

The background is a solid purple color. On the right side, there are several 3D geometric shapes: a light blue cone at the top, a yellow torus (donut shape) in the middle, a light brown wooden wedge below it, and a large orange sphere at the bottom with a smaller orange sphere resting on top of it.

UNVEILING BOX OFFICE SUCCESS: GUIDING MICROSOFT'S NEW MOVIE STUDIO

ConfTalk
May 2024

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Agenda

- Introduction
- Business Understanding
- Data Understanding
- Data Analysis
- Recommendations
- Next Steps

Introduction

- Welcome to the presentation on "Unveiling Box Office Success: Guiding Microsoft's New Movie Studio."
- In this presentation, we will explore the data-driven insights that can guide Microsoft's entry into the film industry.
- Our objective is to provide actionable recommendations based on data analysis.
- Let's begin by setting the context.

Business Understanding

Microsoft's Business Background:

- Microsoft, a technology giant known for innovation.
- Expanding into the film industry marks a significant move.

Domain of the Business:

- Entry into the film industry.

Problem Statement:

- The challenge is understanding factors contributing to box office success.
- Identifying popular movie genres, viewer preferences, and profitability drivers.

Data Understanding

Data Columns:

- Genres: Movie categorization.
- Production Budget: Expenditure on movie production.
- Worldwide Gross: Cumulative revenue from global screenings'
- Profit: Difference between worldwide gross and production budget.
- Others: Detailed in the analysis.

Data Relation:

- Multiple datasets merged for analysis.

Data Cleaning:

- Removed duplicates and missing values.

Data Analysis - Part 1

- Analysis of Movie Genres:
 - Determining popular genres.
- Top Movie Genres:
 - Drama and Documentary.
- Visualization: Bar chart displaying top genres.

Data Analysis - Part 2

- Viewer Preferences:
 - Analyzing preferences within top genres.
- Average Runtime:
 - Insights into runtime trends.
- Visualization: Line plot showcasing average runtime.

Data Analysis - Part 3

Impact of Factors on Profitability:

Exploring average ratings, runtimes, budgets, and production budgets.

Visualizations:

Line plots and bar charts demonstrating correlations.

Recommendations

- Key Recommendations:
 1. Investment in High-Production Budget Films.
 2. Genre Diversification.
 3. Consideration of Audience Preferences.
 4. Strategic Budget Allocation.
 5. Collaboration and Industry Trends Monitoring.
- Actionable insights for Microsoft's movie studio.

Next Steps

- Future Actions:
 - Collect more data on missing areas.
 - Stay updated with industry trends.
 - Implement the recommendations.
- Preparing for the next phase.



Conclusion

- Summary:
 - Insights into the film industry.
 - Microsoft's potential for success.



THE END

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