



INTRODUCTION: MICROSOFT FILM STUDIO MARKET ANALYSIS

GENRE INSIGHTS FOR SUCCESSFUL FILM PRODUCTION

BUSINESS PROBLEM OVERVIEW

- ❖ Microsoft is looking to venture into film production by establishing its own movie studio and it faces a major challenge due to lack of prior experience in the highly competitive industry.
- ❖ Primarily, the business problem is to identify and target the film genres which currently are taking over the market, in terms of their popularity and gross income.
- ❖ Therefore, the new movie studio at Microsoft must carefully select the genres which resonates with the audience. Our project therefore looks to providing meaningful insights to ensure Microsoft studio has the best Movies selection for it's upcoming new studio.

OBJECTIVES

1. To identify Top Watched film Genres : Examine the performance and trends of the market in the movie industry in order to determine which film types are top watched and prioritized by the audience. Analyses data on audience demographics such as age, gender and location.
2. To carry out Analysis on costs : Investigate the cost of production of certain genres in relation to their gross income. This helps identify film which are more profitable to produce.
3. Guide Microsoft on Film to Produce : Provide recommendations to Microsoft's new movie Studio on the films to consider producing.

Understanding and Data Collection

- Box office Data: comprehensively gather data on box office regarding the performance such as sale of tickets, revenue collected.
- Demographics of the Audience: analyse data such as the age, gender and geographic locations in which the film is watched.
- Analysis of the content: conduct a detailed analysis of films that are successful with a focus of techniques such as story telling techniques, character development and theme content and language use.
- The data provided in the zipped data file consists of file that categorically give data on different aspects such as reviews, costs and popularity based on vote counts.

Business Relevance

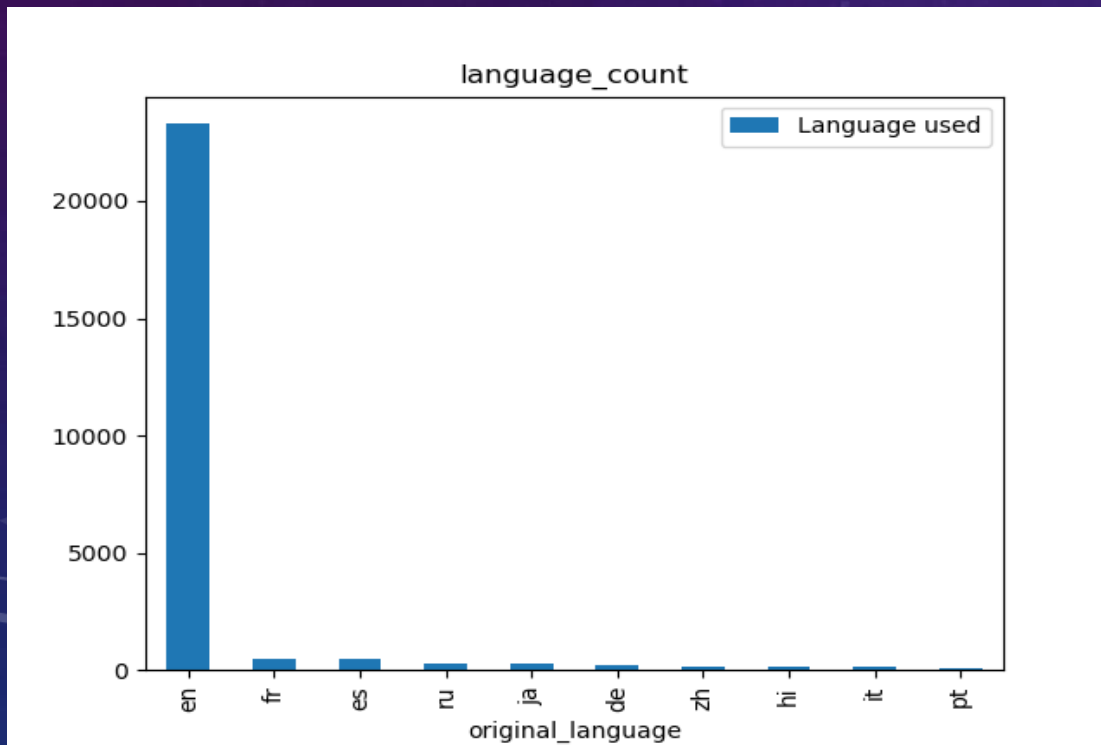
- Ensuring business relevance in the data collection and understanding the needs of Microsoft's new studio is crucial in the decision making, in maximization of potential of revenue and establishing a business viable and competitive film industry.
- This project describes an actual real life problem and the results can be of high value to the stakeholders. It is completely normal for organizations to not know what or where to invest at a particular time.
- By basing their insights on data analysed, Microsoft can be in a position to create a competitive film industry which resonates with their audience world wide and one which is economically viable.

DATA ANALYSIS

- On data analysis open the various files provided in the box plot and extract Data on the same.
- Carry out an analysis and on film types and study both the rows and columns. Identify the primary keys and perform data cleaning.
- Visualize on the data and make conclusions.

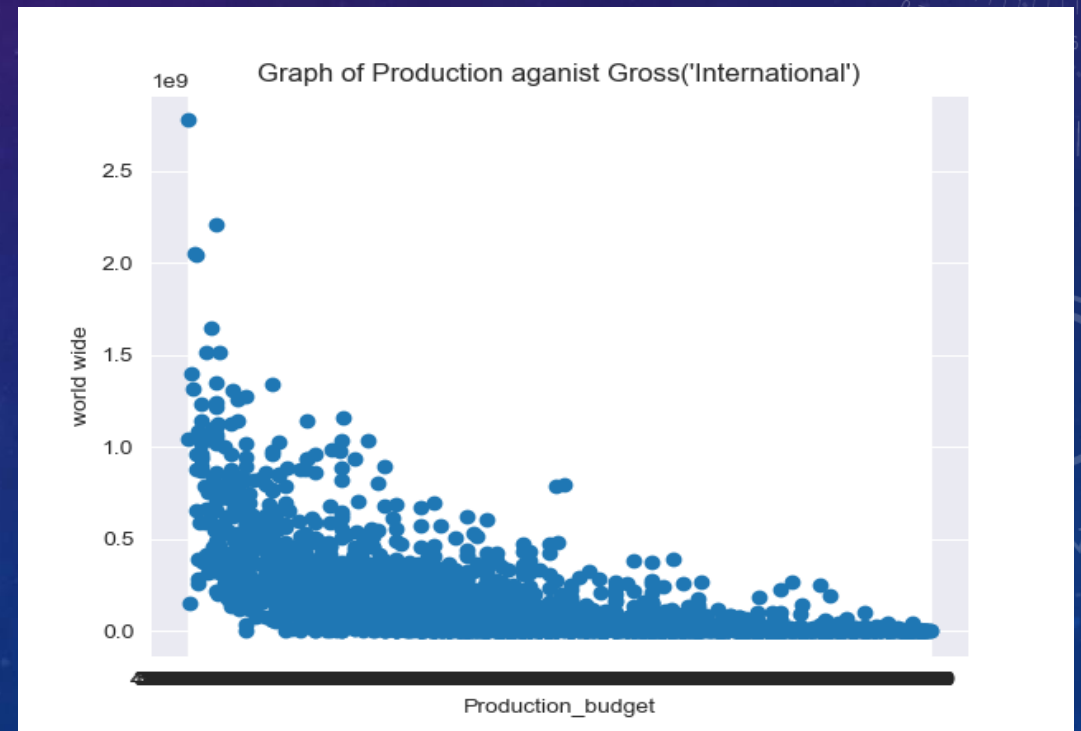
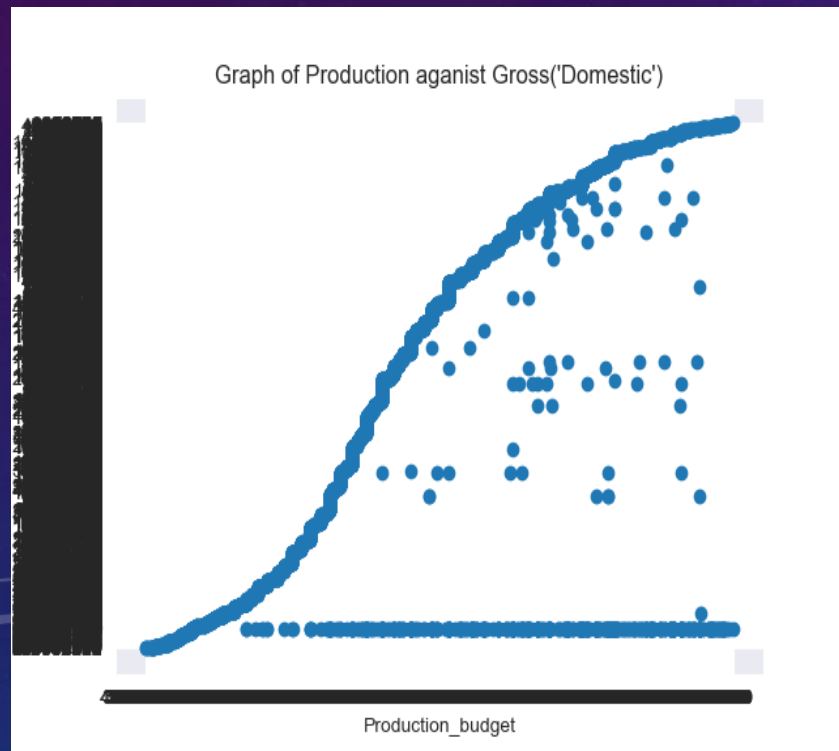
DATA VISUALIZATION

- The graph below shows a bar graph which displays the relationship of movies watched in various languages. From the results we see that the most watched movies are movies produced in English language. A recommendation is given to Microsoft that during the production of films, the most preferred language of use is English.



CONTINUATION...

- The plots below represent relationship of cost of producing the films against the gross income for both local market and international markets. This insights enable the stakeholders to determine the market for their product whether it best sales locally or in an international level.
- This also compares the relationship of the movies in terms of cost production in relation to the gross income it brings in.



RECOMMENDATIONS..

1. Produce film in English Language
2. In terms of finances the data supports a budget of \$250,000,000 or less.
3. The most popular films to the audience is limited to PG-13 TO R in box plot



THANK YOU

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