

Microsoft Movie Studio Analysis

Unlocking Box Office Success Through Data Insights

Presented by:
Silah Rugut

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Agenda

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Introduction

This report is an analysis of movie data from IMDb, The Movie Database and Box Office Mojo websites containing information about 2545 movies published between the year 2000 and 2018.

Business Understanding

Business Problem

Microsoft is considering venturing into the movie industry as all the big companies are already creating original video content. It intends to create a successful movie studio and its major problem is the lack of knowledge in this field. It wants to understand the current trends in the film industry and make informed decisions on the types of movies to create for maximum success.

Importance of Data Driven Decision Making

In the entertainment industry, like any other business venture, decisions are made to impact the bottom-line:

- Analyze the relationship between cost-outlay and revenues
- Highlight which are the most profitable genres to create
- Coming up with actionable insights

Data Sources

The Data used in the analysis was from the below sites on the TMDB movie database

- [Box Office Mojo](#)Links to an external site.
- [IMDB](#)Links to an external site.
- [Rotten Tomatoes](#)Links to an external site.
- [TheMovieDB](#)Links to an external site.
- [The Numbers](#)Links to an external site.

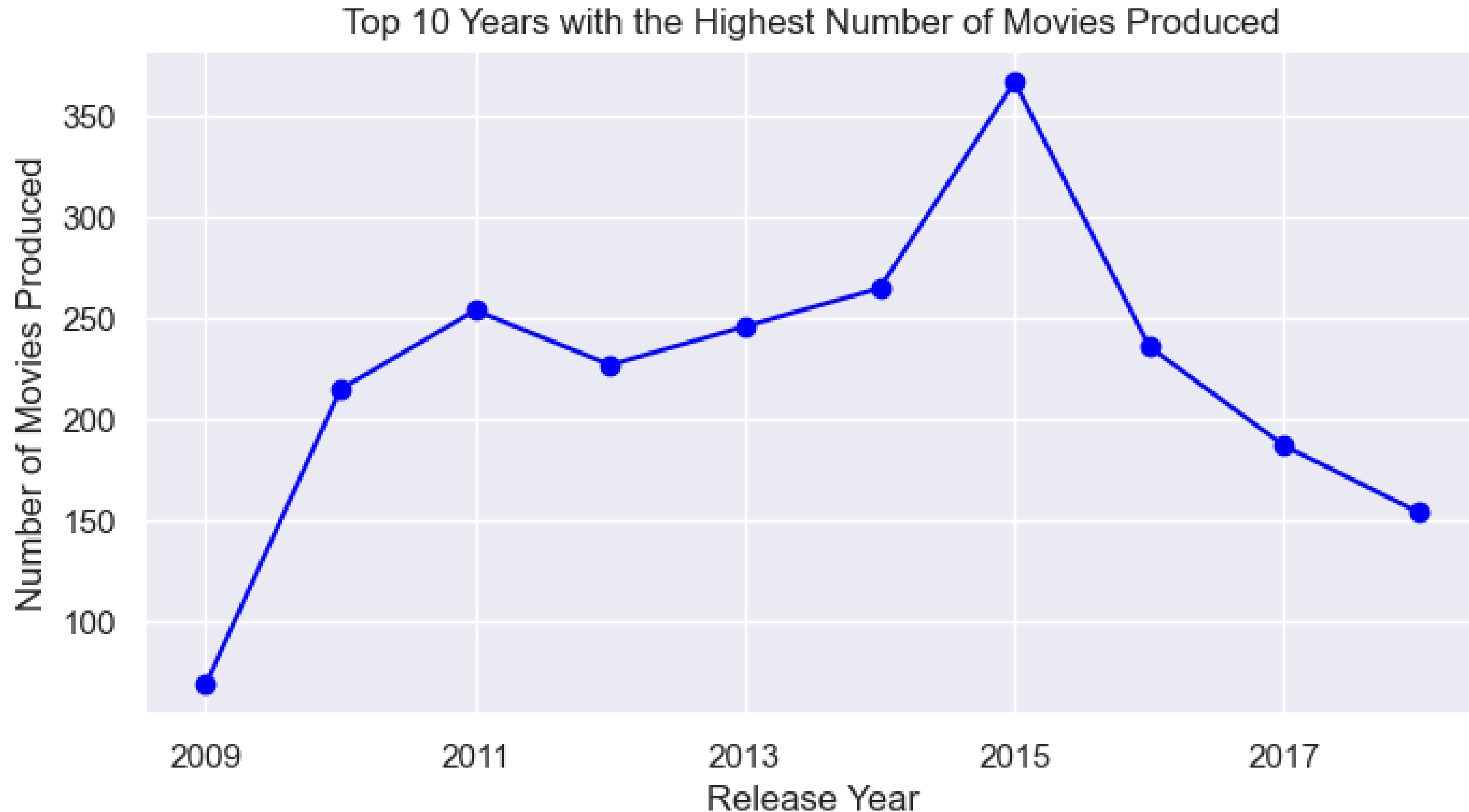
Below files were selected for analysis

- imdb.title.basics.csv.gz
- imdb.title.ratings.csv.gz
- tn_movie_budgets.csv.gz

Exploratory Data Analysis

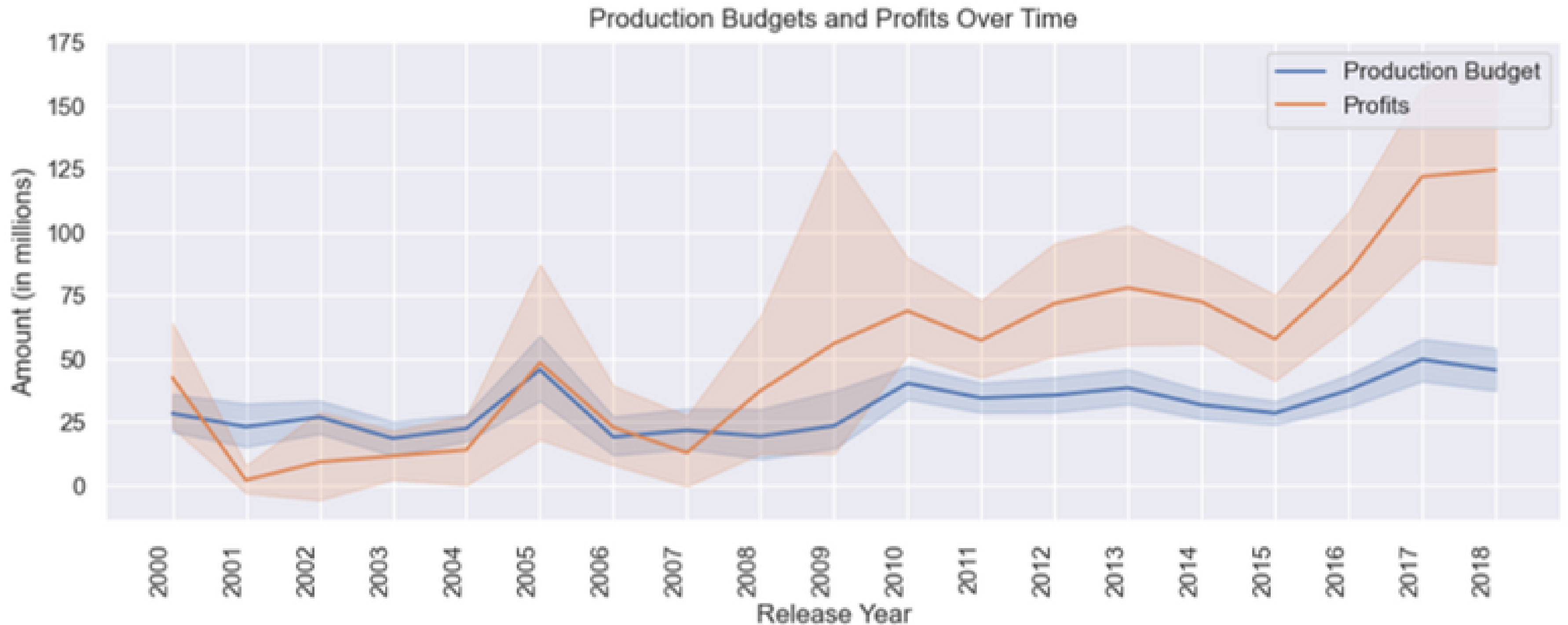
The Trend of Movies Produced Over the Years

- There has been a steep decline from the year 2015



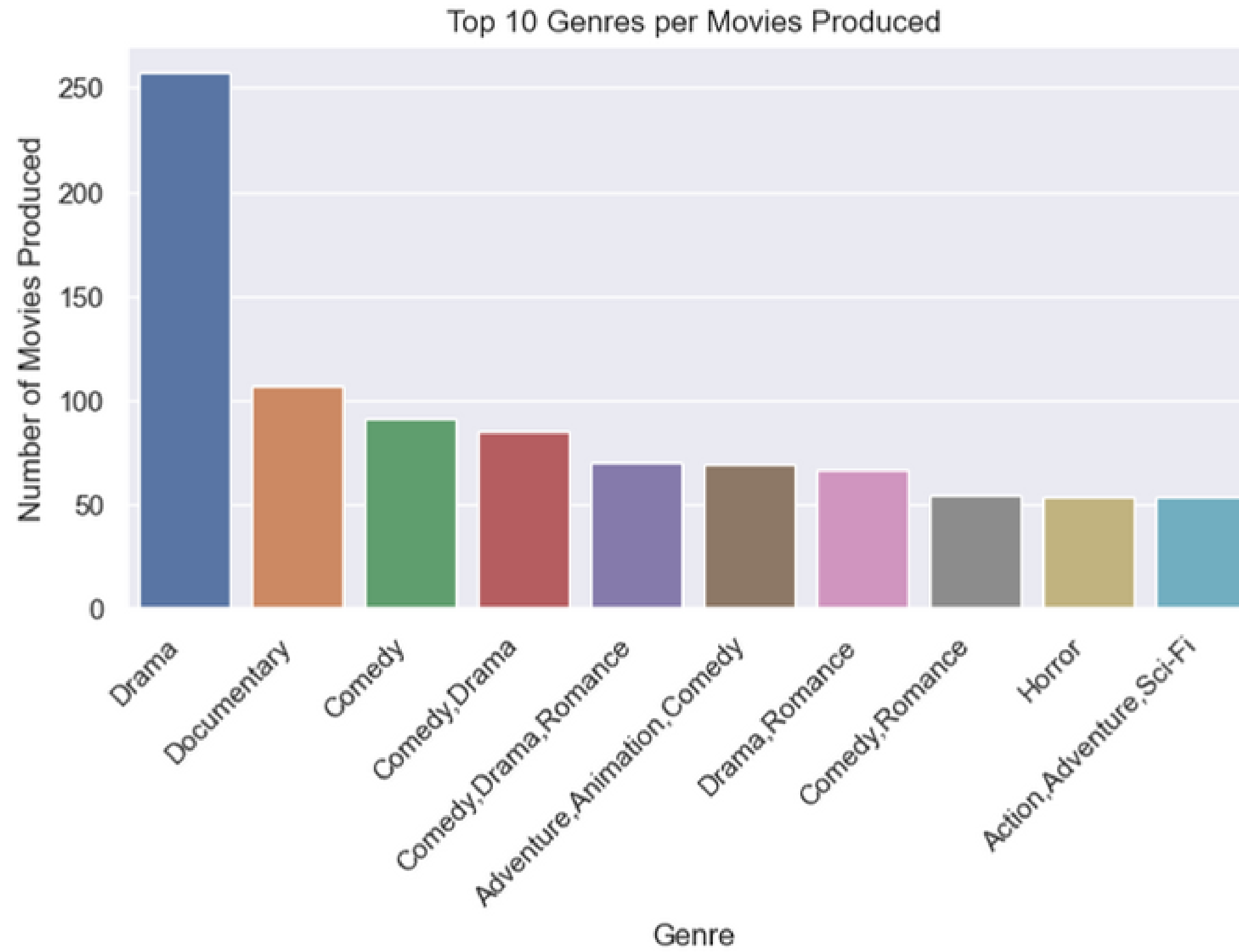
Trend of Production Budget vs Profits

There has been growth in production budget and profits over time



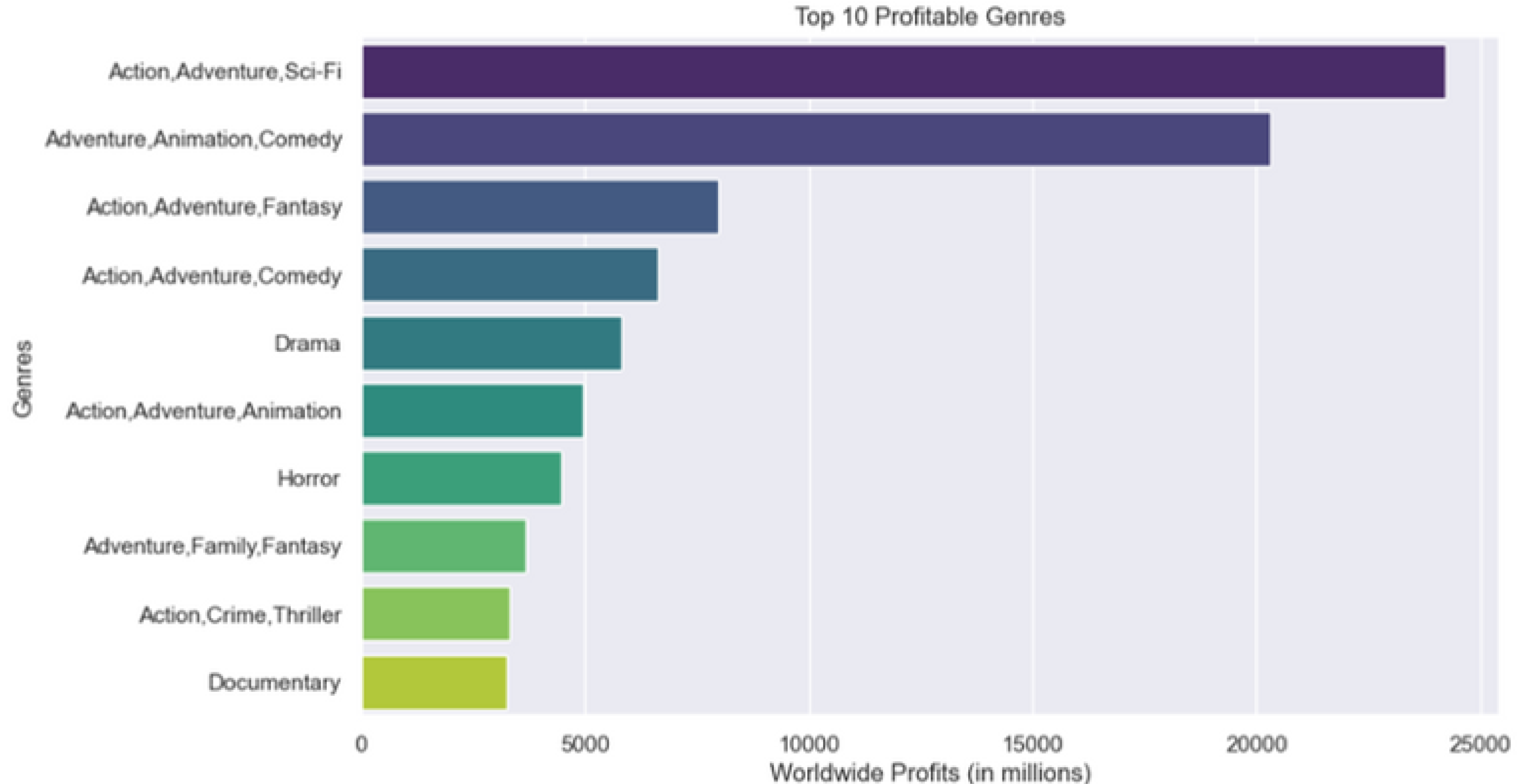
The Top 10 Genres Produced

Drama, Documentary and Comedy tops the highest number of movies produced rankings



Top 10 most Profitable Genres

Action, Adventure, SCi-Fi and Adventure, Animation, Comedy are the Top profitable Genres



Top 10 Highest Rated Movies

Biography, Crime, Documentary was the highest rated Genres



Detailed Findings

01.

The number of movies produced have been increasing over time from the year 2000 which peaked in 2015. However, there has been a sharp decline from the year 2015 in the number of movies produced.

02

There has been a positive correlation between production budgets and profits over the years. Movie production profits increased over time with the production cost also positively increasing but with a smaller magnitude

03

The most profitable movie genres are Action, Adventure, SCi-Fi, Adventure, Animation, Comedy all averaging over \$20 billion in profits over the 18years

Conclusion

This analysis leads to three recommendations of what movies to produce for Microsoft's new Movie studio.

01

To start by producing Action, Adventure, SCi-Fi and Adventure, Animation and Comedy movies to assured sustained profits across the globe. These genres have demonstrated success over 18 years

02

The profits generated by movie producing companies over the 18 years have been on a steady growth. This means that the movie producing business is a business that is worth the investment

03

The number of movies produced have been declining over time. This means that the movie producing companies have started diversifying to movie streaming sites and therefore Microsoft will have to include a movie streaming website in their budget.





NEXT STEPS



Further analysis could yield additional insights that would better inform you in your decision making:

01

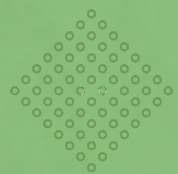
Analyze streaming data - The dataset used in this analysis was from the tradition theatre released movies and therefore there is need to analyze data on profits and ratings from streaming websites to better inform the investment decision

02

Movies like Black Panther hit the top charts in the year 2018 as it appealed to a certain demographic. So there is need to study which demographic in terms of gender, race, and language a certain genre appeal to. So Microsoft can tailor its studio to production of movies appealing to diverse groups of people.

03

Analyze the most recent data from the year 2019 to 2023. This can bring alot of insight on the trend of movie production revenue given that there was Covid-19 pandemic that likely influenced production of movies and also the consumer behavior.



GET IN TOUCH

Email

Silahrugut@gmail.com

LinkedIn

<https://www.linkedin.com/in/silah-rugut-498b85a9>

Telephone

+254721979303