

Microsoft new movie studio

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BUSINESS PROBLEM:

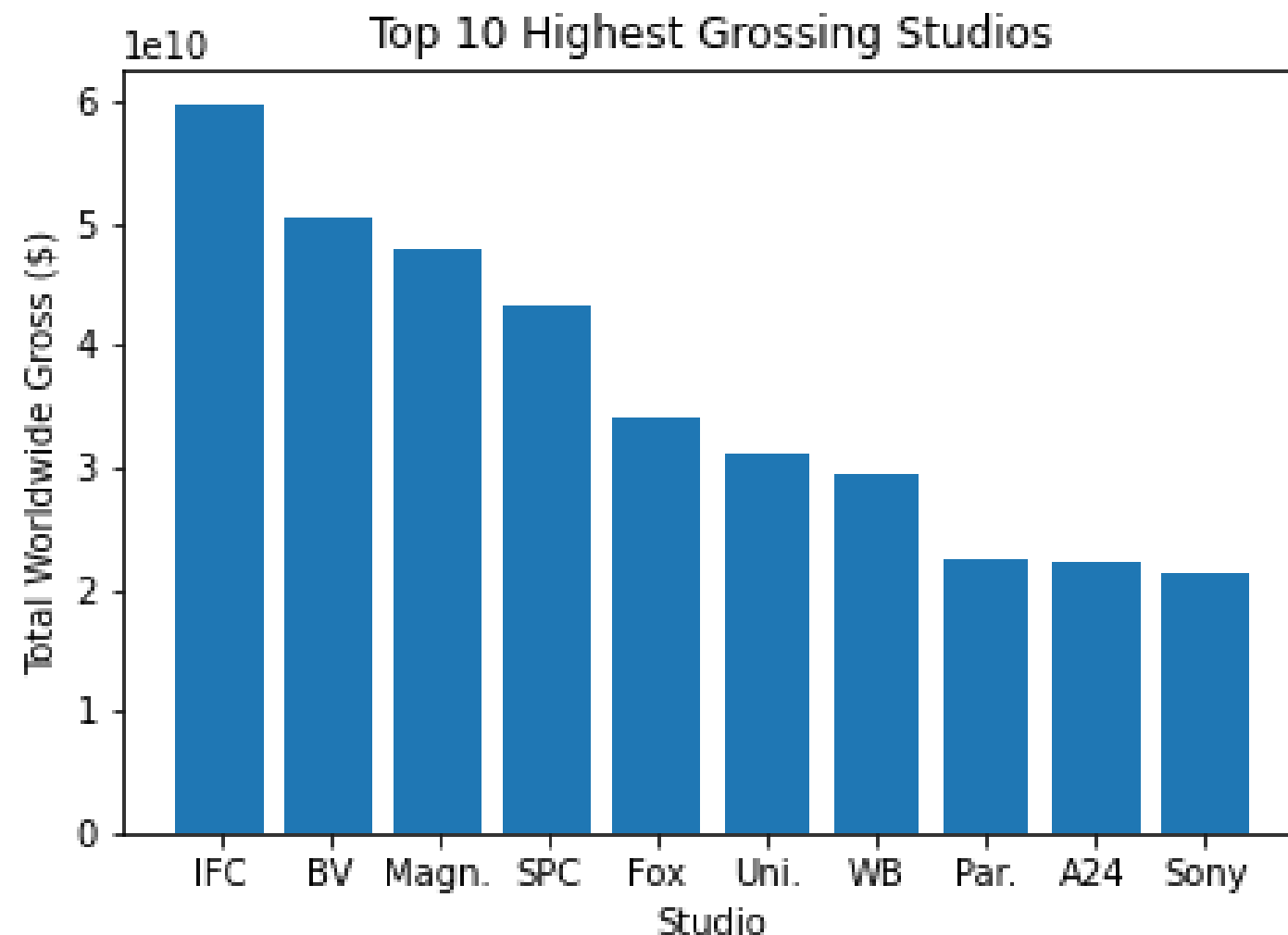
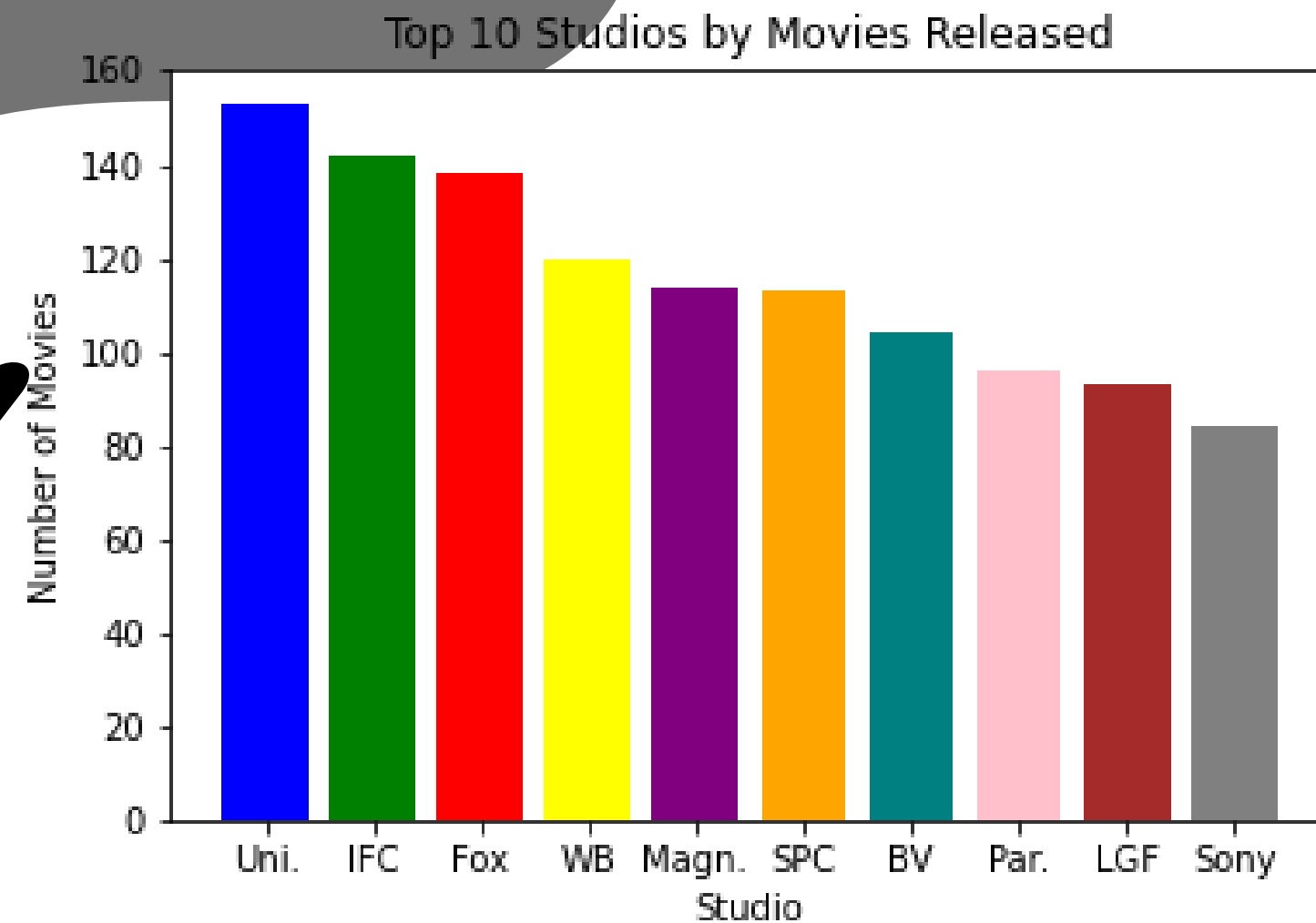
Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. 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..



OBJECTIVE:

Use exploratory data analysis and investigate the film industry data set to gain in depth knowledge of what makes a studio successful and in turn utilize this analysis to create actionable recommendations for Microsoft new movie studio.





no.1. which movie studio has the highest amount of movie releases?

1.This the most obvious insight fromt the dataset,but also very important. By focusing on creating multiple high_quality films in the most popular genre Microsft new movie studio will increase its chances of succes in the film indusrty.

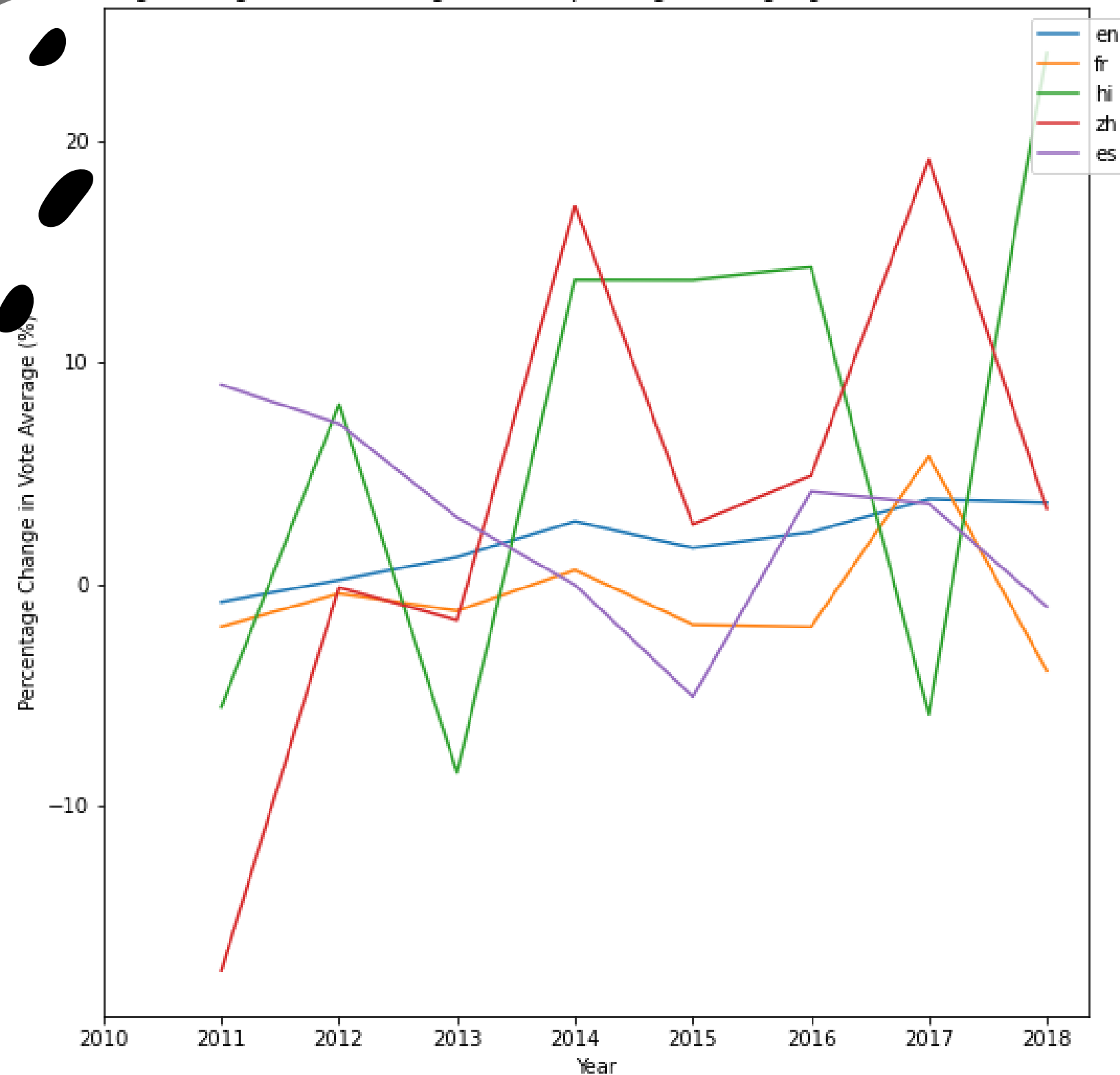
NO.2. Which genre has the most produced movies?

Number of Movies Released in the Top 5 Genres in Each Year (2010-2018)



Microsoft Studio could invest in new and innovative storytelling techniques to keep audiences engaged with Comedy movies. Microsoft can take advantage of this opportunity and partner with a streaming platform to produce movies in genres such as documentaries.

Percentage Change in Vote Average of the Top 5 Original Languages in Each Year (2010-2018)

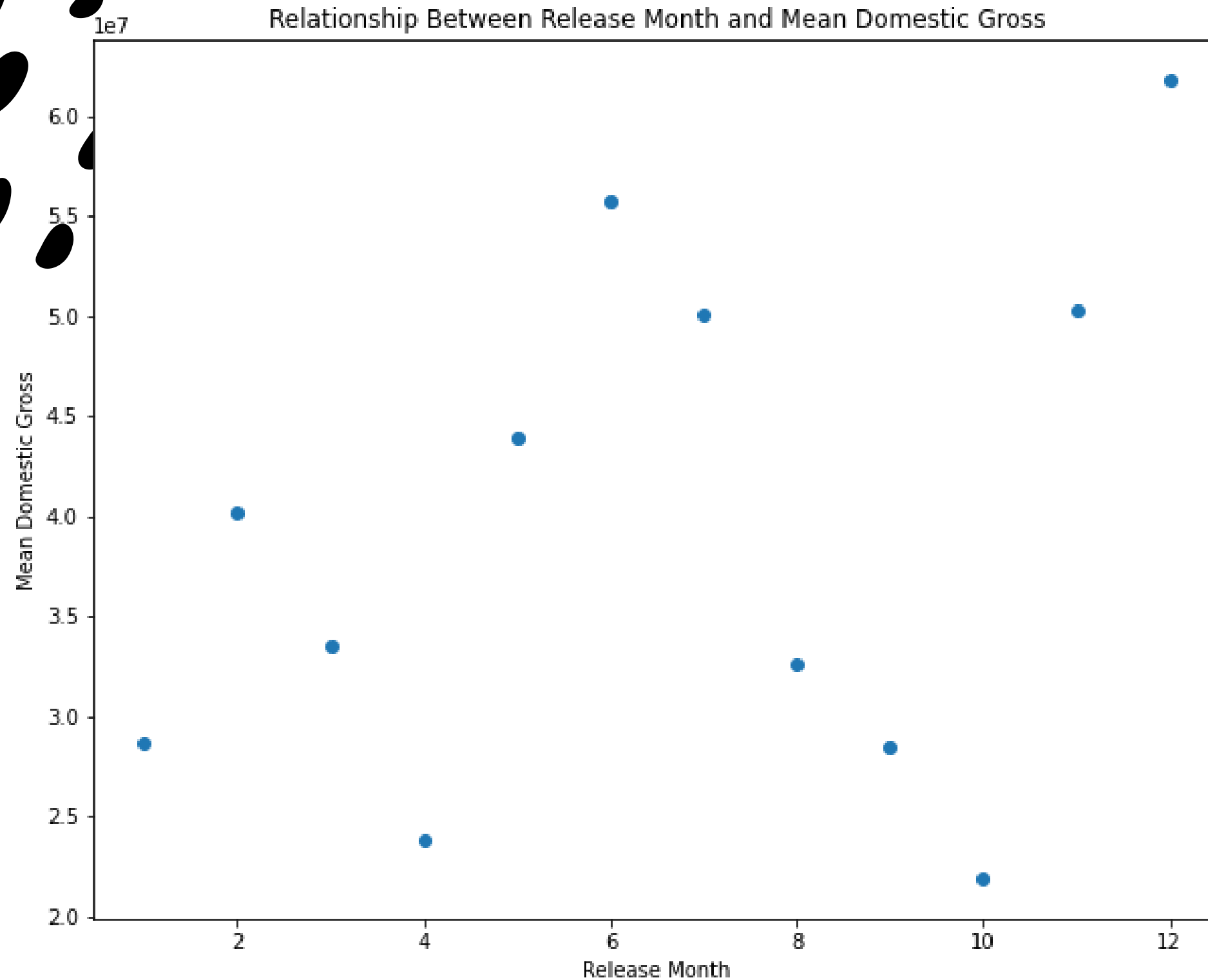


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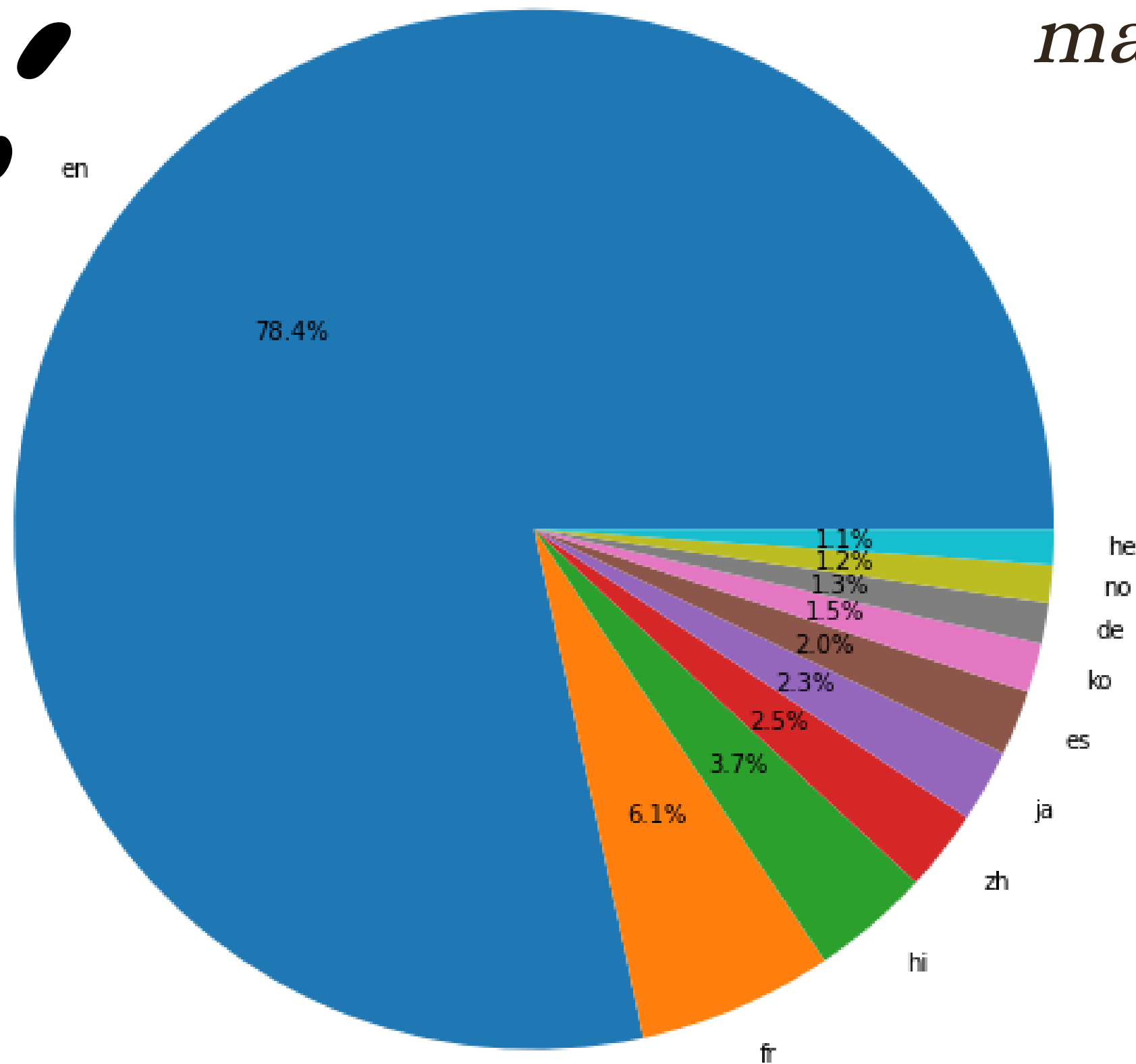
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No.4. What is the best time of the year to release a movie?

The scatter plot demonstrates that films that are released in December had the highest average gross as this is the ideal time to capitalize on the holiday season and maximize box office earnings. we can also observe that the summer month of July is the second highest earner this is because it is when most schools are on break giving people more time to go for a movie .



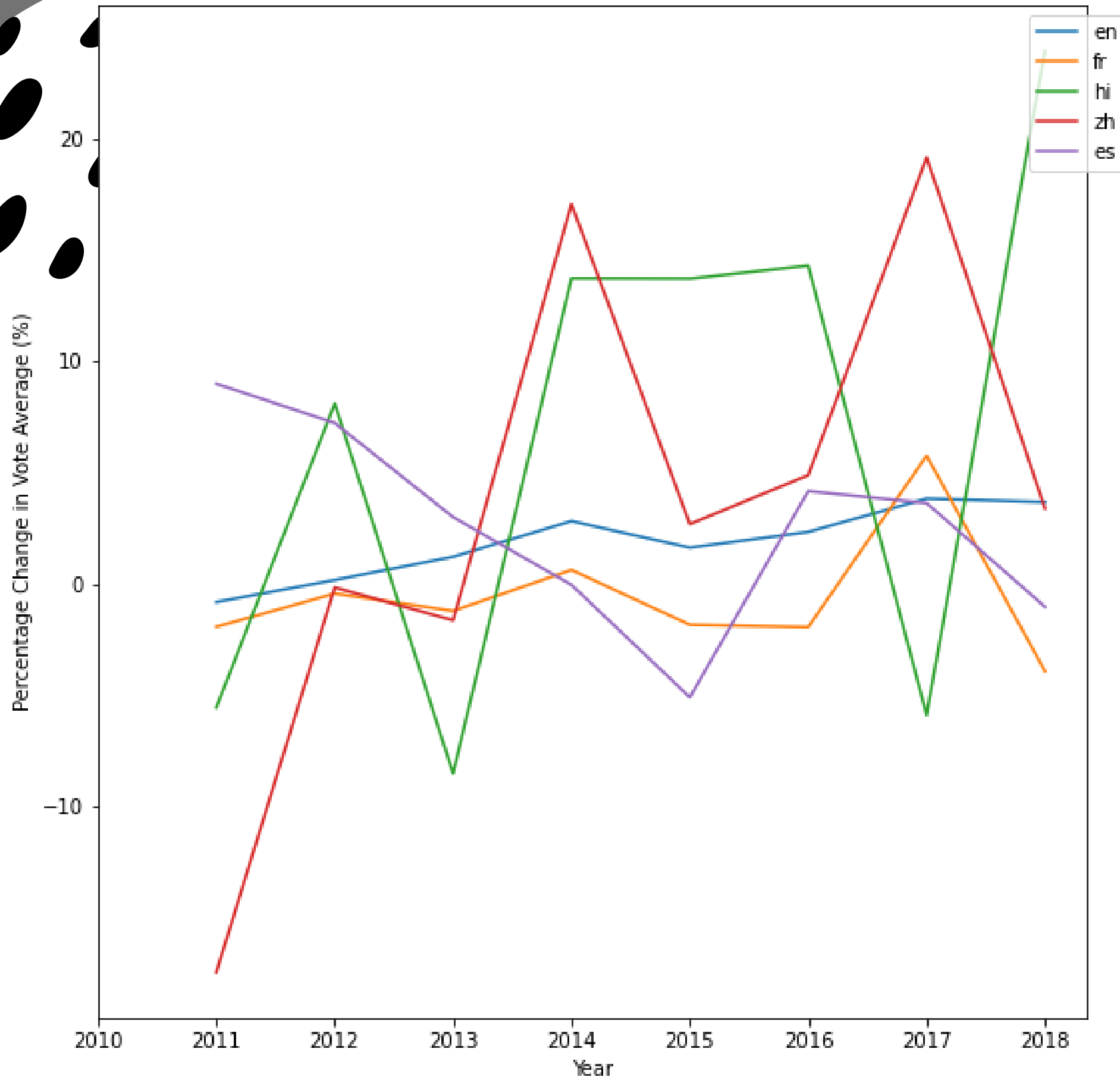
Percentage of Foreign Gross by Original Language (Top 10)



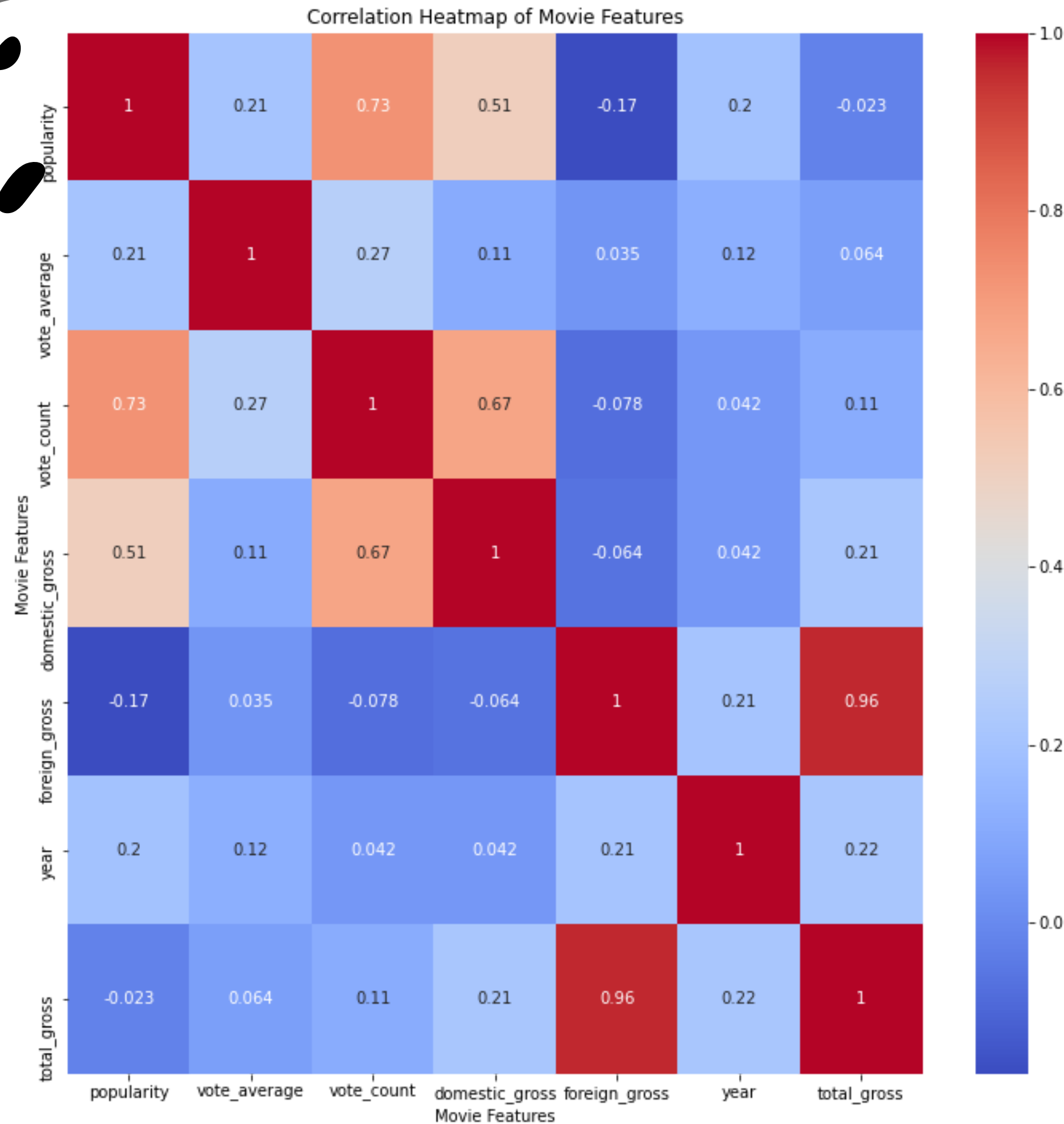
No.5. Which original language movie does best in the foreign market?

The above pie chart shows that English(en)-language films account for a large percentage of revenue for studios in the foreign market. English is a widely spoken language internationally.

Percentage Change in Vote Average of the Top 5 Original Languages in Each Year (2010-2018)



This suggests that English movies are continuing to become more popular with audiences over time. The steep rise and decline of the other languages suggest that there is potential for growth of movies in the other foreign language.



No.6 does the popularity of a movie/genre directly affect how much a movie studio makes ?

Positive vote average of movies, will in turn increase movie gross income.

Conclusion

There is a reason as to why the top ten grossing movie studios are where they are. Microsoft should take opportunity to learn from the most successful studios in a number of ways, such as studying their business models to be able to develop their own business strategies that are tailored to their specific needs.

