MOVIE STUDIO EXPLORATION AND DATA ANALYSIS

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Agenda

- Business Problem
- DataSets and Analysis Method
- Results
- Conclusion

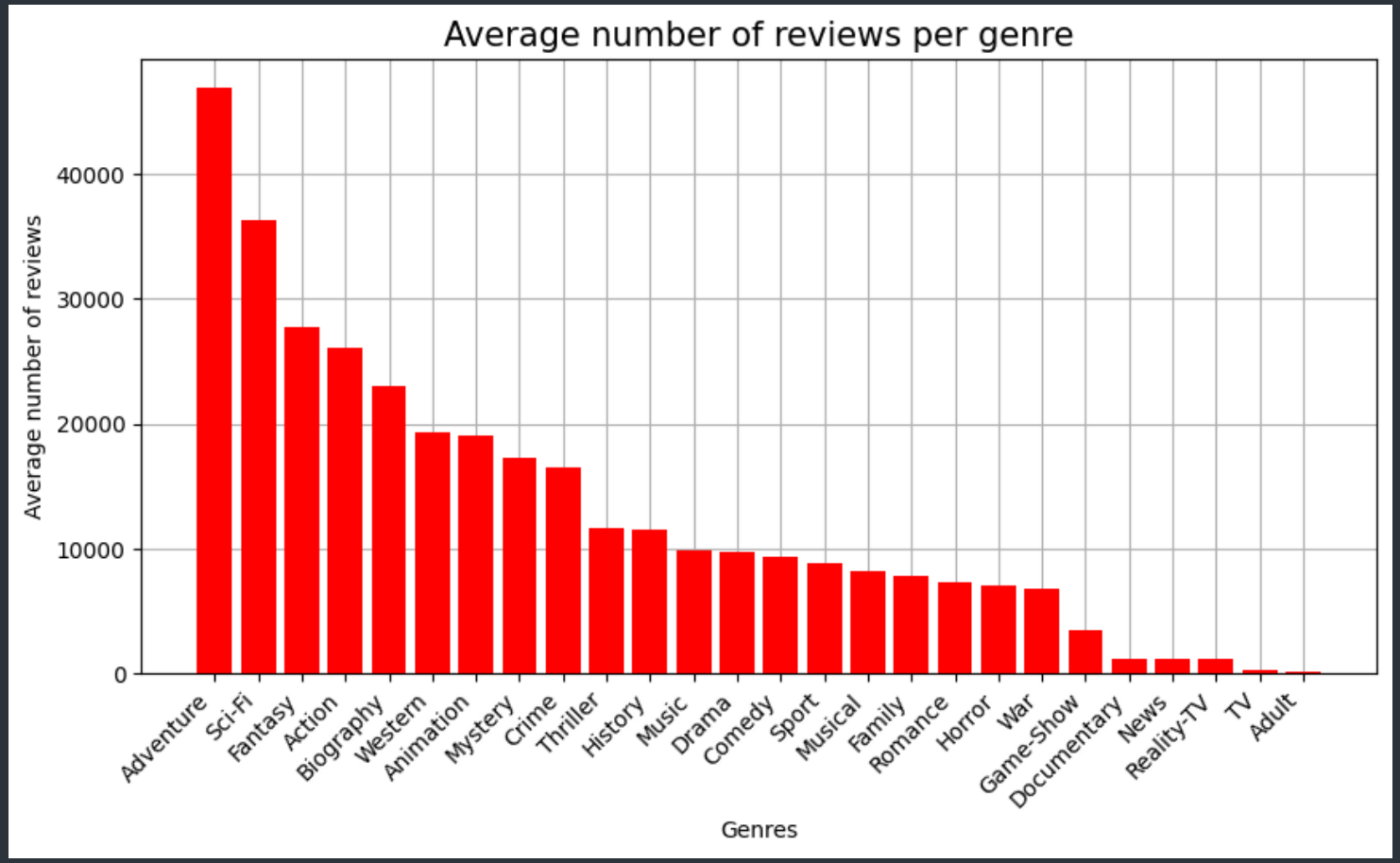
Business Problem

- Microsoft has observed the trend of major companies venturing into original video content creation and is keen to join the fray by establishing its own movie studio. However, lacking experience in the realm of filmmaking, Microsoft aims to leverage insights gleaned from analyzing the top-performing movies of the past decade to chart a course to success.
- Upon careful examination of successful films, a discernible pattern emerges, highlighting key factors pivotal to their triumph:

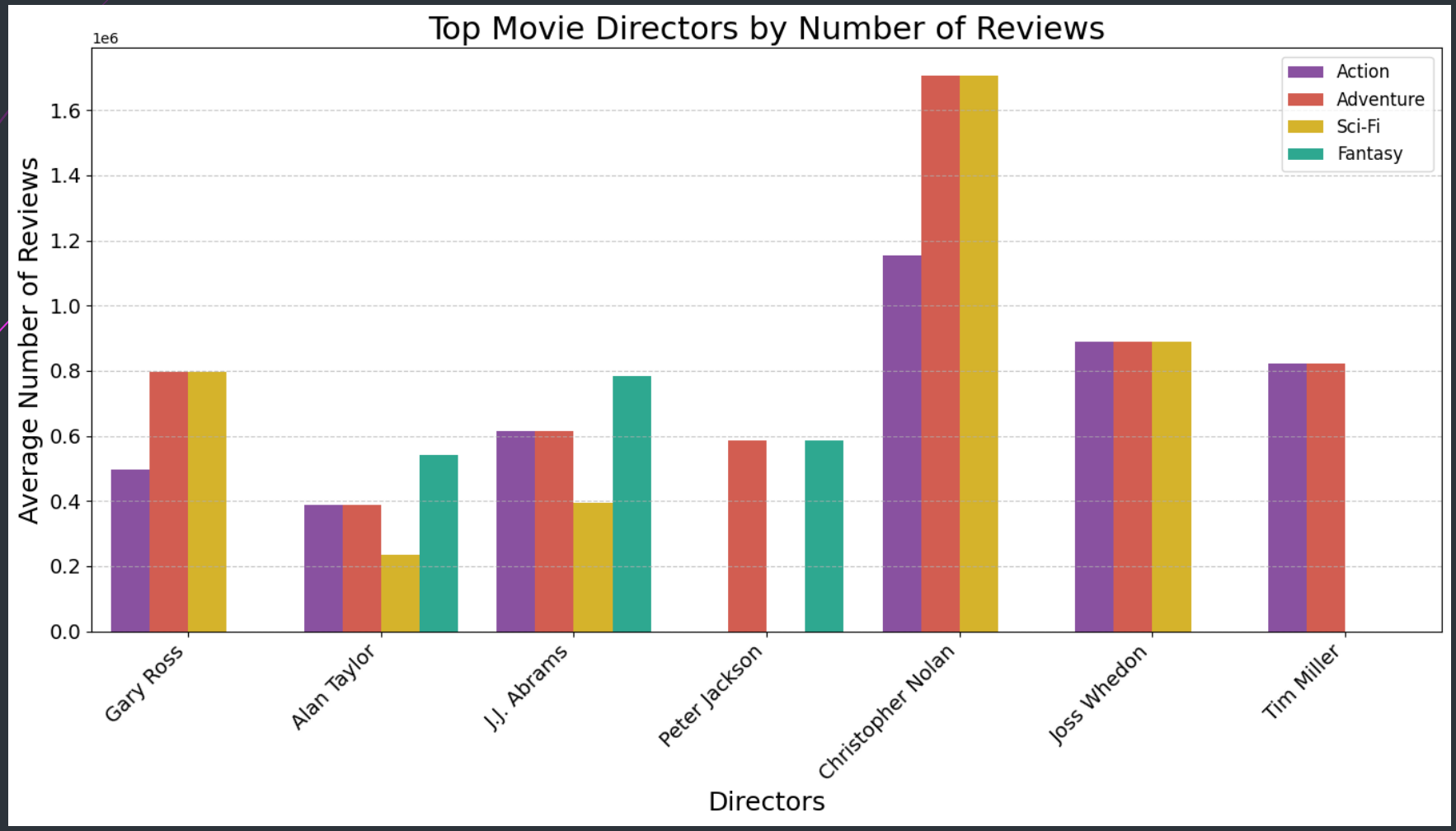
1. **Genre Selection**: The first step in Microsoft's journey toward creating a blockbuster involves determining the type of movie it wishes to produce. By identifying popular genres and assessing market demand, Microsoft can make an informed decision on the genre that aligns best with its objectives and audience preferences.
2. **Directorial Expertise**: With the genre chosen, Microsoft must then focus on selecting the right director for the project. Drawing from the lessons learned from top-performing movies, the studio can prioritize directors known for their proficiency in the chosen genre. This strategic decision ensures that the creative vision of the film is expertly executed, enhancing its potential for success.
3. **Casting the Perfect Ensemble**: A critical aspect of any successful movie is the caliber of its cast. Microsoft recognizes the importance of hiring talented actors who can bring the characters to life and resonate with audiences. Through meticulous casting decisions, the studio can assemble a stellar ensemble, elevating the quality and appeal of the movie

Data Sets and Analysis Method

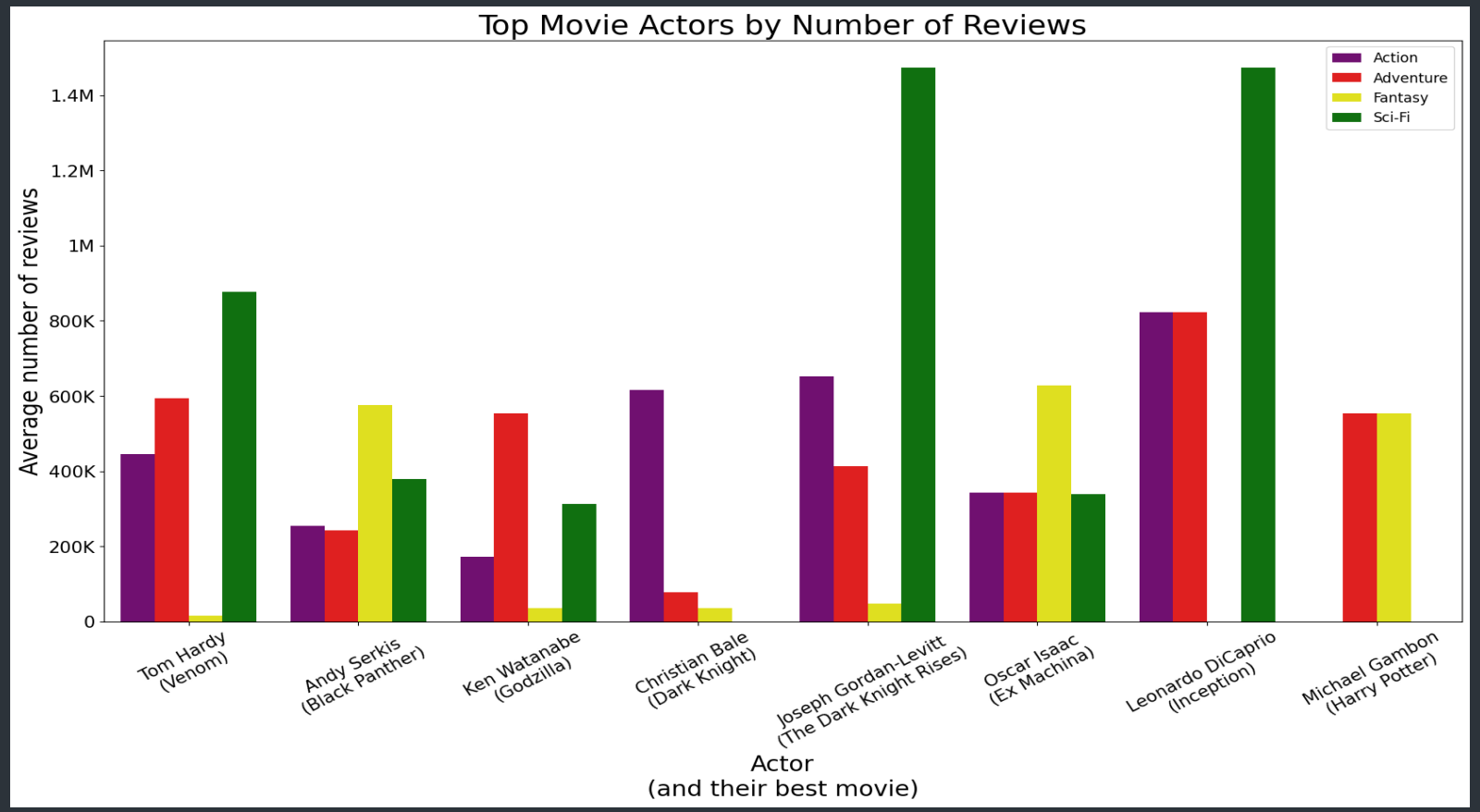
- Film metadata from over 146,000 movies.



Top Movie Directors



Top Movie Actors



Conclusions

- The analysis provides valuable insights for a new movie studio aiming to create a blockbuster:
- Choosing the Genre: To maximize success, the studio should focus on Adventure, Sci-Fi, Action, or Fantasy, as these genres are the most popular and successful.
- Selecting the Director: For each chosen genre, hiring the director with the most success in that genre is crucial. Christopher Nolan stands out for Action, Sci-Fi, and Adventure films, while J.J. Abrams is the top choice for Fantasy.
- Picking the Lead Actor: Leonardo DiCaprio emerges as the top overall actor, making him an ideal candidate for the main role in most genres. However, for a Fantasy movie, Oscar Isaac could also be a great choice.