

Microsoft Movie Studio Analysis



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Overview

Objective: Determine the most successful movie genres at the box office for Microsoft's new Movie Studio.

Data Sources: [IMDb](#) and [Box Office Mojo](#) websites.

Key Findings:

- Top Genres: Action, Adventure, and Sci-Fi consistently achieve the highest domestic and foreign gross revenues, and receive the most votes. Adventure is frequently present in top-performing genres.

Recommendations:

- Focus Genres: Action, Adventure, and Sci-Fi movies.
- Leverage International Markets: For family-friendly, animated comedies and action-adventure genres.
- Genre Combinations: Explore Adventure paired with Animation or Fantasy.



Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



Business Problem

Context: Microsoft aims to enter the original video content market by creating a new movie studio but lacks experience in movie production.

Goal: Identify the most successful movie genres to inform their new venture.

Approach:

- Analyze top movie genres based on domestic and foreign sales data.
- Compare average ratings and number of votes for each genre to assess popularity and financial success.

Objective: Translate findings into actionable insights for Microsoft's new movie studio to ensure profitability and popularity.



Data

Data Sources:

- [IMDb](#): Database for movies, TV shows, video games, and streaming content.
- [Box Office Mojo](#): Tracks global box office revenue, including domestic and international grosses.

Data Utilized:

- **SQLite Database**: Included movie_basics and movie_ratings tables from IMDb.
- **CSV File**: Sourced from Box Office Mojo.

Analysis Focus:

- Determining the most successful genres by examining:
 - Domestic and foreign gross sales.
 - Average ratings.
 - Number of votes.



Methods

Data Cleaning:

- Addressed missing values.

Standardization:

- Standardized data types for accurate analysis.
- Normalized financial figures for readability.
- Dropped non-essential columns to streamline the dataset.

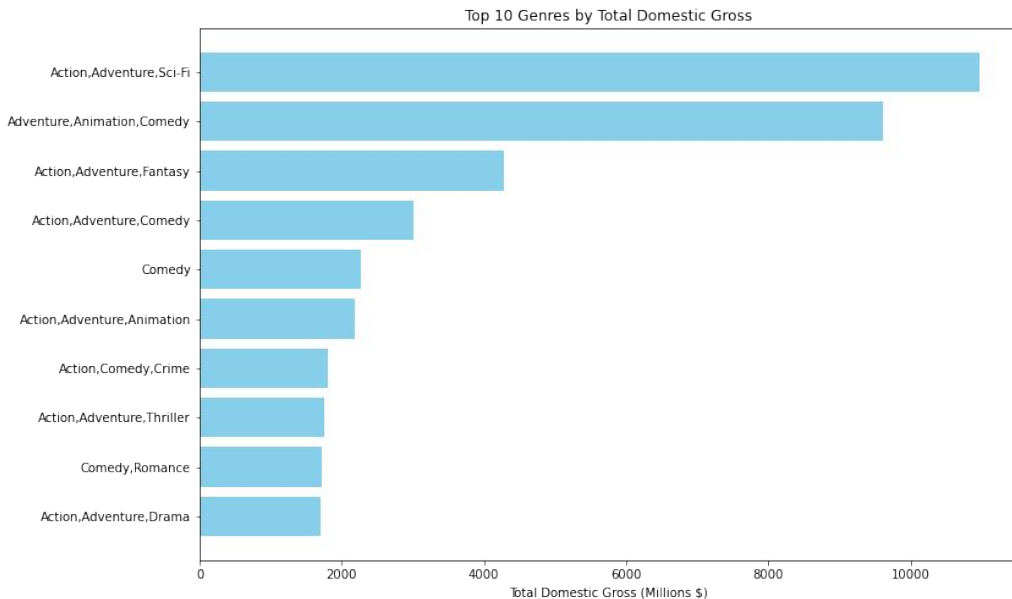
Dataset Merging:

- Merged datasets using common attributes to create a unified dataset.



Results

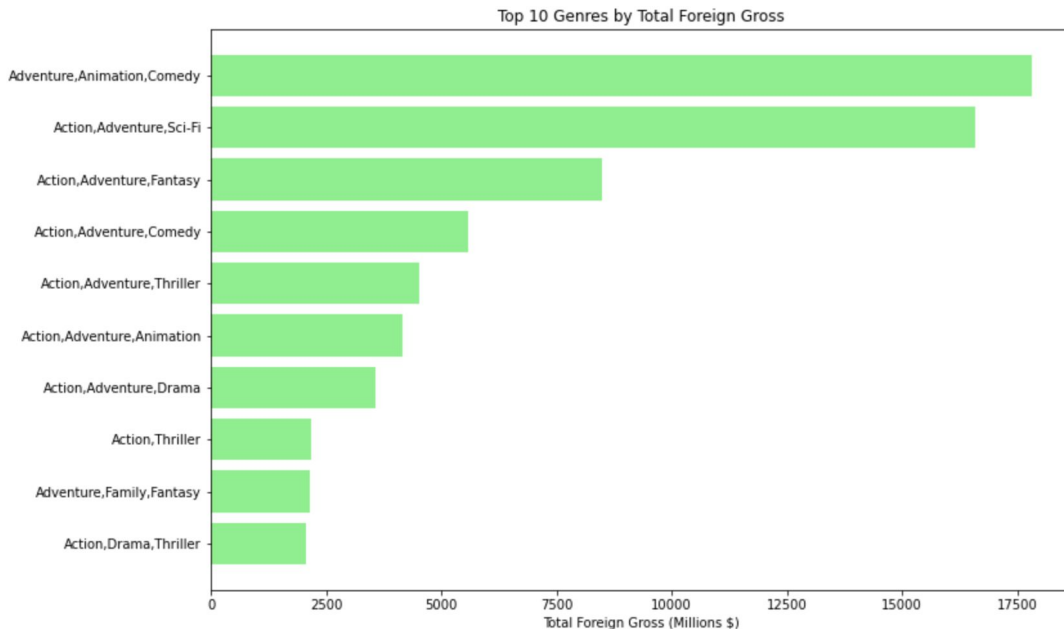
Action and adventure genres, especially when combined with elements of sci-fi, comedy, or fantasy, are the most financially successful in domestic market.





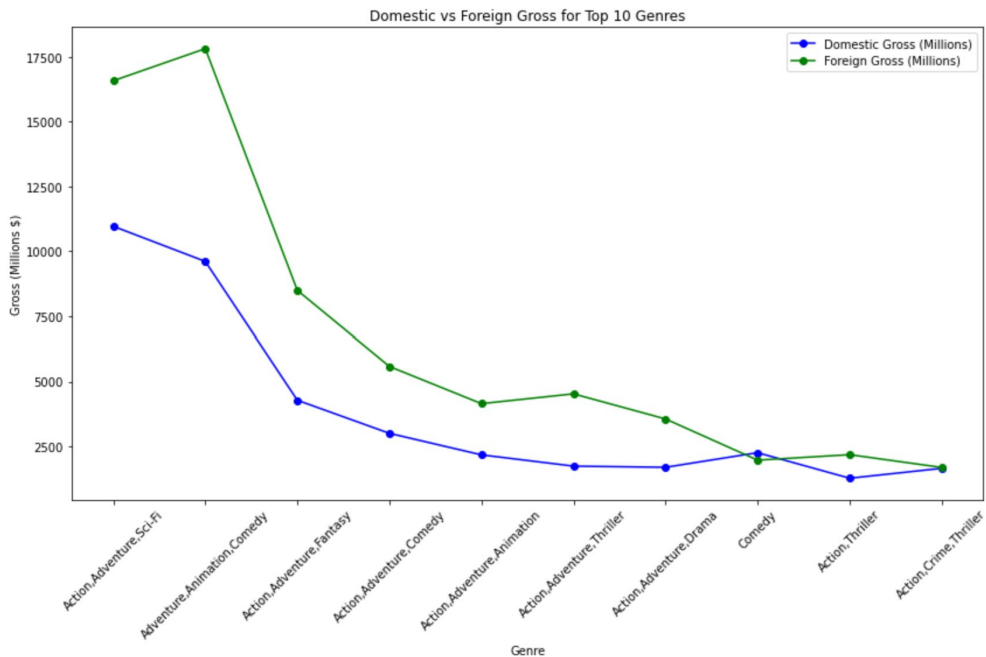
Results

Family-friendly, animated comedies and action-adventure genres are the top performers in foreign markets. There is also a strong presence of mixed genres.



Results

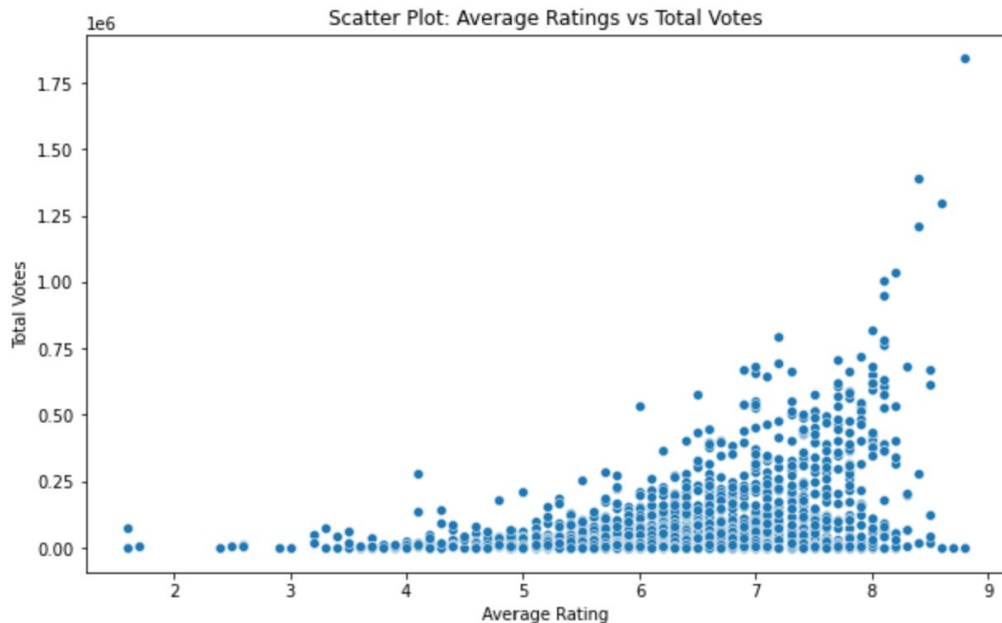
Foreign markets generally contribute more to the total gross of the top 10 genres than domestic markets. This underscores the importance of international appeal for genres.





Results

There is a positive correlation between average ratings and total votes, with higher-rated movies generally attracting more votes.





Conclusions

Recommendations: For Microsoft's Movie Studio to optimize their strategies and ensure financial success of their movie productions:

1. **Focus on High-Performing Genres:** Action, Adventure, Sci-Fi, and family-friendly genres.
2. **Leverage International Markets:** Family-friendly, animated comedies and action-adventure genres
3. **Combine Diverse Genres:** Develop hybrid genres that combine elements of action, adventure, comedy, and fantasy to maximize audience appeal

Next Steps: Further analyses could yield additional insights to further improve financial success of Microsoft's movie studio:

- **Detailed Sub-Genre Analysis.**
- **Predictive Analytics.**
- **Trend Monitoring.**
- **Cross-Platform Strategy.**

Any Questions?

Thank You!

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