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Microsoft Movie Studio Films Analysis Report.

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Overview

This is an analysis on how Microsoft can take advantage of the growing consumption of video content and how best to get into the business with an aim of succeeding and gaining profit.

This analysis has been conducted by two data sets for from **box office** and **IMDB** databases to provide a data driven decision making on the type of films the new proposed Microsoft studio should focus on for high productivity and profits. Then analysis focuses on providing answers to : -

Business Impact
How the type of films produced will impact will impact the business

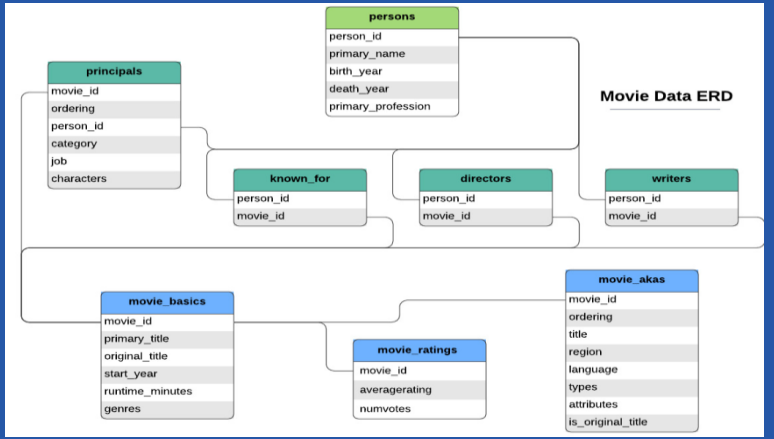
Solutions
Solutions to help the produces measure factors that affect and influence film production

Next steps
Ways of improving the production process to stay competitive

DATA SETS

The IMDB data is contained in a database with a schema as shown below.

- ✓ The movies_basic and movies_rating table are reklated and can therefore be joined together to form one table for greater analysis.



The second dataset was collected from the box office website

- ✓ The title in this table has similarities with some data in the IMDB data and therefor provide an opportunity for merging the two datasets.

	title	studio	domestic_gross	foreign_gross	year
0	Toy Story 3	BV	415000000.0	652000000	2010
1	Alice in Wonderland (2010)	BV	334200000.0	691300000	2010
2	Harry Potter and the Deathly Hallows Part 1	WB	296000000.0	664300000	2010
3	Inception	WB	292600000.0	535700000	2010
4	Shrek Forever After	P/DW	238700000.0	513900000	2010

DATA PREPARATION

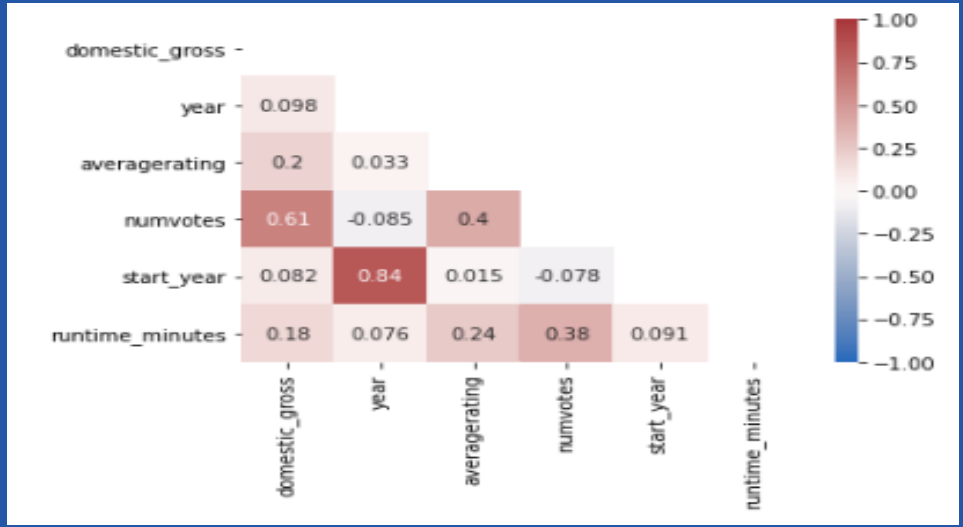
Data preparation is a very essential process since the quality of our analysis depend on the quality of the data we work with.

This process involves removal of duplicates, null values and data formatting.

Relationship between various columns

This figure shows the relationship between various columns in the merged data set with the high intensity colors showing strong correlation and the lighter colors showing weak correlation.

Number of votes on a movie show a strong relationship between with domestic gross value and therefor these two values make the base of our analysis.



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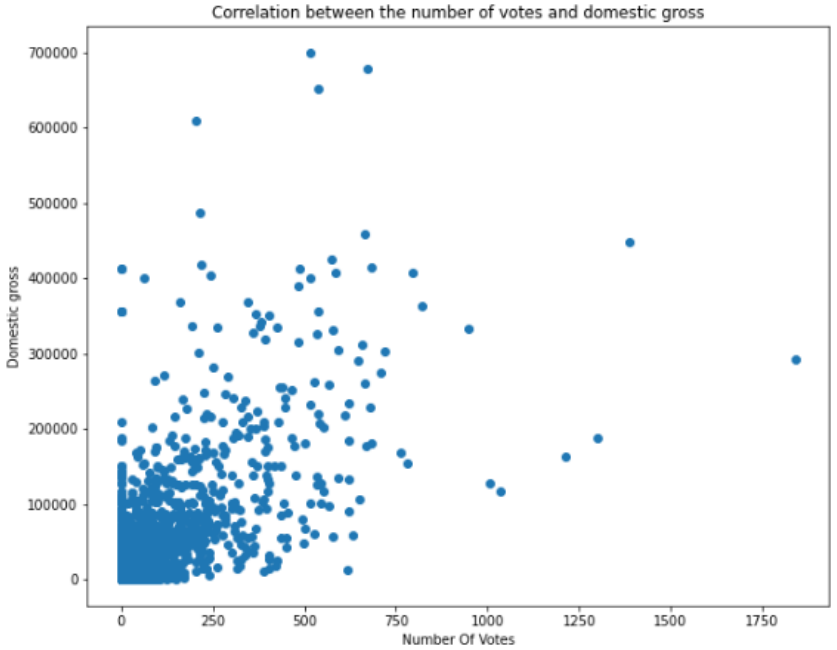
Comparing Domestic gross value with the number of votes



This plot shows a weak but positive correlation between these values and therefore means an increase in one value can result into and increase in the another.

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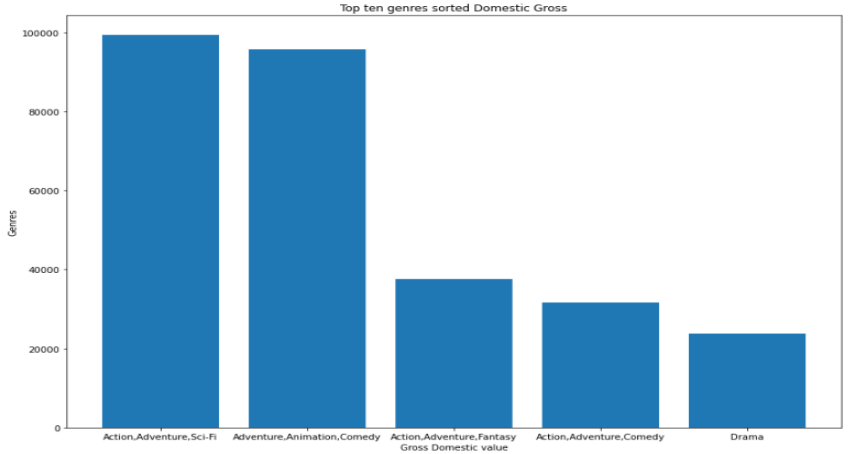
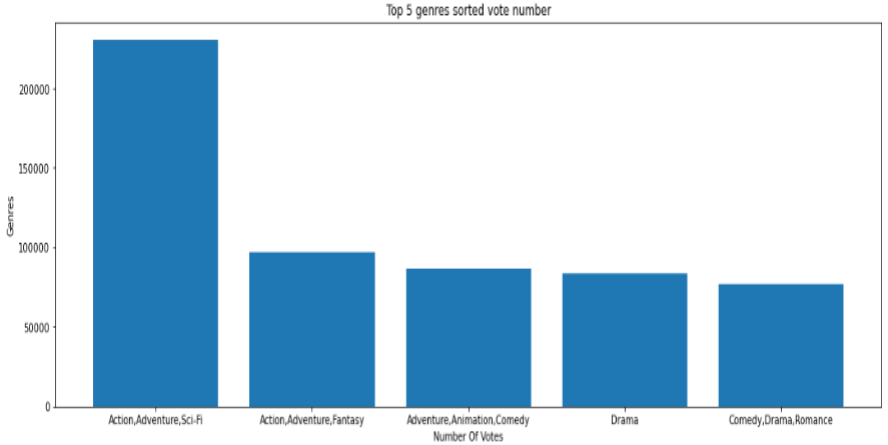
Top genres ranked by domestic gross value and number of votes





Genres is therefor an important attribute to be considered when selecting a the type of movie to produce sine it has a direct impact on both the number of votes and gross domestic value two factors that influence the sales and profits oof films.

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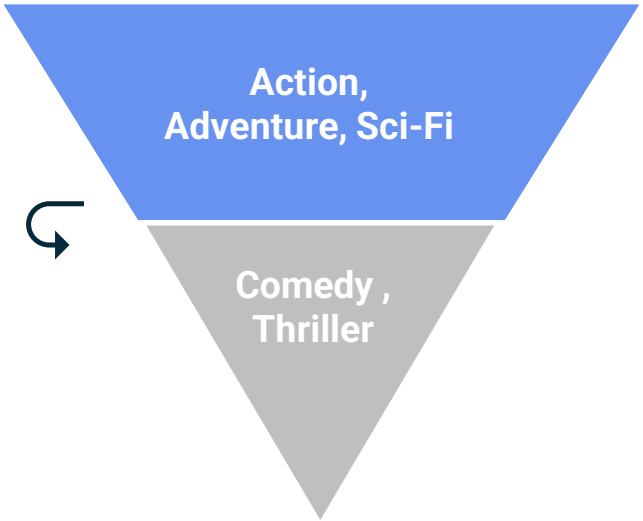
Genre is therefore an important factor to be considered when selecting the type of films to produce since other genre of films perform better than other both in number of votes and domestic gross value



Best performing vs worst performing film genres?

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Conclusion and recommendation

The genre of the movie has a high impact on the success of a film and therefore genres like Action, Adventure, Sci-Fi have a higher chance of performing better than other genres like Comedy, Thrillers

Domestic gross margins and number of votes can be used as a Metrix for measuring the success of a particular film production.

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Solutions to improve on

However the correlation that exist between the two values (number of votes and domestic gross) should not be taken individually as the basic measures of success since correlation does not normally mean causation. Additional variables need to be considered to support this argument.
More movie databases need to be analyzed and different data sources and data collection methods should be used to get data and feedback from a larger sample to increase the accuracy of this analysis

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Thank you