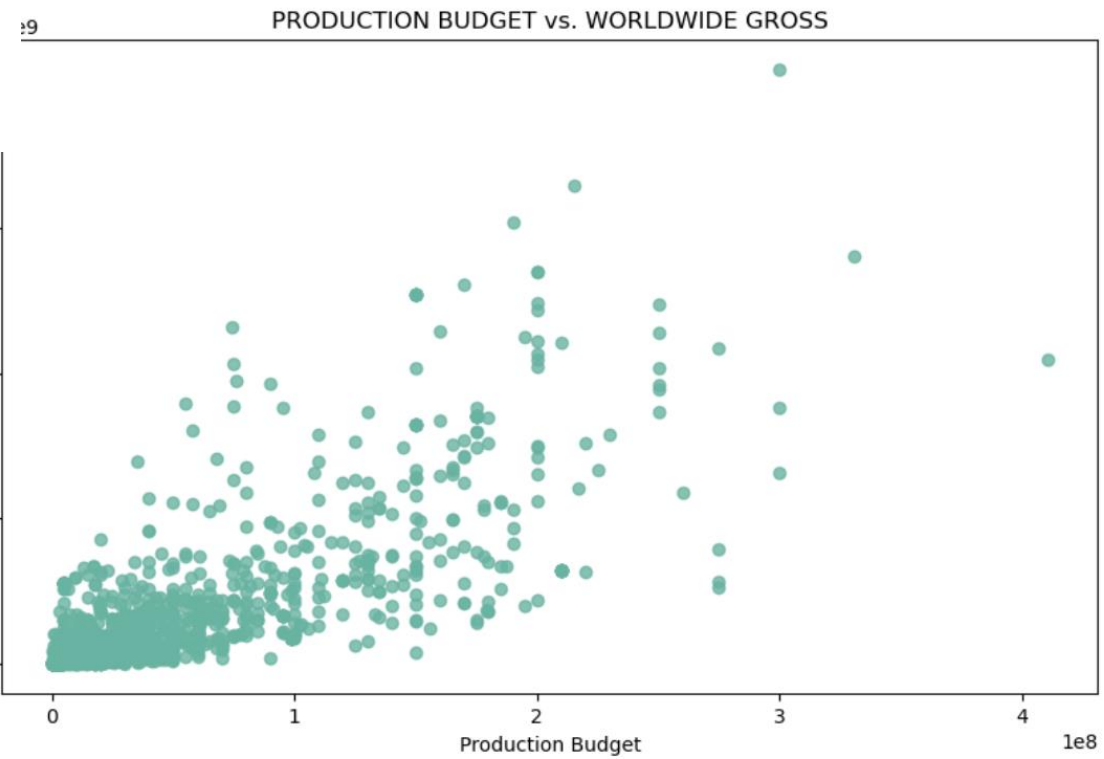
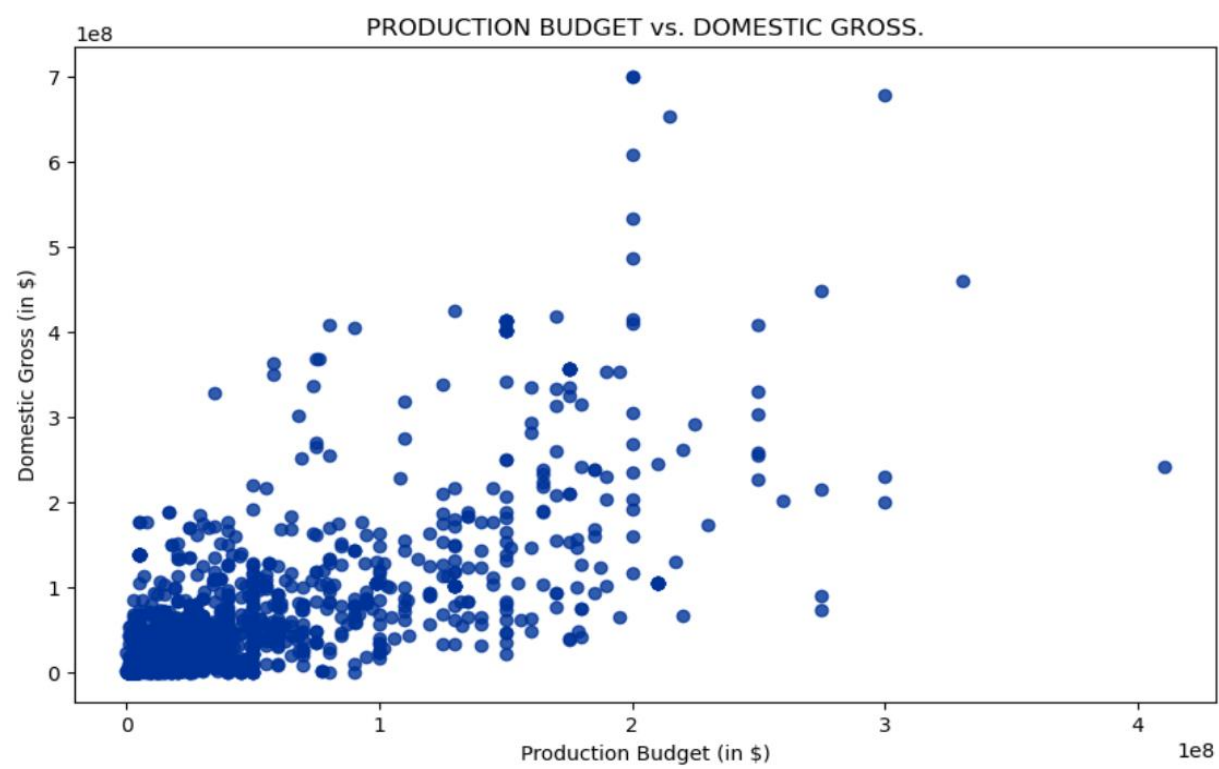
DISTRIBUTION OF MOVIE RUNTIMES.



DISTRIBUTION OF VOTE RATINGS.







# Conclusions and Recommendations

- ❑ In conclusion, our data analysis provides valuable insights for Microsoft's new movie studios.
- ❑ We recommend focusing on genre diversification, optimizing runtime lengths, and strategic release planning.
- ❑ Additionally, careful budgeting and investment strategies are essential for maximizing returns on film productions.



A large orange hexagon is the central focus, surrounded by four other hexagons: a light blue one at the top, a white outline one to the left, and two smaller orange ones at the bottom. The background is a dark blue gradient.

**“Business opportunities are  
like buses. There’s always  
another one coming.”**

Richard Branson





# Thank you;

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