Microsoft Movie Insights

Data-Driven Strategies for
Success in the Film Industry

Introduction

Our project aims to leverage data analytics to provide actionable insights for Microsoft's new movie studio, helping it compete effectively in the film industry.

In a competitive industry, understanding market trends and financial performance through data is crucial for making informed production, marketing, and distribution decisions.

Business Context

Microsoft's new movie studio enters a highly competitive market dominated by established players like Disney, Warner Bros, and Universal.

The studio's main goals are to optimize movie production, develop effective marketing strategies, and maximize financial returns. By using data, the studio can make smarter decisions and better allocate resources.

Box Office Mojo

Provides detailed box office revenue data, essential for understanding market performance.

The Numbers

Includes production budgets and gross earnings, critical for analyzing financial success and return on investment.

DATA SOURCES

TMDB

Contains additional metadata that complements other datasets, enhancing the overall data richness.
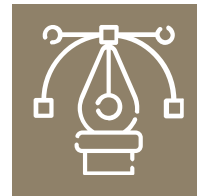
IMDb

Offers comprehensive movie details, such as genres, directors, and ratings, useful for demographic and psychographic analysis.

Production Budget

The amount of money spent on producing a movie, critical for cost analysis.

Domestic Gross

Revenue generated within the domestic market, indicating local performance.

Foreign Gross

Revenue generated internationally, showing global appeal.

Total Gross

Mercury is actually the smallest planet in our Solar System
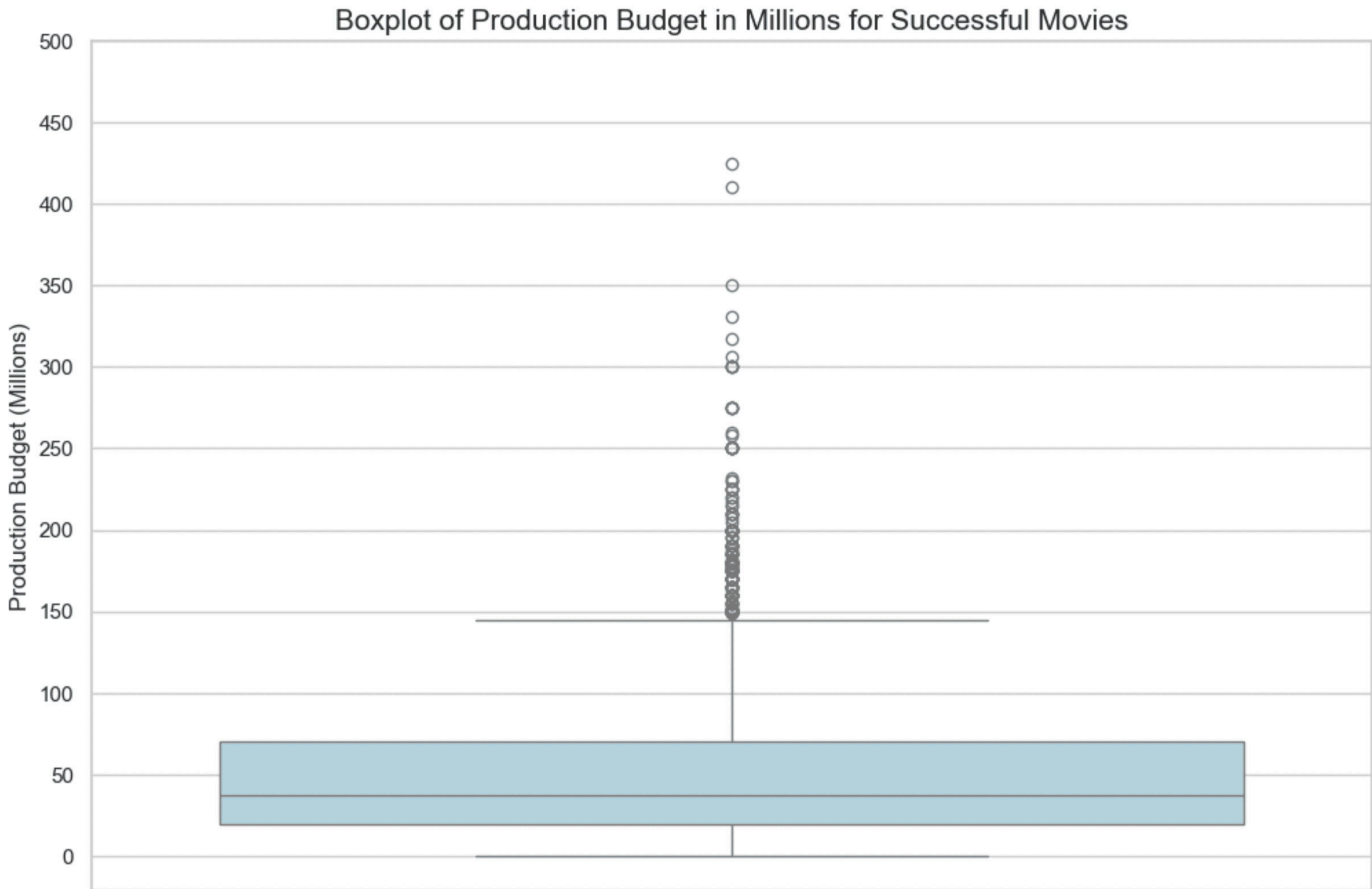
Release Dates

Neptune is the fourth-largest planet in our Solar System and the farthest from the Sun

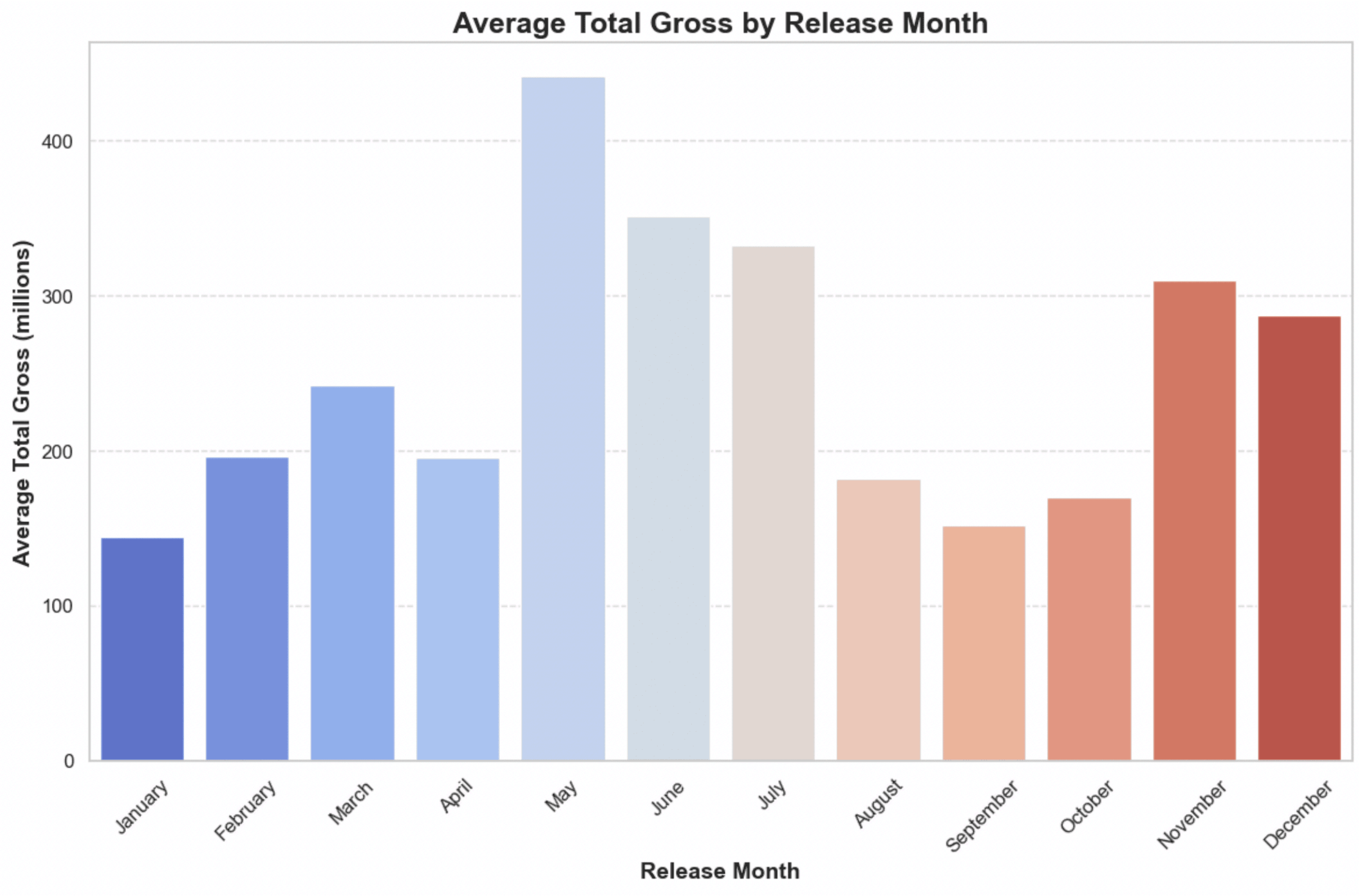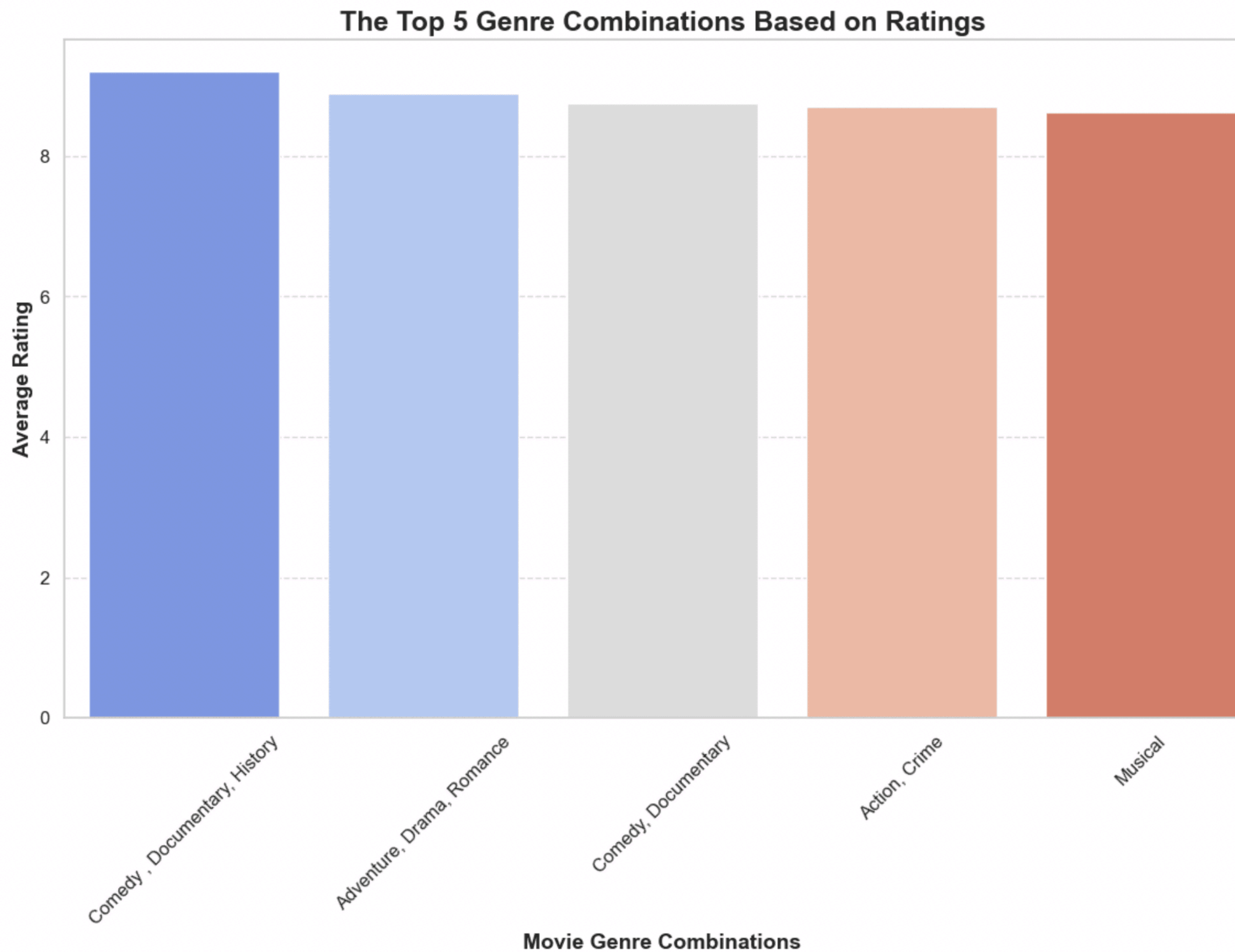## Genres

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot

DATA UNDERSTANDING

Boxplot of Production Budget in Millions for Successful Movies

PRODUCTION BUDGET

Average Total Gross by Release Month

RELEASE DATE

The Top 5 Genre Combinations Based on Ratings

TOP GENRES

Average Rating

Movie Genre Combinations

Comedy, Documentary, History

Adventure, Drama, Romance

Comedy, Documentary

Action, Crime

Musical

RECOMMENDATIONS

01   **The production the production budget should be kept between a minimum of 20 million to 70 million dollars in order to mitigate risk and increase profits.**

02   **The studio should release movies
in May ,June, July, November and December to increase total revenue.**

03   **The genre combinations Comdey, Documentary, History, Adventure, Drama, Romance, Comedy, Documentary, Action,
Crime and Musical are the most successful genres and the production team should focus on creating movies around these.**

CONCLUSION

This project underscores the importance of data-driven strategies in the movie industry. By focusing on mid-range budget films, leveraging analytics for optimal release dates, and investing in high-performing genres, Microsoft's new studio can enhance its decision-making process and achieve better financial outcomes.

THANKS

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