MICROSOFT'S NEW MOVIE STUDIOS PROJECT

Analysis of Information from Box Office Metrics

<u>OVERVIEW</u>

Microsoft was founded in 1975 by Bill Gates and Paul Allen in Redmond, Washington, USA. It has since become one of the world's largest and most influential technology companies. It has undergone several strategic shifts over the years, evolving from a software company to a diversified technology and cloud computing giant.
This business case describes the justification, goals, and important factors for the founding and expansion of Microsoft Movie Studios in the fiercely competitive filmmaking industry.

Business Understanding

Microsoft's new movie studio lacks domain expertise in filmmaking and needs guidance on which film genres to focus on to maximize box office success. Leveraging historical box office data and exploring genre trends, this investigation will guide the choice of films they should produce. Box office revenues, ROI and ratings data will serve as indicators of financial viability and audience reception across different film genres.

OBJECTIVES

Specific Objectives:

1. To determine the genres with the highest potential for success in the market in terms of revenue and audience reception.

2. To investigate additional factors such as budget, studio, and target audience demographics, to determine their impact on a film's success.

3. Based on the analysis, derive actionable insights and recommendations that align the studio's content strategy with audience preferences and market trends to increase the probability of producing commercially successful films.

DATA ANALYSIS

Based on our analysis and inference, the most popular genres were:

- Genre ID 12: Adventure
- Genre ID 28: Action
- Genre ID 10751: Family
- Genre ID 14: Fantasy
- Genre ID 10402: Music

RECOMMENDATIONS

1. Prioritize producing movies in these genres which have shown a higher prevalence and audience interest;

2. Prioritize strategies that aim to maximize both profitability and total gross given the positive relationship between profitability and total gross observed in the dataset of high-performing movies.

3. Carefully manage and optimize the production budget. A higher production budget does not guarantee higher profitability.

4. Positive ratings and critical acclaim can contribute to the reputation of the studio and help in building a loyal audience base.

5. The studio should aim to increase its movie production output. More movies can lead to higher overall gross sales, provided they align with popular genres and maintain a focus on profitability