



BUSINESS RECOMMENDATIONS FOR MICROSOFT'S NEW STUDIO THROUGH DATA ANALYSIS

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OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

BUSINESS PROBLEM

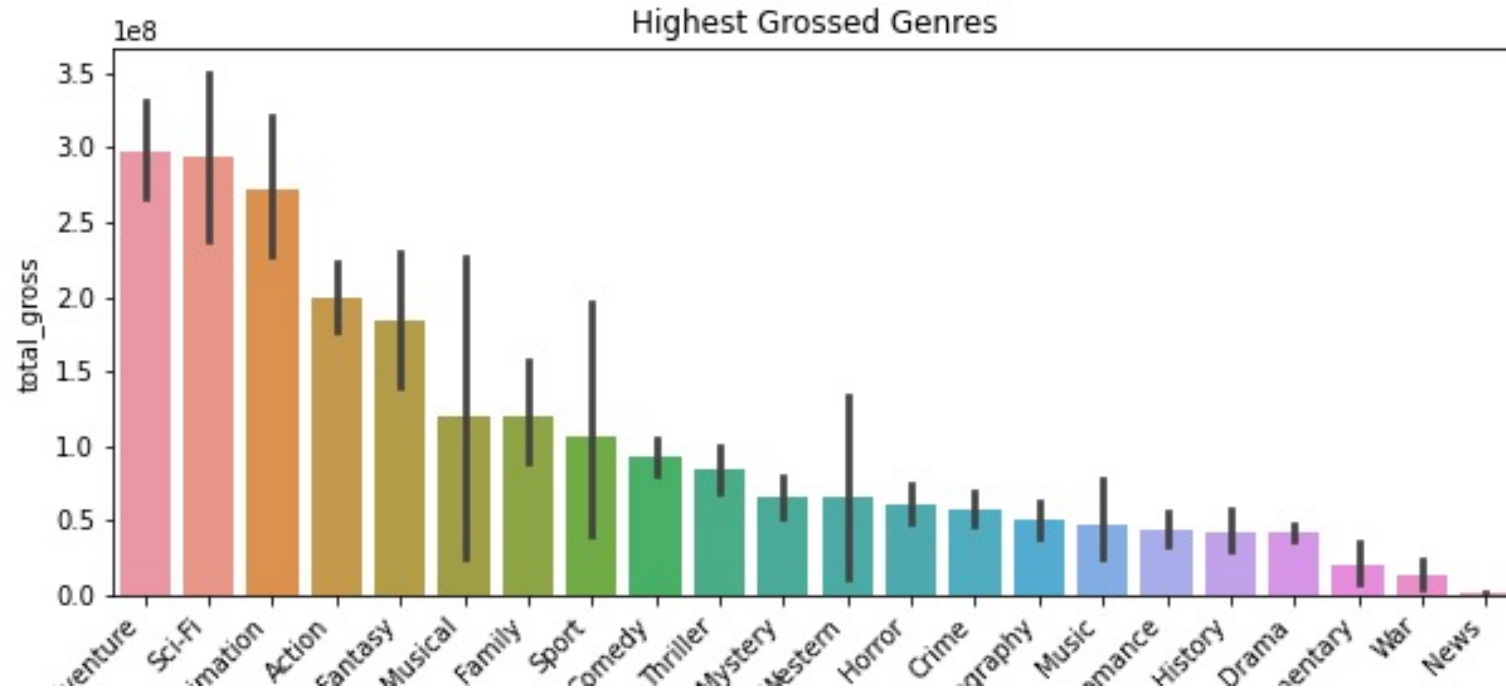
- Microsoft's unfamiliarity within the movie realm requires analysis and insight into what the best approach is that makes financial sense for their new studio
- Determining what is necessary information and what is irrelevant to the data questions are the pain points of this project. Additionally, conversion of certain data types and knowing when to drop useless/redundant information will also be a pain point
- Microsoft cannot risk having a rough start. The business questions in this analysis will help show where other studios/type of films have failed

DATA

- Data used in this analysis are from IMDB & Rotten Tomatoes dataframes
- Before removing duplicates/outliers, 3366 movies were analyzed with 11 columns
- 911 rows of duplicates were removed using subsets: 'title', 'original_title', 'domestic_gross' after merging the needed dataframes
- World wild gross was calculated by adding `foreign_gross + domestic_gross`
- Seaborn package was used to plot data and provided visualizations

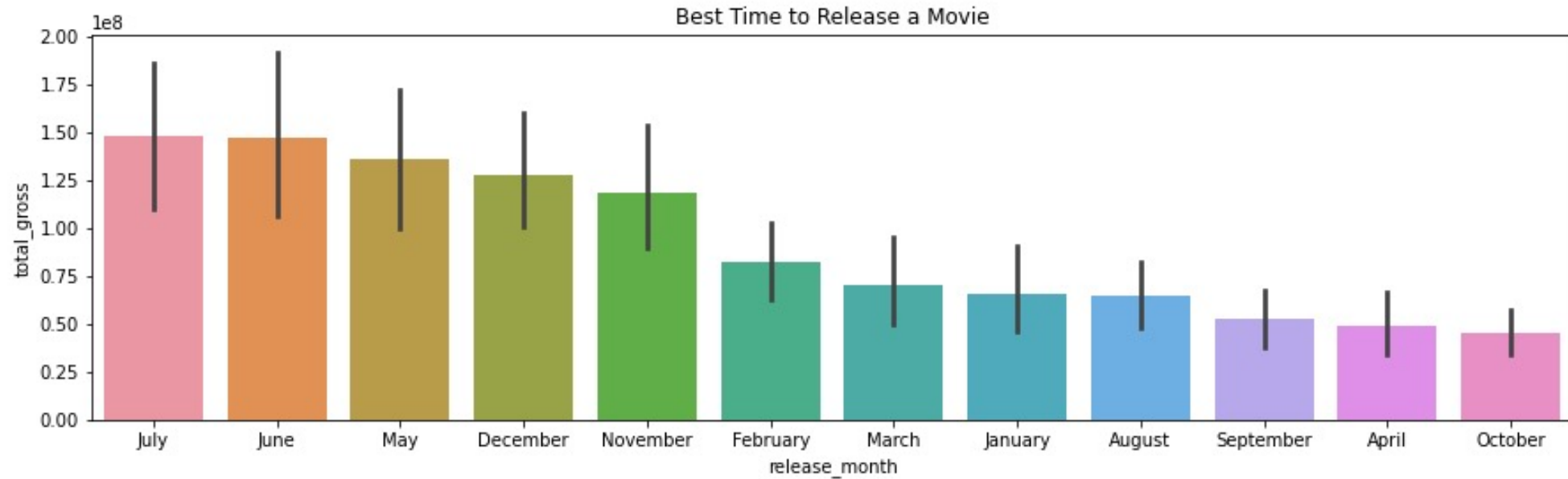
METHODS

- Domestic gross and foreign gross were used because it was a good indicator of how successful a movie was
- Adding the two columns provided world wide success for a movie
- Plotting world wide gross with other factors like release date and genre would show if they had an impact on the movie's success



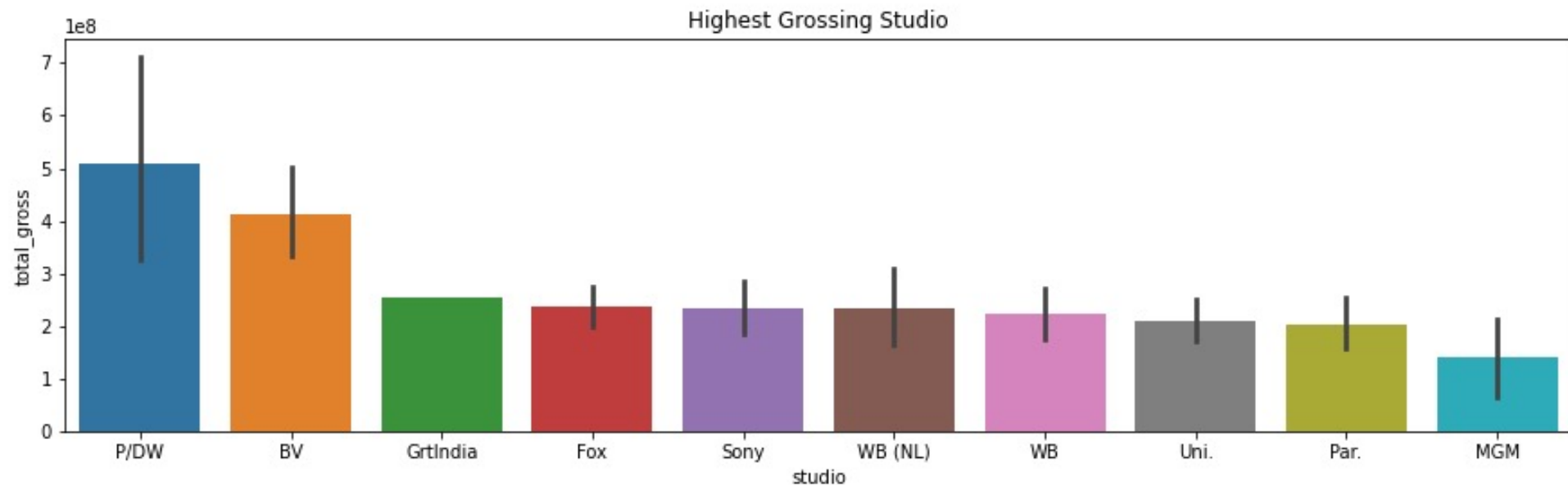
RESULTS - WHAT GENRES ARE THE MOST SUCCESSFUL?

- Genre vs. Total Gross shows that Adventure, Sci-Fi, Animation, Action, and Fantasy are the highest grossed genres.
- Recommendation: Making these types of movies will be popular among consumers



RESULTS - WHEN IS THE BEST TIME TO RELEASE A MOVIE?

- Plotting Month vs. Total Gross shows that July, June, May, December, and November are the best times to release a movie.
- Recommendation: Start casting, budgeting, filming so a movie can be released for these popular months



RESULTS - WHO ARE THE HIGHEST GROSS STUDIOS?

- Studio vs. Total Gross shows that P/DW, BV, GrtIndia, Fox, and Sony are the top 5 most successful studios respectively
- Recommendation: Doing business with these top studios would be beneficial

CONCLUSIONS

- Recommendations:
 - Make movies with the genres that make the most money: Adventure, Sci-Fi, Animation, Action, and Fantasy
 - Release movies around the months of: July, June, May, December, or November
 - Do business with the more successful studios such as P/DW, BV, GrtIndia, Fox, and Sony
- Limitations would be that more recent movies were not analyzed
- Future improvements:
 - Account for reviews on movies
 - Casting involved
 - Compare against actual profit instead of gross



THANK YOU!

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