

Movie Data Analysis for Microsoft
By Robert Kidake Kalafa





Microsoft is preparing to launch a new film studio, emphasizing the importance of factors that can boost profitability. By delving into historical data, we've unearthed key insights to optimize film production for both performance and return on investment.

OBJECTIVES

A hand holding a blue marker is visible on the right side of the whiteboard, having just finished writing the word 'OBJECTIVES' and drawing a horizontal line underneath it.

To furnish Microsoft with insights to evaluate the prerequisites for a prosperous venture into the film production industry.



Business Problem

- Microsoft aims to tap into the lucrative movie-making industry, yet they find themselves at a crossroads, uncertain about the path forward. The challenge for their nascent movie studio lies in its readiness to dive into the industry without the requisite expertise.
- Microsoft is also keen on ensuring that its movie studio stands out and thrives in the competitive digital content market.

Data Sources

My analysis involved gathering data from the following sources:

- ✓ The Movie Database
- ✓ The Numbers Movie Budgets
- ✓ Box Office Mojo.



Data Methods

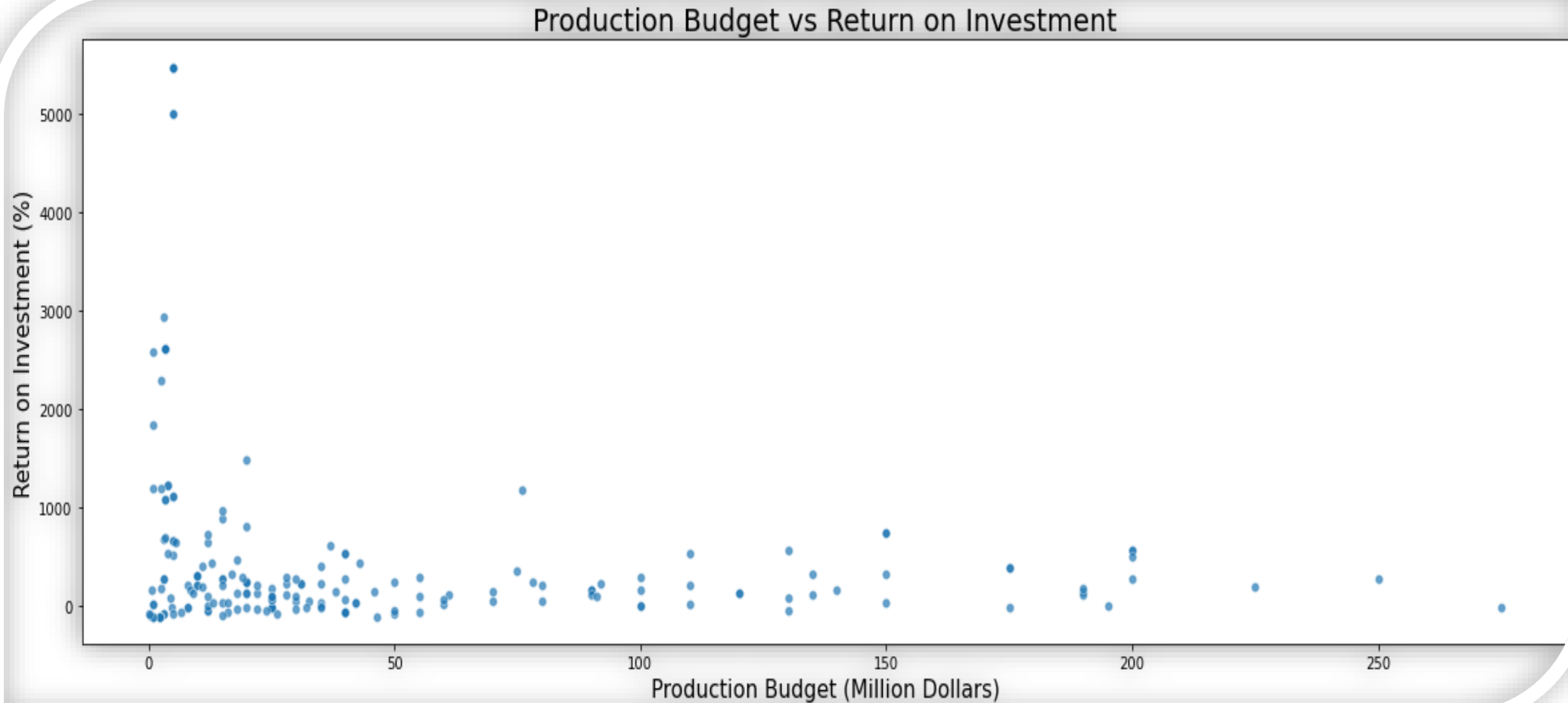
- ✓ Data cleaning – Dealing with missing data
- ✓ Converting column types – Ensuring that data in the columns are in the correct type to allow for data manipulation
- ✓ Feature engineering – Creating new columns in the data to create more insights
- ✓ Data analysis – Exploration of data to establish meaningful insights
- ✓ Data visualization - visual representations using charts, graphs, etc. to communicate complex data in a clear and understandable manner.



Key Findings

- ✓ Higher production budgets does not necessarily mean higher returns.
- ✓ Microsoft may face challenges entering the film industry despite potentially acquiring IP rights from top studios due to lack of experience in film production.
- ✓ Consider popular genres for movie creation.

1. Production Budget Vs Return on Investment Graph

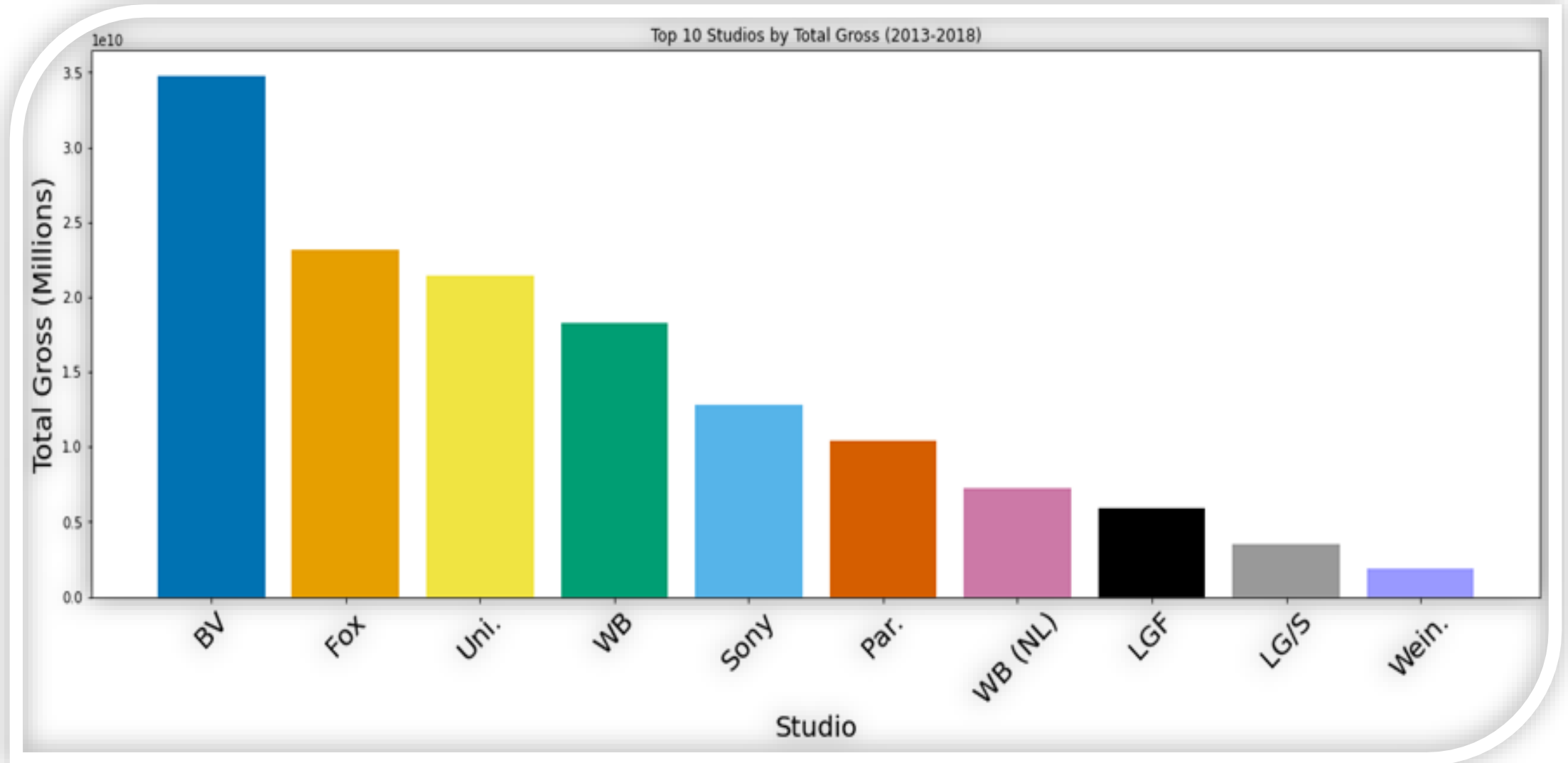


Correlation: ROI vs Production Budget

- ✓ The weak positive correlation between production budget and return on investment suggests that higher production budgets do not necessarily guarantee higher returns.
- ✓ This means that Microsoft may need to carefully manage its production costs and investments to ensure a profitable return on investment



2. Best Performing Studios in terms of Gross Income

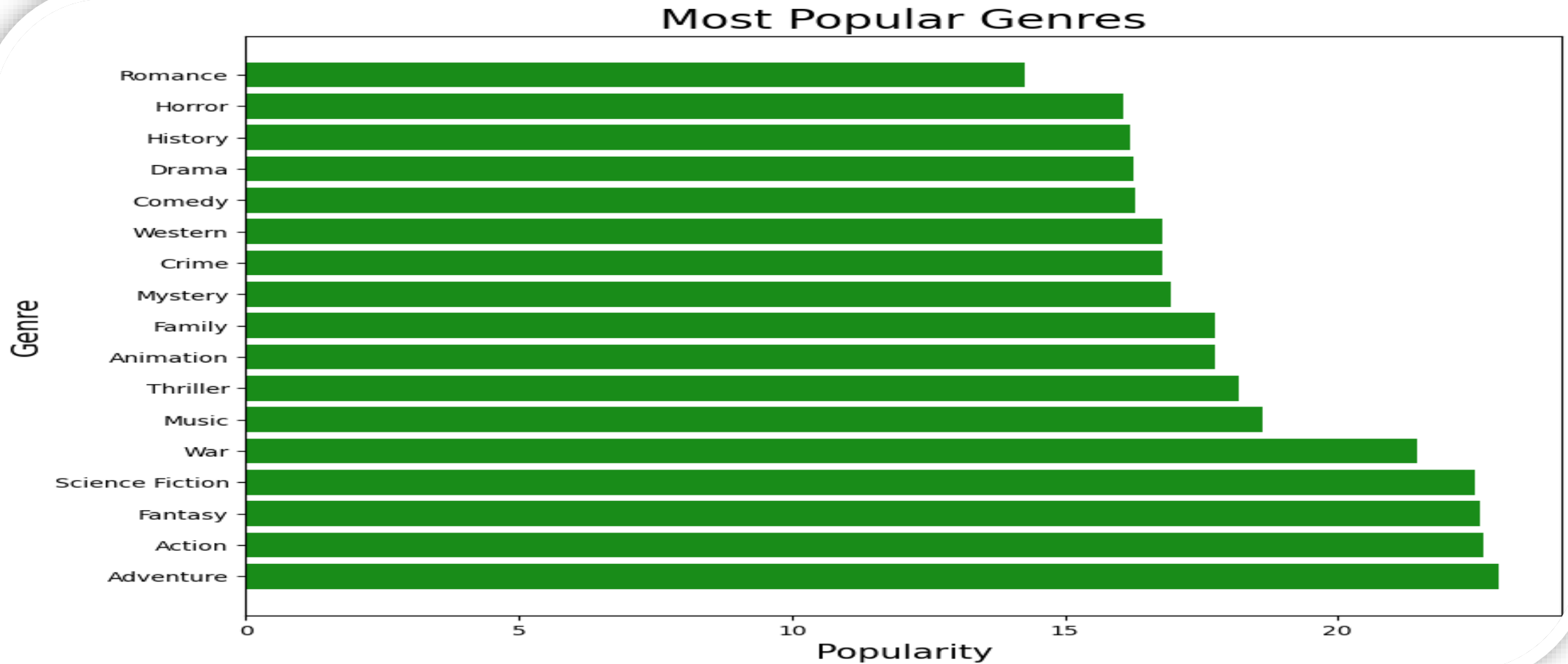


The top 5 performing studios in terms of gross income are:

1. Walt Disney Studios - BV
2. Warner Bros. Pictures
3. 20th Century Fox
4. Universal Pictures
5. Warner Bros. Pictures



3. Popular genres



Genre Popularity

My analysis shows that the following genres are quite popular with movie lovers:

1. Adventure
2. Action
3. Fantasy
4. Science Fiction
5. War

Conclusion and Recommendations

To position itself effectively in the movie industry, Microsoft should consider the following strategies:

1. Acquire intellectual property rights from leading movie studios as an entry point.
2. Exercise prudent management of production expenses and investments.
3. Emphasize high-budget productions to enhance market presence.
4. Explore opportunities in popular and lucrative genres like Horror, Music, Action, and Adventure.

A word cloud featuring the phrase "Thank You" in numerous languages. The words are arranged in a circular pattern, with "thank you" in the center in large, bold, lowercase letters. Surrounding it are many other languages, including English ("thanks", "gracias", "merci", "thank you"), Spanish ("gracias", "muchas gracias", "muchas gracias"), French ("merci", "merci beaucoup", "merci"), German ("danke", "danke"), Italian ("grazie", "grazie"), Japanese ("arigato", "arigato gozaimasu", "arigato"), Chinese ("谢谢", "谢谢"), Russian ("спасибо", "спасибо"), Hindi ("धन्यवाद", "धन्यवाद"), and many others. The words are in various colors and sizes, creating a vibrant and multicultural visual.