

# INTO THE BOX OFFICE

Data Exploration Project For Box  
Office Trends for Microsoft's New  
Movie Studio

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# INTRODUCTION

Welcome to Into the box office: a project aimed at exploring box office trends for Microsoft's New Movie Studio

In an evolving entertainment landscape where the audience influence content produced , Microsoft aims to venture into the world of original video content creation.

To make a splash in this competitive market, we need to understand what movie genres are captivating audiences and generating revenue.

We are tasked with investigating current box office trends to inform strategic decisions for Microsoft's new movie studio.

# PROJECT OVERVIEW

Analyse, recommend, and advise Microsoft on the best- performing movie genres in the market.

Understanding if production cost influence the amount of revenue collected

Check the top studios in the market and how they spend on movie production

Understanding which movie genres consume the highest production budgets



# DATA SETS

- We are going to analyze three data sets (bom.movie gross, tn.movie budgets and imdb)
- On the bom.movie set we will focus on the following columns title, studio, domestic\_gross, foreign\_gross and year.
- On the tn.movie\_budgets set we will focus on the following columns movie, production budget, domestic gross and worldwide gross
- On the imdb set we will focus on the following tables movie basics, directors and persons,

# DATA ANALYSIS

We clean the data sets and join them together so as to come up with a new dataframe.

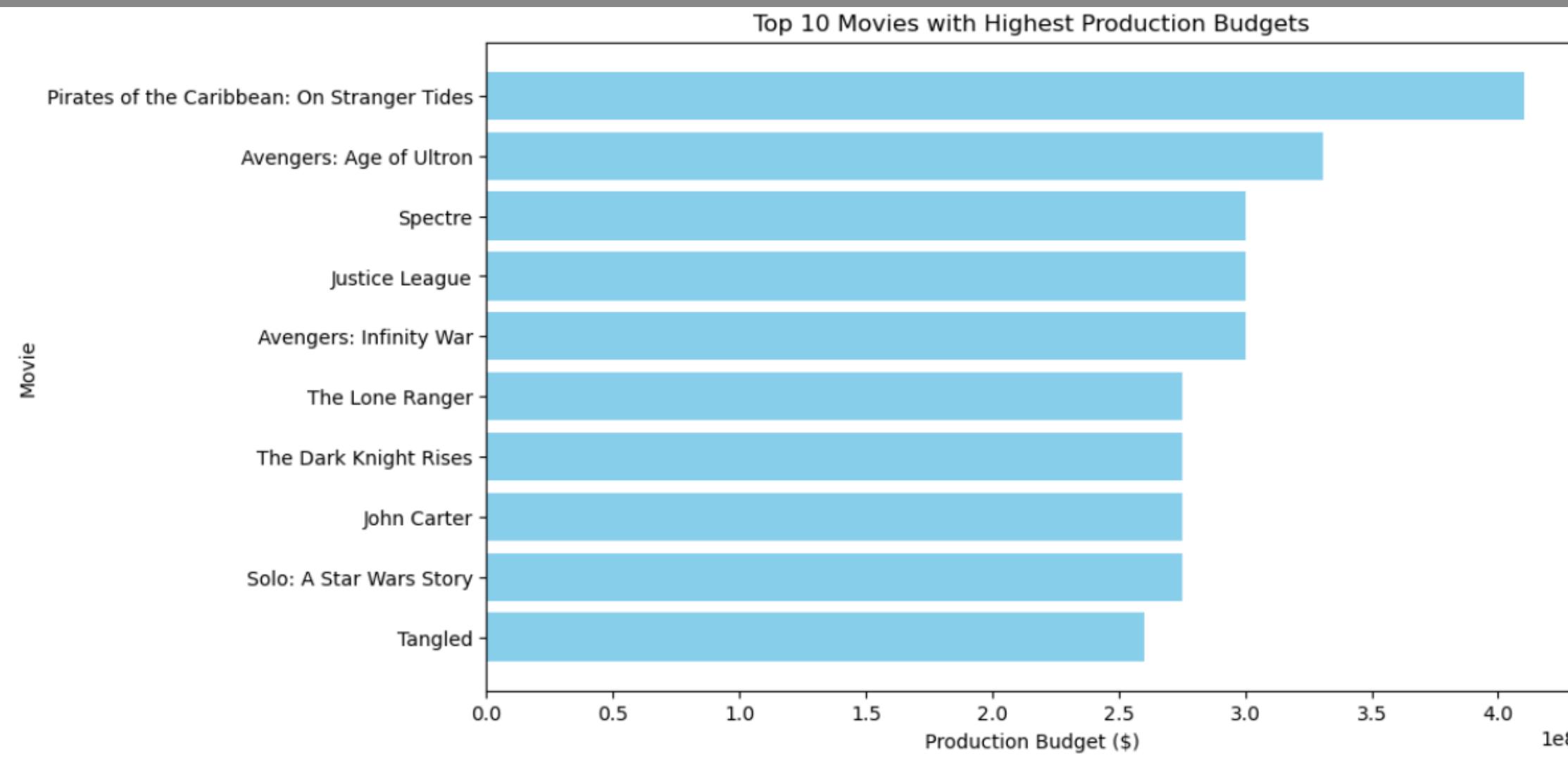
We will analyse the dataframe to find which movie had the highest budget ,highest budgets and profits

Analyse which genres were watched the most and what budgets were allocated to them

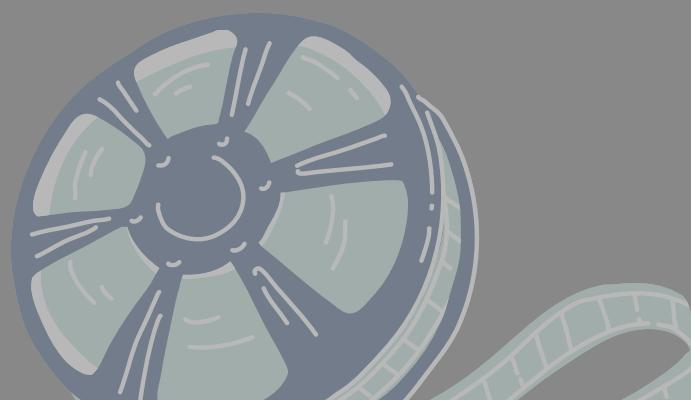
We will conduct a correlation analysis on production budgets vs domestic gross and worldwide gross

# 01 - Data Visualization

A visualization of the top 10 movies that had the highest production budgets

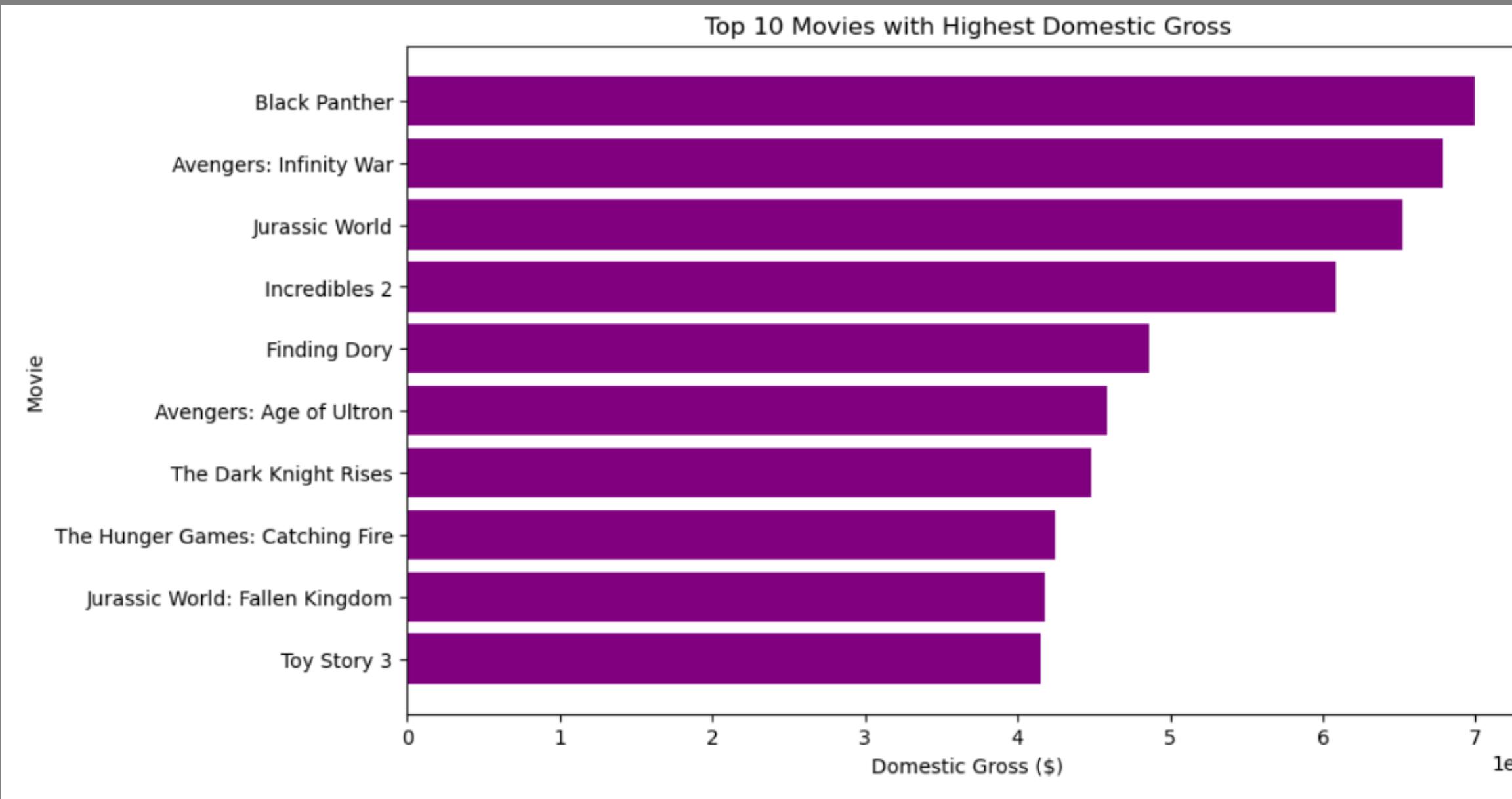


- The Movie that the most amount of budget spent on it was Pirates of the Caribbean:On StrangerTides
- Avengers appears twice in this the top 10



# 02 - Data Visualization

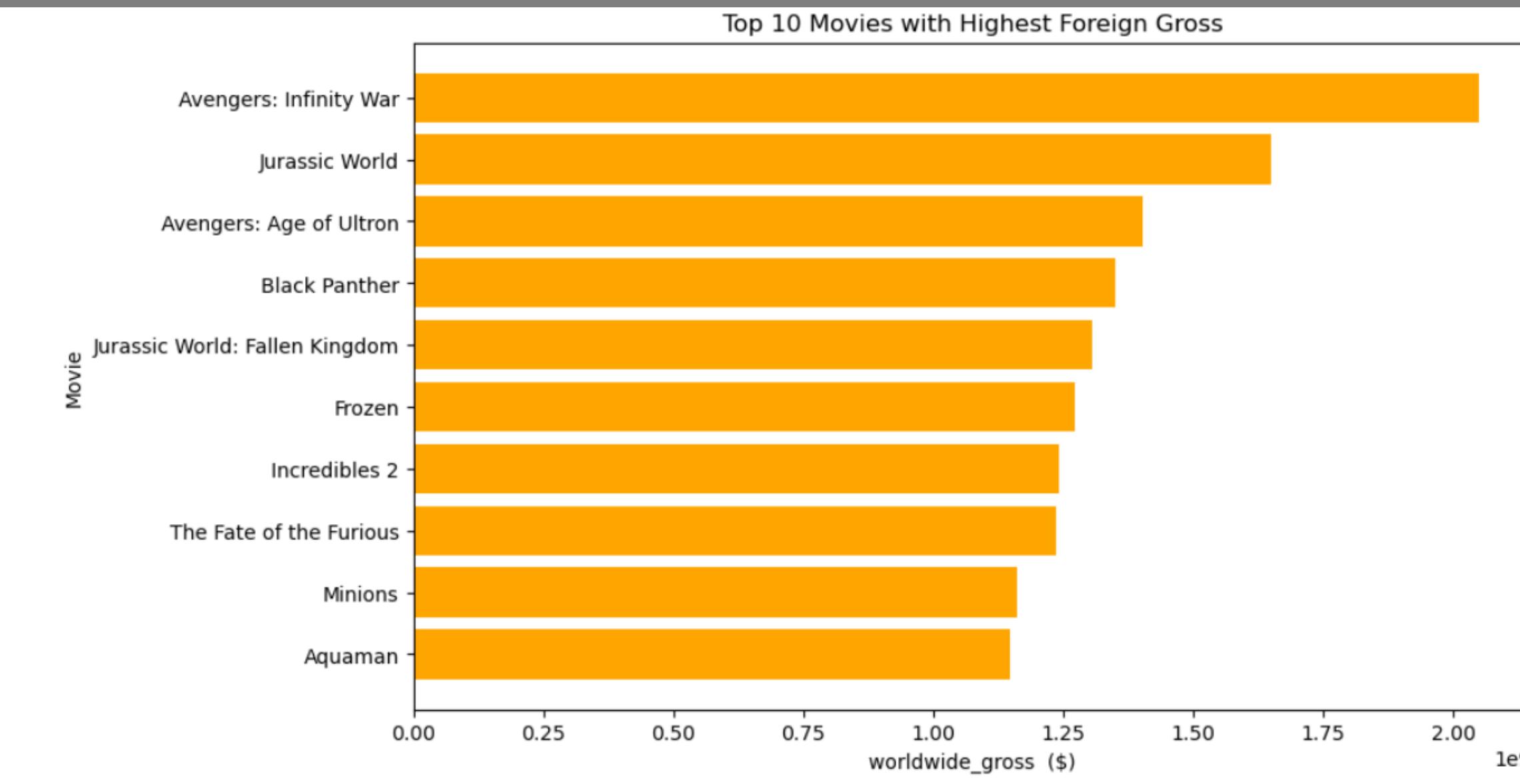
A visualization on the top 10 movies that earned the highest gross profit in the domestic markets.



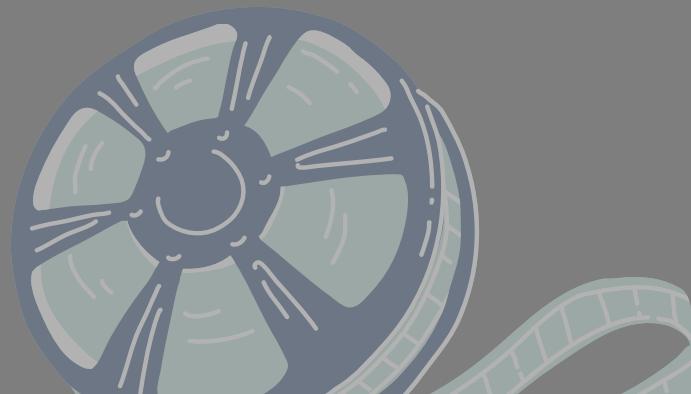
- Black Panther earned the most domestic gross followed closely by Avengers: Infinity War and Jurassic word
- The Avengers franchise movies Infinity war and Age of Ultron appear on this list

# 03 - Data Visualization

A visualization of the top 10 movies that earned the highest gross profit in the foreign markets.

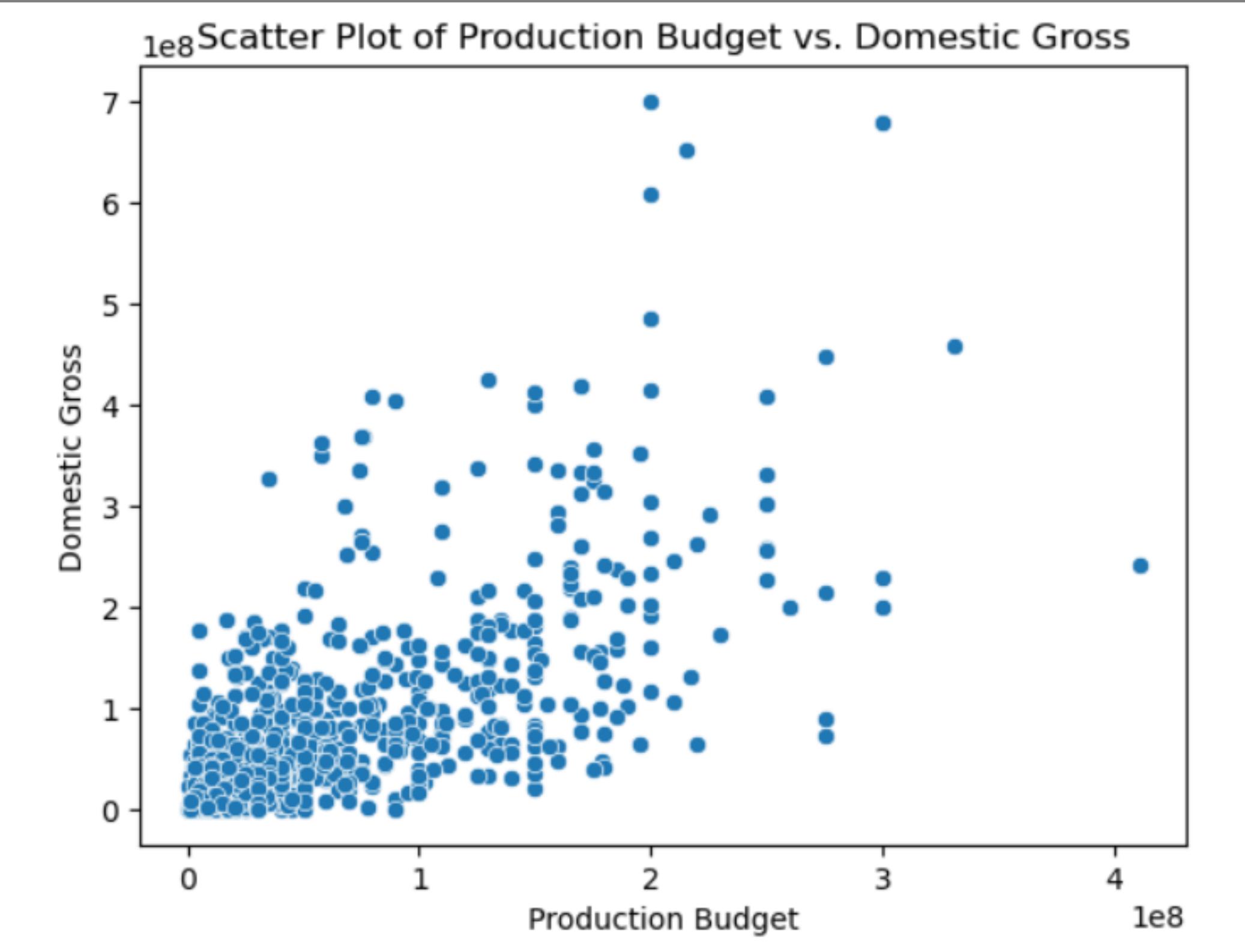


- Avengers Infinity war tops this list and also have their franchise movies appear twice

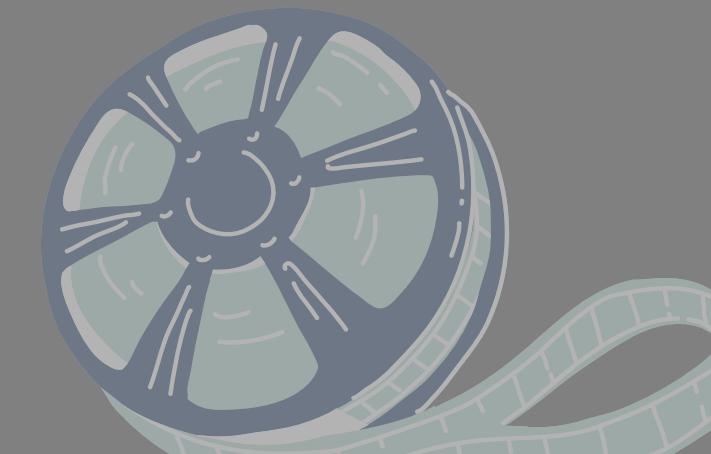


# 04 - Data Visualization

A visualization of the correlation between Production budgets and Domestic gross

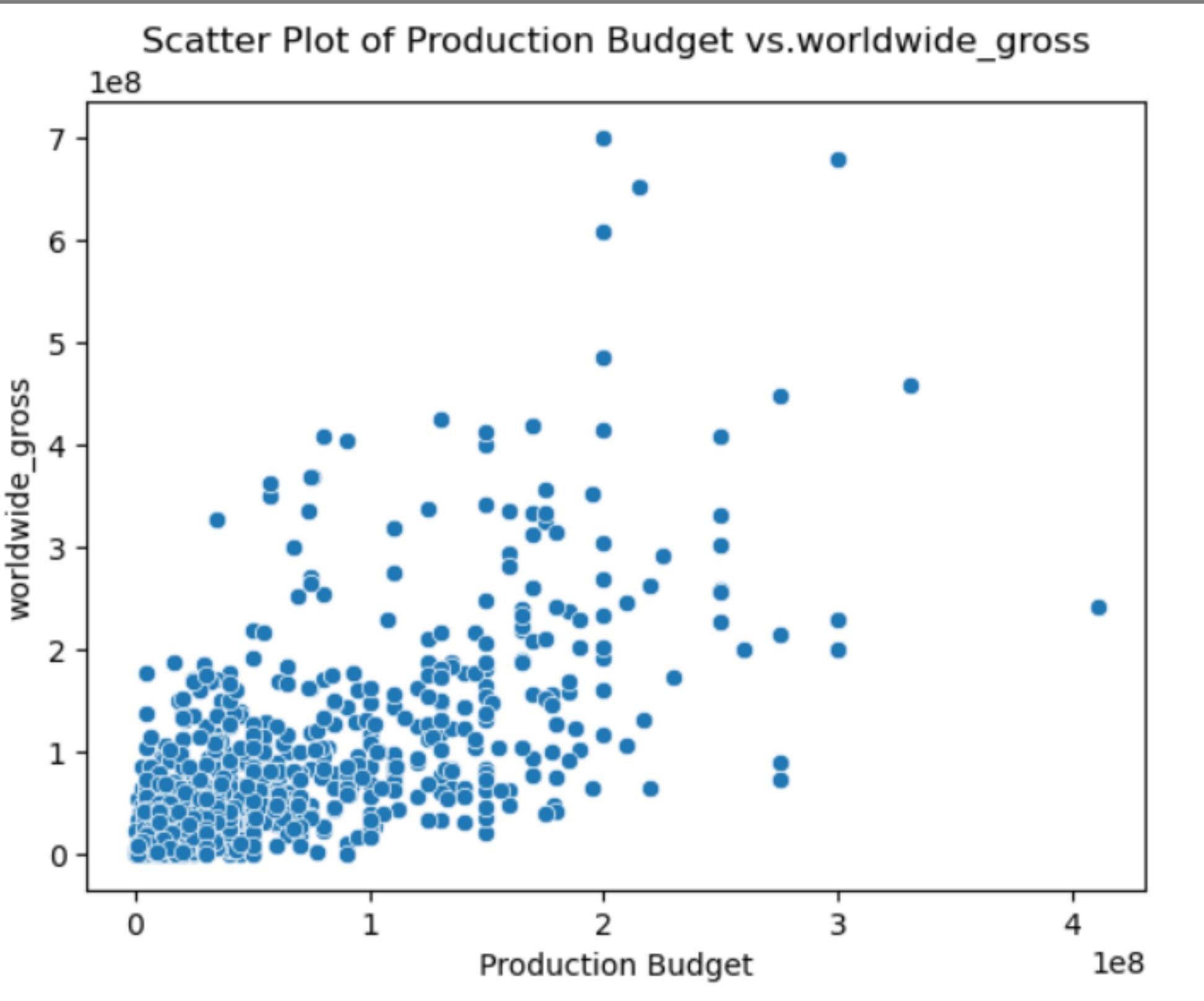


- The Scatter plots show a positive linear relationship between the production budget and the domestic gross
- This means as the production budget increases the Domestic gross increases

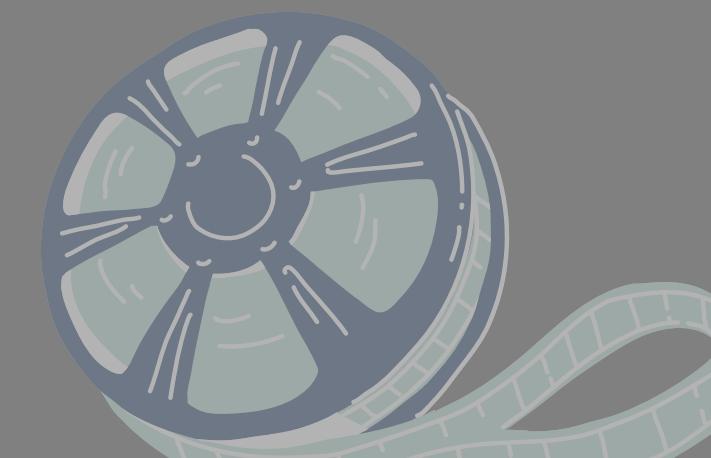


# 05 - Data Visualization

A visualization of the correlation between Production budgets and Worldwide gross



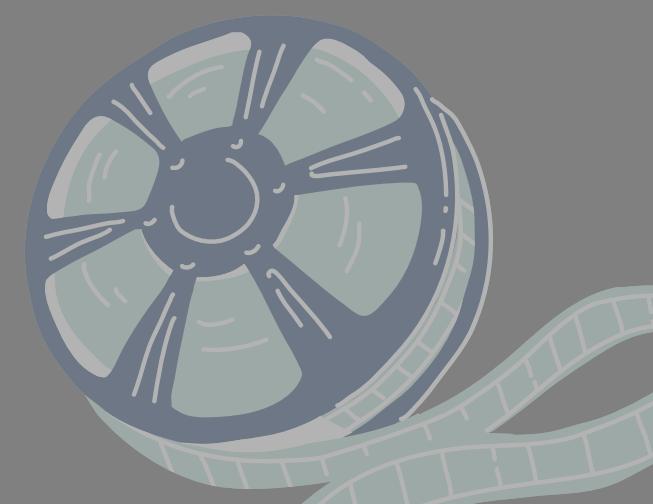
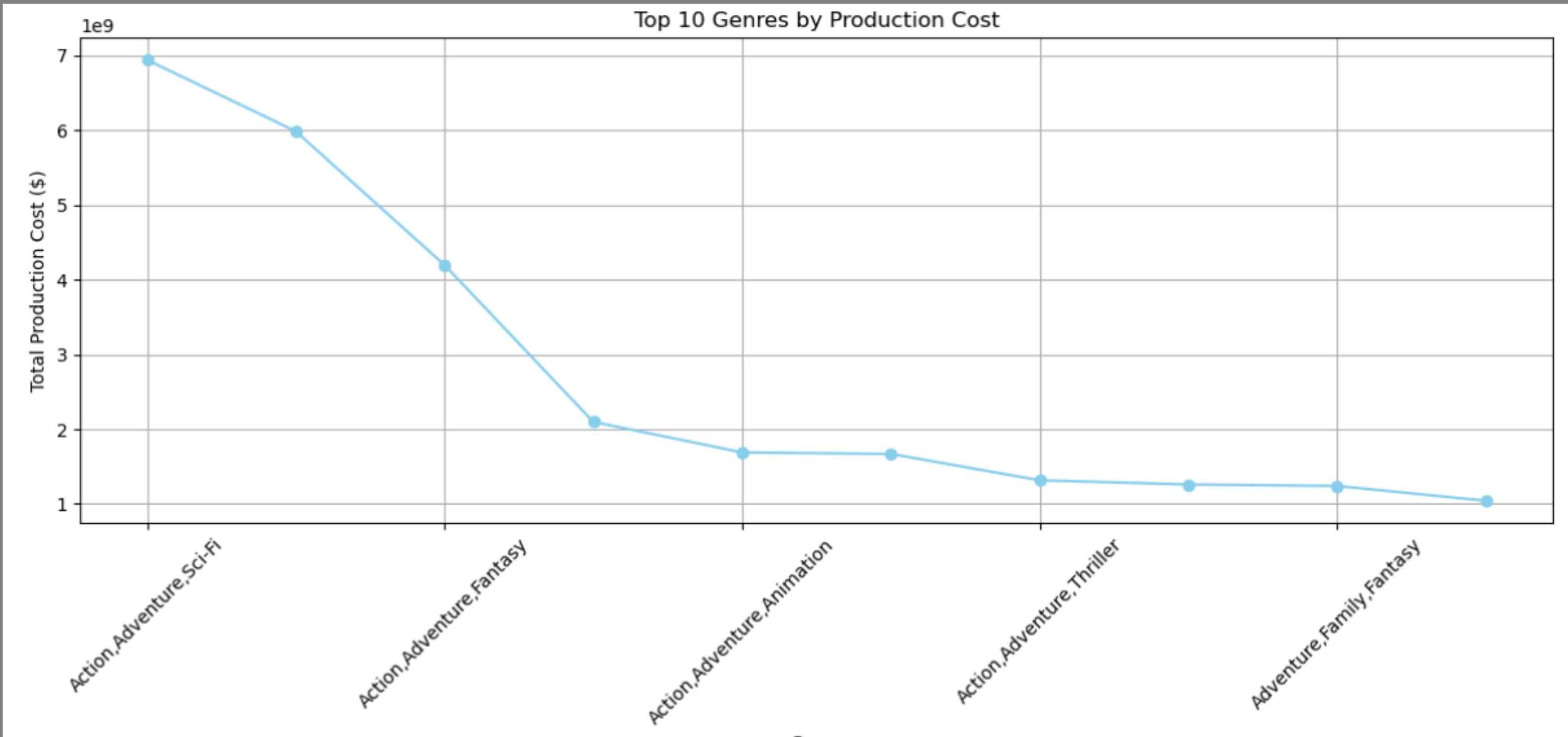
- The Scatter plots show a positive linear relationship between the production budget and the worldwide gross
- This means as the production budget increases the worldwide gross increases



# 06 - Data Visualization

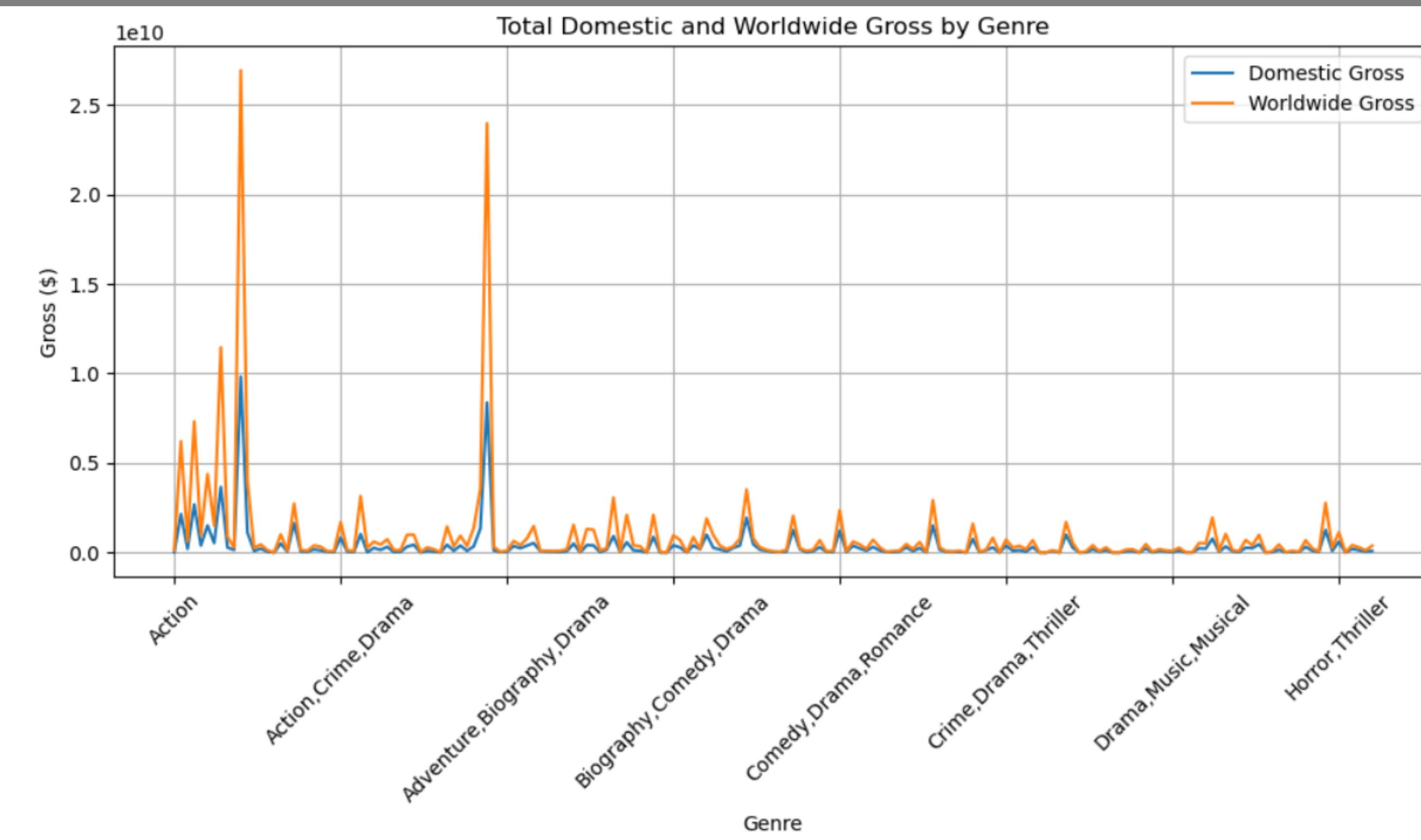
A representation of the top movie genres and how they were allocated the production budgets

- Action movies dominated in this representation followed by adventure movies
- A combination of both action and adventure topped this

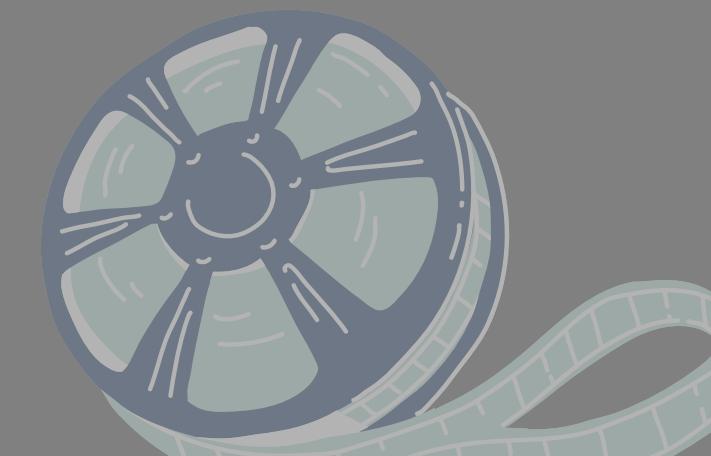


# 07 - Data Visualization

A visualization of how the genres performed in both the domestic markets and foreign markets in terms of income.



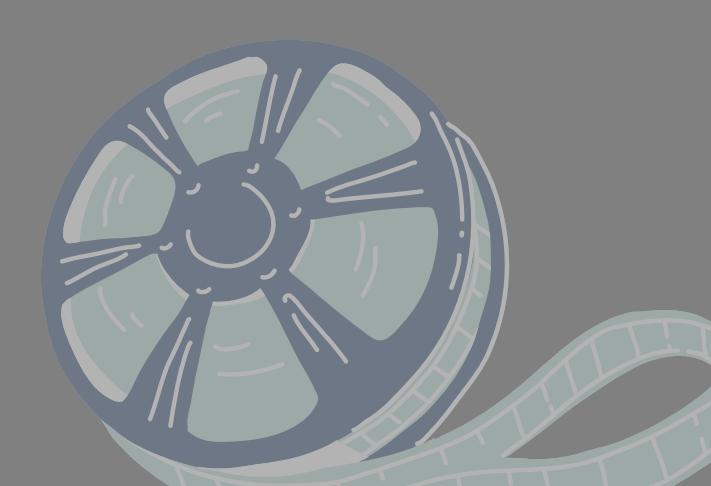
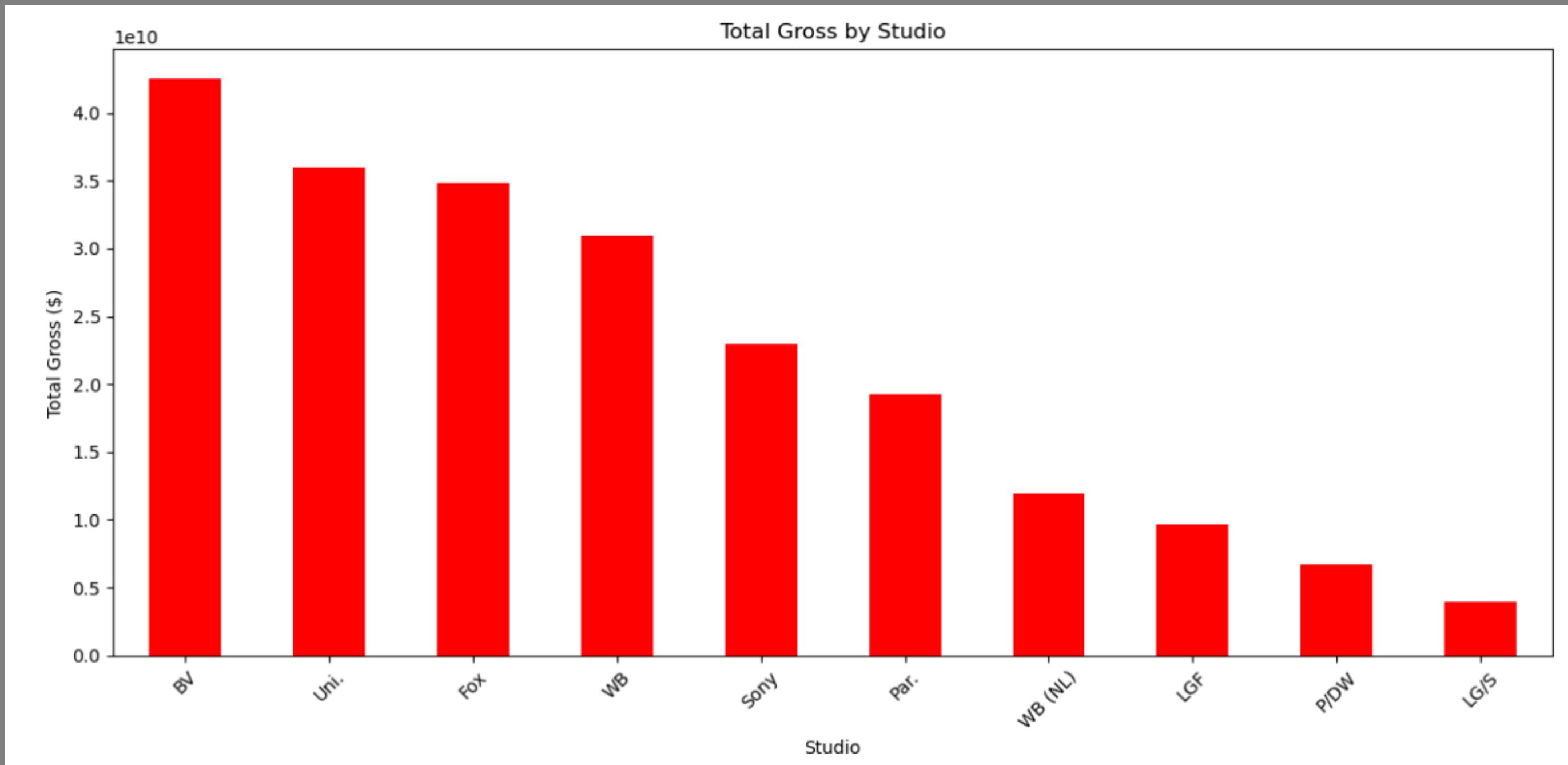
- Action movies earned the most followed by adventure movies.
- The Worldwide markets earned the most genres as compared to the domestic gross.



# 08 - Data Visualization

A Visualization of which studio made the most income in total.

- BV studio made the most amount of income followed by Universal studios which is followed closely by fox studios



# FINDINGS

- The genre that is the most popular in terms of production budget is Action and this also translates to the profits made since they top in terms of both domestic and worldwide gross income.
- A combination of Action and Adventure in genre earns the most profit and therefore a combination of genres influences profits
- Production budgets have a high positive linear relation with domestic and worldwide gross
- Bv studio spent the most on their production budgets and this also reflected in their gross income since they earned the most as compared to other studios
- The worldwide audience earns the most profits and consumes differently from the domestic audience therefore the worldwide audience is a key factor on how influencing high profits

# RECOMMENDATION

- Microsoft studios should focus on action movies since they have a huge audience and from the data analyzed you can never go wrong with some action.
- Production budgets do influence the amount of profits made mainly because quality production processes will be adhered to thus appealing to the audience
- The worldwide audience consumes differently from the domestic audience therefore there needs further studies of these different markets inorder to maximize on profits in both markets
- Bv studio is a trail blazer in the industry and if reaching for the stars is Microsoft's studios goal then a little study on how Bv Studio conducts their business would help.



The End