



UNDERSTANDING MOVIE STRATEGIES



PRESENTATION BY COLINS N. WANJAO

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PROJECT OBJECTIVES

To devise effective strategies for creating successful films and maximizing profitability, Microsoft Studios embarked on a comprehensive data analysis journey



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BUSINESS PROBLEM

In an increasingly competitive film industry, understanding audience preferences and market trends is crucial for achieving box office success

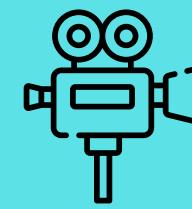


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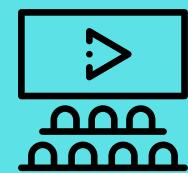


DATA SOURCES

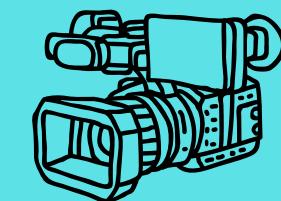
My analysis draws insights from diverse datasets, encompassing movie information, ratings, and box office performance



IMDB



BOX OFFICE
MOJO



TMDB



DATA ANALYSIS

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- Our dataset comprises a rich repository of movie details, including genres, ratings, runtime, and financial performance.
 - A meticulous data cleaning process ensured accuracy and consistency, enabling us to derive meaningful insights.
 - Focus was on pivotal factors like genres, ratings, and box office revenue to inform the analysis.

KEY OBSERVATIONS

- Through rigorous analysis, I unearthed critical trends shaping the film industry, influencing audience preferences and box office earnings.
- Genres like Adventure, Action, and Drama emerged as the top performers, influencing revenue trends and audience engagement.



MOVIE POPULARITY

- A closer look at the correlation between audience engagement (number of votes) and total gross revenue unveiled significant insights into movie popularity.
- Genres such as Sci-Fi, Adventure, and Animation commanded a strong fan base, indicating their popularity among viewers.

MOVIE RATINGS ANALYSIS

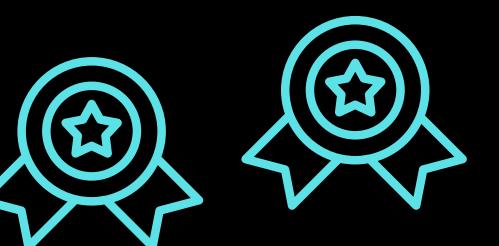
- Delving into genre-specific ratings shed light on audience preferences, reflecting their sentiment towards different movie categories.
- Top-rated Genres: Biography, Documentary, and History genres garnered the highest average ratings, signifying their resonance with audiences.



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GENRE TRENDS

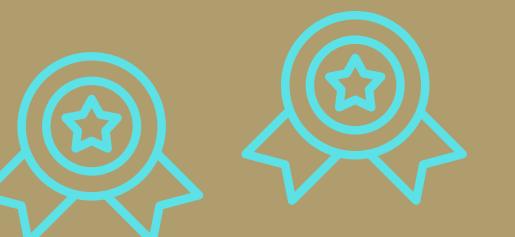
- Historical Analysis: A comprehensive review of box office trends spanning from 1986 to 2018 revealed evolving genre preferences and shifts in revenue streams.
- Changing Top Grossers: The analysis showcased fluctuations in top-grossing genres, providing valuable insights for strategic planning.



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RECOMMENDATIONS

- Strategic Direction: In light of the findings, we propose strategic directions to optimize film production efforts and enhance box office performance.
- Genre Focus: Prioritize genres with proven track records, capitalizing on the popularity of Adventure, Action, Drama, and Animation genres.
- Real-Life Themes: Exploring real-life events as movie themes offers an avenue for captivating storytelling and potentially higher audience engagement.



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CONCLUSIONS

- Key Takeaways: The analysis underscores the importance of data-driven decision-making in the film industry, unlocking valuable insights for Microsoft Studios.
- Limitations: While robust, my analysis is contingent on available data and industry trends up to 2018, warranting continuous monitoring for evolving preferences.
- Future Enhancements: Future iterations could incorporate real-time data and advanced analytics techniques for even deeper insights.



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THANK YOU

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