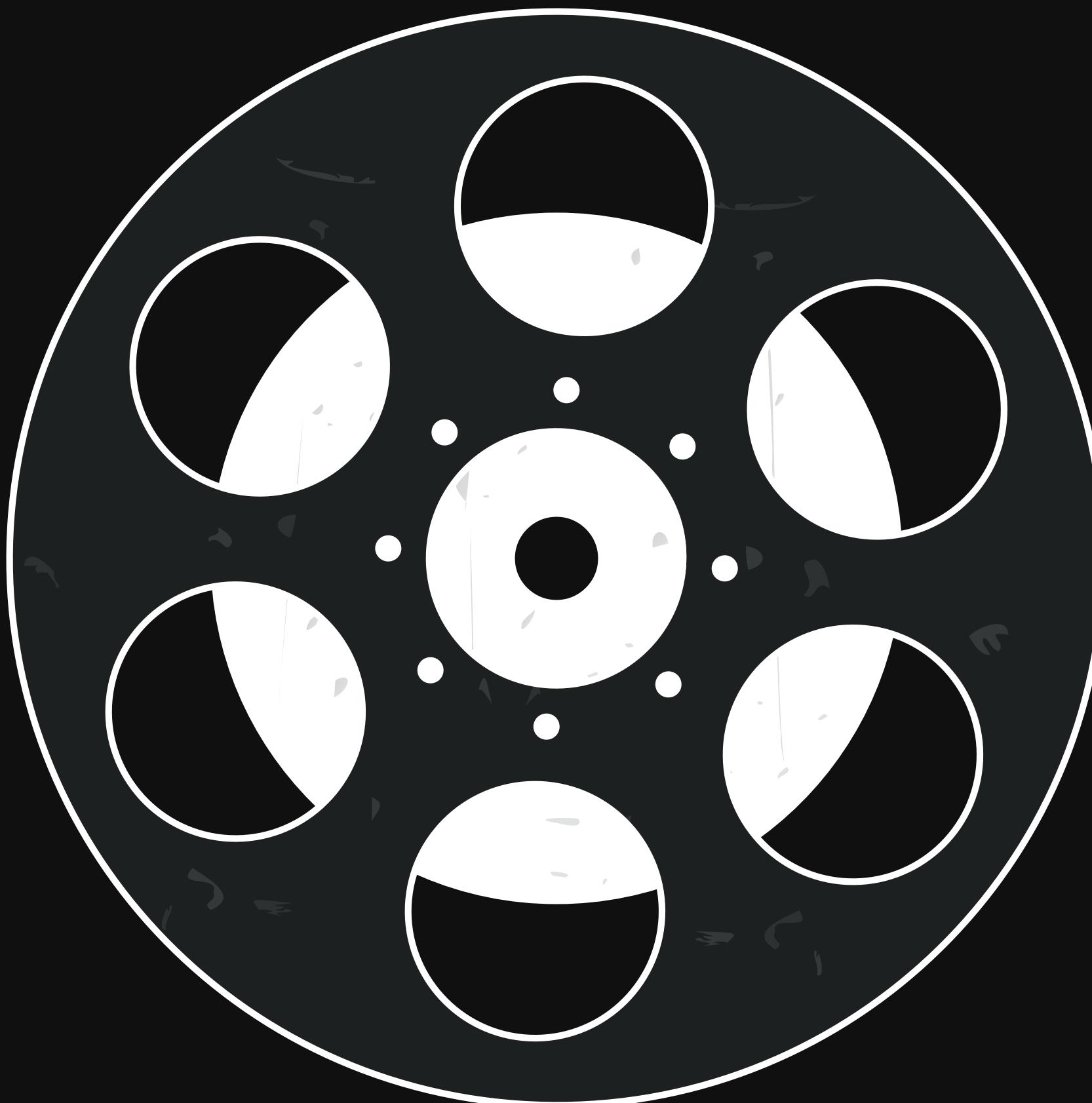


DATE 5 TH NOV 2023



WELCOME TO



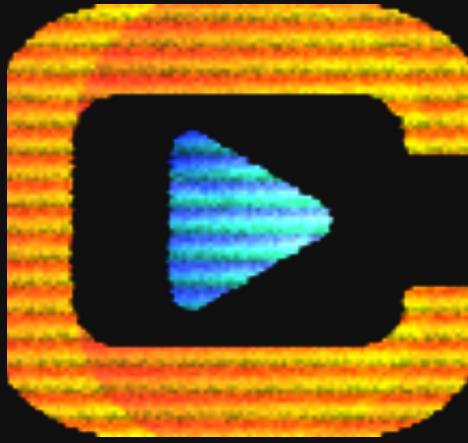
MICROSOFT
STUDIOS

A PRESENTATION BY ASHLEY



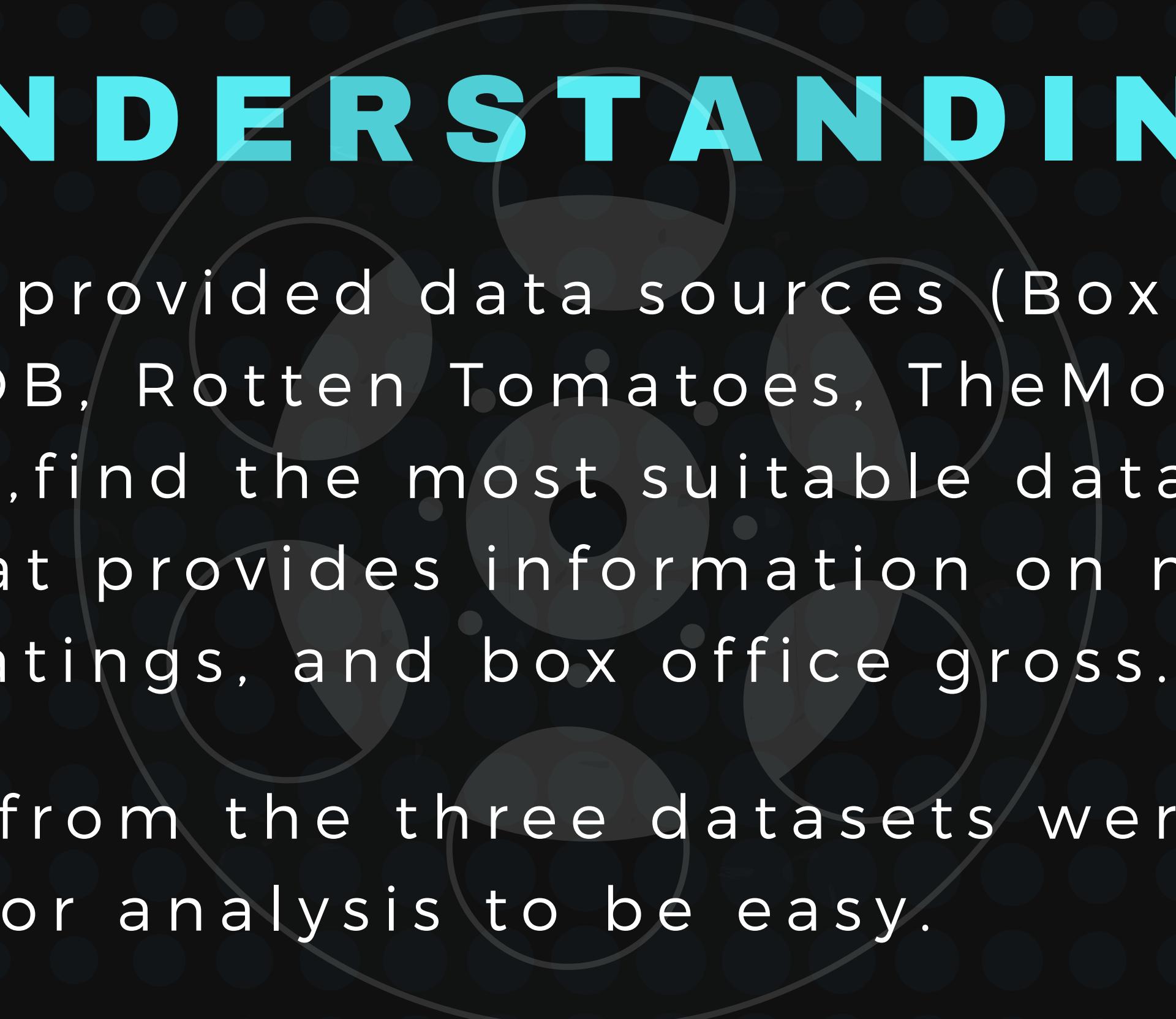
PROJECT OVERVIEW

For this project, exploratory data analysis (EDA) will be used to generate insights for Microsoft to consider whether to enter the film industry or not.



BUSINESS PROBLEM

Microsoft wants to start making movies, but they're not sure what kinds of movies are currently popular and successful at the box office. They want to know what types of movies people are watching and enjoying, so they can make informed decisions about the kinds of movies they should create.



DATA UNDERSTANDING

- From the provided data sources (Box Office Mojo, IMDB, Rotten Tomatoes, TheMovieDB, The Numbers), find the most suitable dataset to use is one that provides information on movie titles, genres, ratings, and box office gross.
- The data from the three datasets were cleaned in order for analysis to be easy.



DATA ANALYSIS

The data was analyzed using visualizations that would help with clear insights of the data

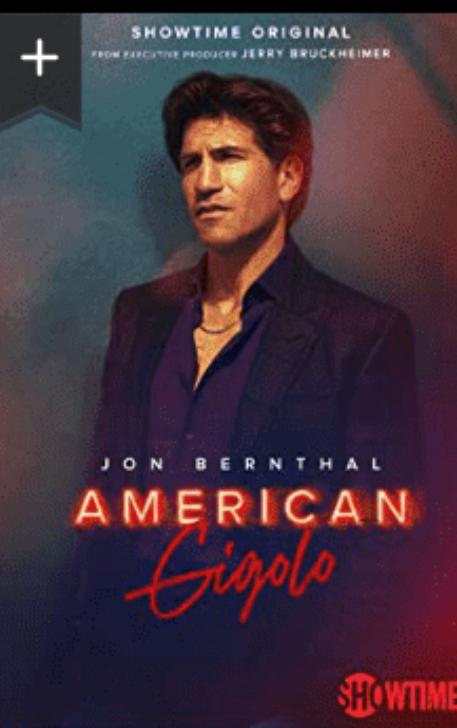


MOVIE RATINGS

| Top picks >

TV shows and movies just for you

Sign In

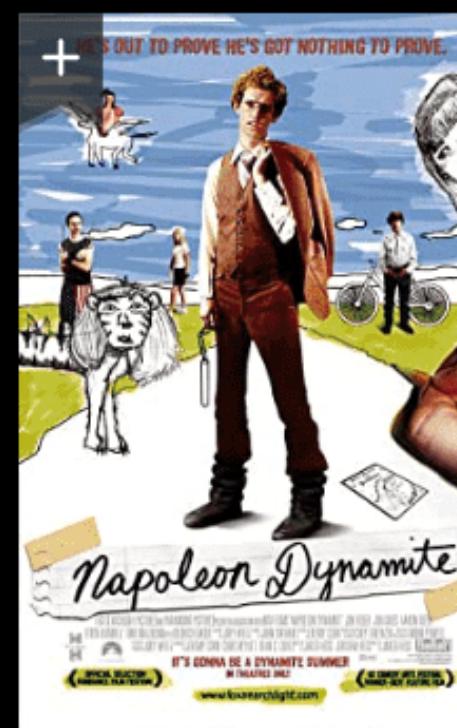


★ 7.5 ★

American Gigolo

Watch options

► Trailer

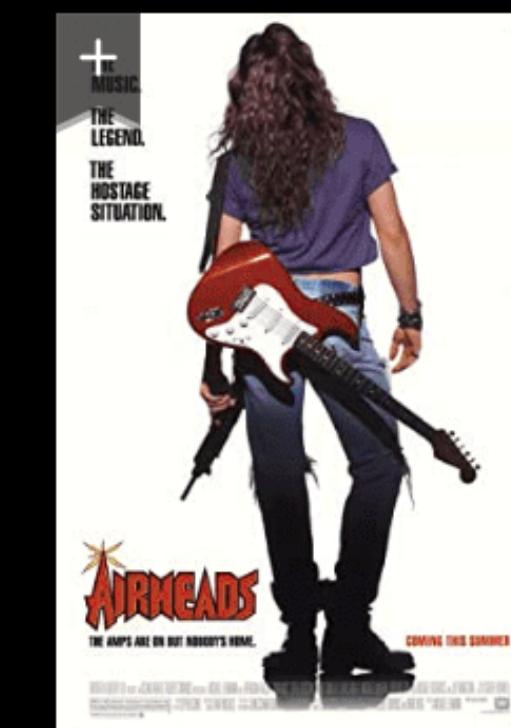


★ 6.9 ★

Napoleon Dynamite

Watch options

► Trailer

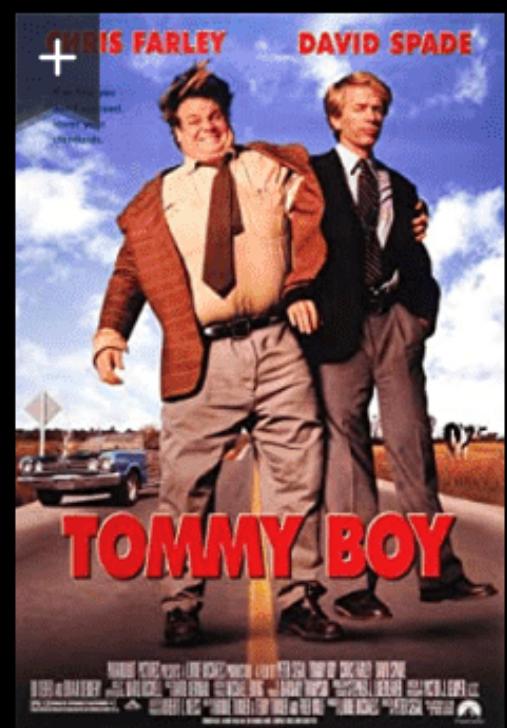


★ 6.1 ★

Airheads

Watch options

► Trailer



★ 7.1 ★

Tommy Boy

Watch options

► Trailer



★ 6.6 ★

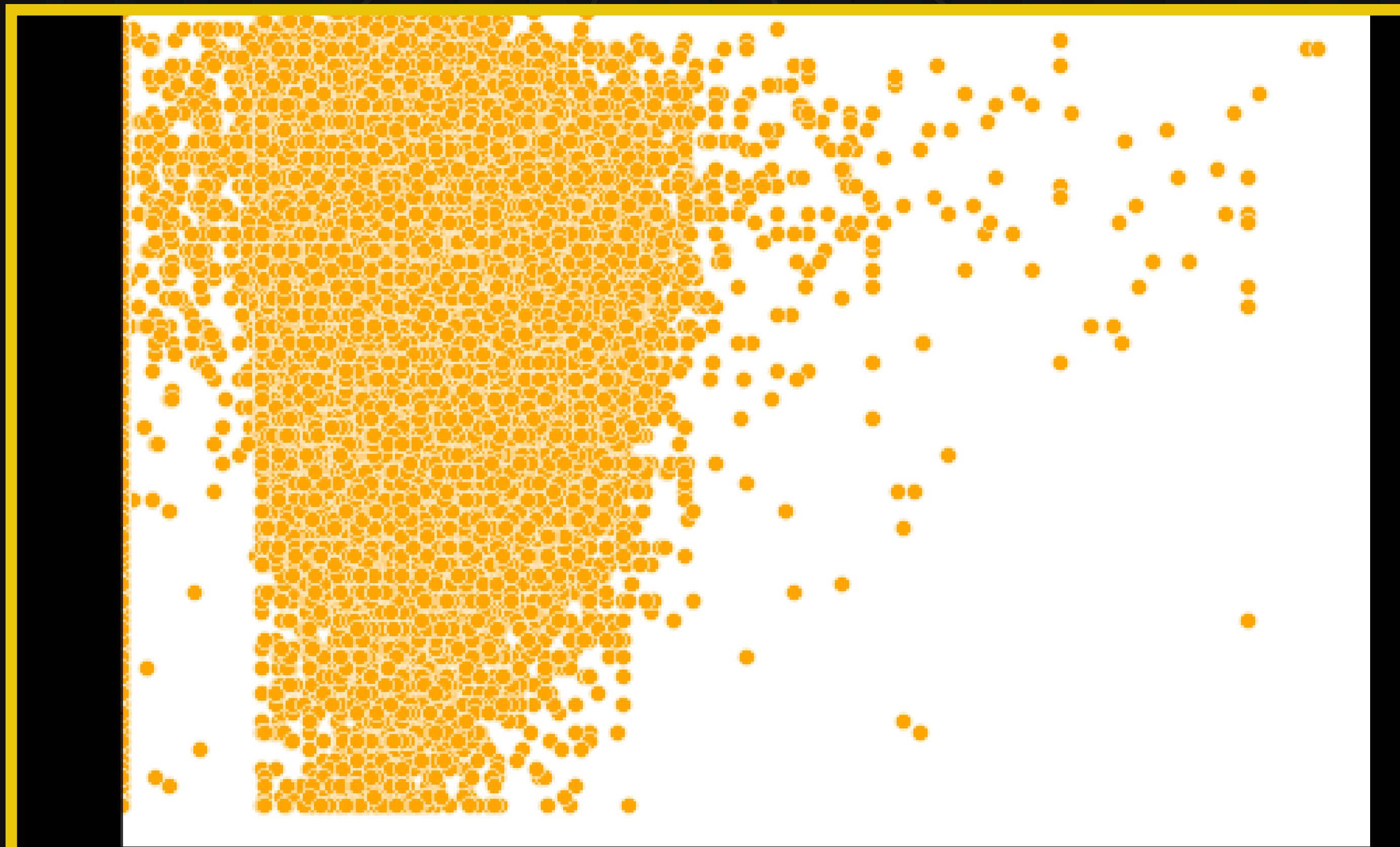
Half Baked

Watch options

► Trailer



The relationship between runtime minutes and ratings using a scatter plot





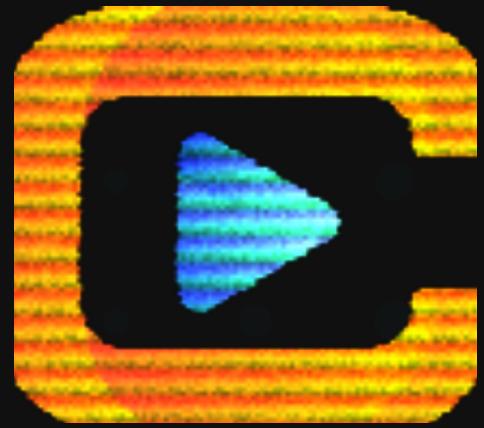
ANALYSIS OF THE RUNTIME MINUTES VS THE RATINGS

- The high-rating movies i.e. above 7.0 have a duration of less than 3 hours— preferably 2 1/4 hours at max for most films. This will help in keeping the audience attracted to the message of the film.
- With this in mind, when producing a film, the duration will be a factor to consider



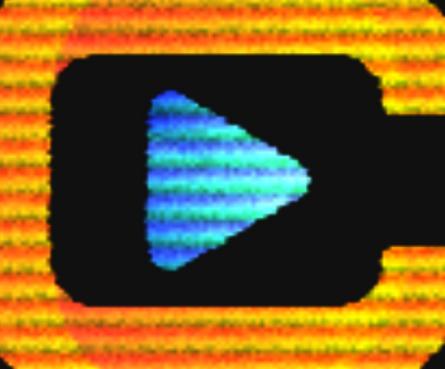
ANALYSIS OF THE BEST GENRES

- The most watched genres, from sources like Box Office Mojo, IMDB, and Rotten Tomatoes, are Drama, Documentary, and Comedy. The least-watched genres are Western as well as News.
- From this information, Microsoft is to consider what genre will be the best to their target audience.



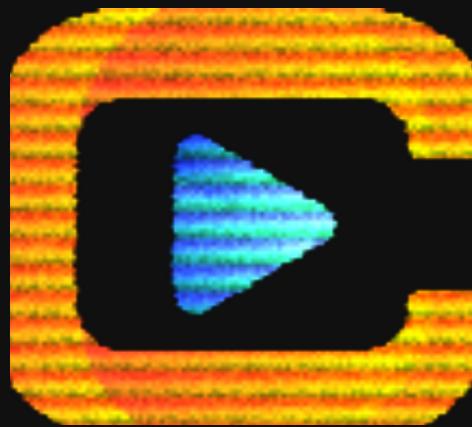
ANALYSIS OF THE GROSS

- The gross generated most is from the foreigners watching outside the country where the movie was produced in. This means that the movie produced has to be engaging to all regardless of region or language.
- Consider putting subtitles on the films to accommodate the non-language speakers



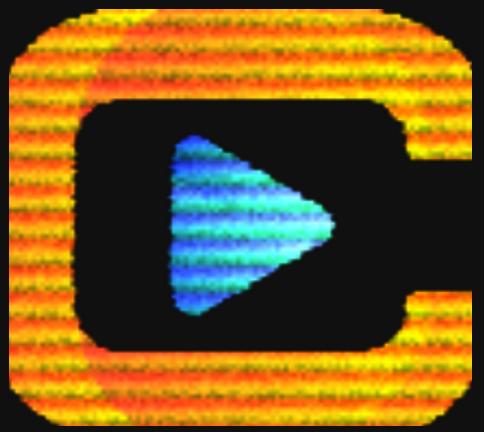
INSIGHTS

1. What are the target audience demographics and preferences for movie genres? The 'Domestic vs. Foreign Gross by Start Year' graph, shows that the biggest target audience should be foreigners. Foreigners (globally) are the biggest contributors to the gross. This means that every movie produced, it should be able to have subtitles for the non-language speakers.



INSIGHTS

- 1. Are there specific genres or themes that have gained popularity?** There are three most highly rated movie genres. And those are Drama, Documentary, and Comedy.
- 2. How long should a movie be?** For the most part, the recommended duration for a movie is less than 180 minutes. That way the audience won't lose the attention of the message of the movie.



CONCLUSION



In summary, it is not recommended for Microsoft to enter the film industry. With the data used for analysis, it doesn't really shed light on the expenses incurred as well as the budget for producing a movie. Also, the data may be outdated, since the data sources are not from Netflix, Hulu, PrimeVideo, Apple TV, or Showmax.

