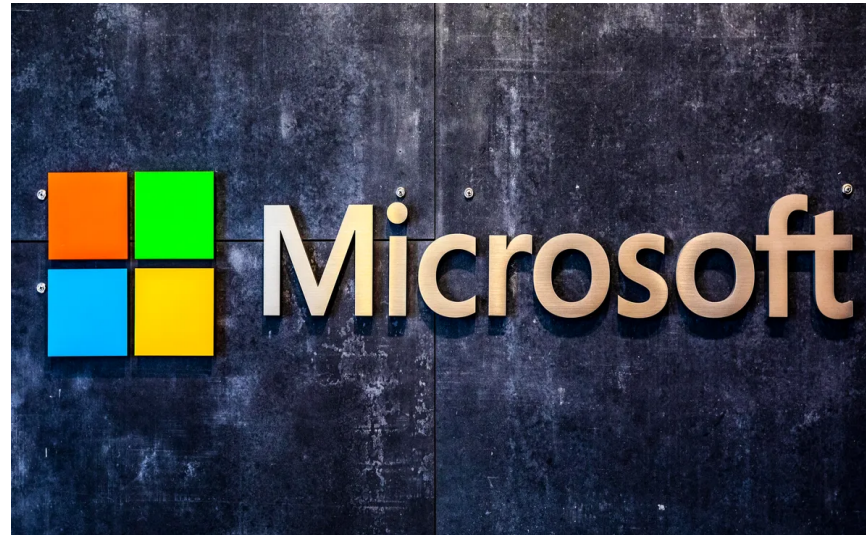


MICROSOFT MOVIE STUDIO PROJECT STRATEGY

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OVERVIEW



- This project seeks to find key areas Microsoft should consider investing in to launch a successful movie studio based on previous movie data.

BUSINESS PROBLEM



- To help Microsoft with information of the movie industry based on readily available historical data of past movies such as:
- Identify and analyze the most successful movie studios and the genre.
- Explore the most rated movie genres to target the popular niche.
- Analyze factors leading to high ROI.
- Translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create and also aid in reducing business risks.

DATA UNDERSTAN DING

- I will be working with 4 Datasets out of the 11 provided:
 - df_movie_gross
 - df_movie_budgets
 - df_imdb_rating
 - df_title_basics
- These data sets focus mostly on the various movie studios, revenue generated, genres of movies and their popularity.

METHODS

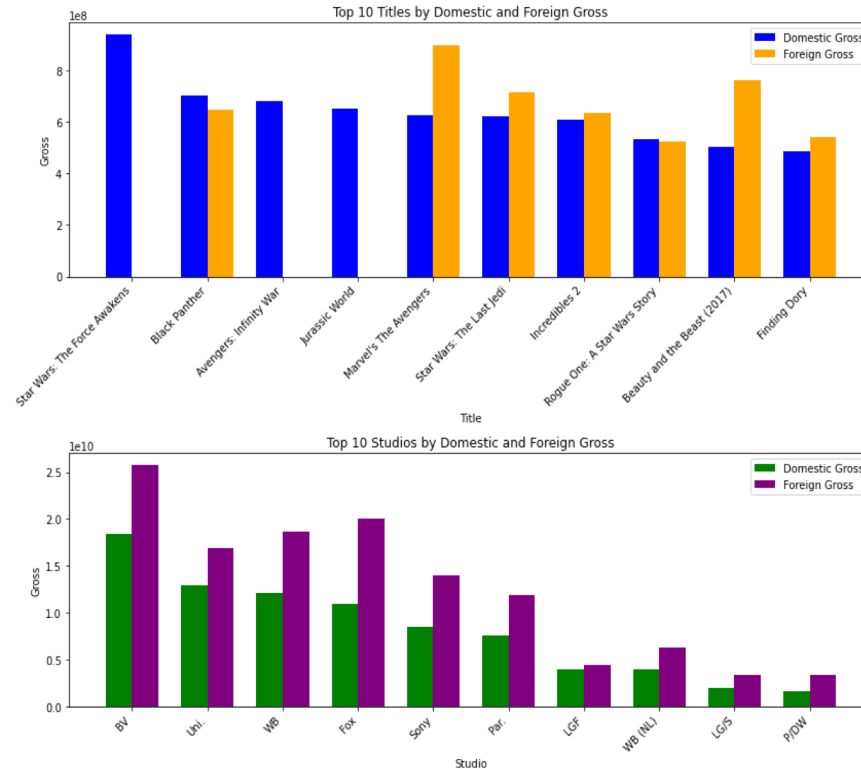
- **Data was pre-processed and cleaned by:**
 - Viewing the data set and data type.
 - Checking for missing values.
 - Checking for duplicate values.
- **Data was analyzed and visualized by tools like:**
 - Vertical and horizontal graphs, line graphs and scatter plots.

DATA VISUALIZATION



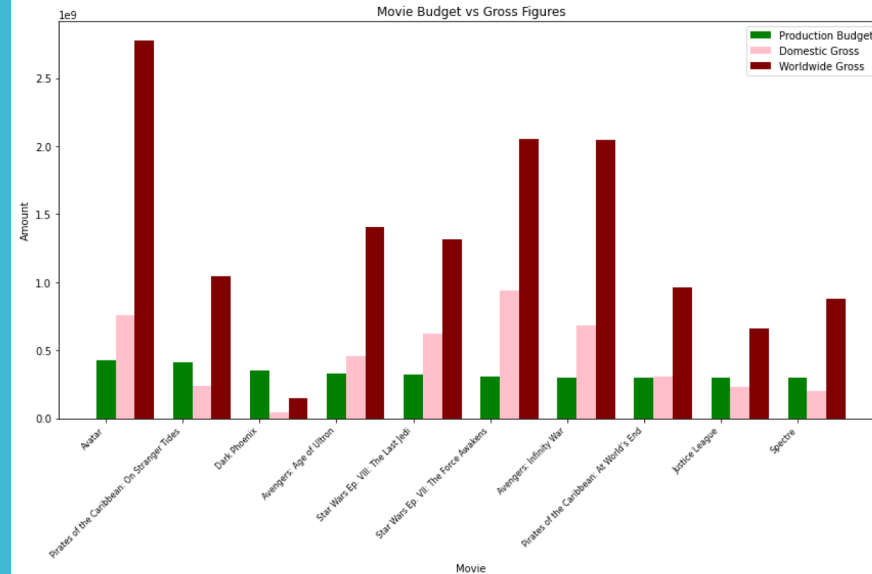
Top 10 Titles by Domestic and Foreign Gross

Top 10 Studios by Domestic and Foreign Gross



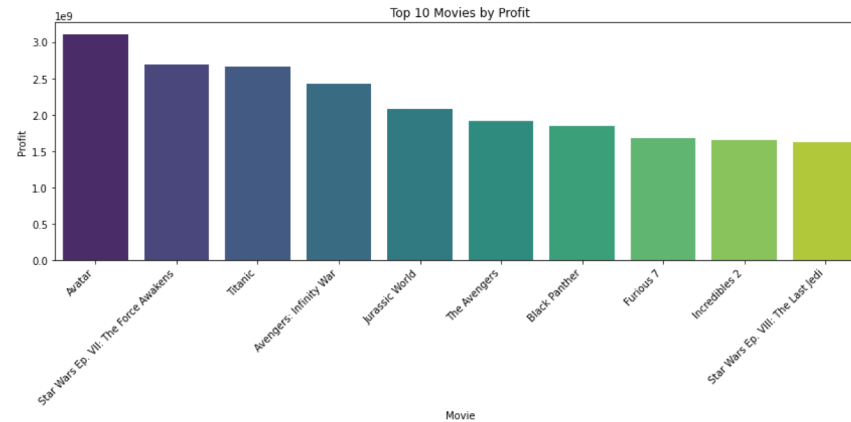
- We can see that the leading movie is Star Wars followed by Black Panther, Avengers, Jurassic World, Marvel Avengers etc.
- We can see that the leading studio is BV followed by Uni, WB, Fox and etc.
- This graph providing insights on leading studios and movies into their respective revenue contributions.

Movie Budget vs Gross Figures



- There's similarity with the analysis from top 10 studios and movies seeing Avengers and Star Wars appearing to be leading in both of these and are all from BV studio.

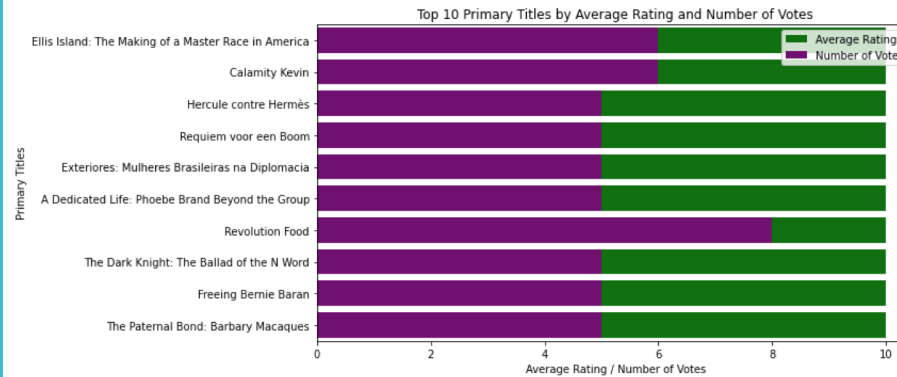
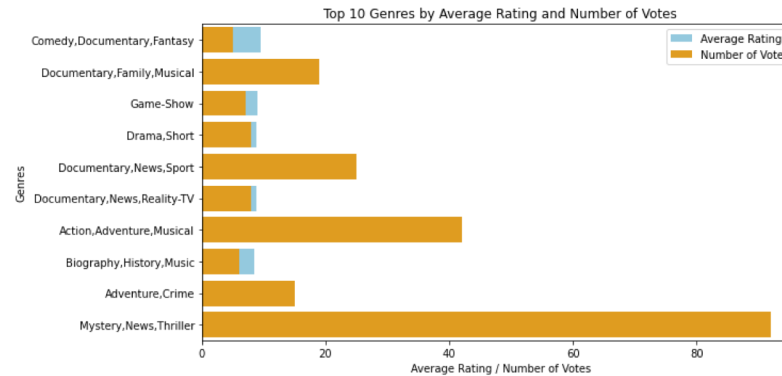
Top 10 Movies by Profit



- From the graph above showing Top 10 Movies by Profit, we still see that Avatar, Star Wars, Avengers and Black Panther are leading in profits.
- Looking at these movies strategies will definitely be of help to Microsoft on launching their movie studio.

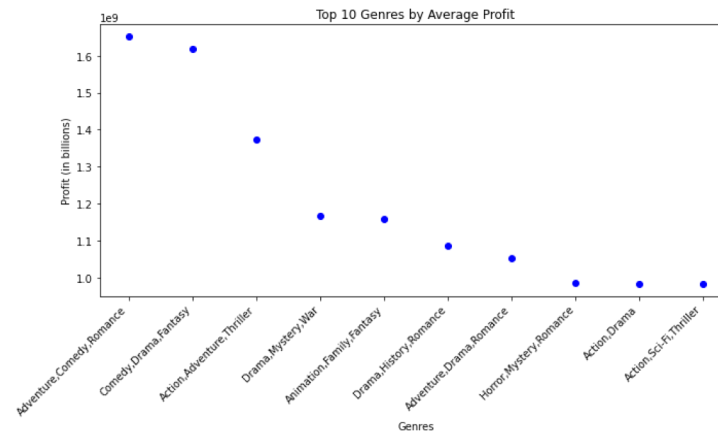
Top 10 Genres by Average Rating and Number of Votes

Top 10 Primary Titles by Average Rating and Number of Votes



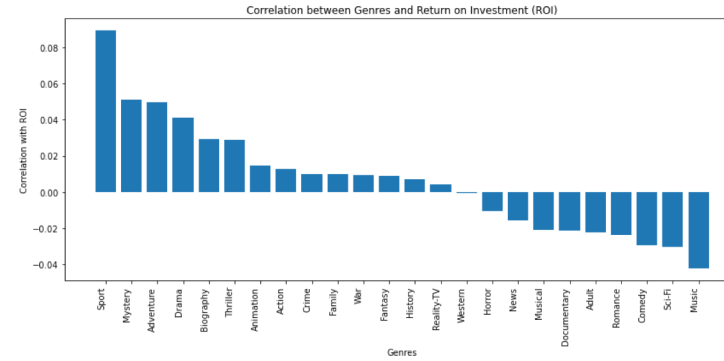
- The most voted genres are Mystery, News, Thriller, followed by Adventure and Action, Adventure, Musical etc.
- The most voted Primary Titles are The Paternal Bond followed by Freeing Bernie Baran and etc, these are not similar leading movies as to the ones we saw before with high income gross.

Top 10 Genres by Average Profit



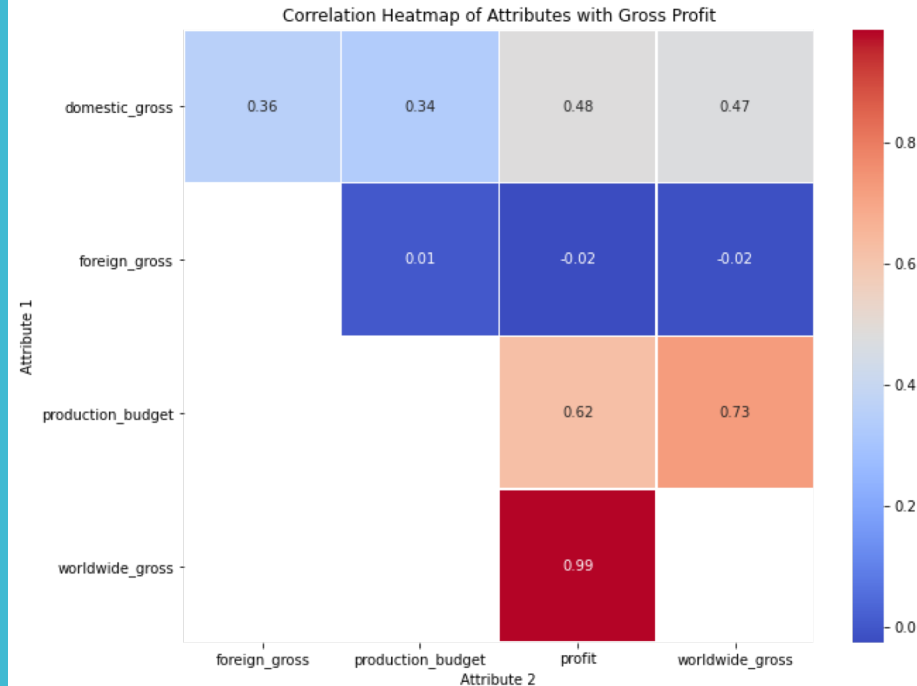
- Genres with higher average profit can be considered more lucrative, making them potentially more attractive for investment or production decisions, so priority should be placed in producing movie genres like adventure, comedy and romance.

Correlation between Genres and Return on Investment (ROI)



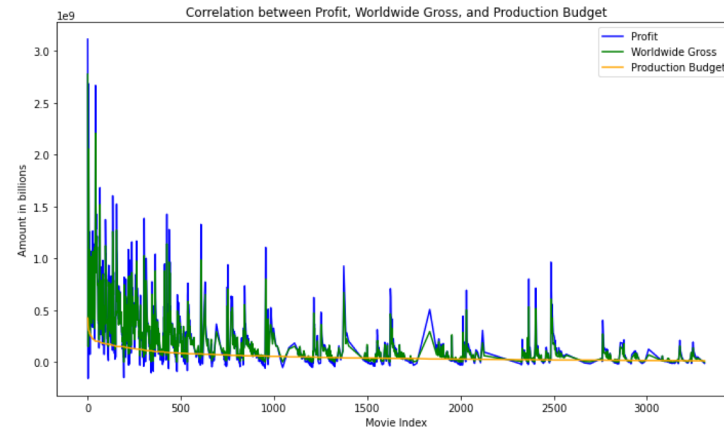
- Genres with higher positive correlation values such as Mystery, Adventure and Drama, are also leading in profit, average rating and in gross amounts are more likely to yield better returns on investment.
- These genres have historically shown a stronger association with higher ROI.

Correlation Heatmap of Attributes with Gross Profit



- The heat map represents correlation with red being a positive correlation and blue being a negative correlation.
- We can observe a Positive Correlation between:
 - 'production_budget' and 'worldwide_gross'.
 - 'production_budget' and 'profit'.
 - 'worldwide_gross' and 'profit' have the highest correlation.

Correlation between Profit, Worldwide Gross, and Production Budget



- The linear graph also shows that 'production_budget' and 'profit' have a positive correlation, indicating that movies with higher production budgets tend to have higher profits, but 'profit' and 'worldwide_gross' have more similarities.

CONCLUSION AND RECOMMENDATIONS

- Microsoft needs a big production budget as it translates to successful gross income.
- Collaborations will help ease transition to the new movie field by:
 - a) Working with already established Studios such as Walt Disney.
 - b) Using product placement from various companies to generate revenue which can be used in the production budget.
- Movie genre to prioritize are adventure, comedy and romance to name a few as they were highly ranked and had high gross income.
- Research top tier content and latest trends to incorporate in movies such as the latest stories or technology to be used in movie making such as (Computer Generated Images CGI) .
- Create a very strong marketing team to ensure success of the movies both locally and internationally as worldwide gross had the highest correlation to profit .
- Create a strong fan base by making merchandise which will also bring in revenue which can be channeled into the production budget which is a key factor in determining success of movies.



THANK YOU

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