Exploring Box Office Success for Microsoft's New Movie Studio

DATA-DRIVEN INSIGHTS AND RECOMMENDATIONS

AMOS KIPNGETICH ROTICH

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Introduction

- Microsoft is has decided to venture into movie industry and wants to launch its own movie studio after analyzing the trends and factors contributing to the success of other movie studios

- Our goal is to thoroughly analyze these box office trends to identify the most profitable types of films.

Data Sources

- Box Office Mojo – We used box office revenue both domestic and foreign from box office mojo

- IMDB – We acquired movie basics such as genre and movie ratings from IMDB

Data Processing Steps

- **Data Extraction**

  - Extracted data to be used from original sources

- **Merging**

  - Merging datasets from movie basics table to movie ratings table

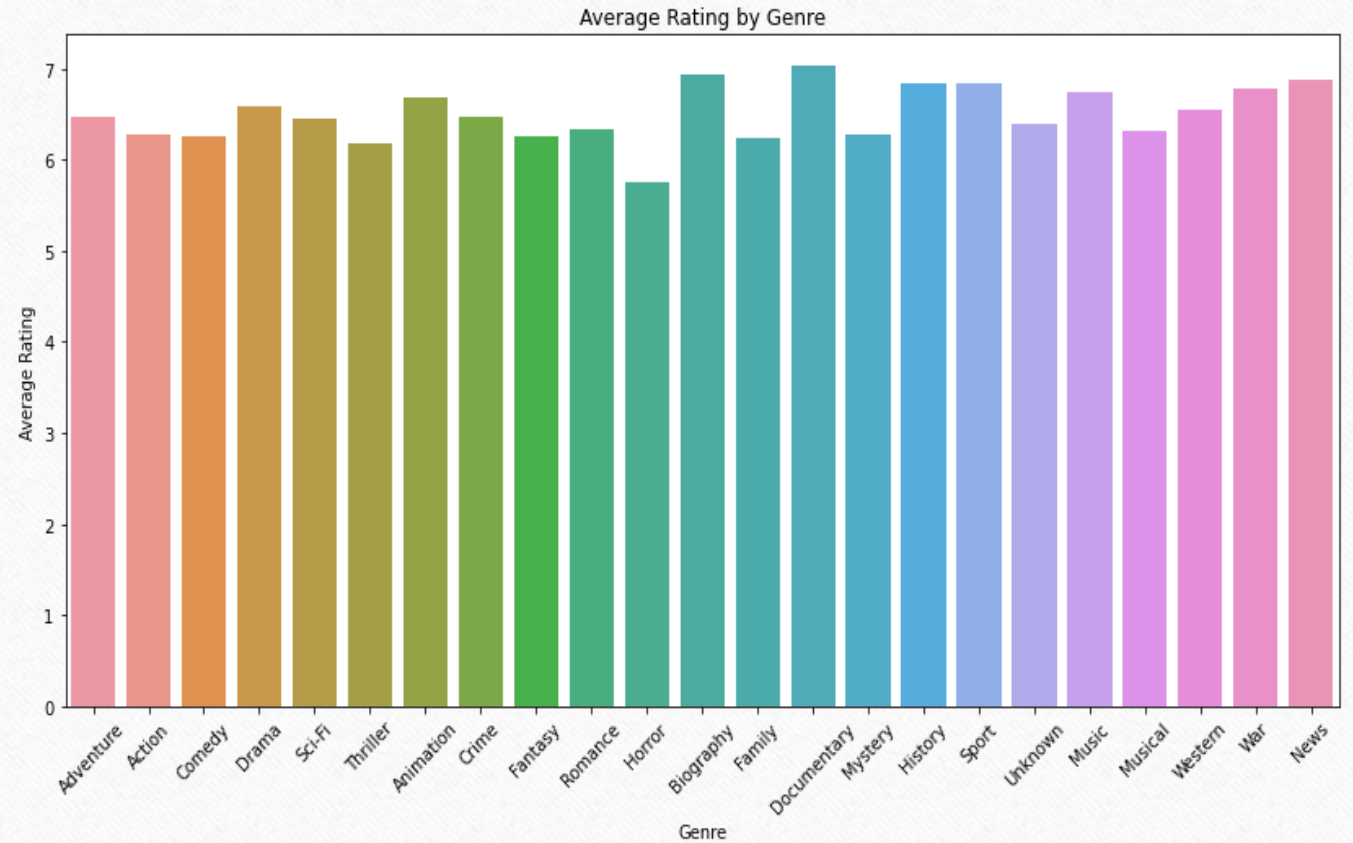 - Merge output data to box office data

Data Processing Steps

Continuation…

- **Data cleaning**

  - standardizing column names

  - Handling missing values

  - Convert data types as needed

Data Analysis and Visualization

Genre Rating Analysis

Examined average ratings for each genre

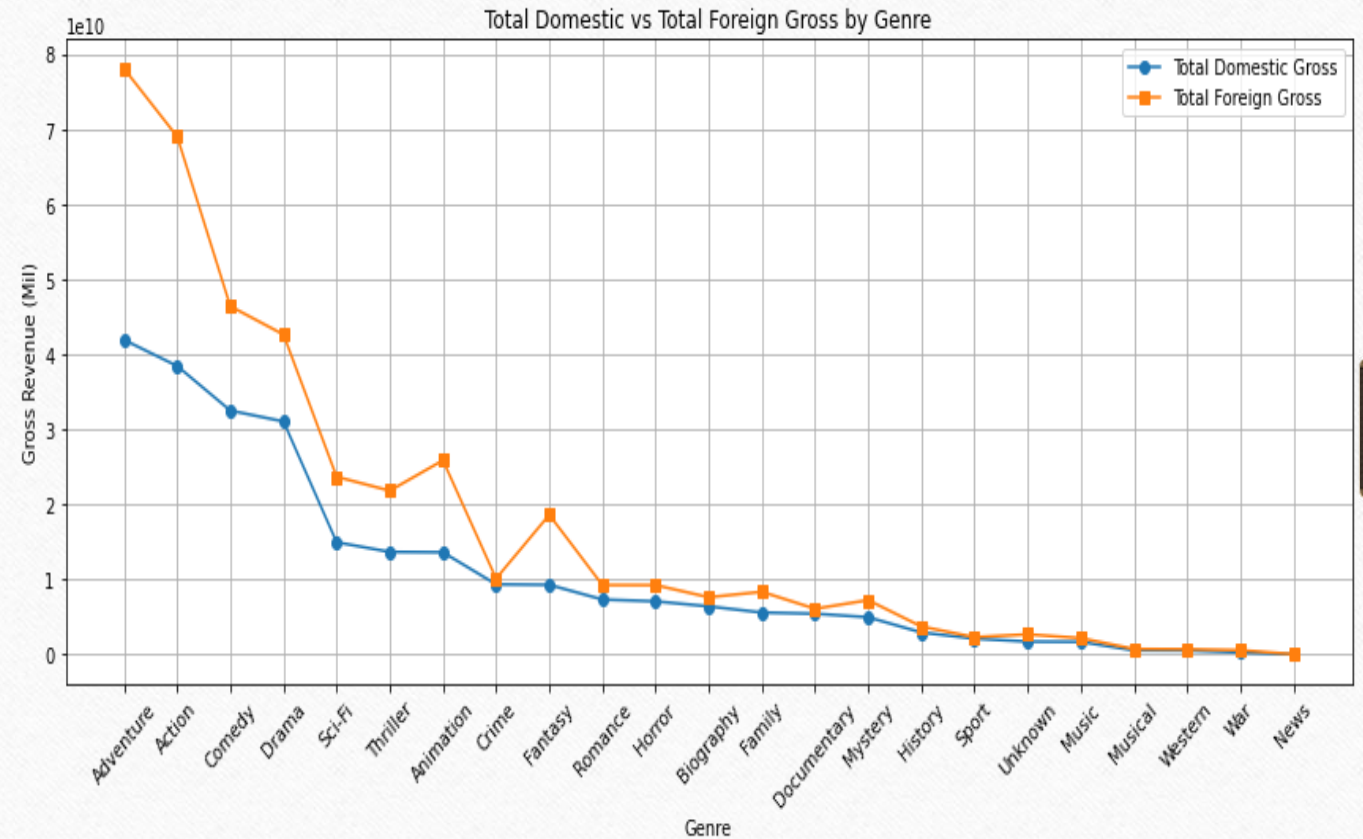Average Rating by Genre

Data Analysis and Visualization

continuation…

Genre Domestic vs. Global Revenue Analysis

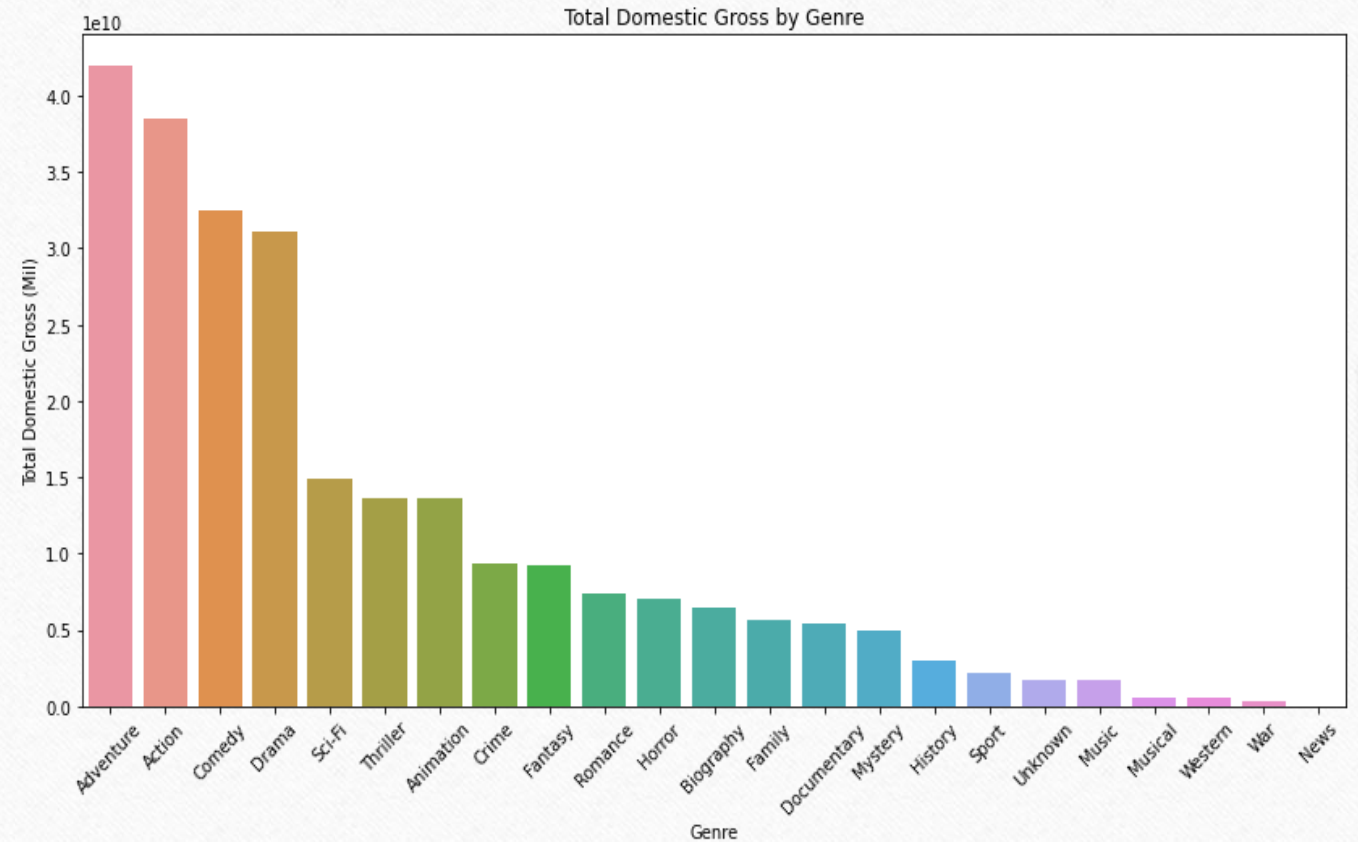Analyzed revenues of each genre locally vs. internationally

Total Domestic vs Total Foreign Gross by Genre

Data Analysis and Visualization

continuation…

Genre Domestic Revenue Performance

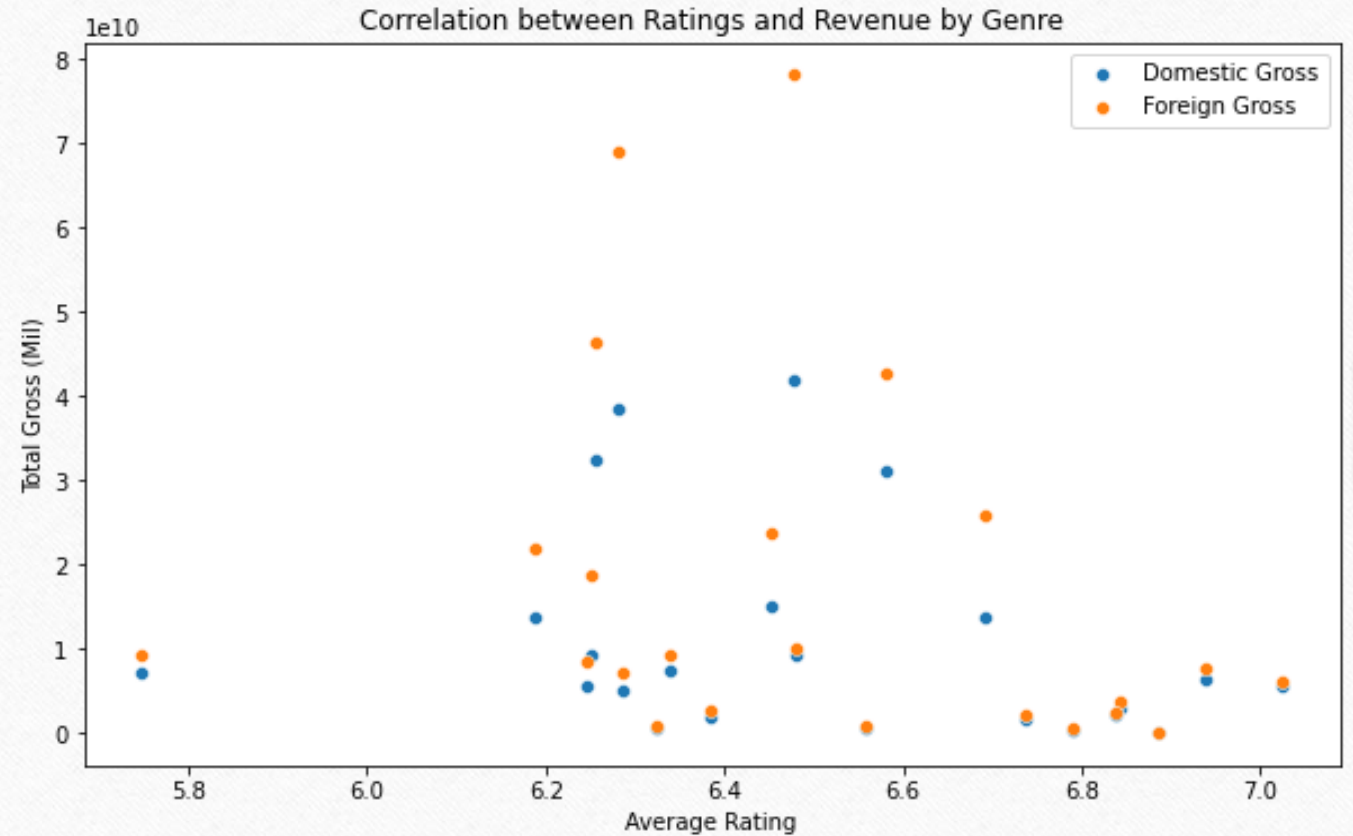Compared how each genre performed locally

Data Analysis and Visualization

continuation…

Correlation between Total Revenue and Ratings
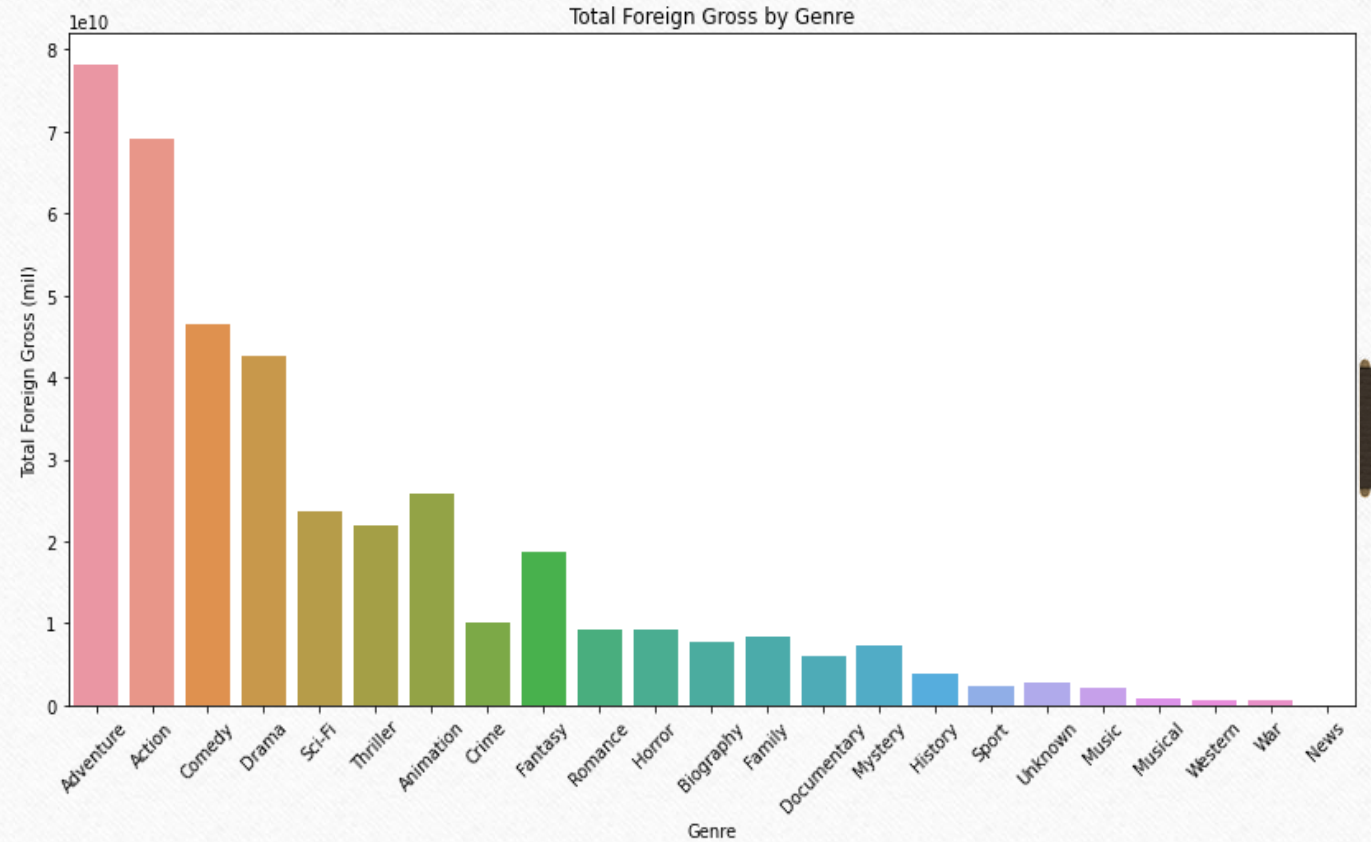
Compared how ratings affect box office revenue

Data Analysis and Visualization

continuation…

Genre Foreign Revenue Performance

Compared how each genre performed globally

Business Recommendations

- 1. **Focus on Top Performing Genres**

Microsoft should focus on genres that have consistently earned high box office returns. From our analysis, we picked out action, adventure and animation genres for consideration.

Business Recommendations

Continuation….

- 2. **Leverage Highly Rated Genres**

Microsoft should prioritize highly rated genres. From the analysis, highly rated genres generate higher box office revenues compared to the rest. This means rating has a strong correlation to box office success.

Business Recommendations

Continuation….

- 3. **Target International Markets**

From our analysis, foreign markets generated higher revenues compared to domestic markets for most genres. Microsoft can target the global audiences to maximize their chances of success in the movie industry.

Future Improvement Ideas

- Microsoft should harness the power of continued analysis as the movie market is very dynamic. The movie trends are changing very fast and Microsoft team should keep up with the pace to ensure survival and profitability.

Q&A

Thank you for your attention.

Any questions?

Mobile: 0727 382926
Email: amos.kipngetich@student.moringaschool.com
Linkedin: amos-kipng-etich-51784b10b