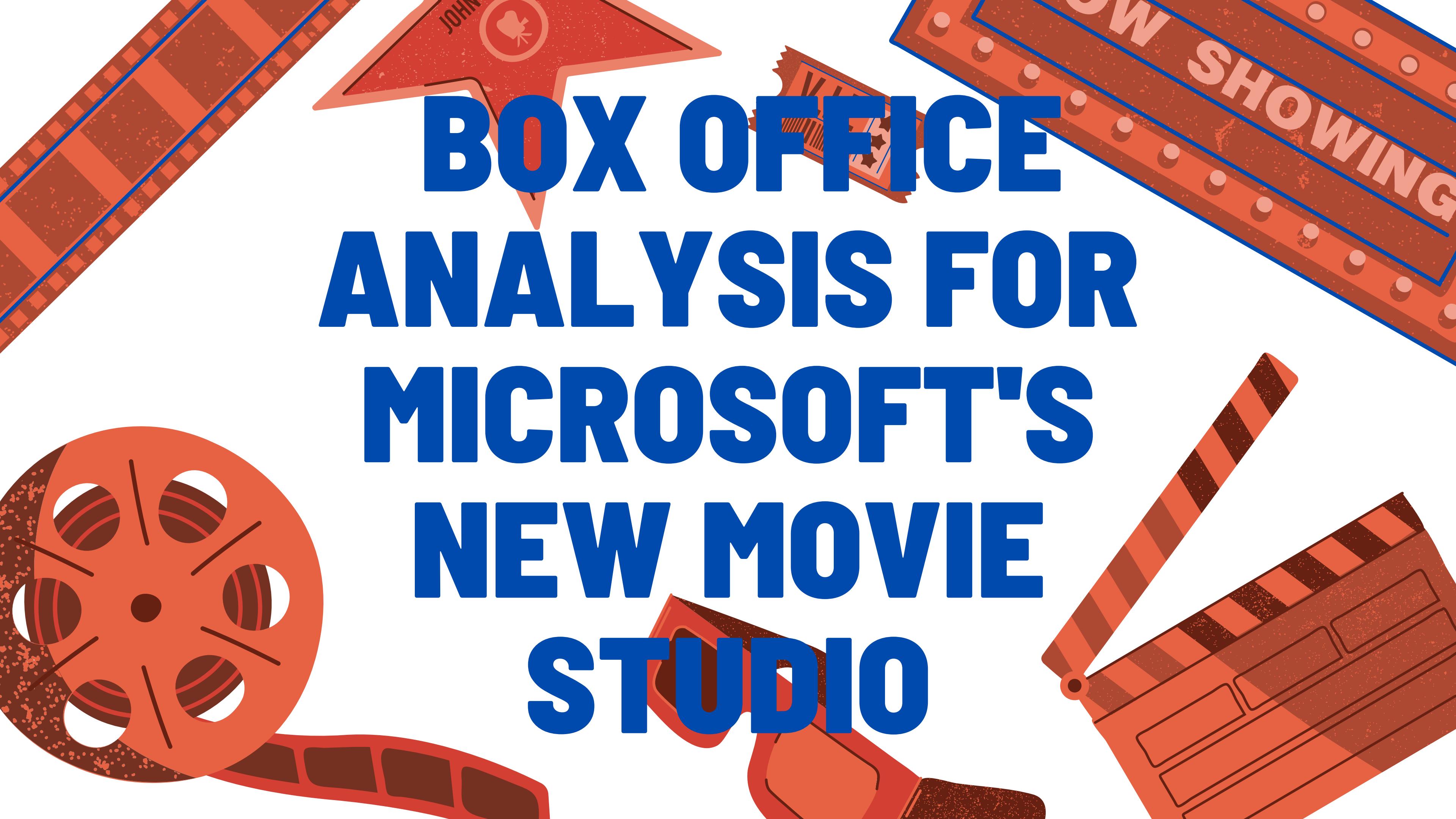
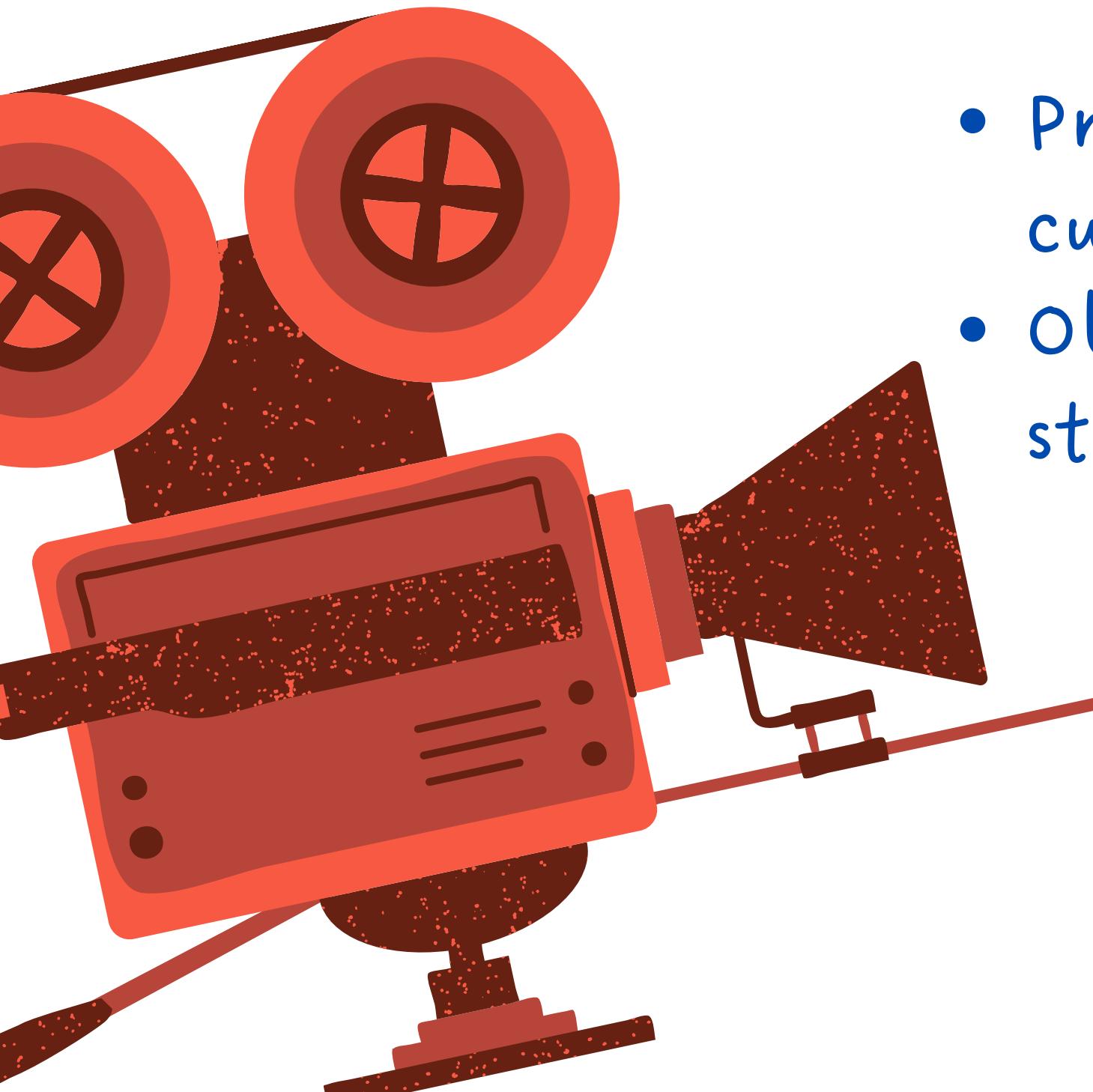
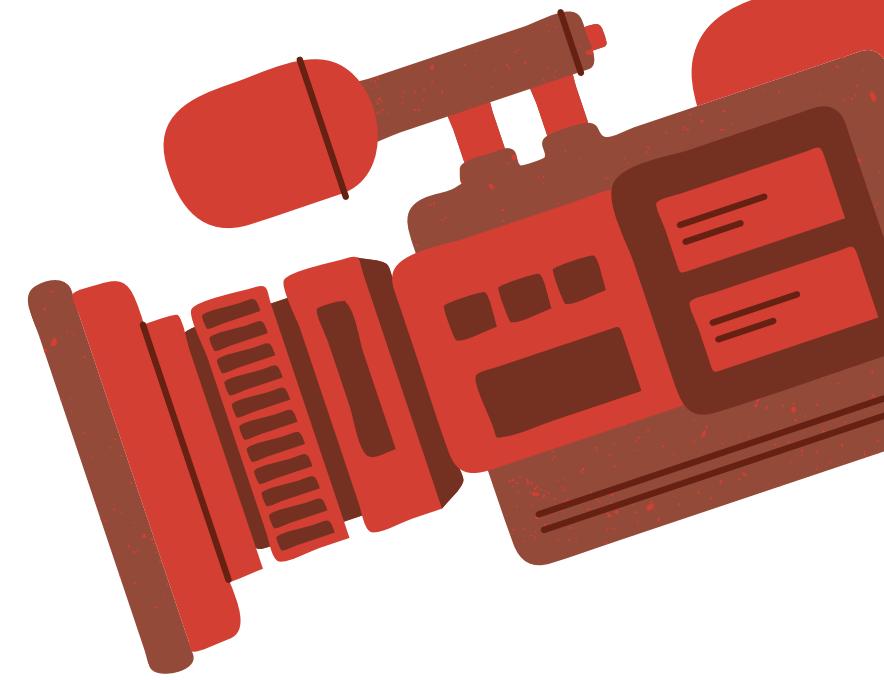


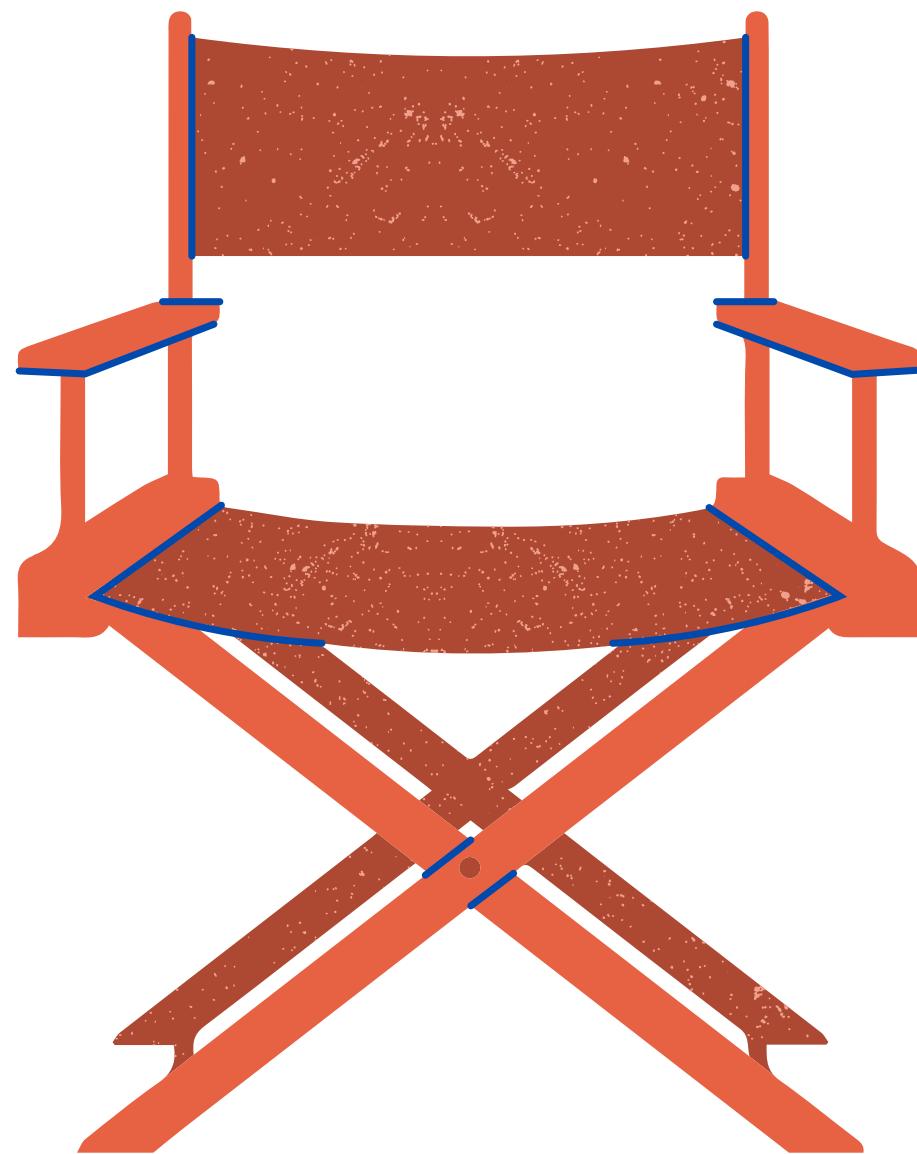
BOX OFFICE ANALYSIS FOR MICROSOFT'S NEW MOVIE STUDIO



Overview



- Problem: finding actionable insights on current movie trends for a new movie studio
- Objective: Identify successful film types and strategies based on current box office trends.



Data

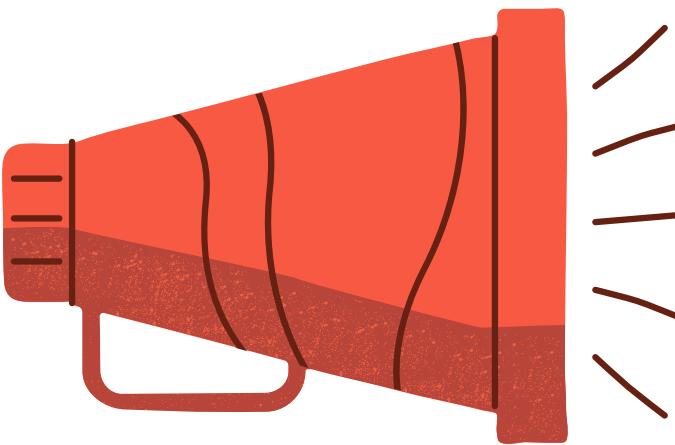
[Box Office Mojo](#)

[Rotten Tomatoes](#)

[TheMovieDB](#)

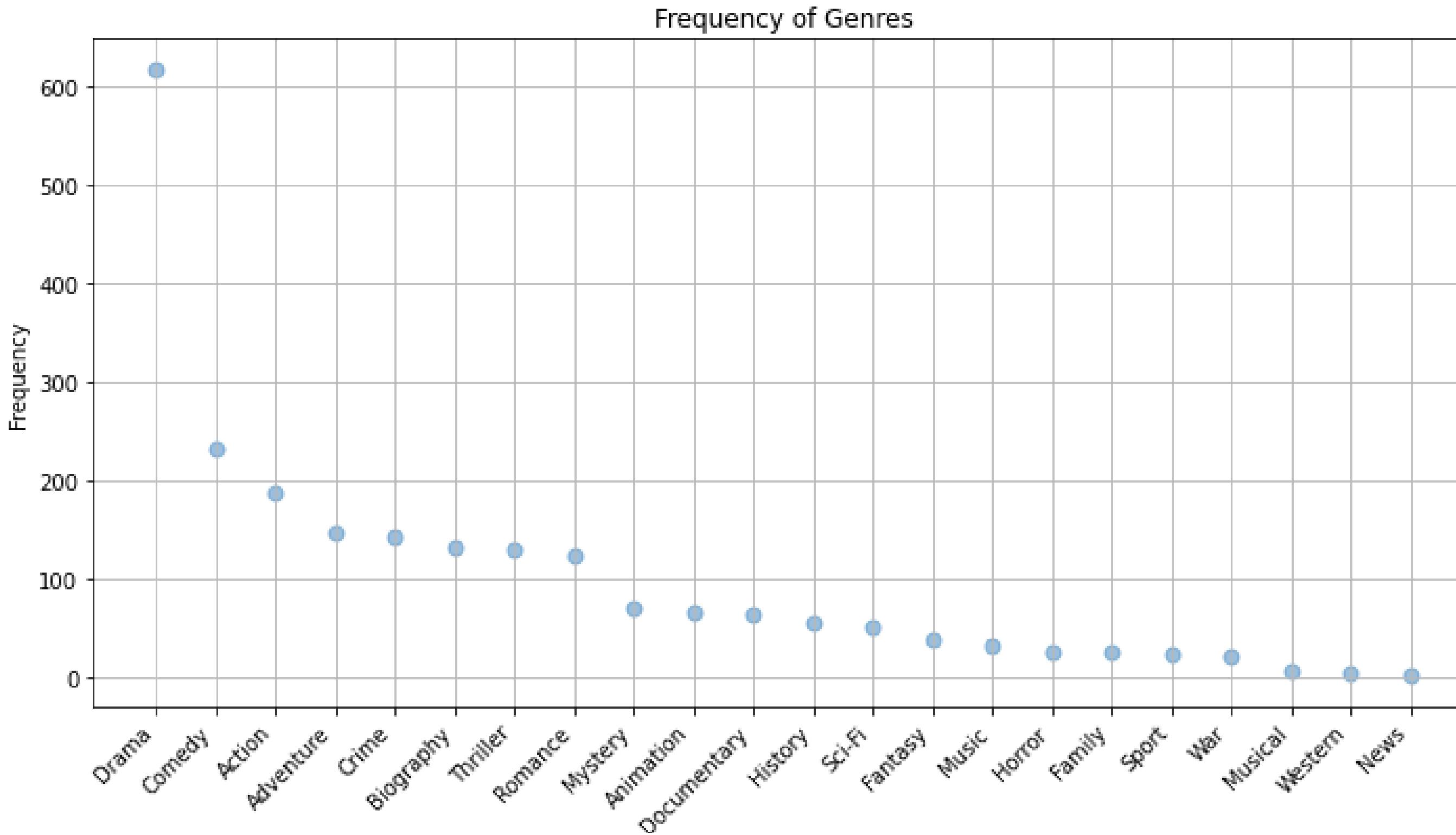
[The Numbers](#)

Data Analysis



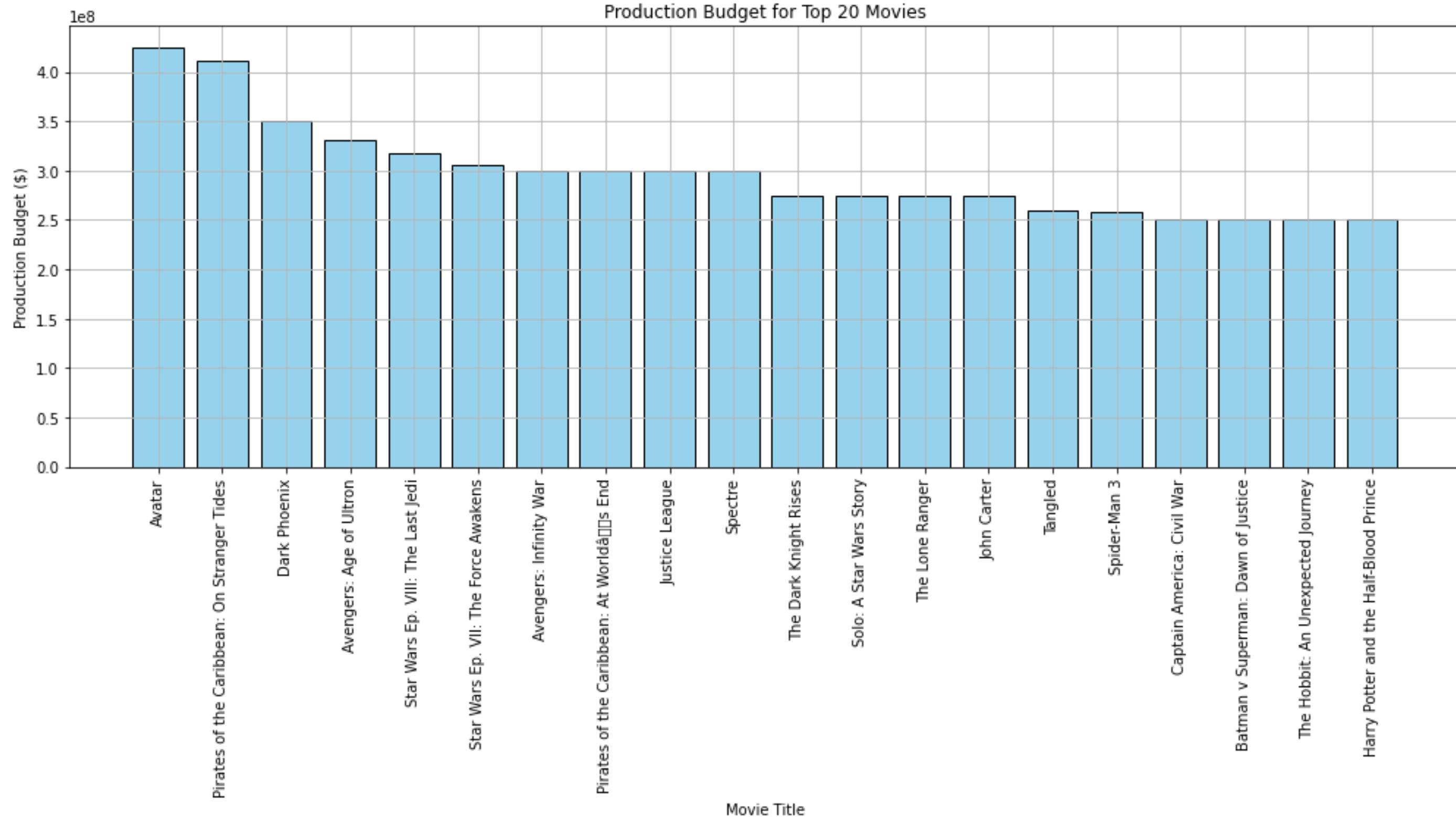
- movie genre frequency classification from the IM.DB sql Database
- Top movies revenue distribution Domestic and Global and production budgets
- Yearly and monthly movie releases review and worldwide gross revenue for top movies from tn_movie_budget DataFrame

Genres frequency distribution



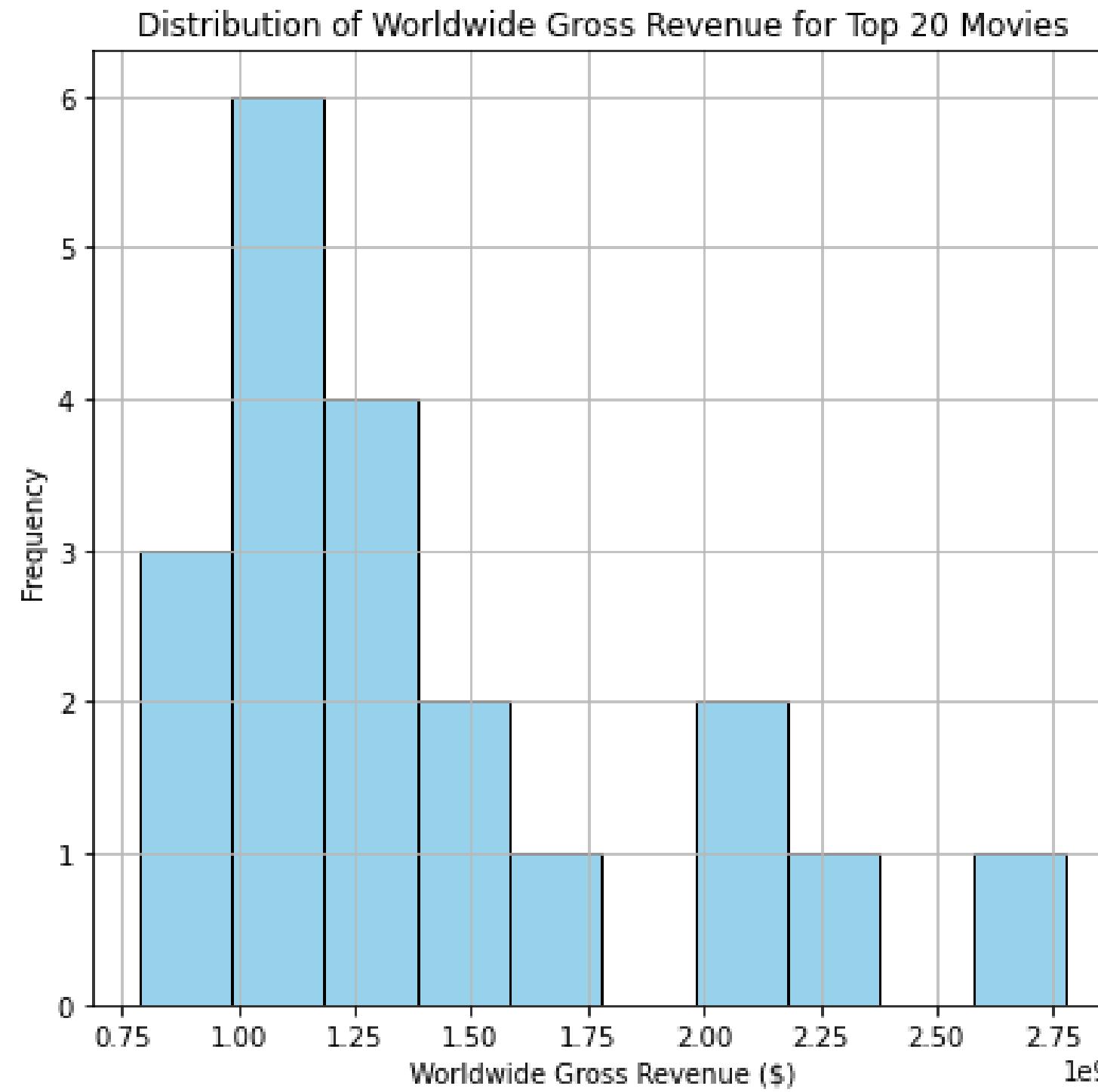
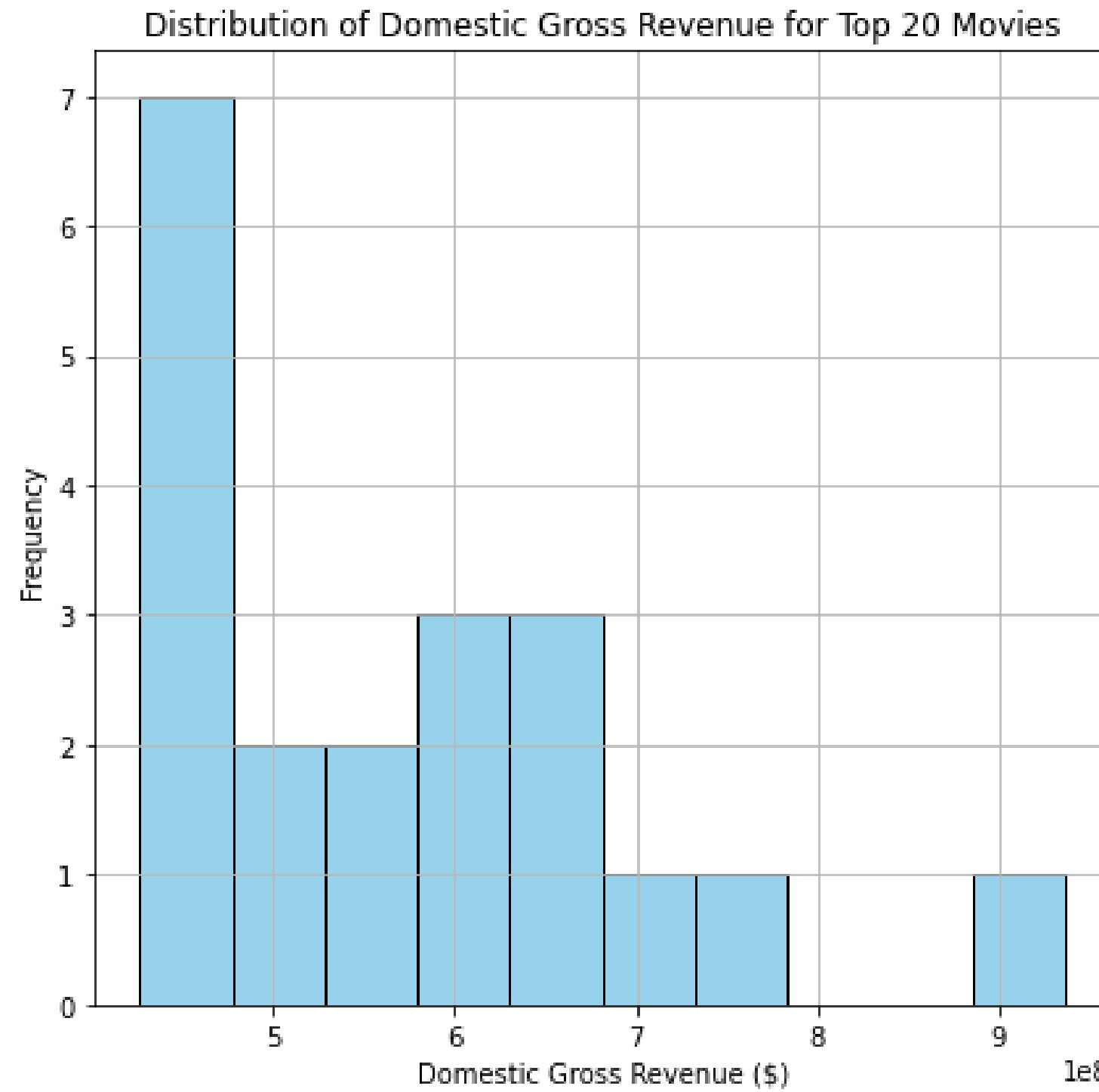
Large outlier from
the drama genre
denoting its
dominance

Top movies production budget distribution



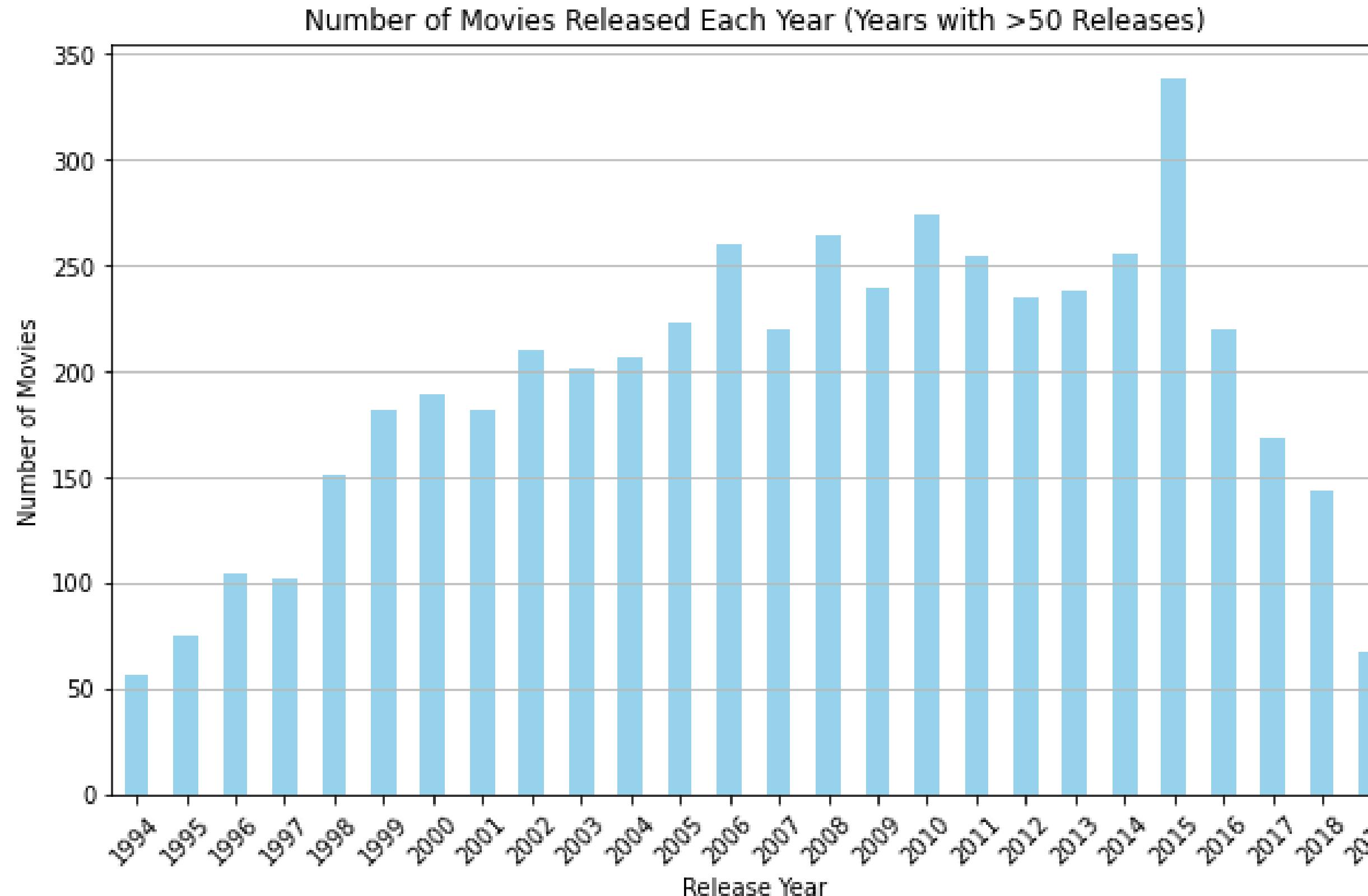
Hight production costs for top movies

Domestic and worldwide Gross revenue for top movies



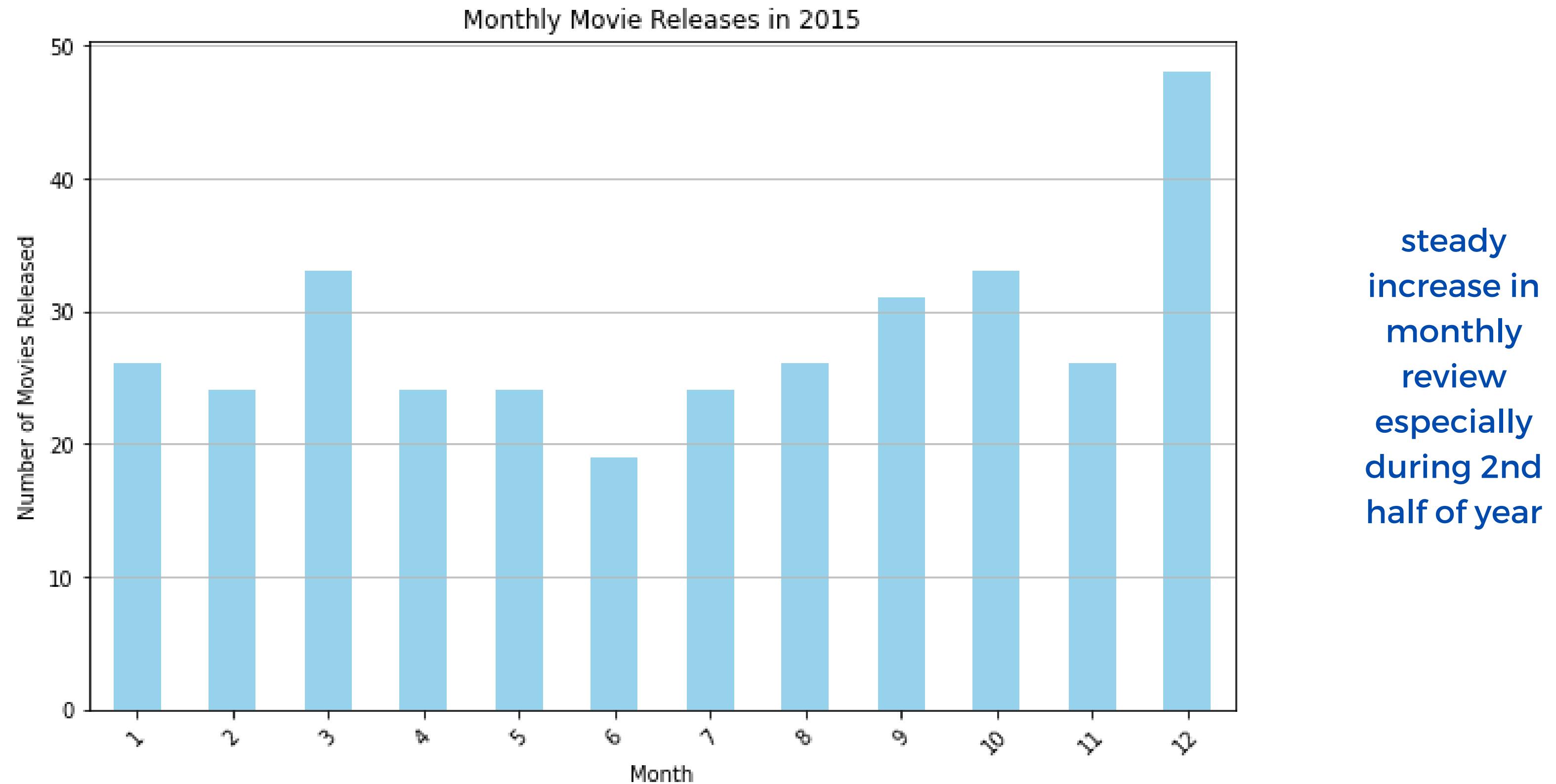
Similar range of activities in revenue from domestic and global standpoint for top movies

Yearly movie releases

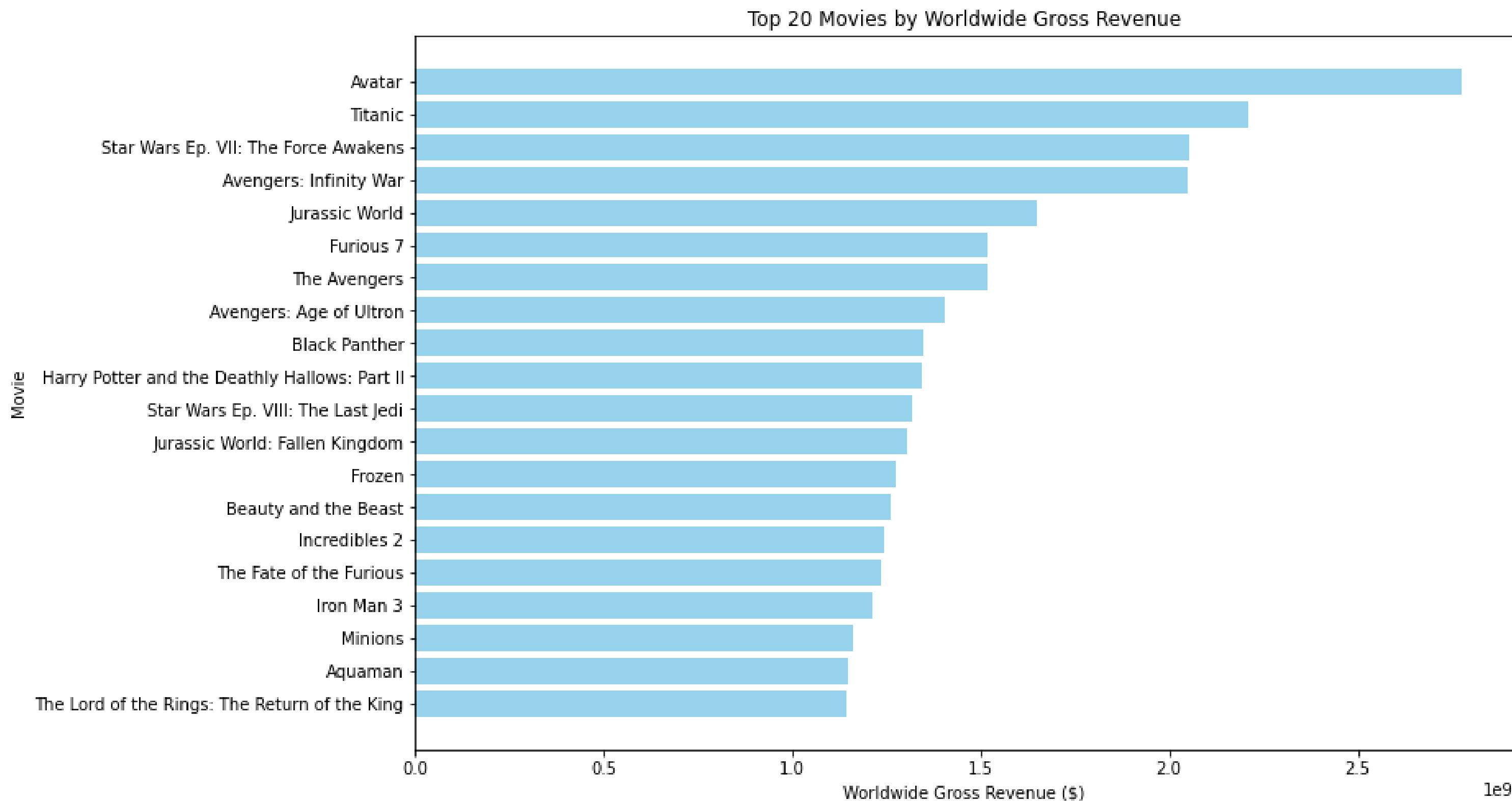


steady
increase in
release as of
the new
millenium for
15 years
before
decline

Highest year movie release monthly review



Top movies Gross revenue



over \$1million
gross revenue
from all top
movies to a
max just
below
\$3million

Key Findings

Genre Popularity: Drama and Fiction genres show the highest average ratings and total votes, indicating a strong audience preference.

Revenue Trends: Movies released in the latter half of the year, especially during the holiday season, tend to generate higher revenue.

Recommendations

Focus on Popular Genres:

Invest in producing Drama and Fiction films as they have a proven track record of success at the box office.

Strategic Release Dates:

Plan movie releases during the second half of the year to capitalize on higher audience turnout and increased revenue potential.

Quality over Quantity:

Prioritize high-quality productions with strong storylines and character development, particularly in the preferred genres.

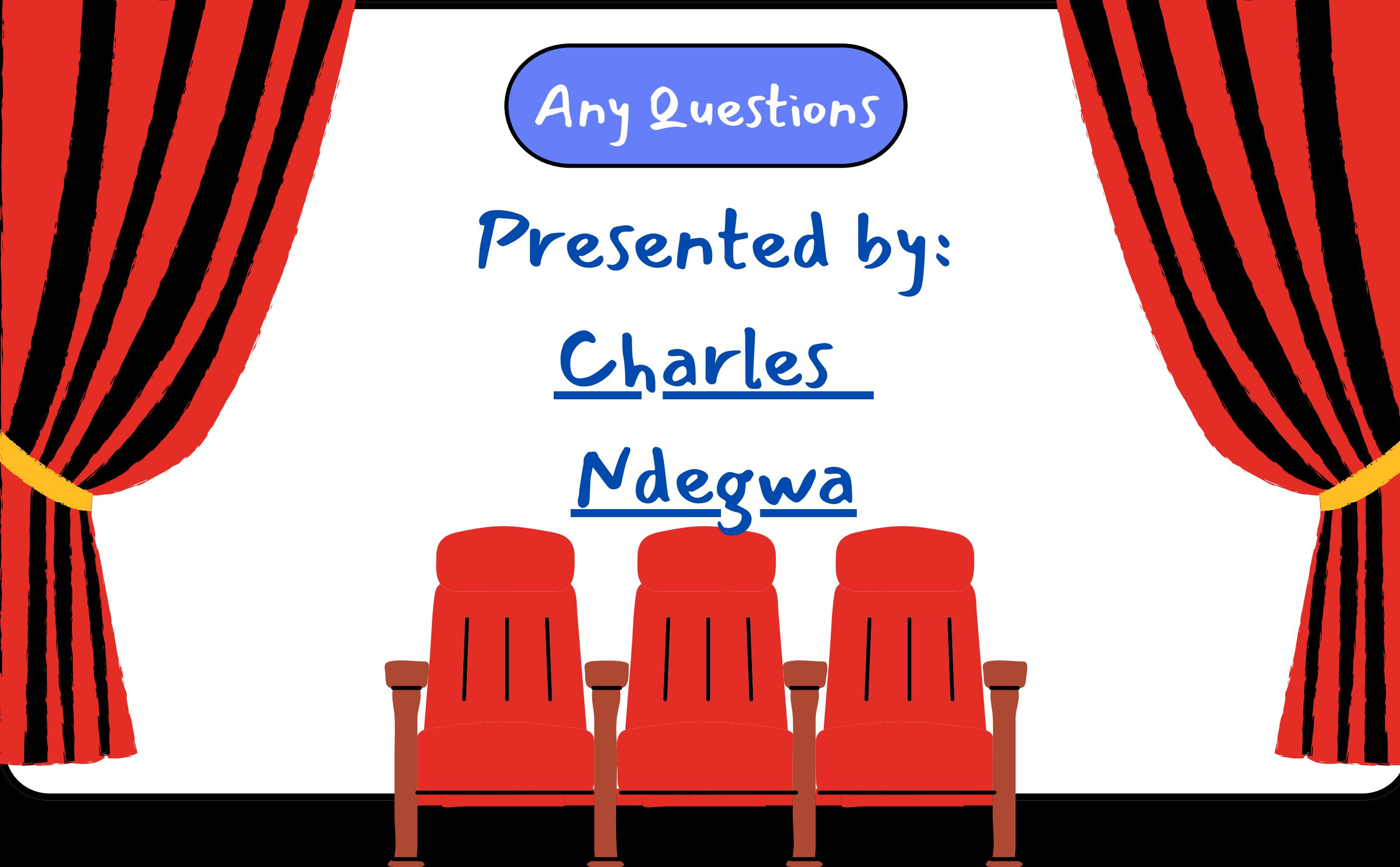
Next Steps

By analyzing current trends in the film industry, Microsoft's new movie studio can make data-driven decisions to maximize its chances of success.

Focusing on popular genres and strategic release dates, as well as maintaining high production quality, will be key to achieving strong box office performance.

This analysis provides a foundation for Microsoft's entry into the movie industry, offering clear, actionable insights based on current market trends.





Any Questions

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Charles

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