

Movie Analysis For Microsoft

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Overview

Our main objective is to help microsoft studio to enter the movie industry.

Project focuses on analysing the key factors for creating a successful content.

There are various key factors to make a movie successful and here some of those factors are analyzed and discussed using the given data.

Outline

- Business Problem
- Data
- Methodology
- Results
- Conclusions

Business Problem

- Nowadays media and other tech companies are creating lot of original video content.
- Microsoft has also decided to create their own original content and also their own movie studio.
- Unfortunately Microsoft has no proper knowledge on movie industry and they don't know how to move forward in creating video content.
- In this presentation, we will analyze some of the best practices to create a successful content.

Data

The analysis is based on the given dataset provided by the Flatiron School.

Given data has all the movie informations released from 2010 to 2019.

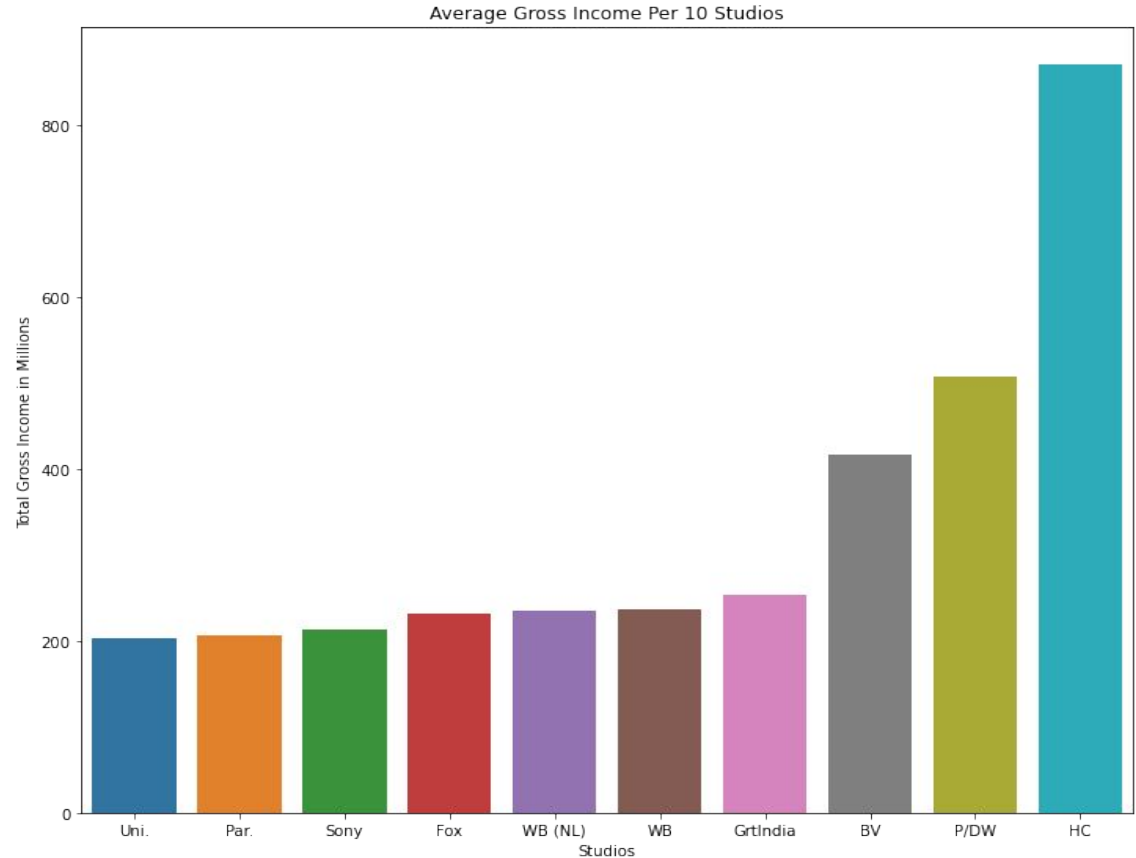
Data used for analysis includes production budget, domestic gross, worldwide gross, genres, studio, movie runtimes.

Methodology

- Analyze past movie data to make recommendations to Microsoft on how to be successful in the movie industry.
- Some of the factors to be explored includes,
 - Best time to release a Movie
 - Which studios are going to be the biggest competition
 - Which ratings are most profitable by genres

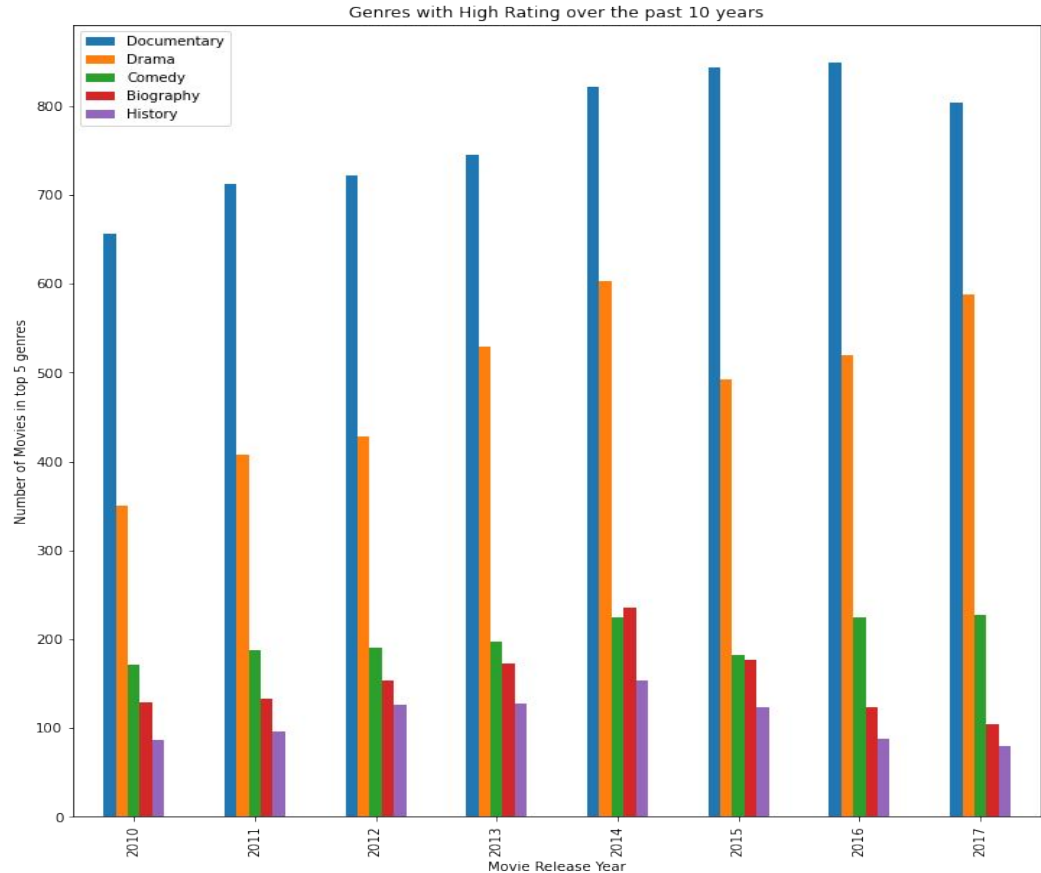
Results

HC, P/DW, BV are the top 3 studios with over 400 million dollars average gross income.



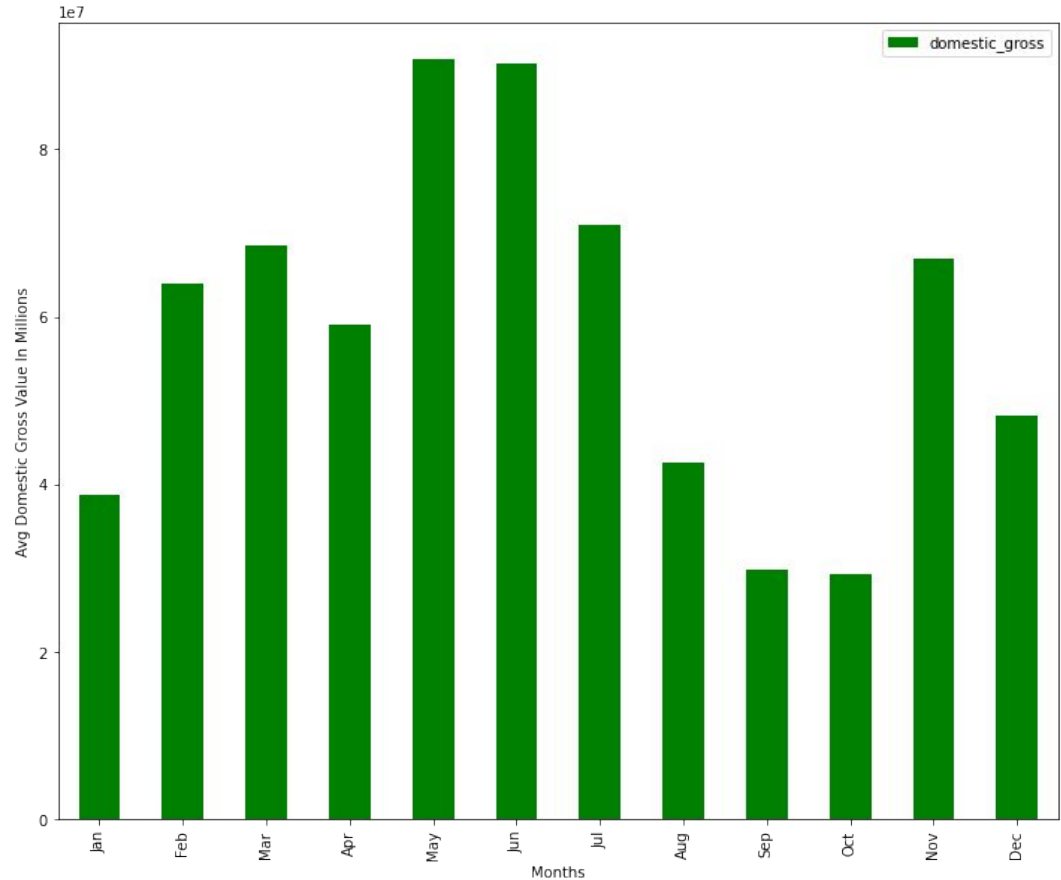
Results(Cont,)

Among the top 5 genres,
Documentary and
Drama has higher
ratings in the past
years.



Results(Cont,,)

Movies released in the month of May and June has made higher profit. Movies released in the month of March, July and November has also made a good domestic gross.



Conclusions

- Microsoft should research their competitors to see how well they perform in the box office collection.
- Based on the average ratings, Documentary and Drama are the top two genres popular among the audience.
- Movies released in the month of May and June have higher domestic gross than other months.



Thank You!

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