

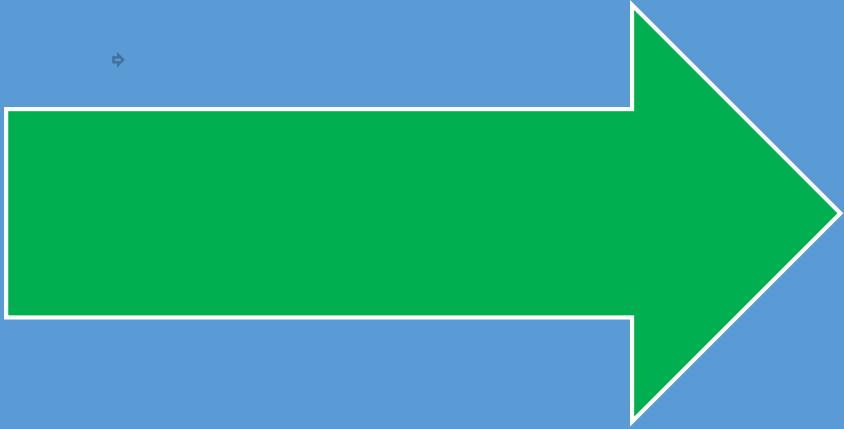
FILM INDUSTRY ANALYSIS

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OVERVIEW

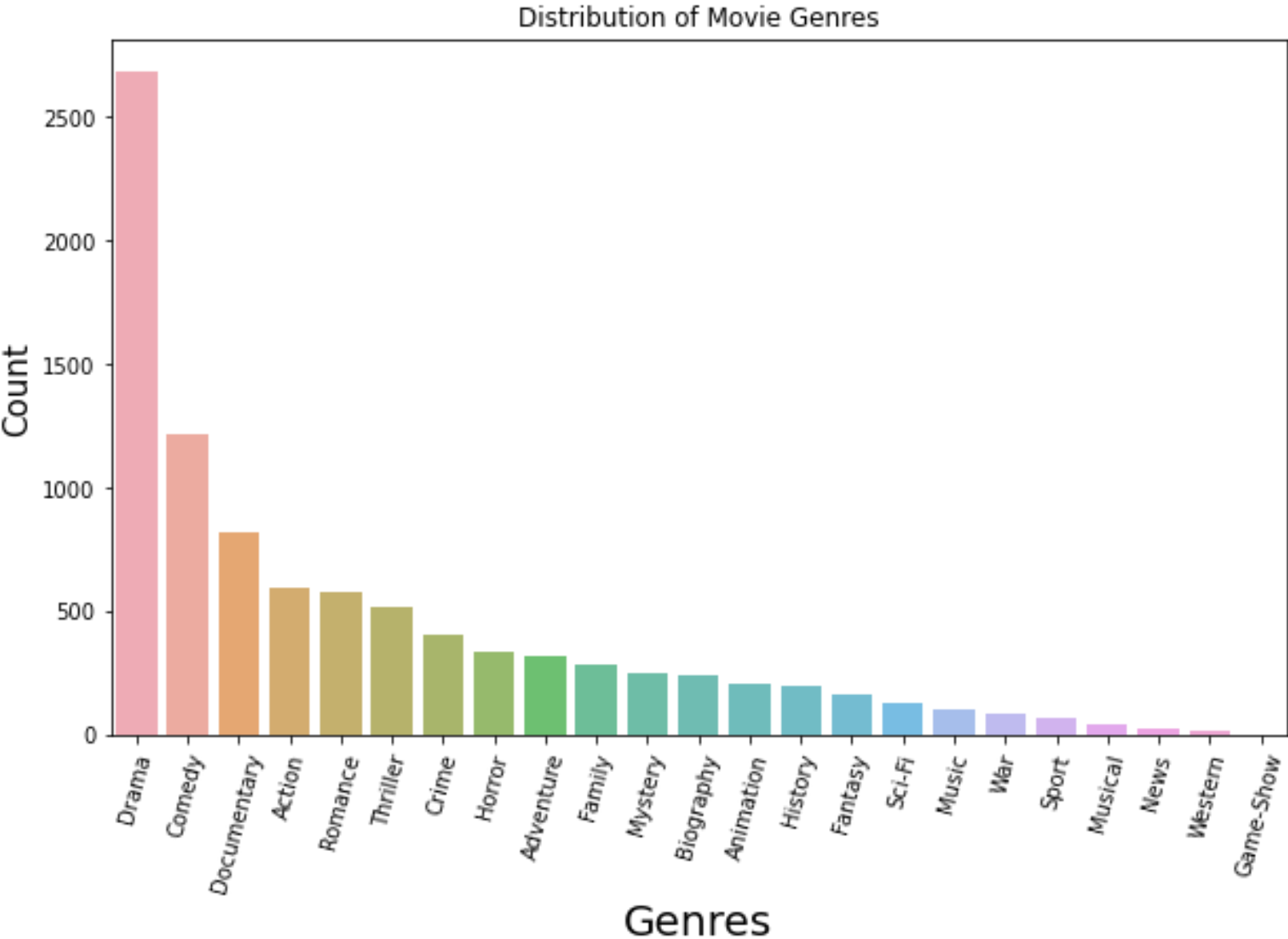
- The project utilizes data analysis from three movie datasets and a SQL database sourced from the Kaggle website to derive recommendations on movie genres, runtime, language, and budget for Microsoft to succeed in the film industry.



OBJECTIVES :

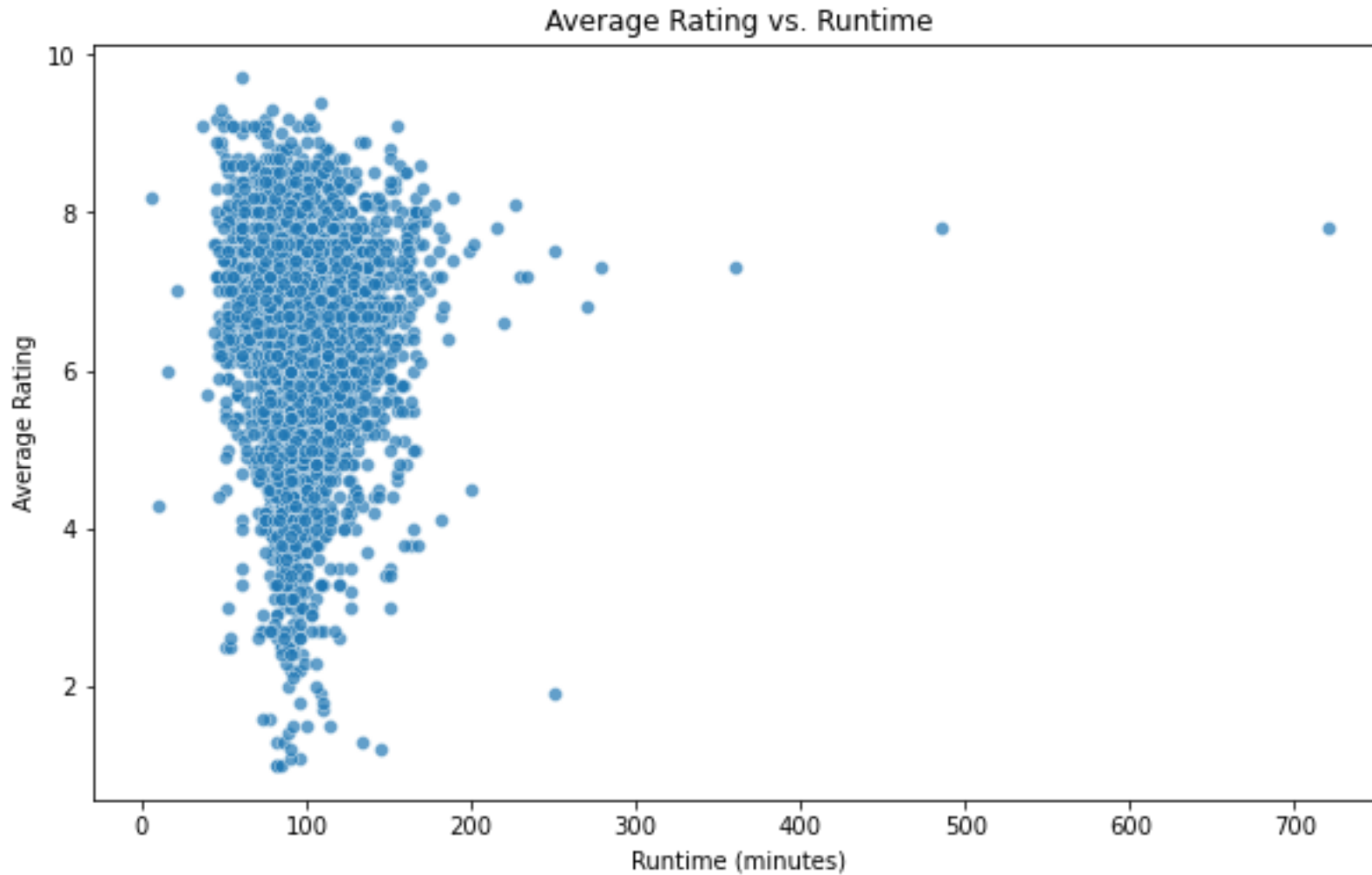
The primary objective of the project is to generate insights that will assist Microsoft in entering and thriving in the Movie industry. Through exploratory data analysis, actionable insights will be derived to guide decision-making on the types of films Microsoft should produce.

The Most Popular Genre



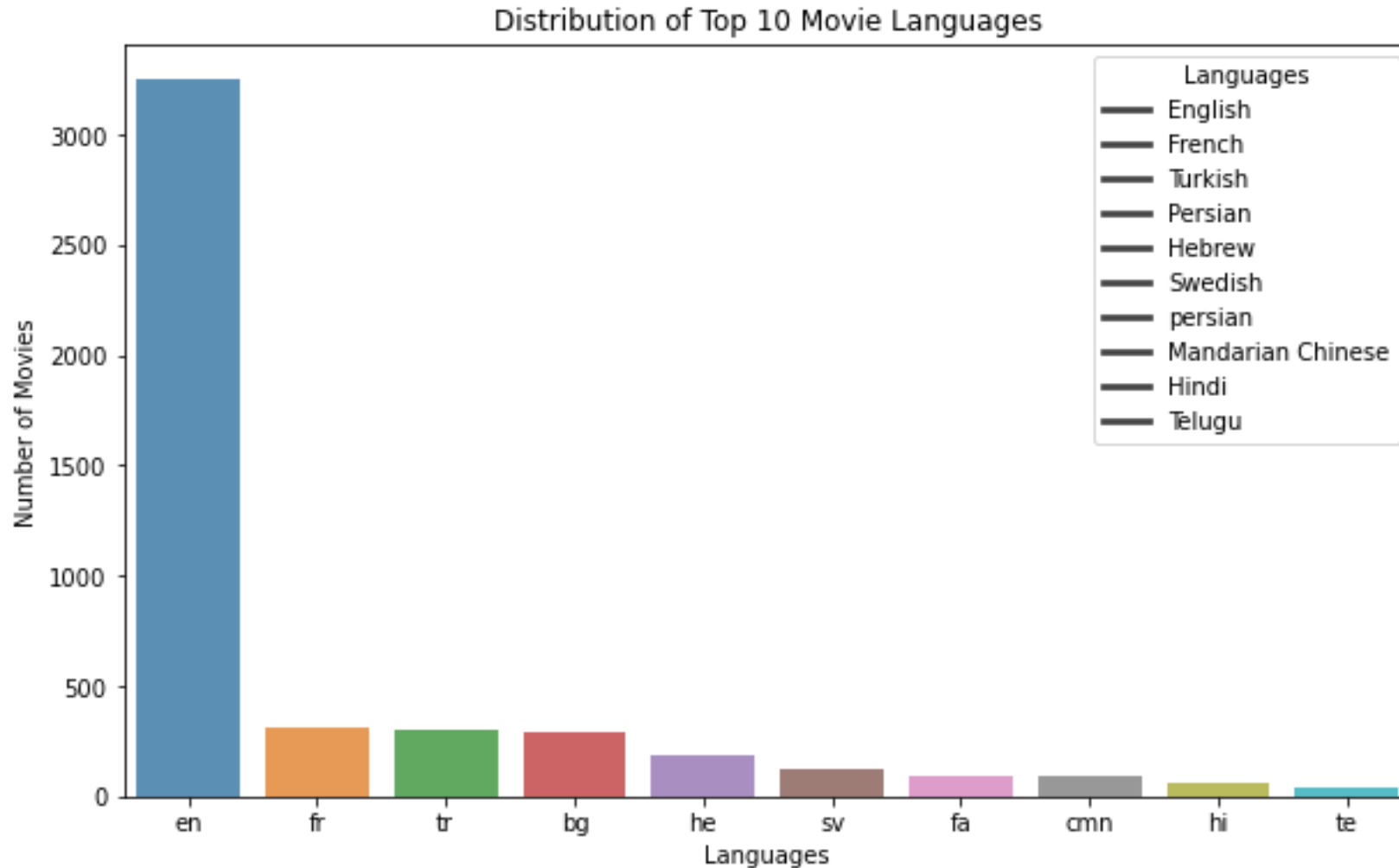
In the movie industry, drama is the most popular genre, represented by the tallest bar, followed by comedy and documentary genres.

Relationship between Runtime and Average Rating



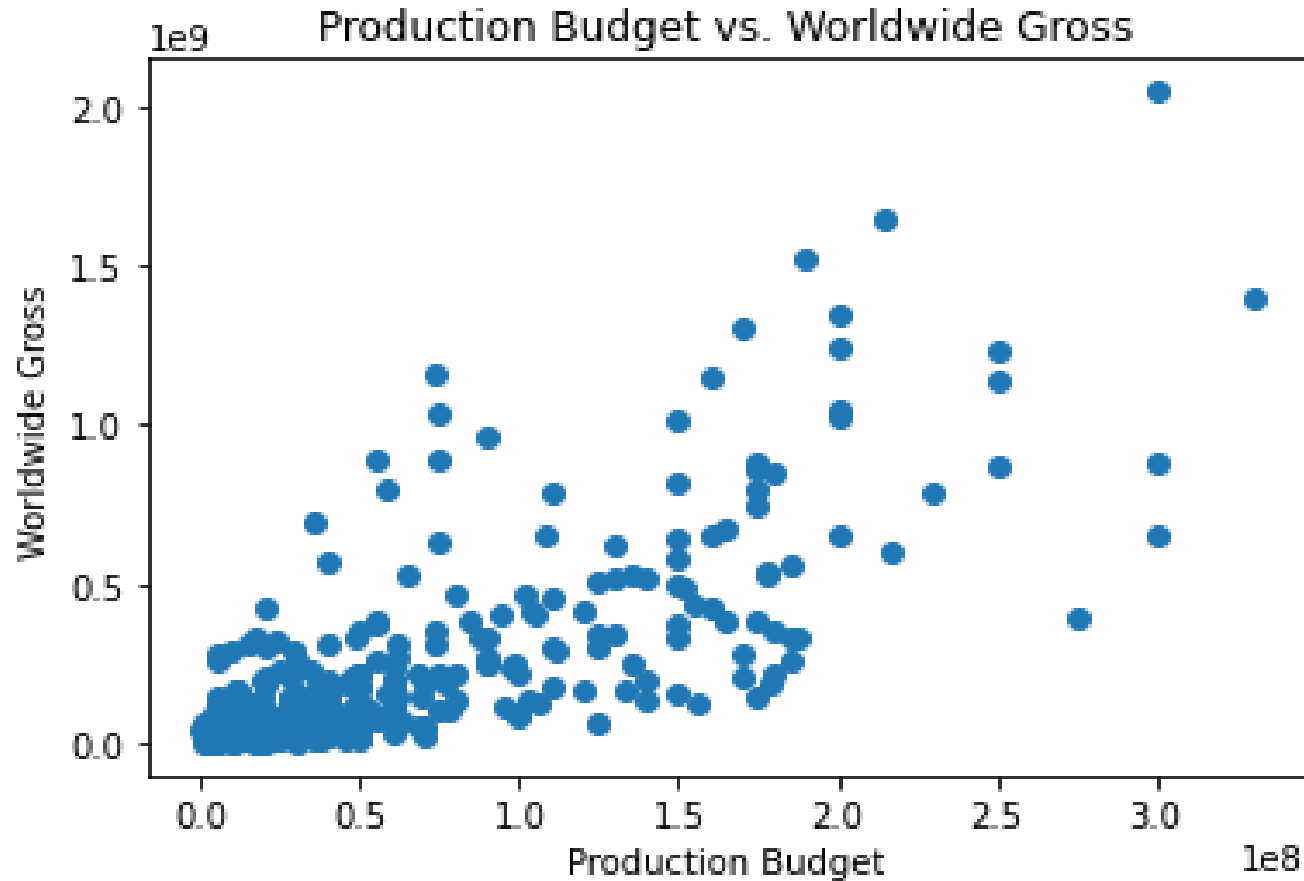
Shorter items tend to have higher average ratings

MOST COMMON LANGUAGE



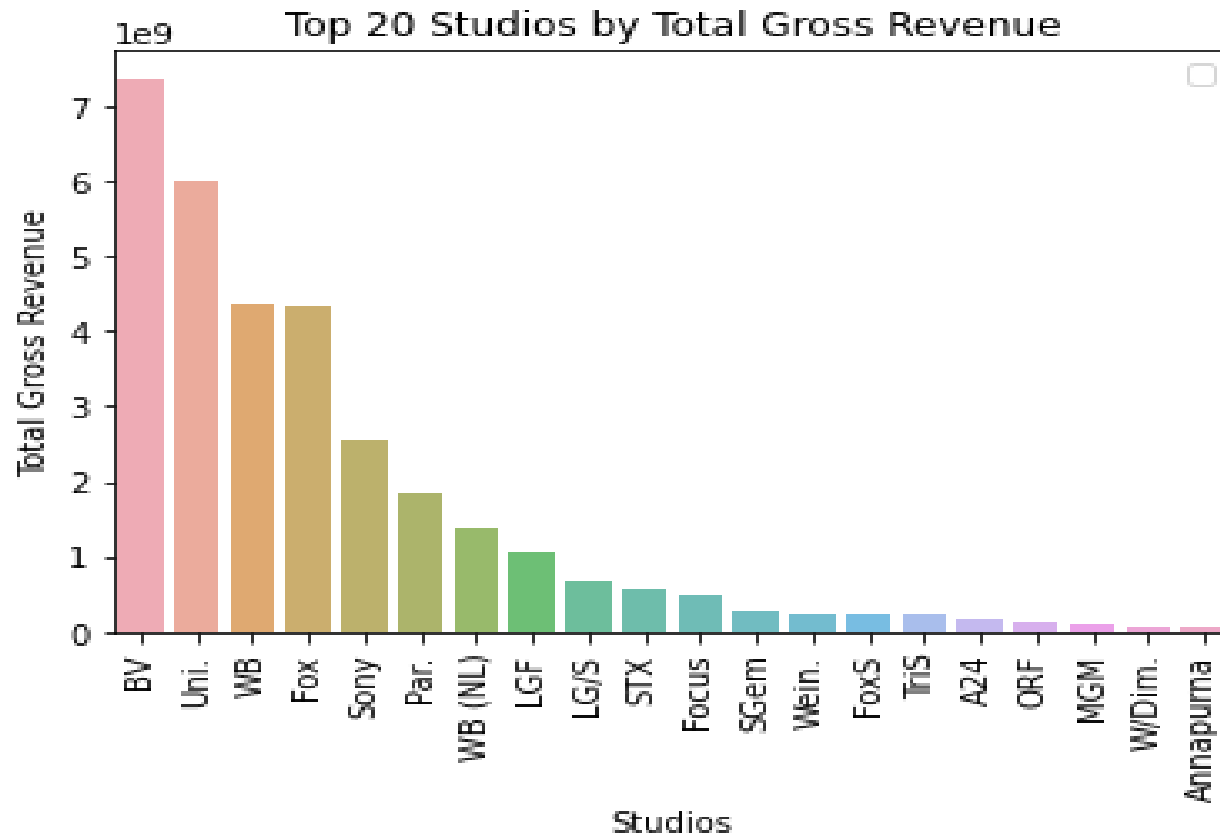
English is the most common language in the top 10 movie languages

Does Production Budget affect Worldwide gross



Majority of the productions have a worldwide gross revenue significantly higher than their production budgets

The Best 20 Studios



Disney (referred to as BV), and Universal (referred to as Uni.) hold a considerably larger market share than others

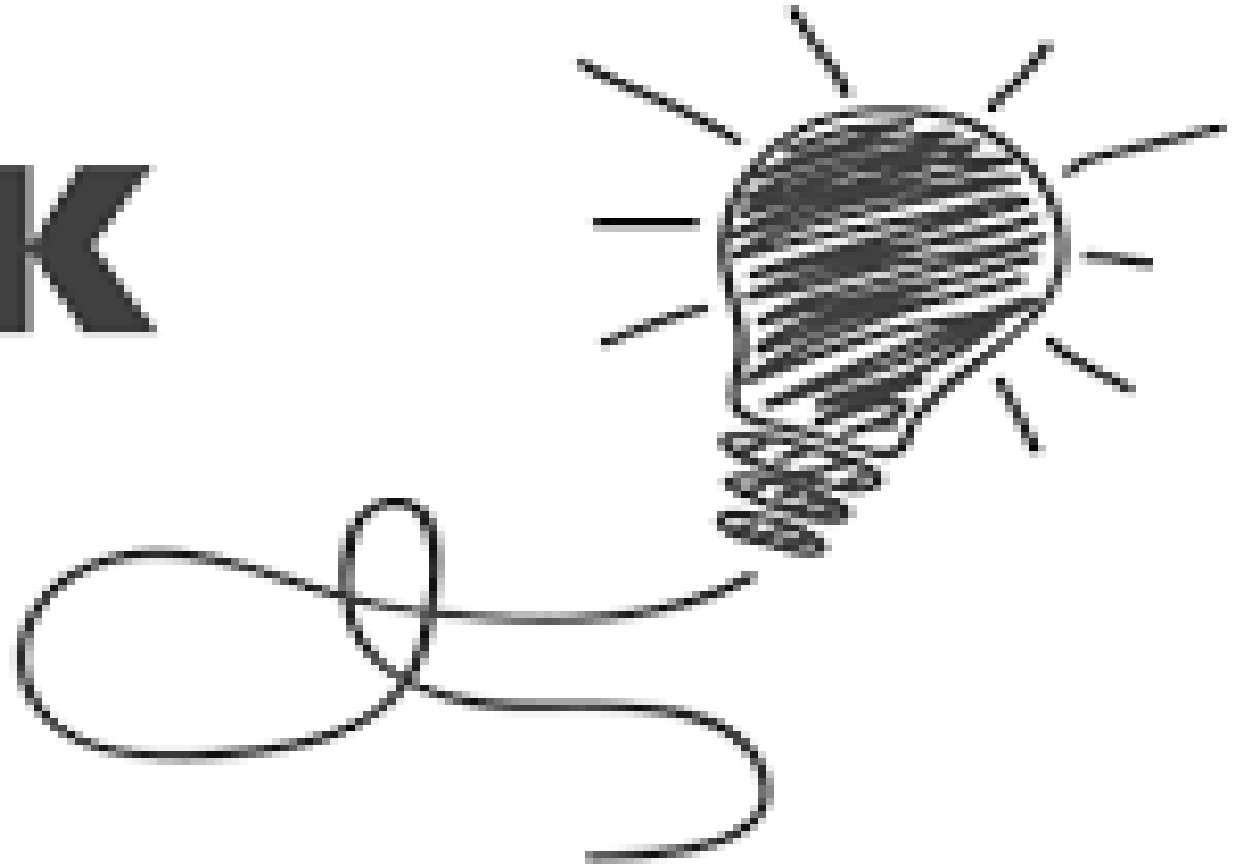
Conclusion:

1. While movies with higher budgets tend to generate more profit than lower-budget ones, Microsoft should be cautious not to overspend on production budgets, as this could result in financial losses while aiming for increased profits.
2. The genres of drama, comedy, and documentaries are recommended for Microsoft to explore, as they are popular genres.
3. Microsoft should aim to keep the duration of films under 120 minutes to minimize the negative impact on ratings.
4. Producing films in English should be a priority for Microsoft.

Recommendations:

1. Microsoft can learn from Disney (BV) and Universal (Uni) as they produce top-ranking and high-grossing movies.
2. Microsoft should consider producing movies that have elements of drama and comedy.
3. Developing a robust marketing strategy is crucial for Microsoft, as popularity boosts ratings and profits.
4. Microsoft needs to excel in financial strength, marketing strategies, and content creation to establish itself as a leading studio.

THANK YOU



for your time. I trust that the analysis and presentation will enhance decision-making regarding entering the film industry.