MICROSOFT FILM STUDIO PROJECT

Assisting Microsoft's business venture into the business industry.

BY SUSAN MUNGAI

I performed analyses on a variety of datasets to support Microsoft's strategy in the film business and to assist them in producing high-grossing films.

OUTLINE

1. BUSINESS PROBLEM
2. DATA UNDERSTANDING
3. DATA ANALYSIS
4. RESULTS AND FINDINGS
5. RECOMMENDATIONS

DATA ANALYSIS

WEBSITE DATASETS

Commonly used movie websites that provide summaries and information on films

- Box Office Mojo
- IMDb
- TMDb
- Rotten Tomatoes

BUSINESS PROBLEM

Microsoft wants to make movies but don’t know where to begin.

What they need to know;

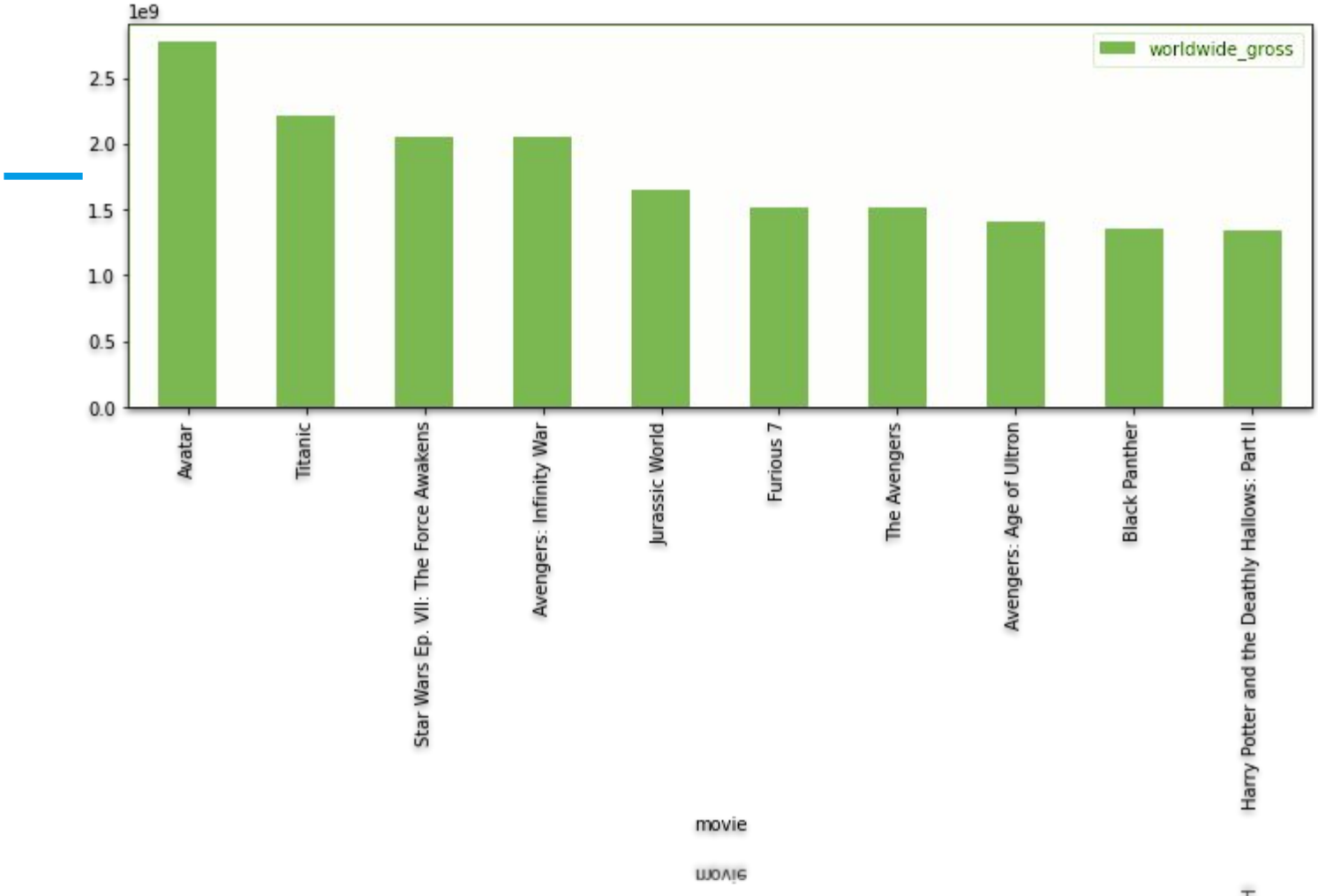
- Budgets and it’s relationship to the gross profit
- The movers in the industry that is the directors
- Movie duration and recommended release month

DATA UNDERSTANDING

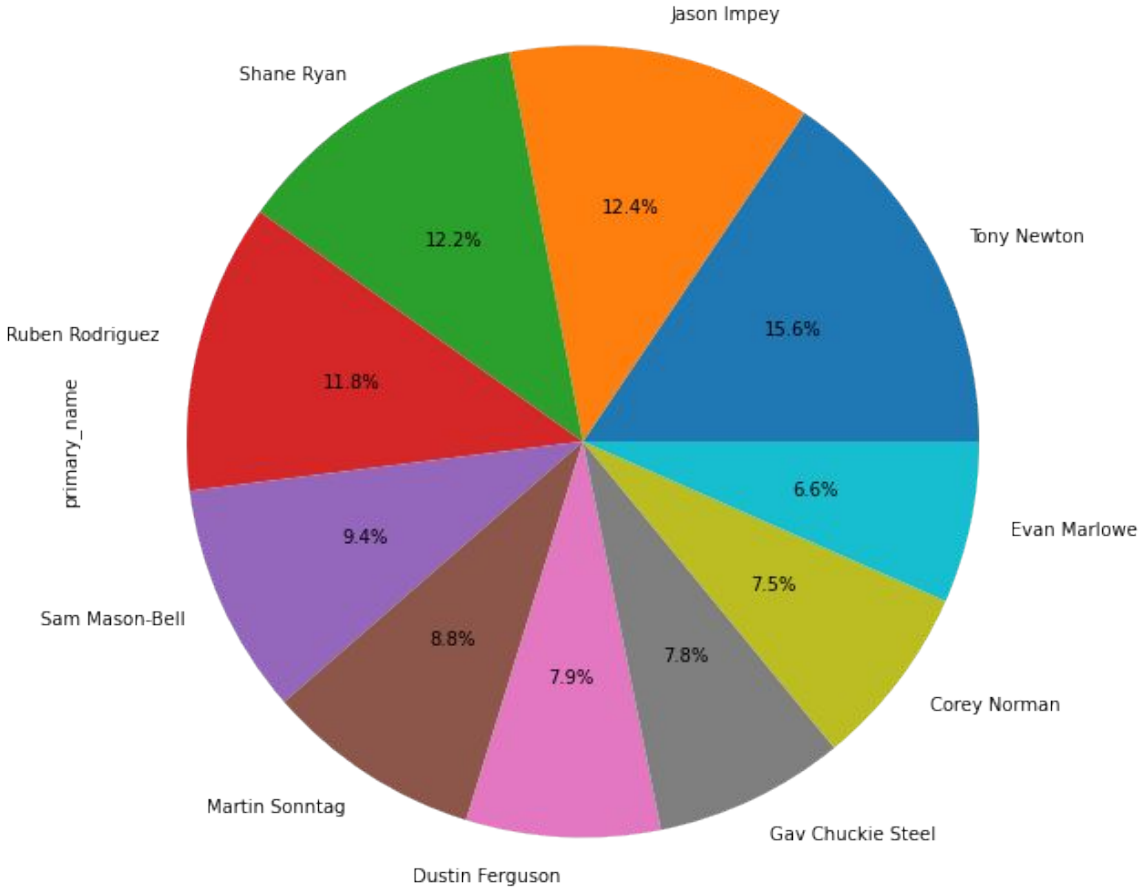
We extract the directors names, production budget, gross profit columns in the datasets provided. I used the run time length of movies of the past decades, the top directors and the highest grossing films of all time.

RESULTS AND FINDINGS

WHAT MOVIES ARE THE HIGHEST GROSSING?


1e9
worldwide_gross
2.5
2.0
1.5
1.0
0.5
0.0
Avatar
Titanic
Star Wars Ep. VII: The Force Awakens
Avengers: Infinity War
Jurassic World
Furious 7
The Avengers
Avengers: Age of Ultron
Black Panther
Harry Potter and the Deathly Hallows: Part II
movie

WHAT DIRECTORS
HAVE PRODUCED
THE MOST
MOVIES?


Jason Impey
Shane Ryan
12.4%
12.2%
Tony Newton
15.6%
Ruben Rodriguez
11.8%
primary_name
6.6%
Evan Marlowe
9.4%
7.5%
Sam Mason-Bell
8.8%
7.9%
7.8%
Corey Norman
Martin Sonntag
Gav Chuckie Steel
Dustin Ferguson

WHAT DIRECTORS
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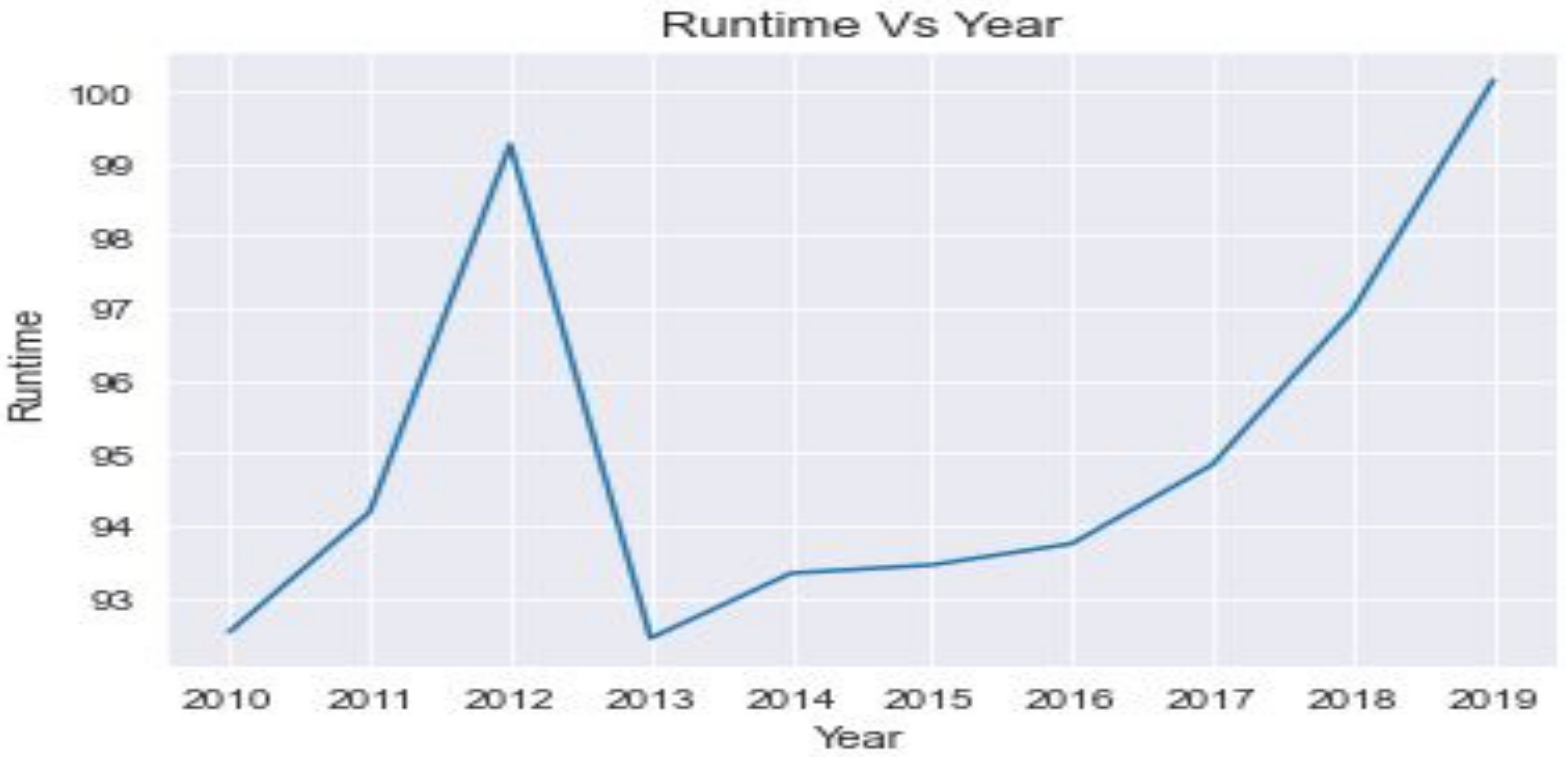
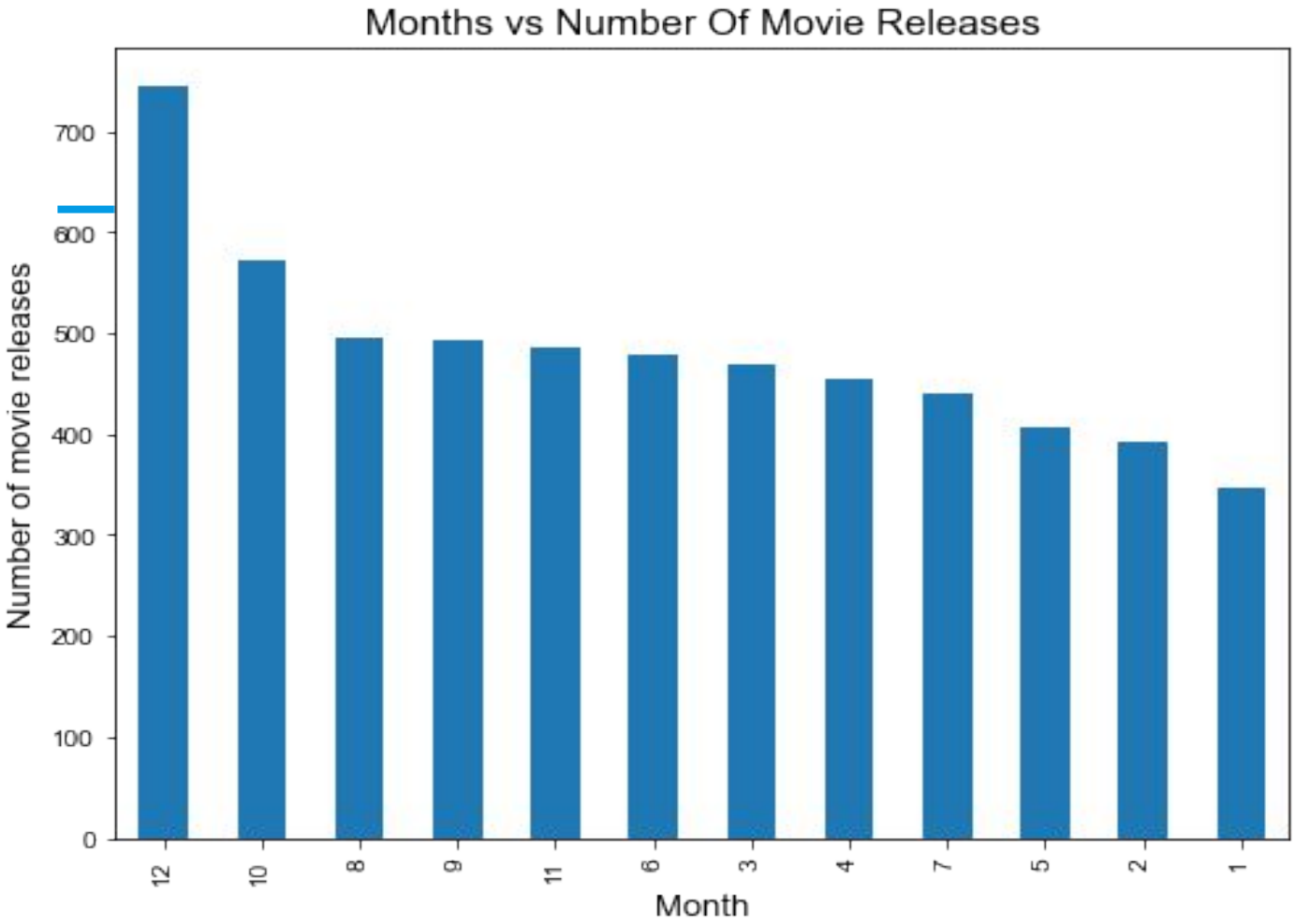
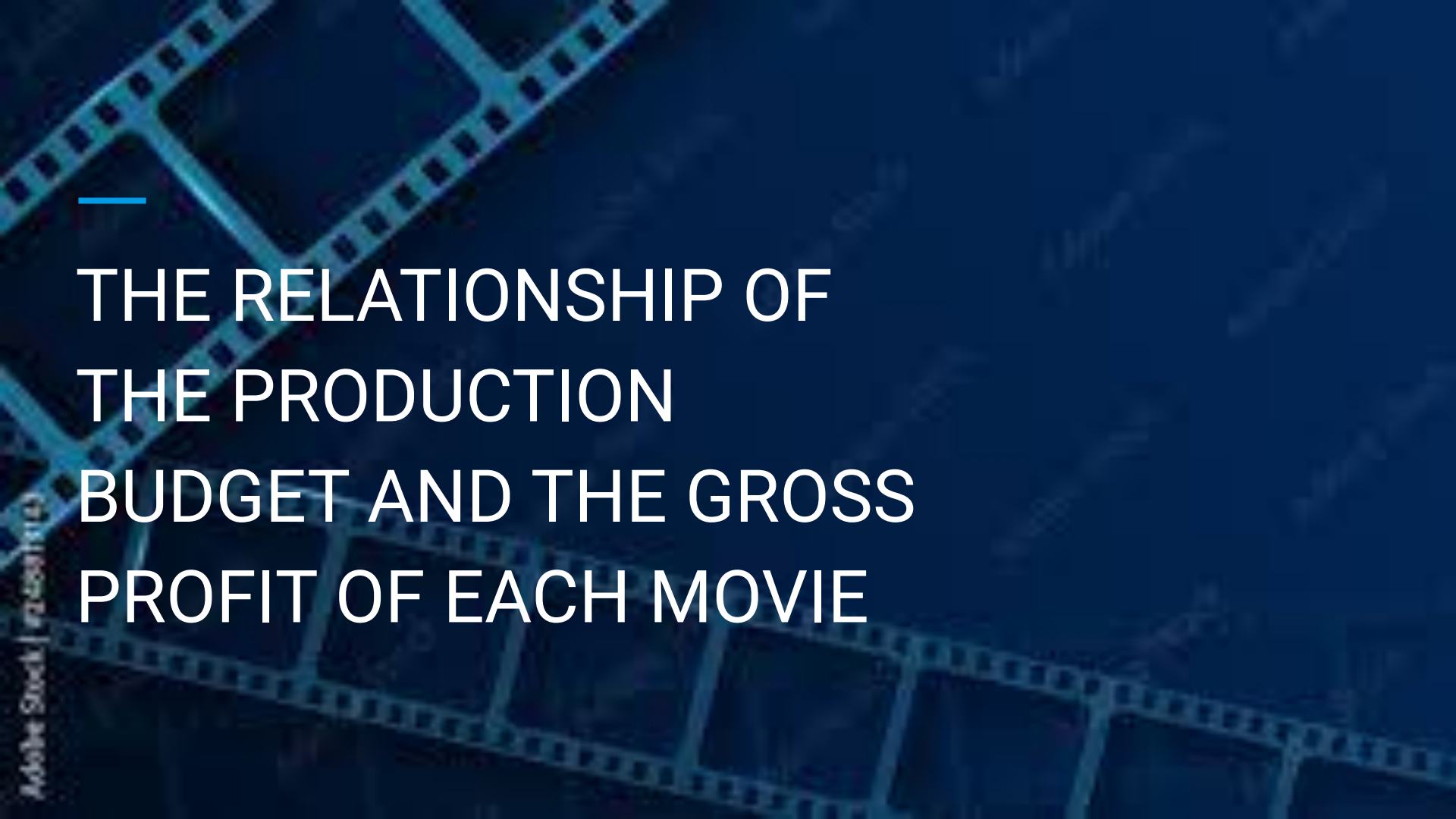


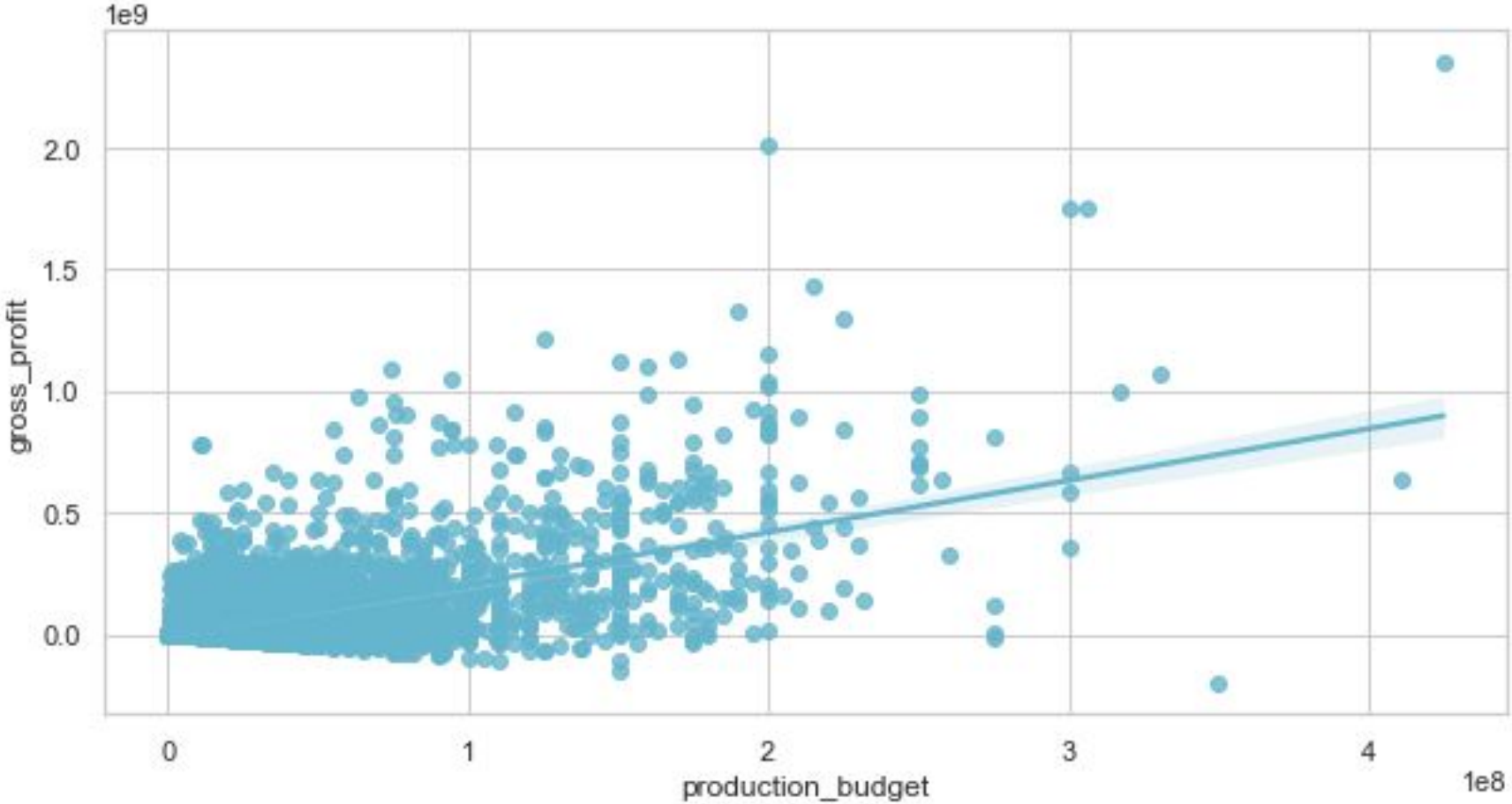
The run time minutes of movies over the past decade has been an average of 80 to 100 minutes.

WHAT IS THE BEST MONTH TO RELEASE A MOVIE IN THE YEAR?


Months vs Number Of Movie Releases
Number of movie releases
0
100
200
300
400
500
600
700
12
10
8
9
11
6
3
4
7
5
2
1
Month



THE RELATIONSHIP OF THE PRODUCTION BUDGET AND THE GROSS PROFIT OF EACH MOVIE


1e9
2.0
1.5
1.0
0.5
0.0
gross_profit
0
1
2
3
4
1e8
production_budget

CONCLUSION AND RECOMMENDATIONS

Hire and incorporate the top directors to make the movies

Make good investments on the movies for high returns

To make a good movie, the average run time should be an average of 90 minutes