

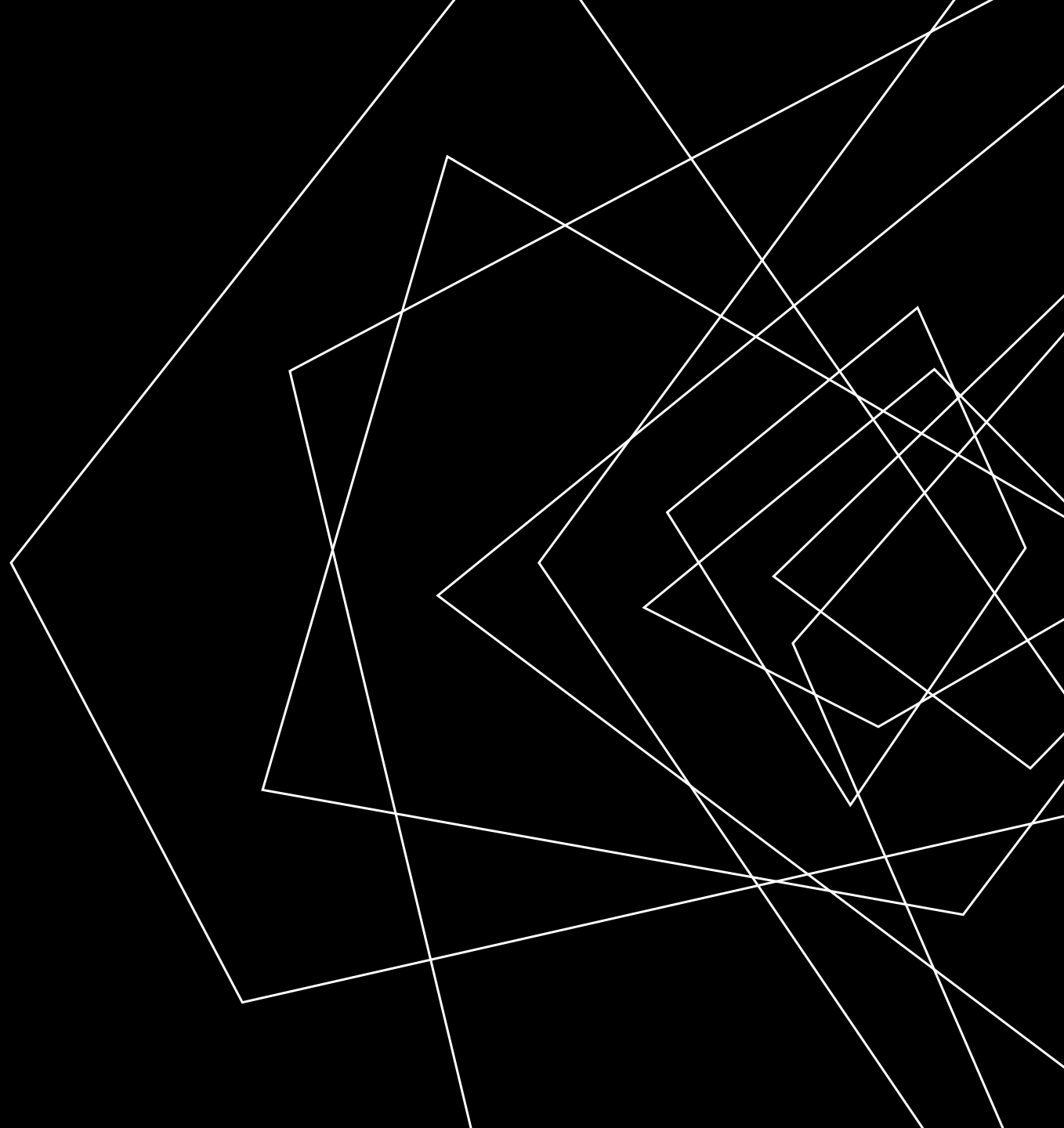


PHASE 1 PROJECT

Presentation

OVERVIEW

The objective of this analysis is to examine historical data on movies, understand why some movies perform better than others, and recommend the best types of movies for MICROSOFT's new studio to produce in order to increase business returns and profitability.



BUSINESS UNDERSTANDING

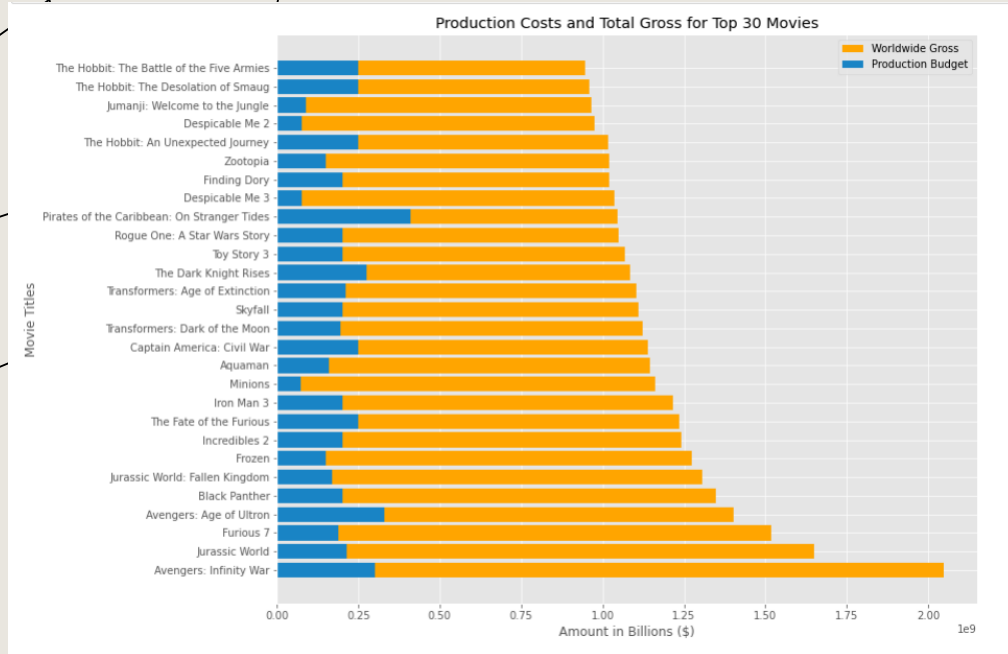
To ensure the success of MICROSOFT's new film studio, it's essential to focus on producing profitable films. This would benefit shareholders, employees, and viewers by increasing profits, ensuring job security, providing consistently good films, and ensuring better financials for shareholders.

DATA UNDERSTANDING

Data from TheMovieDB, The Numbers, and Box Office Mojo websites have been used to analyze the film industry's performance, successful movie genres, and reasons for their success. Three datasets, 'tn.movie.budgets.csv', 'bom.movie_gross.csv', and 'tmdb_movies.csv', provide information on production budgets, movie genres, gross earnings, and release dates, which help determine movie performance, successful genre combinations, and how production costs and release dates affect movie success.

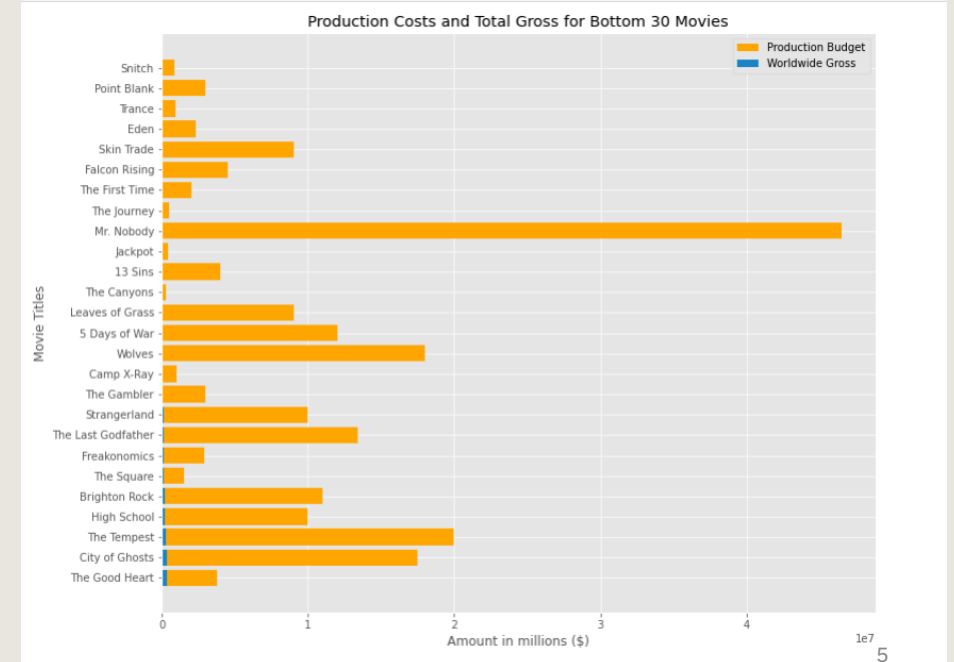
PRODUCTION BUDGET VS BOX OFFICE FIGURES

Top 30 Movies



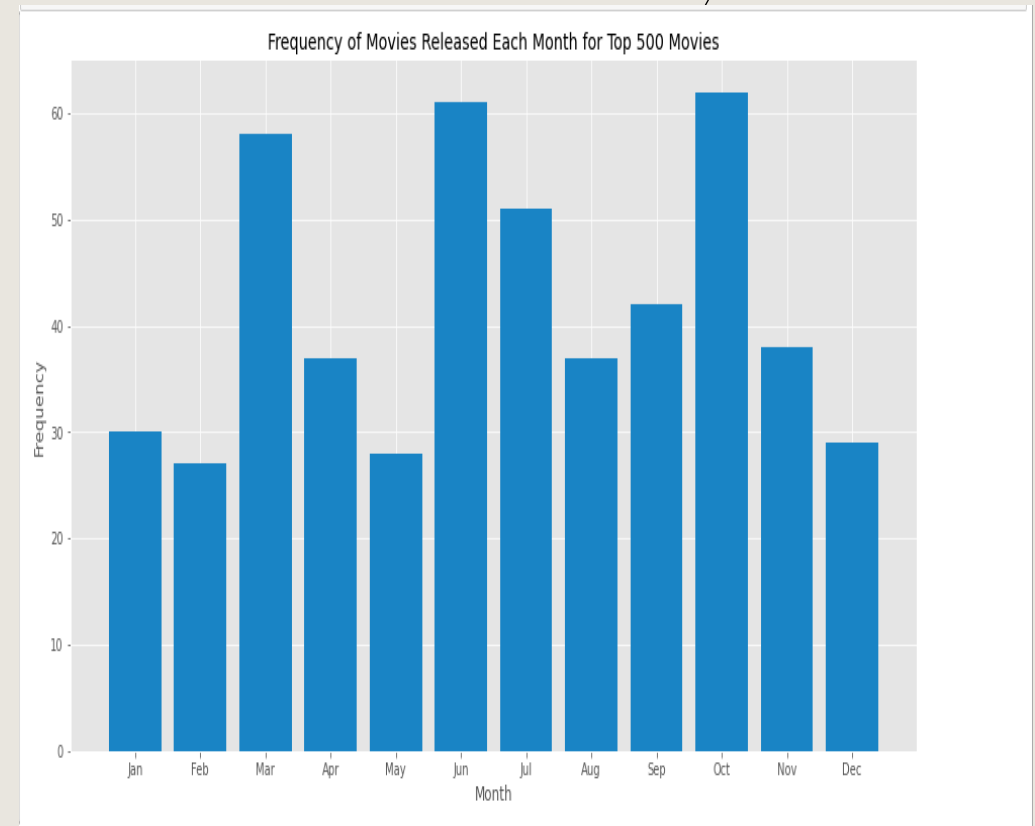
Analysis of the top 30 movies shows no correlation between production budget and box office success, with the highest grossing movie having similar production budgets to most others in the list. However, the bottom 30 movies cost more in production but generate little revenue, suggesting that spending less than \$50 million may result in less profitability. While individual charts show minimal correlation, analyzing them together suggests that good investment is necessary to ensure profitability.

Bottom 30 Movies



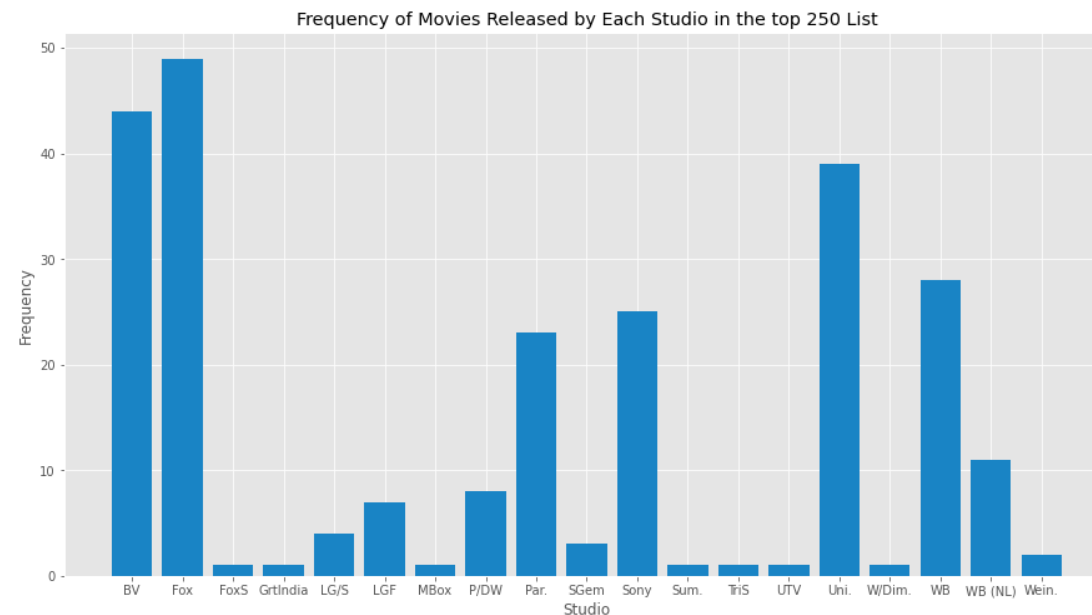
MONTHLY RELEASE DATES FOR THE TOP 100 MOVIES

The highest number of movies in the top 500 list were released in March and April, June and July, and September, October, and November, indicating that these months may be more profitable for movie releases. Other factors, such as weather, may also influence people to watch movies more during these months, particularly in June and July when many parts of the world experience colder climates.



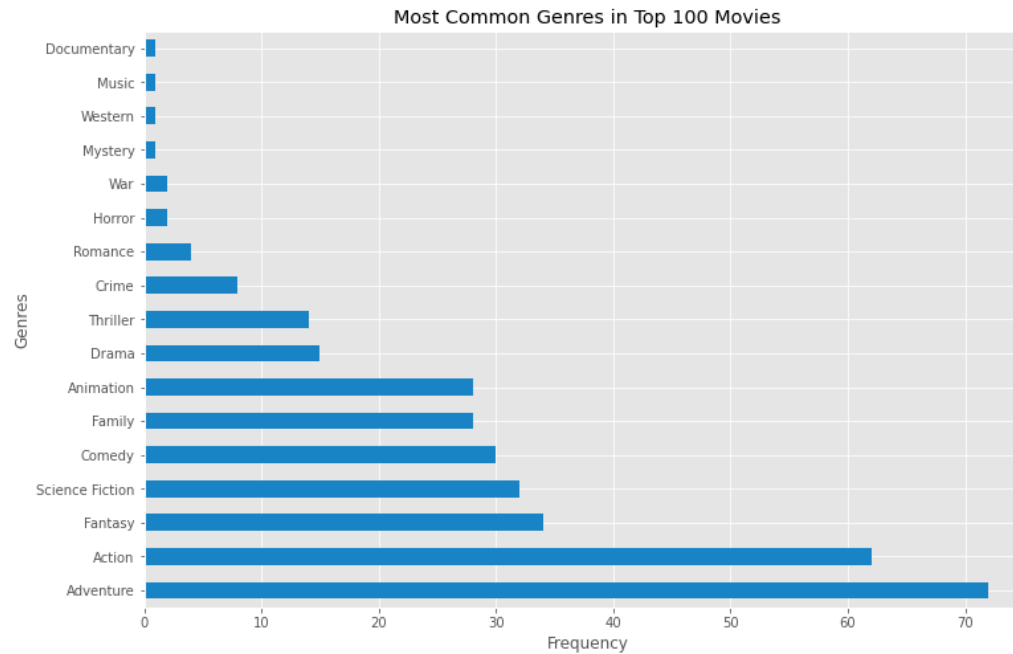
STUDIOS WITH THE HIGHEST NUMBER OF MOVIES IN TOP 250 LIST

The chart displays the varying number of top 250 grossing movies released by different studios. Fox takes the lead with 49 movies, trailed by BV Pictures with 44, Universal Studios with 39, and WB, Sony, and Par. Pictures with 28, 25, and 23 movies respectively. These studios have excelled in dominating the market, generating high revenue and profits for their parent companies and shareholders. This presents a valuable opportunity for Microsoft studios to learn from or collaborate with them.



MOST COMMON GENRES IN HIGHEST GROSSING FILMS

The horizontal bar chart shows that Adventure is the most common genre in the top 100 highest grossing movies, followed by Action, Fantasy, and Science Fiction. Focusing on these genres and combining them could provide a viable opportunity for capturing the global film market.





CONCLUSION AND RECOMMENDATION

In summary, the analysis suggests that Microsoft's new movie studio should focus on producing movies that align with the adventure, action, fantasy, science fiction, and comedy genres, with a priority on adventure. Additionally, partnering with established production studios such as Warner Bros, Fox, Universal Studios, and Walt Disney Studio Pictures could increase the chances of success. While considering production costs and release months may also be helpful, they are of lower priority. By leveraging these strategic actions, Microsoft's new studio may be better positioned to capture the global film market.



THANK YOU

Julius Charles

0719537813

Julius.charles@student.moringaschool.com

LinkedIn: <https://www.linkedin.com/in/charles-julius-24b91b89/>