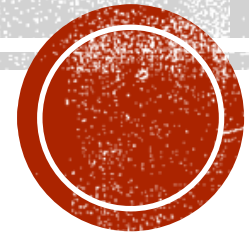# MICROSOFT'S MOVIE STUDIO ANALYSIS

Empowering Microsoft in the Entertainment Industry

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INTRODUCTION

- Microsoft's aim is to venture into the entertainment and media industry. Their main focus is movie production thus there is the need to understand the process of video creation, the budget and the steps required to make it successful. It is also essential for the company to understand the industry well enough to the point where they will avoid mistakes made by other companies, infiltrate the gaps in the industry and introduce new strategies and better services for maximum profit.

BUSINESS UNDERSTANDING

- The data in use has been sourced from the IMDB box set data which is in an SQLite database while the Box Office Mojo set is in CSV format.

- The most essential columns are the title, average ratings, genre and the release year, domestic and foreign gross. These columns enable us to retrieve meaningful insights.

- Data cleaning is crucial to ensure the data is consistent and reliable when it comes to performing statistical operations and visualizing the data.

- Data cleaning gets rid of inconsistencies thus better insights are pulled from the analysis

PROBLEM STATEMENT

- Microsoft must overcome the challenges of a rapidly evolving industry, including shifting audience preferences, emerging digital platforms, and competition from established studios, to establish itself as a formidable player in the movie production arena.

- The analysis will therefore help the company get a clear understanding of the industry. This will aid them in making well informed decisions

OBJECTIVES

- The objectives of the analysis is to provide insight that will help Microsoft venture successfully into the entertainment and movie production industry.

- The insights provide Microsoft with an understanding of the industry, its processes, challenges, and opportunities, enabling the company to make the right decisions.

- Through an insight of industry trends, successful movie sets, and target audience groups for various movie categories, Microsoft will be able to make strategic decisions that maximize profitability and success in the industry

ANALYSIS

- *Our Approach:* Our comprehensive EDA consisted of three key components:
  - **Univariate Analysis:** We explored individual variables such as domestic gross revenue and average movie ratings, using histograms to understand distribution and trends over time.
  - **Bivariate Analysis:** We examined relationships between two variables, seeking correlations or patterns in the data.
  - **Multivariate Analysis:** By considering multiple variables simultaneously, we uncovered complex relationships, exemplified by scatter plots, such as the correlation between domestic and foreign gross revenue.

- *Visual Insights:* These visualizations provide a clear understanding of the movie industry's dynamics, setting the stage for actionable recommendations to guide Microsoft's movie studio venture.

RECOMMENDATIONS

- *Actionable Insights:* Our analysis suggests:
  - **Genre Focus:** Prioritize genres with high ratings and movie count, like documentaries.
  - **Strategic Releases:** Develop a release schedule based on seasonal trends.
  - **Target Market** : Foreign countries yield more profit for the box sets

- *Data Enhancement:* Collect specific data (genre-specific, competitor, reviews, sentiment).

- *Up-to-date data*: The data provided should be up to date in order for the insights to be reliable and accurate.

- *Future Actions:* Plan sentiment analysis, explore international markets, and monitor industry trends.

CONCLUSION

- *Key Takeaways:* The analysis provides insights for success in the movie industry.

- *Data-Driven Decisions:* Emphasize data-driven decision-making.

- *Industry Adaptation:* Adapt to changing trends for long-term success.

- *Empowering Success:* Armed with insights, Microsoft is poised for profitable entry