Microsoft Movie Studio Analysis

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Overview

This project provides a comprehensive analysis of Box Office data from the past decade, offering valuable insights into successful films. The analysis covers various aspects, including top-grossing films, production budgets, popular genres and film durations.

By leveraging these insights, Microsoft can make informed decisions about the optimal film types to produce in their studio. The analysis highlights the consistent success of sequels, prequels, and remakes at the Box Office, presenting potential opportunities for Microsoft to explore in this area.

Utilizing this analysis as a foundation, Microsoft can strategically target their market and focus on producing films that align with their objectives. By capitalizing on frequently made genres, Microsoft can increase their chances of resonating with audiences and achieving success at the Box Office.

Business Problem

Recognizing the thriving landscape of video content production and the achievements of other prominent players, Microsoft has strategically decided to venture into the creation of a new movie studio. To pave the way for a successful and optimized operation, a comprehensive analysis of the Box Office has been conducted. This analysis serves as a valuable resource for Microsoft, providing insights into industry best practices while mitigating potential risks associated with production failures. By leveraging the findings of this analysis, Microsoft aims to chart a path towards a prosperous movie studio venture, capitalizing on proven strategies and minimizing potential pitfalls.

Data

As a globally renowned corporation with substantial resources, Microsoft is well-equipped to enter the film industry. The provided data sets offer a comprehensive view of the highest-grossing movies, both domestically and internationally, over the past decade. These data sets also highlight the genres that have achieved significant success in the film industry. By using this information, Microsoft can make informed decisions and strategically plan their entry into the industry. With their established position and abundant resources, Microsoft is poised to make a substantial impact and seize the opportunities presented by the film industry.

Method

Through the careful examination of descriptive analysis, this project offers valuable information to assist Microsoft in assessing the viability and potential opportunities within the film industry. By attempting to capitalize on these findings of this analysis, Microsoft can gain insights into the factors that contribute to success and make well-informed decisions to guide their strategic direction regarding their potential venture.

Results

Over the past decade, an analysis of the Box Office reveals that remakes and sequels have consistently resonated with audiences, using that familiarity and nostalgia associated with beloved stories or characters. Documentaries have also witnessed significant success, capturing the attention of viewers with their engaging and thought-provoking storytelling based on real-life events or subjects.
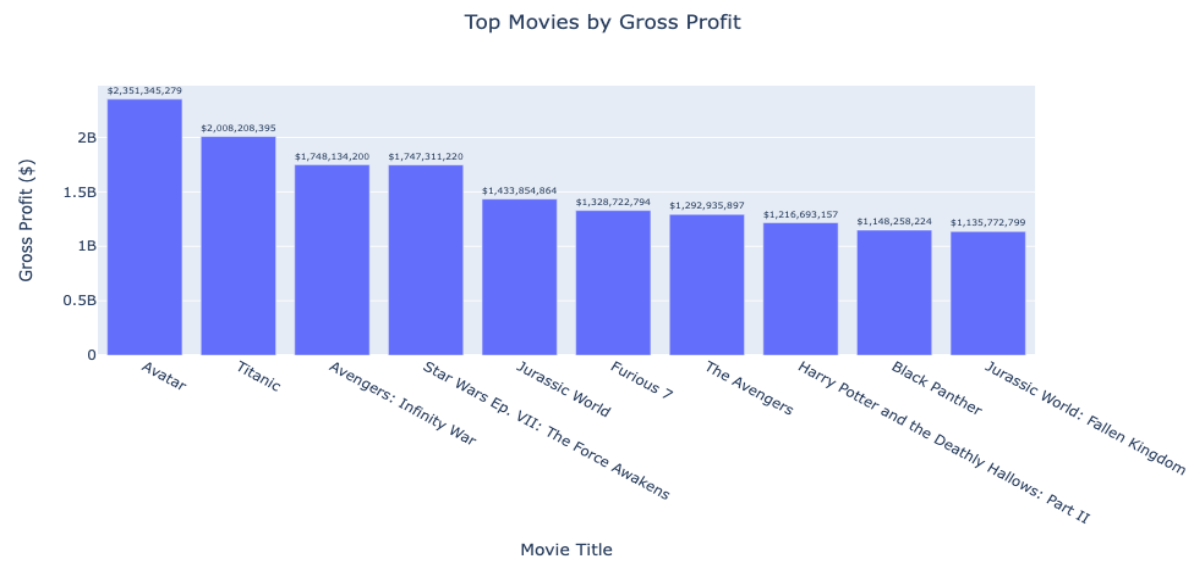
Additionally, genres like drama, comedy, thrillers, horror and action have consistently delivered strong performances at the Box Office, attracting diverse audiences and providing compelling entertainment experiences. These genres' enduring popularity underscores their effectiveness in engaging and captivating moviegoers, making them prime choices for consideration in the film industry.
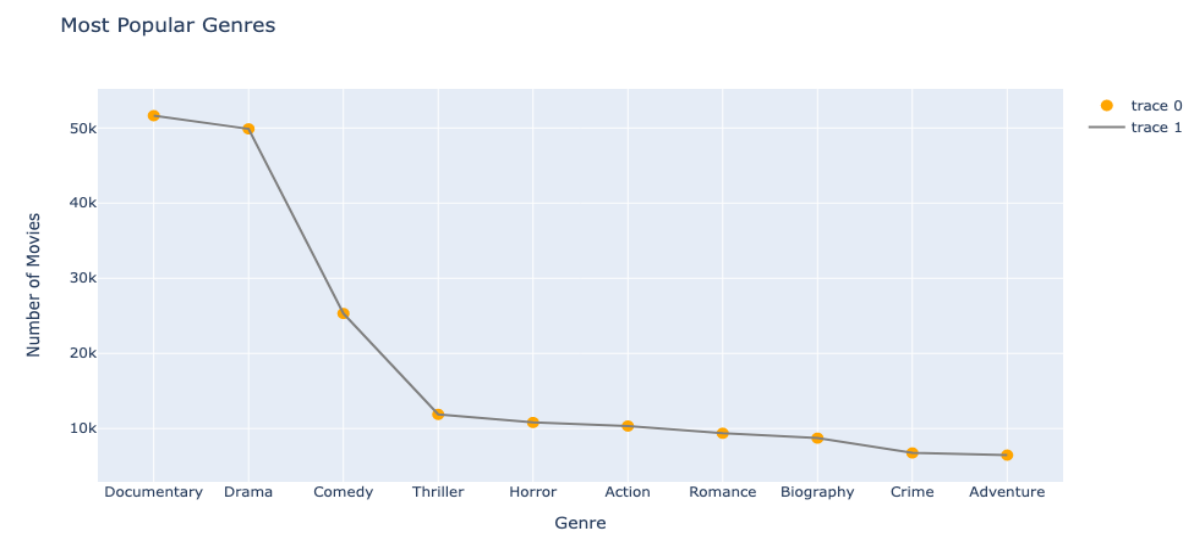
Conclusions

Based on the analysis conducted, several recommendations can be made to assist Microsoft in creating a new movie studio:

- Starting with Sequels, Prequels, and Remakes: These film types have consistently performed well at the Box Office over the last decade. Microsoft should prioritize research and development in this area to utilize existing popularity and reduce pressure for original content.

- Optimize Film Duration: Films with an average runtime of 86 minutes are the median produced. So, Microsoft should aim to work within this parameter to ensure engaging and successful films.

- Refine Production Budget: Given the high volume of films produced by top studios, Microsoft should create a well-defined budget to minimize the risk of production failure and revenue loss.

Implementing these recommendations will position Microsoft for a strong start in the movie industry. Continual monitoring of audience preferences and industry trends will enable ongoing adaptation and refinement of their approach.

Next Steps

To optimize Microsoft's decision-making process, mitigate risks, and ensure success in the competitive film industry, Microsoft should consider the following next steps:

1. Conduct in-depth market research and ratings analysis to understand audience preferences and anticipate reception. Address limitations like limited voter data to gather more accurate insights for informed decision-making.

2. Conduct expenditure analysis and cost benefit assessment to establish a precise budget for the movie studio launch. Evaluate feasibility and maximize return on investment through detailed financial analysis, enabling strategic planning and resource allocation.

3. Perform a comprehensive competitor analysis to gain insights into strengths, weaknesses and market dynamics. Identify opportunities and threats to develop effective strategies for differentiation and tapping into unexplored market segments.

By implementing these next steps, Microsoft can enhance their decision-making process, mitigate risks, and position themselves for success in the dynamic and challenging film industry.

For more Information

Please review full analysis in Jupyter Notebook or review this presentation.

For any additional questions, please contact Ryan Keats at ryankeats16@gmail.com

Repository Structure
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, data
, images
, README.md (RyanKeats88dsc-phase-1-project)
, dsc-phase-1-project student.ipynb data
, RyanKeatsPresentation.pdf