

**Microsoft movie
Studio**



MOVIE STUDIO ANALYSIS



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INTRODUCTION

Microsoft is venturing into the entertainment industry by establishing a new movie studio to create original video content. The company recognizes the success of big players in the industry and aims to capitalize on this trend. However, lacking experience in movie production, Microsoft needs insights into the current landscape of successful films at the box office. The goal is to inform strategic decisions regarding the types of films that will resonate well with audiences and maximize profitability.

Problem STATEMENT

Microsoft wants to succeed in the entertainment sector by navigating the complexities of the movie studio business by launching a new venture that will produce original video content that will appeal to viewers and yield maximum profit. Microsoft understands the necessity to learn about the present world of box office-performing films, as it has no past expertise in film creation. The strategic decisions the studio needs to make about the kinds of movies it should make to attract viewers and survive in the cutthroat industry depend heavily on this information.

Specific Objectives

Objective 1

To explore Box Office Performance by analyzing historical data on movies, focusing on key metrics such as total gross, average rating, and number of votes to understand box office performance.

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Objective 2

Translate insights into recommendations by Providing actionable recommendations for Microsoft's movie studio, suggesting specific genres, writers, directors, and popularity metrics to consider for future movie productions.

Specific OBJECTIVES

Objective 1

To explore Box Office Performance by analyzing historical data on movies, focusing on key metrics such as total gross, average rating, and number of votes to understand box office performance.

Objective 2

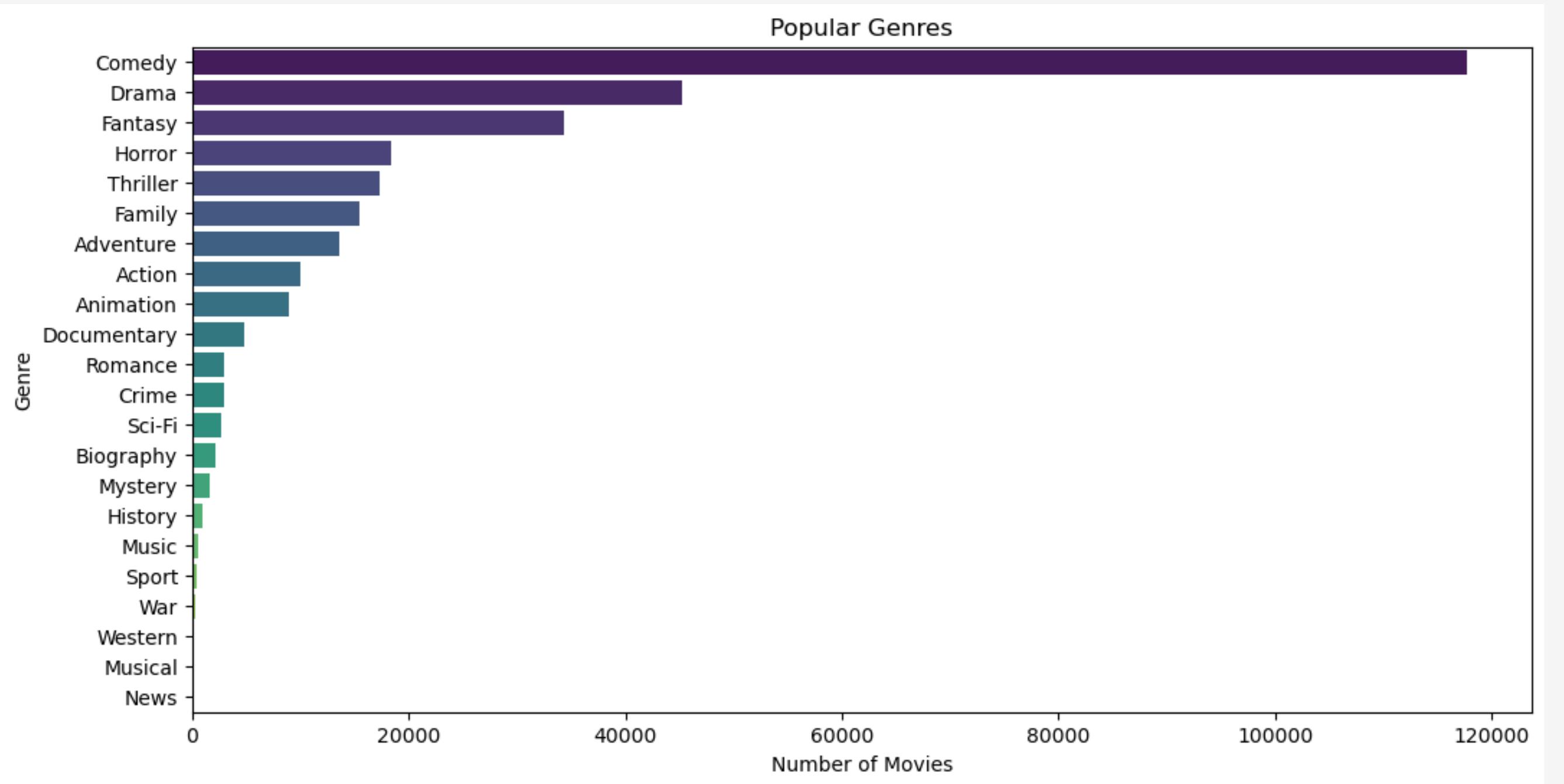
Translate insights into recommendations by Providing actionable recommendations for Microsoft's movie studio, suggesting specific genres, writers, directors, and popularity metrics to consider for future movie productions.

Objective 3

Position for success by strategically positioning the new movie studio to create content that not only achieves financial success but also resonates with a diverse audience, fostering long-term growth and success in the entertainment market.

Exploratory Data Analysis

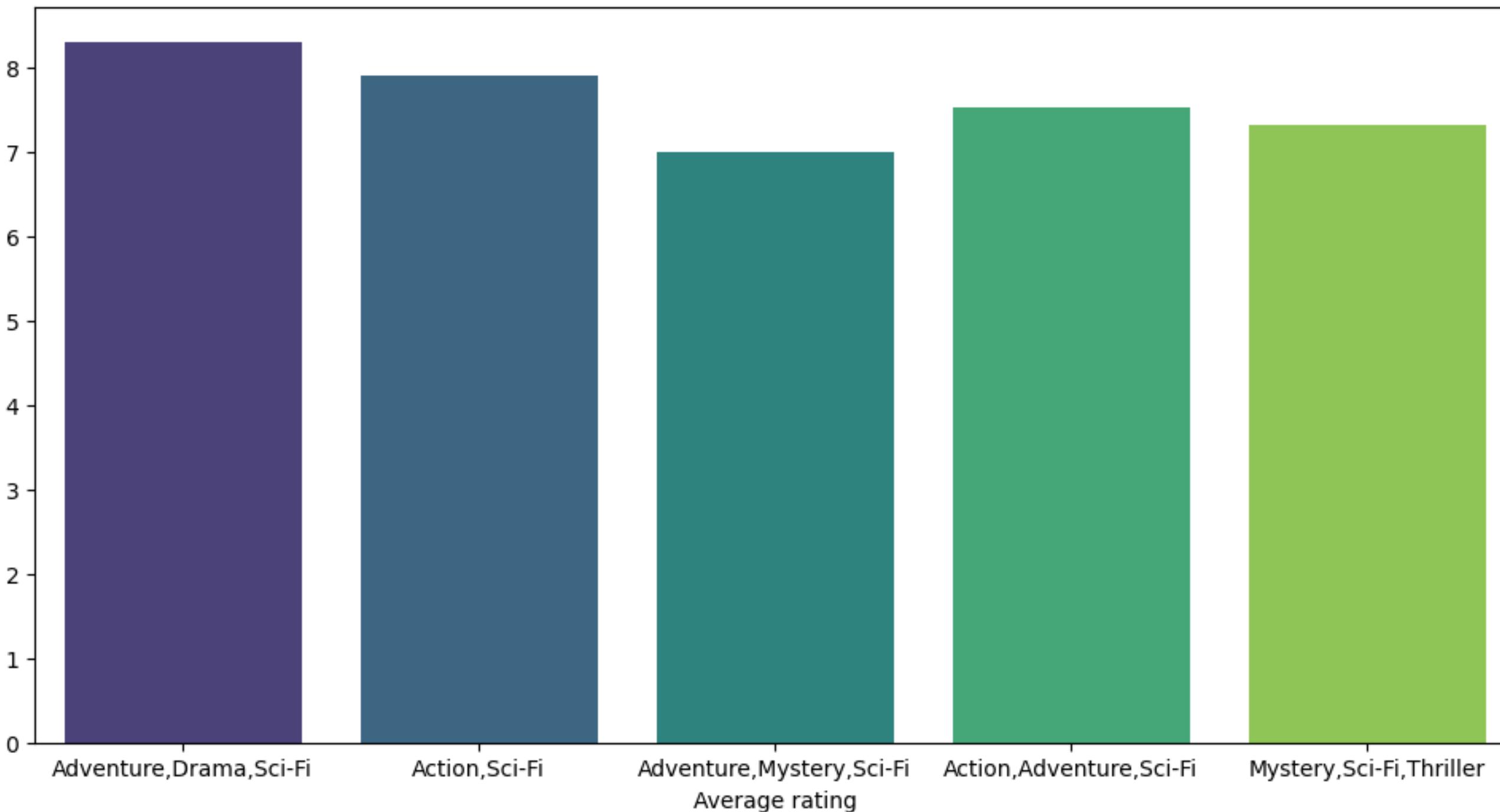




Most watched genres

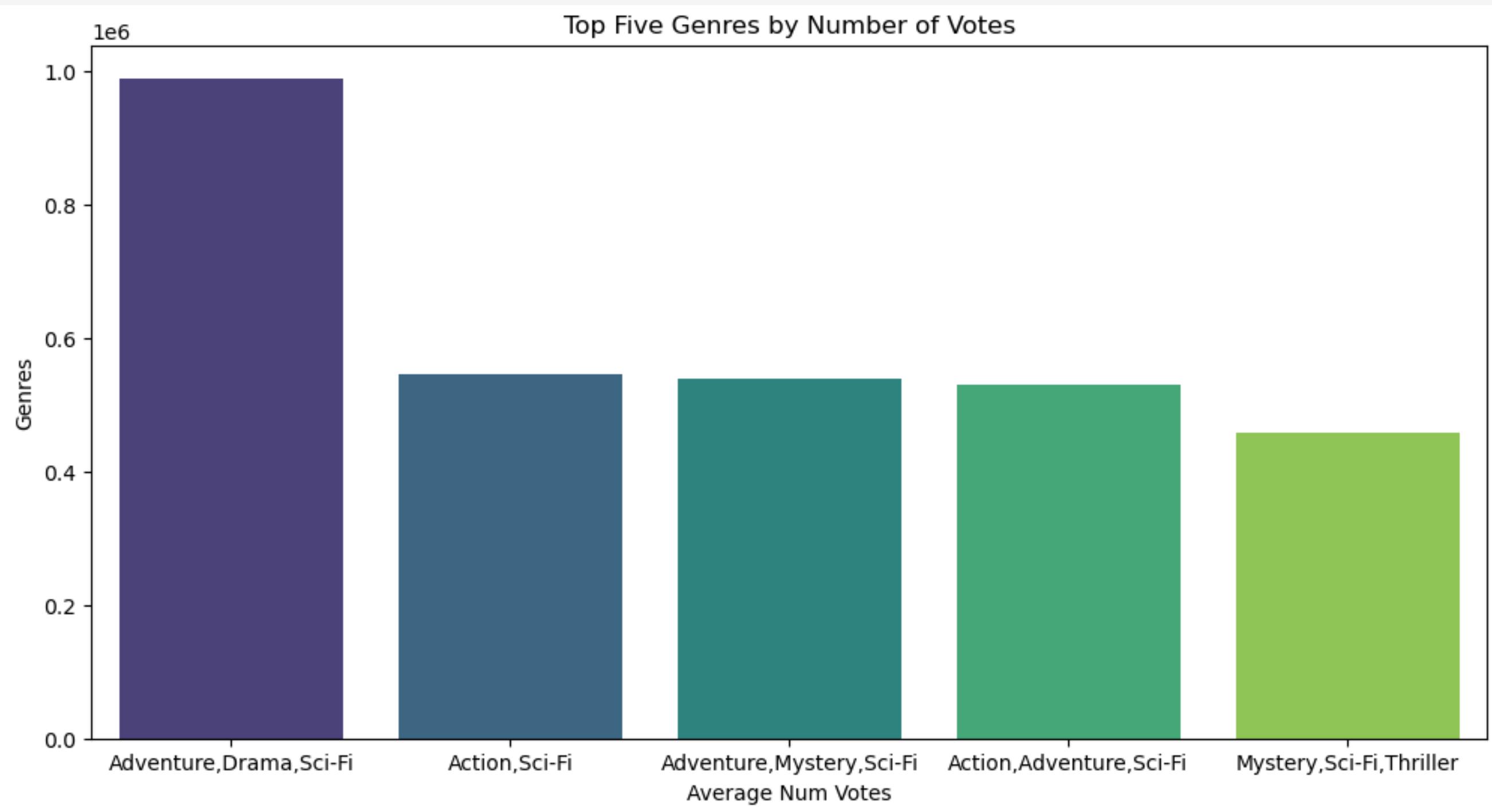
The Comedy genre is the most popular in terms of number of occurrence as it appears in over 10,000 movies, followed closely by Drama and Fantasy while western,musical and news record the poorest occurence. This is an indication of the popularity of comedy among the genres in terms of occurrence.

Top Five Genres by average rating



Most watched genres

The highest genre in terms of average rating, a combination of Adventure, Drama, and Science Fiction is the lead, followed closely by Action and Science Fiction. It is also notable that Science Fiction followed very closely with Adventure makes the most appearance among the top five genres.

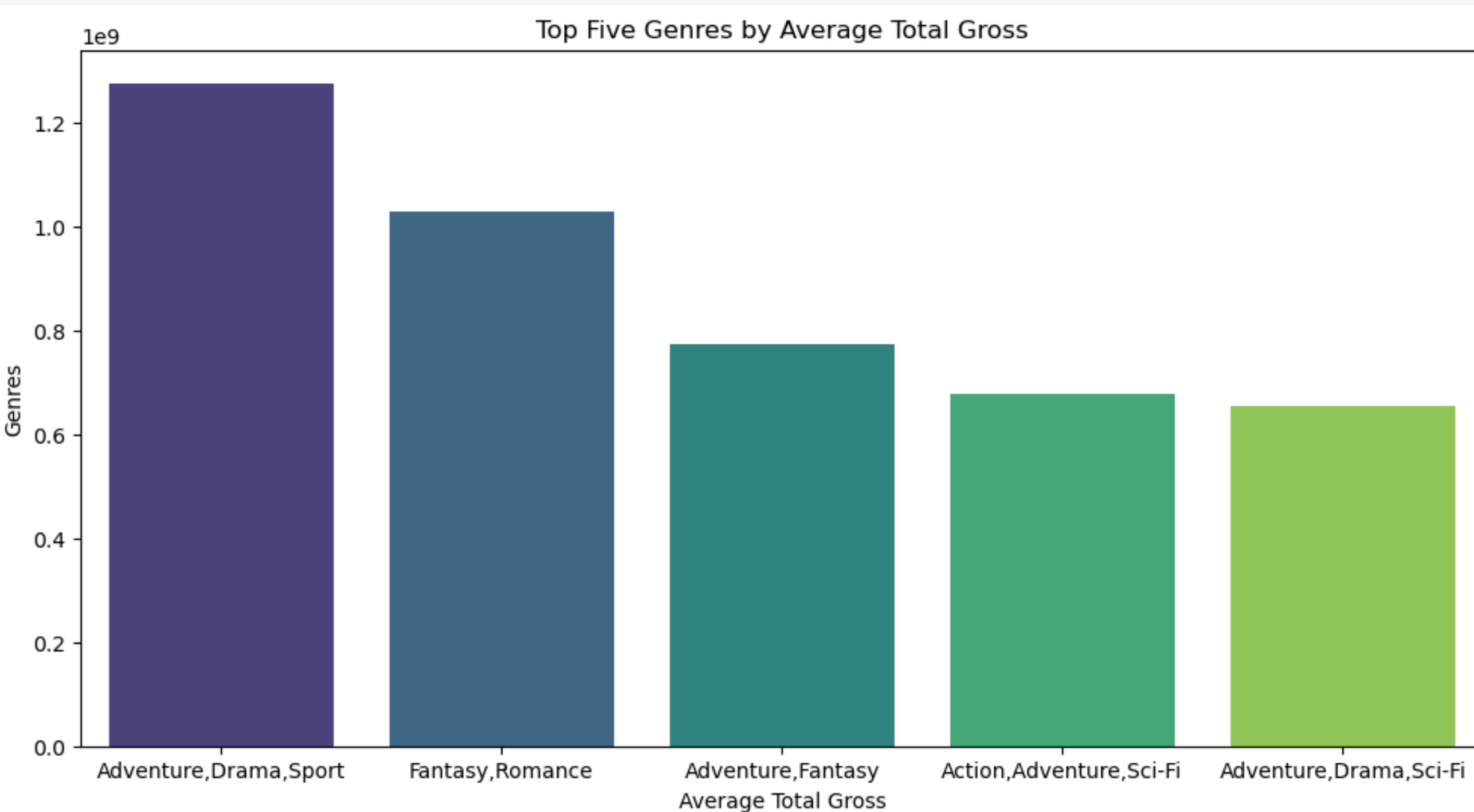


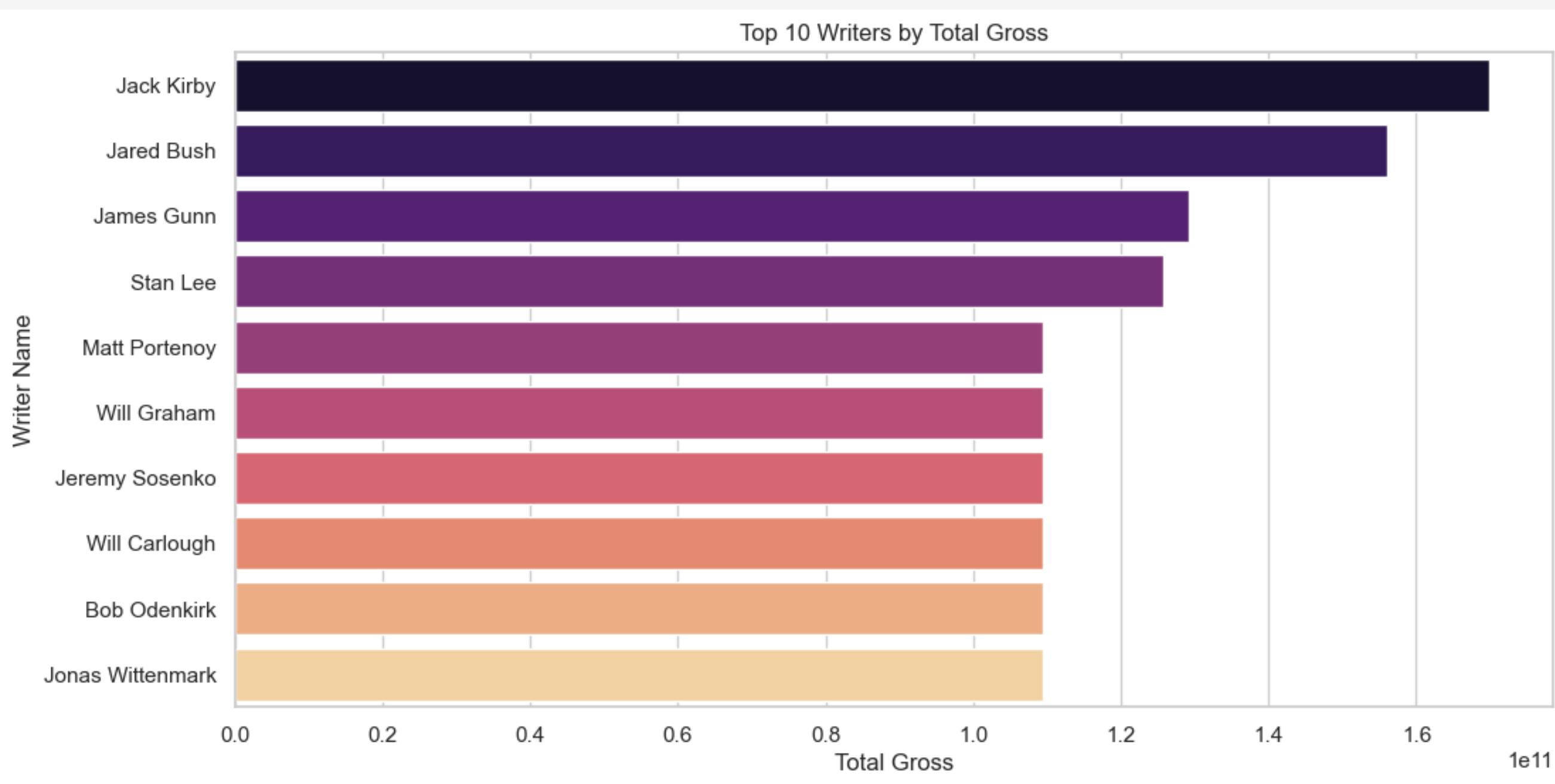
Most watched genres

The highest genres in terms of number of votes, a combination of Adventure, Drama and Science Fiction is the lead, followed closely by Action and Science Fiction. It is also notable that Science Fiction followed very closely with Adventure makes the most appearance among the top five genres.

Most watched genres

The highest genres in terms of total gross, a combination of Adventure,Drama and Sports is the lead, followed closely by Fantasy and Romance. It is also notable that Adventure makes the most appearance among the top five genres.

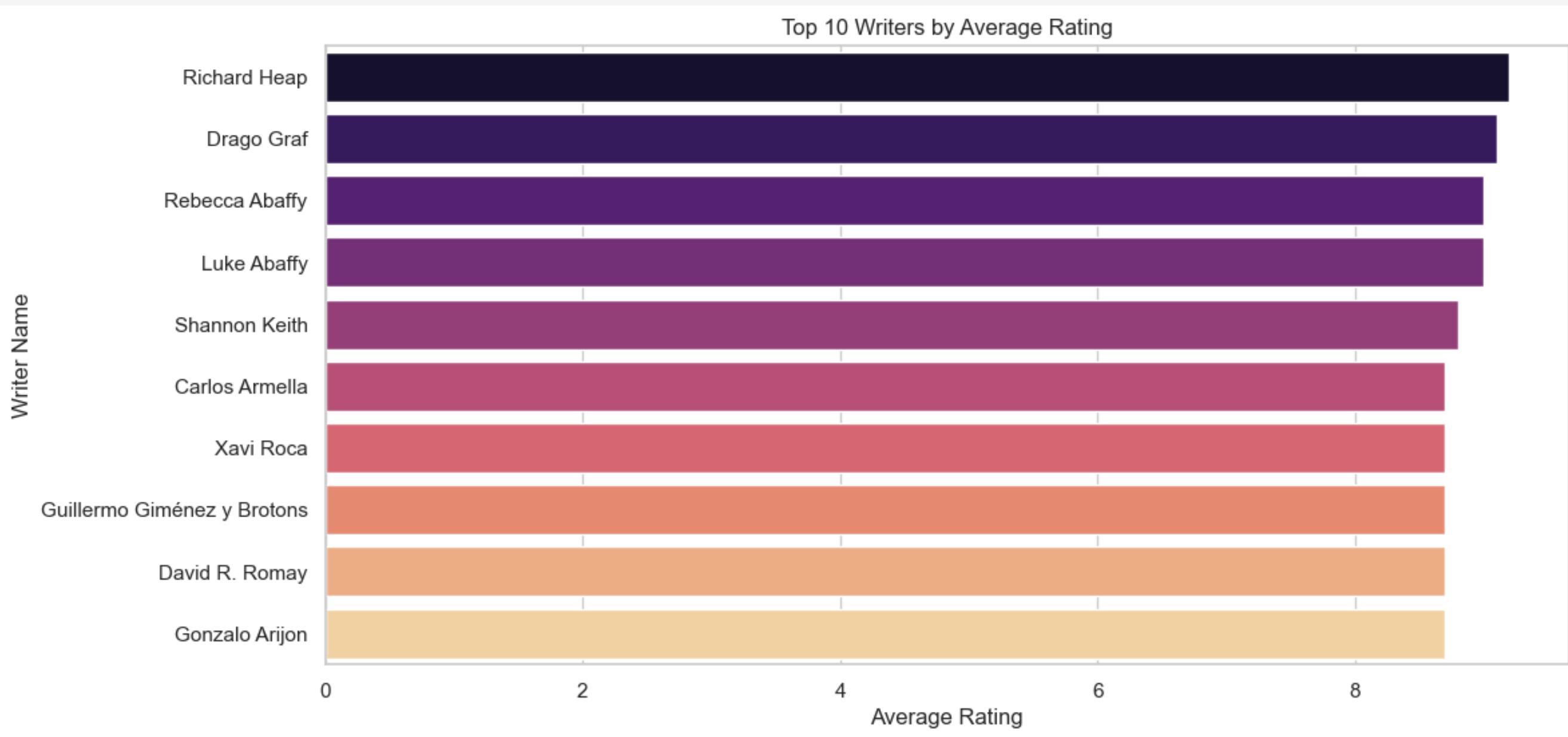




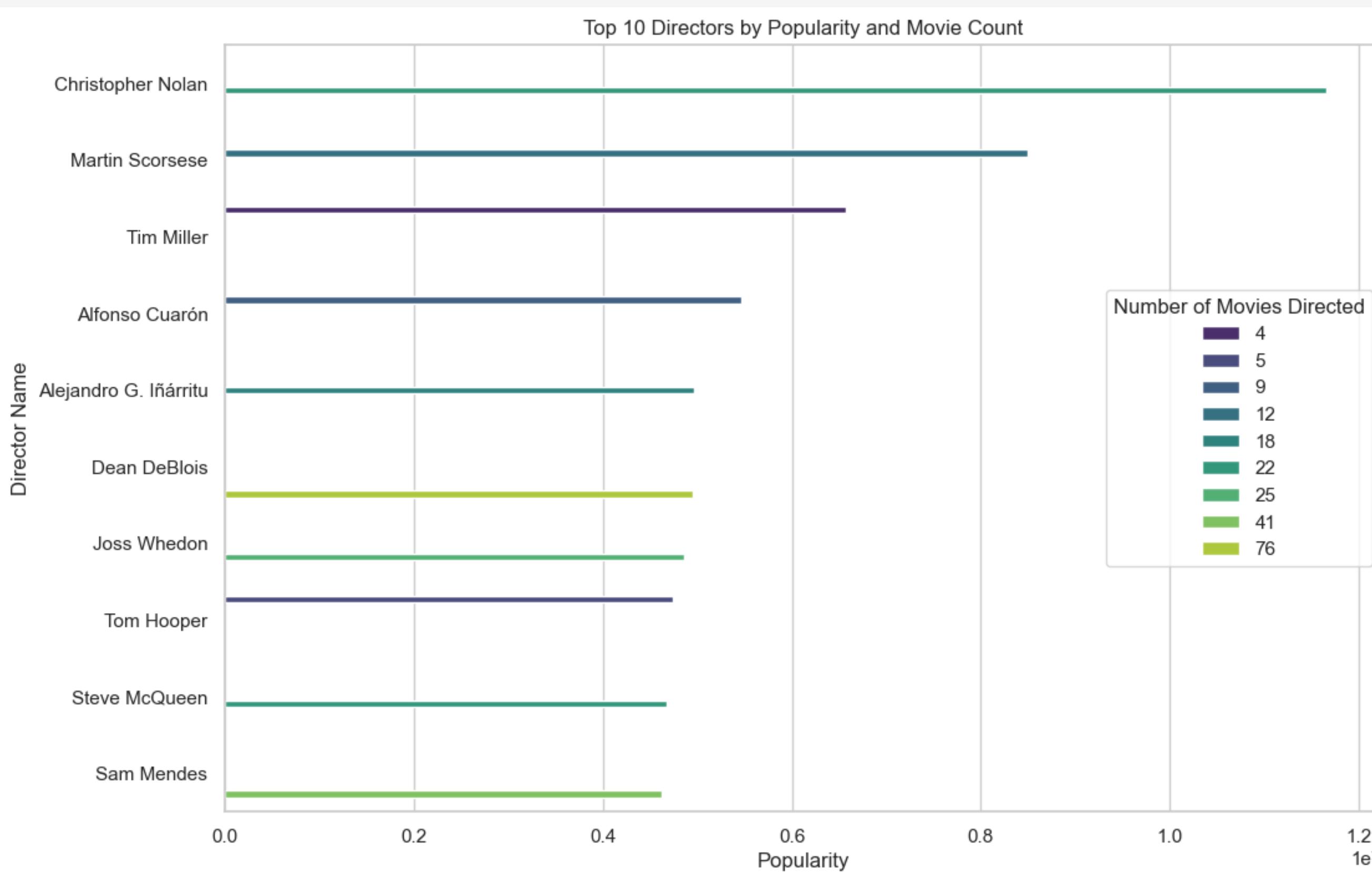
Top rated writers

Jack Kirby, an Action, Adventure, Sci-Fi writer is the highest rated in terms of the total gross generated both domestic and foreign. Jared Bush, an Adventure, Animation, Comedy, James Gunn a comedy writer and Stan Lee an Action, Adventure, Sci-Fi writer also have notable performances in terms of total gross. Portenoy, Graham, Sosenko, Carlough, Odenkirk and Wittenmark are also top writers in terms of gross the movies they have written generate.

Top rated writers



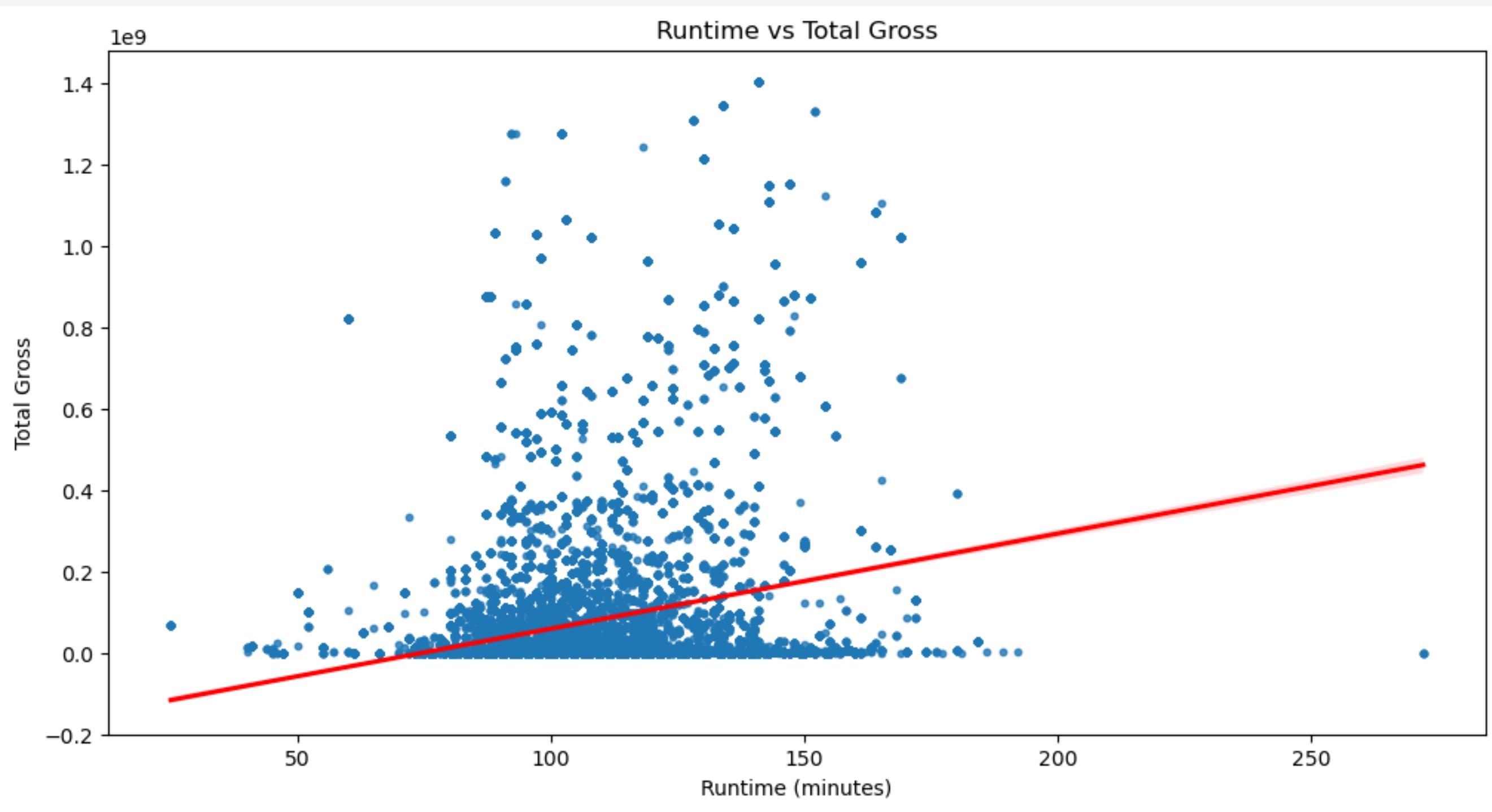
Richard Heap, an Adventure writer is the highest rated in terms of average ratings closely followed by Drago Graf. Rebecca Abaffy, Luke Abaffy and Shannon Keith all of whom are Documentary writers have also a equally higher rating in terms of average rating



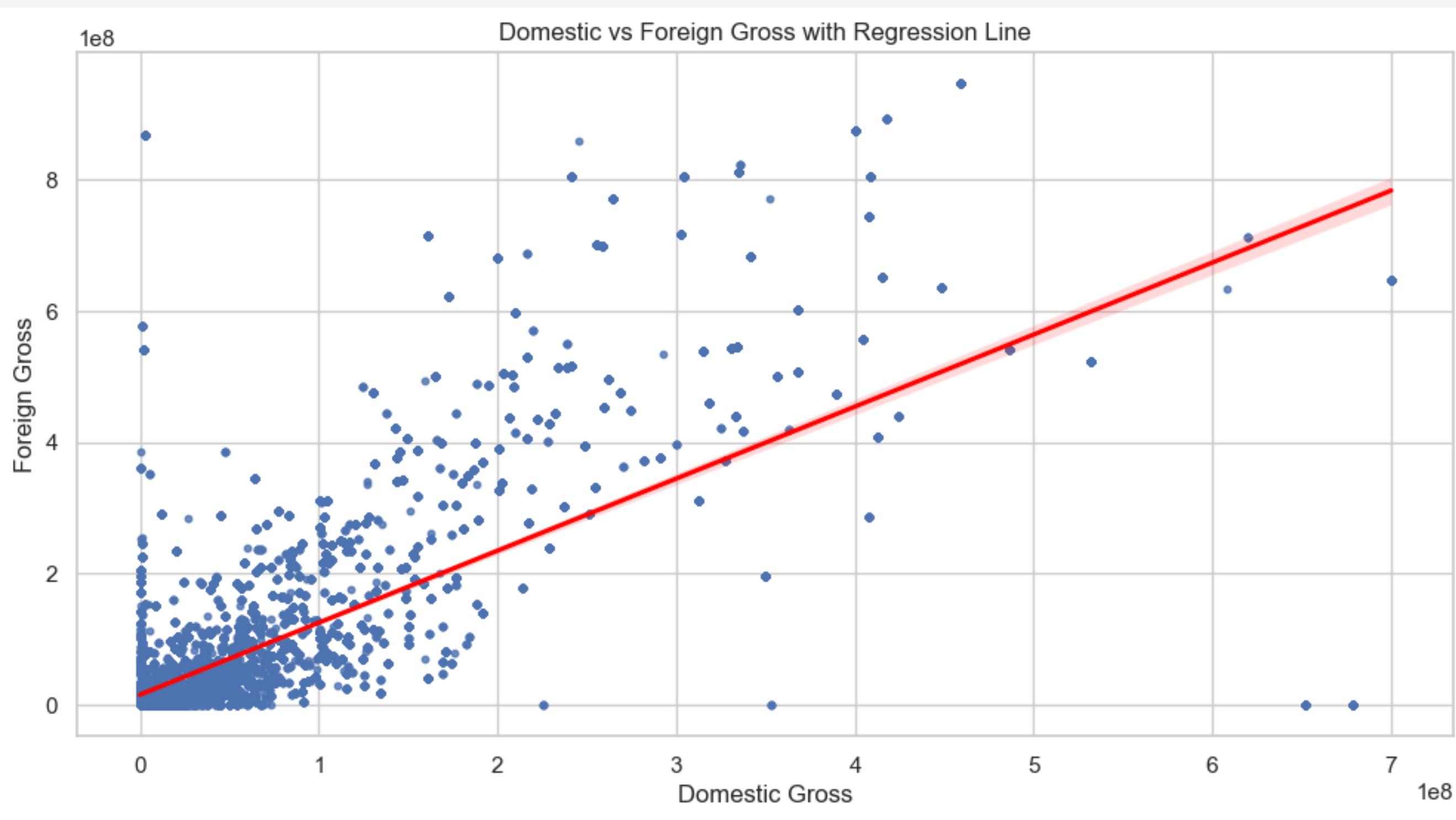
Most popular directors

In terms of movie popularity Christopher Nolan tops the list of Directors. However Dean DeBlois tops the list when it comes to the number of movies each have directed by a whooping 76 movies ahead of Christopher Nolan who has only directed 22 movies.

Correlation between runtime and total gross



The highest genre in terms of average rating, a combination of Adventure, Drama, and Science Fiction is the lead, followed closely by Action and Science Fiction. It is also notable that Science Fiction followed very closely with Adventure makes the most appearance among the top five genres.



Correlation between domestic and Foreign markets

here is a positive correlation between Domestic and Foreign Gross. An increase in domestic gross also replicates an increase in Foreign gross.

CONCLUSIONS

Conclusion 1

The most watched/streamed genre is comedy in terms of occurrence but a combination of Adventure, Drama and Sci-Fi does very well in terms of popularity and gross

Conclusion 2

There is a positive correlation between runtime and reap gross, therefore an increase in runtime gives an increase in gross income, however most of the runtimes fall between the 90 and 150 minute

Conclusion 3

The highest ranked writers Jack Kirby who writes Action, Adventure, Sci-Fi in terms of gross, while Richard Heap, an Adventure writer is the highest ranked in terms of average rating.

CONCLUSIONS

Conclusion 4

In terms of movie popularity Christopher Nolan tops the list of Directors. However Dean DeBlois tops the list when it comes to the number of movies each have directed by a whopping 76 movies ahead of Christopher Nolan who has only directed 22 movies.

Conclusion 5

There is a positive correlation between Domestic and Foreign Gross. An increase in domestic gross also replicates in an increase in Foreign gross.

RECOMMENDATIONS

Recommendation 1

The company should invest in Comedy, a little more emphasis in Adventure, Drama and Sci-Fi combinations.

Recommendation 2

The company should invest in movies runtime, with an optimum of 90 to 150 minutes.

Recommendation 3

The company should look forward to working with top writers in the various fields. They should work more with Jack Kirby when producing Action, Adventure and Sci-Fi movie combination.

RECOMMENDATIONS

Recommendation 4

The company should work closely with director Christopher Nolan as he is more popular even though he has few movies compared to his counterparts, but however Dean DeBlois, is a director the company should incorporate as he has better effort in directing with a whopping 76 directed movies.

Recommendation 5

The company should invest in movies that do well both in terms domestic and foreign gross.



Microsoft movie
Studio

THANK YOU

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