



Microsoft movie analysis

A DATA DRIVEN APPROACH



Summary

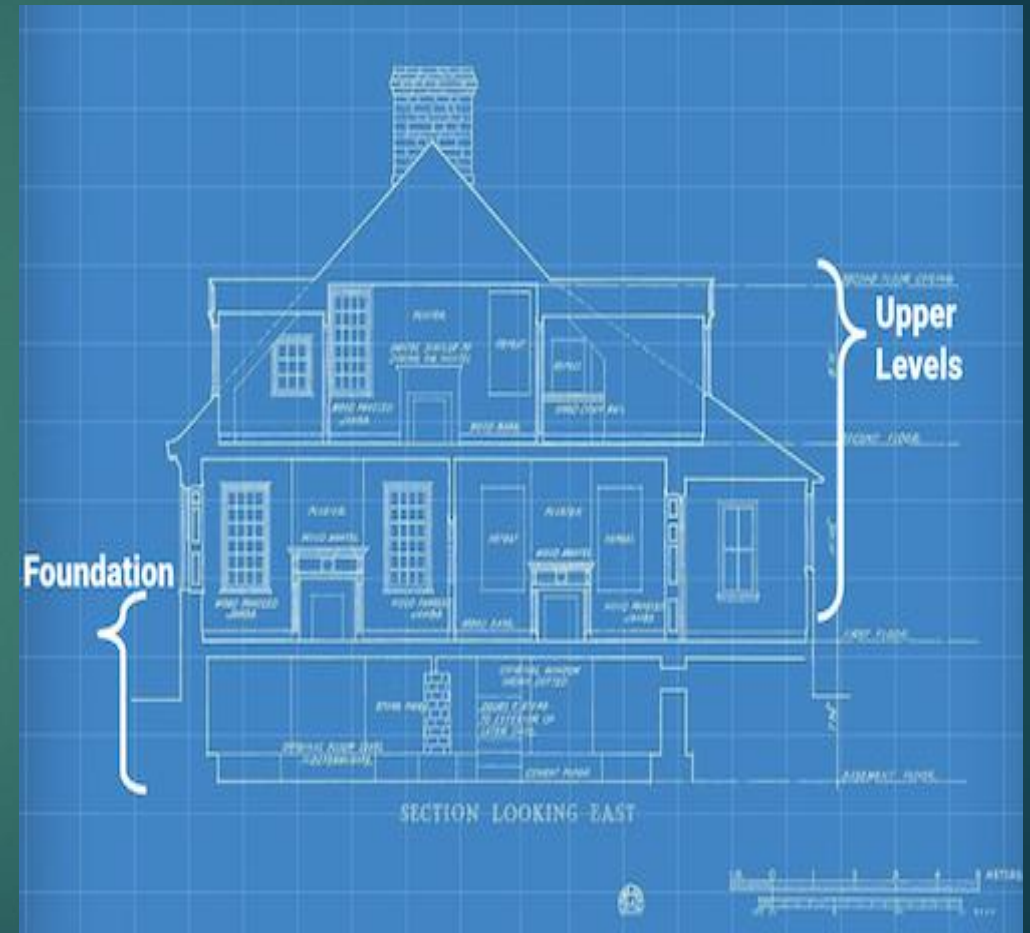
- ▶ Our project aimed to provide insights for Microsoft's entry into film production.
- ▶ Key factors include; movie genre preferences, gross earnings and audience rating.

Outline

- ▶ Business problem
- ▶ Data
- ▶ Methods
- ▶ Results
- ▶ Conclusions

Business problem

- ▶ Lack of expertise in movie production.
- ▶ Seeking data-driven strategies for successful and profitable films.
- ▶ Determine critical factors for success of modern box office hits.




Data sources

The IMDb logo is displayed in a bold, black, sans-serif font. The letters 'IMDb' are in a standard weight, while the 'b' is significantly larger and bolder. The logo is centered on a solid yellow rectangular background.

IMDb

The Box Office Mojo logo is displayed on a solid black rectangular background. The words 'BOX' and 'OFFICE' are in a white, bold, sans-serif font, stacked vertically. Below them, the word 'mojo' is written in a light blue, lowercase, cursive script font.

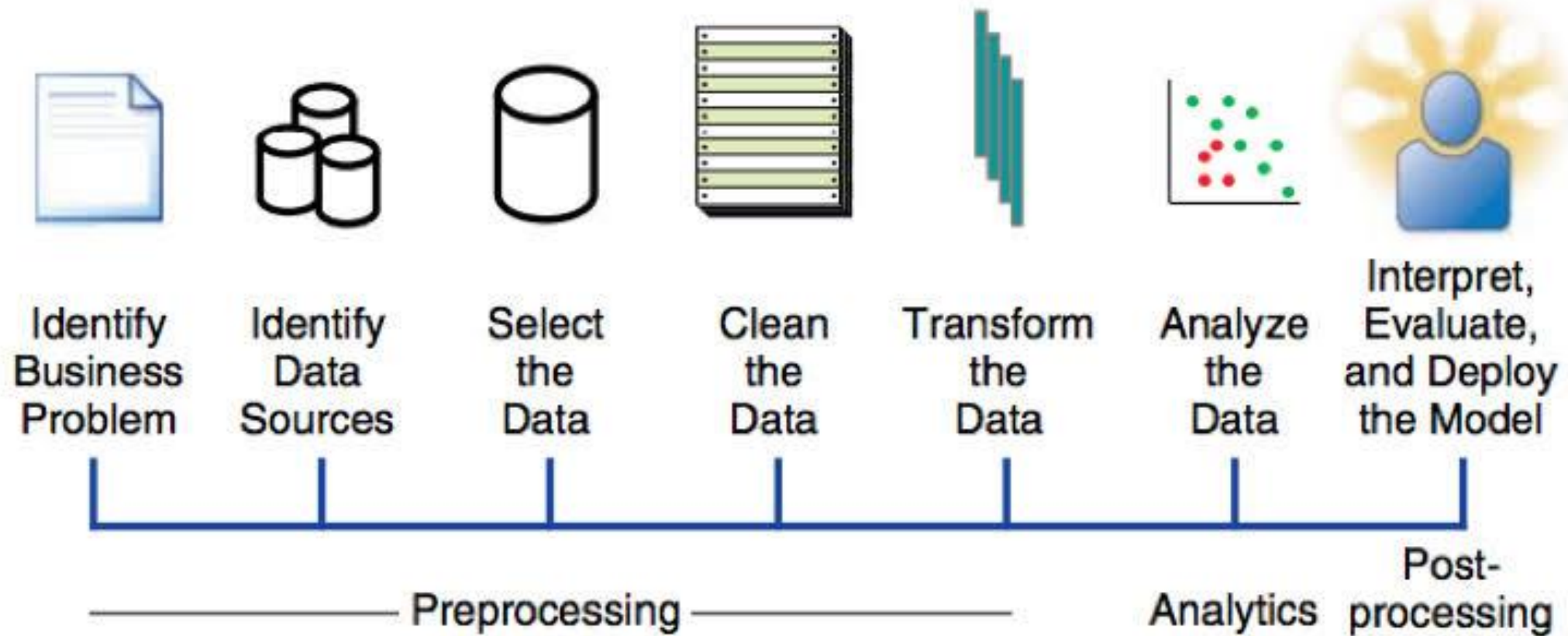
**BOX
OFFICE**
mojo

- 
- The dataset contains the following key variables:
 - Runtime duration
 - Genres
 - Average rating
 - Number of votes
 - Movie studio
 - Gross earnings

Methods

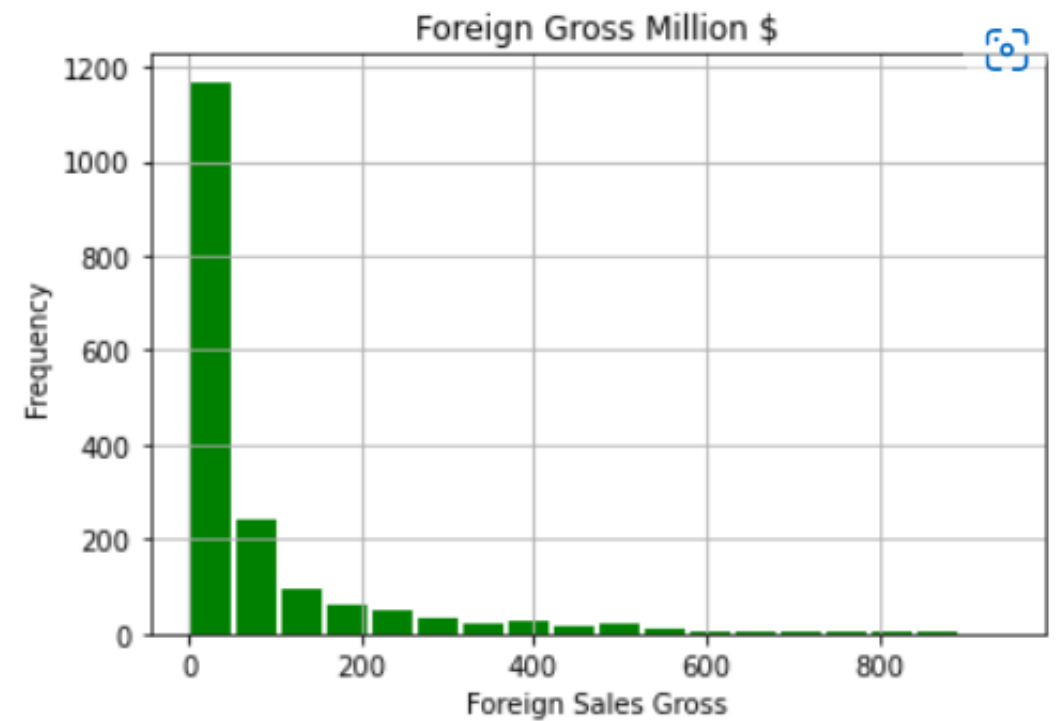
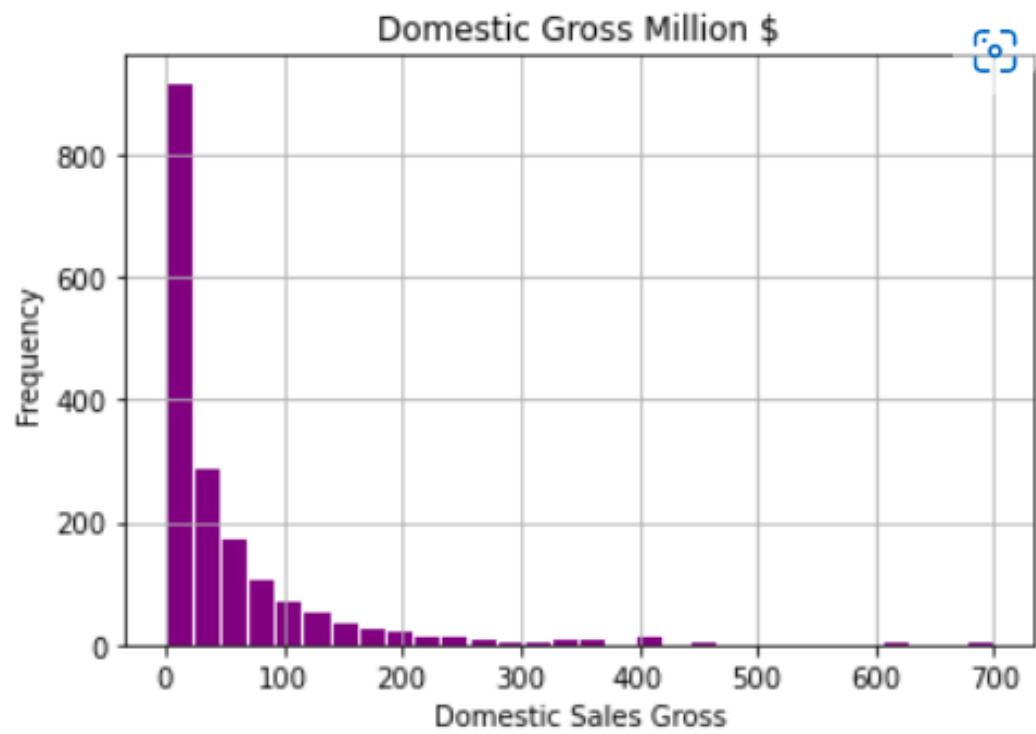
- ▶ Data loading
- ▶ Data inspection
- ▶ Data cleaning
- ▶ Exploratory data analysis
- ▶ Summary and insights

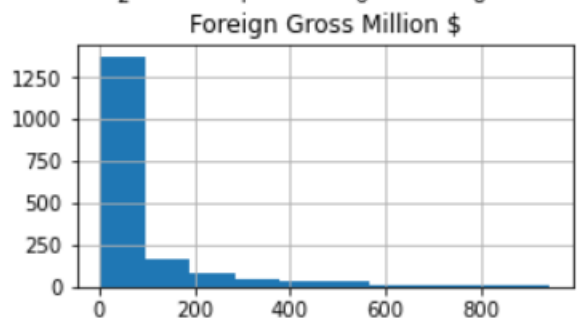
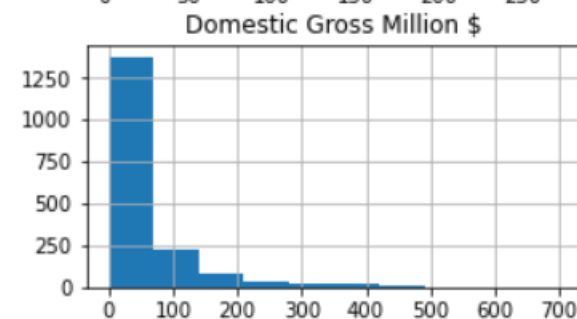
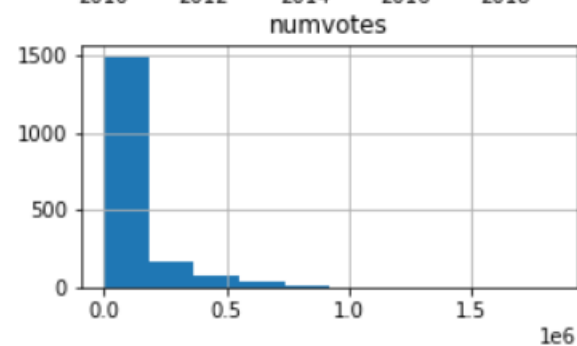
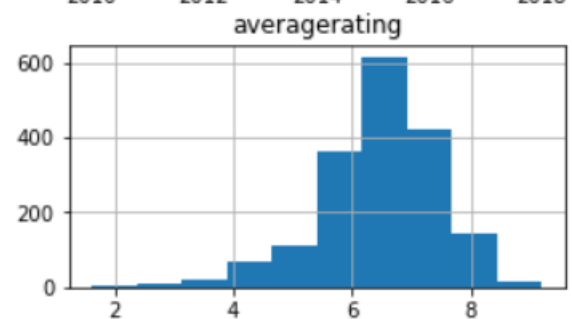
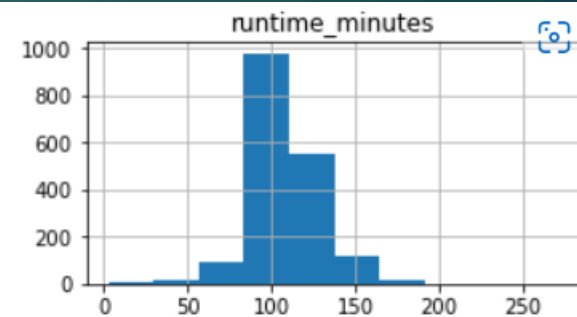
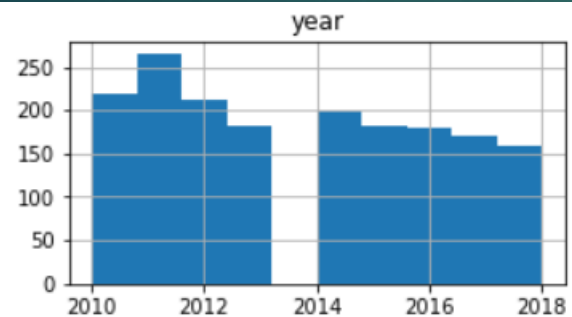
Overview of the Analytics Process Model



Results

- ▶ The foreign gross yielded higher earnings on average compared to the domestic gross.
- ▶ Movies with higher ratings tend to fall within the range of 90 to 140 minutes in duration.
- ▶ Most popular genres include; Action and adventure movies





Conclusions

- The genres loved by majority of people locally and internationally are action and adventure movies.
- Adventure, Animation and Comedy are the highest selling genres locally.
- Movies with higher ratings tend to fall within the range of 90 to 140 minutes.
- Buena Vista (BV) is the highest ranking movie studio in terms of gross earnings

Next steps

- Priority should be given to production of action, adventure and sci-fi genres.
- Further analysis looking into the methods adopted by high ranking movie studios.
- Additional analysis comparing production budget to viewer rating. This modeling could help predict whether higher production values trend towards higher ratings by viewers.



Thank you!

Email: wambuigithinji2@gmail.com

GitHub: Wambui – Githinji

LinkedIn: Wambui Githinji