

PHASE 1 PROJECT: MICROSOFT MOVIE STUDIO



12th March 2023

INTRODUCTION

Microsoft sees all the big companies creating original video content and they want to get in on the fun.

They have decided to create a new movie studio, but they don't know anything about creating movies.

This project seeks to explore what types of films are currently doing the best at the box office and translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

PROJECT OVERVIEW

The project seeks to give actionable insights to Microsoft who have decided to create a new movie studio but do not know anything about creating movies. This is done after exploring what types of movies do best at the Box Office.

THE MOVIE BUSINESS

CHARACTERISTICS OF MOVIES CONSIDERED

- The **genre** of movies to be produced. This is done by performing an analysis of the most popular movie genres with popularity considered by the highest ratings.
- **The movie run-time.** The **length** of movies that viewers prefer is analyzed.
- The **most popular regions** by movie consumption are considered.
- The **domestic market is compared to the global market** to find out which is **most profitable**.

THE DATA

DATASETS USED

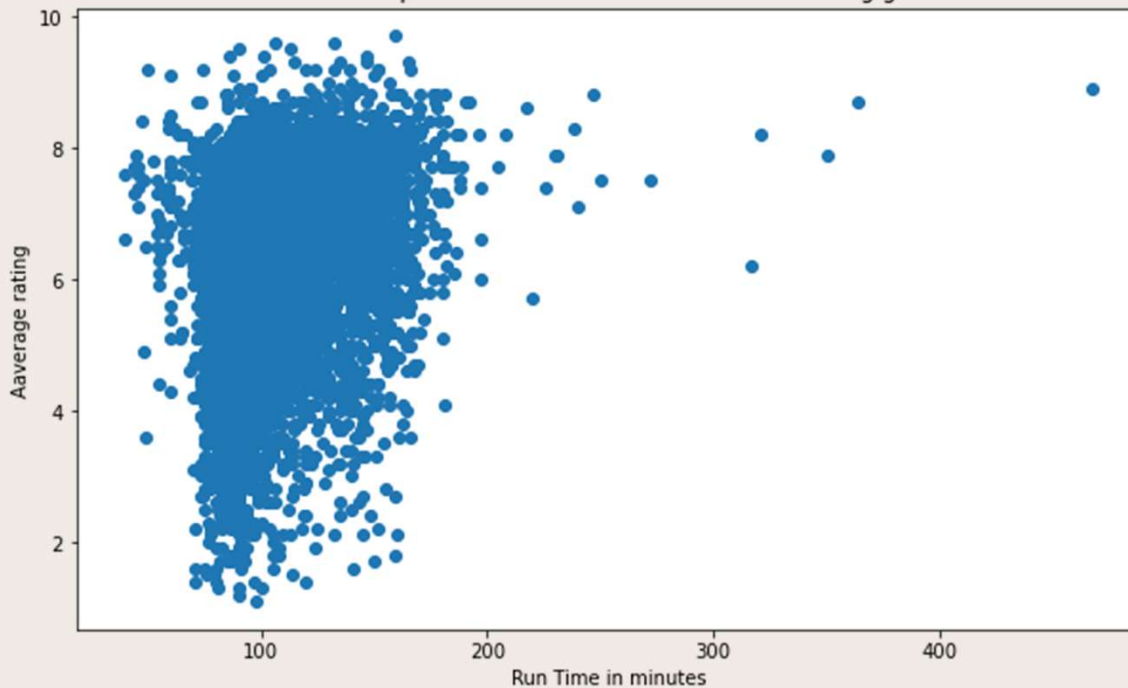
The data is taken from different locations and includes data from:

1. IMDB which is located in a SQLite database. Certain characteristics such as language, run-time, attributes and ratings are described in this dataset.
2. The Movie DB shows the genre, language and popularity of a set of 26,516 movies
3. The numbers dataset describes production budget and is used to compare the profitability of domestic vs global markets.
4. Box Office Mojo which contains data about studios and gross incomes of various films.

DATA ANALYSIS

Analysis of correlation between the length of a movie and its rating

Relationship Between runtime in minutes and rating given

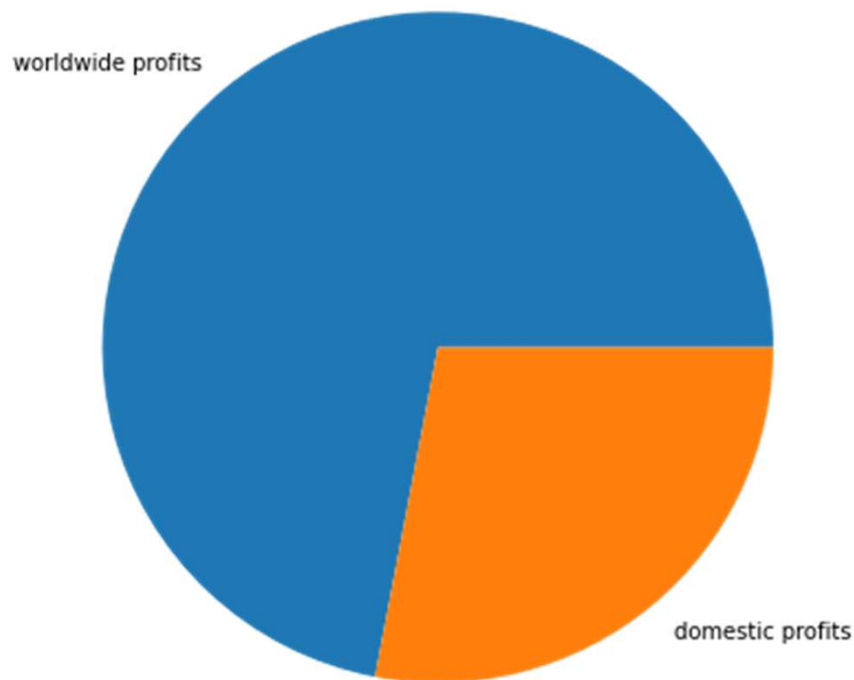


Analysis of the scatter plot:

- The scatter plot shows that there is no correlation between average rating and the run time.
- An increase or a decrease in run time does not relate to a change in the average rating.

DATA ANALYSIS

Analysis of profits between the worldwide and the domestic markets

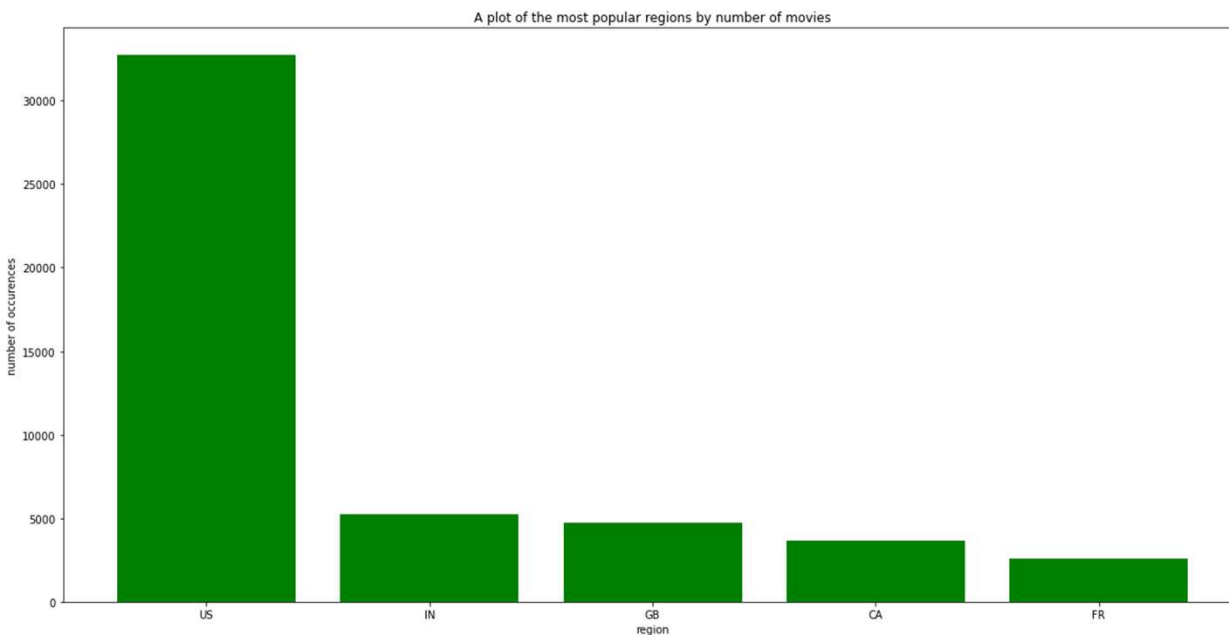


Analysis of the pie chart:

- The pie chart illustrates that in 71.999% of instances, worldwide profits were larger than domestic profits.
- This means that 71.999% of the moves in the dataset made more money from the worldwide market compared to the domestic market.

DATA ANALYSIS

Analysis of the most popular regions based on the number of movies.



Analysis of the bar chart:

- From the bar graph above, the United States is the most popular region by a very large margin compared to the second country. It takes 66.87 % of all the movies.
- India is second with 5246 movies, representing 10.71% of total movies
- Great Britain comes third with a share of 9.66%
- Canada is 4th with 7.52%
- France comes 5th with a share of 5.23%

RECOMMENDATIONS

MAIN OBJECTIVE

The project makes the following recommendations to Microsoft:



PROFITS

Microsoft should not only focus on the domestic market but the **global market as this offers the highest returns.**



Movie run - time

Although there is no correlation between runtime and popularity, **the average movie time is 105 minutes for the best performing movies.**



MOST POPULAR REGION

Microsoft should strive to focus on the United States as it is the largest movie market. It should however also produce movies in other languages



Thank You. Any questions?

NAME: SAMUEL KIIO KYALO

LinkedIn: <https://www.linkedin.com/mwlite/in/samuel-k-b2654995>