

MICROSOFT MOVIE STUDIO ANALYSIS

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SUMMARY

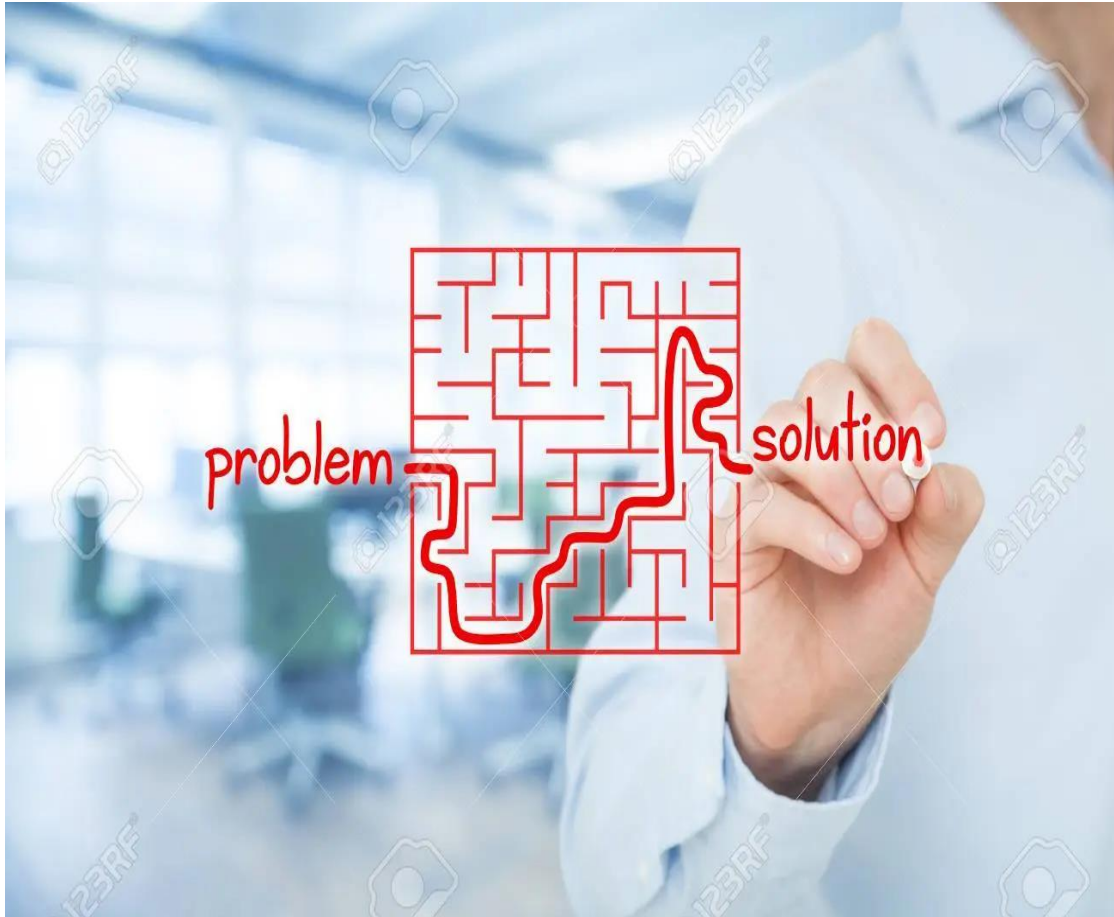


Analysis of IM database, TN movies csv, and TMDb movies csv divulge recommendations that would help with threats to entry the studio would face:-

- Employ talented and experienced directors to spearhead the first slate of movies.
- Review untethered expenditure into movie projects as this won't necessarily reap a proportional level of returns.
- Focus on making popular genres that resonate with the larger audience.
- Benchmark the most popular studios.

OUTLINE

- ❖ Business Problem
- ❖ Data
- ❖ Methods
- ❖ Results
- ❖ Conclusions



BUSINESS PROBLEMS

- Competition in the movie industry against popular movie studios
- Profitability in terms of Cost of production compared to the returns
- Finding the most popular genres to invest in



DATA

- Raw data used from popular movies data bases
 - IMDB database
 - TN Movies Budget CSV
 - TMDB Movies CSV
- This data contains genres, directors, foreign and domestic earnings and costs of production, all these combined give meaningful insight and visualizations





METHODS

PREPARATION AND ANALYSIS

The data was checked for duplicates, relevance and missing values. These were corrected or removed from the data set.

The numerical data were used to find mean values and calculate financial profit measures such as the return on investment.

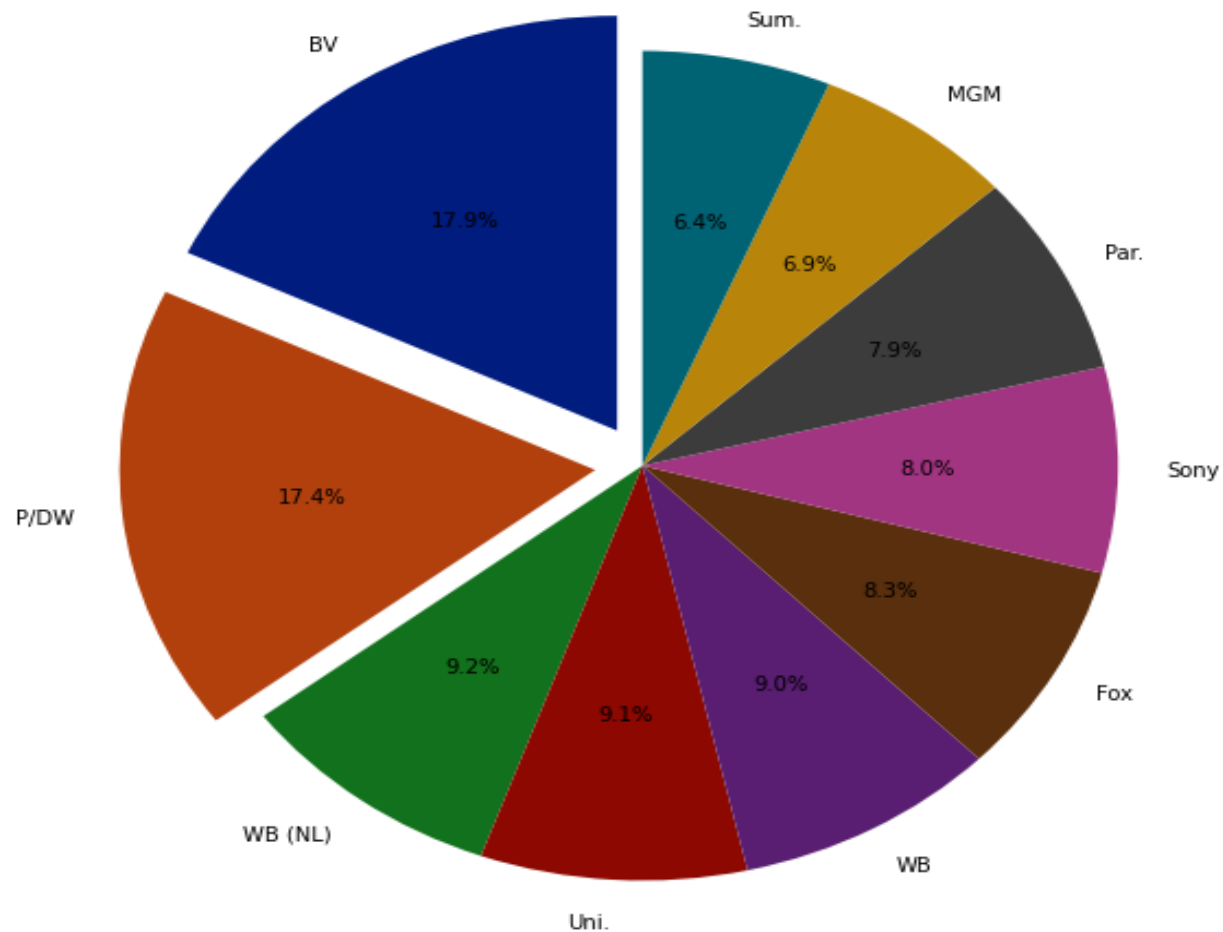
MODELLING AND VISUALIZATION

Bar graphs, pie charts and line plots were used to visualize the findings so as to better analyze the data sets.



MARKET SHARE ANALYSIS

Top 10 Studios Market Share

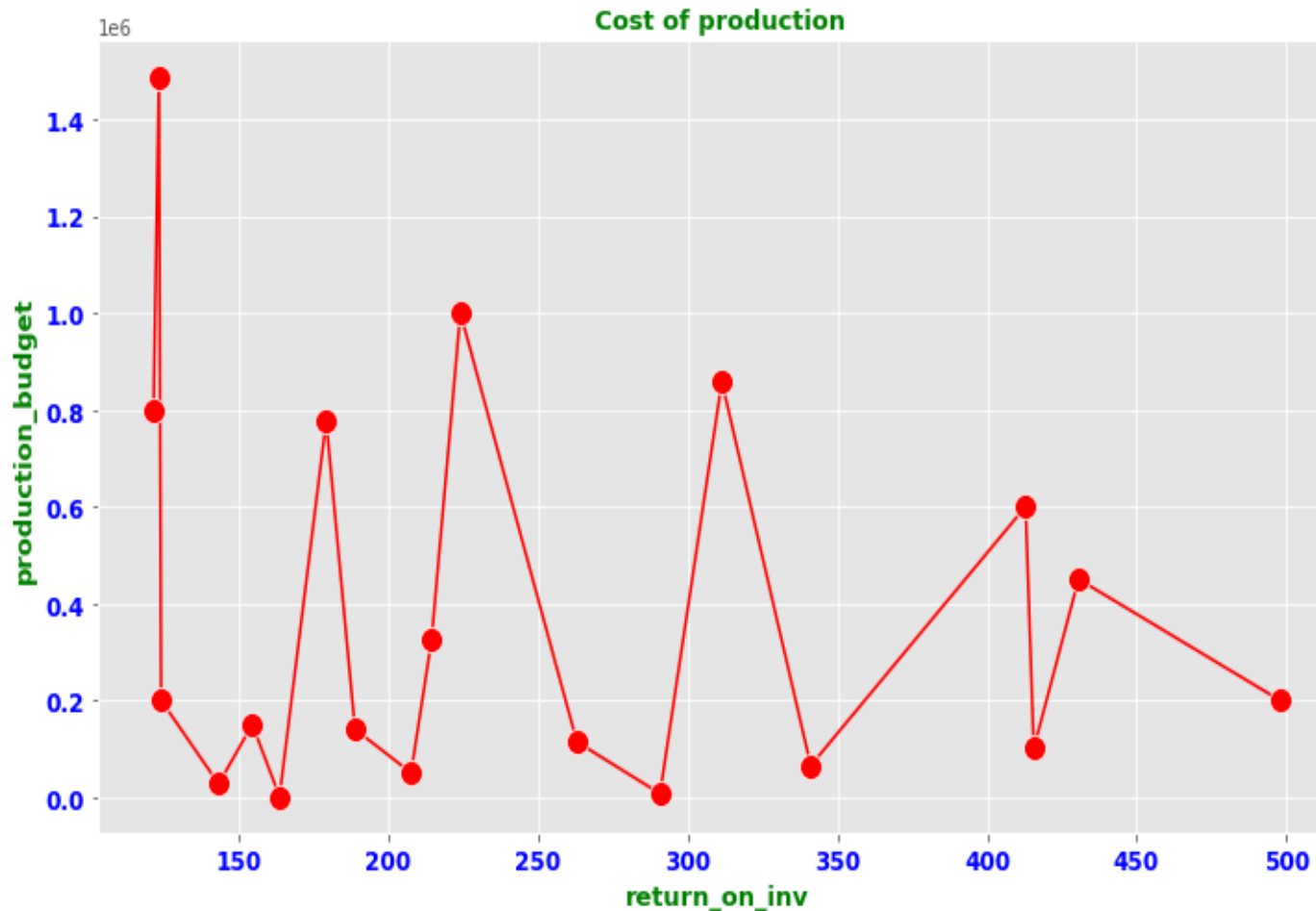


BV and P/DW have carved out a larger market share

Microsoft could employ the strategies used by these studios



COST OF PRODUCTION AND RETURN ON INVESTMENT



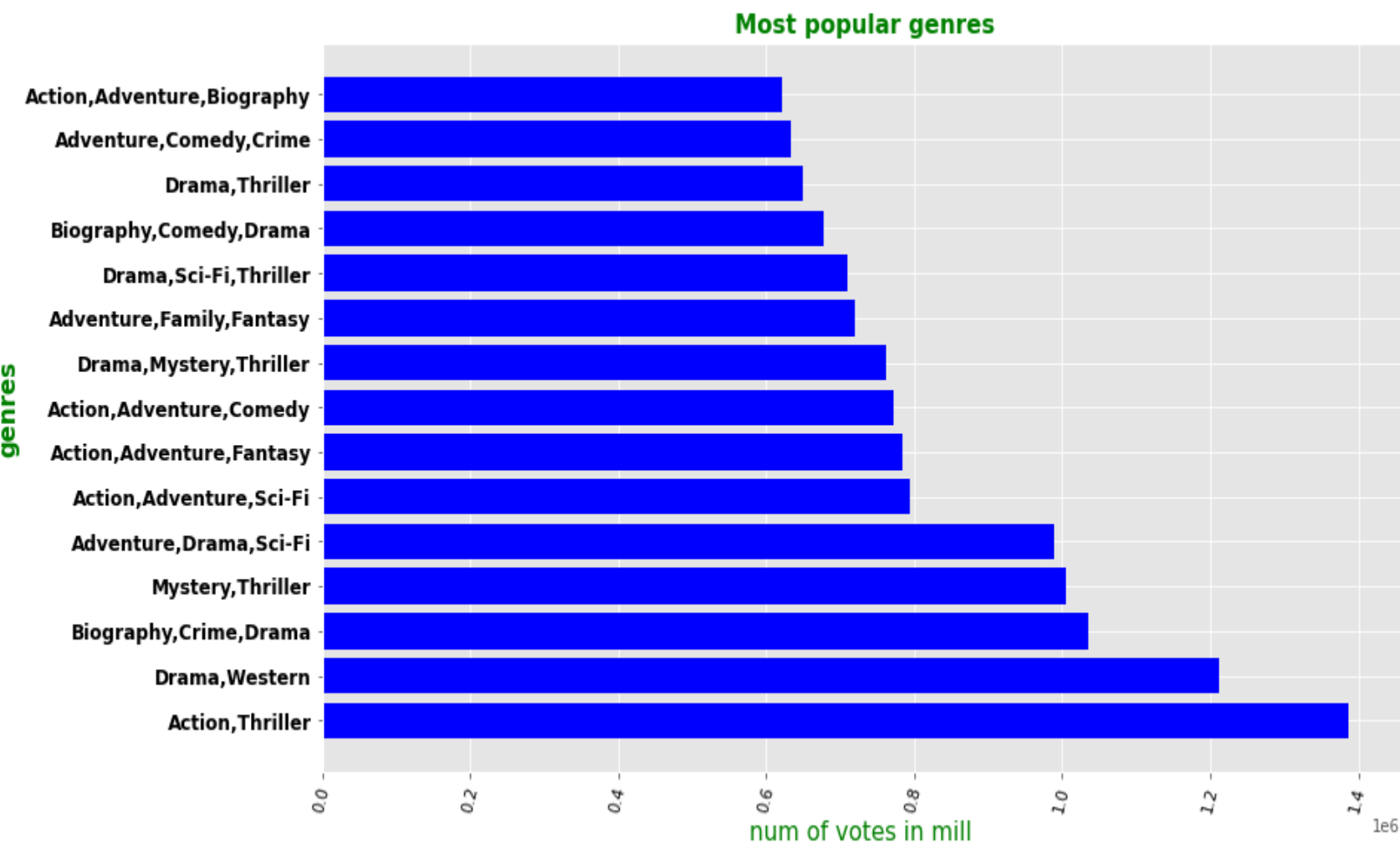
There is no direct correlation between production budget and returns made

high spending will not necessarily translate to high returns.

Other underlying factors contribute to return on investment



MOST POPULAR GENRES

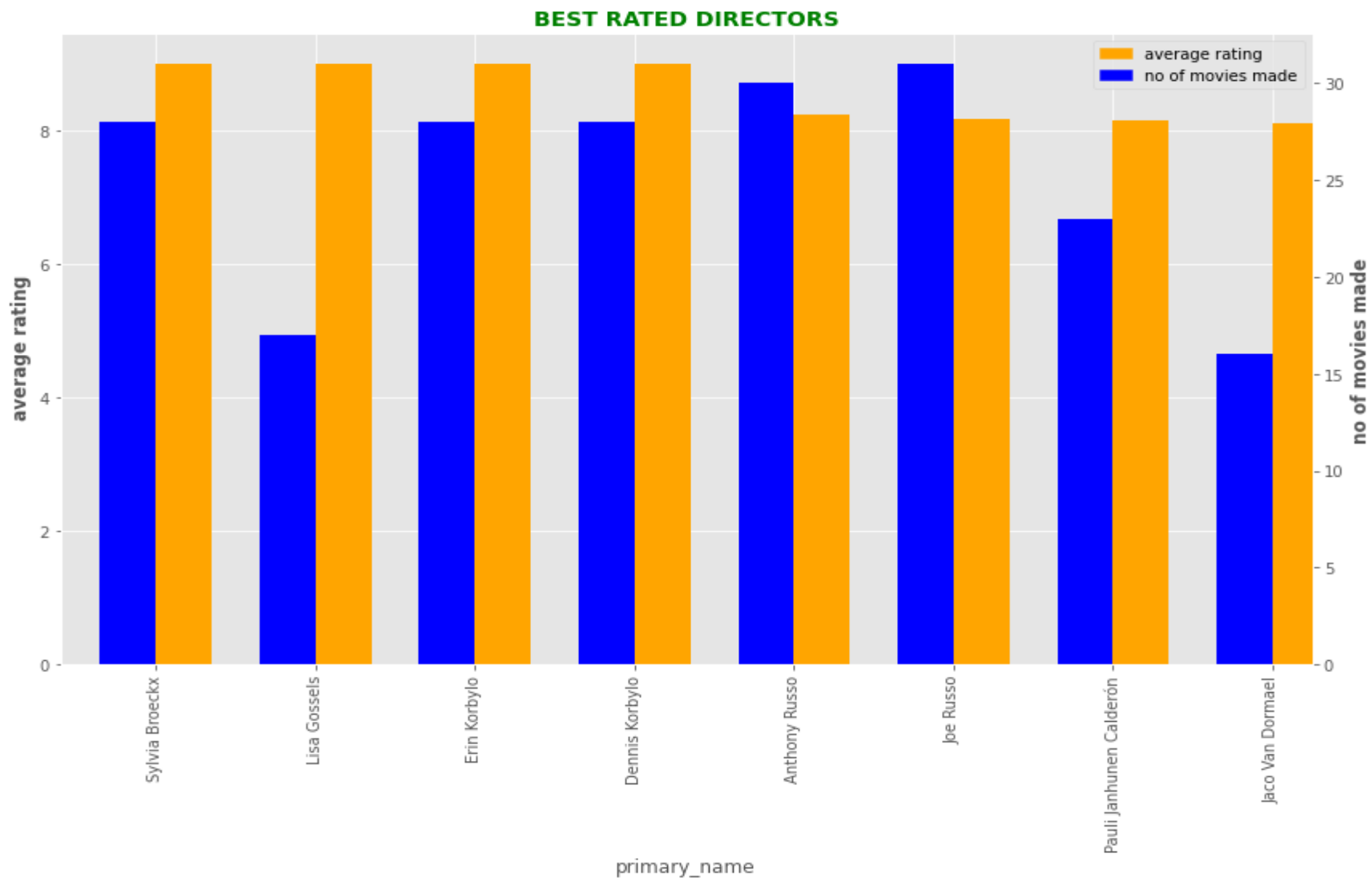


This indicates the Action, Thriller genres are the most popular with adventure biography being the least.

This is important in determining what genres audience would most likely pay to see



EXPERIENCED BEST RATED DIRECTORS



Sylvia Broeckxx, Erin, and Dennis Korbylo have a higher rating compared to the rest and also a larger number of movies made

This is an analysis of talents in the movie industry with vast experience and high rated movies.



CONCLUSIONS AND RECOMMENDATIONS

These are the recommendation made from the analysis above

- **Employ talented and experienced directors** this with a combination of good marketing strategies would ensure recognition of the new studio
- **look into other qualitative aspects that translates ticket sales into profits** like better writing or story telling, better source material and talented cast.
- **Focus on making popular genres that resonate with the larger audience.**
- **Benchmark the most popular studios** to find out whether they can adopt some of their strategies



THANK YOU



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