



Movie Industry - Analysis for Microsoft Movie Studio

Analysis, findings and recommendations

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Problem statement

- Microsoft has seen a business opportunity in the film industry, and has created the Microsoft Movie Studio
- The company is looking for data centric insights from the film industry to aid in decision making on which films to focus on to ensure business success
- Microsoft has charged us to carry out the analysis and come up with key recommendations



Context - Movie Industry Overview

Key characteristics:

- Global in nature
- Movie process entails:
 - Creation
 - Production
 - Distribution &
 - Exhibition
- High impact on culture & economy
- Annual revenue: ~ \$40B

Movie success factors:

- Story and content
- Cast and crew
- Marketing and distribution
- Critical reception
- Genre and audience appeal



Project Objectives

1. Analyze film industry data and generate insights on best performing movies guided the five key movie success factors
2. Provide top recommendations on films that Microsoft can focus on



Data sources

Movie aggregation sites:

1. [Box Office Mojo](#)
2. IMDB
3. Rotten Tomatoes
4. TheMovieDB
5. The Numbers

Utilized #1-3. Excluded 4 & 5 due to limited dataset



Data analysis approach

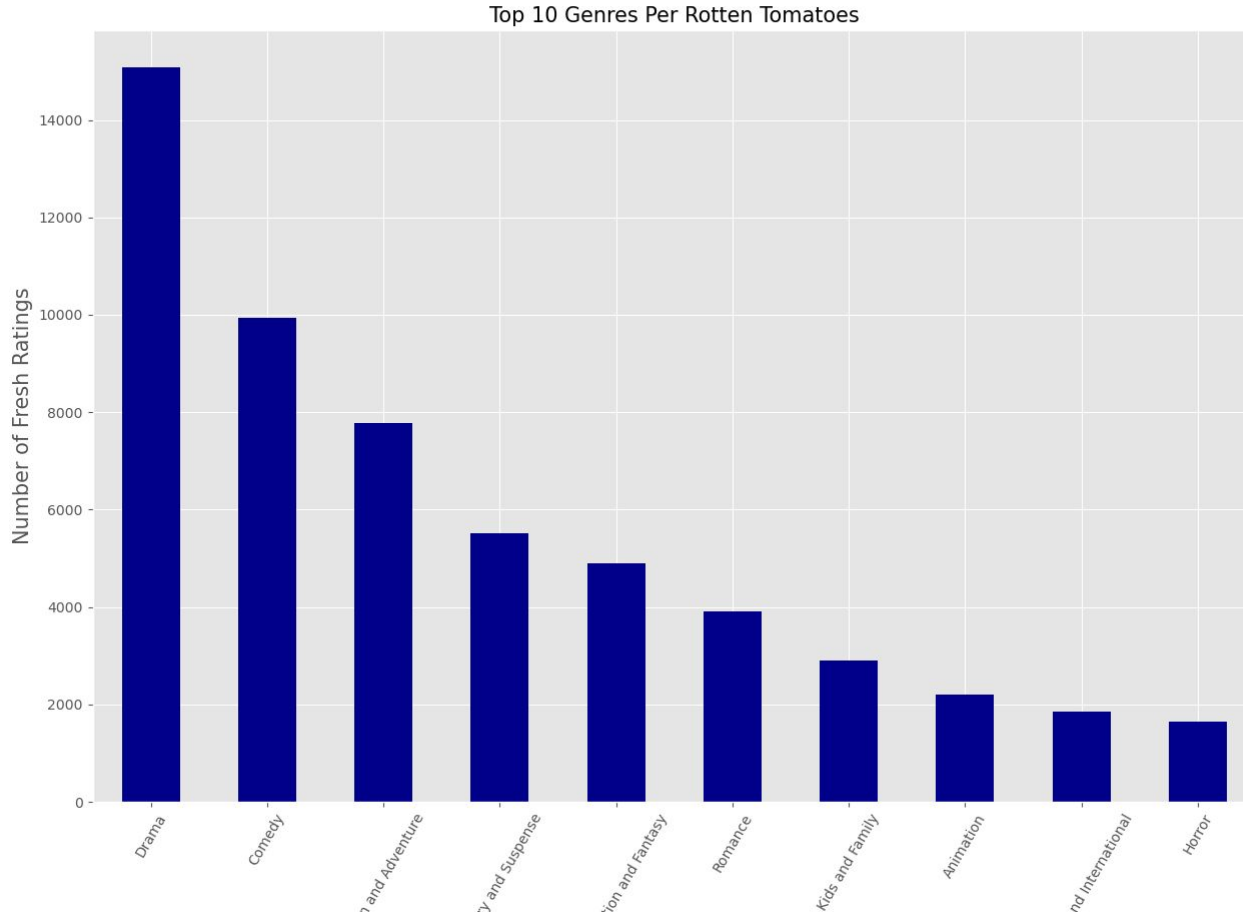
The data analysis involved the following steps:

1. Loading the data and initial analysis (using pandas)
2. Cleaning the data by checking & handling:
 - Duplicates
 - Missing data
 - Anomalies & invalid data
 - Other additional data cleaning procedures as needed
3. Performing exploratory analysis
4. Drawing conclusions
5. Making recommendations



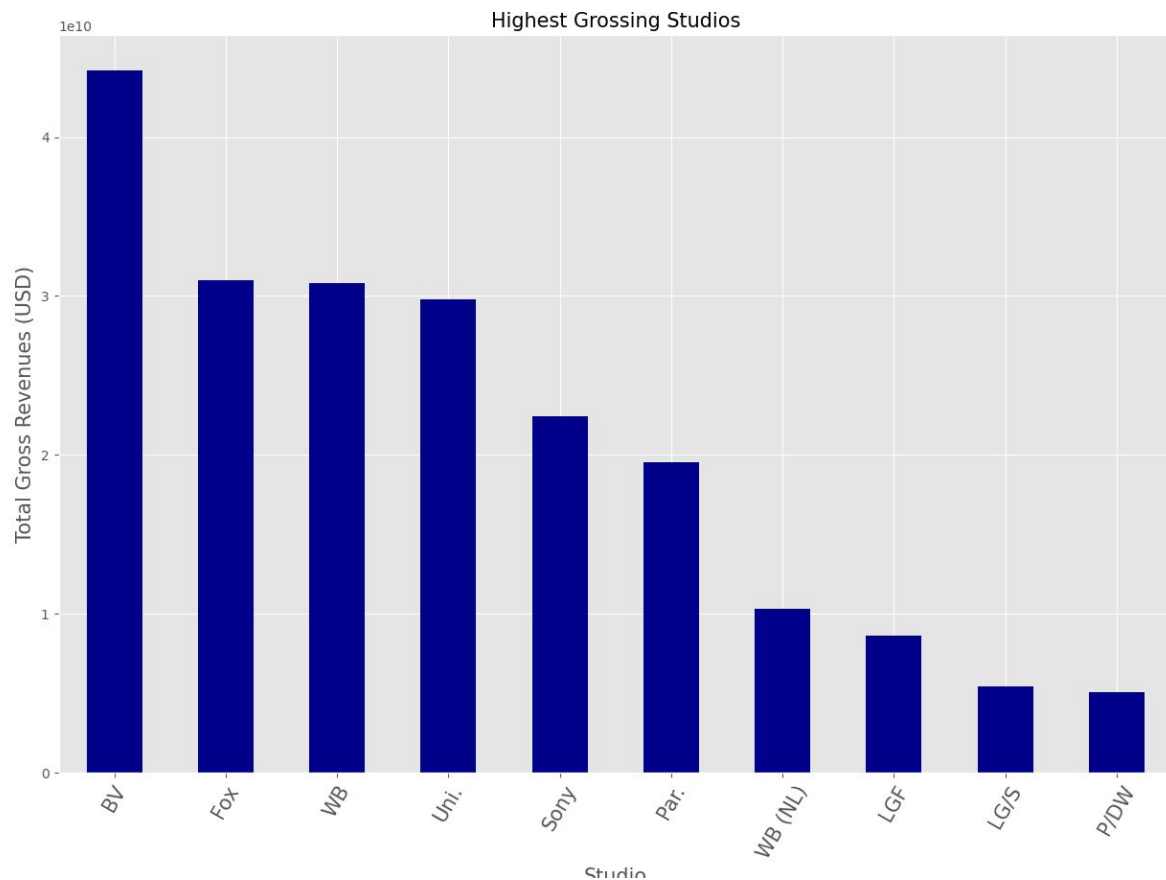
Observations & Conclusions

See next pages



1.0 Most popular genres:

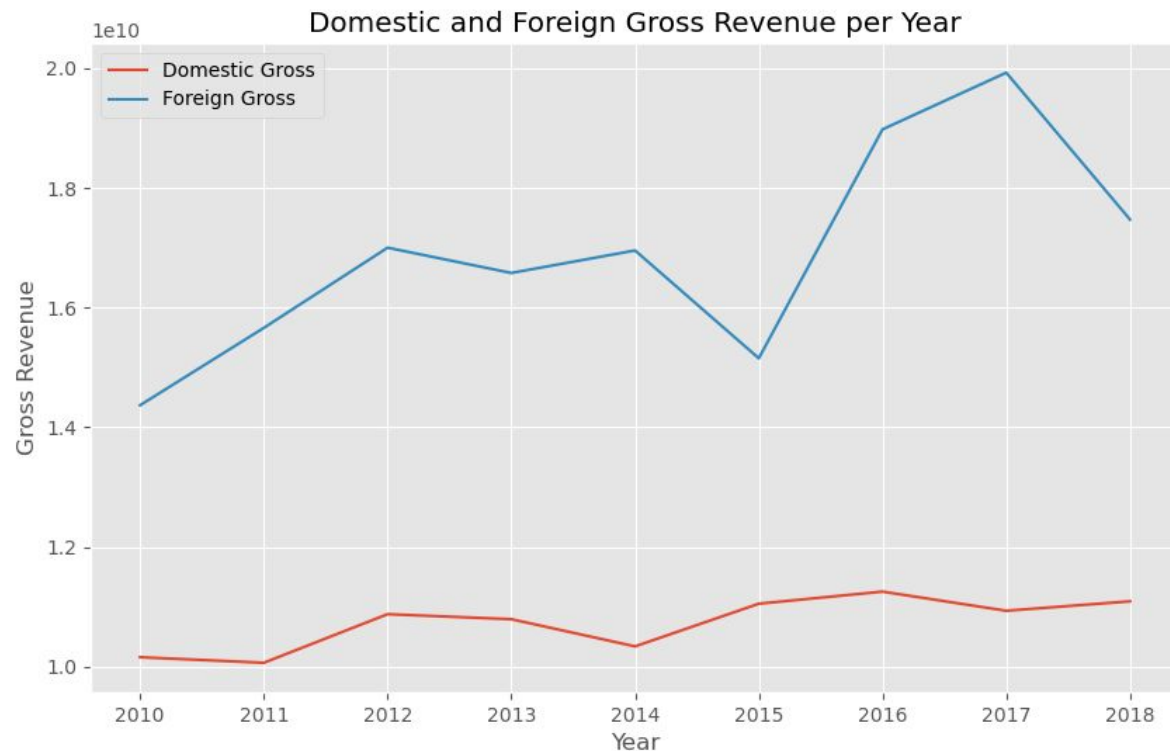
- Drama
- Comedy
- Action & adventure
- Mystery & Suspense
- SciFi & Fiction



2.0 Top Grossing Movie Studios:

- Buena Vista
- Fox
- Warner Bros
- Universal
- Sony

3.0 Domestic vs foreign movie performance



- **Foreign:**
Almost double that of domestic & with marked growth over time
- **Domestic:**
Stable over the time but limited growth



Recommendations

Following observations in previous section, we recommended that:

1. **Top Rated hence most popular genres:** Drama, Comedy and Action. Investing in these genres is likely to give the highest returns
2. **Highest grossing movie studios:** Buena Vista (BV), Fox and Warner Bros. A need to create partnerships & benchmark from them
3. **Domestic and foreign markets:** Both are significant market segments to focus on right away
4. **Further analysis:** More data and further analysis required to cover all the 5 movie success factors discussed in earlier page



Next steps

1. Address any open items that come from the presentation to Microsoft Movie Office head
2. Hand over detailed repository of dataset, analysis and other documentation on the findings



Thank you!

Any questions?

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