MICROSOFT'S MOVIE STUDIO.¶

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Business Understanding

- Microsoft's venture into the film industry presents exciting opportunities for innovation and growth.
- However, success in this competitive landscape requires informed decision-making based on data-driven insights.

Business Problem

•The main challenge facing Microsoft's new film 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

1. Analyzing genre preferences to guide content creation.
2. Understanding the impact of runtime on audience engagement.
3. Examining the distribution of vote ratings to gauge audience satisfaction.
4. Investigating the popularity of movies by release month.
5. 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 provides valuable insights into audience preferences, movie performance, and industry trends.

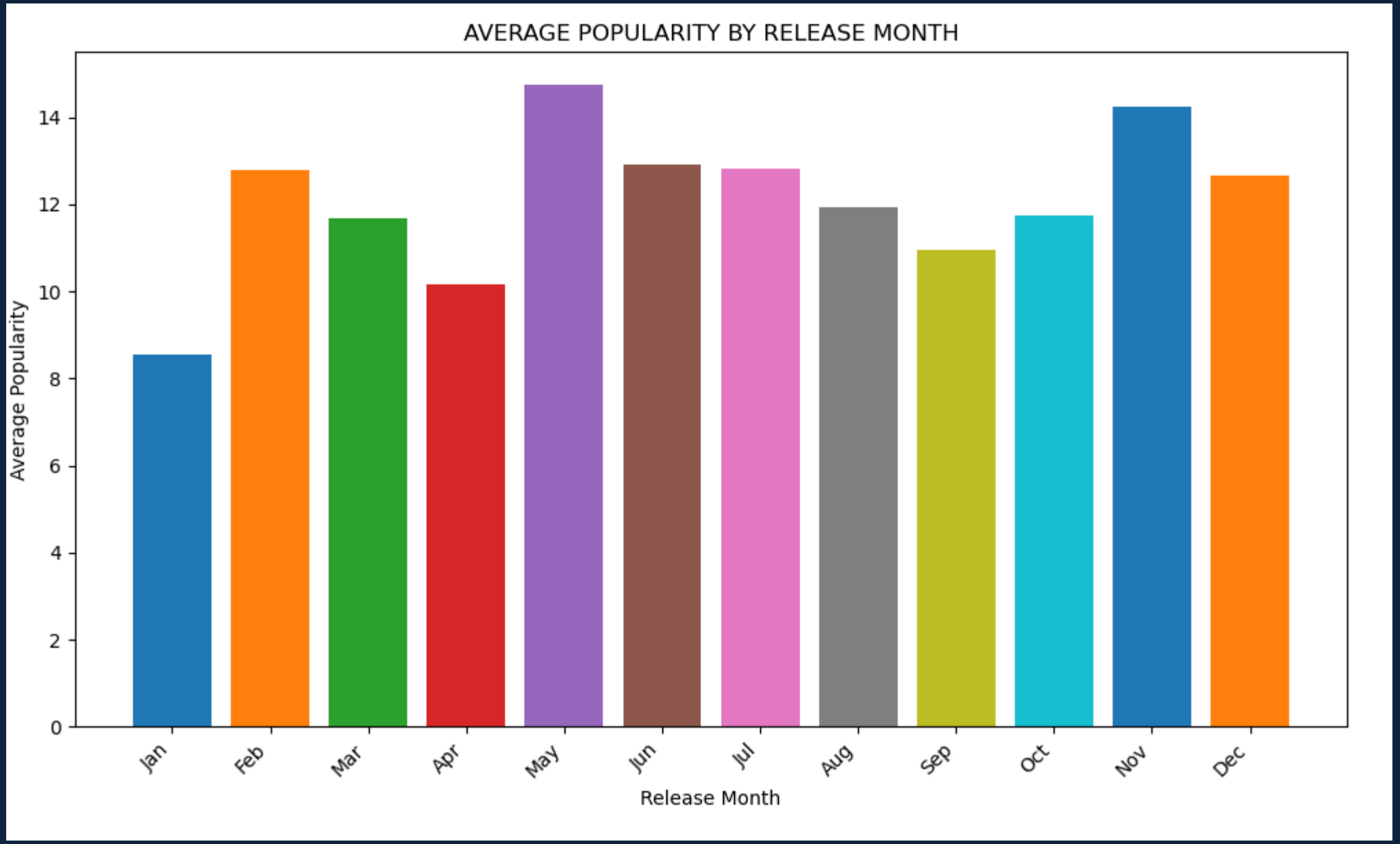
Data Preparation

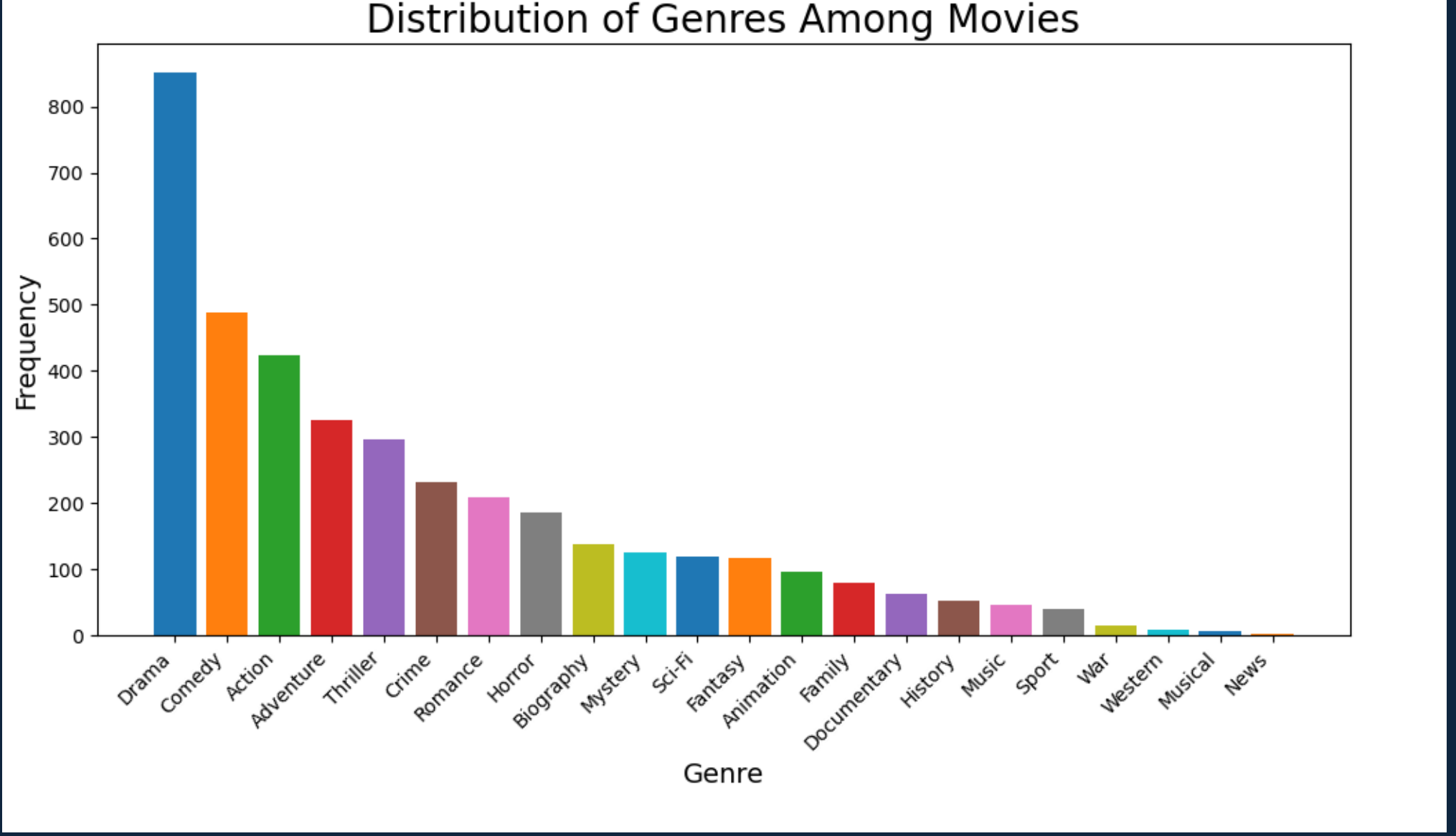
- We began by loading and preprocessing the dataset to ensure data quality and consistency.
- Data cleaning techniques were applied to handle missing values, duplicates, and inconsistencies.
- Various data analysis methodologies were employed to derive meaningful insights from the dataset.

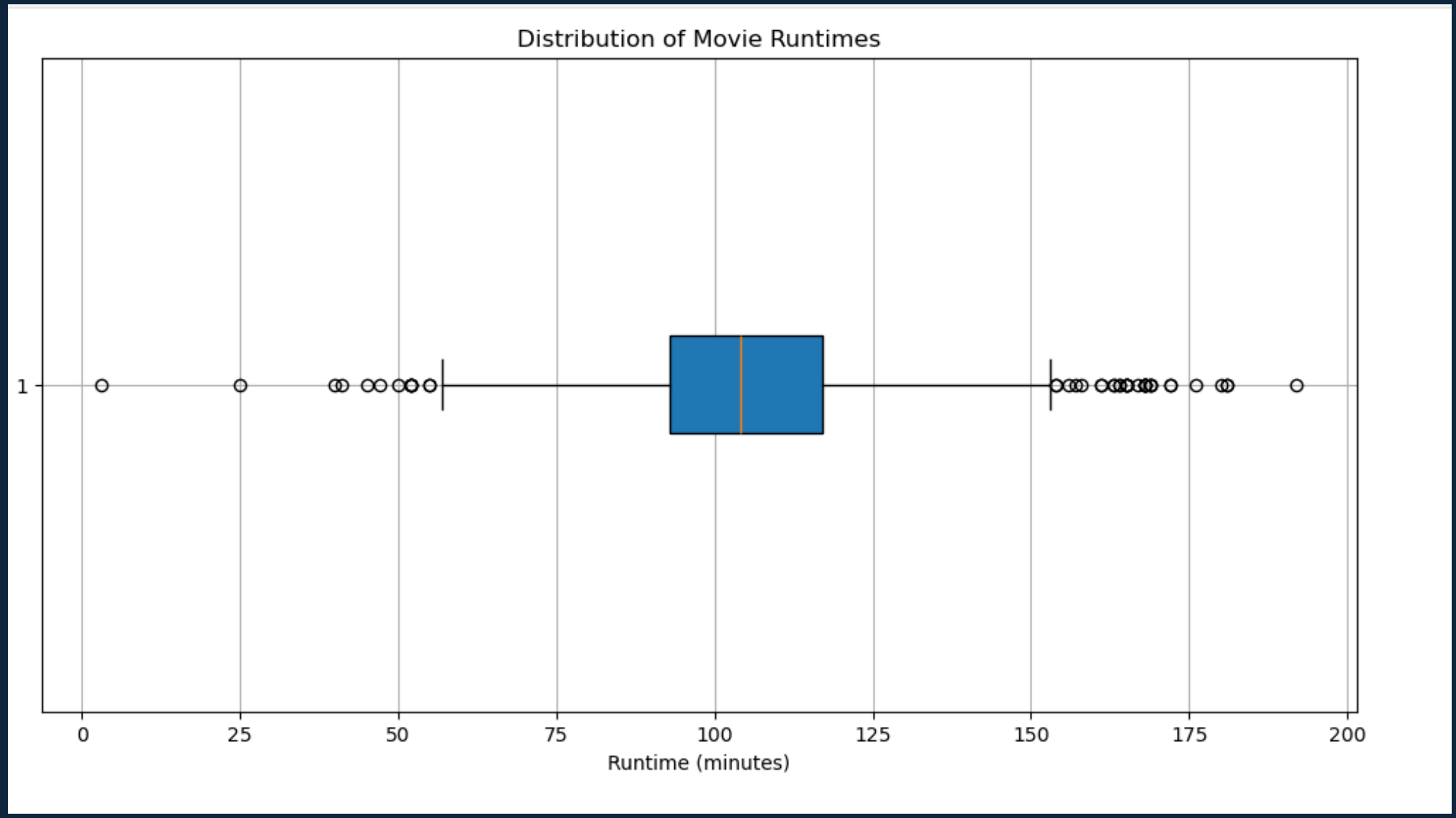
Exploratory Data Analysis (EDA)

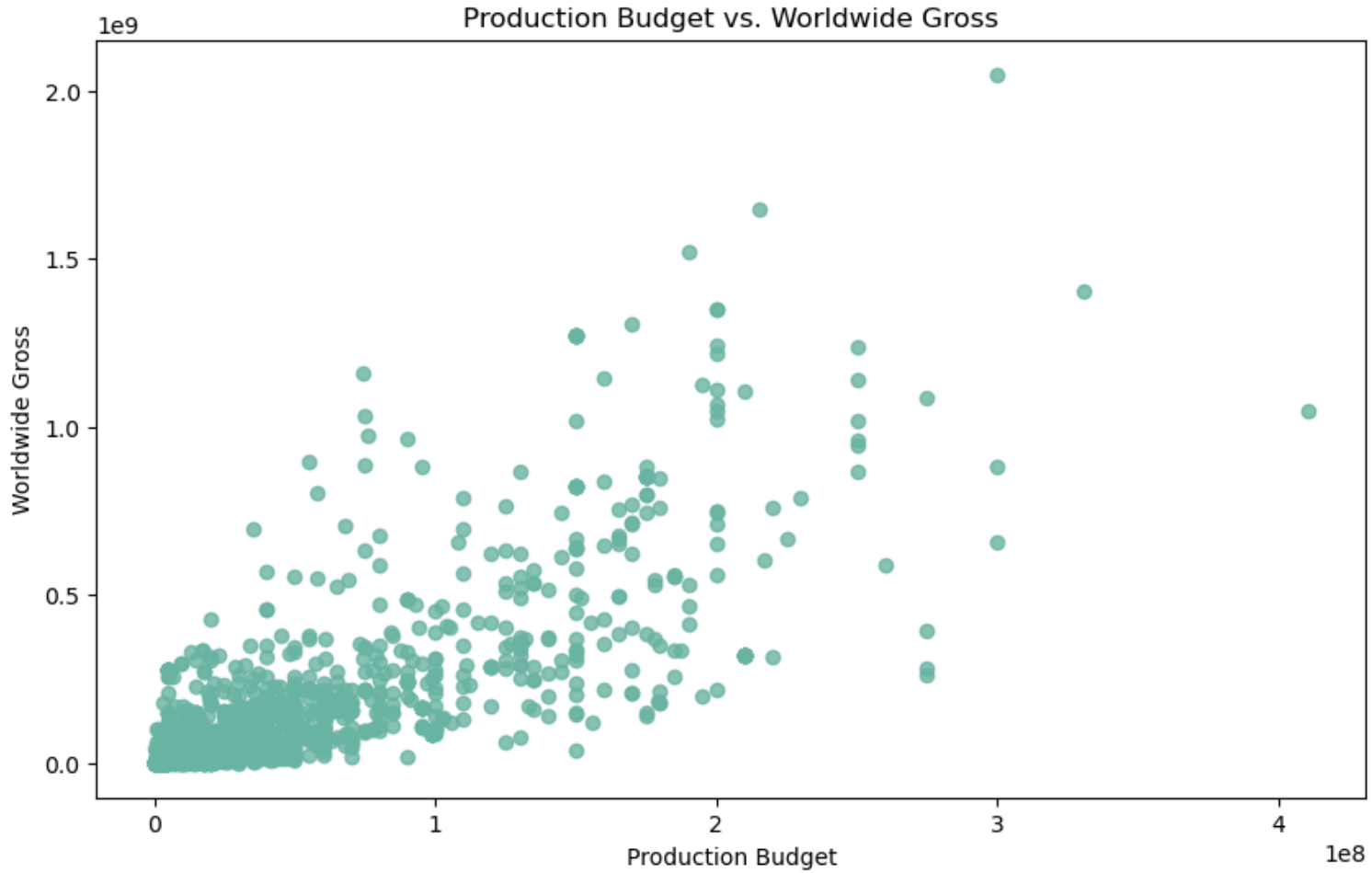
•Our analysis revealed several key insights:

- Drama, Comedy, and Action are the most popular genres among audiences.
- Runtime lengths between 150 and 175 minutes are common, with outliers beyond 200 minutes.
- The majority of movies receive vote ratings between 6 and 7, indicating moderate satisfaction.
- Movies released in May and November tend to have the highest average popularity.
- There is a positive correlation between production budget and both domestic and worldwide gross revenue.


AVERAGE POPULARITY BY RELEASE MONTH
Average Popularity
0
2
4
6
8
10
12
14
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Release Month


Distribution of Genres Among Movies
Frequency
0
100
200
300
400
500
600
700
800
Drama
Comedy
Action
Adventure
Thriller
Crime
Romance
Horror
Biography
Mystery
Sci-Fi
Fantasy
Animation
Family
Documentary
History
Music
Sport
War
Western
Musical
News
Genre


Distribution of Movie Runtimes
1
0
25
50
75
100
125
150
175
200
Runtime (minutes)


Production Budget vs. Worldwide Gross
1e9
2.0
1.5
1.0
0.5
0.0
Worldwide Gross
0
1
2
3
4
1e8
Production Budget

Conclusions and Recommendations

- In conclusion, our data analysis provides valuable insights for Microsoft's new film 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.

Thank you

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