



ANALYSIS FOR MICROSOFT'S SUCCESS ON NEW MOVIE STUDIO

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Outline

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- Objectives
- Data Analysis
- Conclusion
- Recommendation



Project Overview



- Microsoft desires to diversify its portfolio by venturing into original video content production.
- For Microsoft to embark on this journey, it needs to understand the dynamics of the movie industry, and the films that are currently doing well in the box office.
- This project seeks to help Microsoft make informed decisions on what movies to create and provide insights into the movie market.

Objectives of the Study

- To identify what type of films do well in the domestic market
- To identify what type of films do well in the foreign market
- To analyse the effect of rating on revenue
- To analyse the effect runtime on movie success

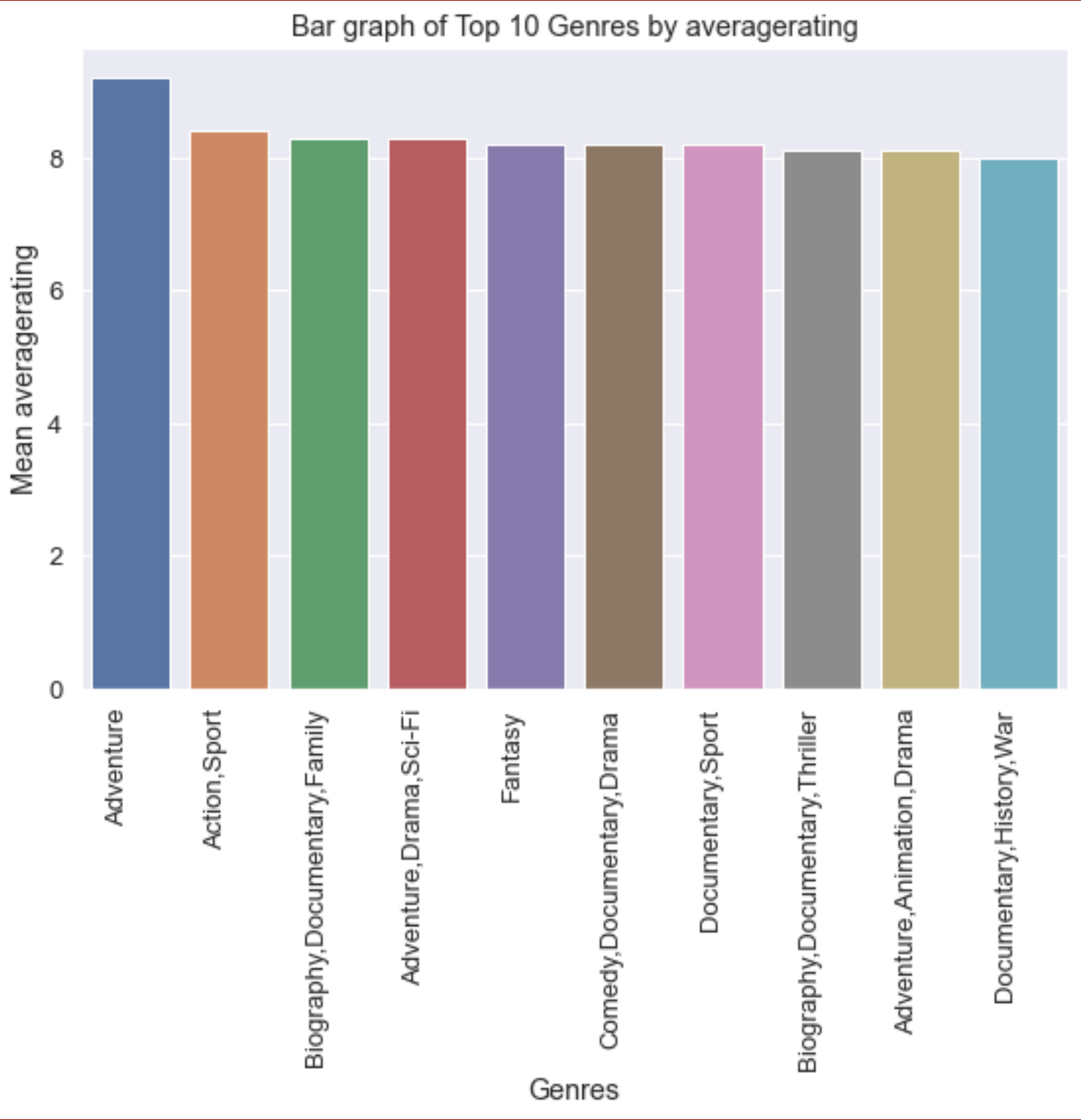


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Data Analysis

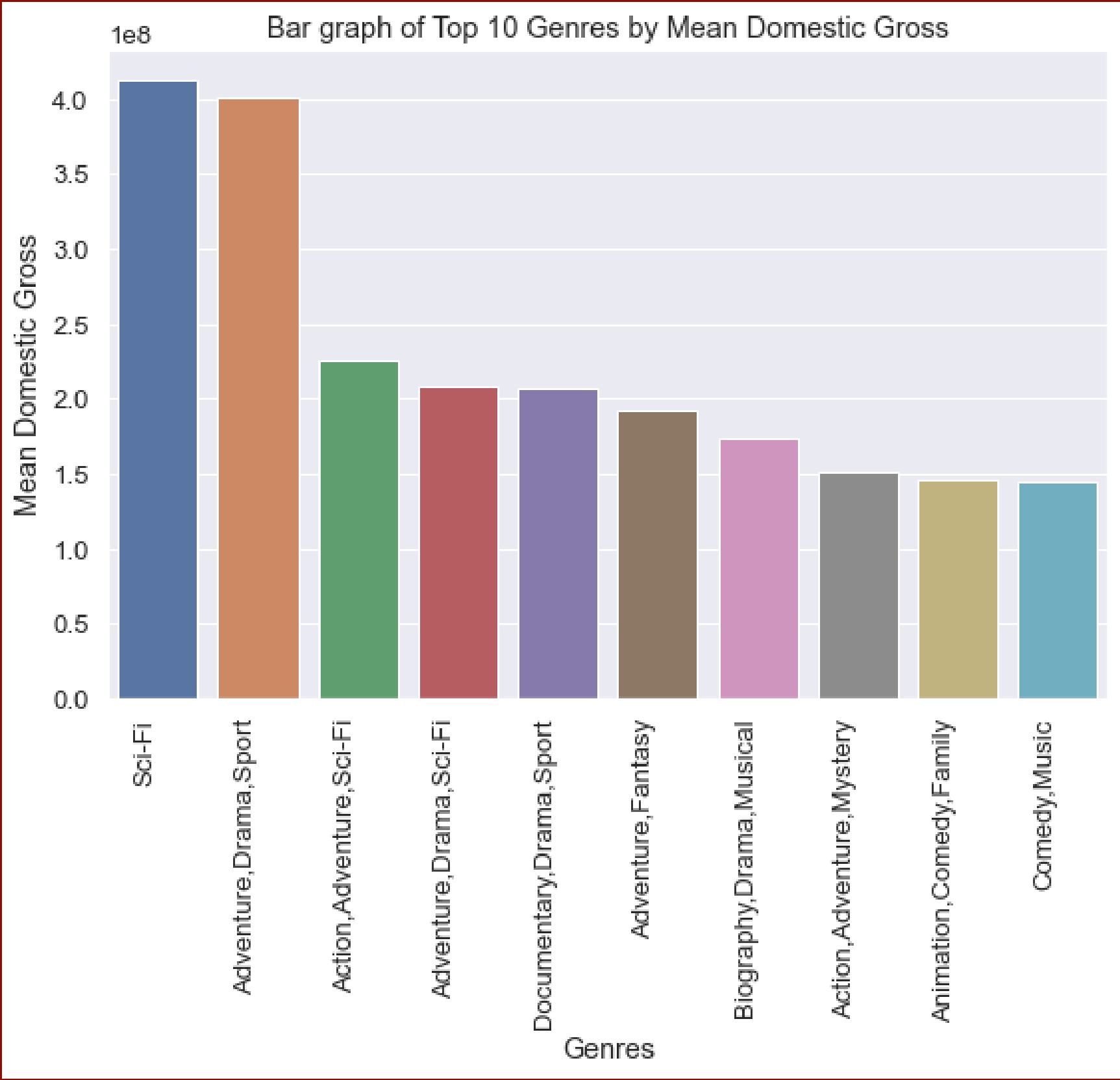
To achieve our objectives we
used descriptive analysis
and plenty of visualizations.

Most popular genre based on Rating



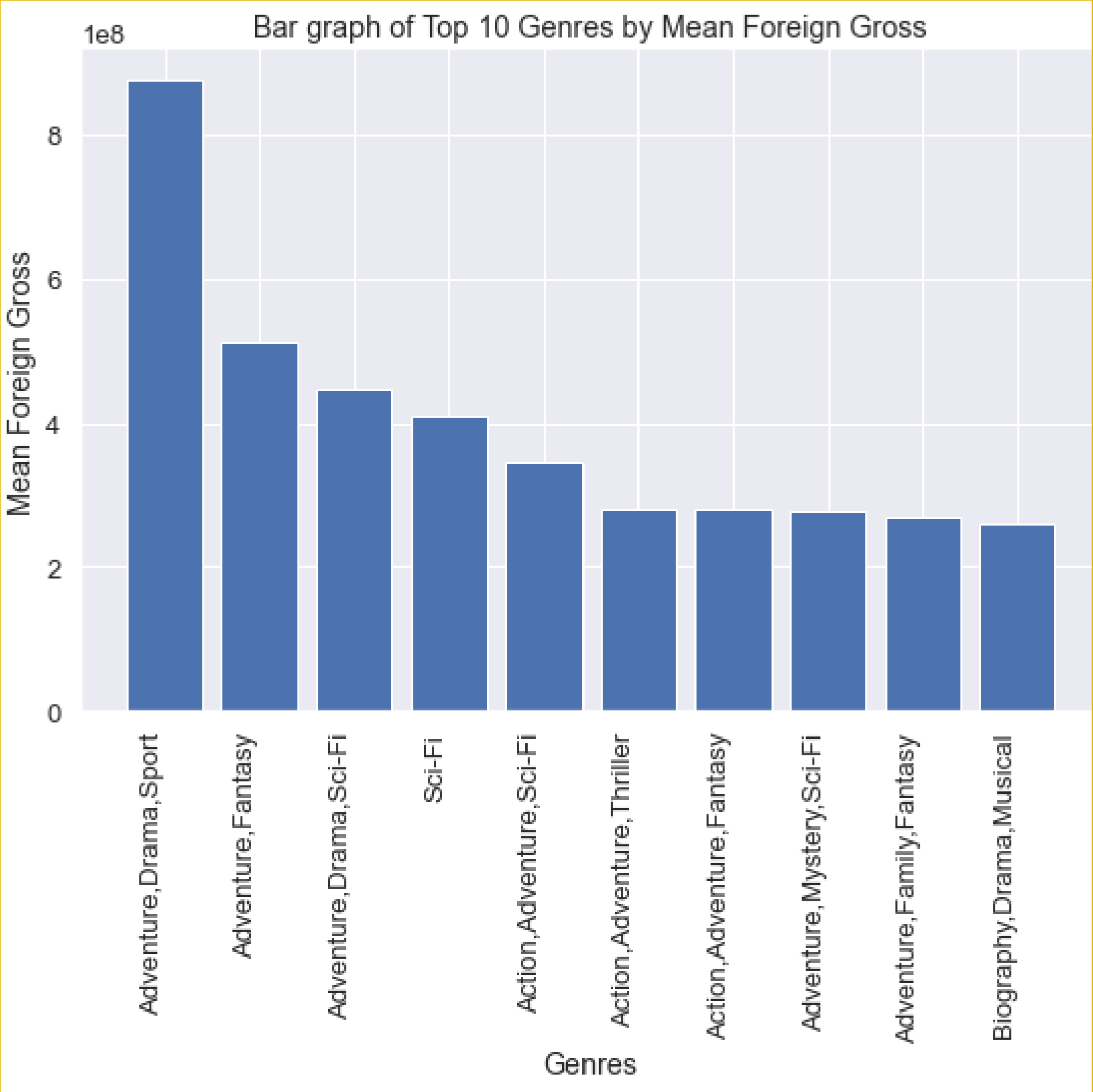
From the bar graph, based on Rating, the most liked genre is Adventure

Genre with heighest domestic revenue



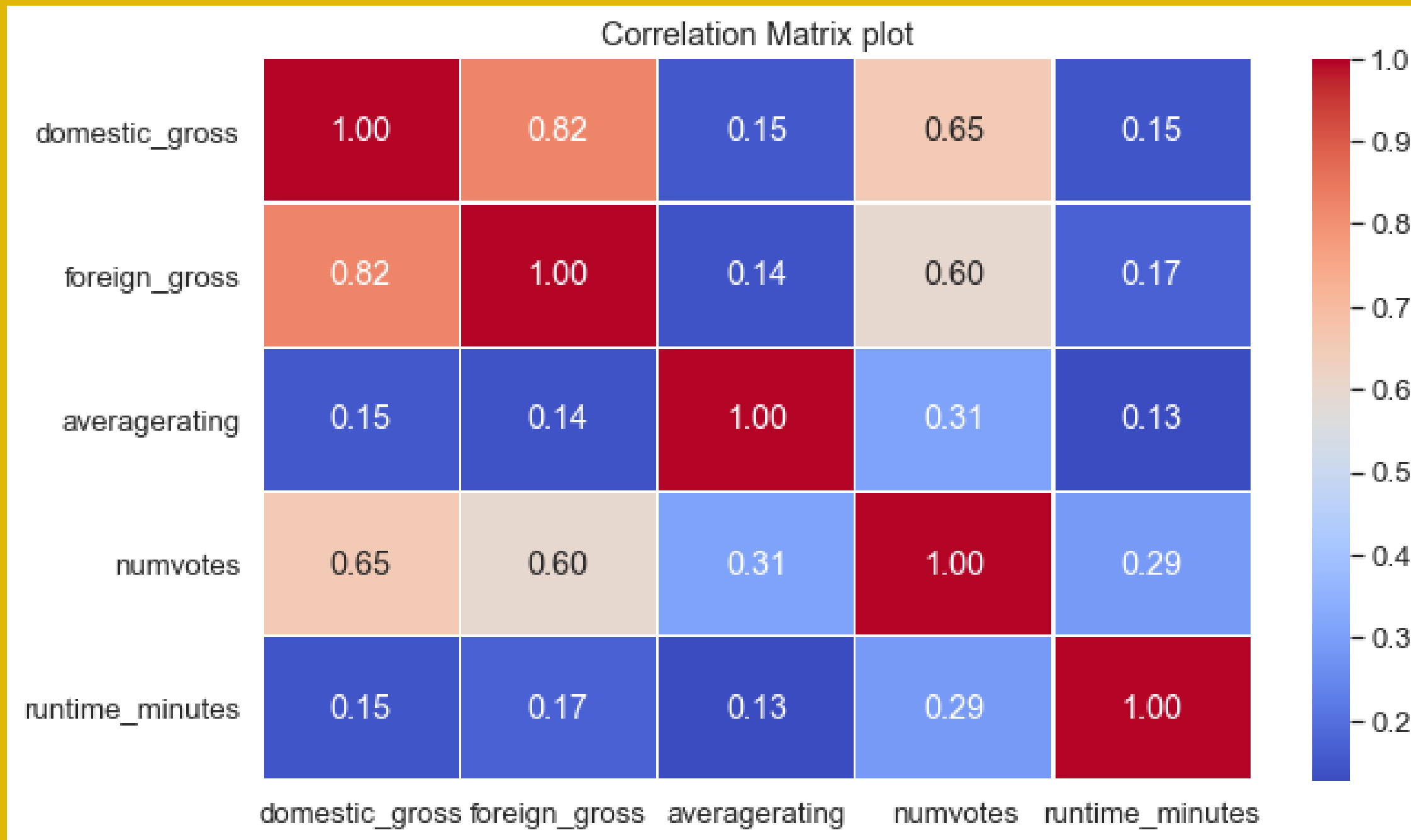
From the bar graph Sci-Fi has the heighest domestic gross followed by Adventure,Drama,Sport Genre

Genre with heighest foreign revenue



From the graph ,the genre with the most revenue internationally is a genre with Adventure,Drama,Sport followed by one with Adventure, Fantasy

To analyse effect of rating on revenue and effect of runtime on movie succes



- With a correlation above 0.7 having strong effect , 0.50 to 0.7 having average effect, and 0.49 and below having weak effect.
- From the plot, we see that :
- Rating has close to no effect on revenue
- Runtime has close to no effect on movie succes

Conclusion

Based on our analysis,

- Adventure is the highly rated genre, meaning it is the most liked in both domestic and foreign market.
- Sci-Fi has the highest revenue in the domestic market .
- A film with (Adventure, Drama, Sport) does well in the foreign market since it had the highest revenue.
- Rating has close to no effect on revenue(both domestic and foreign) since there was a weak correlation between them.
- Measuring success in terms of revenue, runtime has close to no effect on movie success since the correlation between them was weak.

Recommendations

From the analysis the recommendations are :

- Based on what is most liked by the two markets: Focus on producing more Adventure themed films.
- For the domestic audience : Focus more on producing Sci-Fi since that is what yields the highest revenue in the domestic market.
- For the foreign audience : Focus more on producing a film with the genre combination of Adventure, Drama and Sport since that is what yields the highest revenue in the foreign market.
- Runtime has little impact on success in terms of revenue: You are therefore have the flexibility of choosing the length of your filmns. You can focus on compelling story regardless of runtime