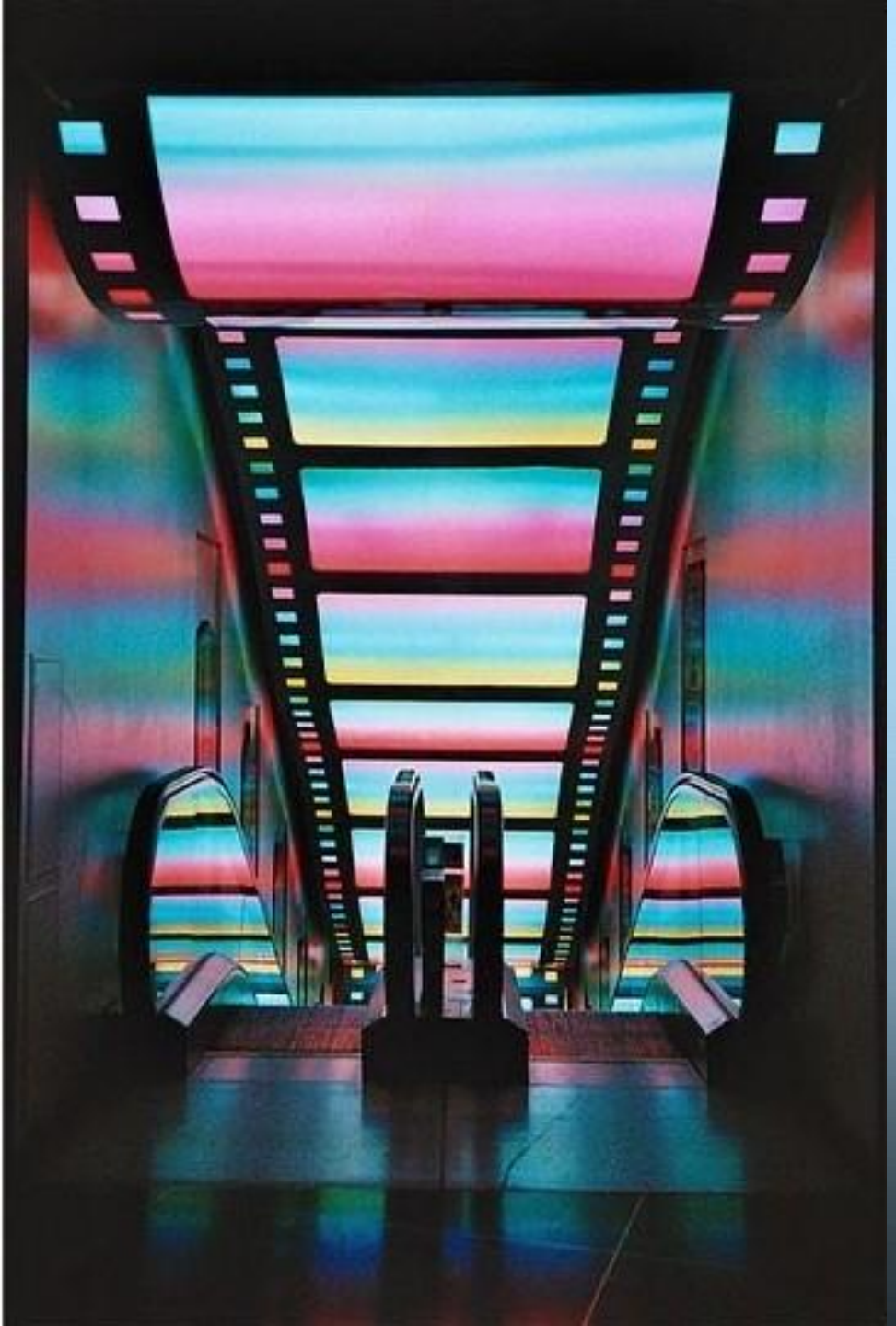

MICROSOFTS NEW STUDIO PROJECT ANALYSIS

WINNIE ONDURU

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Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies.

You are charged with exploring what types of films are currently doing the best at the box office.

You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Lets Indulge!

Data Understanding

For this analysis though i used :

- bom.movie_gross.csv has five columns comprising of movie titles, studios, financial incomes both domestic and foreign and the release year.
- tn.movie_budgets.csv contains information on released films, including their names, release dates,and financial data such as production budget and worldwide gross.
- rt.movie_info.tsv tells us more about each movie.It has twelve columns namelyid,synopsis,genre,rating,director,writer,theater_date,dvd_date, currency, box_office, runtime and studio.

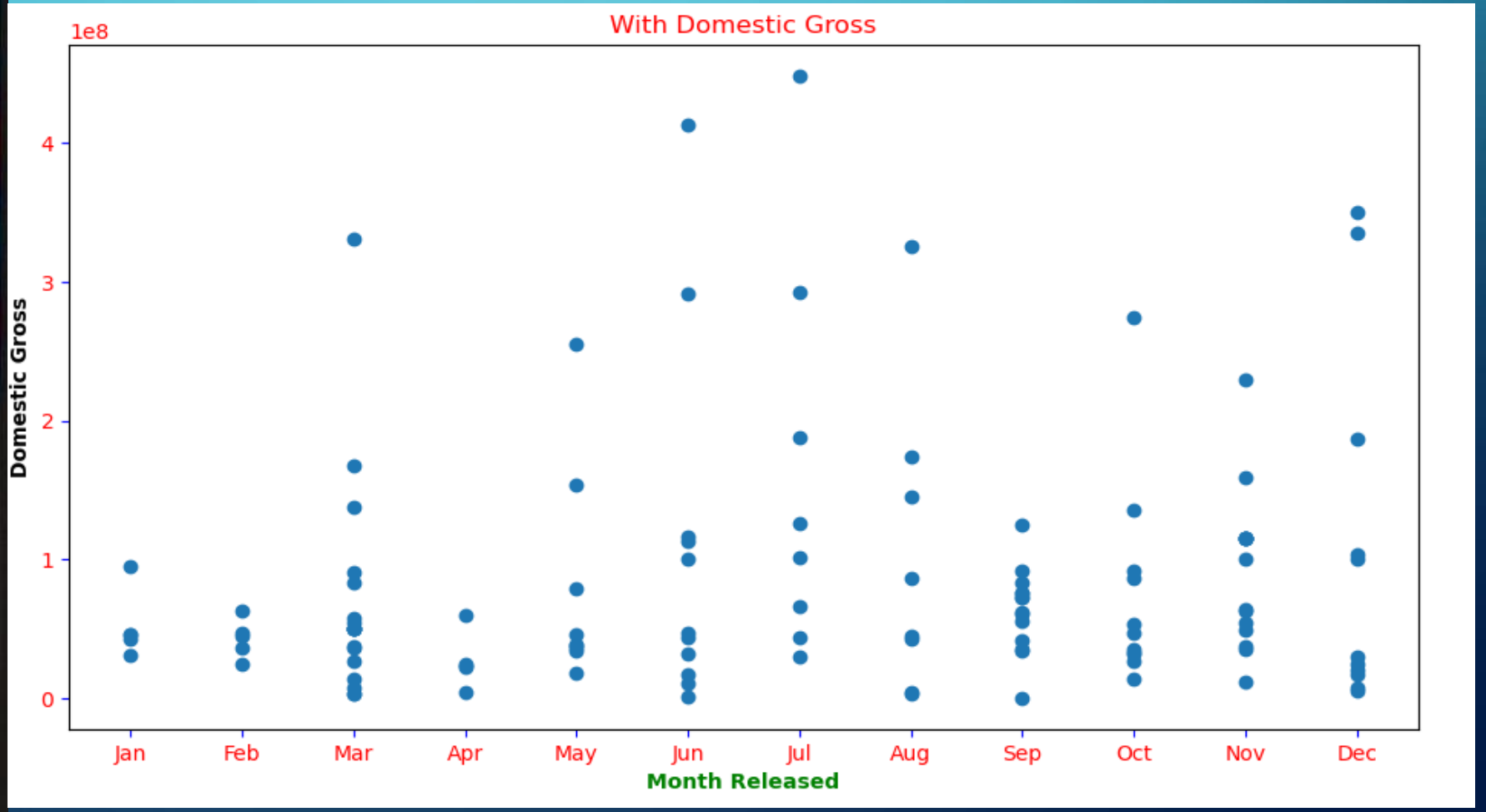
Data Analysis

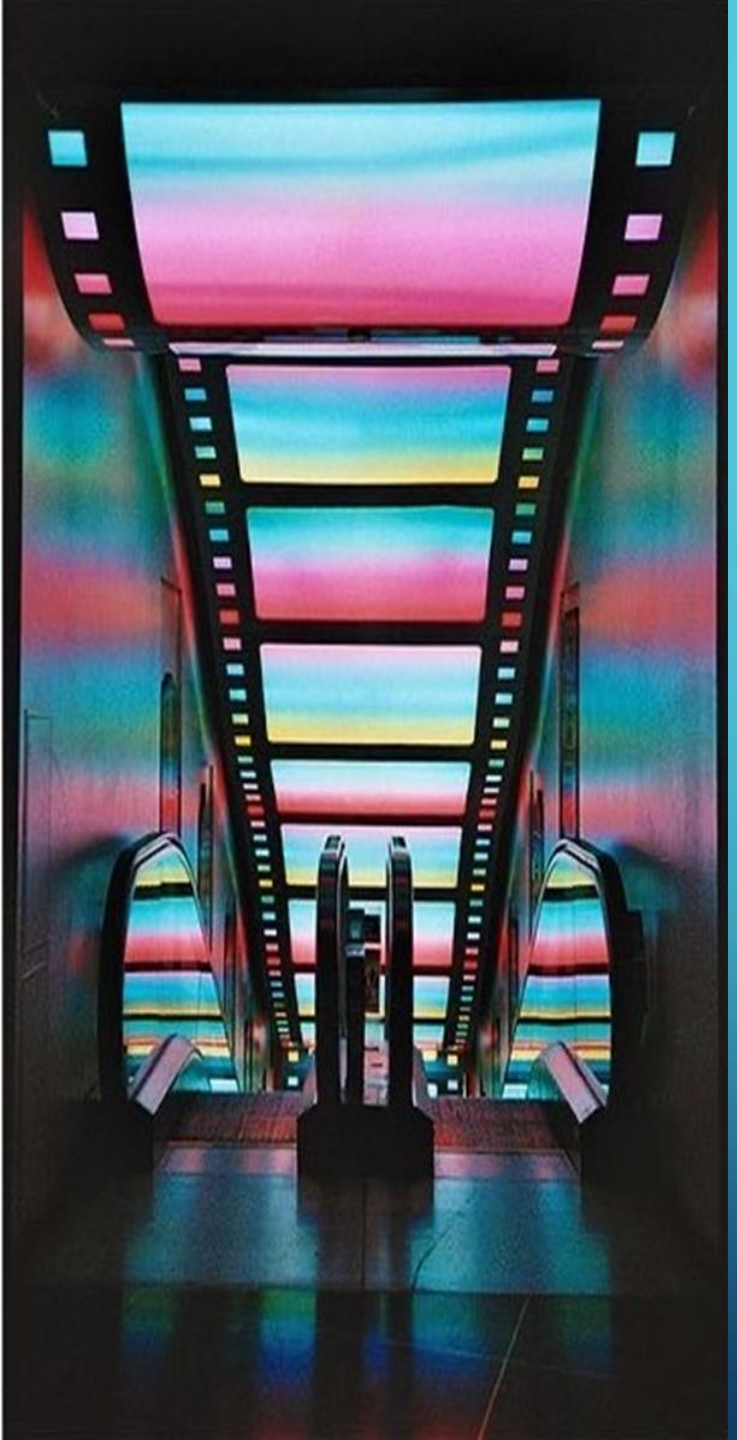
❑ Questions to Answer

- ❖ How does the release month of a film affect its gross values i.e. Worldwide and Domestic?
- ❖ Which is the most popular film genre ?
- ❖ Which Studios are making the highest profit?

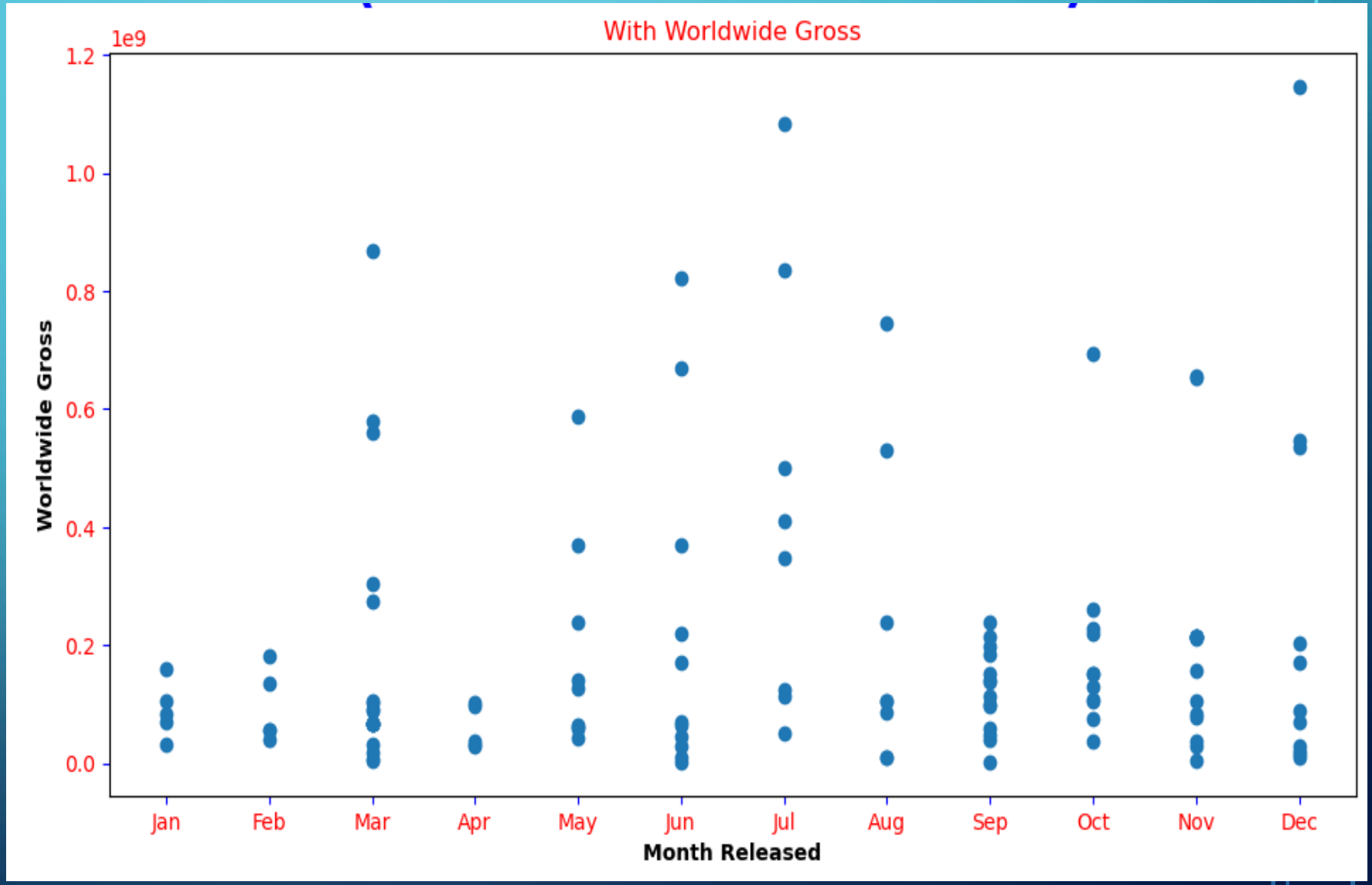
❑ Visualizations

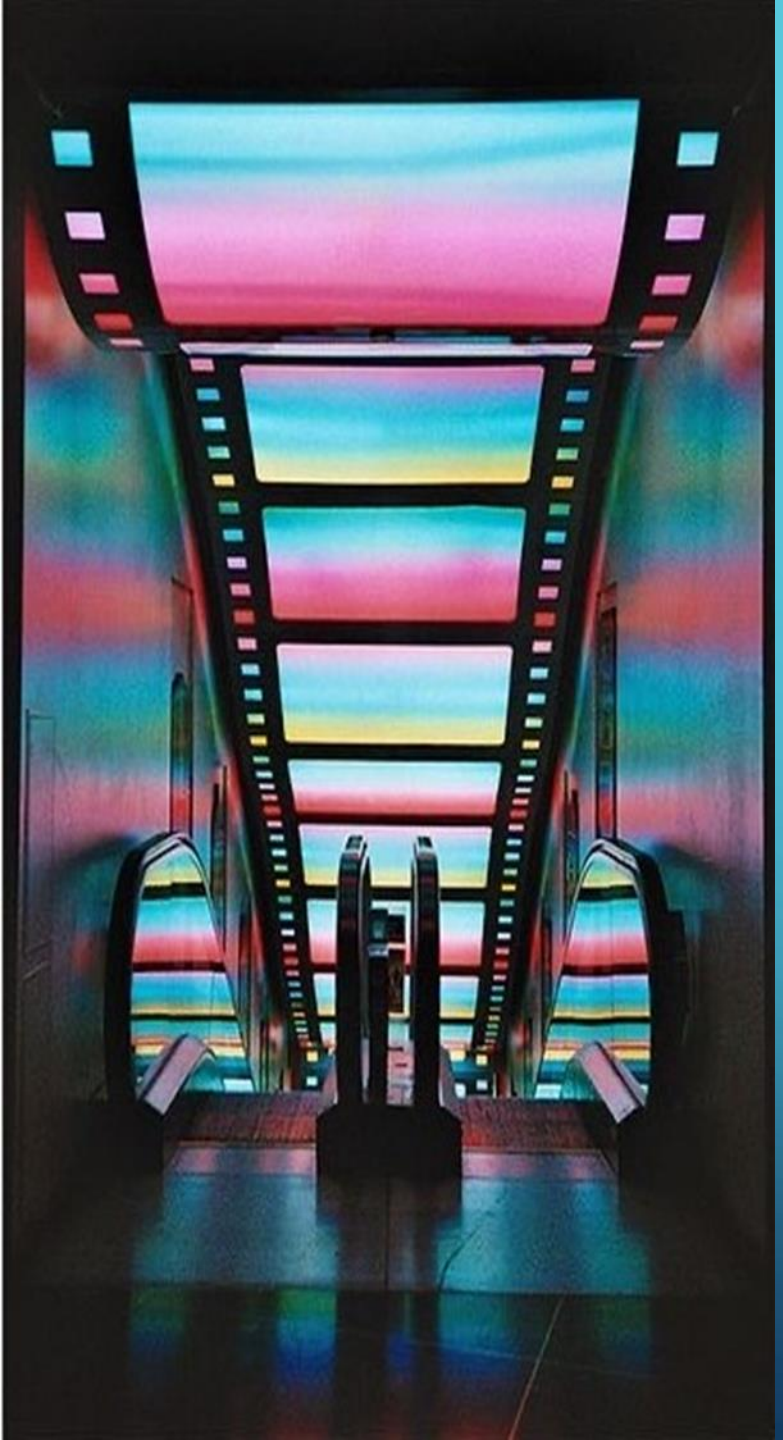
Correlation between Month of Release and Gross Values (Domestic)



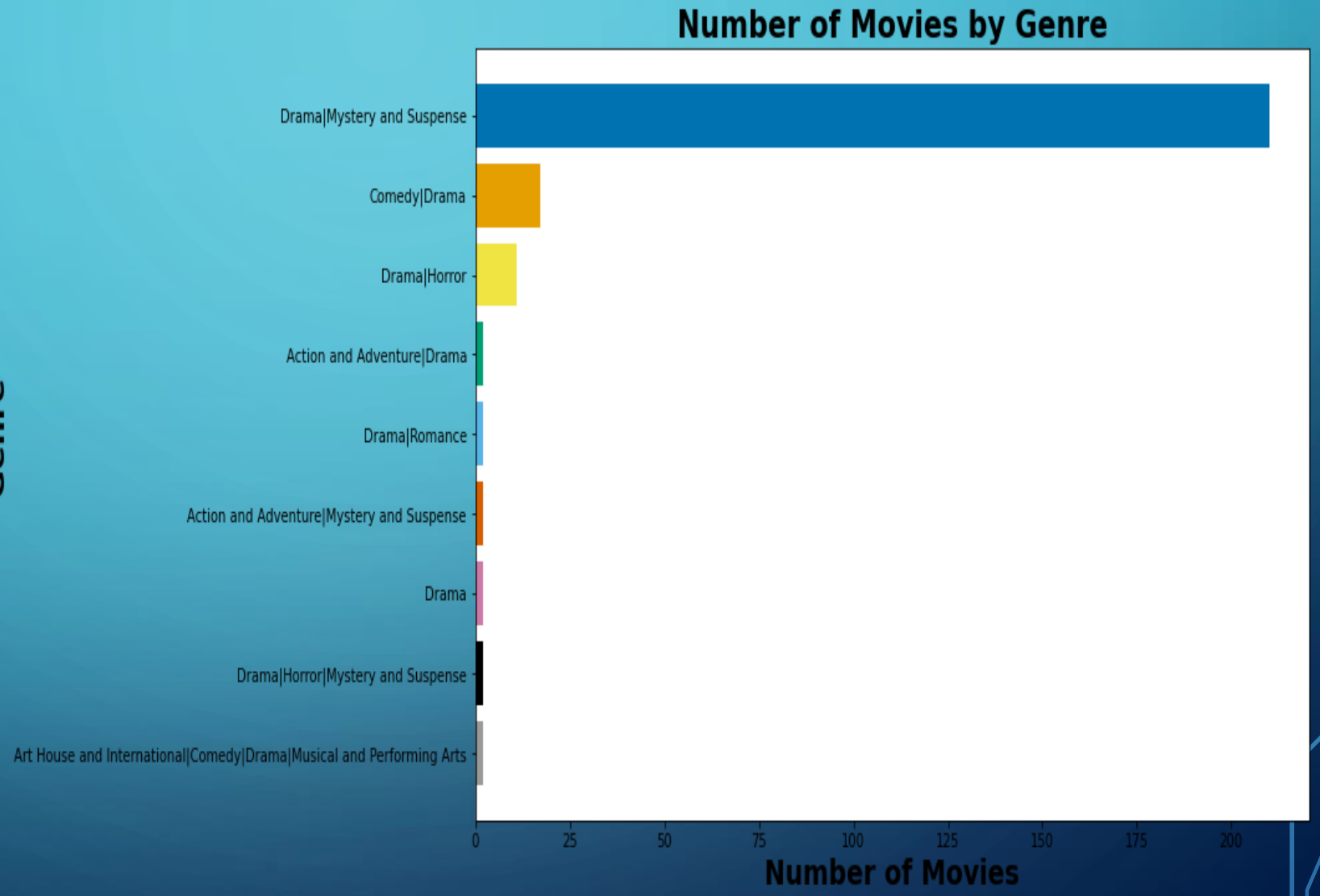


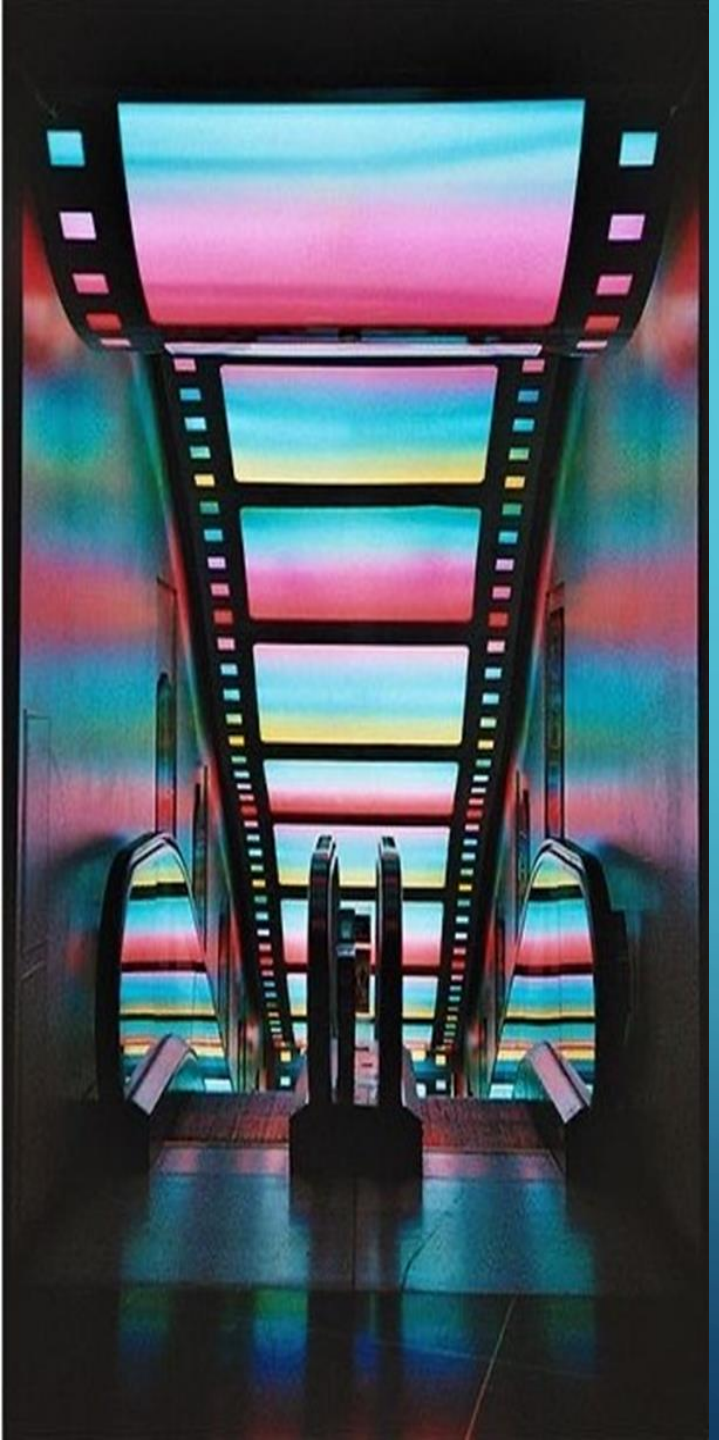
Correlation between Month of Release and Gross Values(Worldwide)



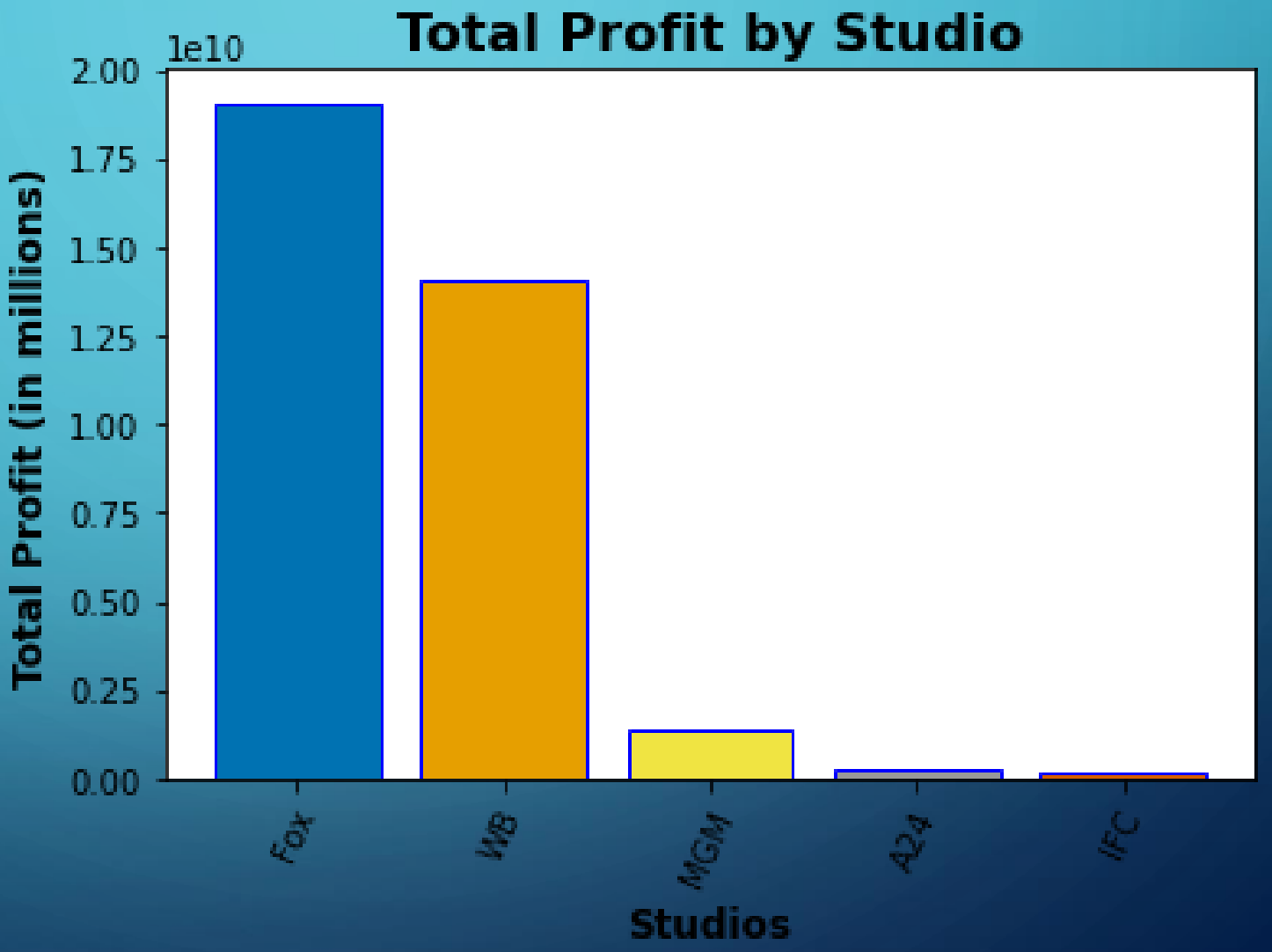


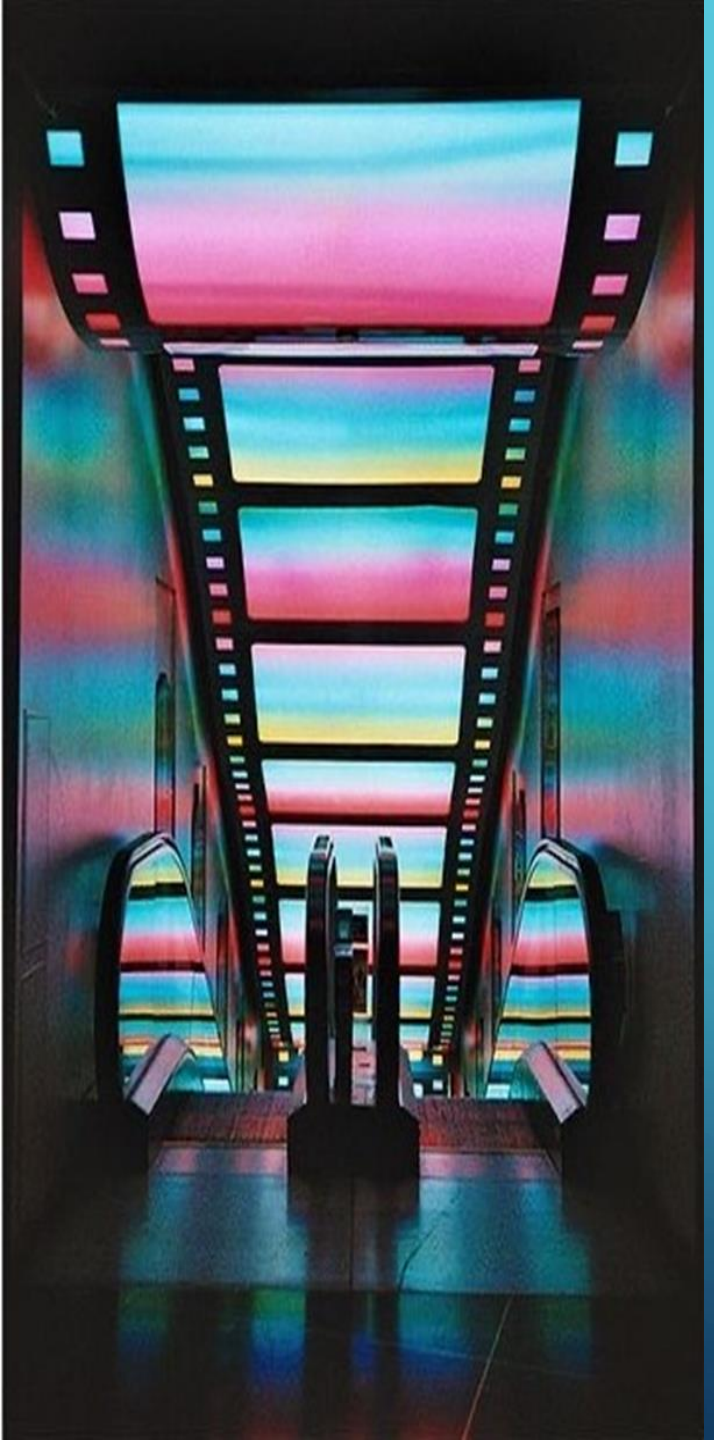
Number of Movies by Genre





Total Profit by Studio

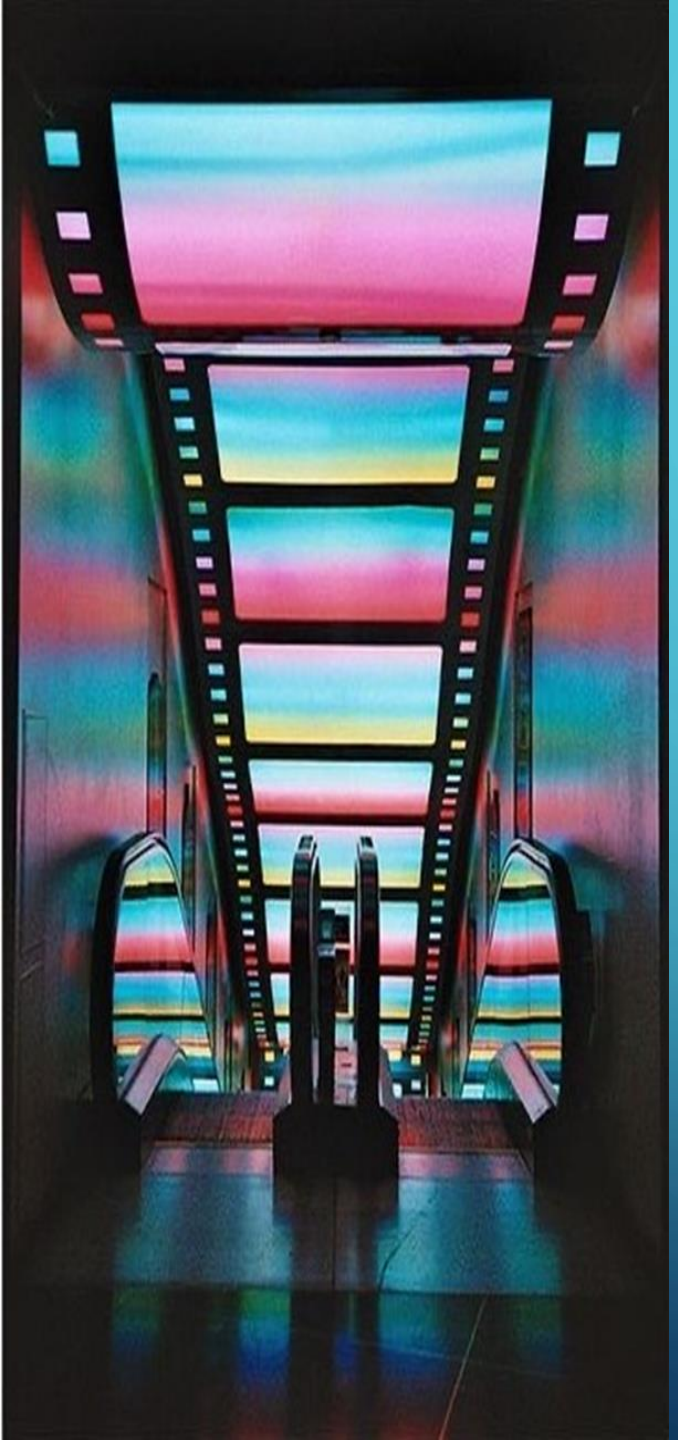




Recommendations

After my analysis, as visualized above, these would be my data driven recommendations to Microsoft:

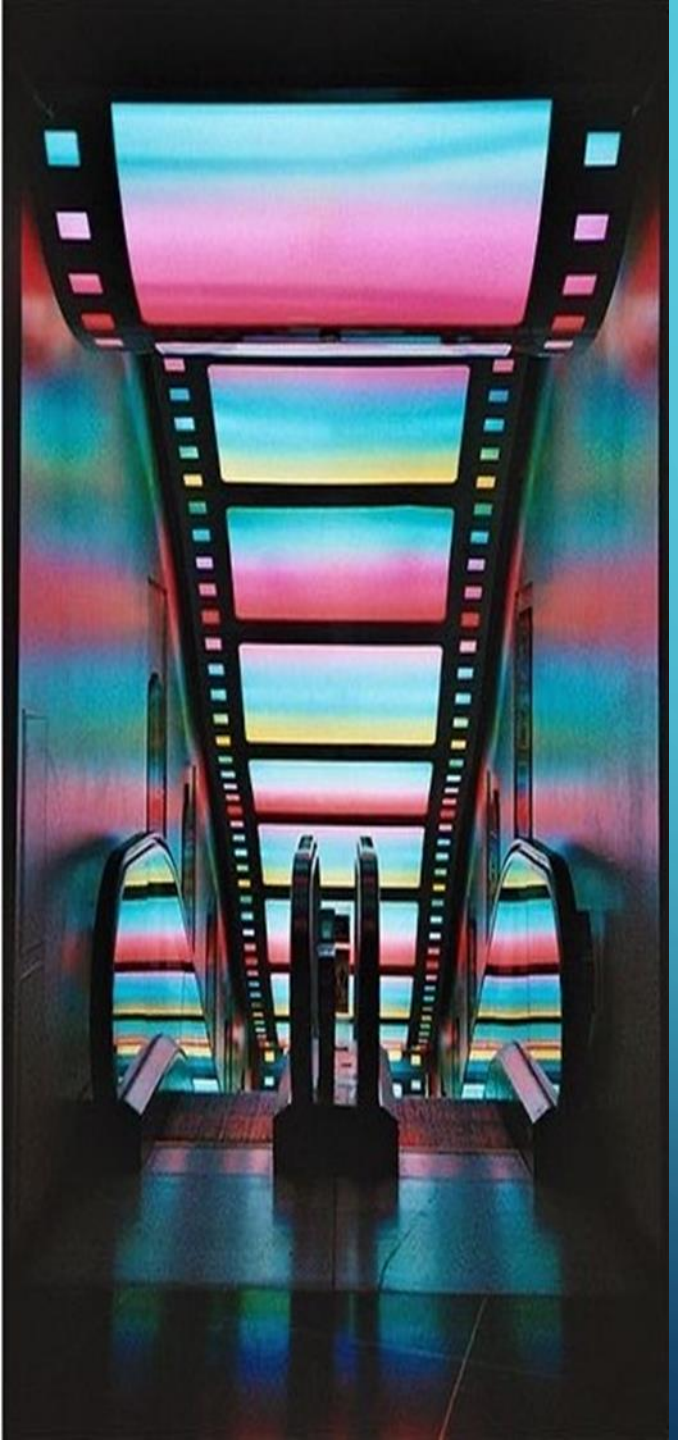
- Know your audience, how so you may ask, the top film genres overall were Drama|Mystery and Suspense. Microsoft should then consider creating movies within these genre parameters if they want to generate interest and increase their likelihood of achieving high popularity since these kind of films draw the crowds.
- The highest profiting studios have the best business models that should inform Microsoft's practice for their own studio. The business strategies of these studios should be carefully scrutinized to determine and emulate their methods for success. These studios include FOX,WB,MGM,A24 and IFC.
- Finally the findings of the study presented above lead one to the conclusion that there is, in fact, a positive link between the release month/period and the gross values i.e Domestic and Worldwide. The films released in the month of July and December generally grossed higher compared to other months.



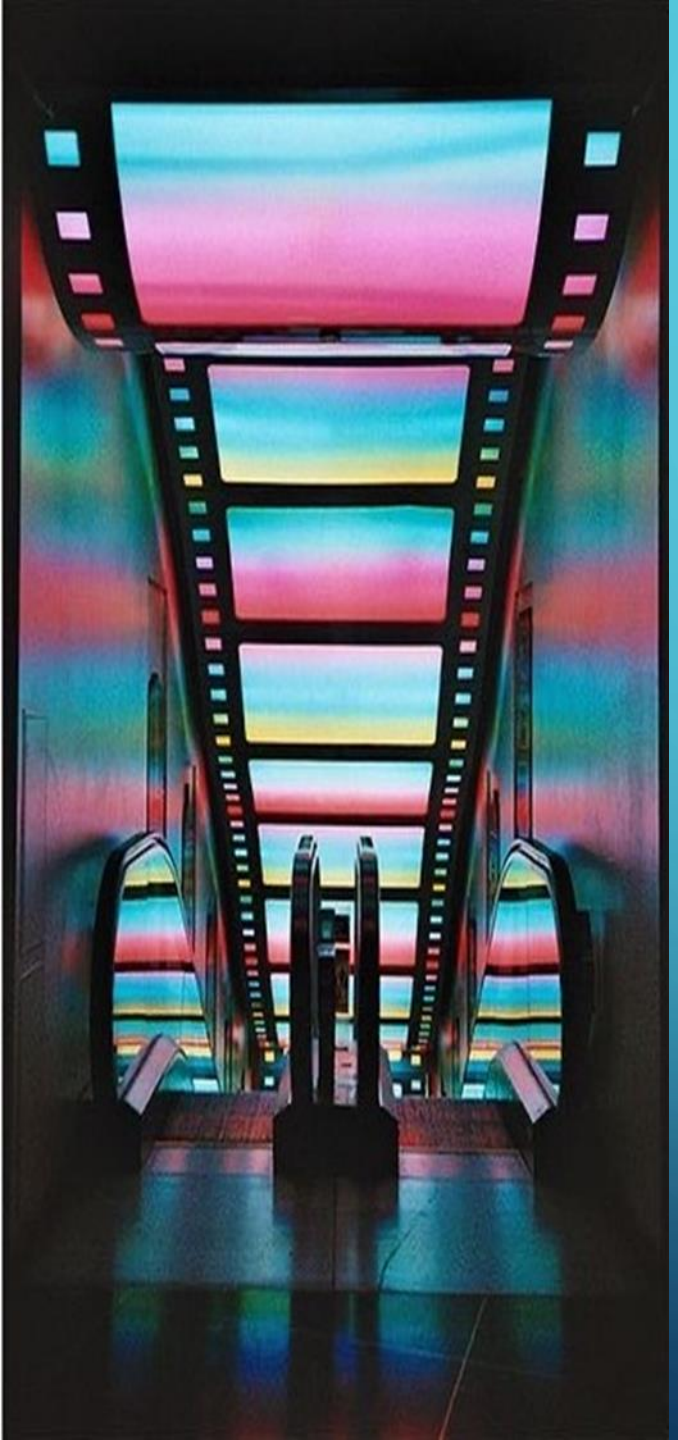
NEXT STEPS

Its said that the core advantage of data is that it tell us something about a world we did not know of before. More analysis can still be done on issues like(but not limited to) the Film directors ,the Runtime of each Film and even the Ratings.

With the above analysis and recommendations, Microsoft should be now ready to enter into the Film industry head high with data driven decisions.



Any Questions ?



The End
Thank You.

PREPARED BY : WINNIE ONDURU
EMAIL : winnieonduru@gmail.com
GITHUB :https://github.com/WinnieOnduru