The background of the slide is a dark, semi-transparent image featuring a repeating pattern of clapperboards. Each clapperboard is held by a hand and displays the following text: '2' in the top left, '201' in the top center, '1' in the top right, '130 130 08' in the middle, 'NO ON PROP # 8' below the middle, 'TOM DONALD' below that, and 'ART ADAMS' at the bottom. The clapperboards are slightly offset from each other, creating a sense of depth and repetition.

Microsoft Movie Studio Analysis

Reel Profits: Analyzing Movie Genres and their
Financial Success

Summary

Through EDA, I derived actionable insights on genres' profitability, popularity and the net profit correlation with production budget as well as studio performance. The findings offer valuable guidance for Microsoft for data-driven decisions, optimizing Return on investment and overall success in the film industry.

Outline

- Business Problem
- Data
- Methods
- Results
- Recommendations
- Conclusions

Business Problem

To determine the viability of establishing a movie studio for Microsoft.

Data

The data set sources included:

- [Box Office Mojo](#)
- [IMDB](#)
- [Rotten Tomatoes](#)
- [TheMovieDB](#)
- [The Numbers](#)

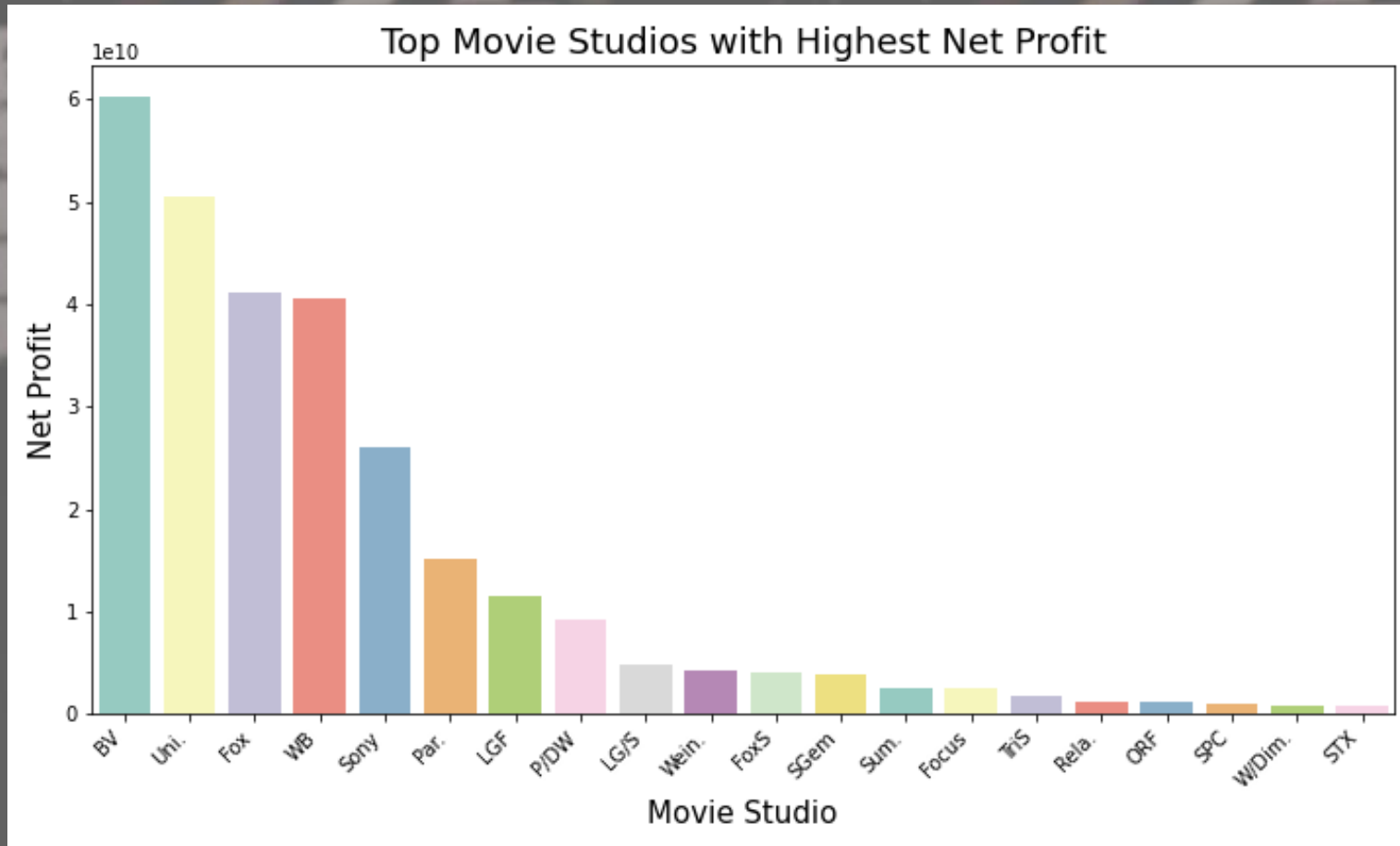


Methods

This project uses Exploratory Data Analysis to clean, scrub, visualize, summarize and interpret the data to gain insights and identify patterns, trends and potential relationships between variables.

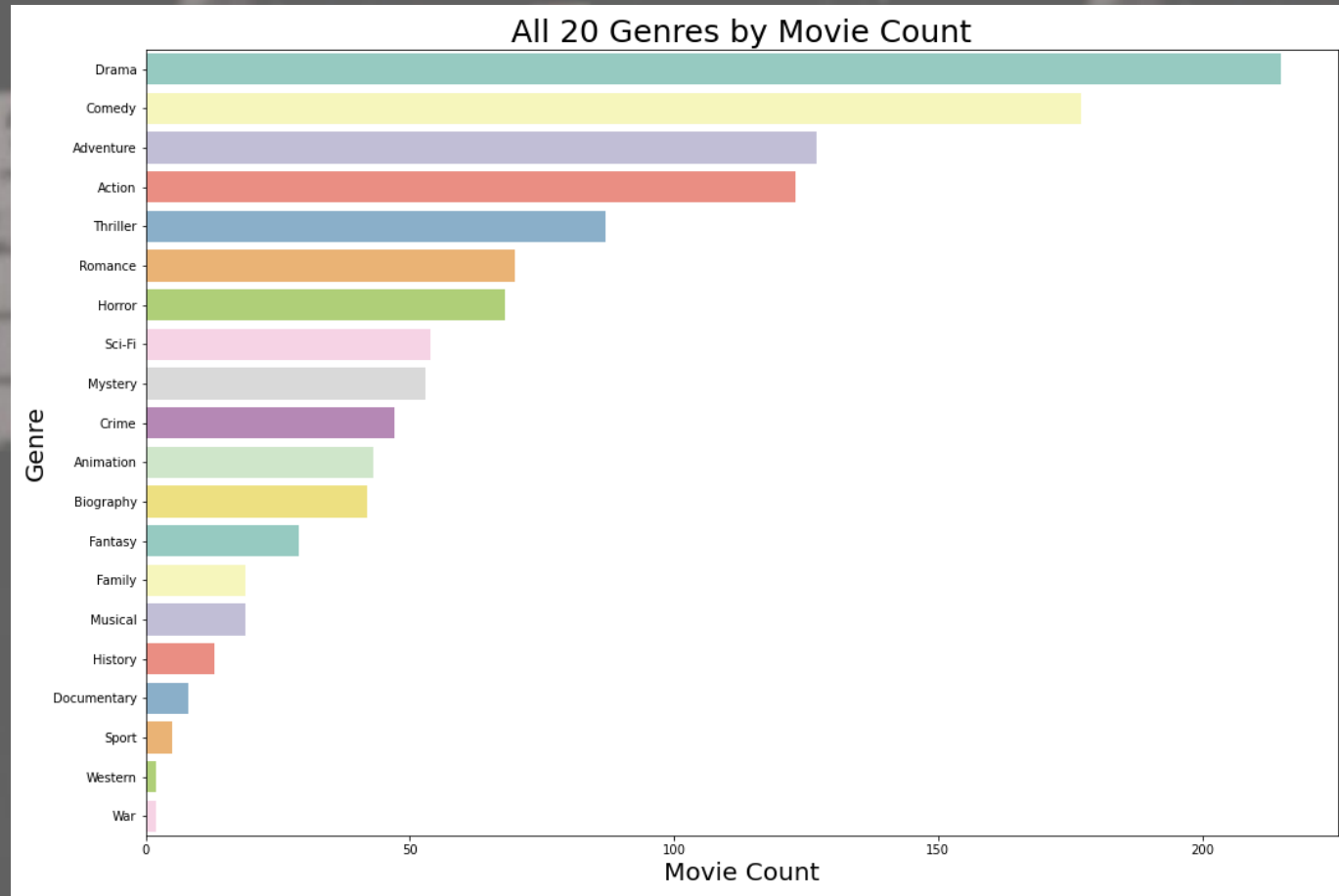
Results

Top 4 Movie Studios with the highest Net Profit



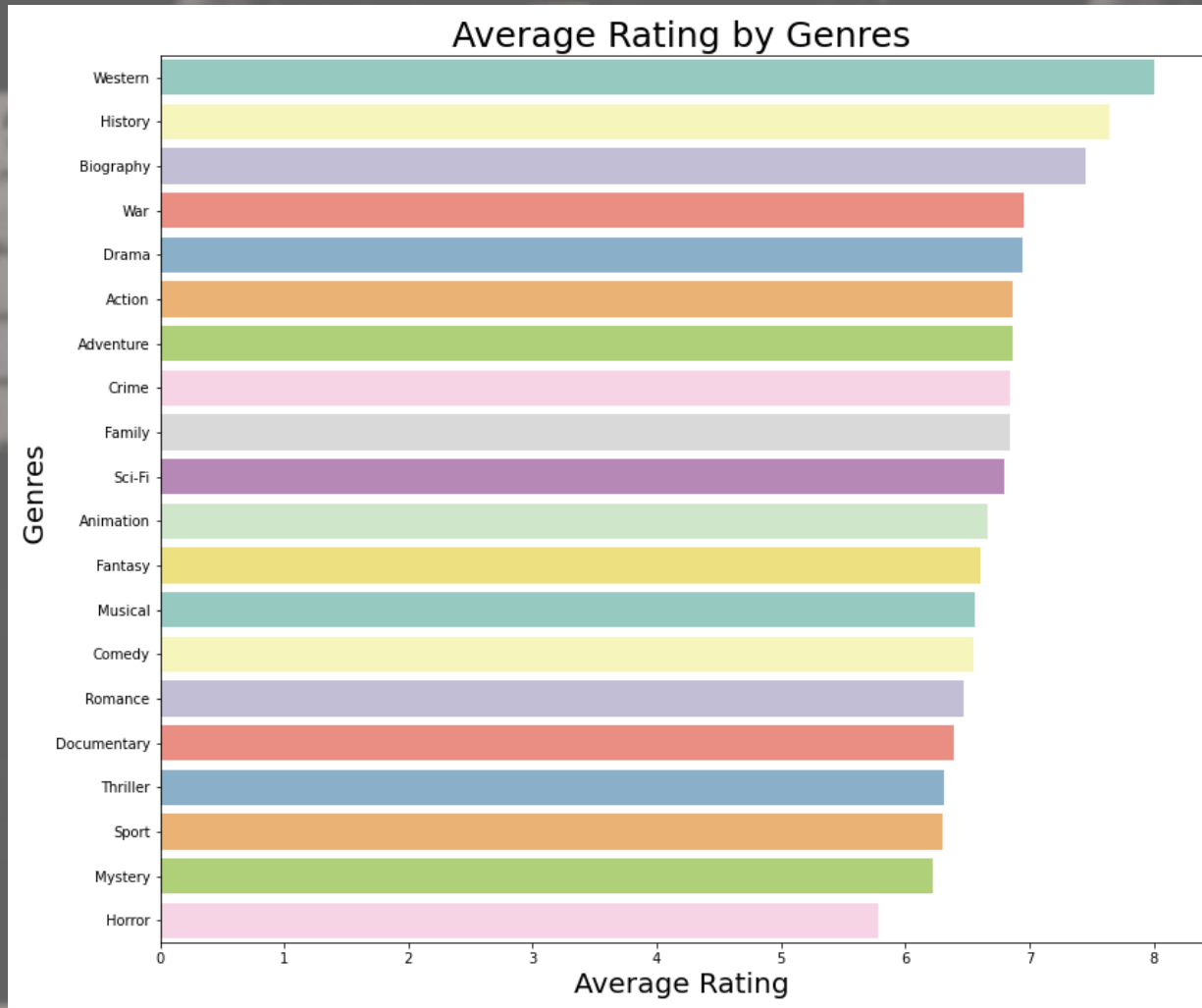
The plot showcases the top 4 movie studios that have the generated the highest net profits as Buena Vista(BV), Universal Studios(Uni.), Fox and Warner Bros Studios(WB).

The Most Common Movie Genres



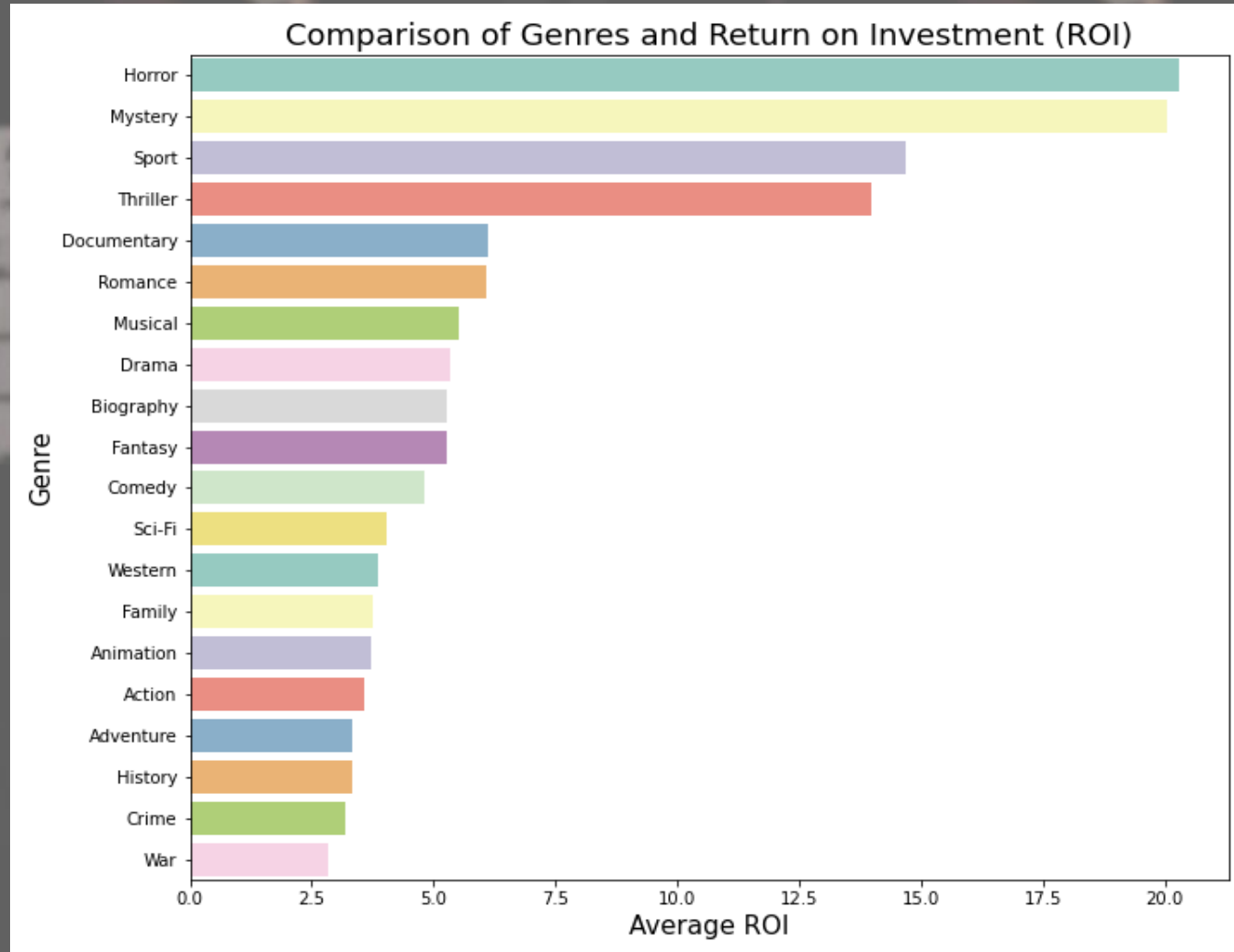
The count plot suggests that most common genres are Drama, Comedy, Adventure, Action and Thriller.

Average Rating by Genres



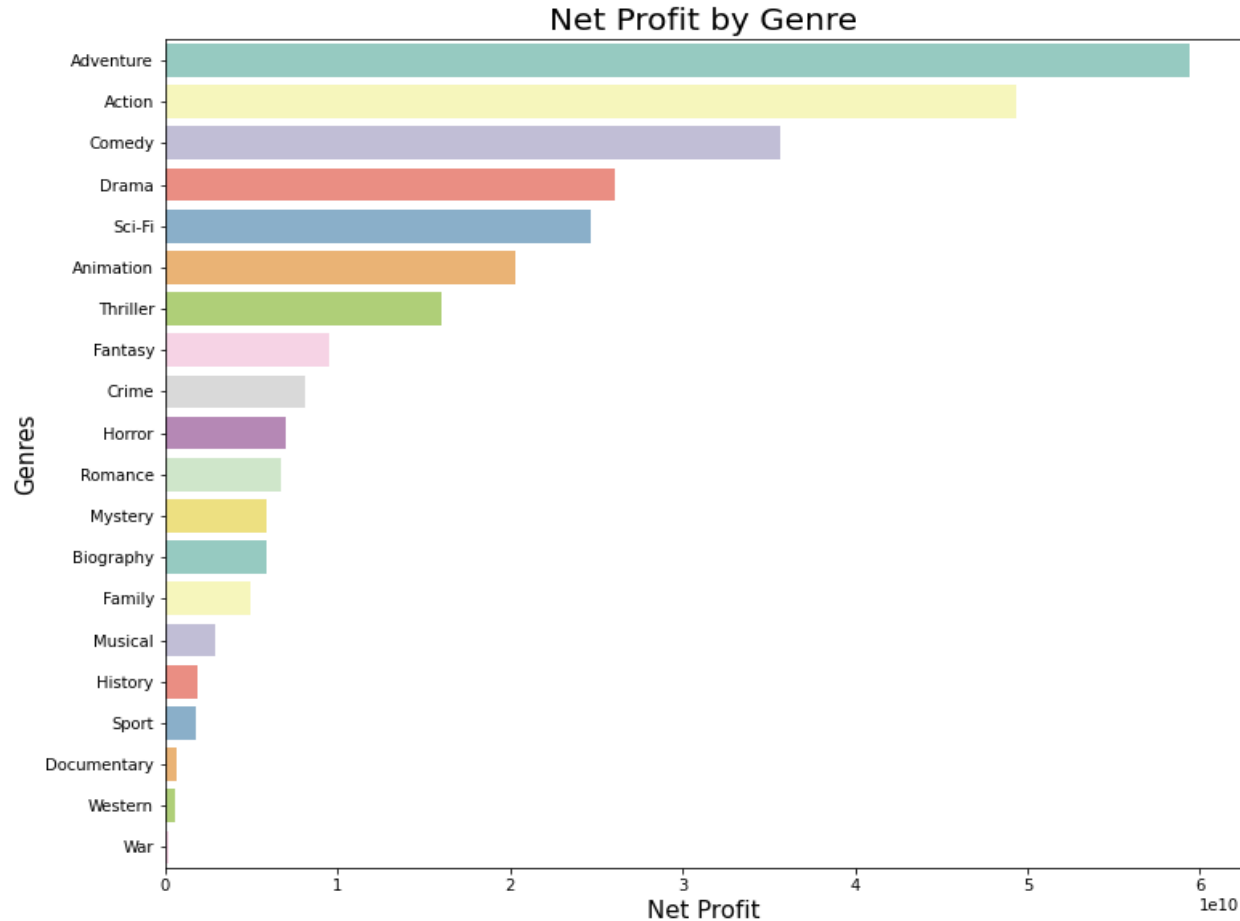
This visualization shows that all genres in our dataset have an average rating above 5. However, this information alone does not suggest a direct correlation between movie genres and the potential success of a movie studio.

Genres with the highest ROI

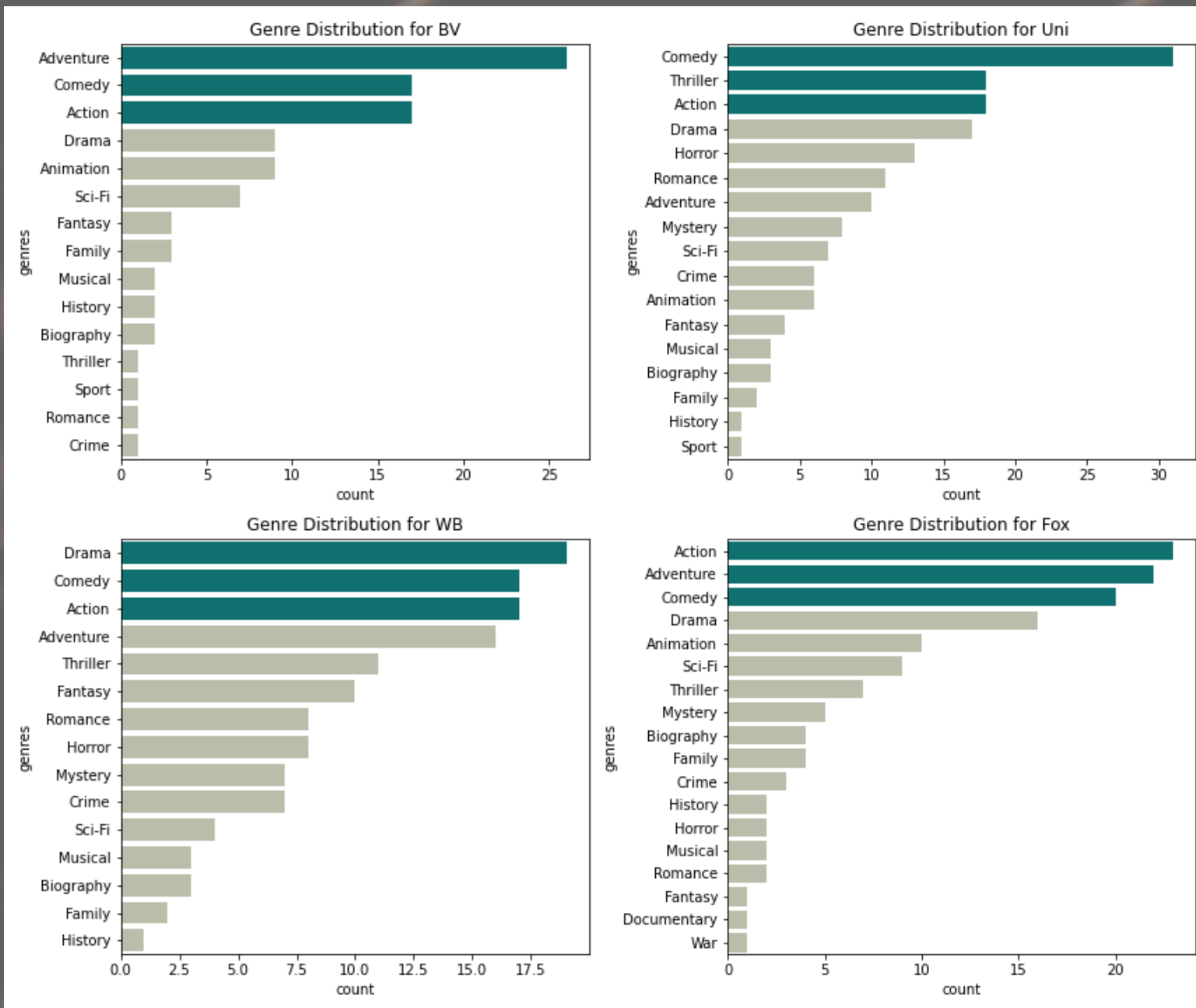


The genres that have the highest Average ROI as seen in the visualization are Horror, Mystery, Thriller, Sport and Romance.

Movie Genres that Generated the Highest Net Profit

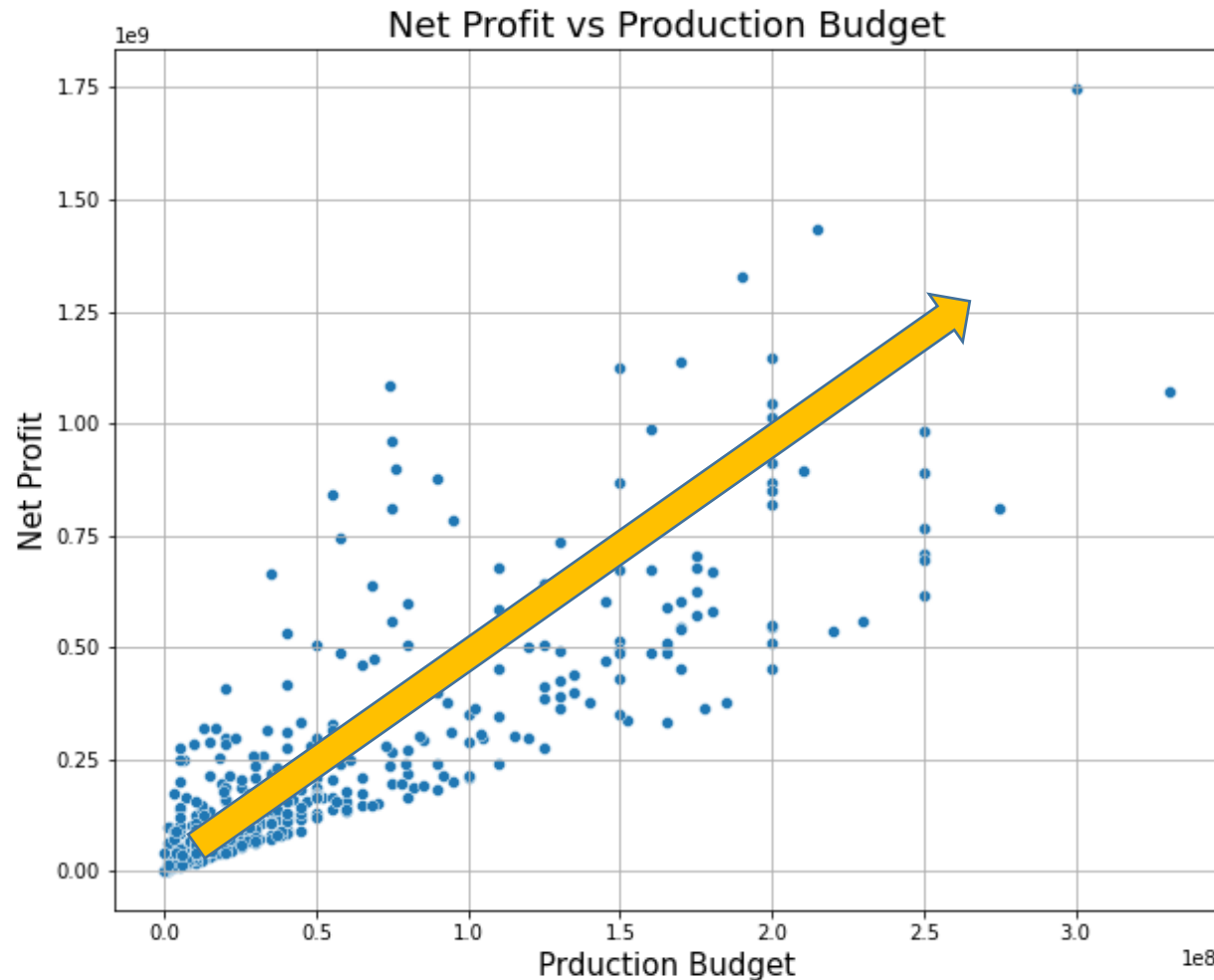


Adventure, Action, Comedy and Drama seem to have generated the highest net profit while War and Western have generated the lowest net profit.



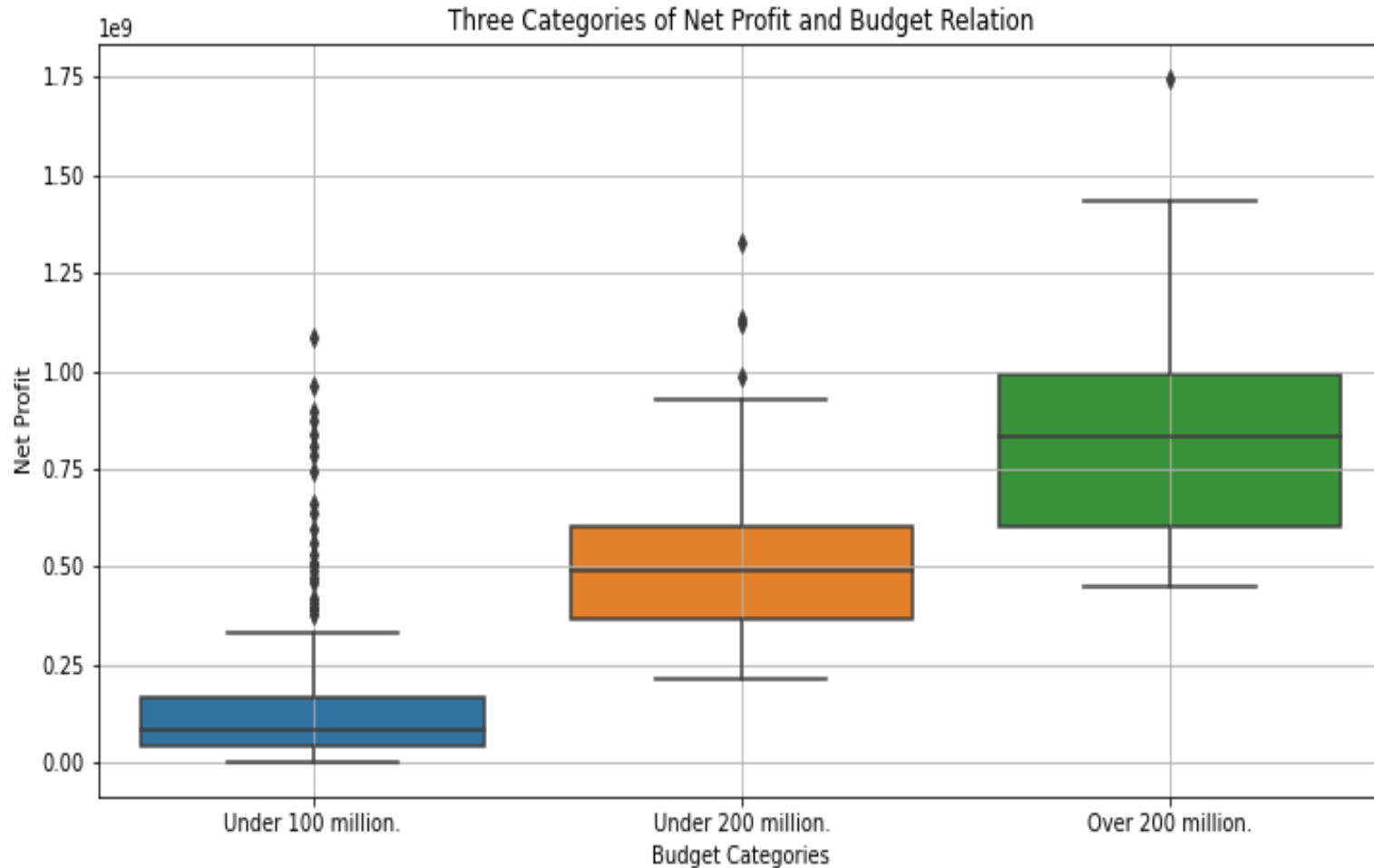
I analyzed the top 4 movie studios with the highest net profit to determine the most frequently produced genres.

Correlation between the Production Budget and the Net Profit



It is observed that the more the production budget the more the net profit.

Three Categories of Net Profit and budget Correlation



The most Net Profit is gotten from a Production Budget of over 200 million Dollars and the least Net Profit from a Production Budget of under 100 million Dollars.

Recommendations


- Prioritize making movies in the Adventure, Action, Comedy, and Drama genres, as they have demonstrated higher net profit potential.
- Microsoft should focus on producing movies in the Drama, Comedy, Adventure, and Action genres, as they hold greater audience appeal.
- Boosted Budgets, Bigger Returns: Higher film budgets enable improved production values.
- Strategic Partnerships: seeking collaborations with movie studios like Universal, Buena Vista and Warner Bros to boost market reach and profitability.
- Exploring untapped genres: taking a risk and venturing into movie genres with fewer productions.

Conclusion

Microsoft should prioritize genres like Drama, Comedy, Adventure, and Action for higher profits.

Investing in higher-budget productions and effective marketing strategies will attract a larger audience.

Be mindful of industry risks and stay adaptable to changing trends for long-term profitability. Leverage brand strength and partnerships for success.



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THANKS