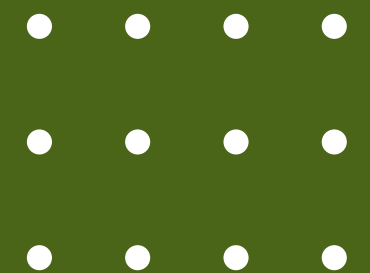
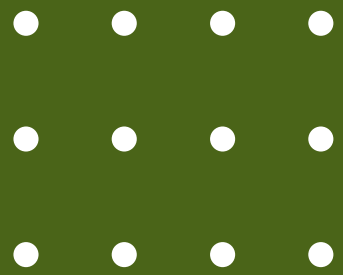


Analysis for Microsoft's New Movie Studio

BY Brandon Abuga



Overview



Microsoft wants to enter the movie industry by establishing a new movie studio. However, they lack knowledge and experience about creating movies. Seeing how all other big companies are creating original content Microsoft gained an interest in the films industry. Since they lack the necessary knowledge, they need to understand the current trends and preferences in the industry to make informed decisions about the types of films they should produce.



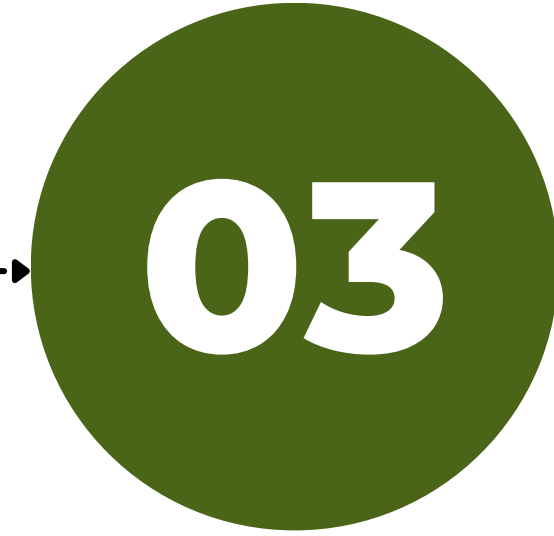
Step 1

Business Understanding



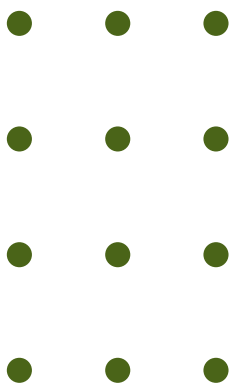
Step 2

Data Understanding



Step 3

Data Analysis

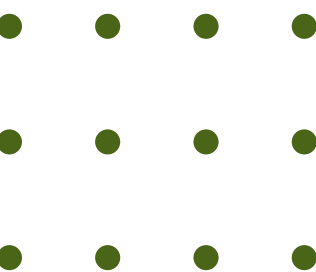


Business Understanding

Microsoft has identified an opportunity to enter the movie industry by establishing a new movie studio. However, as a technology company, they lack expertise in the domain of filmmaking. To make informed decisions about the type of films to produce, Microsoft needs to understand the current landscape of the movie industry.

Objectives

- What are the top-performing genres in the movie industry?
- Does runtime of different movies have an impact on their viewers ratings?
- What is the difference in performance between domestic gross and foreign gross for movies at the box office?
- Does the original language of movies have an impact on movie popularity?



Data Understanding

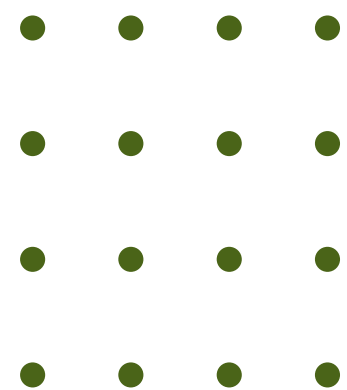
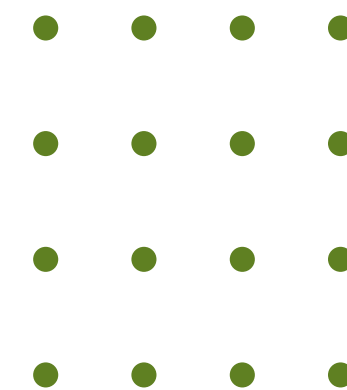
To gain a comprehensive understanding of the movie industry and address Microsoft's business problem, several types of data were collected and analyzed.

Information contained in those datasets included:

- Genres
- Movie Titles
- Movie Ratings
- Movie Budgets
- Domestic and Foreign Gross Income
- Release dates
- Runtime Minutes
- Popularity



Combining different pieces for better understanding.

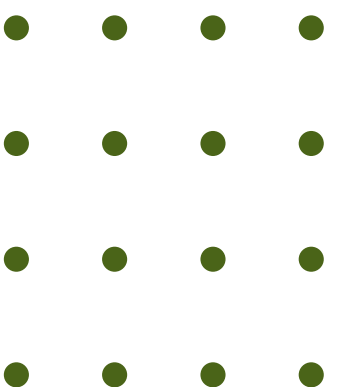
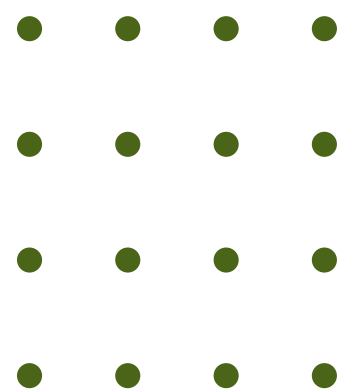


Data Analysis with Visuals

In the next slide, a bar graph is constructed to compare different ratings between different genres.

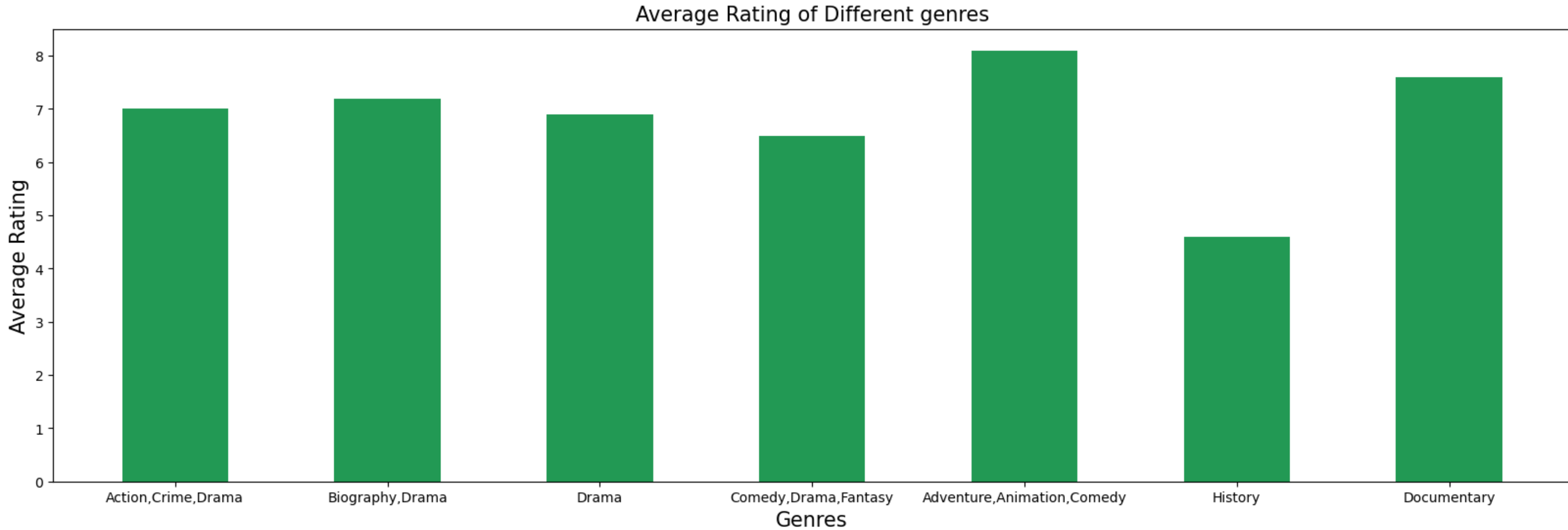
From the bar graph, it is clear that the best performing genre is a combination of Adventure, Animation and Comedy and the least performing genre is History.

However, the difference in average ratings is not that high with the other ratings. If Microsoft opens a new studio, they should put more focus on the best performing genres from the graph.

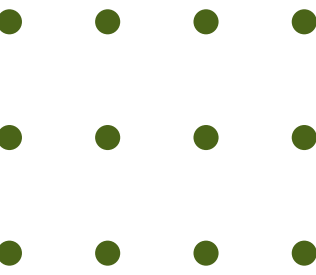


Bar Graph

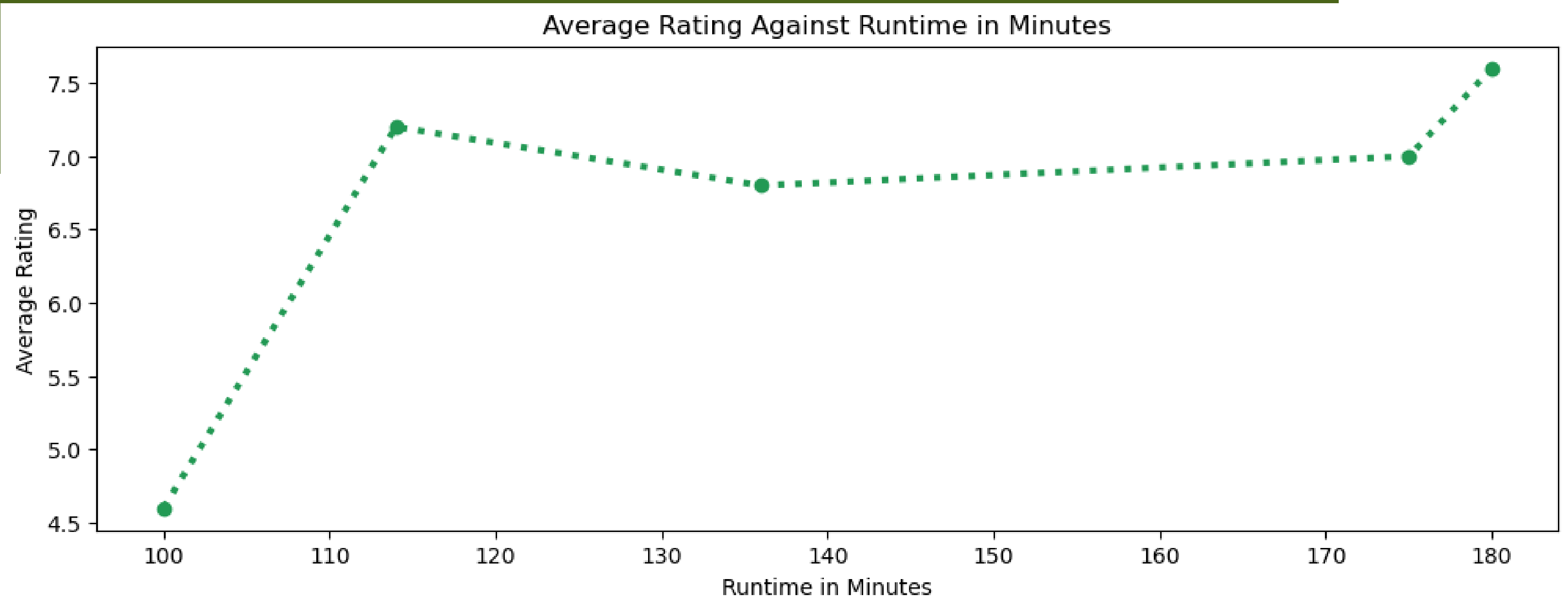
Average Rating of different genres



Average Rating Against Runtime Minutes

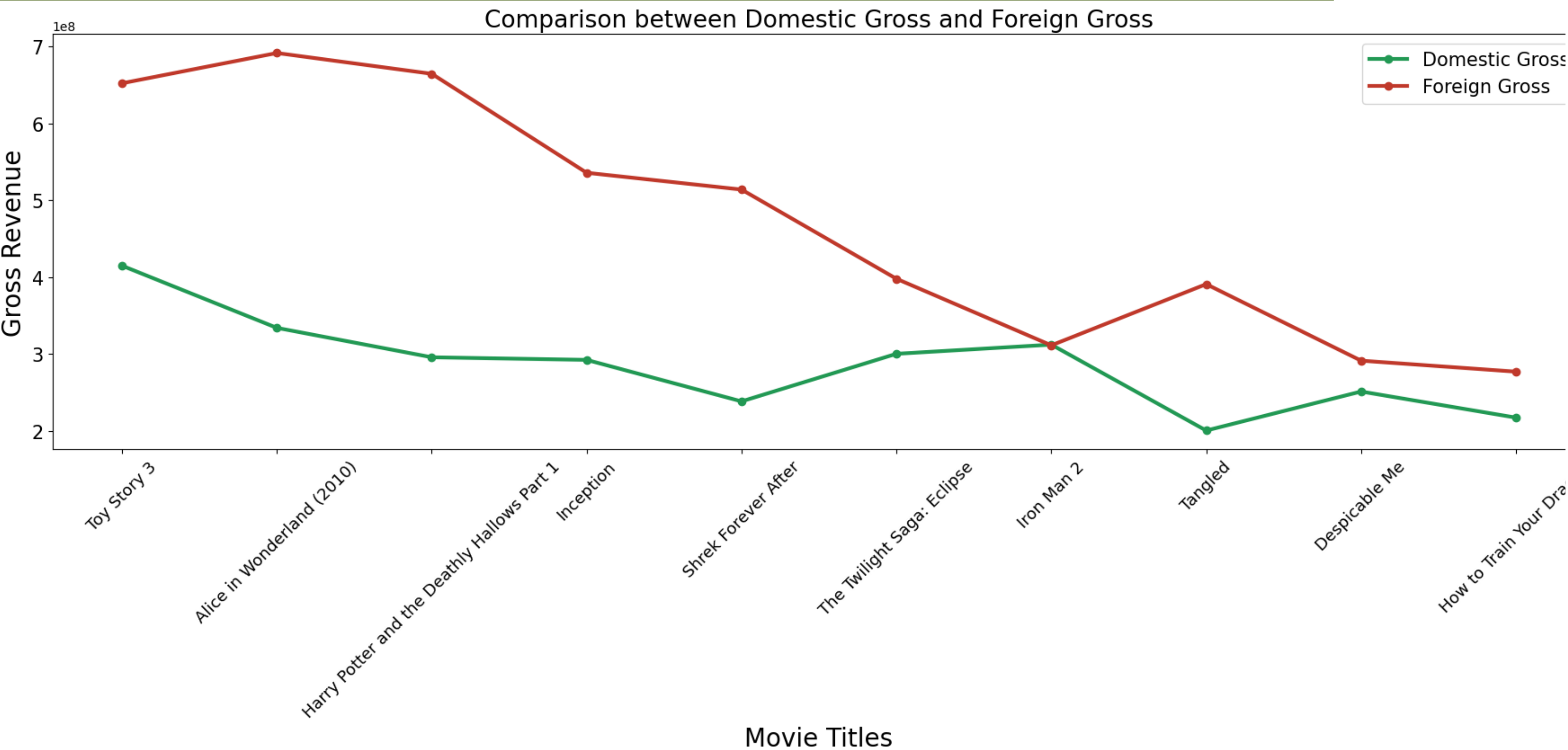


From the line graph below, the average rating is highest when the runtime minutes is also highest and it's also low when the runtime minutes are low. Hence, Microsoft should create movies with longer runtime minutes for a better chance at success.



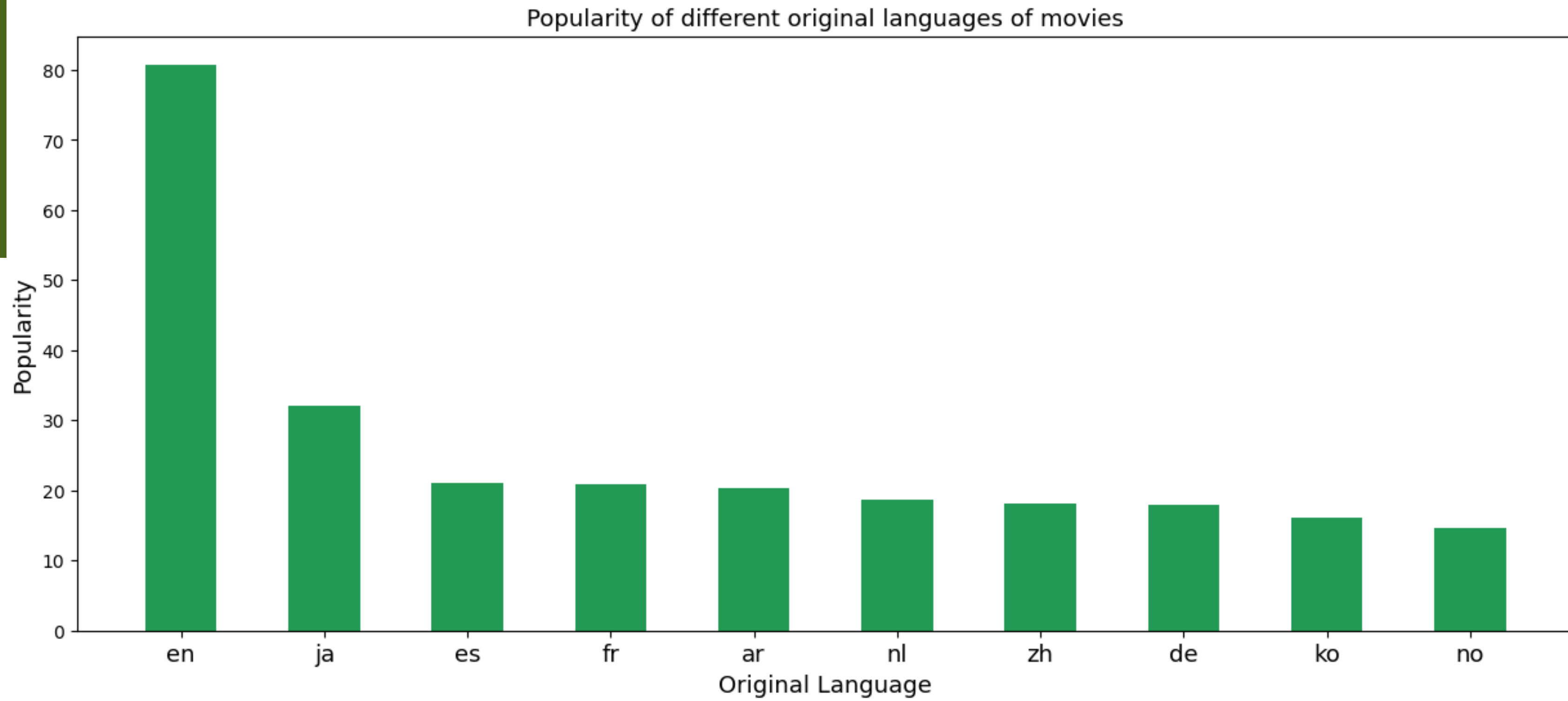
Domestic Gross vs Foreign Gross

It is clear that foreign gross is higher than domestic gross. Movies have amassed more money from the foreign markets rather than the domestic market. Microsoft should focus on creating films that not only target the domestic audience but also the worldwide market.



Popularity between different Languages

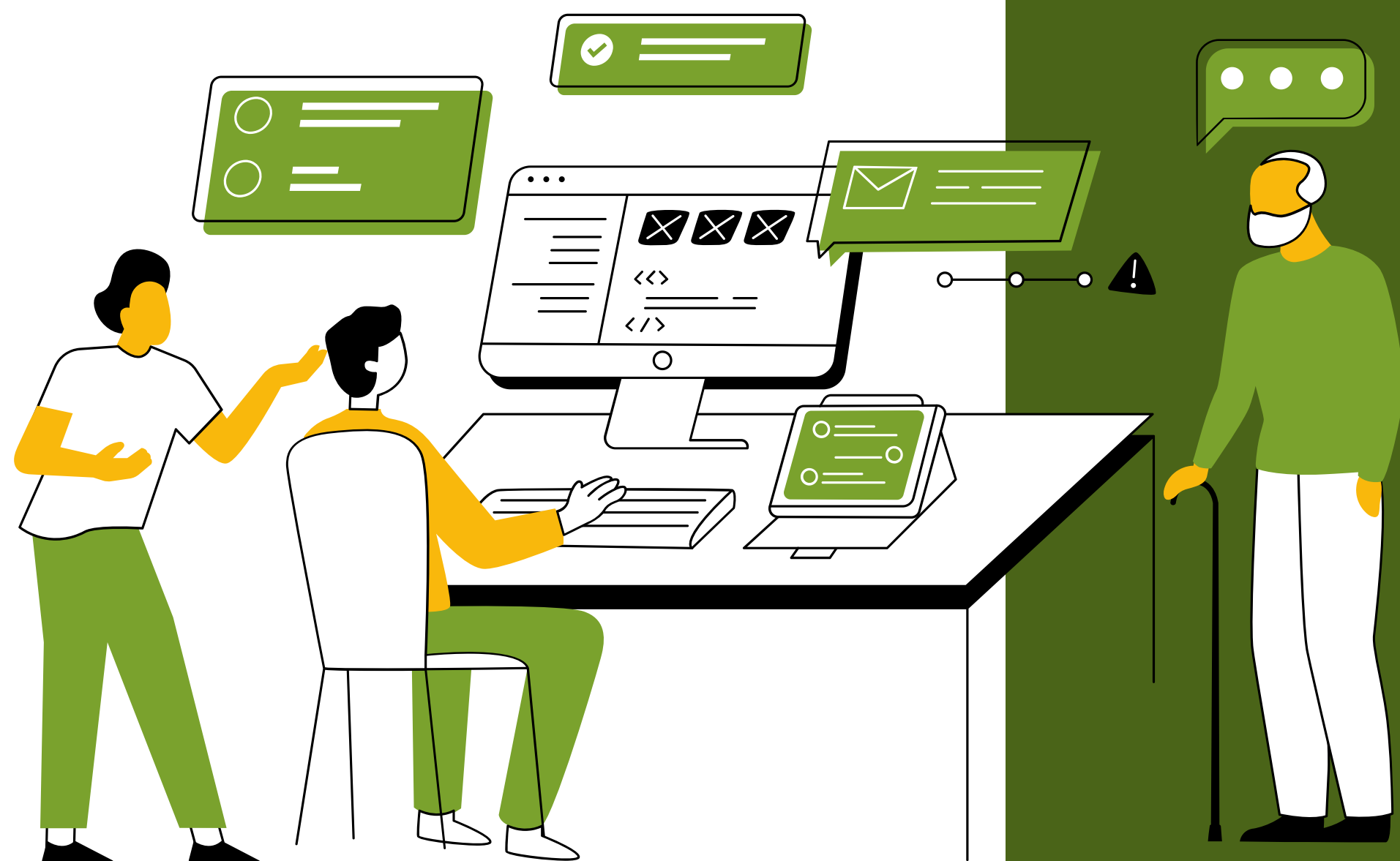
Clearly, Movies whose original language is en which represents English have the most popularity as compared to other languages. This shows that Microsoft should major on creating movies in which the original language is in English for a better chance at success.



Recommendation

My recommendation to Microsoft is that they should:

- **Focus on Adventure, Animation, and Comedy:** Given that the combination of Adventure, Animation, and Comedy is the best performing genre, Microsoft should consider producing movies that fall within this genre.
- **Emphasize English-Language Films:** Since movies with English as the original language have the highest popularity, Microsoft should prioritize producing English-language films.
- **Consider International Market Expansion:** As foreign gross surpasses domestic gross, it's important for Microsoft to focus on the international market. They should tailor their distribution strategies and marketing campaigns for the new studio to effectively target and engage global audiences.
- **Avoid History as the Primary Genre:** Considering that History is the least performing genre, it may be important for Microsoft to be cautious when producing movies solely within this genre.



THANK YOU

Questions?

