

MICROSOFT MOVIE STUDIO MARKET ANALYSIS



Overview

This project analyses the market environment for the Microsoft to widen their understanding of the movie production market. This exploratory data analysis generates insights on the movie production business focusing on the relationship of genres on revenue generation and the market competition. Microsoft can use this analysis to understand the type of movies to focus on during production, the market competition, and The average movie runtime as they start production.

Business Problem, Data Understanding & Methods

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. What types of films are currently doing the best at the box office. Translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films

DATA UNDERSTANDING

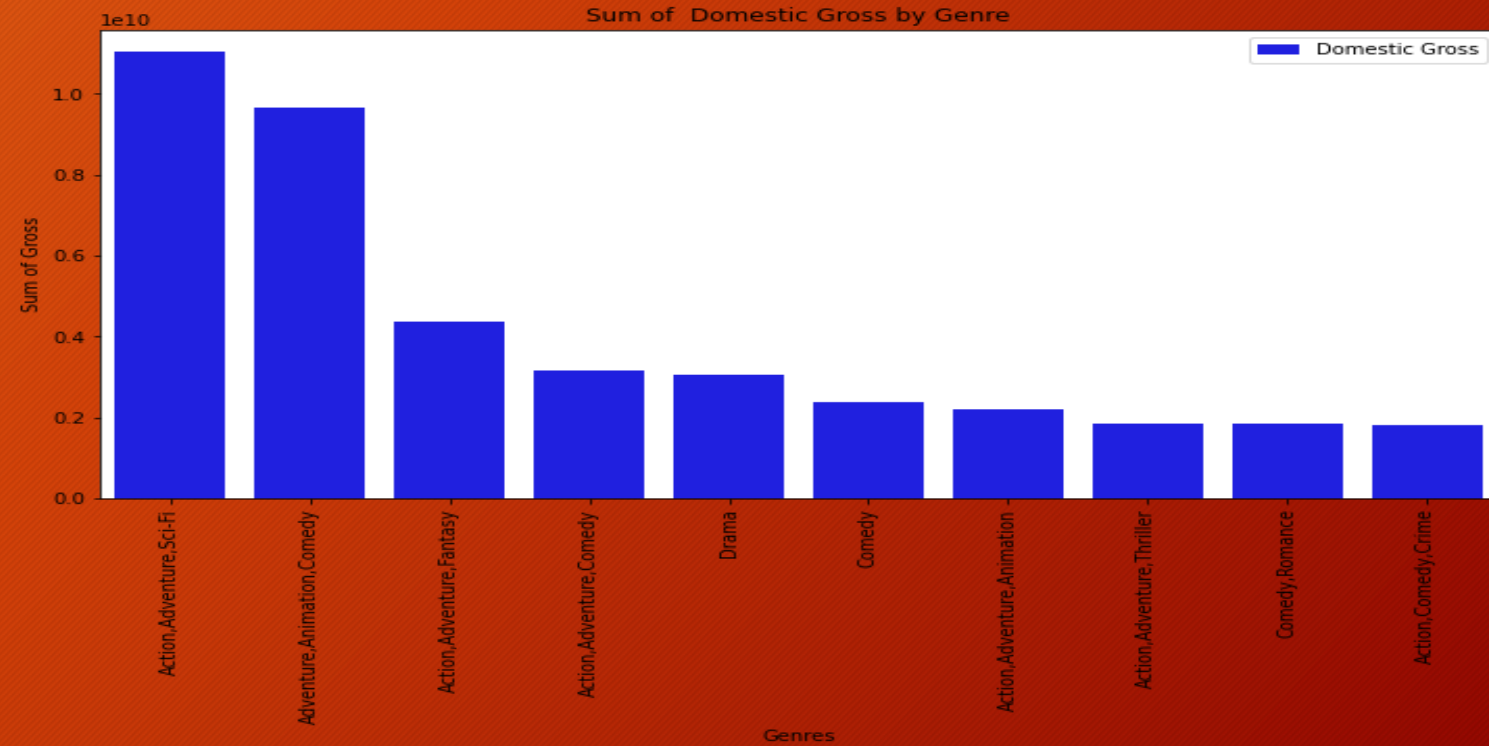
The data source is from IMDB Web site that provides information about millions of films and television programs. IMDB data goes through consistency checks to ensure it's as accurate and reliable as possible. This data will help Microsoft to get the type of movies and the turnover.

METHODS

This exploratory data analysis generates insights on the movie production business focusing on the relationship of genres on revenue generation.

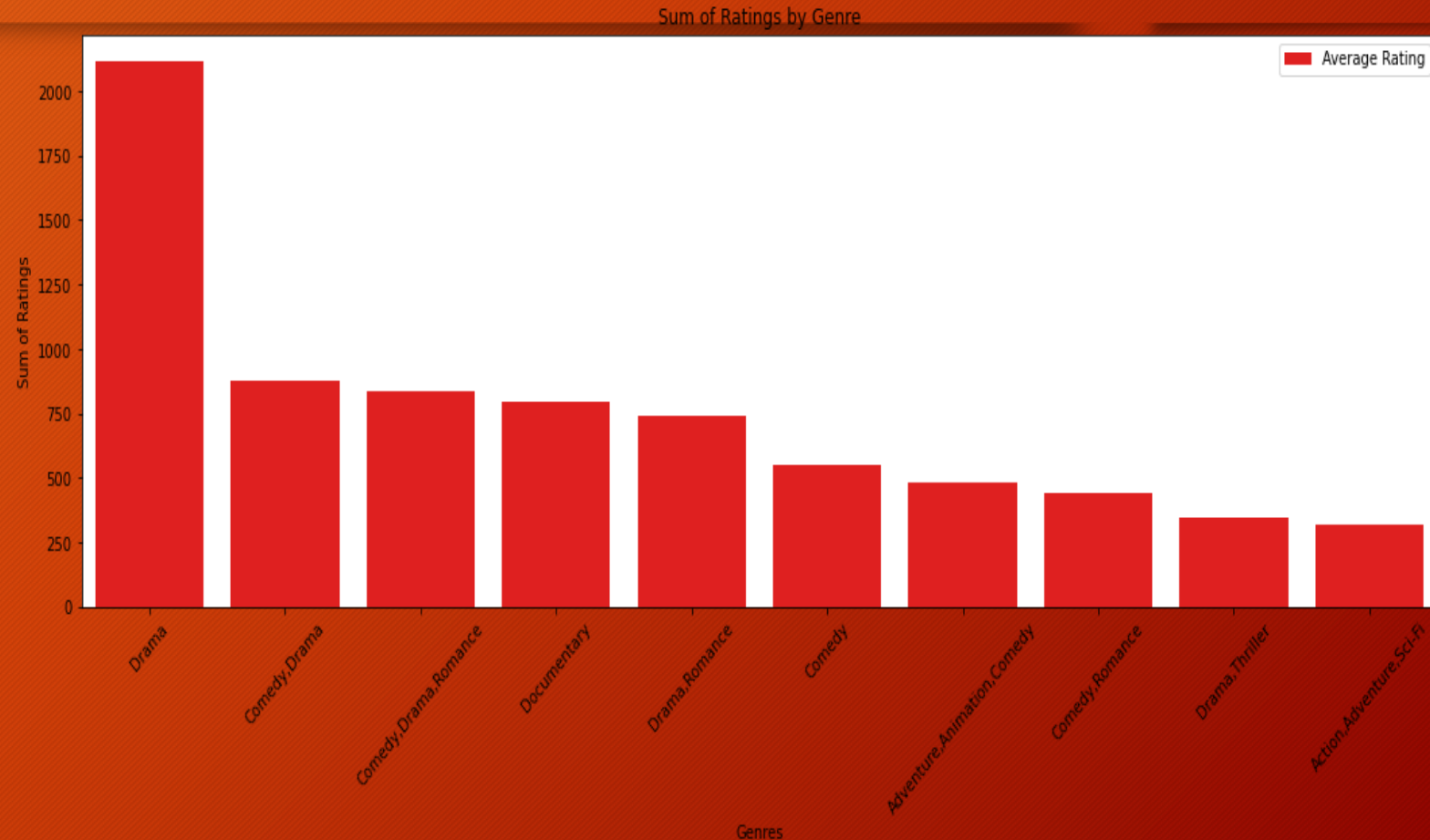
The movie that generates most revenue

The genre which has combined Action,Adventure and Sci fi had the highest return in terms of gross return, followed closely by Animation comedy. This is clearly showing the movie market that sells.



The movie genre with high average rating

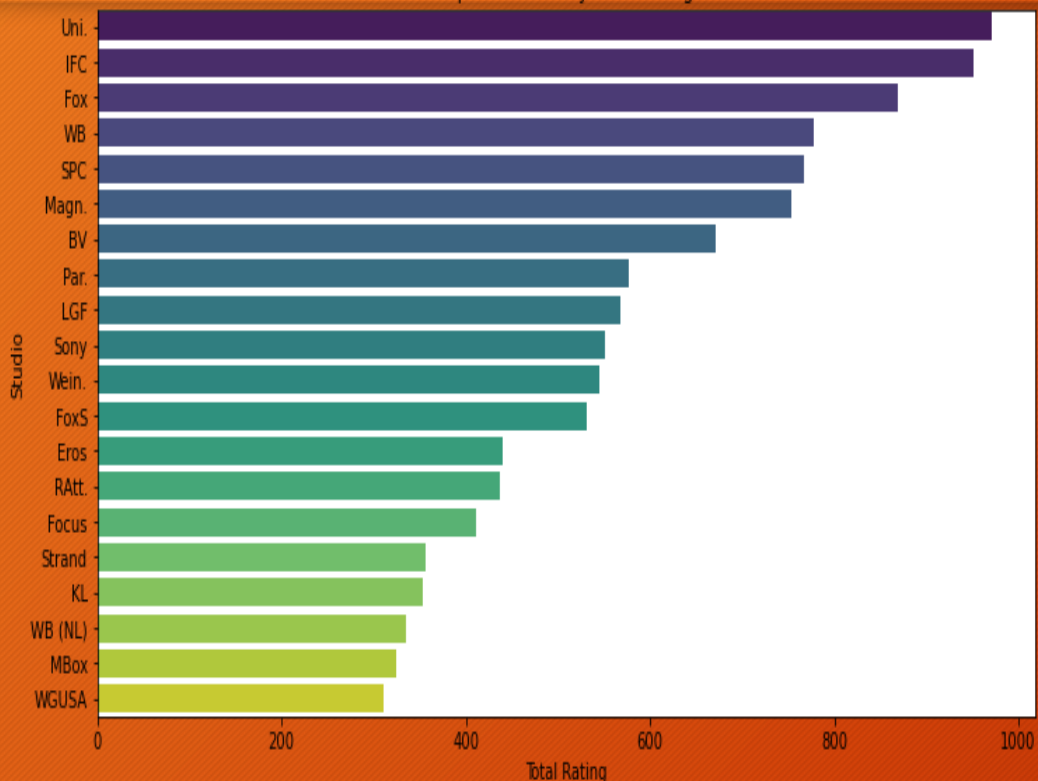
- The type of movie with the most ratings is drama. This shows the market rating from the viewers- which could translate to the viewership of the studio and the algorithm hence high recommendations to view.



The Studio with most production of movies and the one with high rating

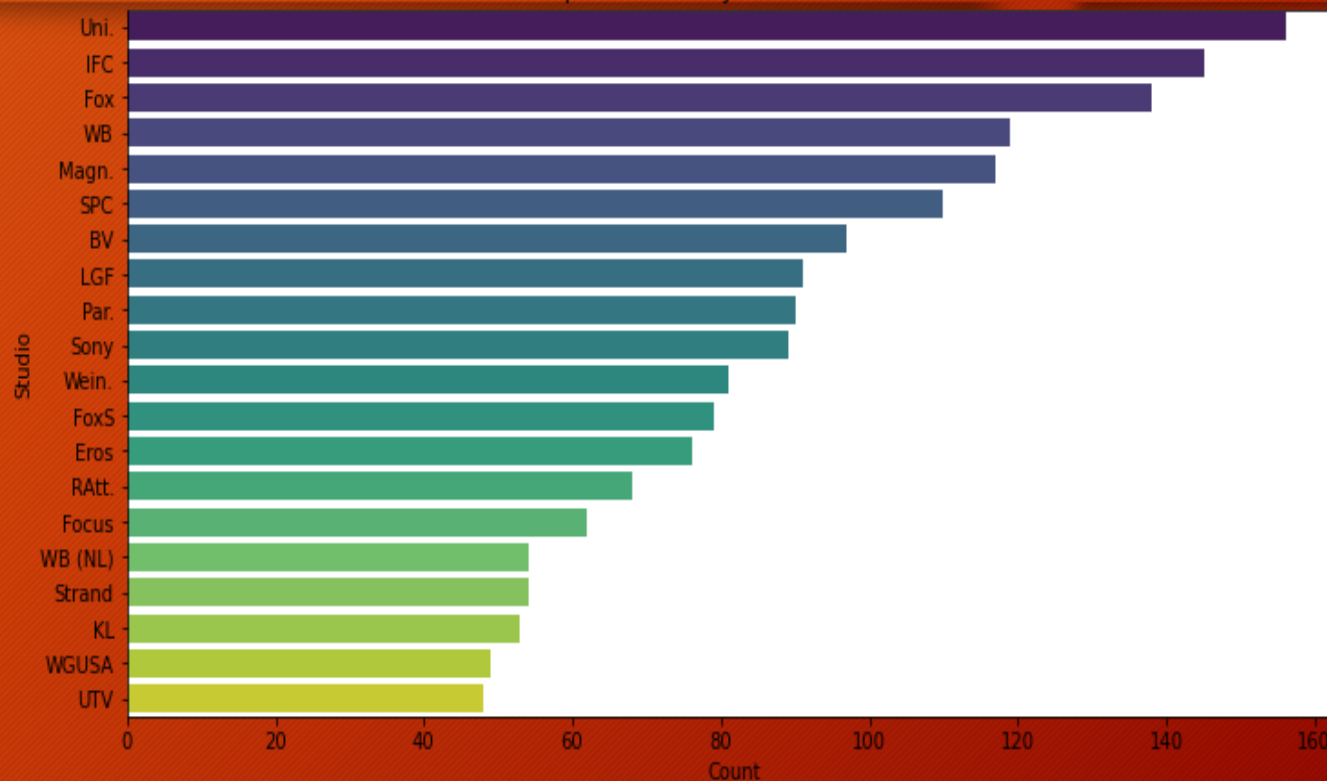
Rating

Top 20 Studios by Total Rating



Count

Top 20 Studios by Production Count



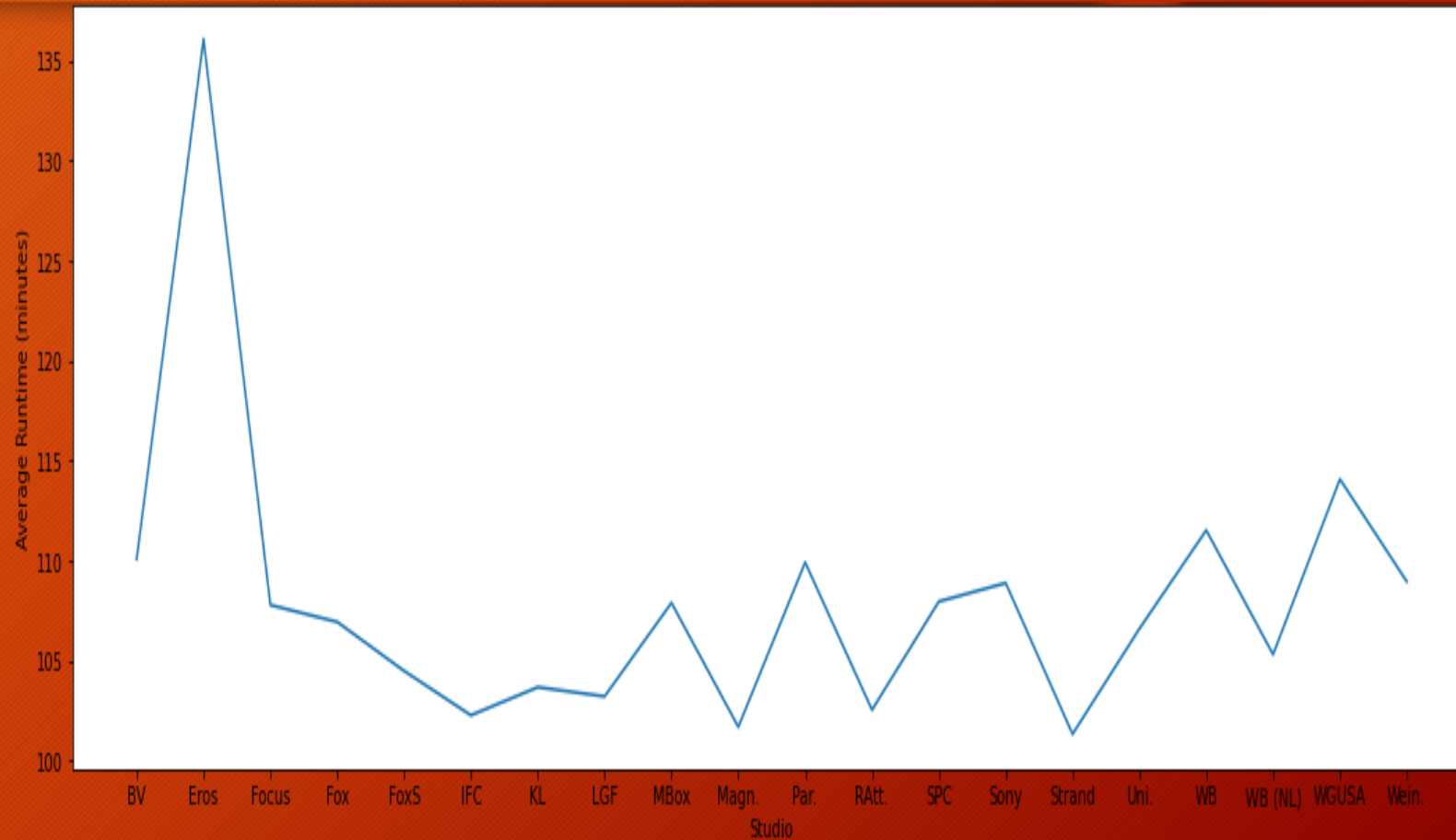
There is a positive correlation of productions and the ratings. The above graph shows the studio with the most productions has the most ratings. This is a clear picture of the studio that is dominating the market having the most productions hence the high viewership.

The average running time of a movie.

In order for the manager to make decisions they will need to know when editing the movie the ideal time to run.

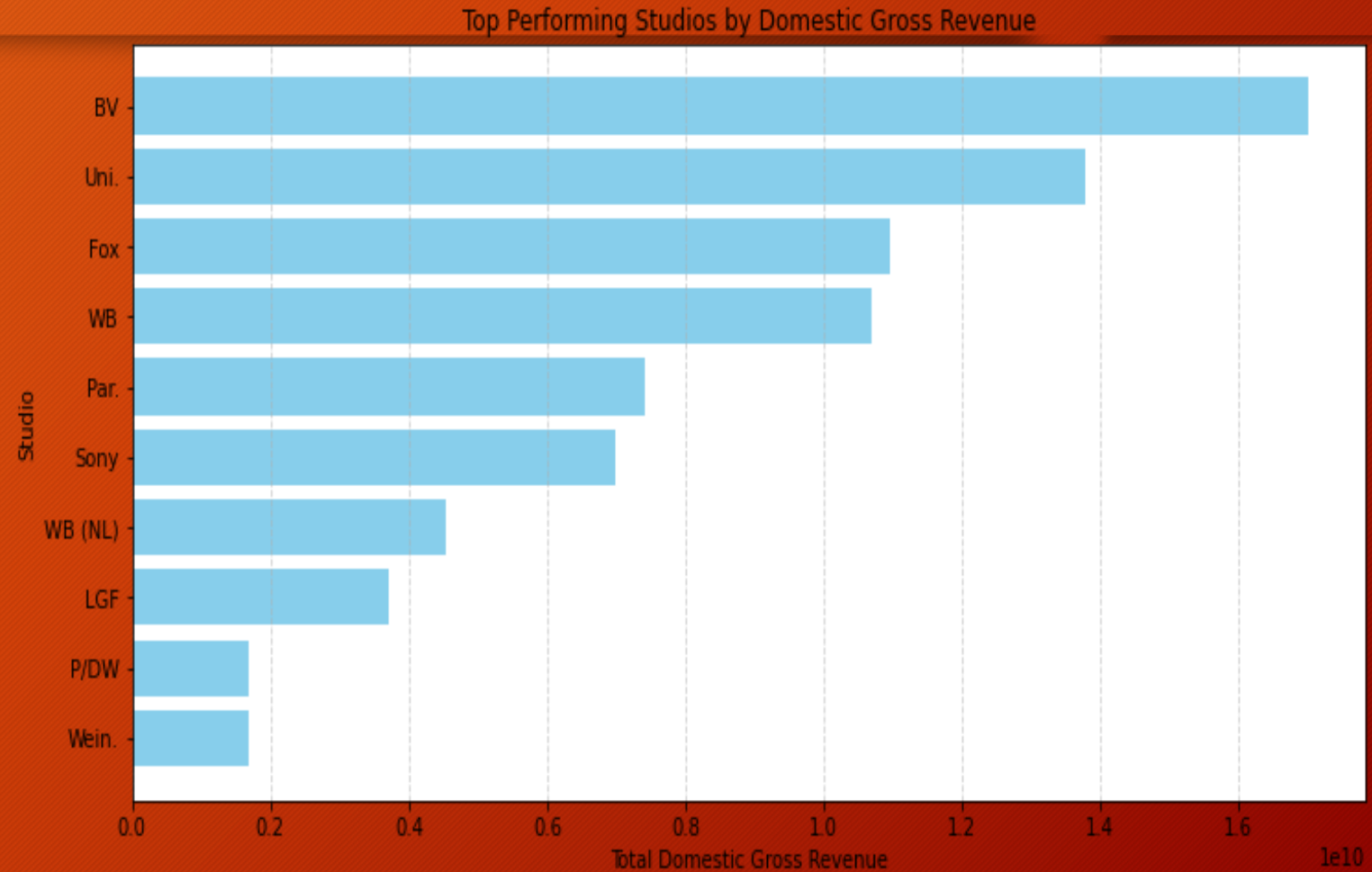
The range for runtime of a movie is as the mean show of 106 minutes with an upper quantile of 118 minutes. This is the ideal time as per market

Average Runtimes for Top 20 Studios



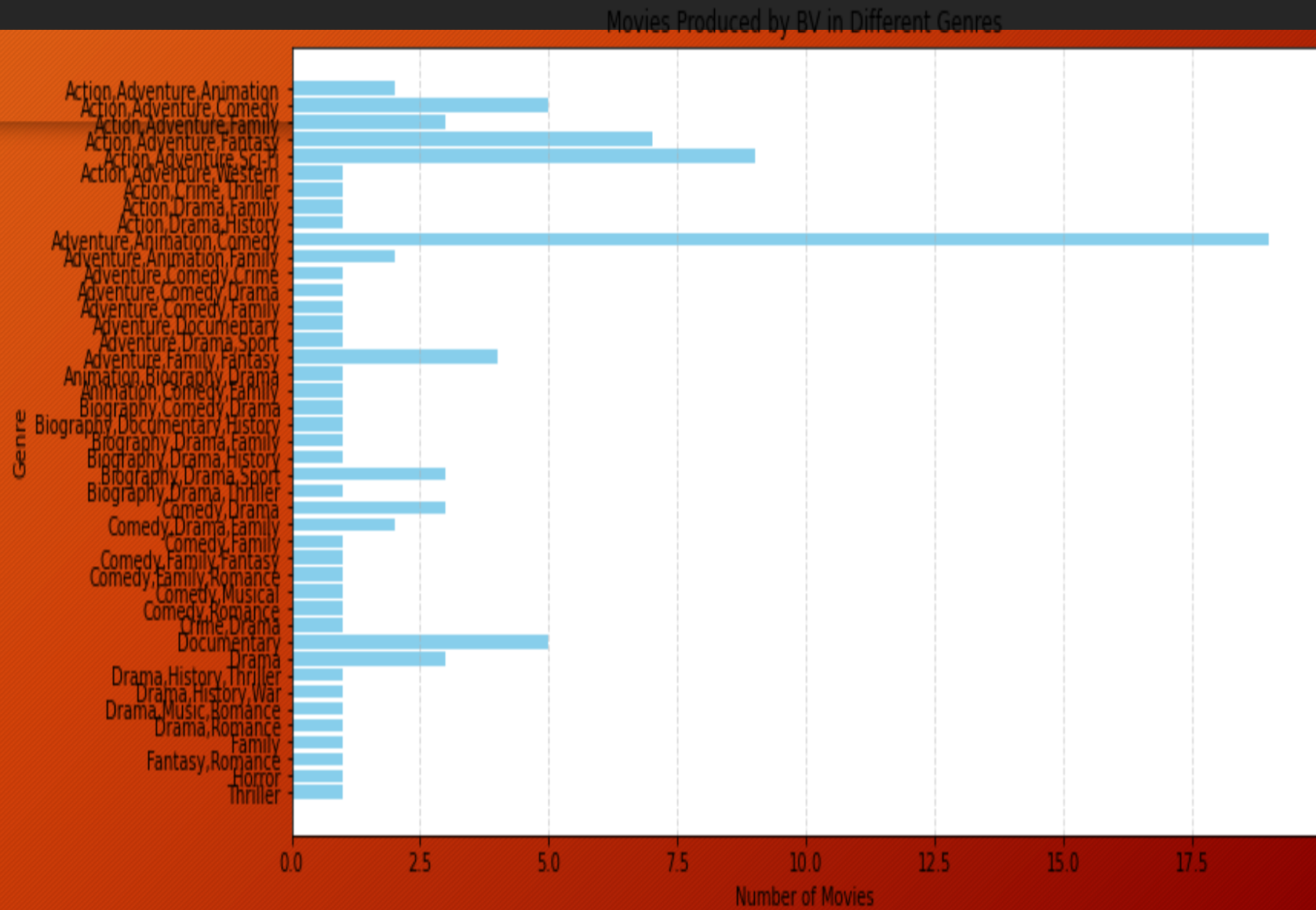
Top Performers In The Movie Market

The studios with high yield in revenue have the most productions and are producing the highly rated movies.



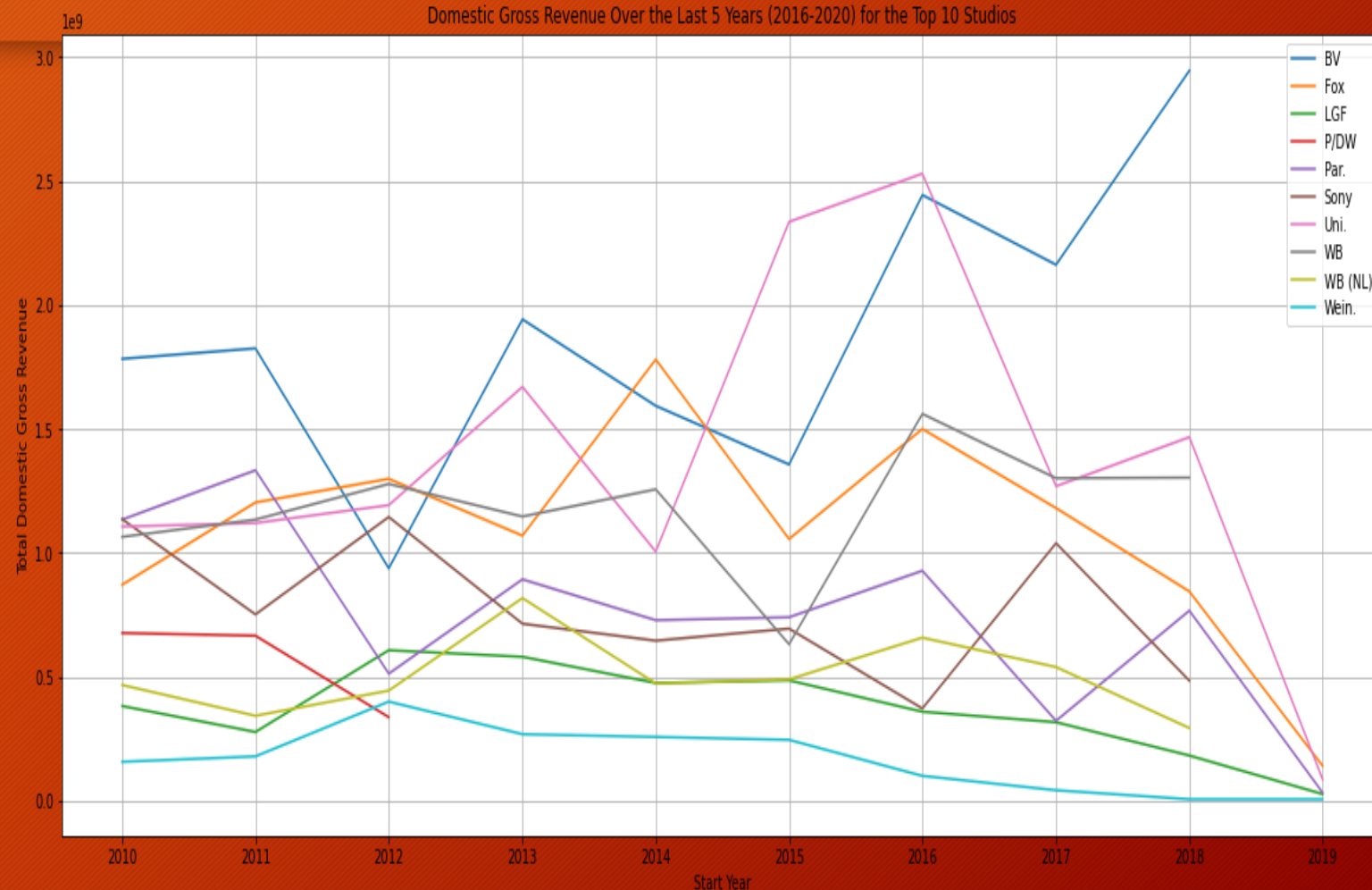
The Genre The Top Revenue Earner Produce

- The studio with the highest total domestic gross revenue is: BV
- The genres produced by this studio are: the most viewed and hence the high yield in revenue.



The Revenue Trend For The Past 5years.

- The revenue has been on up and down. Looking at the top earners there is consistency in maintaining revenue income



Recommendations

Microsoft should look at BV studio for best practices since their revenue growth has been on upward trajectory and they also produce the most popular genres. They should also look at the uni studio which has the most productions.

Microsoft should produce movies that combined Action, Adventure and Sci fi had the highest return in terms of gross return, also the comedy animation and drama is a key genre. Therefore source for actors and actresses that are highly skilled. Microsoft while planning to produce the movies should have a plan of a run time of a mean of 106 minutes with the highest quantile being 118 minutes.

“

Every great film
should seem new
every time you see
it.

Roger Ebert

BrainyQuote®

”

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