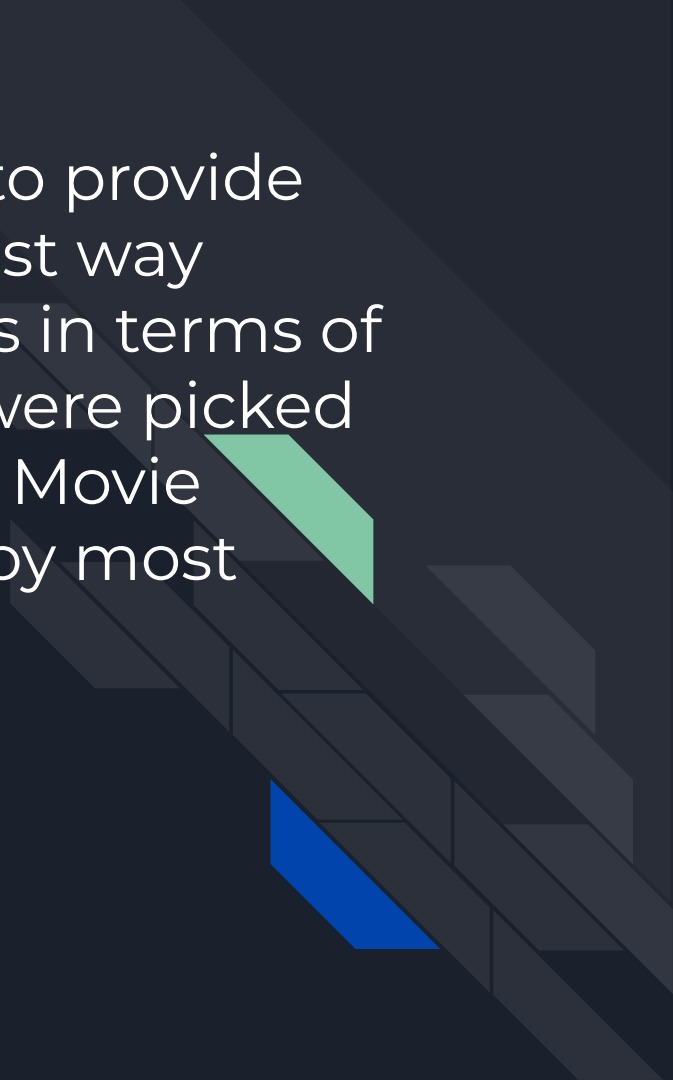




# MICROSOFT STUDIOS PRESENTATION

# INTRODUCTION

This is an analysis of various dataset to provide the best insights into which is the best way forward for the new Microsoft studios in terms of investing in movies. These datasets were picked from IMDb, Box Office Mojo, and The Movie Database (TMDb) which are trusted by most users for movie information.





# BUSINESS PROBLEM

Breaking into the movie making industry can be quite a task, with so many movie studios already in the market. To be successful in the industry , research and analysis is needed to make a profit. Many things affect the success of a movie and how it does in theaters, among those issues are:

1. The genre of the movie. A genre of the movies is significant as it determines the likelihood of people coming out to actually watch it.
2. When the movie is released. Movies released during specific times are more likely to fare better, e.g when people are on vacation, they have time in their hands and have a better chance of going to theaters than when everyone is working.
3. The investment made on the movies to make it better would make the movie gross better.



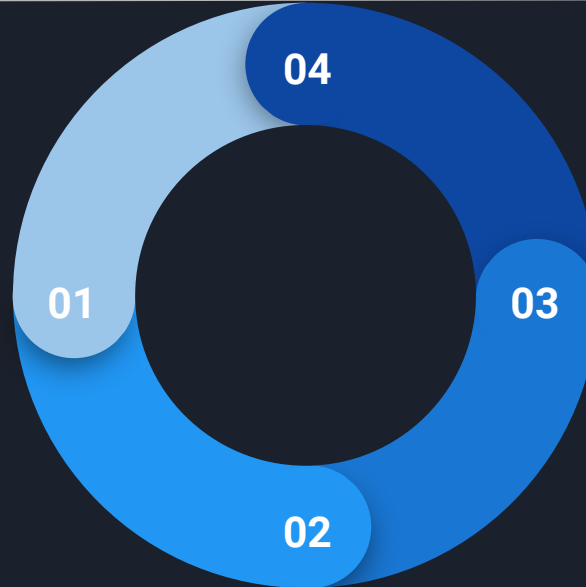
# Process followed

## Data Selection

Picking the data that is going to give us better insights into our problem.

## Data Cleaning

Dropping unnecessary data points and organising the remaining data



## Visualization

Create graphs from the analysis for better visual to explain the data.

## Data analysis

Working through the data to get insights from it.



# The Data

01

Title basics from IMDb which contains the name of the movie, when it was released, how long the movie is and the genre

02

Tmdb movies from The Movies Database, which contains among others the language, popularity, and movie title

03

Movie budgets dataset which contains the production budget, domestic gross and worldwide gross of the movie



# Project objective

Make recommendations to the new Microsoft Studios on the types of movies they should invest in and give them an analysis of why I gave those recommendations.

# Data Explored

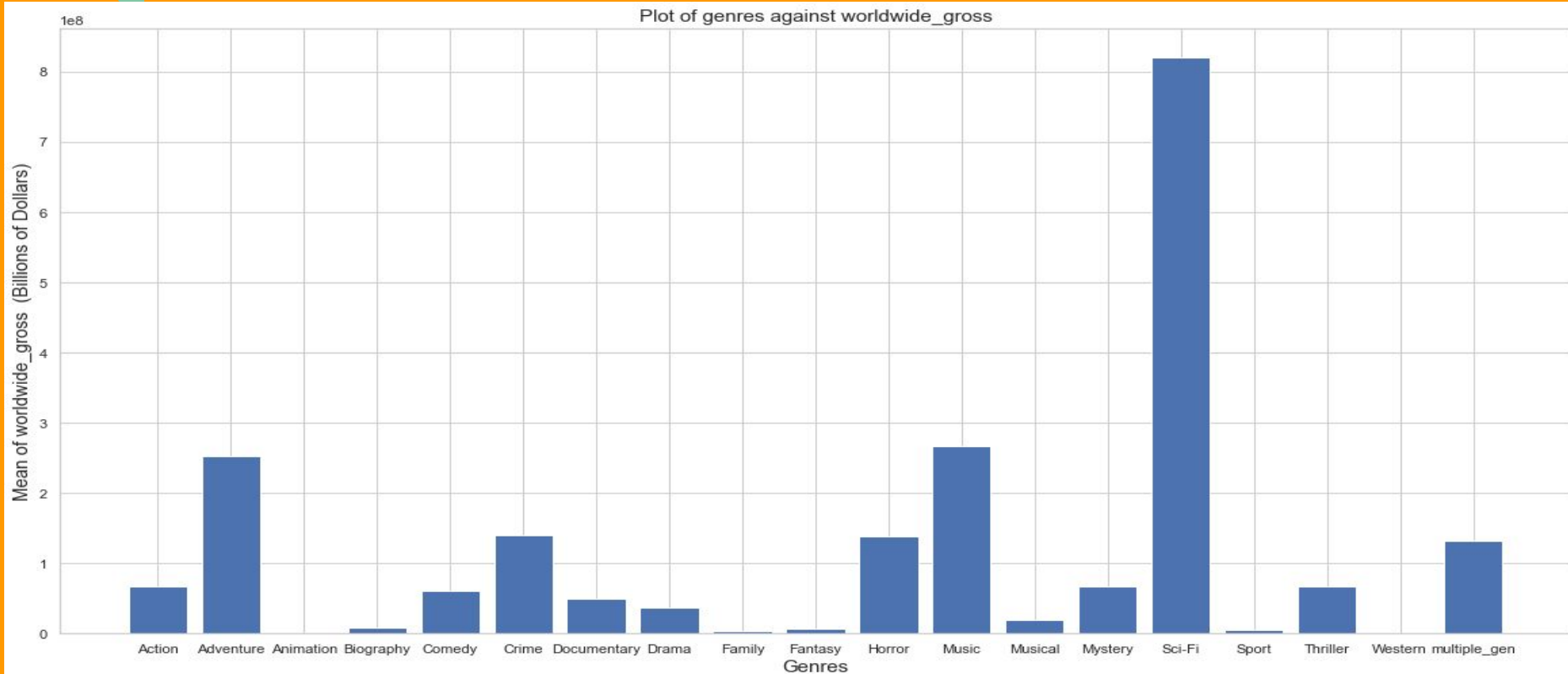
From the datasets the final columns picked for analysis and visualization were:

1. genres
2. original\_language
3. popularity
4. vote\_average
5. vote\_count
6. production\_budget
7. worldwide\_gross
8. return\_on\_investment (worldwide\_gross - production\_budget)
9. release\_month



# Movie types

Which kind of movies are the most profitable





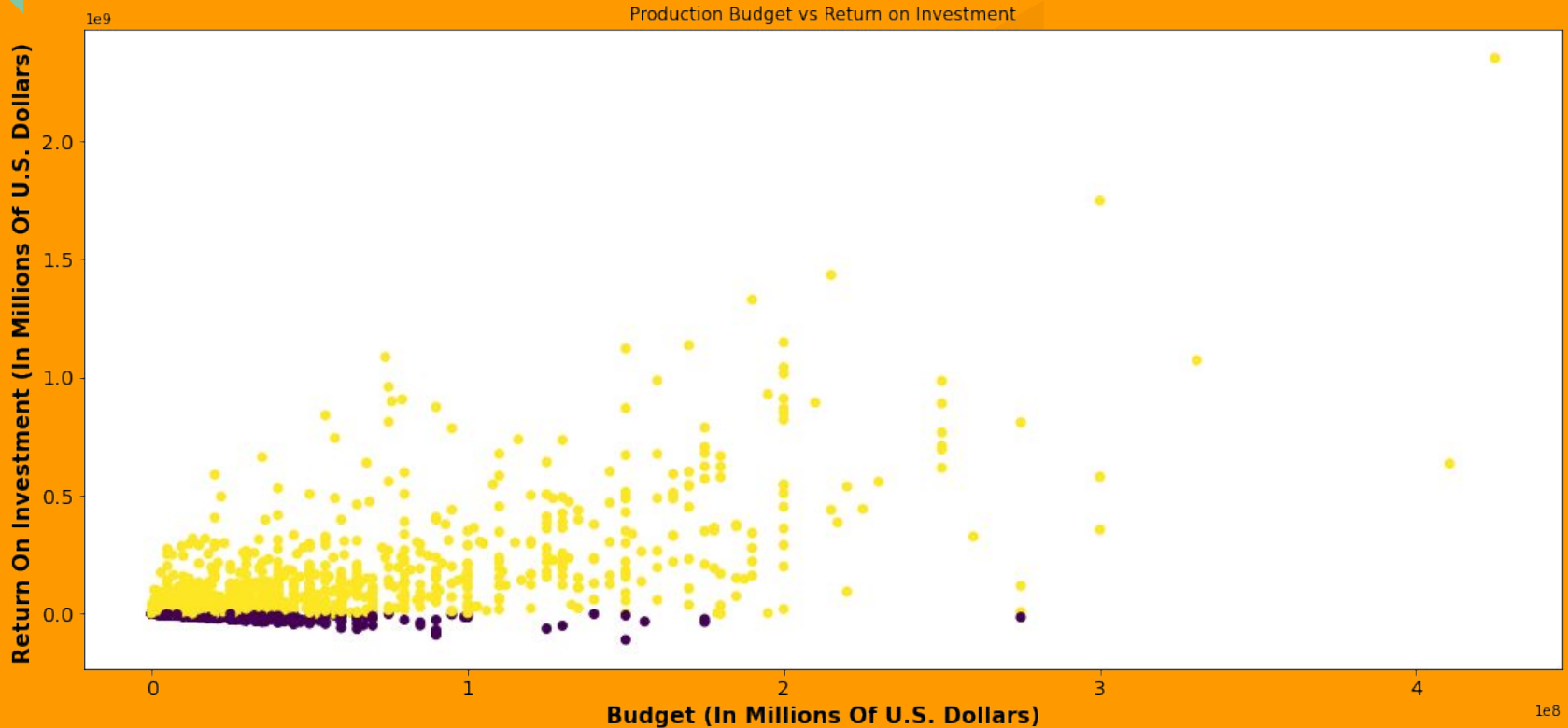
# Result

**Sci-Fi movies** bring in the most revenue with animation bringing in the least amount of revenue. It is safer to invest in Sci-Fi movies, followed by musical movies and adventures. Animation, Western and Family brought in the least amount of revenue



# Production budget vs return in investment

Does making a higher investment in a movie provide for better return in investment





# Result

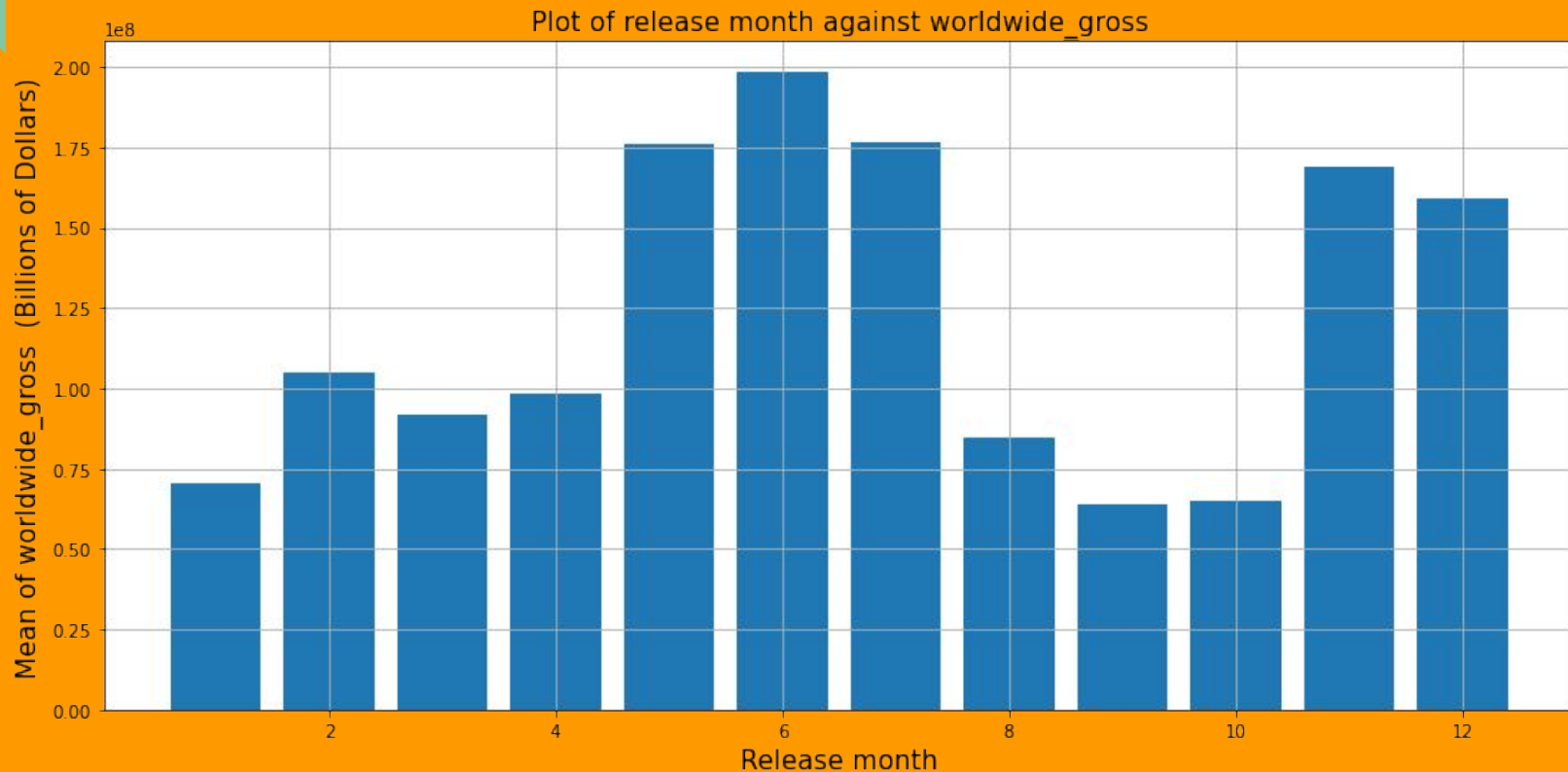
*The purple is movies that made a loss and yellow are movies that made a profit.*

- There seems to be a relationship between production cost and return in investment. The movies which had a larger production cost made more money.



## Release month vs Return on Investment

Does the month in which the movie is released have an impact on the profit made by the movie





# Results

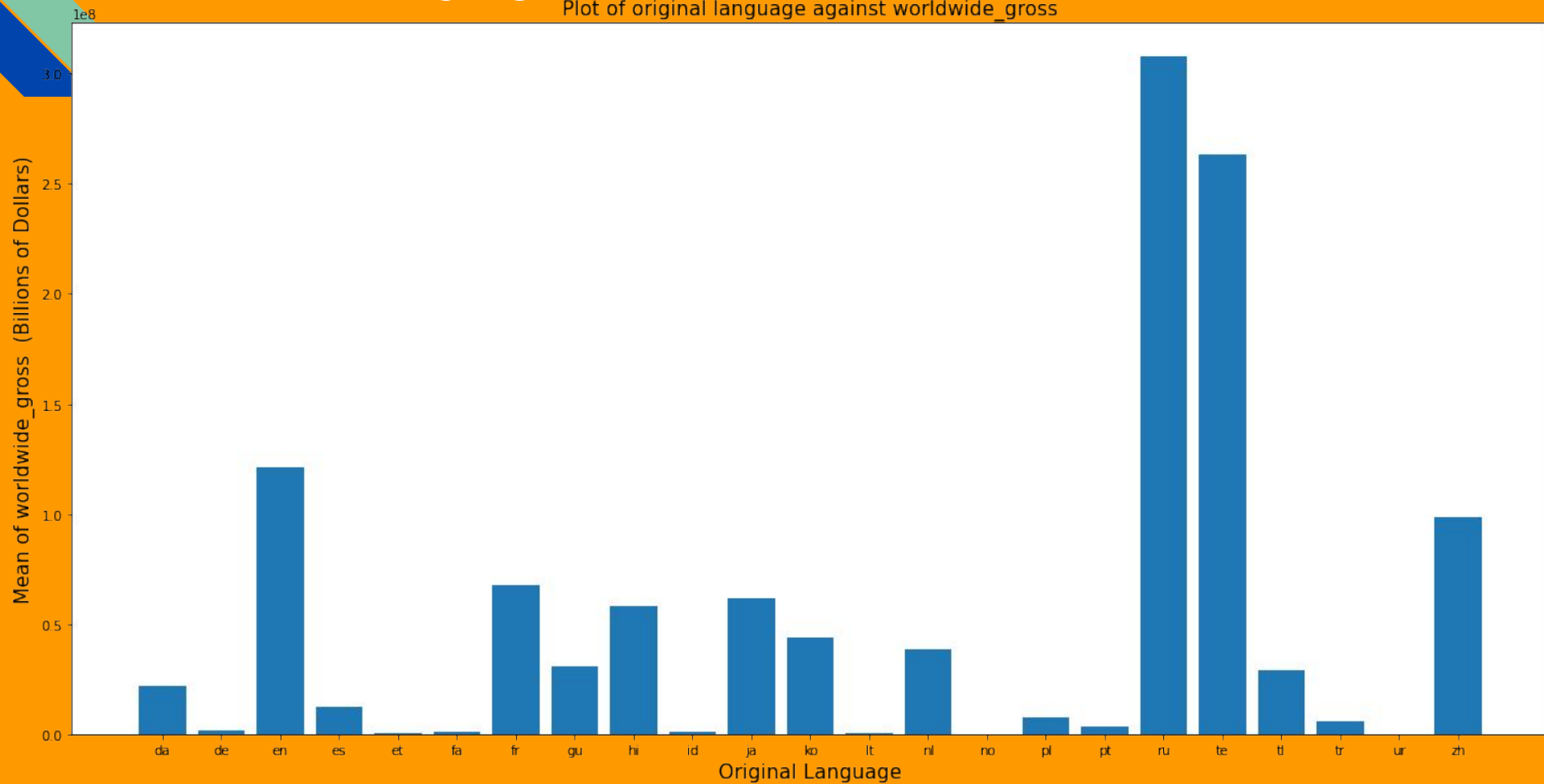
Movies released in May, June, July gross better worldwide than movies released in August, September, October. The movies released in May, June, July made more than double the revenue of movies released in August, September, October. With movies released in June making the most revenue



# Movie language

Does the language of the movie affect return in investments

Plot of original language against worldwide\_gross



# Results

Surprisingly movies in the Russian Language made the most amount of revenue followed by those in Telugu which is a language spoken mostly by the Indian people. The movies in these languages brought in twice the revenue of those in the English language. Norwegian and Urdu(national language of Pakistan), brought in the least amount of revenue





# Recommendations

1. It is wise to make a bigger investment in movies which will increase quality and bring in a better return in investment
2. Sci-Fi movies are the best investments as they bring in the most amount of profit. But analysis with more movies that most profit ever is required to confirm this.
3. Movie released in June are the best as most people are out for the summer holiday and are more likely to go to theaters to watch the movies
4. When making English movies, an option for Russian and Telugu translation should be included to bring in those audiences as they are the majority.