

# **MICROSOFT MOVIE STUDIO**

**Presented by Diana Mbuvi**

2023

# Table of content

- Business problem
- Project overview
- Analysis and visualization
- Conclusion
- Recommendations

# Business problem

Microsoft has expressed interest in establishing a movie studio to produce original video content, following the success of similar ventures by other major corporations. However, given its limited experience in the film industry, Microsoft is actively seeking financial guidance.

# Project overview

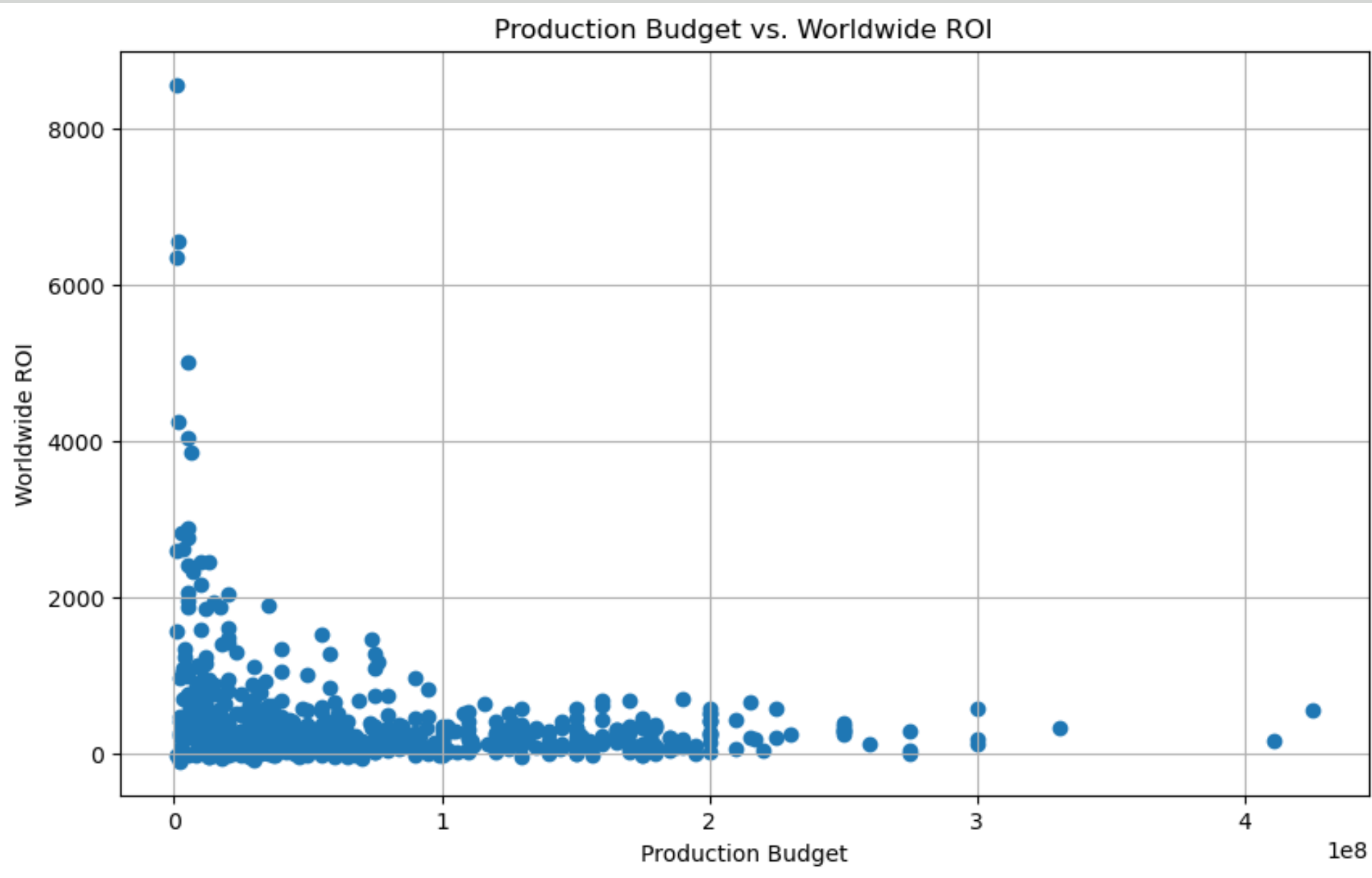
The project relied on secondary data from <https://www.imdb.com/> to draw conclusions and provide recommendations.

# Analysis and visualization

An analysis was conducted on two data sets, specifically tmdb.movies and tn.movie\_budgets. The purpose of the analysis was to derive conclusions and make recommendations based on factors such as production budget, popularity, and ROI. The primary objective was to ascertain whether a higher production budget would result in a higher ROI or popularity. The results of the analysis were presented using scatter plots to enhance visual clarity.



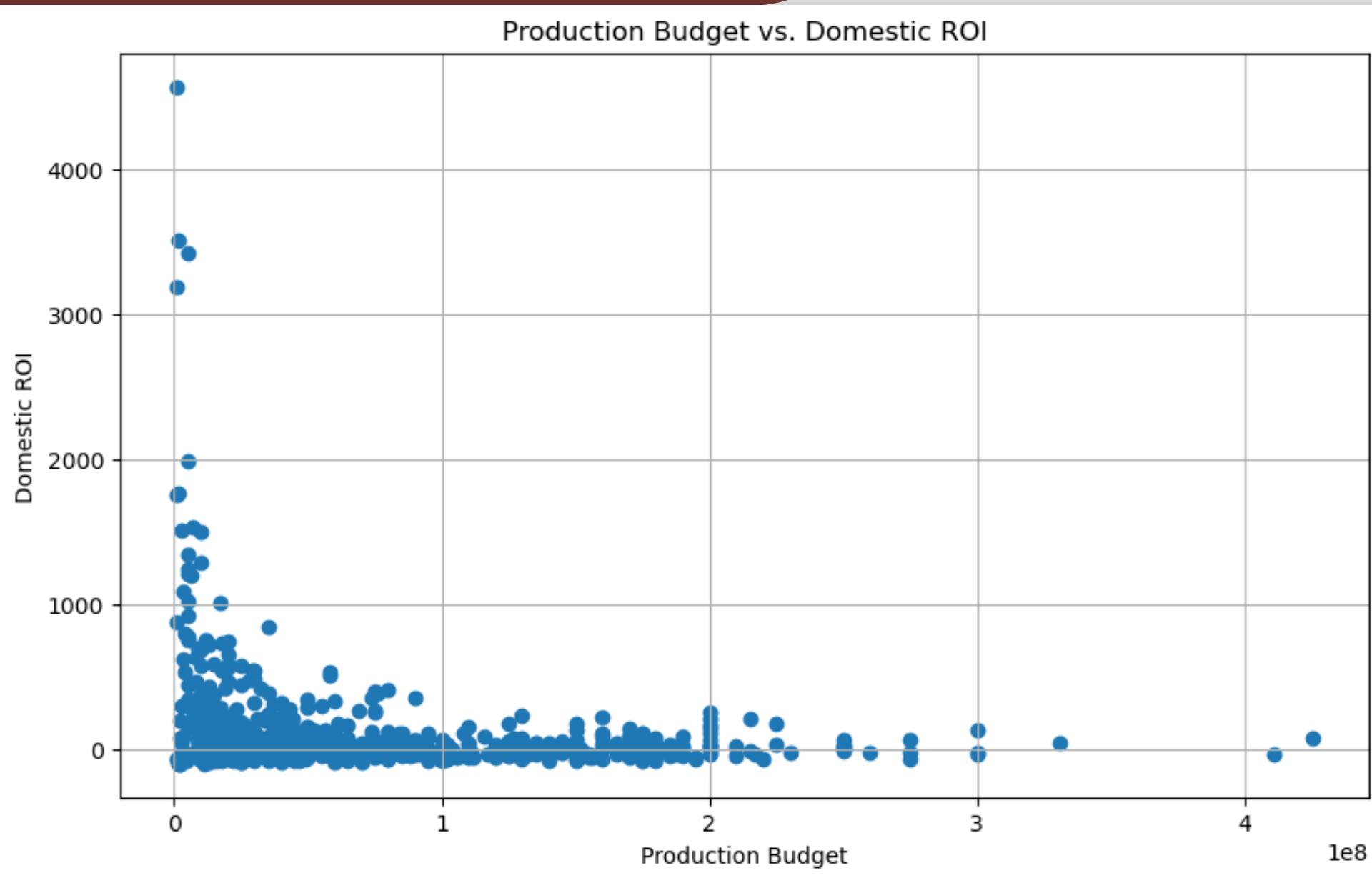
# Visualization



## Production Budget vs Worldwide ROI

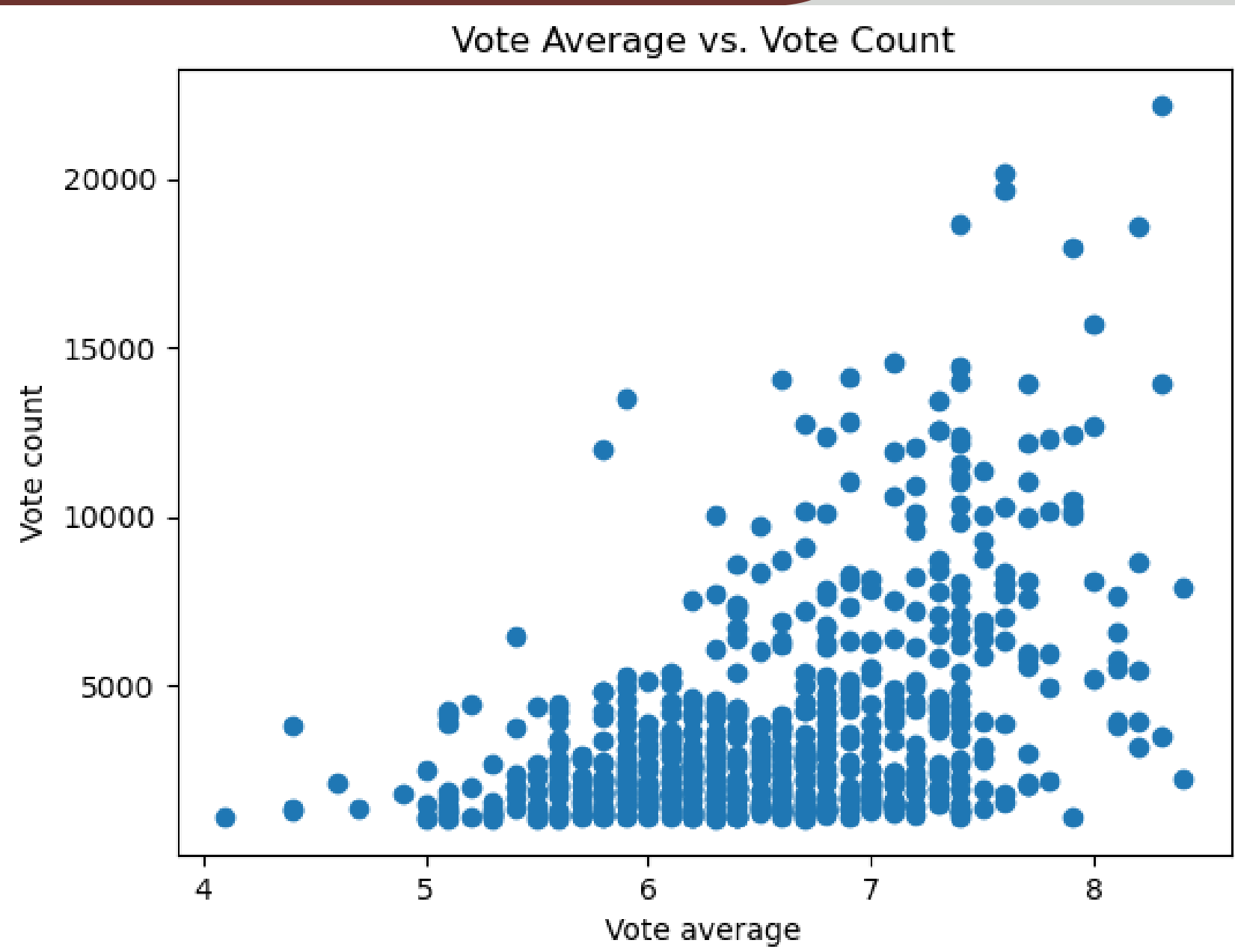
This scatter plot shows a positive correlation between the two variables, suggesting that films with higher production budgets tend to have higher worldwide ROI

# Visualization



## Production Budget vs Domestic ROI

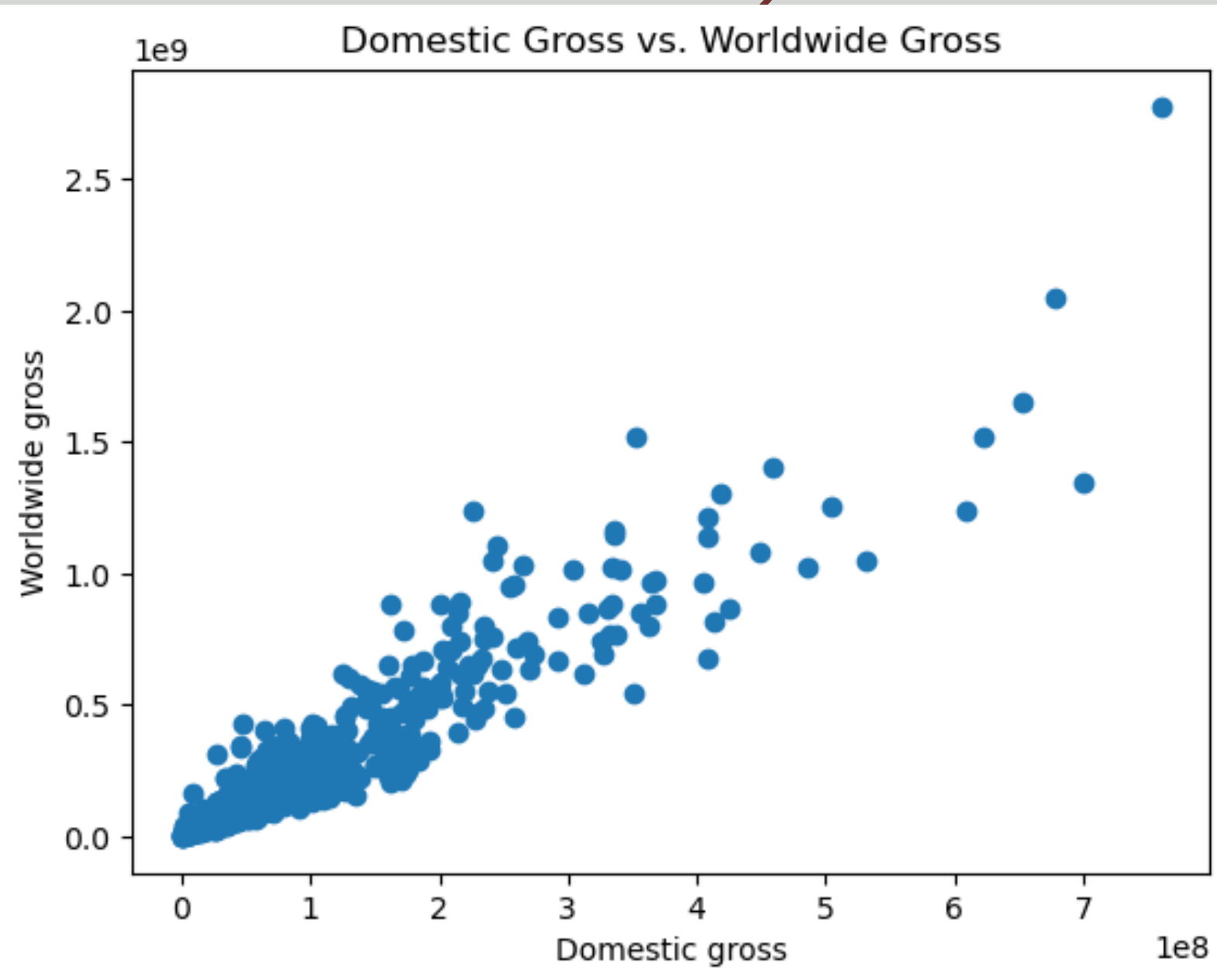
This scatter plot shows a positive correlation between the two variables, suggesting that films with higher production budgets tend to have higher worldwide ROI



## Vote Average vs Vote Count

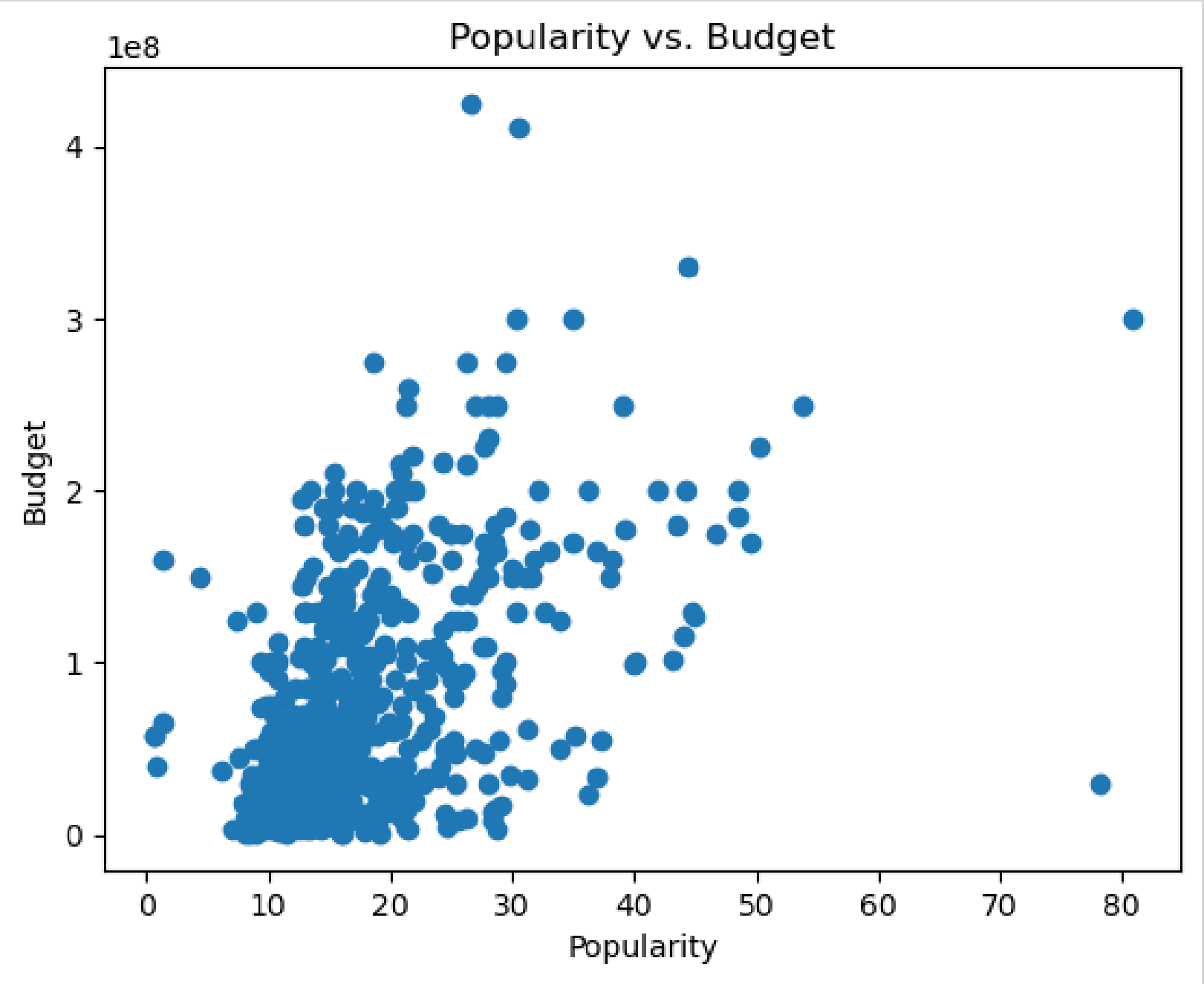
This scatter plot shows a positive correlation between the two variables, suggesting that films with higher vote averages tend to also have higher vote counts.





## Worldwide gross vs Domestic gross

This scatter plot shows a strong correlation between the two variables, suggesting that films with higher domestic gross tend to also have higher worldwide gross. However, there are some outliers, such as films that were more popular in international markets than in the domestic market.



## Popularity vs Budget

The scatter plot shows that movies with a higher production budget are more popular

# Conclusion

- Popularity of the cast can greatly impact the general success of a movie.
- Films with higher production budget tend to yield a higher ROI both domestically and worldwide.
- Movies with a higher production budget have a higher popularity among viewers

# Recommendations

- Production of movies with universal storylines to appeal to a larger audience.
- Invest in good quality movie production equipment which greatly attracts more viewers.
- Intensely invest in marketing to yield higher returns.

# THANK you

**Diana Mbuvi|2023**

**Moringa School|Data Science**



diana.mbuvi@student.moringaschool.com