



Data-Driven Insights for Microsoft's New Movie Studio

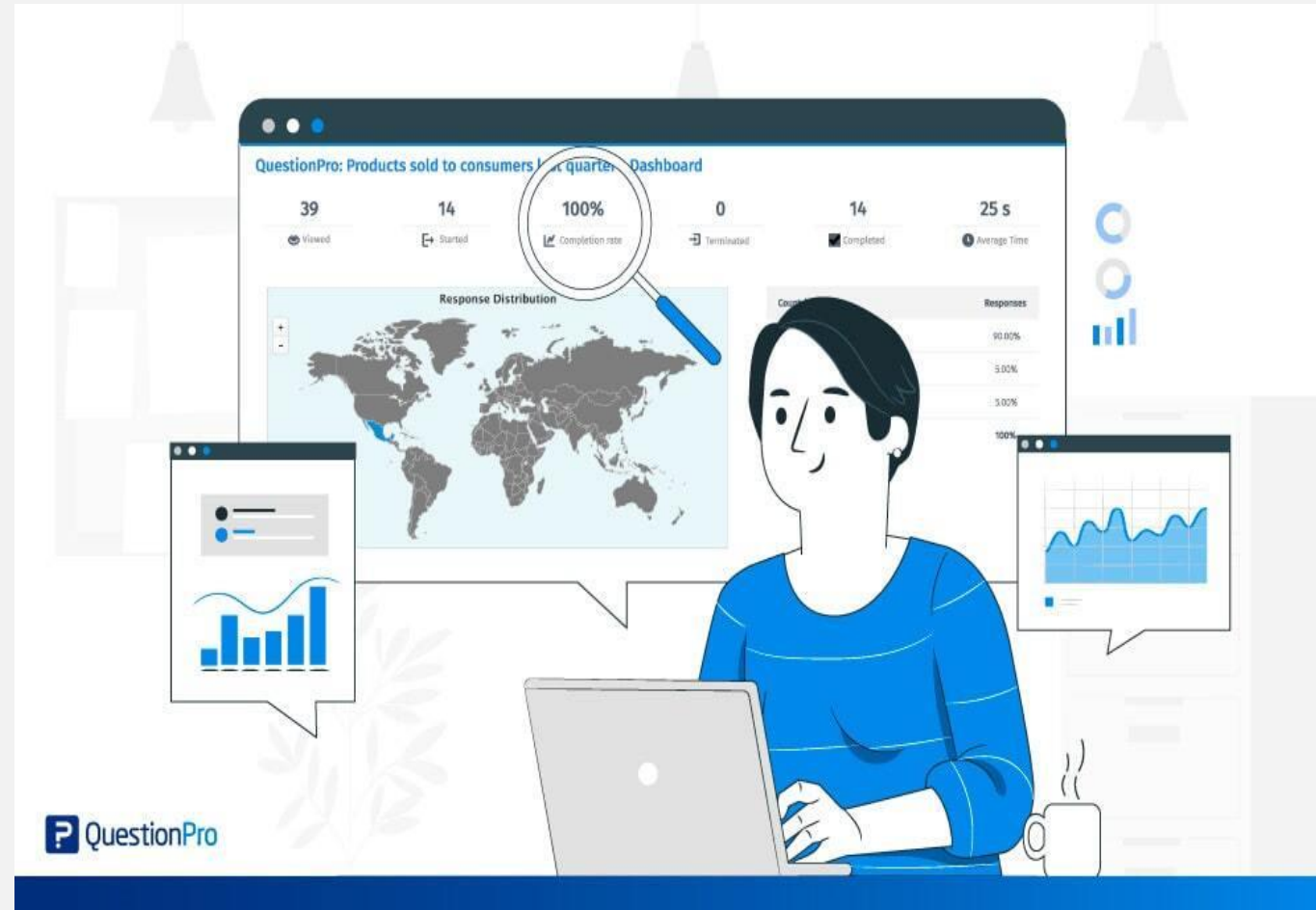
The Business Problem

- Understanding Factors Influencing Movie Success at the Box Office.
- Focus on Genres, Ratings, Runtime, and Audience Engagement.



Data Understanding

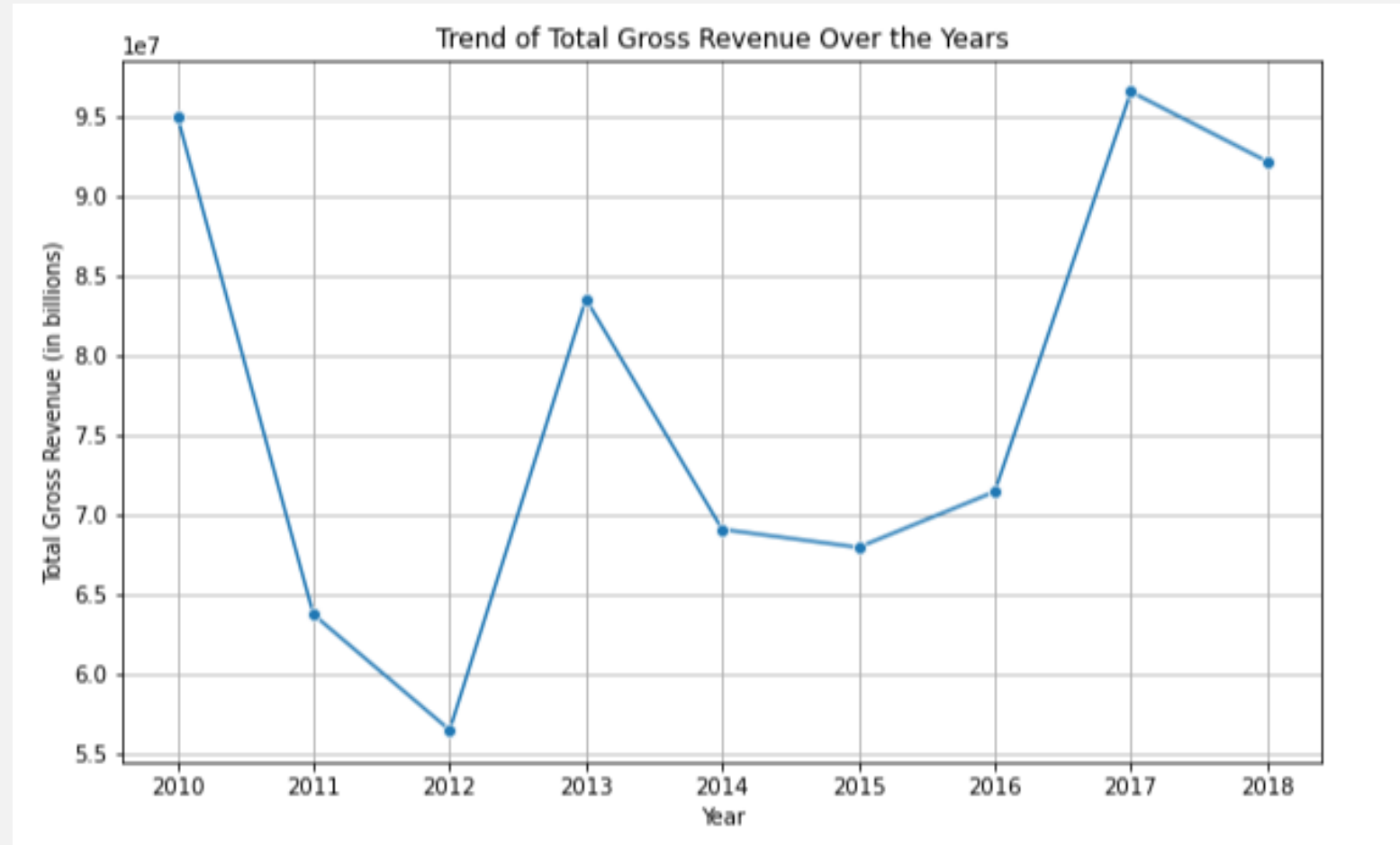
- Comprehensive Dataset from Various Sources (Box Office Mojo, IMDb, Rotten Tomatoes, TheMovieDB, The Numbers .)
- Variables: Genres, Runtime, Ratings, Number of Votes
- Target Variable: Average Rating (Measure of Audience Satisfaction)



Data Preparation

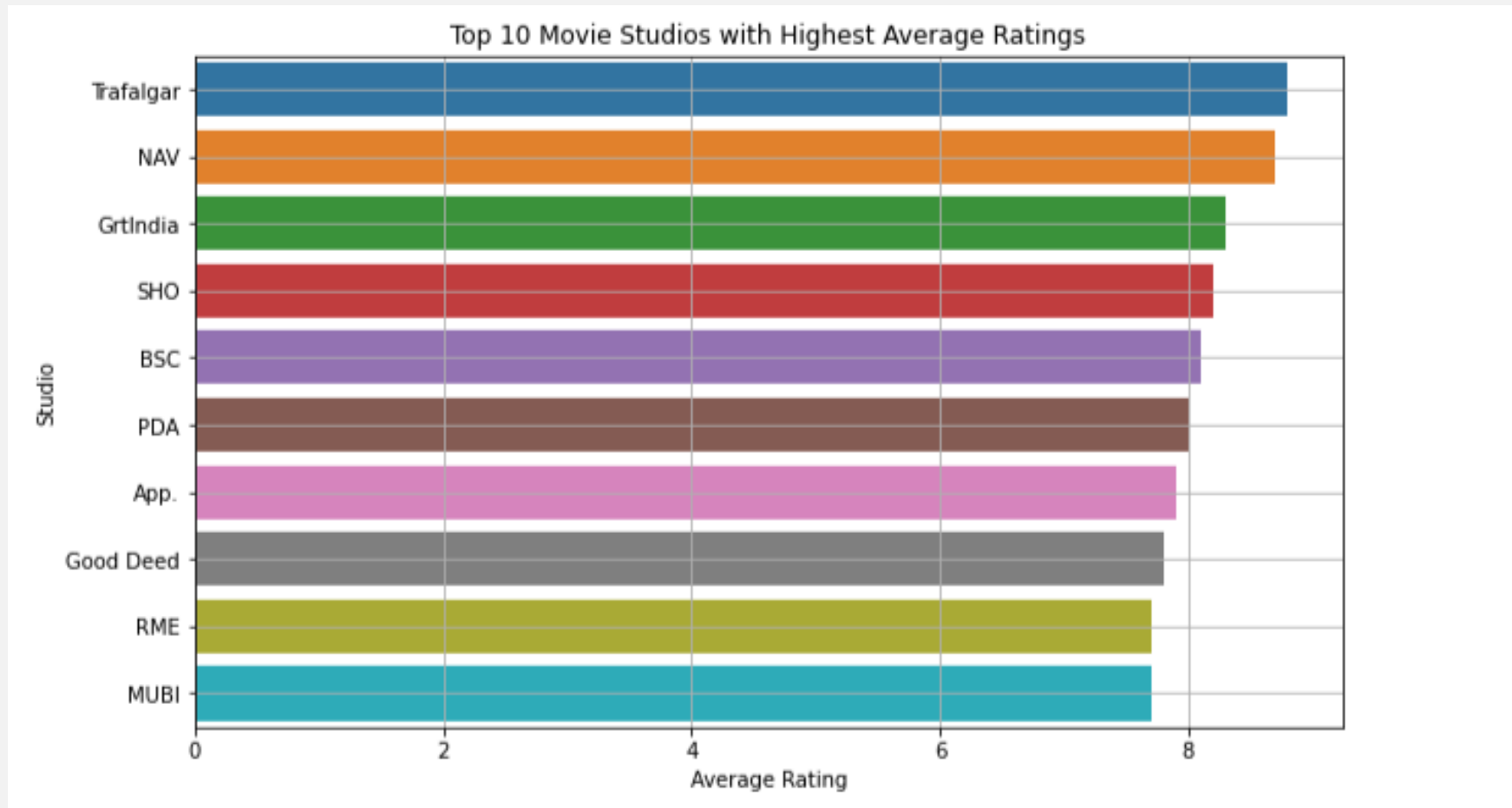
- Removed Irrelevant Information
- Handled Missing Values
- Calculated Total Gross Revenue

Trend of Total Gross Revenue Over the Years



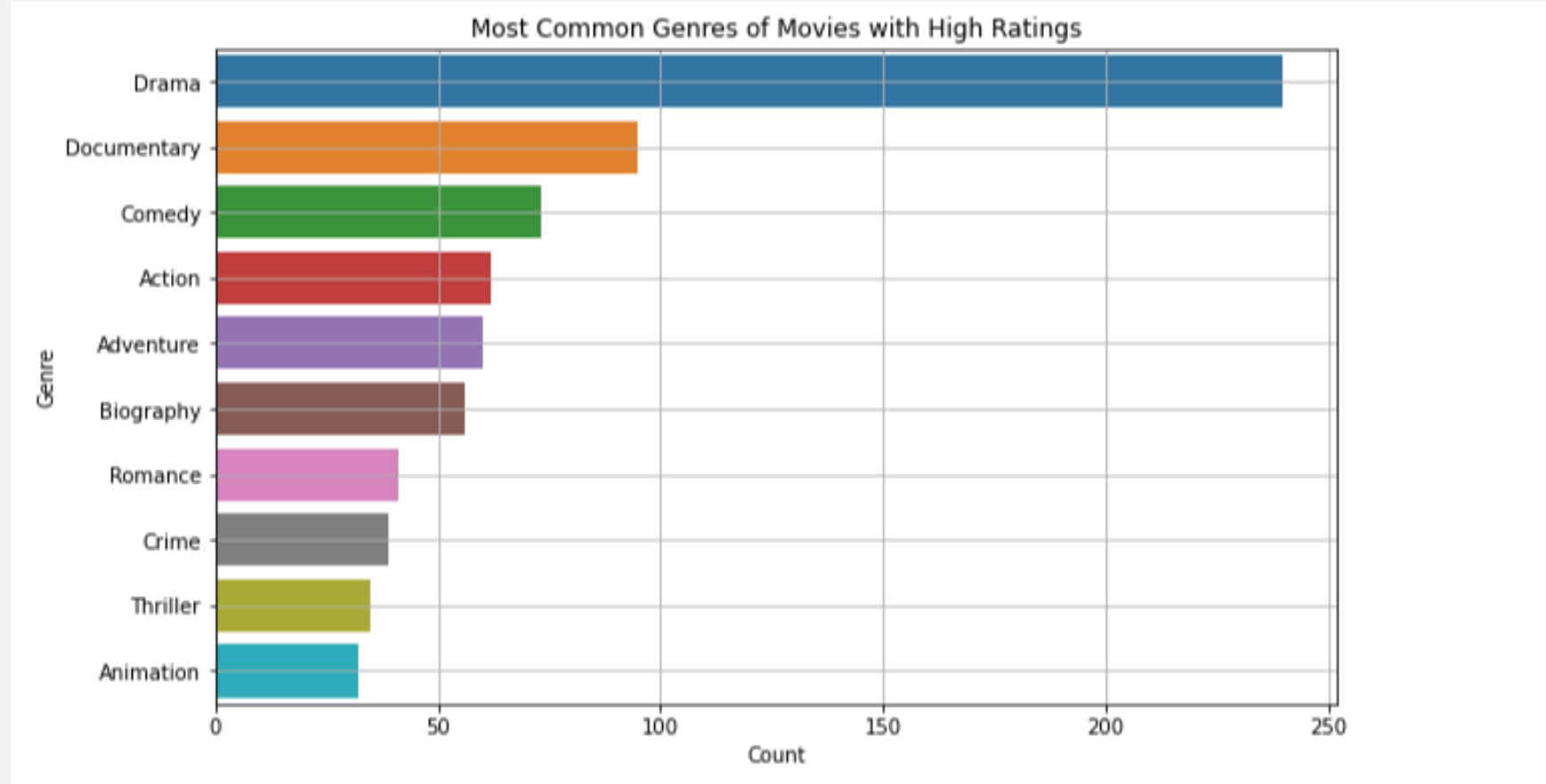
Positive Trend in Total Gross Revenue Over Time
Movie Industry's Growth and Profitability

Top Movie Studios with Highest Average Ratings



Studios with the Best Track Record for High-Rated Films
Consider Collaboration Opportunities

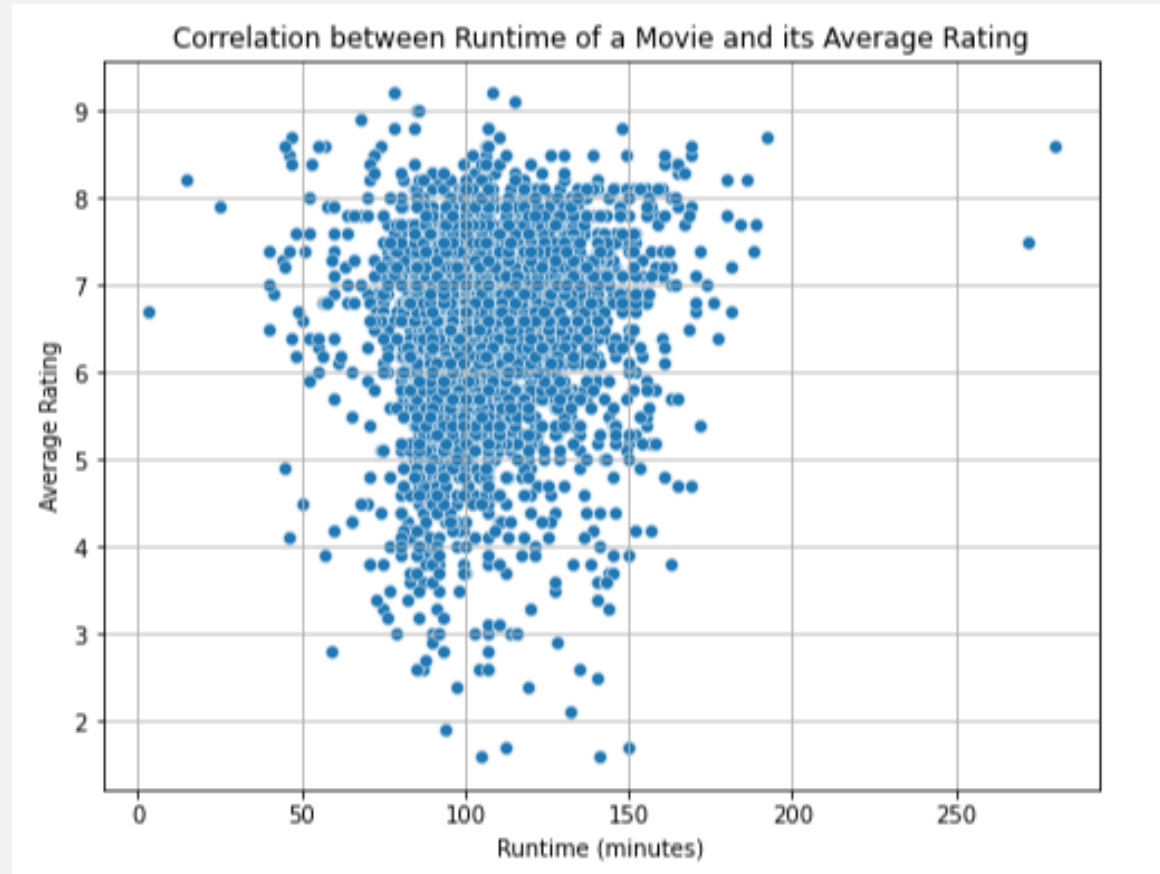
Most Common Genres of High-Rated Movies



Identify Popular Genres with High Ratings

Focus on Producing Movies within These Genres

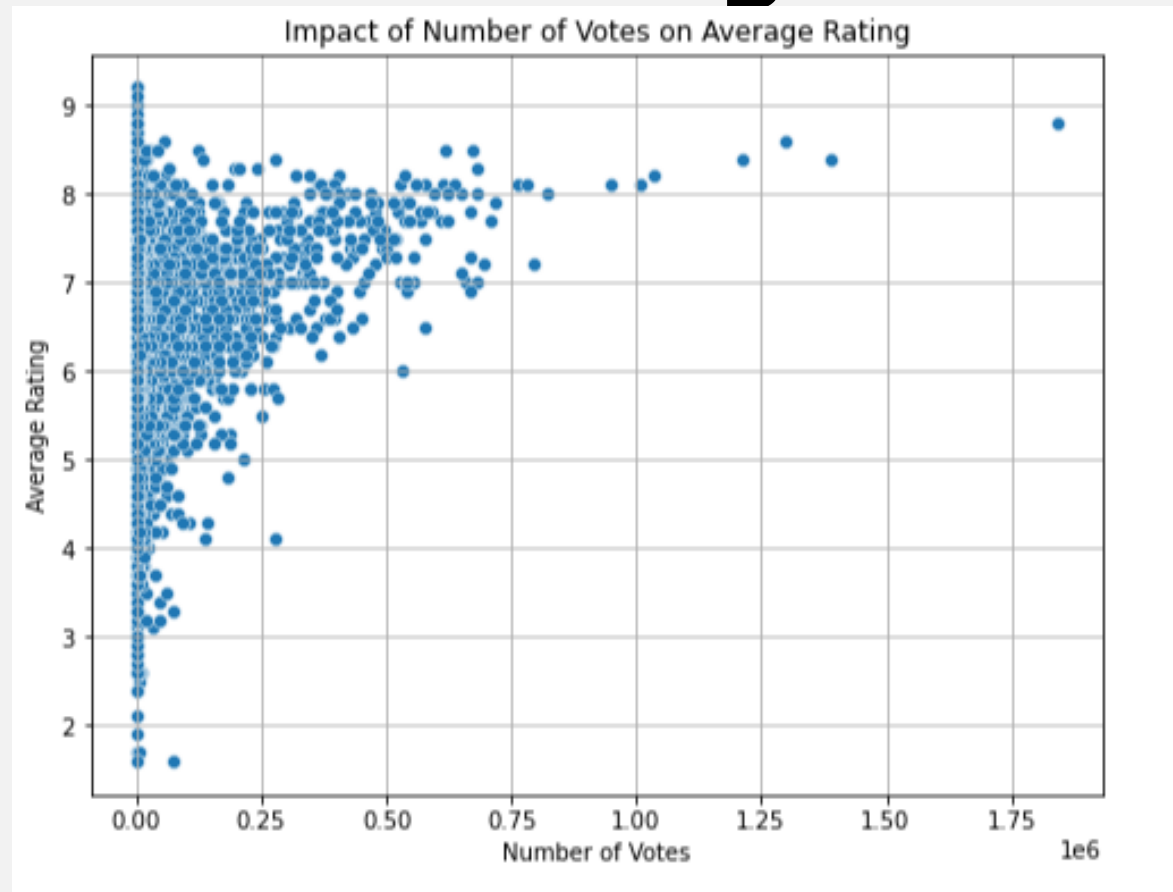
Correlation between Movie Runtime and Average Rating



Weak Positive Correlation between Runtime and Average Rating

Runtime Alone Doesn't Guarantee Higher Ratings

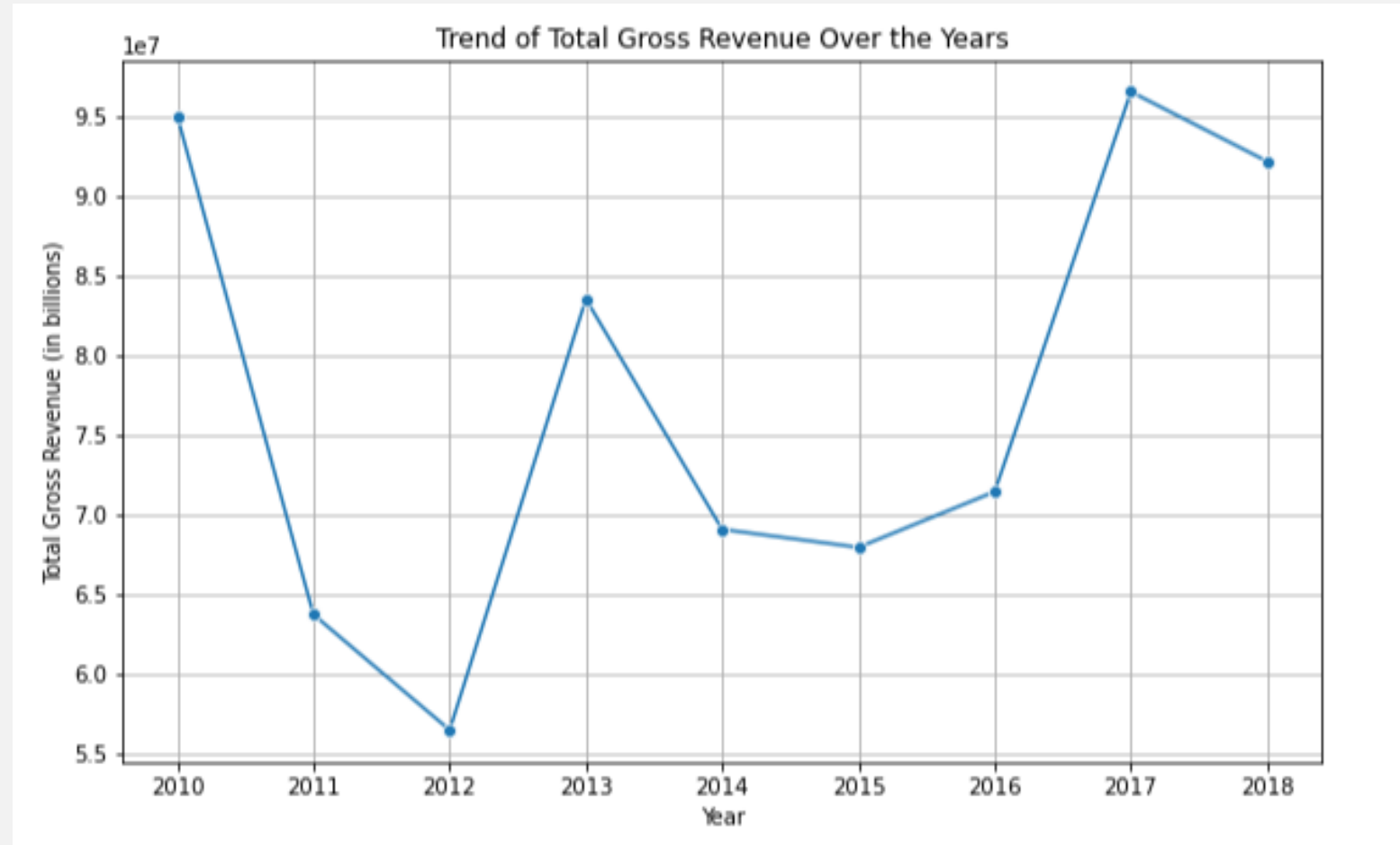
Impact of Number of Votes on Average Rating



Positive Correlation between Votes and Average Rating

Engage with Audience to Encourage Voting

Trend of Total Gross Revenue Over the Years



Positive Trend in Total Gross Revenue Over Time
Movie Industry's Growth and Profitability

Business Recommendations

- Focus on Popular Genres (Drama, Documentary, Comedy, Action, etc.) with High Ratings for Movie Production.
- Consider Collaboration with Top-Rated Studios (Trafalgar, NAV, GrtIndia, etc.) to Improve Success Chances.
- Engage with the Audience to Increase Voting Participation and Enhance Movie Ratings.

Limitations and Future Steps

- Movie Industry's Dynamic Nature Requires Continuous Monitoring and Adaptation.
- Further Advanced Predictive Modeling and Sentiment Analysis
- Real-time Data Integration for Up-to-Date Market Insights
- Market Research and Surveys for Direct Audience Feedback

Conclusion



Focus on popular genres



Trend of total gross revenue indicates market potential



Engage with the audience to create successful and well-received films



Use Data-driven insights empower strategic decision making



Collaborate with top-rated studios



Exploring international markets can open up new revenue streams

Thank You!

