MICROSOFT NEW STUDIO DATA PROJECT

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This chapter is concerned with data presentation, of the findings obtained through the study. The findings are presented in tabular form and also using graphs.

Business Understanding

As Microsoft you want to start a movie studio and you also want to know the kind of films to create. I personally think looking at datasets which you have given me that have the current trend of the movie world was a great deal. After getting ideal datasets I used Exploratory data analysis to look into them and find out everything happening now in the movie world.

Materials

Given to me by microsoft
The materials that will be used
are Box office Mojo Dataset,the
numbers and IMDB.

- Box Office Mojo Dataset

- The Numbers

- IMDB

- Rotten Tomatoes

- The movie IDB

Data Understanding

I first of all got an understanding of the three datasets.

- The Box Office Mojo Dataset was used to get us the studios that microsoft studio will compete with
- The Numbers dataset was used to give an overview of the production budget and the Gross income generated after producing a movie
- The IMDB dataset was the main thing as it answers the business problem of the types of films(genres) that microsoft can produce.

Hypothesis

The main point of the analysis was to find out the popular genre if it is popular it also means that the genre has a high average rating and is creating a good domestic gross and foreign gross
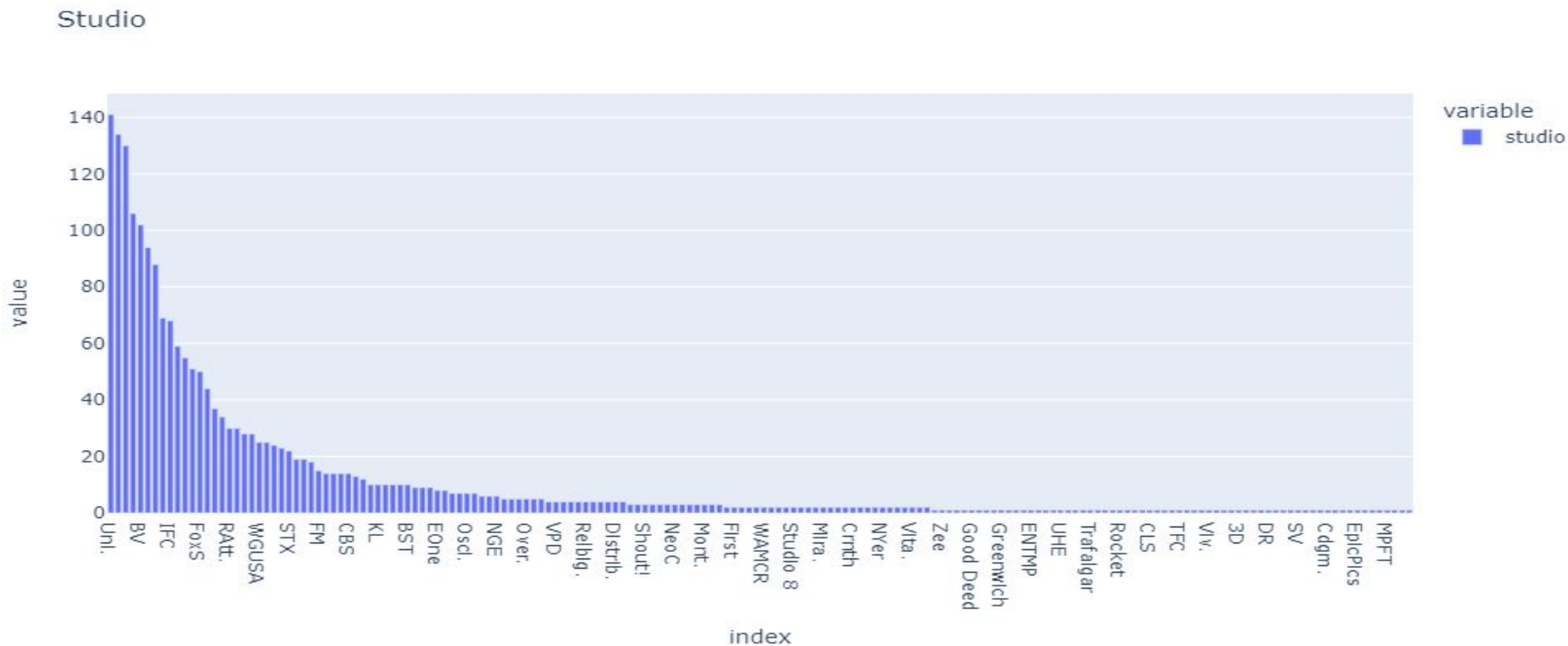
Data Analysis

Box Office Mojo Dataset

Here the focus was more on the studios

Using the studio column, Universal studios is the top, followed by Fox studios and then WB studio. This means that for Microsoft to succeed they need to take note of the top performers in the industry. This will help Microsoft to know where to edge them out and make themselves more relevant than the other studios. In future analysis I would recommend to use the studio and its Gross income. This will help us to know a studio and the money it makes.
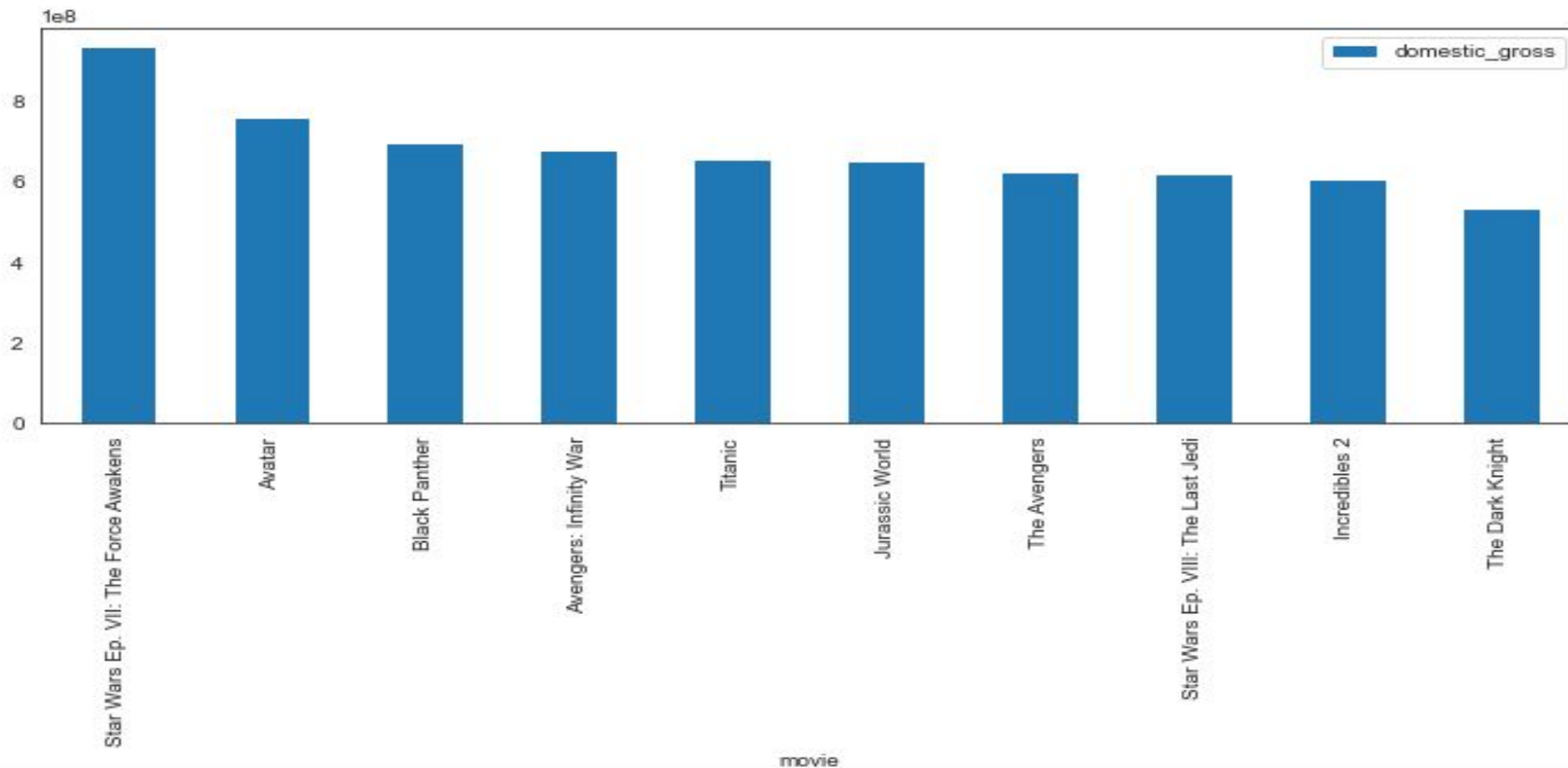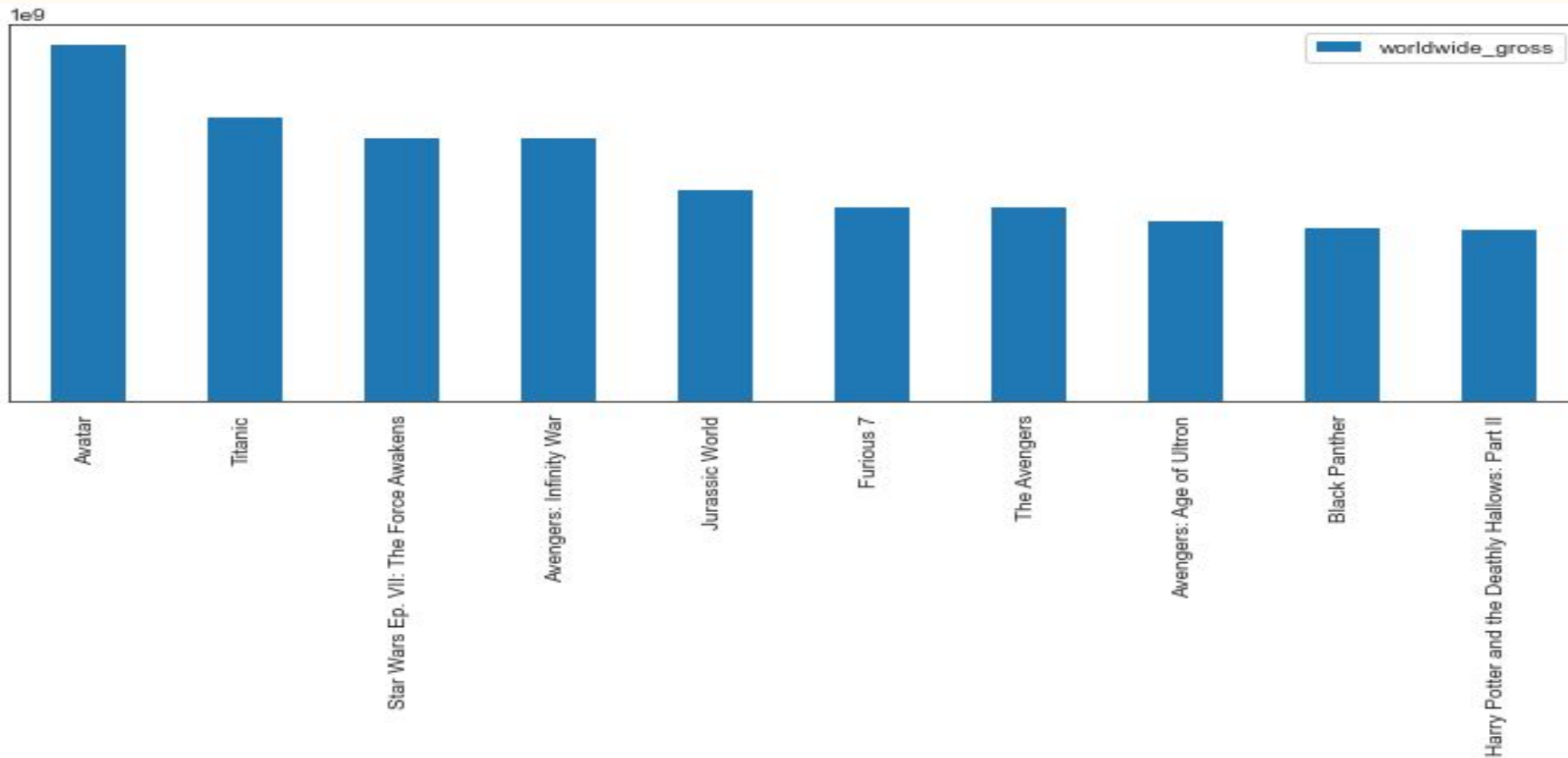
Box Office Mojo Analysis

The Numbers Data Analysis

Basing on the columns I analyzed during this analysis, the production budget for a movie might lead to the gross income being high. Avatar production budget is very high so is its worldwide gross and domestic gross. Apparently, some movies which also have a high production budget do not have a high gross. This would be a very good thing that Microsoft should watch out for as having a high production budget does not guarantee the success of a movie in terms of the gross that comes out of it.The analysis also showed that when a movie is performing well locally chances of it failing worldwide is very low.Microsoft should really focus also on this as also they will be expecting returns on the money they've put in.
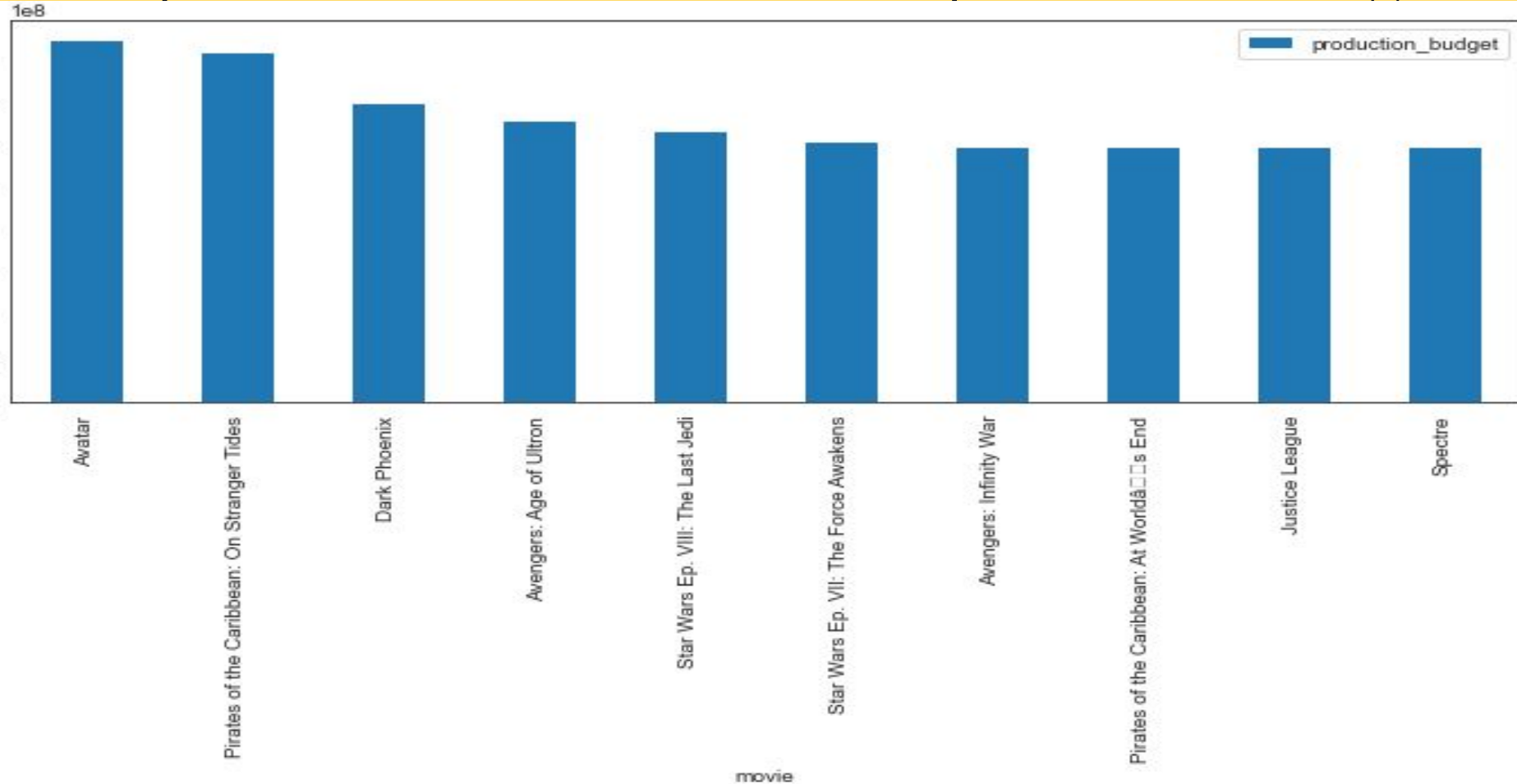
The top 10 movies in terms of domestic gross

The top movies in terms of worldwide gross

The top 10 movies in terms of the production budget
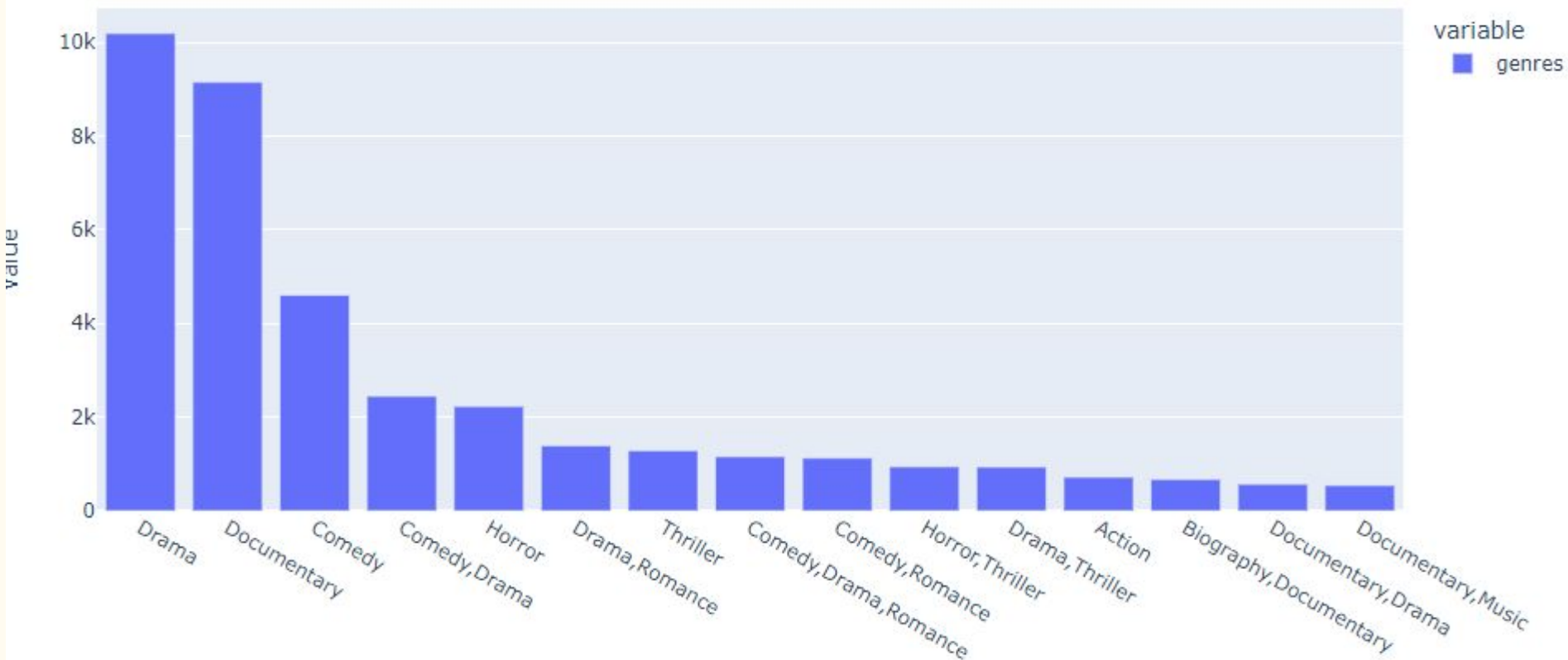
The two bar graphs above prove that if a movie is performing well locally in terms of gross the chances of it failing globally are low.The same movies that had high domestic gross are the same ones performing well globally.As a result microsoft should really focus on how the movies that will be produced are performing locally as this gives an overview of the global representation.

The IMDB Data Analysis

Microsoft should focus so much on the genre they produce, for instance the most produced genre in the analysis was Drama, Documentary and Comedy. But then the genre that had highest ratings was Documentary with comedy and drama also having some elements. To Microsoft this means that producing a genre that is not related to documentary will lead to it not being rated highly. This shows that when someone enters like the imdb website and start looking for a good genre to watch they will be convinced by the ratings on Documentaries much more and they will definitely have interest in it. Worthwhile finding out is the influence the rating has on the gross that comes out of the movie as Drama is the most produced genre.

The top genres being produced

The top genres in terms of average rating

	movie_id	primary_title	original_title	start_year	runtime_minutes	genres	average_rating	num_votes
50085	tt4960818	Revolution Food	Revolution Food	2015	70.0	Documentary	10.0	8
64646	tt6991826	A Dedicated Life: Phoebe Brand Beyond the Group	A Dedicated Life: Phoebe Brand Beyond the Group	2015	93.0	Documentary	10.0	5
71577	tt8730716	Pick It Up! - Ska in the '90s	Pick It Up! - Ska in the '90s	2019	99.0	Documentary	10.0	5
60782	tt6295832	Requiem voor een Boom	Requiem voor een Boom	2016	48.0	Documentary	10.0	5
53689	tt5390098	The Paternal Bond: Barbary Macaques	Atlas Mountain: Barbary Macaques - Childcaring...	2015	59.0	Documentary	10.0	5
702	tt10176328	Exteriores: Mulheres Brasileiras na Diplomacia	Exteriores: Mulheres Brasileiras na Diplomacia	2018	52.0	Documentary	10.0	5
878	tt10378660	The Dark Knight: The Ballad of the N Word	The Dark Knight: The Ballad of the N Word	2018	129.0	Comedy,Drama	10.0	5
42970	tt4109192	I Was Born Yesterday!	I Was Born Yesterday!	2015	31.0	Documentary	10.0	6
51109	tt5089804	Fly High: Story of the Disc Dog	Fly High: Story of the Disc Dog	2019	65.0	Documentary	10.0	7
9745	tt1770682	Freeing Bernie Baran	Freeing Bernie Baran	2010	100.0	Crime,Documentary	10.0	5
65755	tt7227500	Ellis Island: The Making of a Master Race in A...	Ellis Island: The Making of a Master Race in A...	2018	70.0	Documentary,History	10.0	6
27335	tt2632430	Hercule contre Hermès	Hercule contre Hermès	2012	72.0	Documentary	10.0	5
65944	tt7259300	Calamity Kevin	Calamity Kevin	2019	77.0	Adventure,Comedy	10.0	

Conclusion

Microsoft should take note of the top performing studios; Uni, Fox and WB. These are top studios from the gross income they generate meaning they also put a lot of work to this and before you enter any space you must first know how the others have been doing it and if we could maybe get the genre produced by each studio it would be better so that as Microsoft we enter the space focusing on certain genres.

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As Microsoft enters the movie world they should focus on top genres first; Drama, documentary and Comedy. Also take a program at a time to produce as it is just a start. Microsoft should pay a lot of attention also to the ratings they get as this may be sending a signal to just shift to another. In future analysis it would be better if we rate a genre and the gross income. It would also be better to get the directors as this is a key factor in the movie world