



MOVIE STUDIOS ANALYSIS

BY
SAMUEL GICHANGA.

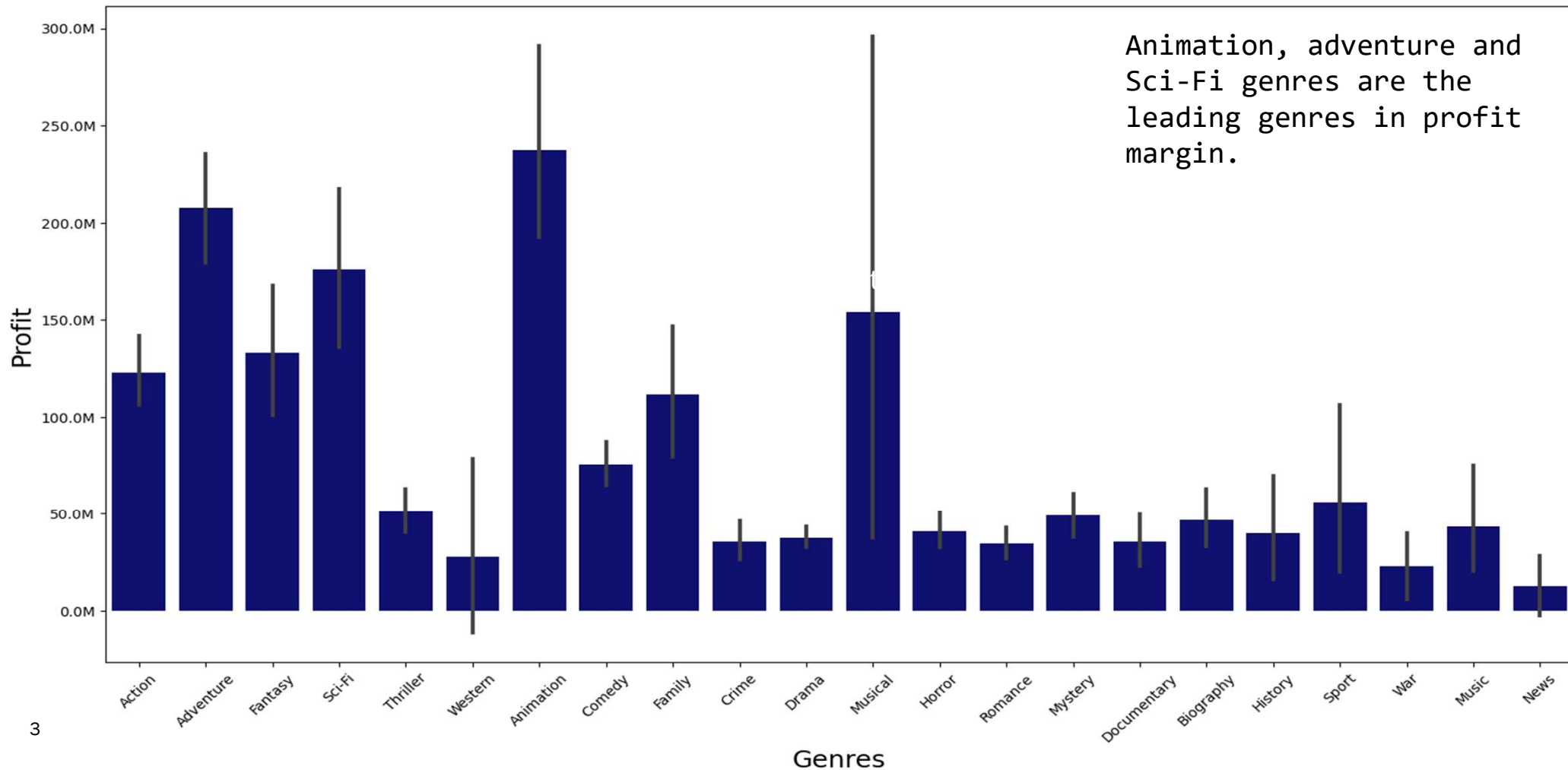
Business Problem.

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. You are charged with exploring what types of films are currently doing the best at the box office. You must then 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

Results of the analysis.

1.

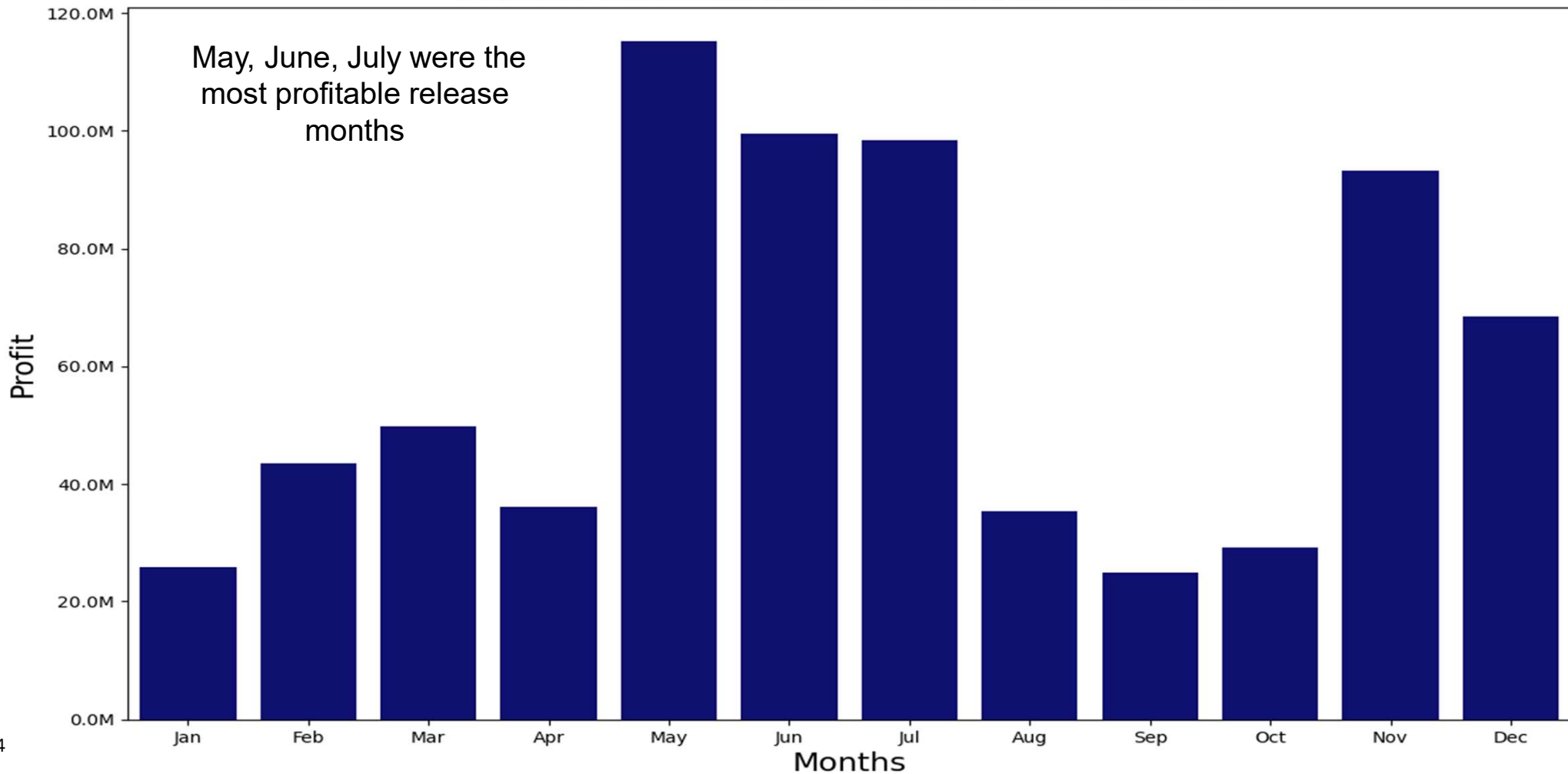
PROFIT ACCORDING TO GENRE



Results of the analysis.

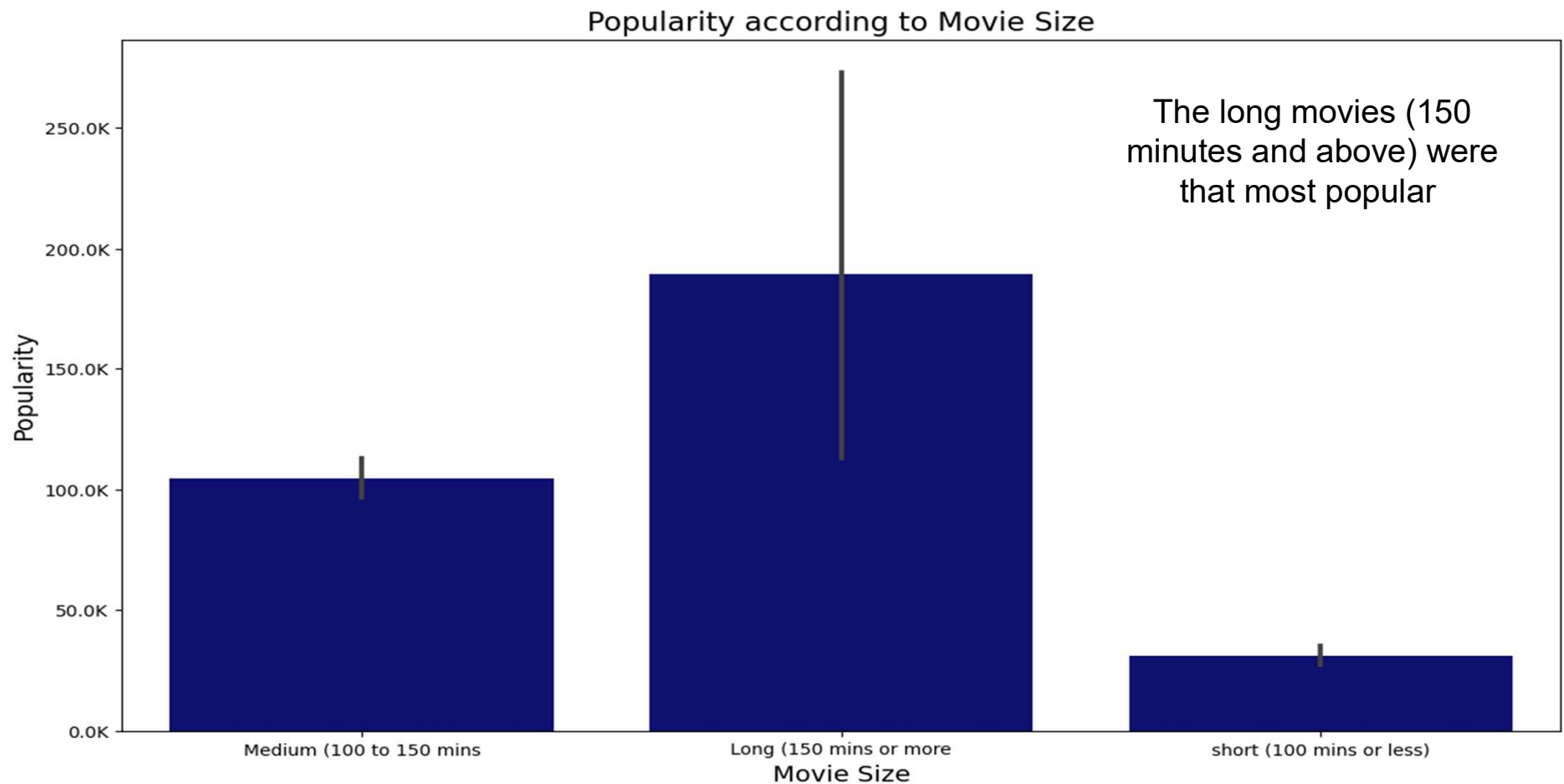
2.

PROFIT ACCORDING TO RELEASE MONTHS



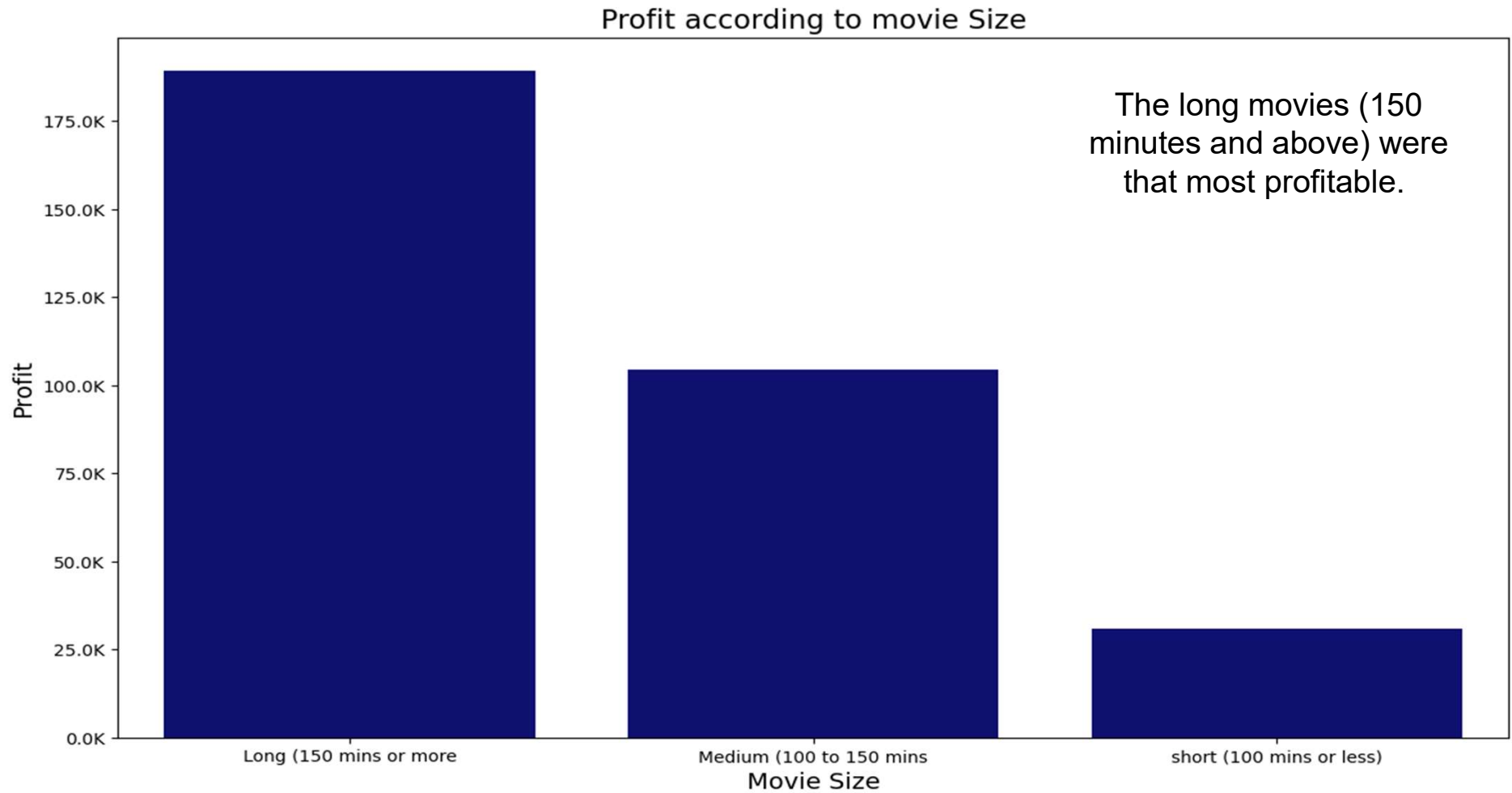
Results of the analysis.

3.



Results of the analysis.

4.



Conclusion and recommendations.

1.

- According to the analysis of the data, animation, adventure and Sci-Fi genres are the leading genres in profit margin. Hence Microsoft should consider to produce movies with the three genres (animation, adventure and Sci-Fi) in the new movie studio.

2.

- According to the analysis , May, June, July were the most profitable release months respectively, hence Microsoft should consider to make the new release of the movies in the months of May, June, July since they are the most profitable months.

3.

- According to the results of the analysis, the long movies (150 minutes and above) were that most popular and most profitable hence Microsoft should consider producing movies that are 150 minutes or more long.

Further analysis.



Further analysis can be done to determine the relationship between the rating and profit, this will help to know if the movies with the high rating were profitable or what kind of relationship is there between rating and profitability of a movie.

Limitations.

During the calculation of the profit, only the production budget was included, the marketing and the selling cost was not included.



Thank you.

Email

Gichanga.Samuel16@gmail.com