



Microsoft's Movie Studio

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Overview

- Microsoft is a multinational technology company known for developing software, hardware and cloud-based services.
- We are renowned for our innovation, commitment to quality and global impact on the digital landscape.
- Microsoft is embarking on a remarkable journey, to establish a great presence in the world of original video content creation.
- We leverage the power of data to derive insights that will provide a path forward for Microsoft's new movie studio.

Business Understanding

Original video content creation has emerged as a cultural and economic force.

Pros:

- It enables storytellers to explore diverse themes, genres and narratives.
- High-quality content can lead to dedicated fan communities and long-term viewership.

Cons:

- Developing and producing movies can be a long process which can tie up resources for extended periods
- Many movies suffer financial losses when they do not regain their production costs.

Problem Statement

The task is to conduct exploratory data analysis to uncover valuable trends and patterns in the film industry.

The goal is:

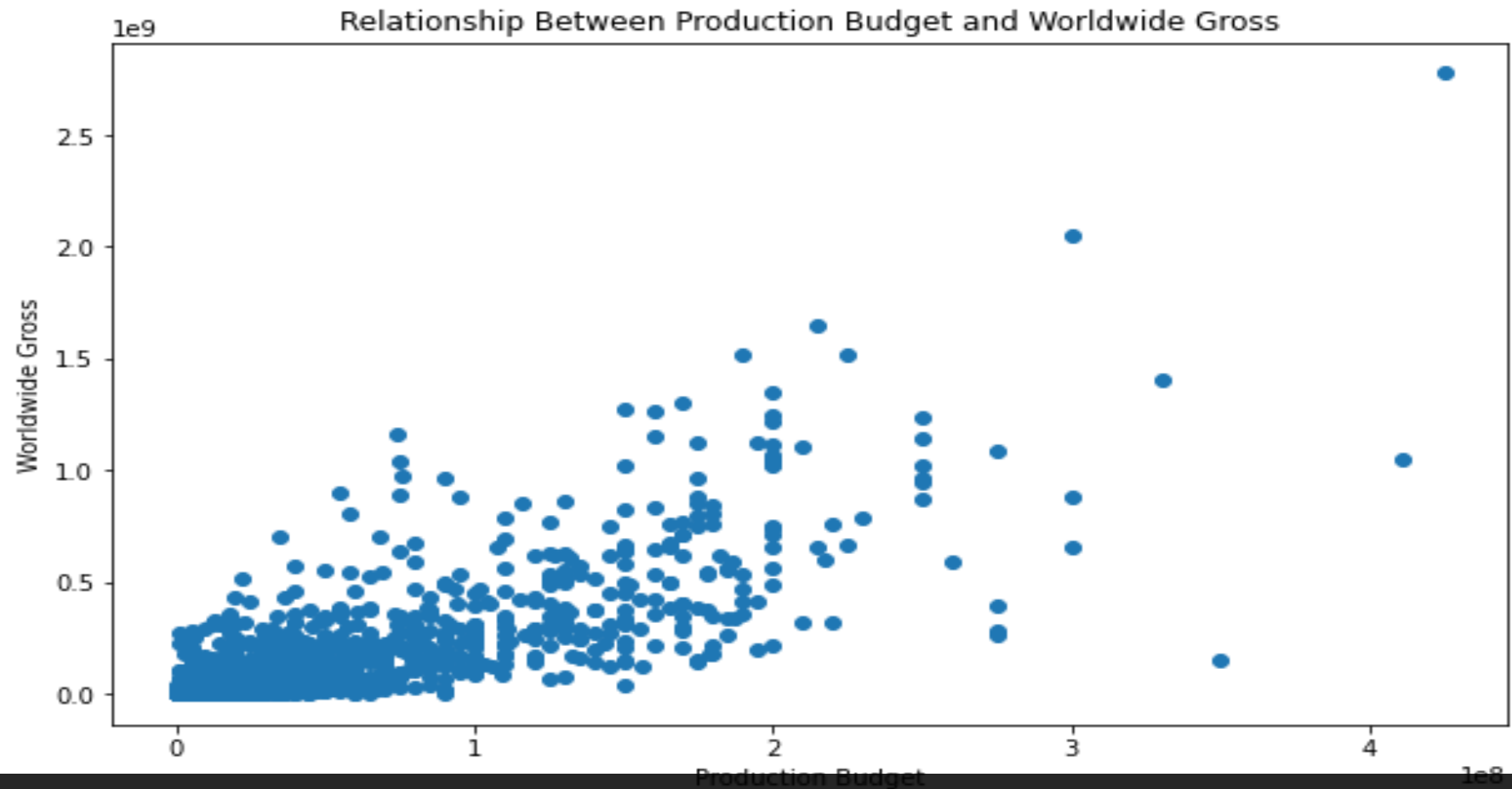
- ❖ To translate these findings into actionable recommendations in order to inform strategic decisions and enhance our chances of box office success.
- ❖ To assist the head of the new Microsoft studio in making informed decisions on film production strategies and content selection.

Objectives

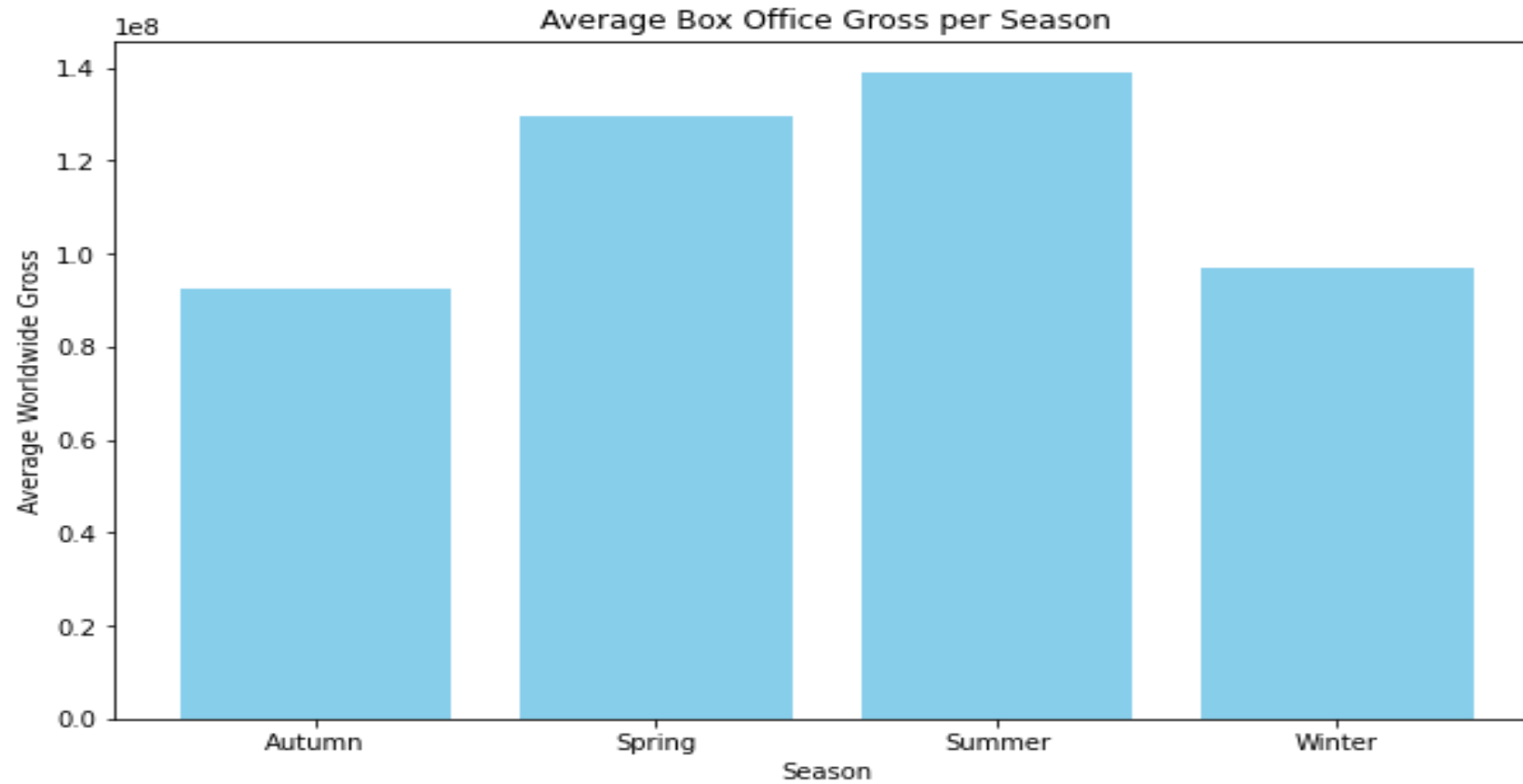
- To investigate how the production budget impacts a movie's performance at the global box office.
- To investigate the relationship between seasonal trends and box office performance
- To determine whether the duration of a movie plays a role in its box office success.

Analysis

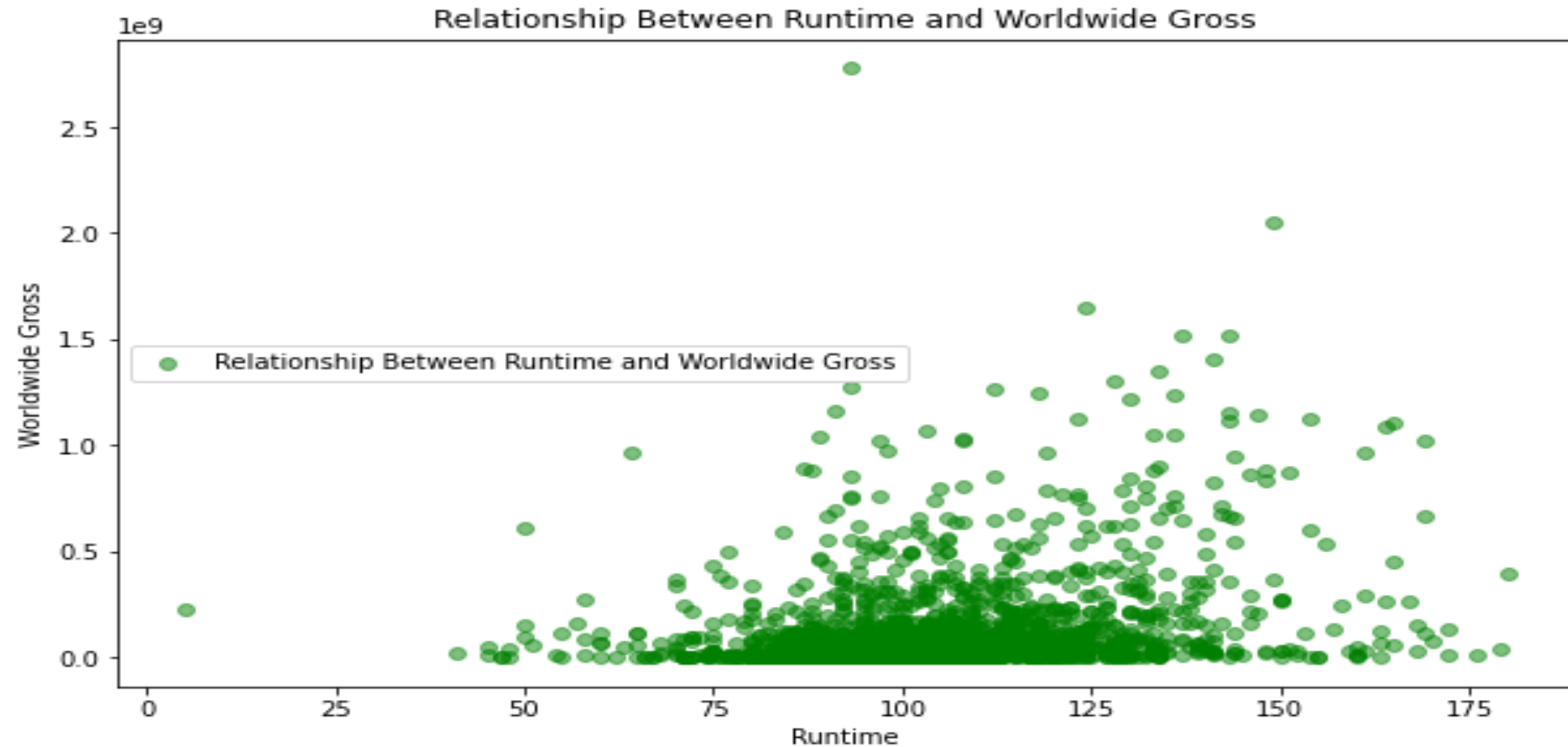
Scatter plot showing a positive linear relationship between production budget and worldwide revenue.



Bar plot showing average worldwide box office gross per season, with summer having the highest worldwide gross.



Scatter plot showing weak positive relationship between film duration and box office worldwide earnings.



Recommendations

- ✓ Allocate sufficient resources to production budgets.
- ✓ Consider adopting a seasonal strategy.
- ✓ Diversify the duration of the films(runtime).

Next Steps

1. Analyze how genre can affect the performance of the movies.
2. Predicting audience engagement.
3. Market research.

Thank You!

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