MICROSOFT MOVIE STUDIO PROJECT

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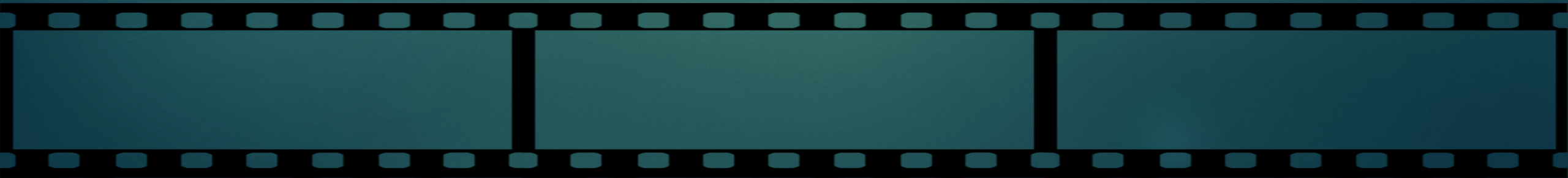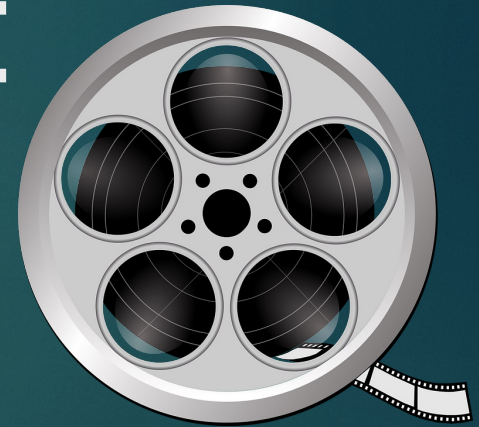
Background

- Microsoft announced that it would be launching a new division called Microsoft Studios, which would focus on developing and producing original content for various media platforms, including film and television.

- As part of this initiative, Microsoft has decided to establish a movie studio that will produce a range of films across various genres. The studio's primary objective will be to create high-quality, commercially successful movies that will appeal to a broad audience and generate significant revenue for the company.

- To achieve this goal, the studio will need to identify the **most popular and profitable genres** in the film industry, as well as the key factors that contribute to the success of these movies. It will also need to determine the **optimal runtime** for each film, taking into account factors such as audience attention span, pacing, and narrative structure, as well as analysis

Data Exploration

▶ Data sets used in the analysis include:

1. **Bom movies** – This dataset contains the movie grossing amounts, locally, internationally and worldwide(locally plus internationally)

2. **TMDB dataset** – This contains more information about the movies. We shall explore it to find out suitable movie lengths/runtimes.

3. **Movie Budget dataset** - It will help us get insights on the relationship between a budget used and income generated from movies.

4. **Movie info dataset** - helps us find the correlation between a movies popularity and its rating.
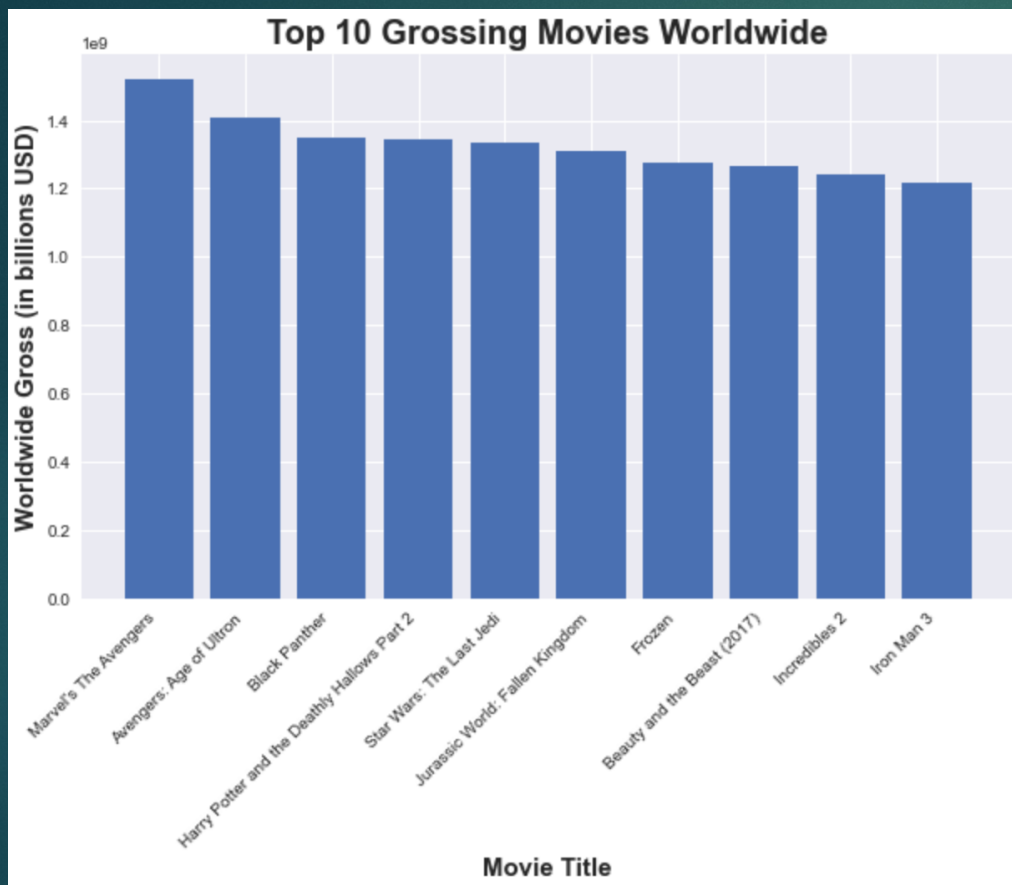
Top 10 grossing movies locally
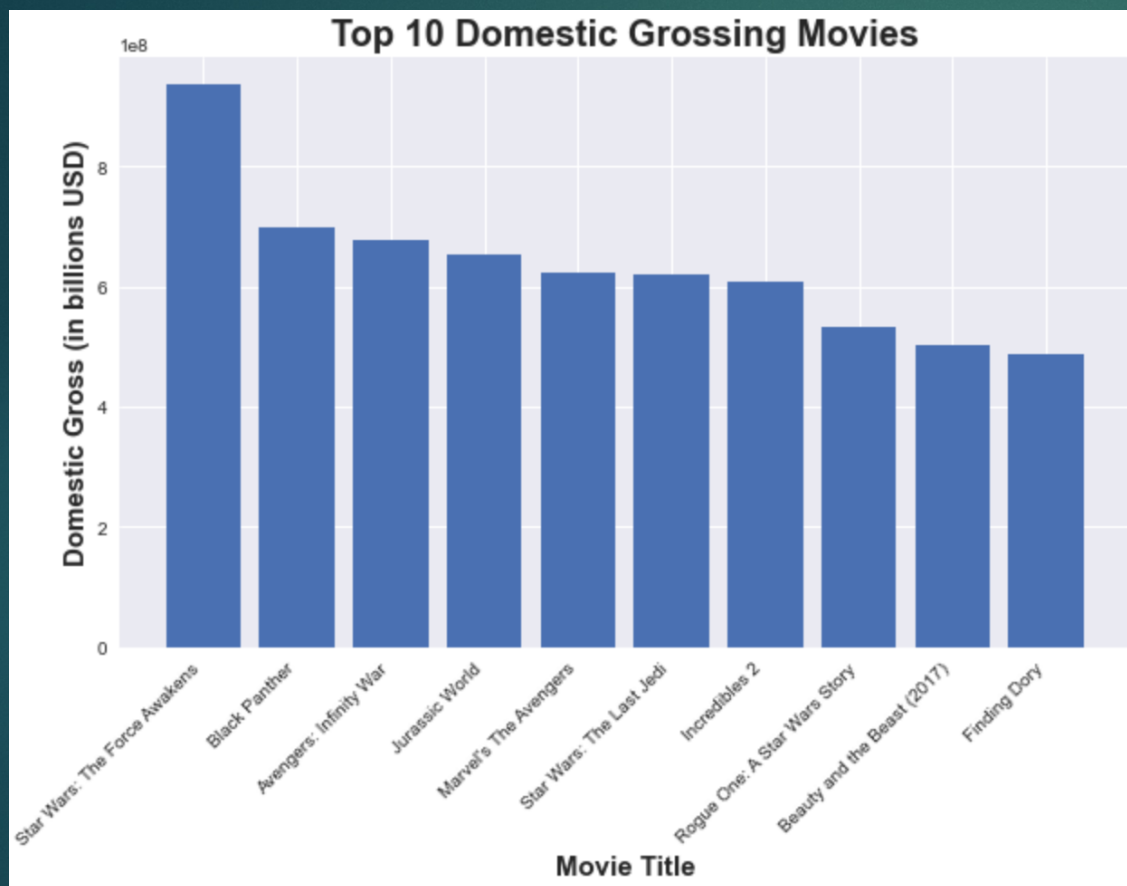
From the analysis, it shows that the sci-fi genre doing pretty well in the local market.

Top 10 grossing movies in foreign market
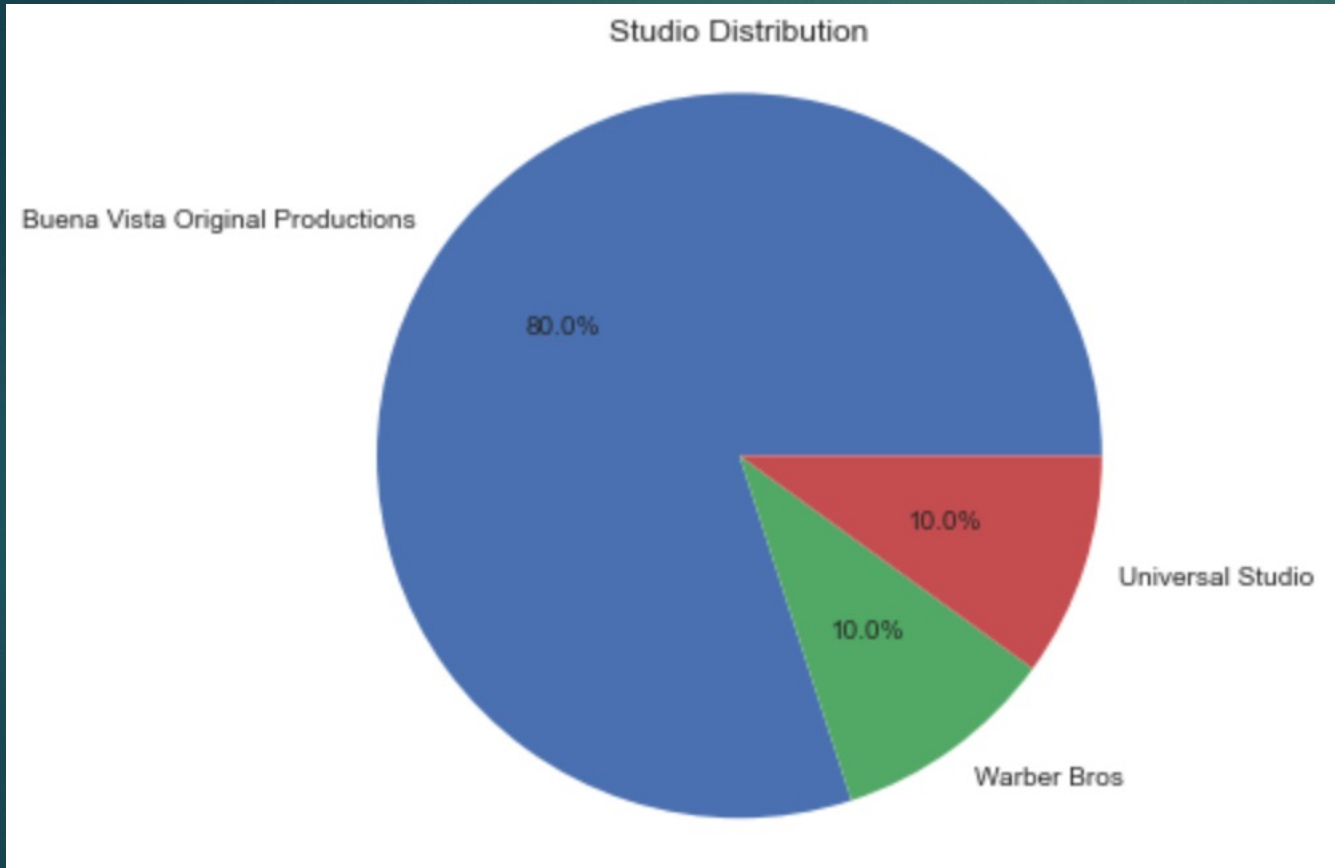

Top 10 foreign Grossing Movies
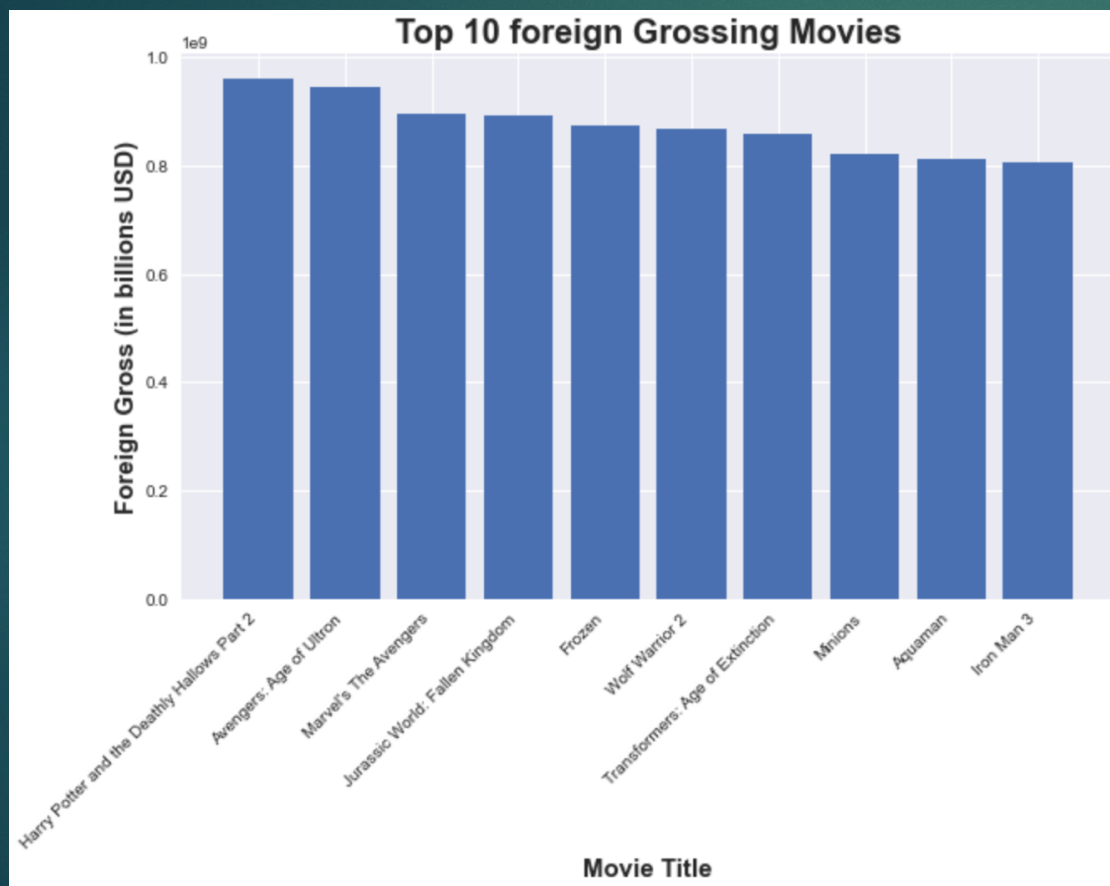
The foreign markets show a higher potential market for action/adventure films

Highest grossing movies worldwide

From the analysis, three genres are prominent in income generation worldwide. They are the action/adventure, SciFi and fantasy genres.

Studios producing the top 10 grossing movies

Studio Distribution

Buena Vista Original Productions

80.0%

10.0% Universal Studio

10.0%

Warber Bros

This pie chart indicates that Buena Vista Original Production studios have produced a larger number of the highest grossing movies worldwide

Movie runtime variable

|	
mean	101.968590
std	28.276622
min	0.000000
25%	90.000000
50%	100.000000
75%	114.000000
max	358.000000

This statistic was calculated using the movie runtimes in minutes. Average movie runtime from the dataset is 101 minutes.

Movies released annually
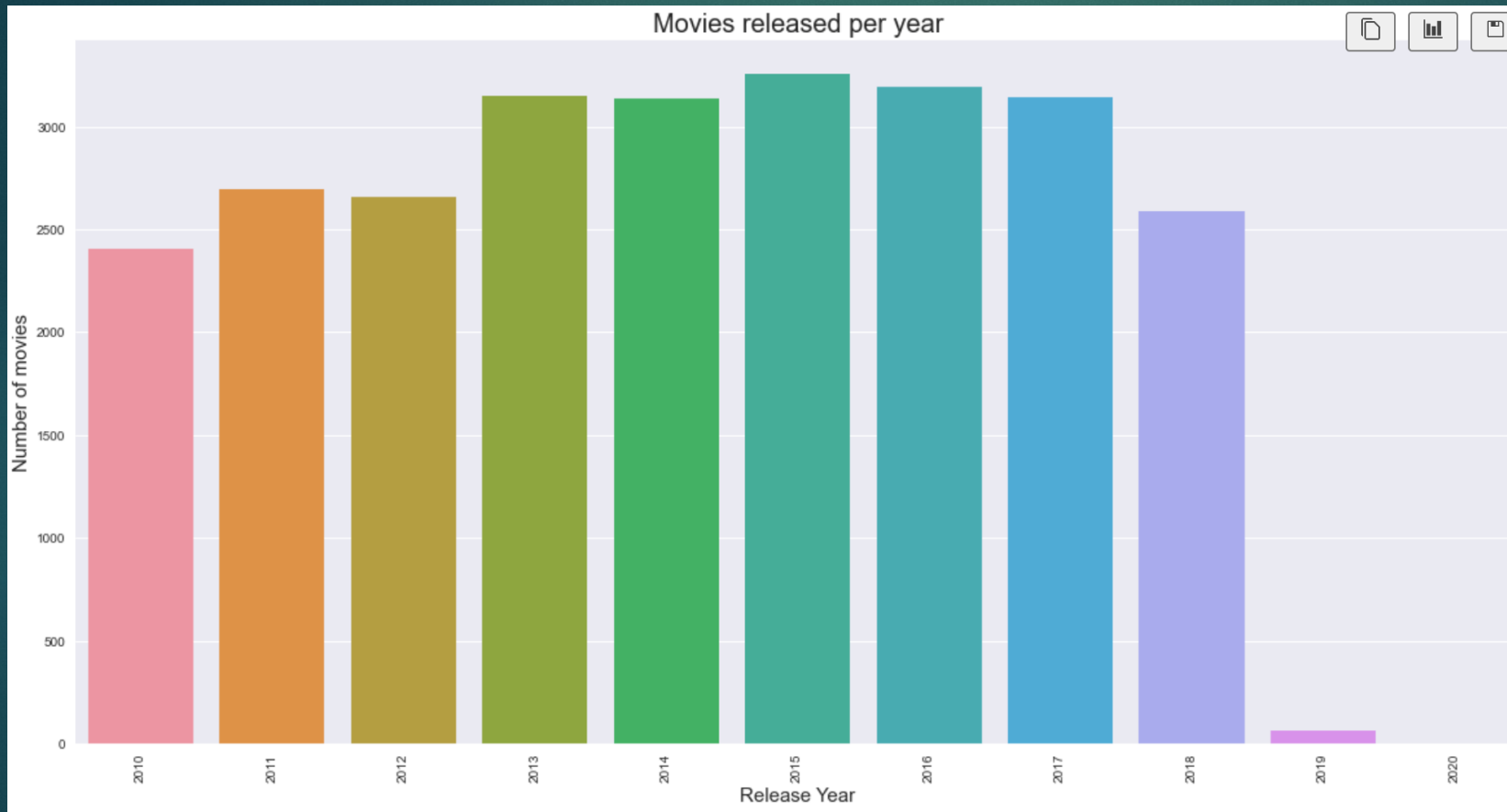
An average of 3000 movies have been released per year since 2010 to 2018. the bae graph indicates an upward but not linear growth of the graph

Movie popularity vs movie ratings
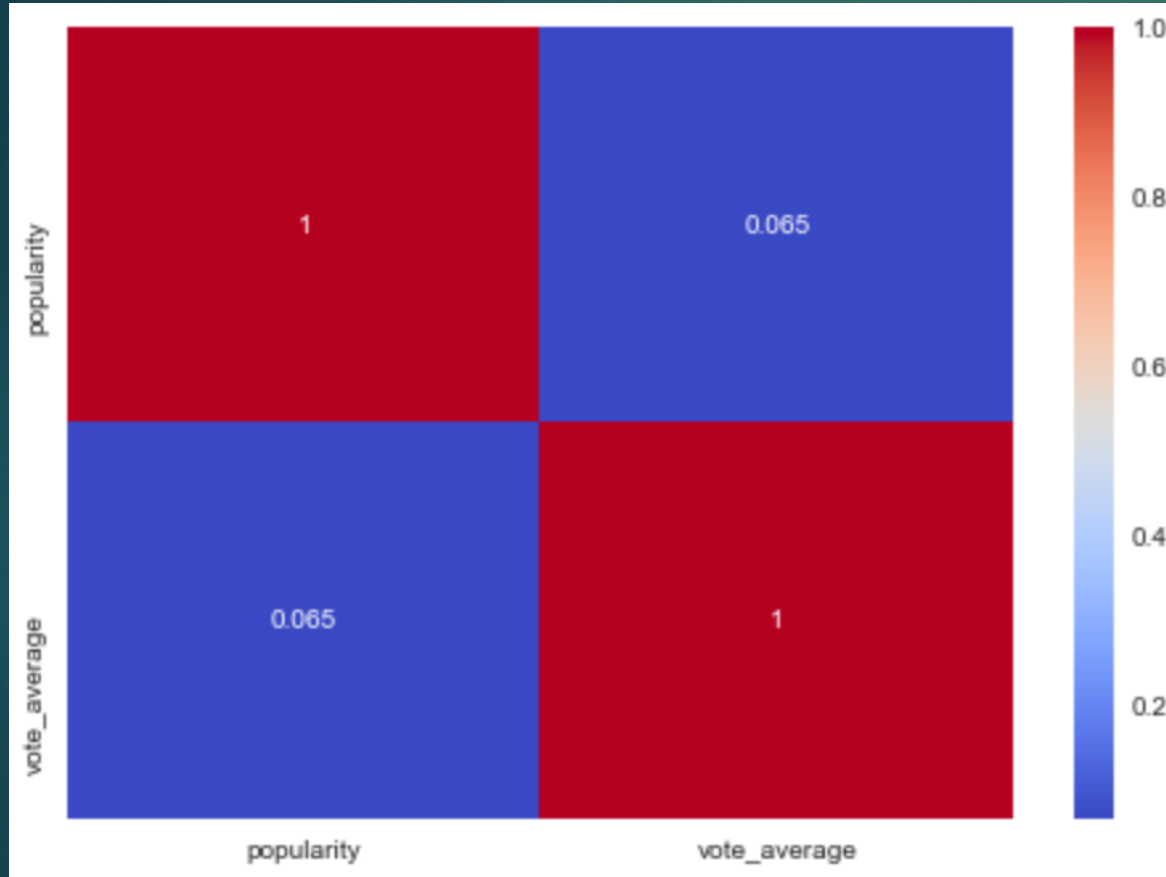
This diagram shows the correlation between a movies ratings and its popularity. This indicates a very strong correlation meaning that, the more popular a movie is, the higher the rating the movie gets.

Production budget vs gross income

Movie Budget vs. Worldwide Gross
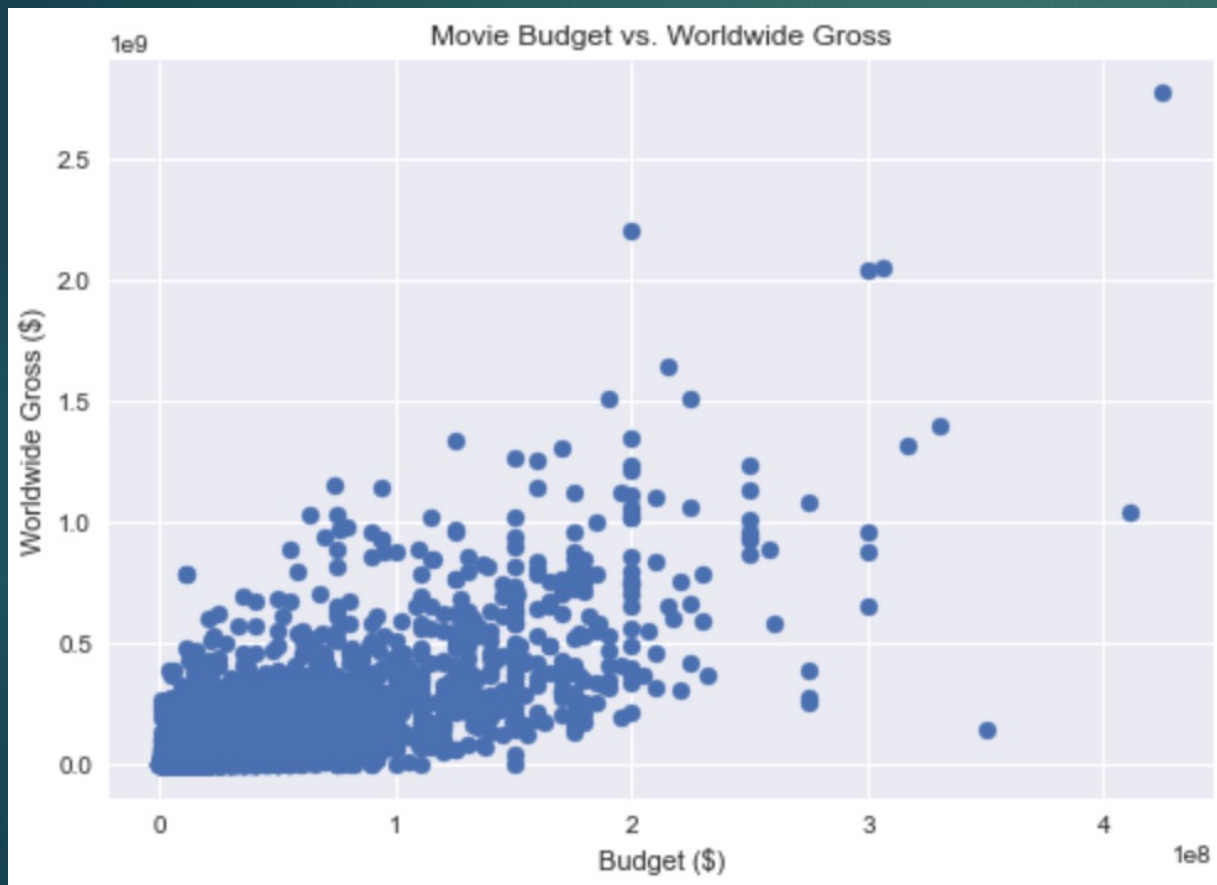
The scatter plot diagram shows the relationship between the production budget and the gross income in dollar billions that a movie generates. It is a positive relationship meaning that the higher the investment in a movie, the more likely it is to generate higher incomes,

Recommendations

After the analysis, these would be the data driven recommendations we would give:

▶ Focus on the top grossing genres going well in the international market which include the Action/Adventure, Fantasy and Sci-Fi. Microsoft should also look into partnering with Buena Vista productions studio or do thorough benchmarking to get advise and guidance from the best in the game of movie production.

▶ When making movies, consider runtimes of 100 – 120 minutes. We have drawn this insight from the average runtimes computation, meaning it suits most of the audience.

▶ Since there are averagely 3000 movies released annually, investing on proper marketing to popularize the movies will help rate their movies among the top hence gaining a positive reputation on the brand and a bigger audience.

▶ Lastly, money begets money! The higher the investment on movie budget, the higher the return on investment. We should start looking at an around half a billion dollars in order to be among the top.

THANK YOU

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