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Film Production Recommendations for Microsoft's New Movie Studio

Authors: Aisha Baitemirova-Othman, Adonis McQueen, Angela Kim, Deja Prade, James Kang

Overview

This project analyzes movie datasets from multiple databases to come up with a business plan for Microsoft's new movie studio.

Business Problem & Key Questions

Microsoft wants to create a new movie studio but requires data-driven recommendations in order to decide what types of films to produce.

- Which films in the past decade have made the most profit?
- What are the genres of these films?
- Which films and genres are the most popular?
- Is there correlation between genre and profit?

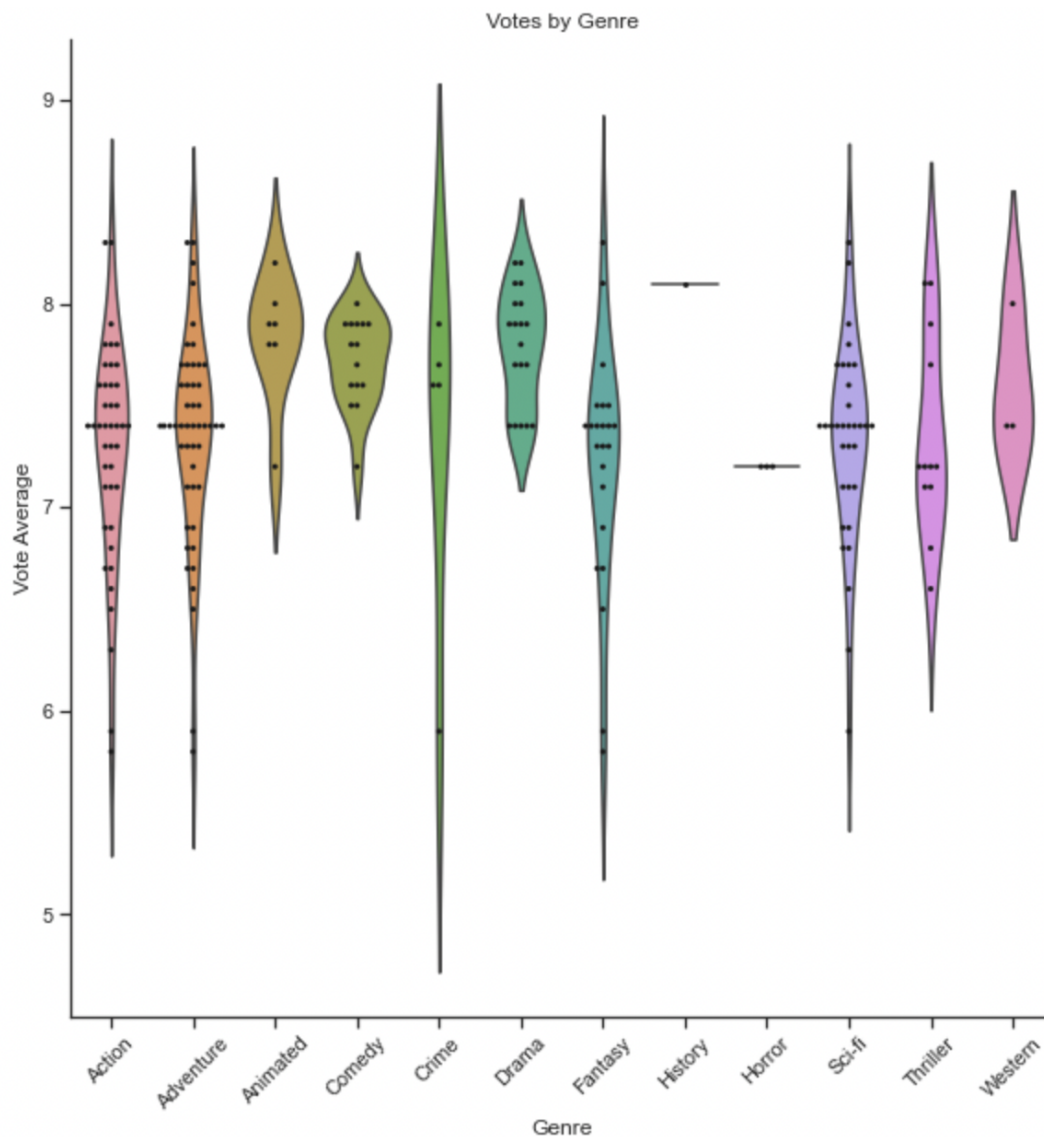
- *What is the relationship between genre and vote average?*
- *Can Microsoft capitalize on its own franchises?*
- *What can we learn from other production studios?*
- *Would it be cost-effective to acquire a smaller, already established studio?*

Data Sources & Methods

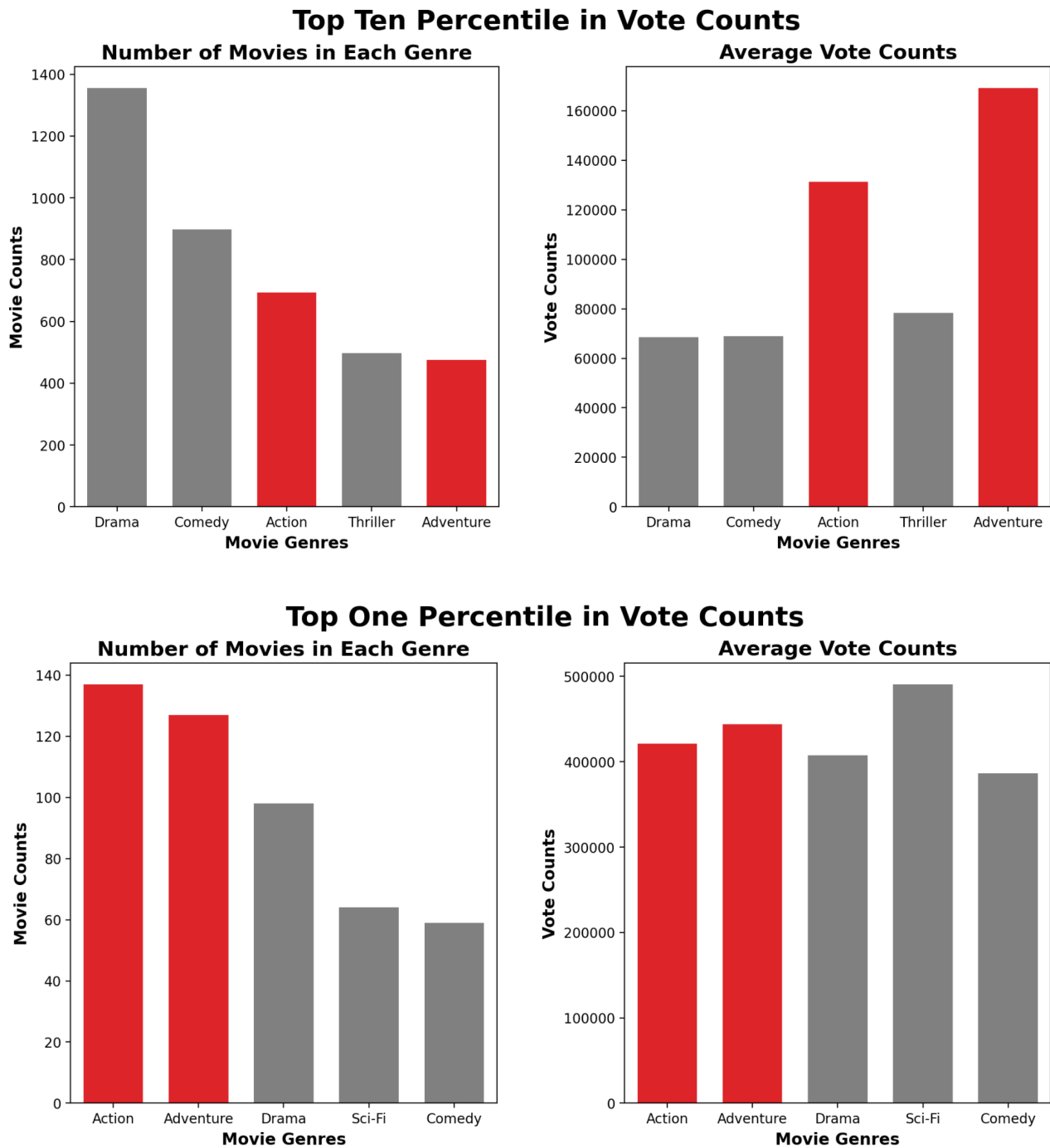
Databases: IMDB, TheMovieDB, Box Office Mojo, the Numbers, and Rotten Tomatoes.

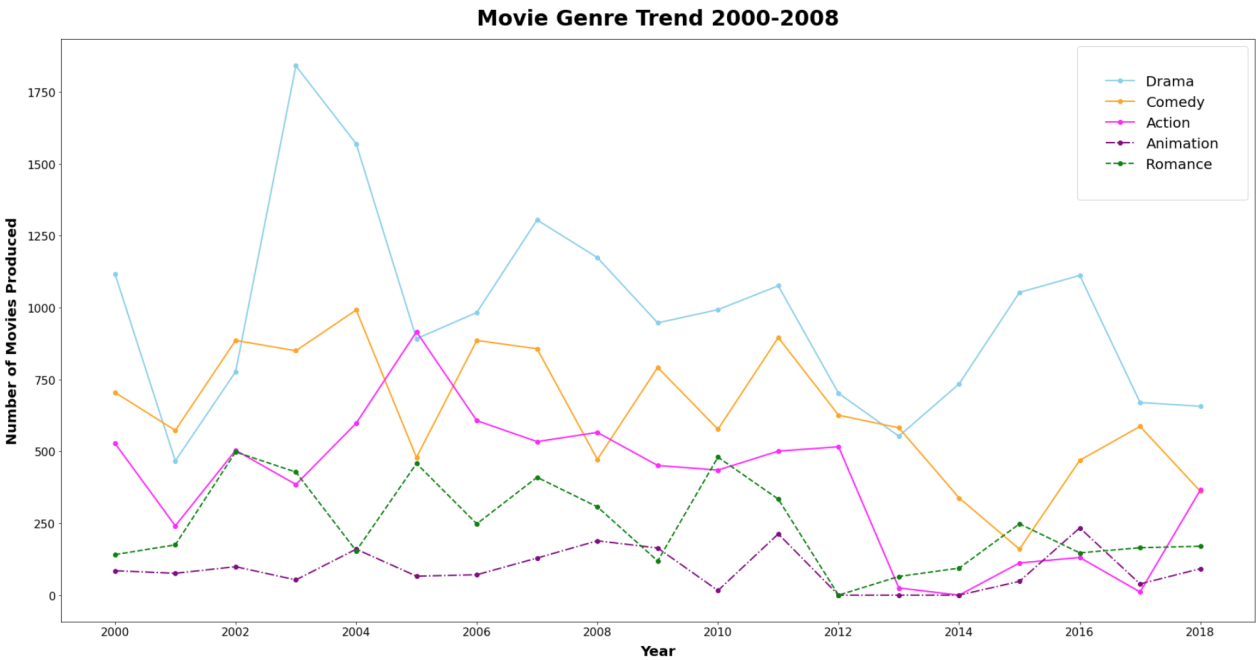
Methods: Exploratory Data Analysis (EDA)

Data Understanding & Analysis

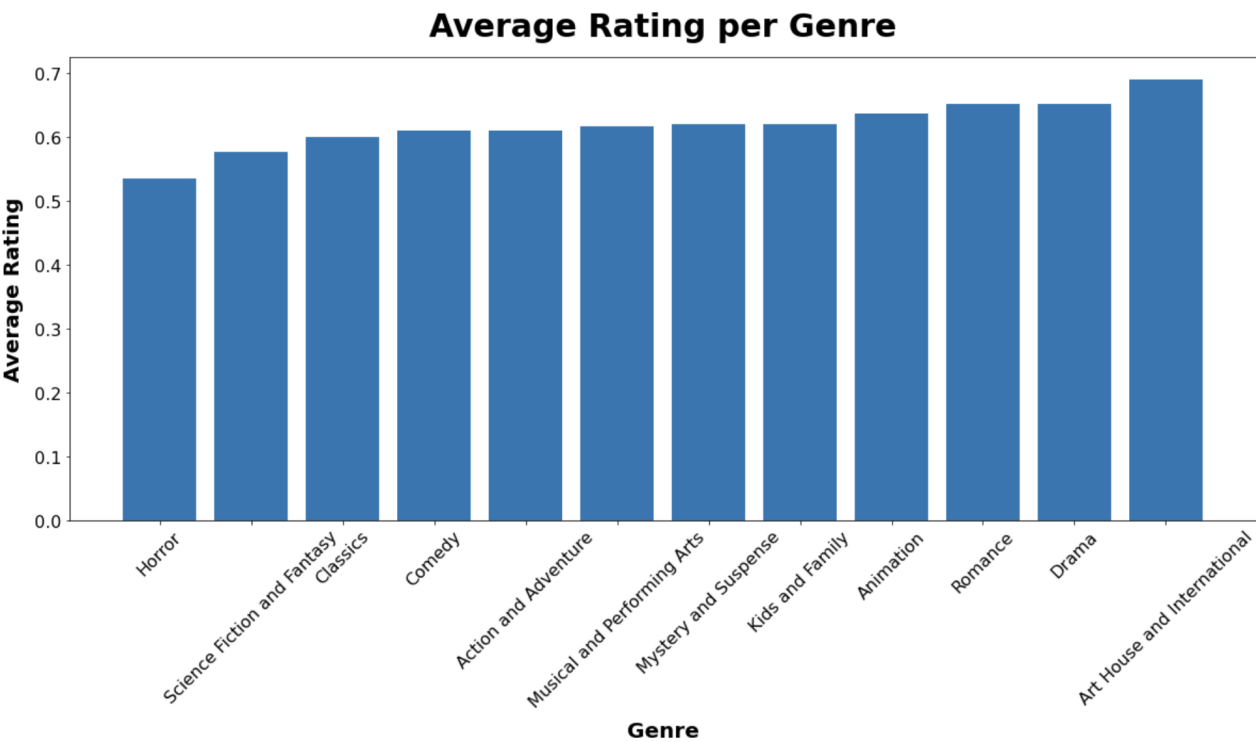


This graph shows the correlation between the average ratings. Movies were given by genre, while genres can overlap, the focus of resources should be towards action, adventure, fantasy, sci-fi, comedy and crime movies. Crime has the highest rating, but the other 5 categories have higher volumes of consumer interaction.

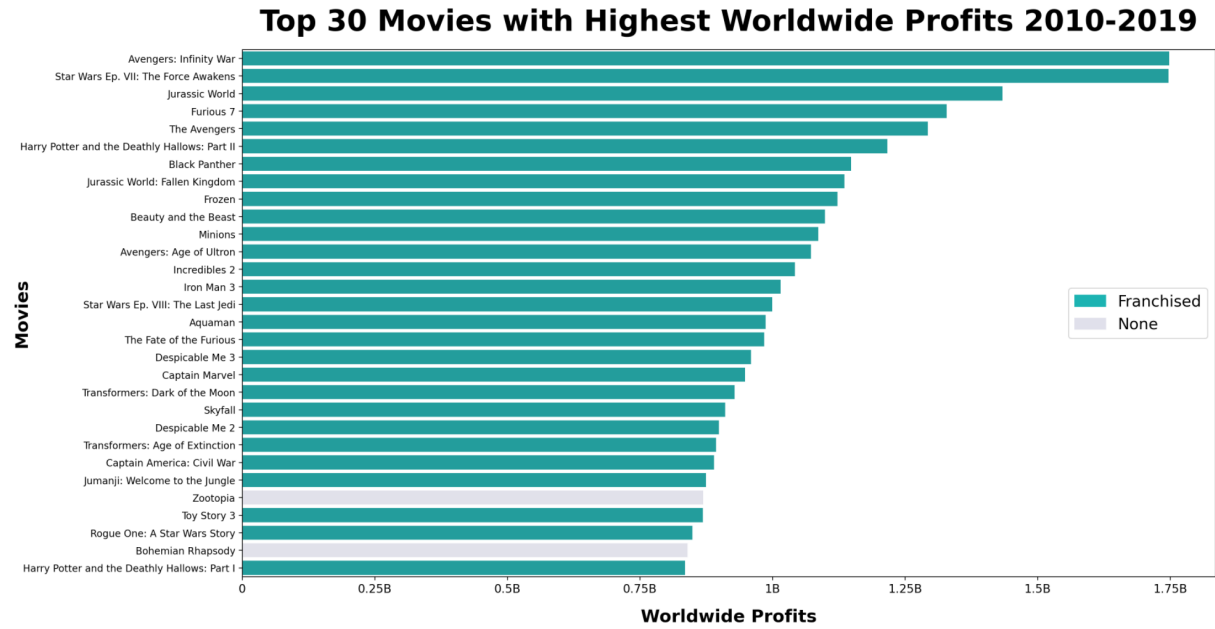




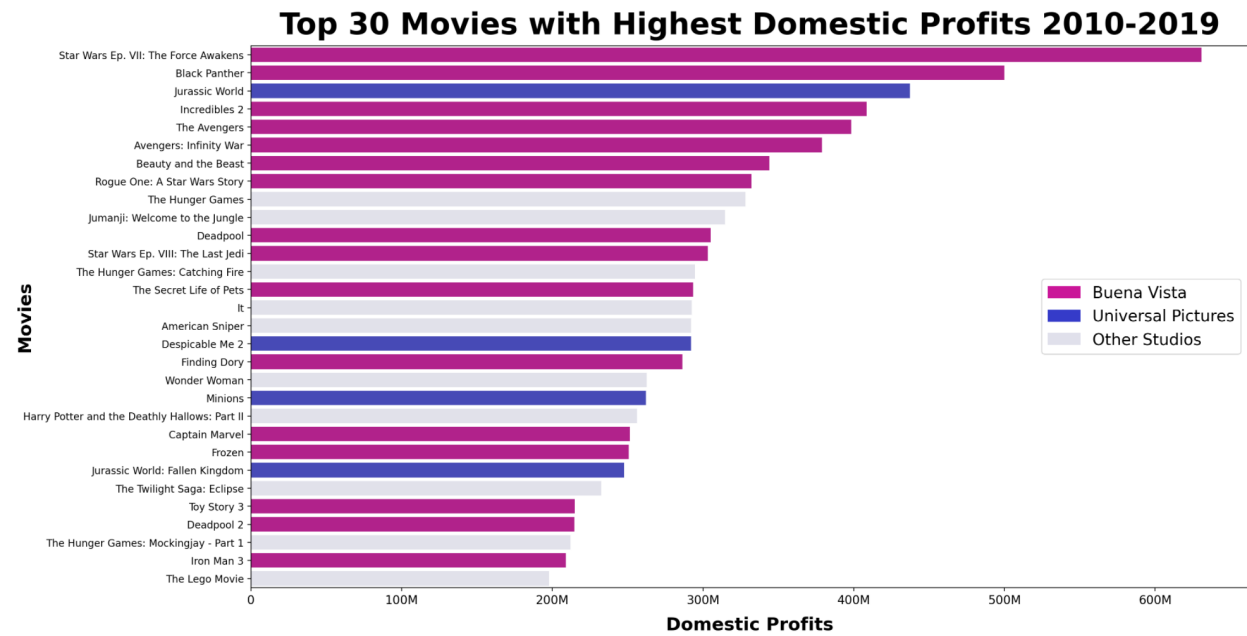
The average critical rating was the highest for the "Art House and International", the drama and the comedy genres compared to others.

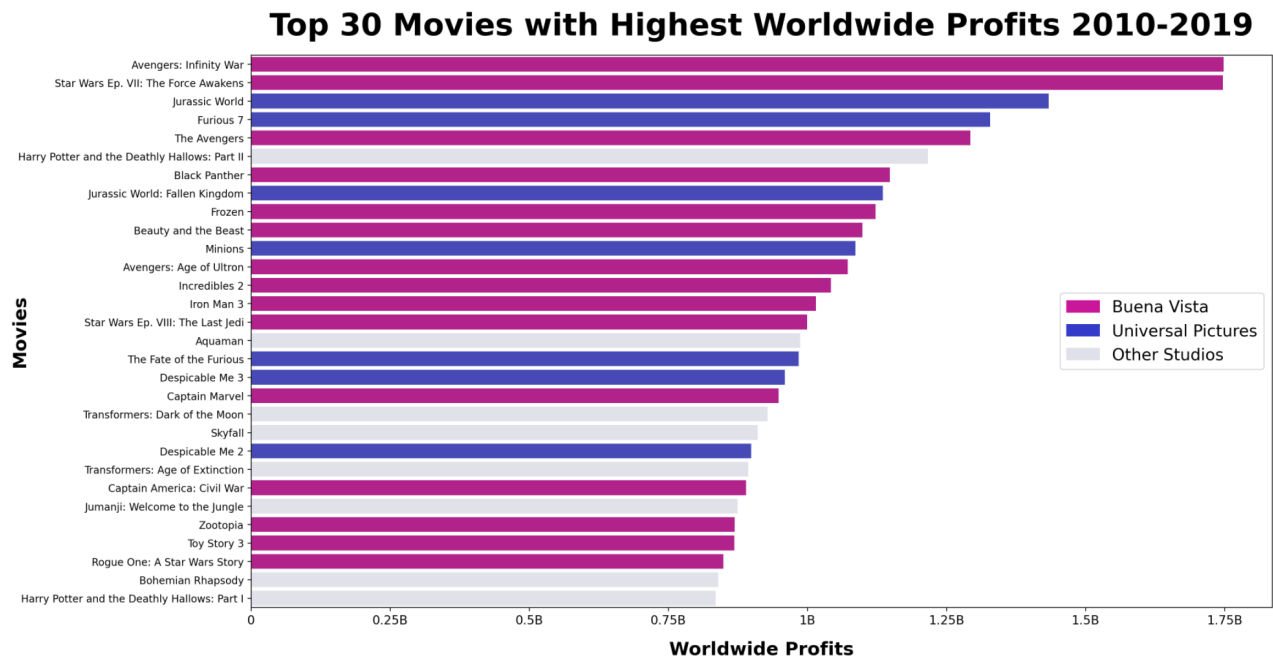


Over the last decade, domestic and worldwide film profits reveal general audiences gear toward familiarity, vastly preferring sequels and already established franchises over original content. They also show that the majority of the most profitable films of the last decade have been produced by Buena Vista and Universal Pictures.

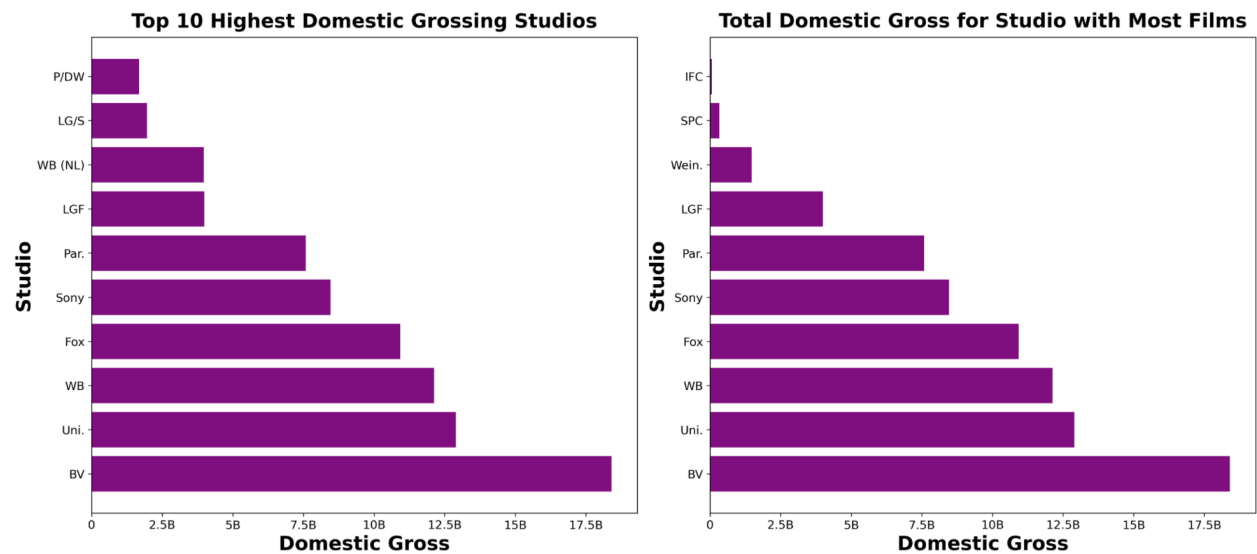


67% of the top 30 films that made the highest domestic profits were produced by either Buena Vista or Universal Pictures, and when we take a look at worldwide profits, that market share is even higher at 73%.

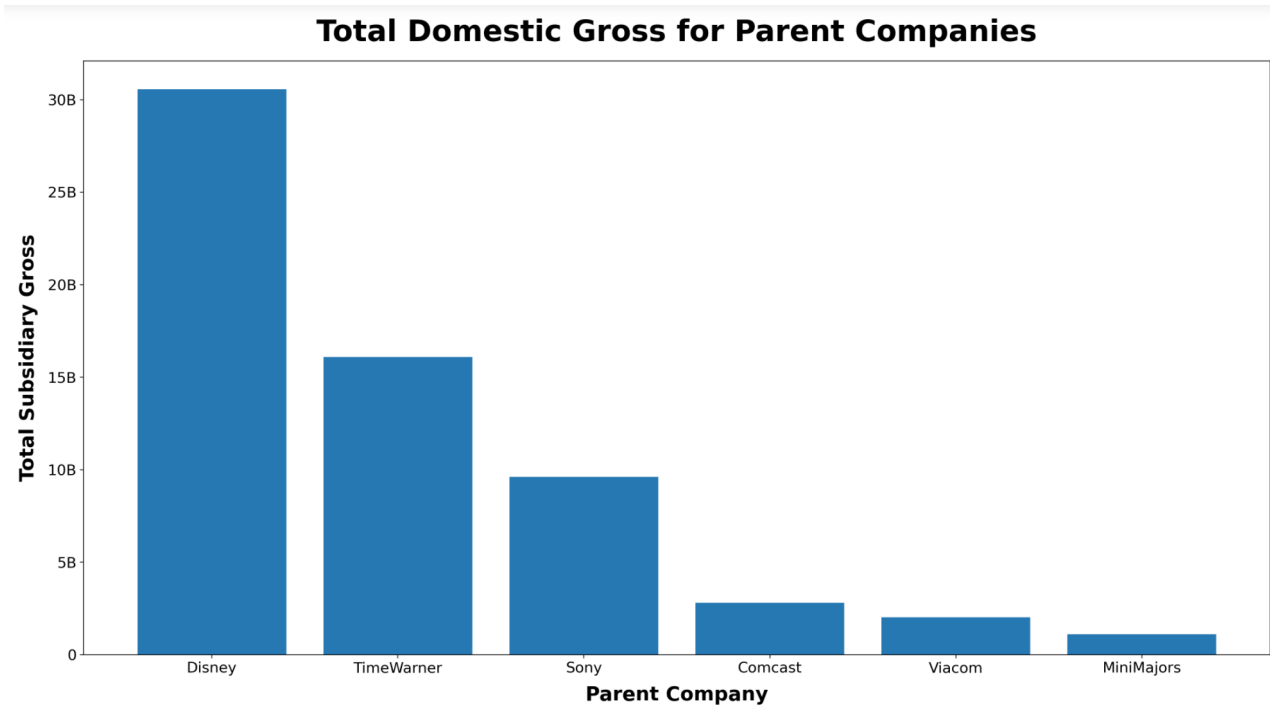




Franchise films and the studios that produce them have the highest domestic gross. The second visual shows us that smaller studios (IFC, SPC, Wein), while creating a lot of content, do not yield the same gross. Therefore, we recommend that Microsoft focuses on content based on their own gaming properties to create content.



Studio acquisition is highly recommended, as the top content producers all operate under parent companies. Mini-major studios such as Relativity Media can be acquired by Microsoft to boost content production.



Conclusions

This analysis leads to three recommendations for Microsoft's new movie studio.

- The consistent trend of movies in the last decade have geared towards drama, action, and comedy, or a combination of the three. Therefore, we recommend Microsoft focus on making movies like this because of the correlation between these three genres and profits.
- Any action/scifi/adventures movies made should be based upon Microsoft properties (Halo, Minecraft, etc). The highest grossing films are all established properties with large fanbases, and it is our recommendation that Microsoft follow suit with their own. This will ensure Microsoft isn't burdened with license and copyright fees for action content production.
- Microsoft should strongly consider acquiring an additional studio for content production. The most successful studios are all under a parent company, and Microsoft would greatly benefit by following their example.

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