



Microsoft Movie Studio Analysis

Reel Profits: Analyzing Movie Genres and their
Financial Success

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Project Overview

Through EDA, I derived actionable insights on genres' profitability, popularity and the net profit correlation with production budget as well as studio performance.

The following queries guided the outcome of the recommendations for Microsoft on the way forward in setting up a movie studio.

1. What are the most prevalent movie genres?
2. What are the top 5 highest rated movie genres?
3. Which genres tend to have the highest Return on Investment (ROI), and which genres tend to have the lowest Return on Investment (ROI)?
4. What is the distribution of net profit across different movie genres, and are there any genres that consistently tend to generate higher net profits than others?
5. Is there a correlation between the production budget and the net profit?
6. Which movie studios have generated the highest net profit?
7. Which genres are most frequently produced by the top 4 movie studios with the highest net profit?

The findings offer valuable guidance for Microsoft for data-driven decisions, optimizing Return on investment and overall success in the film industry.

Business Problem

The Microsoft project aims to evaluate the practicability of establishing a movie studio by analyzing data on movie ratings, movie titles, budgets, genres, gross revenues and various movie studios.

In this document, we will examine the trends, patterns, and success factors within the industry, and provide actionable recommendations on how Microsoft can effectively penetrate the film market

Method of Analysis

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.

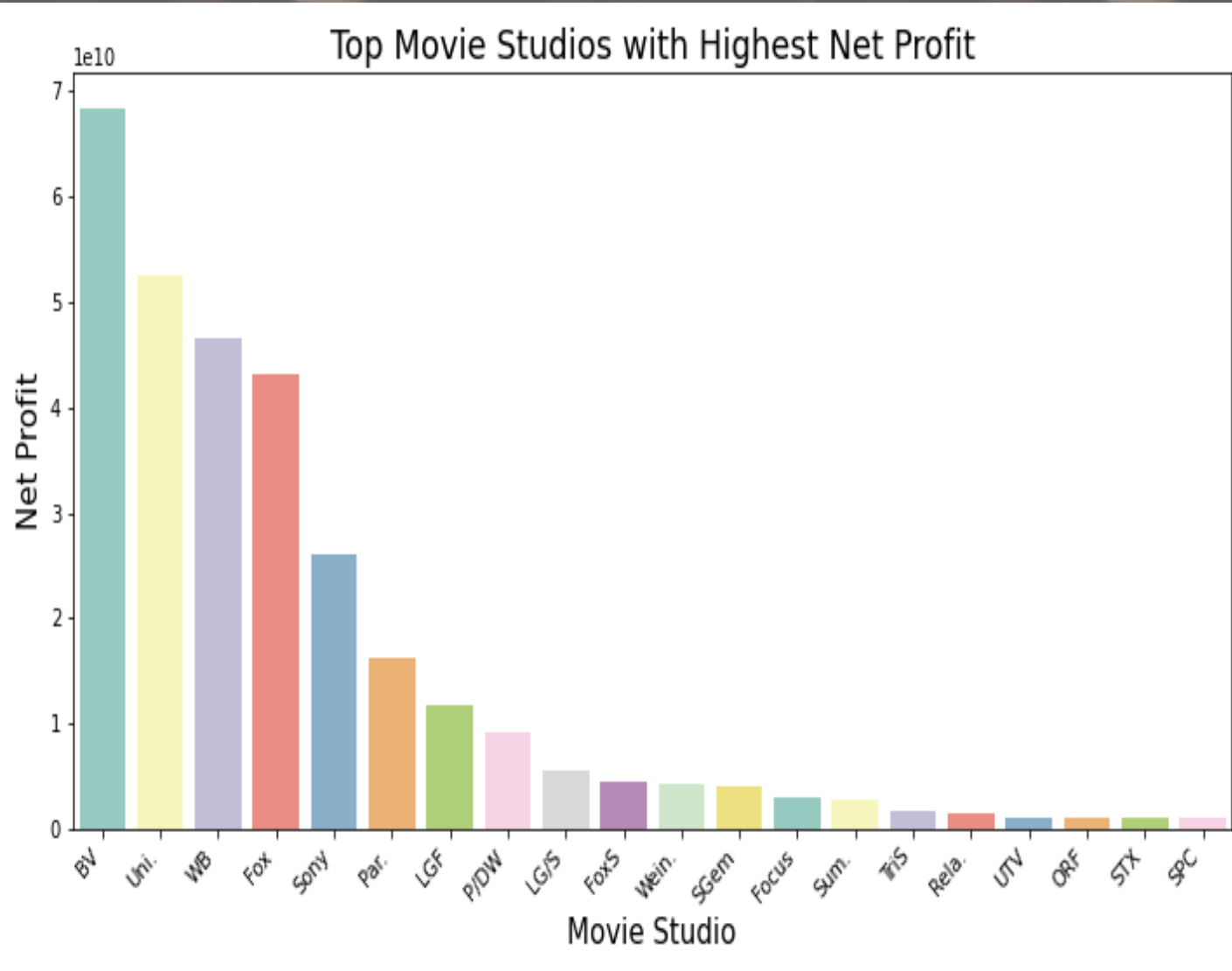
Data Sources

The data sets were sourced from entertainment related websites that are widely used by people to find information about movies and TV shows, read reviews, and make decisions about what to watch.

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



Findings

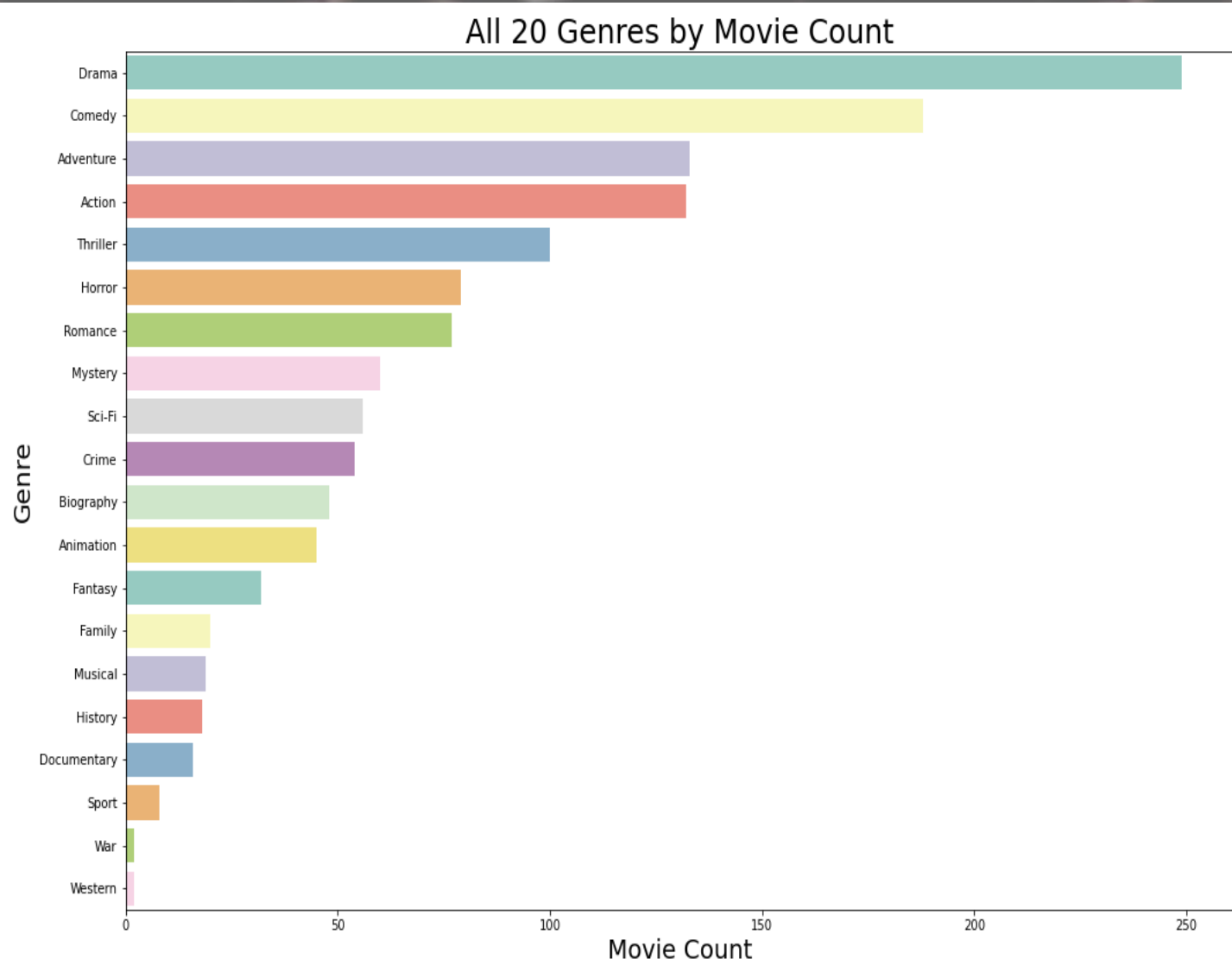


Top 4 Movie Studios

The plot showcases the top 4 movie studios that have the generated the highest net profits as

- Buena Vista(BV)
- Universal Studios(Uni.)
- Fox
- Warner Bros Studios(WB).

Findings

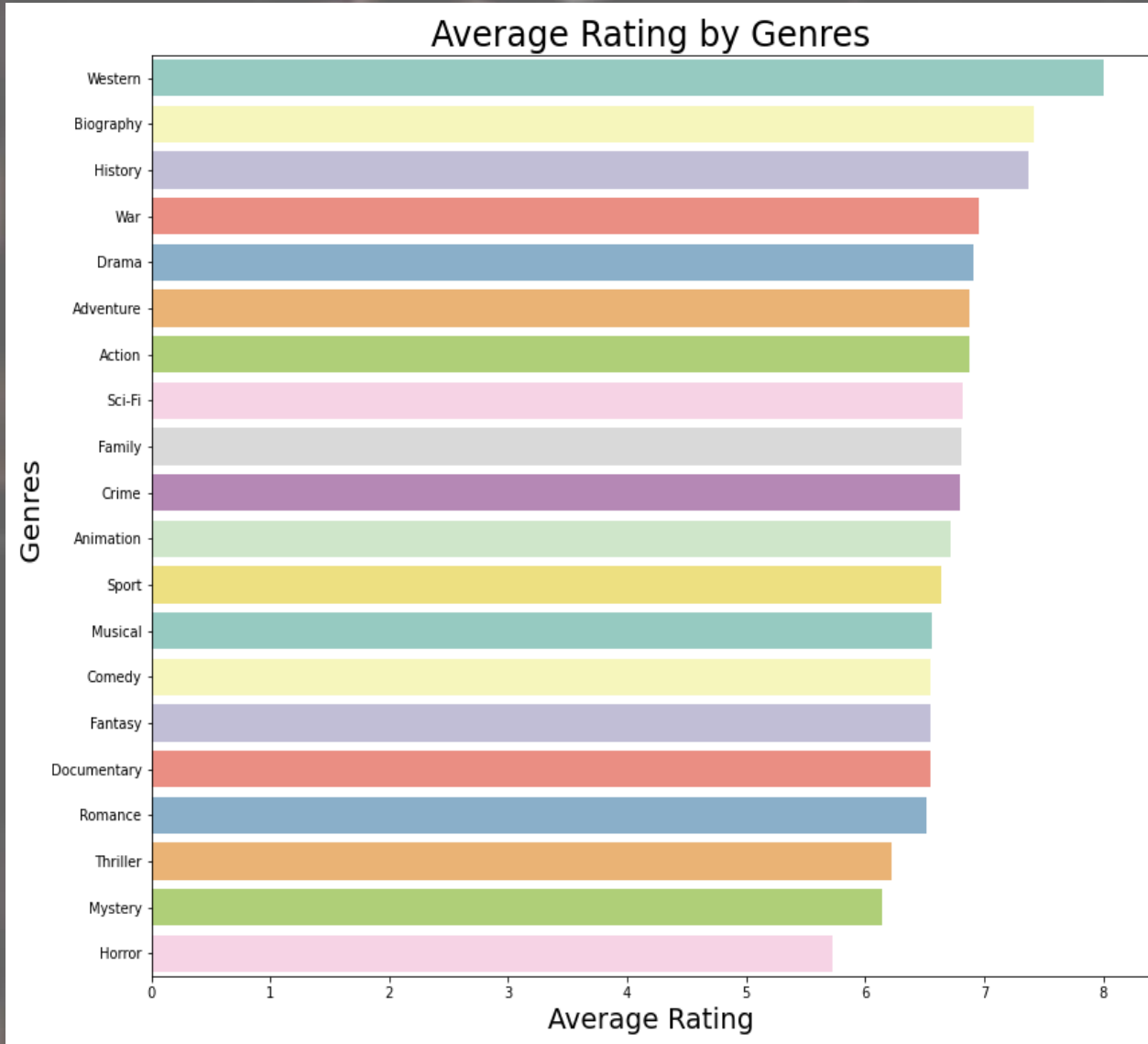


The Most Common Movie Genres

The count plot suggests that most common genres are

- Drama
- Comedy
- Adventure
- Action
- Thriller

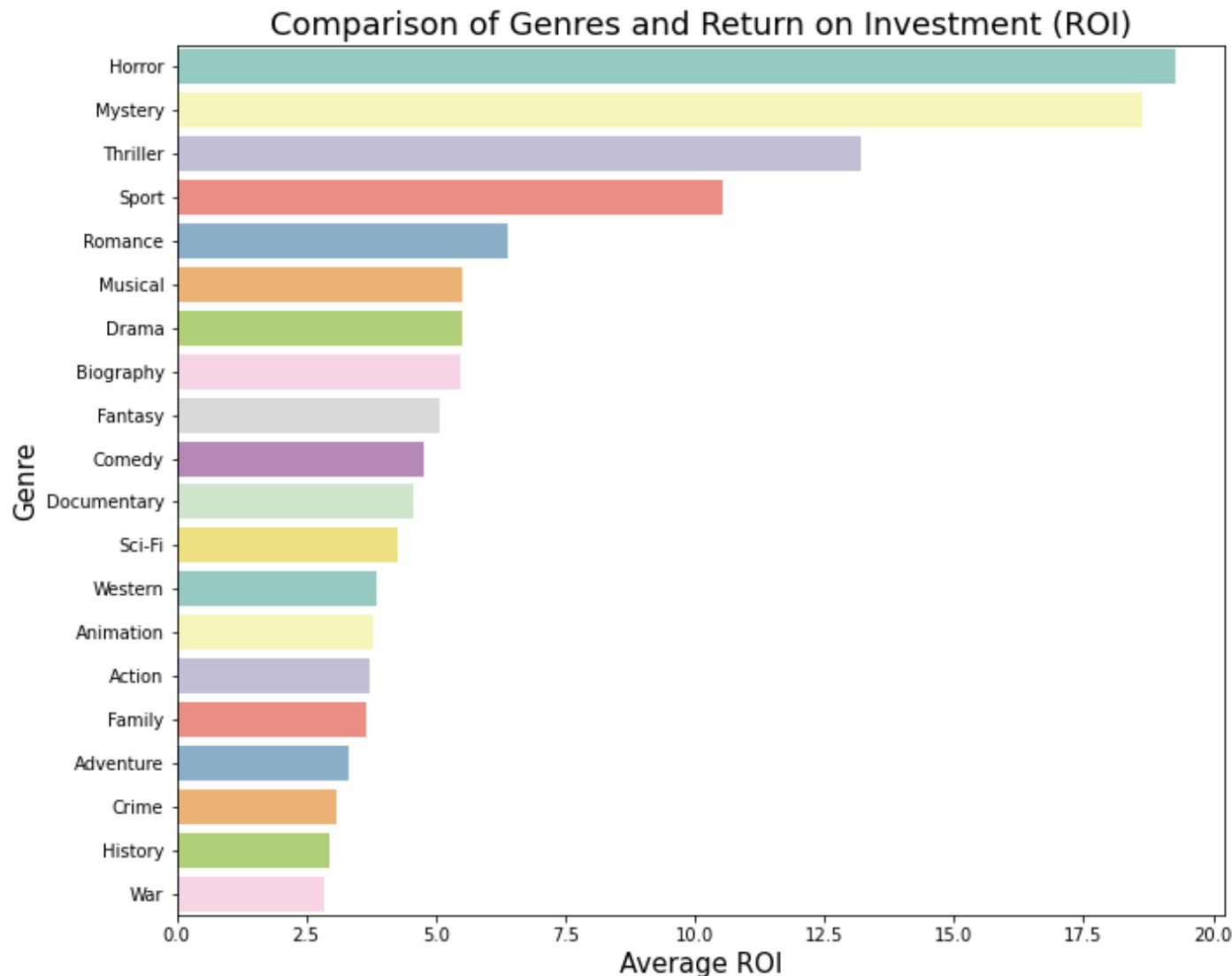
Findings



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.

Findings

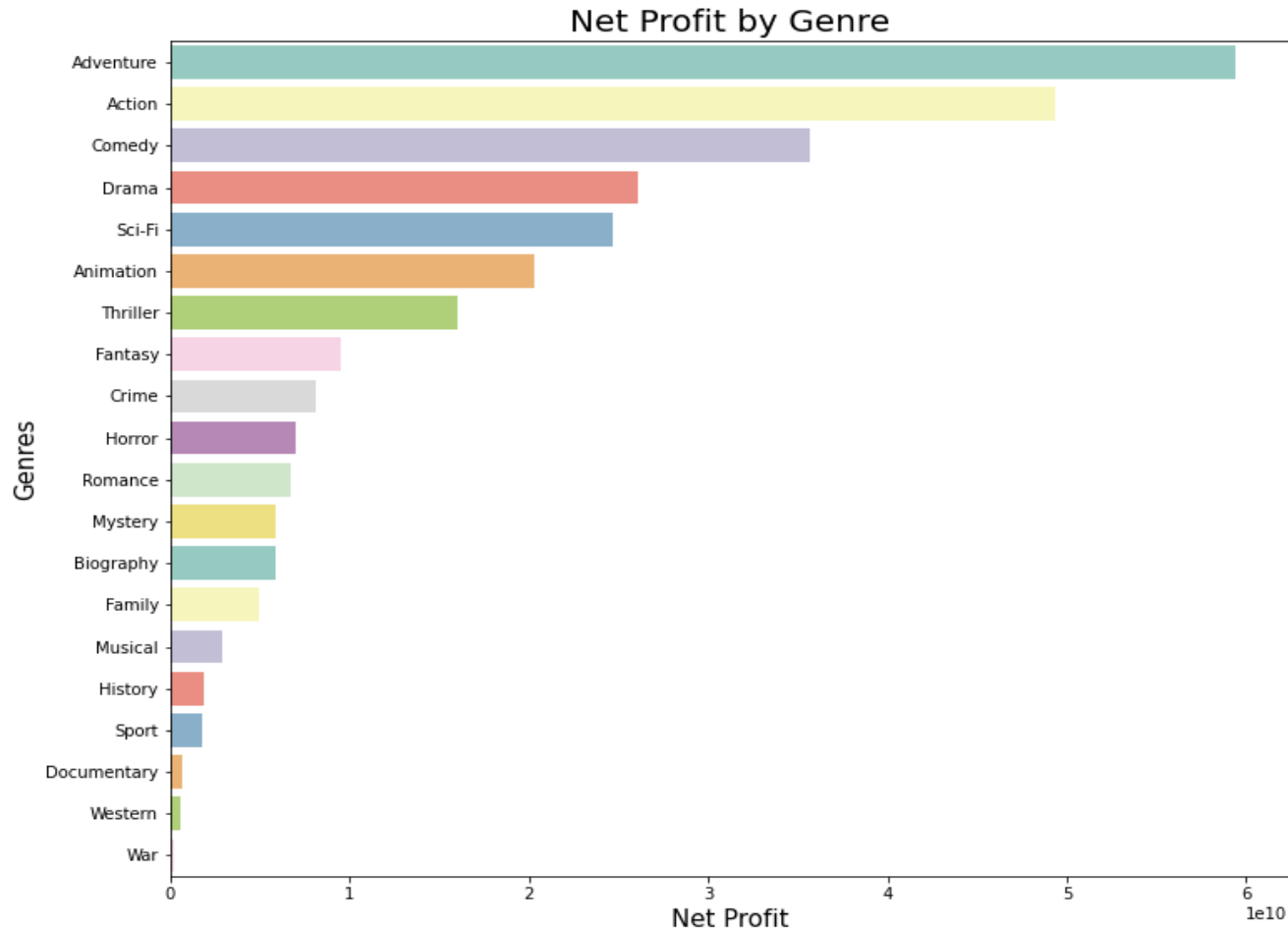


Genres with the highest ROI

The genres that have the highest Average ROI as seen in the plot are

- Horror
- Mystery
- Thriller
- Sport
- Romance

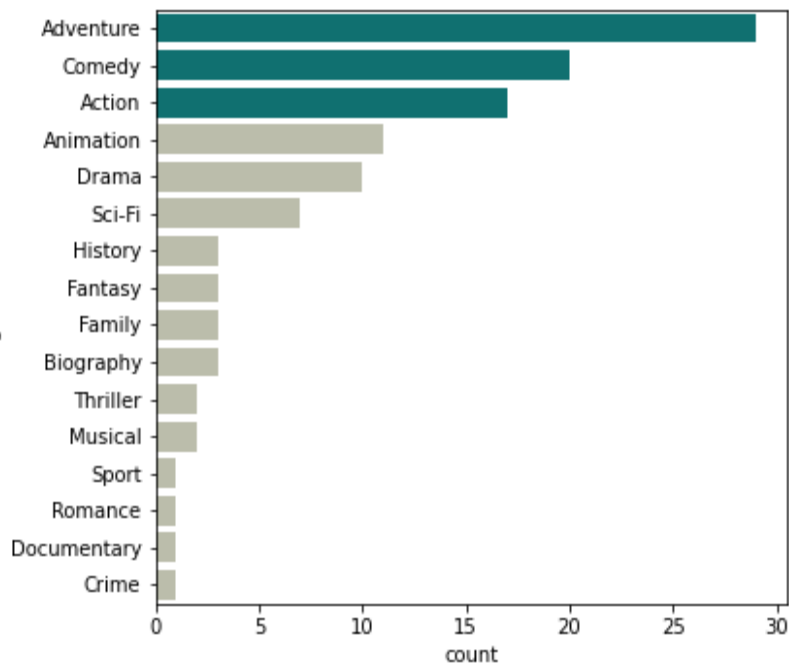
Findings



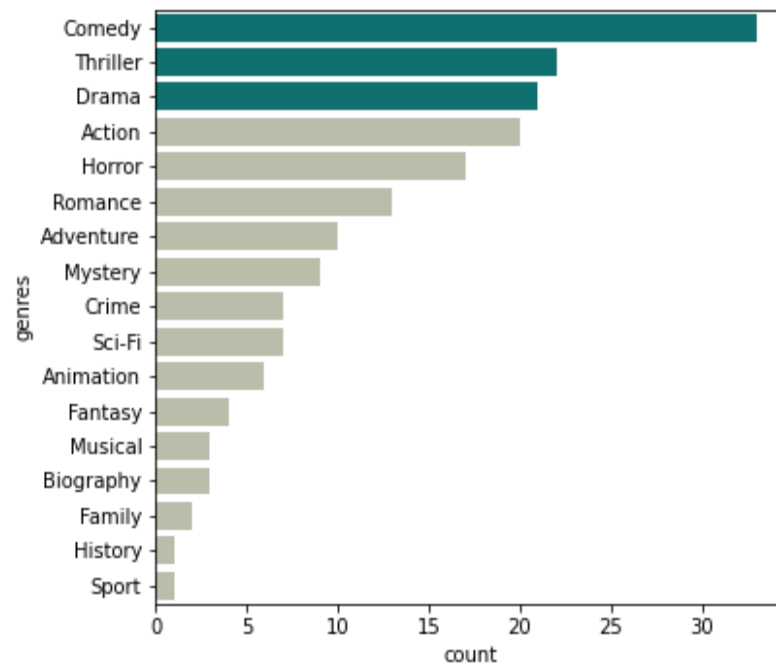
Movie Genres that Generated the Highest Net Profit

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

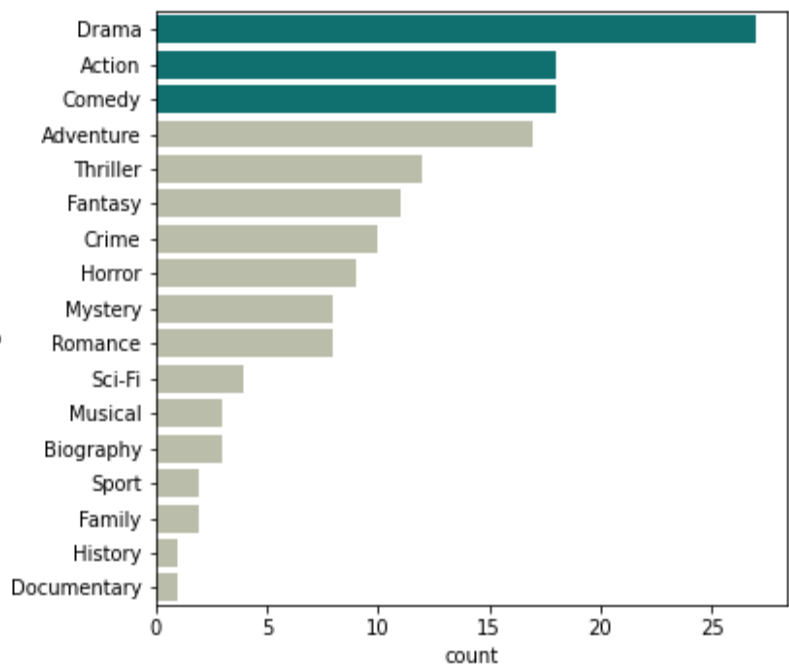
Genre Distribution for BV



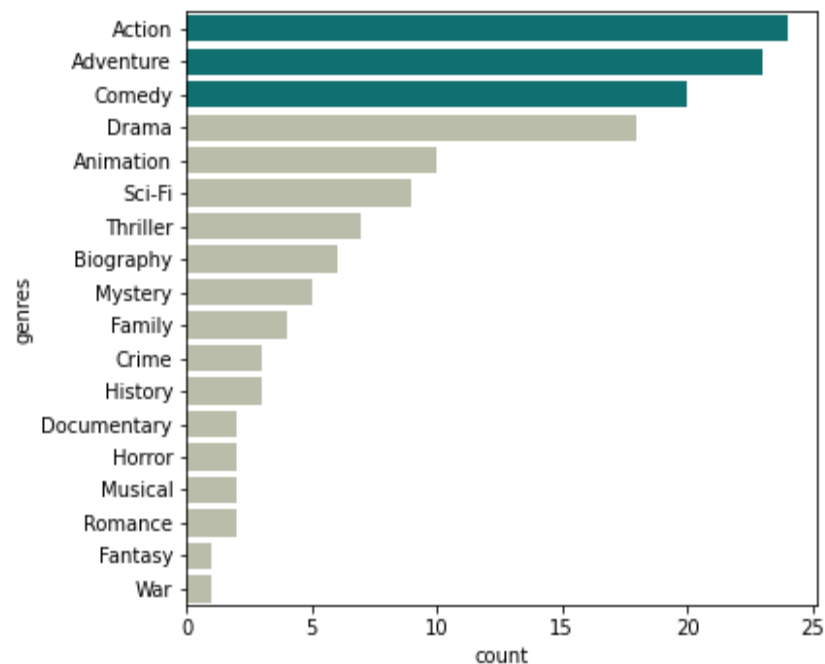
Genre Distribution for Uni



Genre Distribution for WB

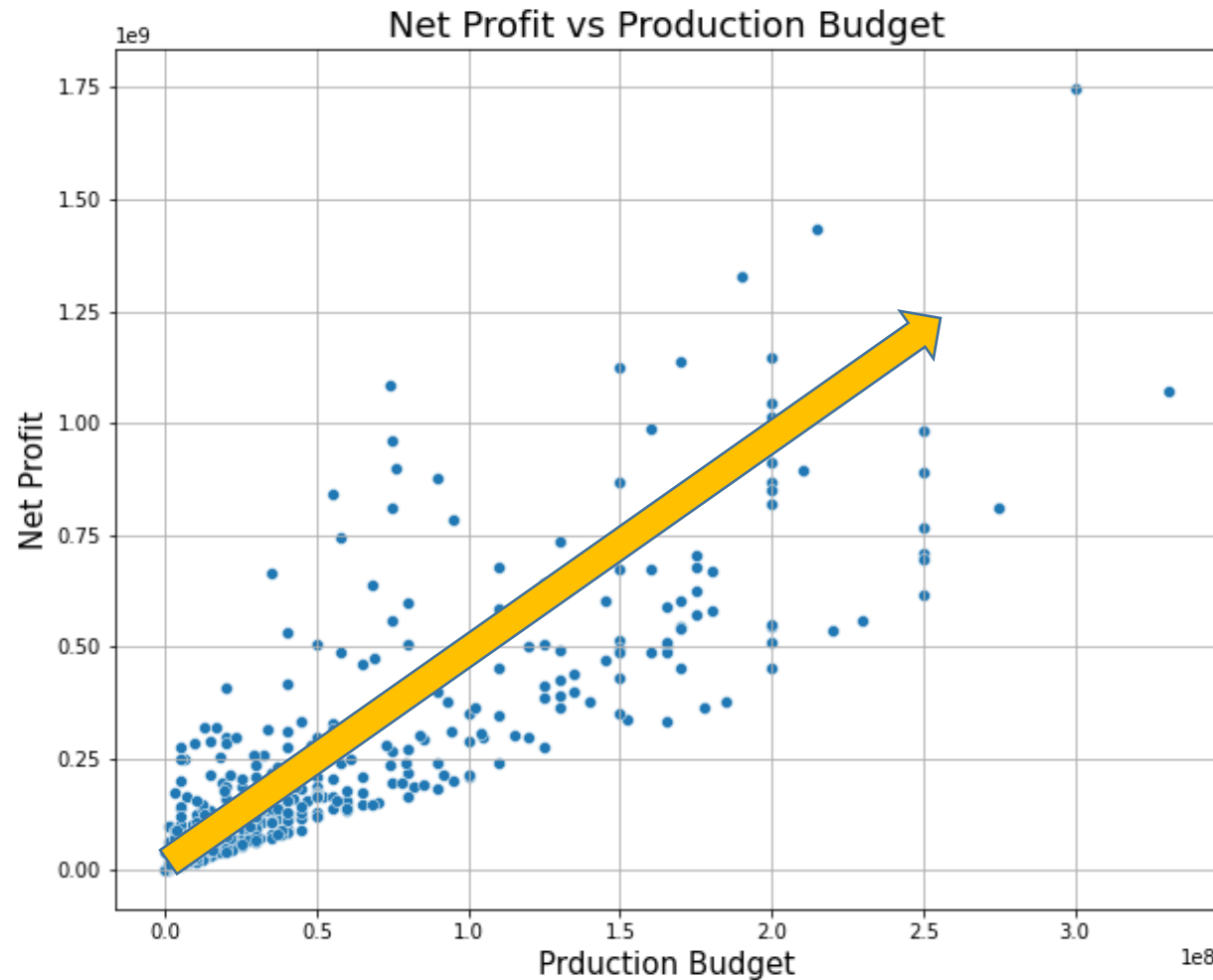


Genre Distribution for Fox



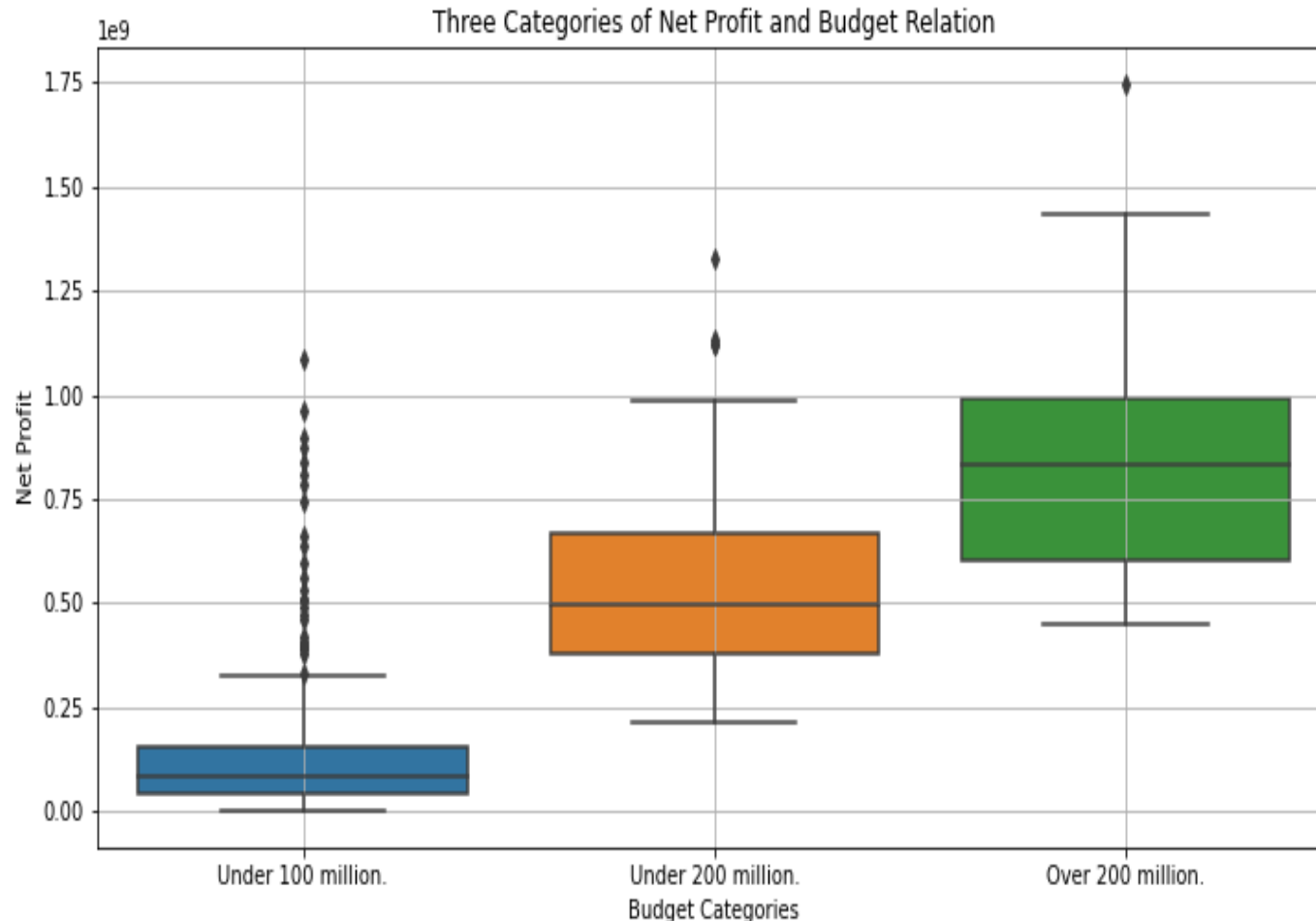
I then looked into analyzing the top 4 movie studios with the highest net profit to determine the most frequently produced genres.

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



From the chart, there's a correlation between high production budget and resultantly high net profits.

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

- From the information above, Microsoft plan of establishing a Movie Studio is feasible.
- Genres like Drama, Comedy, Adventure, and Action would yield higher profits.
- Investing in higher-budget productions and effective marketing strategies will attract a larger audience.
- Microsoft should be mindful of their competitors and the industry risks and stay adaptable to changing trends for long-term profitability.
- Brand strength and partnerships will be good leverage for success.



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THANKS