Movie Business Analysis

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Introduction

- Microsoft seeks to enter the movie production industry

- The company wants to create a new movie studio

Business context

- There are various players in the movie business industry
- The goal is to:
  - Understand the competition posed by these players
  - The industry trend
  - Types of movies to produce

4   Data

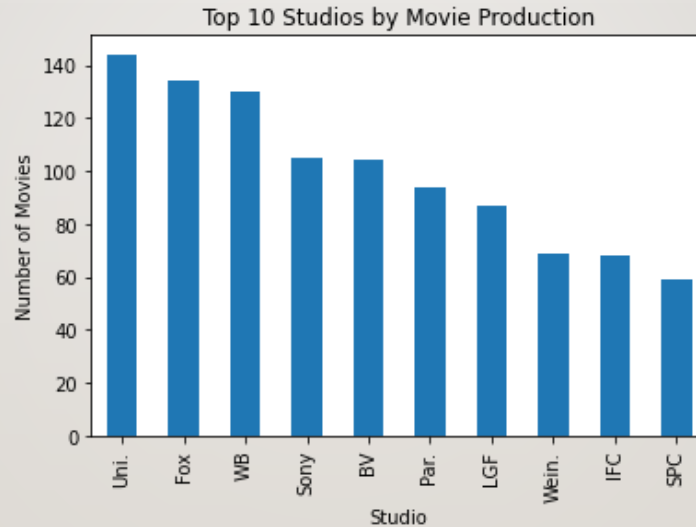- This analysis utilized data from:

- Box Office Mojo

- IMDB

5 Process Steps

- Data cleaning

- Exploratory data analysis

- Conclusions

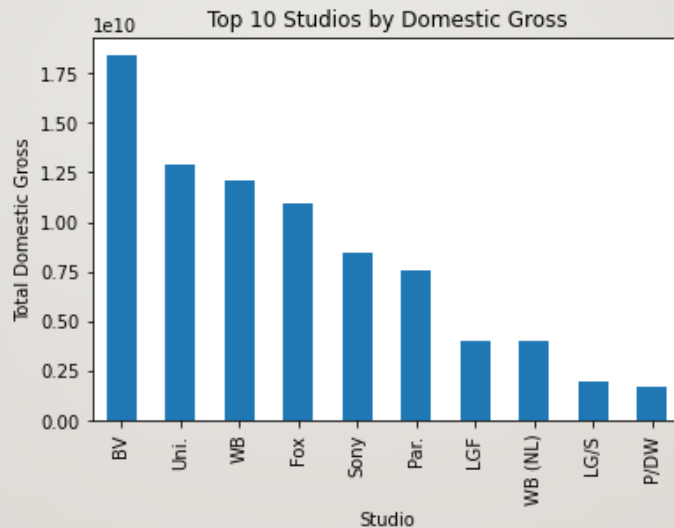# Largest studios by movie production

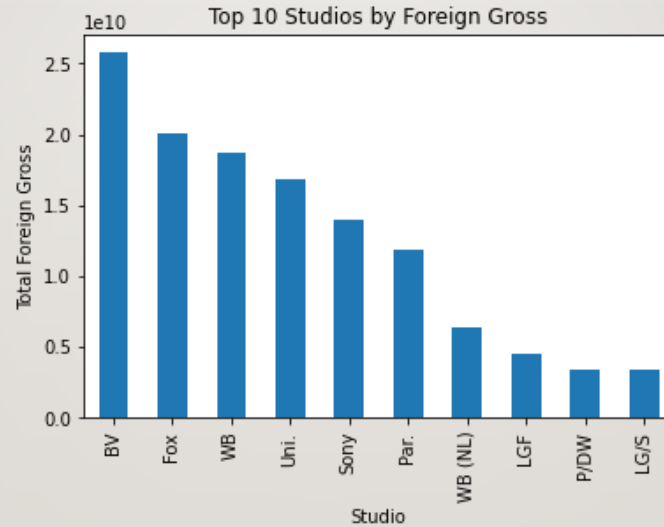Highest domestic grossing studios

Top 10 Studios by Domestic Gross

Highest foreign-grossing studios

Top 10 Studios by Foreign Gross
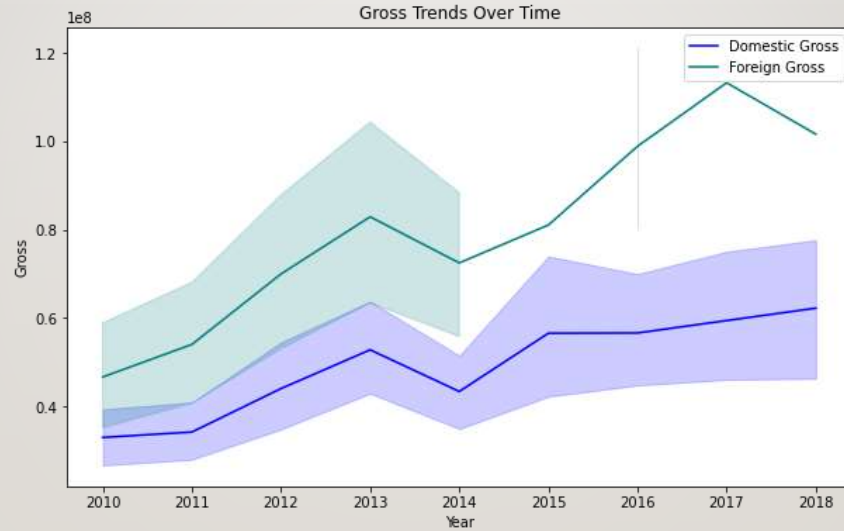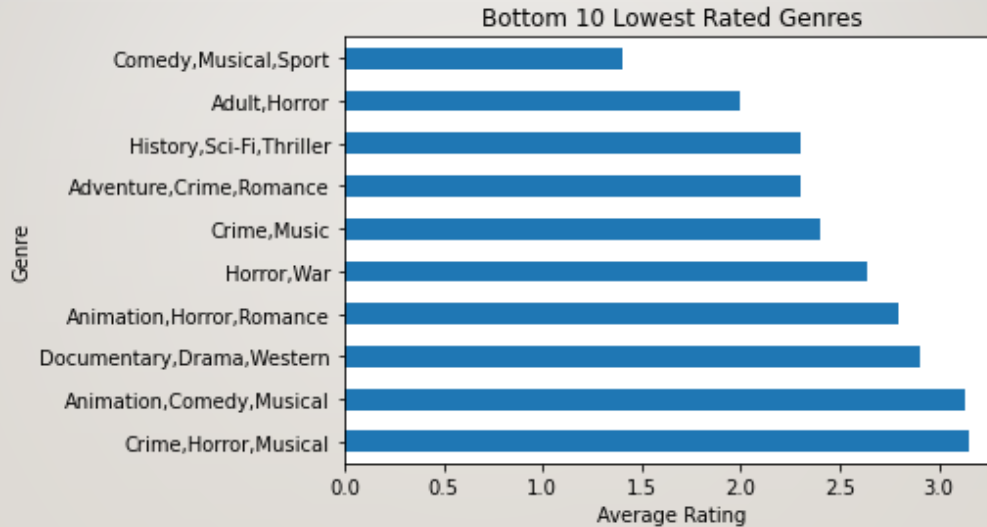
Grossing trend

Highest rated genres

Lowest rated genres
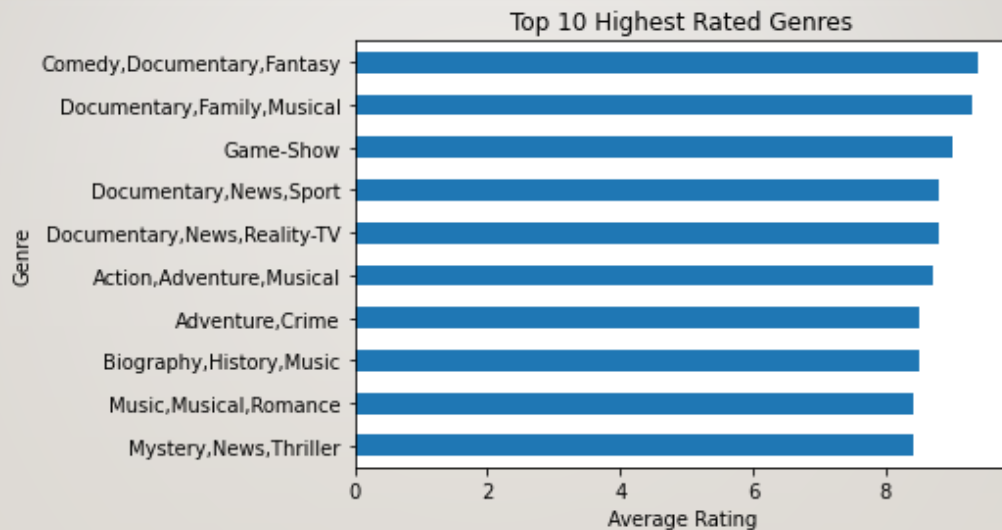
Bottom 10 Lowest Rated Genres

Conclusion

- The top-grossing studios in domestic and foreign markets will likely pose the fiercest competition to Microsoft

- The overall grossing trend indicates a bullish outlook, hence Microsoft will worry less about shocks from the industry

- Top-rated genres are a good indication of the type of movies Microsoft should produce

- However, the analysis did not establish a relationship between genre rating and genre grossing

Recommendations

- An improved analysis will comprise:
  - More data encompassing the 2009 housing crisis and the COVID-19 pandemic
  - Conducting statistical tests
    - It will provide insight into the relationship between genre rating and genre-grossing
  - Time series analysis
    - To provide a better insight into grossing trend

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