Microsoft's New Movie Studios

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Overview of the project

- Microsoft wants to venture into the business of creating movies and do well in it.

- For this project we will use exploratory data analysis to generate insights for Microsoft's New Movie Studios.

Business understanding

- Microsoft has recognized the potential in the booming industry of original video content creation and has decided to venture into the film production by establishing a new movie studio that will be called Microsoft's Movie Studios. However, due to lack of prior experience in this field, Microsoft seeks to gain a deeper understanding of the current trends and preferences that bring about success in the movie industry.

- This project aims to conduct comprehensive research and analysis of the film market, focusing on identifying the genres that are performing exceptionally well at the box office. By examining box office data, audience demographics, critical reception by the audience, and how the worldwide gross and runtime of the movies, the project seeks to uncover insights into the attributes of successful movies.

Objectives

- i. Loading datasets into pandas

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  ii. Retrieving data from a DataFrame

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  iii. Data preparation annd cleaning

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  iv. Exploratory analysis

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 v. Data visualization

Questions

- 1. What are the popular genres in the box office?
- 2. Does popularity affect the worldwide gross?
- 3. Does rating affect the revenue?
- 4. Does popularity affect the ratings?

Data understanding

- The datasets are extracted from the following sites:
- Box Office.
- IMDB.
-   Rotten Tomatoes.
- TheMovieDB.
- The Numbers.

Data visualization
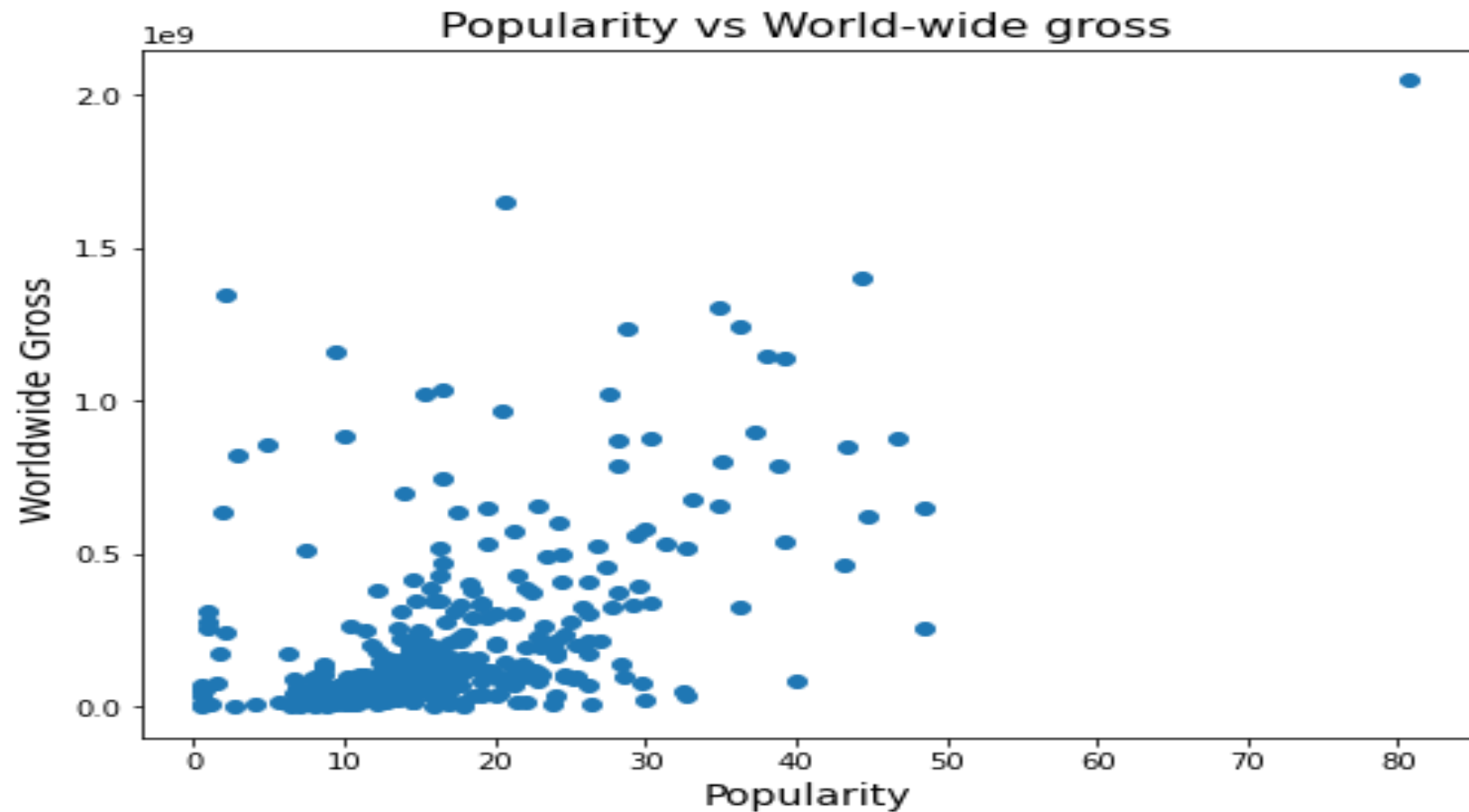
- Most popular genre

Genre Vs Popularity
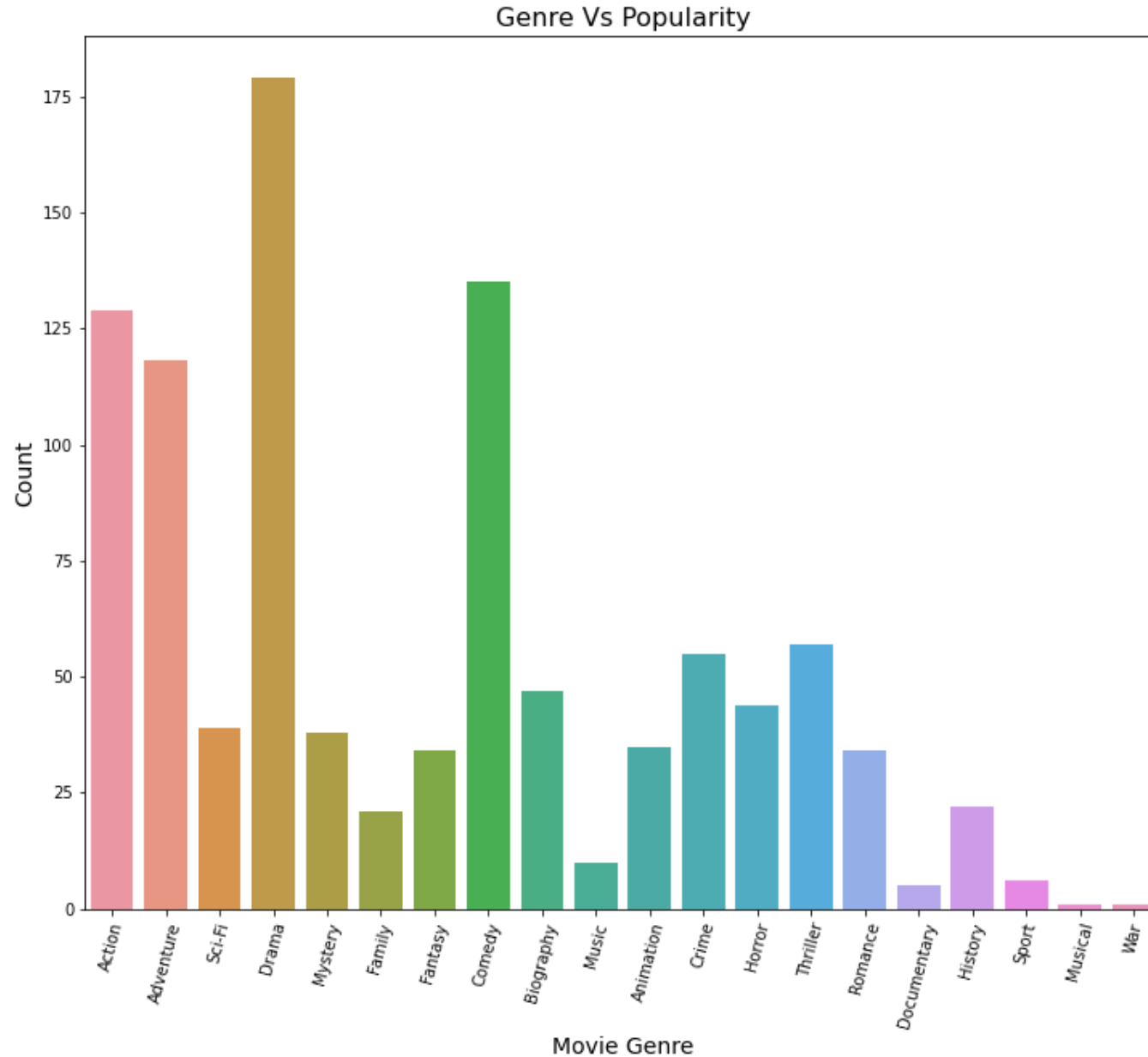
Most popular genre

- The bar graph above shows that drama is the most popular genre, followed by Action and Comedy.
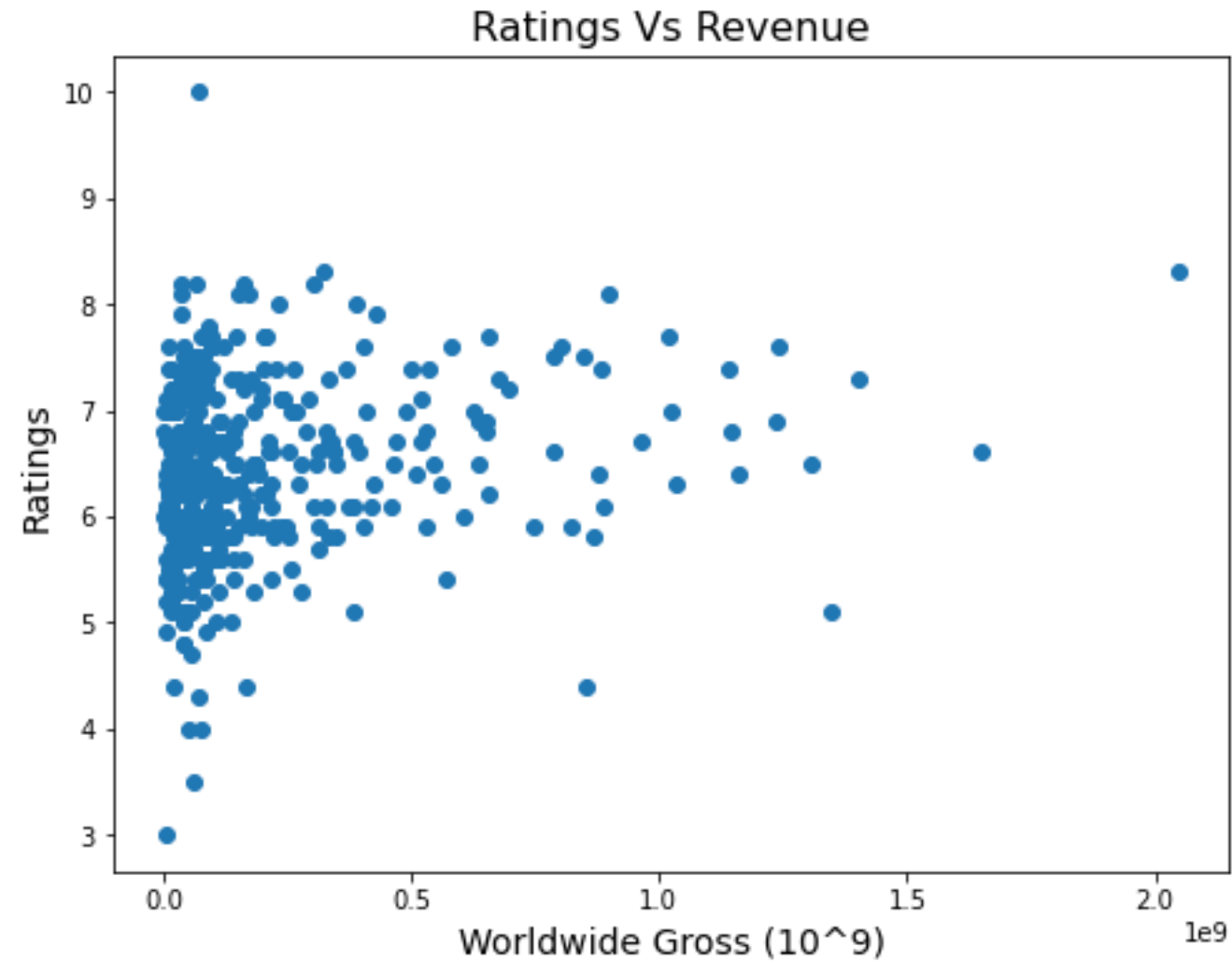
Does popularity affect worldwide gross?

Popularity vs World-wide gross

Does popularity affect worldwide gross?

- The scatter plot above shows that as popularity increases so does the worldwide gross.
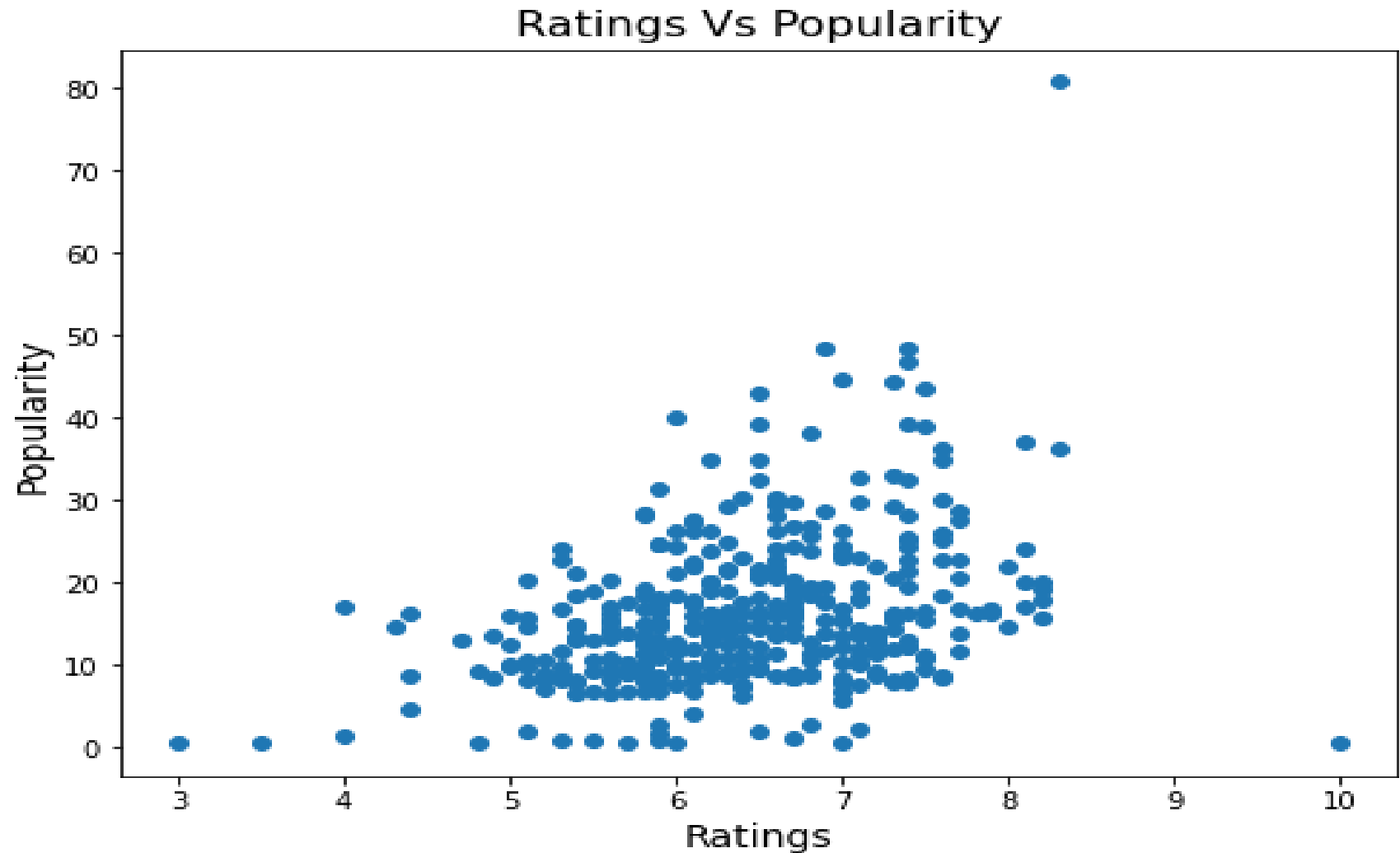
Does rating affect revenue?

Does rating affect revenue?

- From the scatter plot above , it is possible to deduce that ratings affect revenue. It can be noted that movies with high ratings have a high revenue.

Does popularity affect ratings?

Does popularity affect rating?

- From this scatter plot above we can deduce that as a movie popularity increases so does its ratings.

Conclusions

- High rated movies gross higher, hence high profit margins.

- Popular movies have a higher worldwide gross.

- Popular movies have high ratings.

- Drama, Comedy and Action genre of movies are the best to venture into since they are the popular genres.

Recommendations

- 1. Microsoft should come up with movies that incorporate drama, Action and comedy.

- 2. Microsoft should come up with a strong marketing strategy by allocating resources towards producing a diverse range of movies within the popular genres. Conduct market research to identify specific sub-genres or niche audiences within each genre to target, thereby maximizing the potential for worldwide gross and profit margins. since popularity increases the ratings and profits.

- 3. Microsoft should focus on Quality Content: Invest in producing high-quality movies with strong storytelling, compelling characters, and engaging narratives. While high ratings are correlated with higher financial success, prioritizing quality content can help ensure positive critical reception and audience satisfaction, leading to higher profitability in the long run.

Next steps

- **Develop a Movie Development Plan**: Formulate a comprehensive plan to create movies that incorporate drama, action, and comedy elements. This involves assembling creative teams, developing scripts, and outlining production timelines.

- **Execute Marketing Strategy**: Implement a robust marketing strategy that focuses on promoting the diverse range of movies across various platforms. Allocate resources effectively to ensure maximum visibility and engagement with target audiences.

- **Conduct Market Research**: Conduct in-depth market research to identify specific sub-genres or niche audiences within the popular genres. This will help tailor movie productions to meet the preferences and demands of various audience segments, thereby maximizing potential profits.

- **Invest in Quality Content**: Prioritize investment in producing high-quality movies with compelling storytelling, strong characters, and engaging narratives. This commitment to quality will not only attract audiences but also contribute to positive critical reception and long-term profitability.

- **Engage with Audience Feedback**: Actively engage with audience feedback and reviews to understand preferences and areas for improvement. Use this feedback to refine future movie productions and enhance overall audience satisfaction.

- **Stay Committed to Long-Term Success**: Maintain a long-term perspective and commitment to success in the movie business. Continuously strive to deliver high-quality content and memorable experiences that resonate with audiences worldwide.

Thank you Note

Dear Audience,

I would like to extend my heartfelt gratitude to each and every one of you for attending my recent presentation on Microsoft's future endeavours in the movie industry. Your presence and engagement was instrumental in making the session a success.

I am truly appreciative of the thoughtful questions, insightful discussions, and valuable feedback that you provided during and after the presentation.

Please feel free to reach out if you have any additional questions, suggestions, or ideas. I value your input and look forward to continued collaboration as we embark on this journey together.

 Warm regards,

Esther Terry Munene

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