

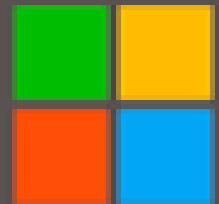


# NAVIGATING HOLLYWOOD: MICROSOFT'S JOURNEY INTO MOVIE STUDIO SUCCESS

FILMS TO CREATE

# INTRODUCTION

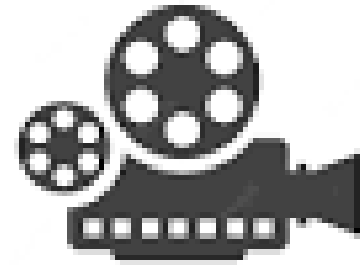
Microsoft aims to maintain its competitive edge amid the rise of tech giants in the entertainment industry by venturing into a movie studio.



Microsoft

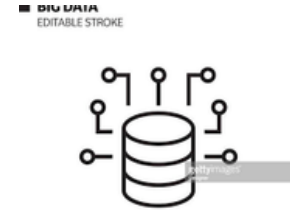
# BUSINESS CONTEXT

Being new in the movie production industry , they lack expertise on film production among them audience preference and industry patterns. In this project I explore the elements that influence and determine the high box office earnings attained by high performing films.



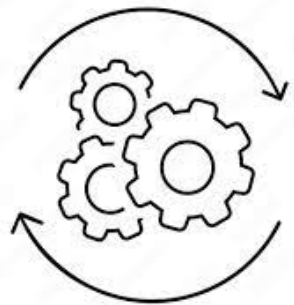


# DATA



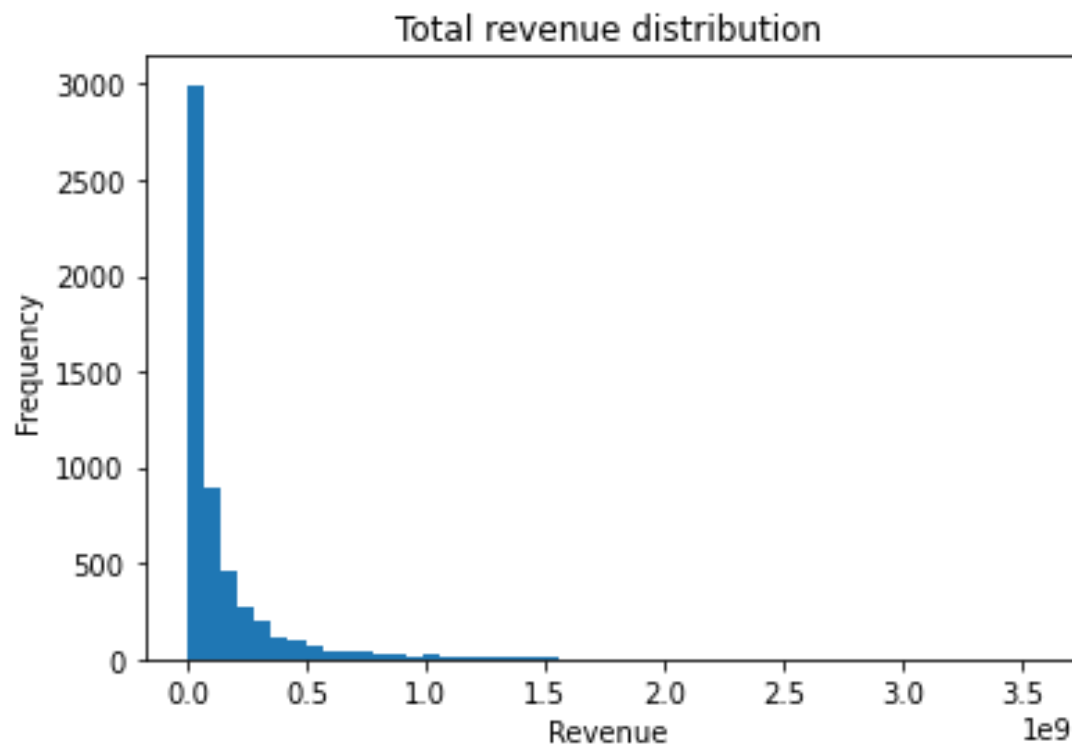
The data used in this analysis is from these sources:

- The Box Office Mojo
- IMDb database
- The Numbers Budget
- The Movie DB



# THE PROCESS

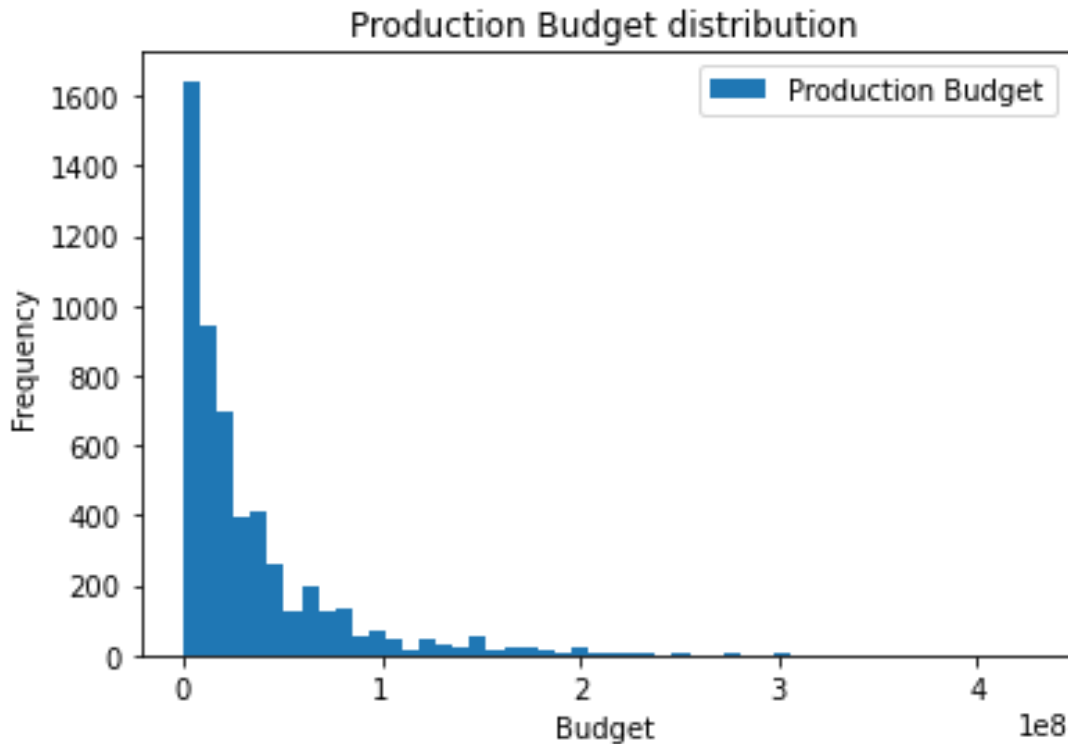
## TOTAL REVENUE



The total revenue distribution is positively skewed. Most movies are likely to have a relatively lower total revenue but there are few movies with significantly higher revenue.

# THE PROCESS

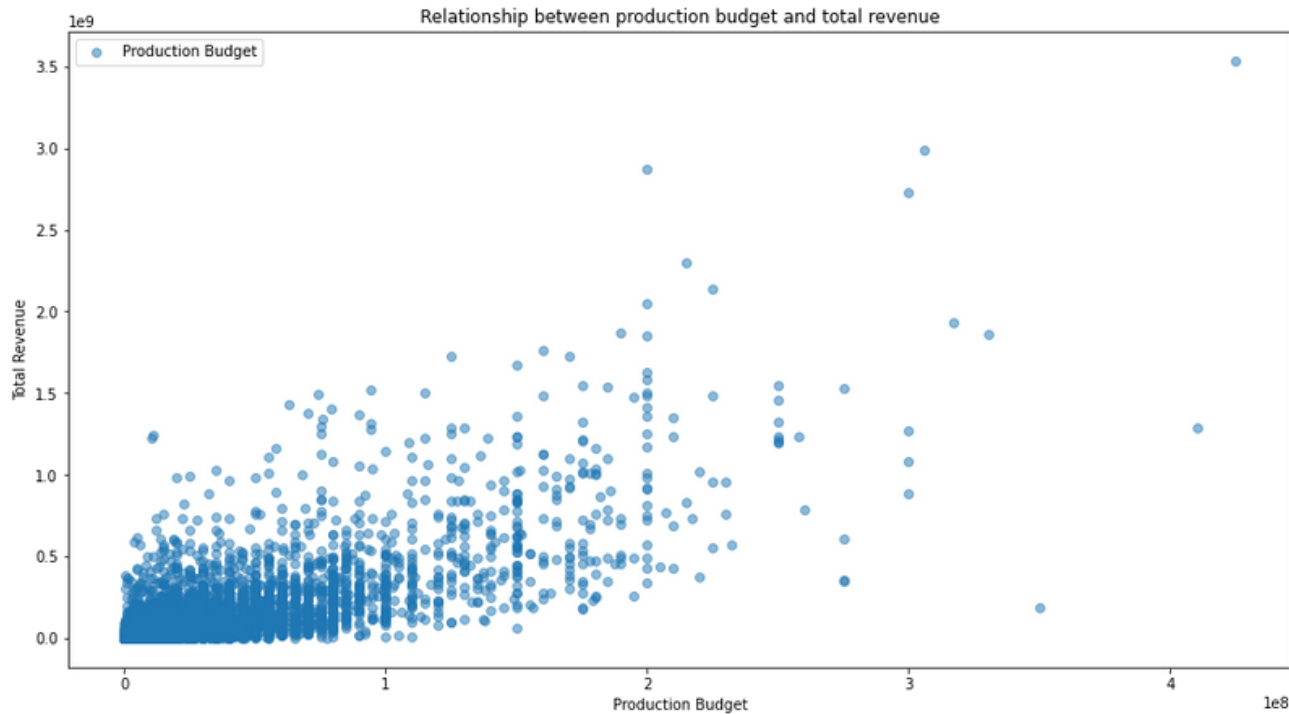
## PRODUCTION BUDGET



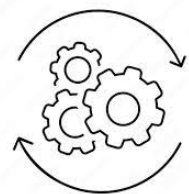
Most projects are likely to have a relatively lower production budget, but there are a few movies with significantly higher production budgets and that contributes to the skewness.

# THE PROCESS

How does the production budget affect the total revenue

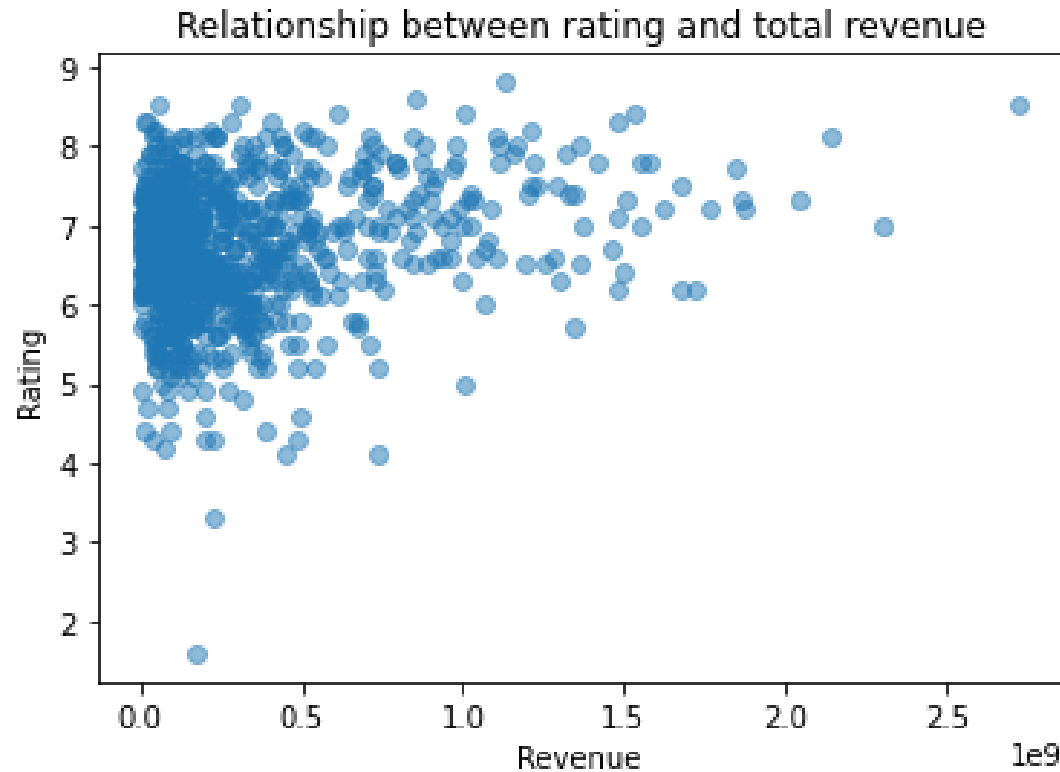


There is a strong positive correlation between production budget and total revenue. Some movies with high budgets may not perform as well as expected and some movies with lower budgets may outperform expectations.

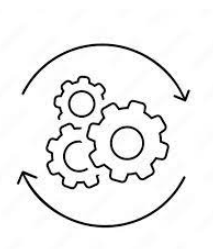


# THE PROCESS

## Relationship between IMDb rating and total revenue



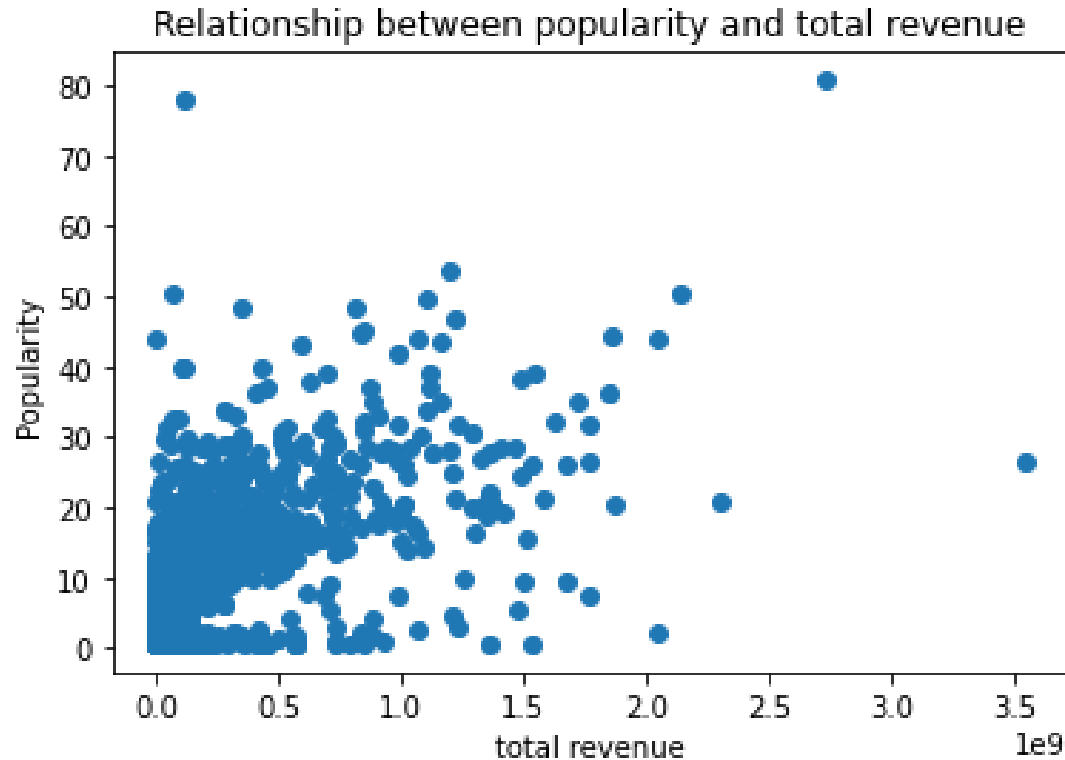
There is a very weak positive relationship between the IMDb rating and total revenue of the movies. Highly rated movies do not tend to have high revenue.





# THE PROCESS

Relationship between popularity and total revenue

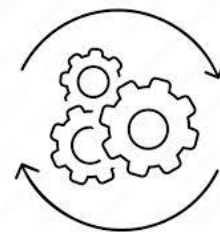
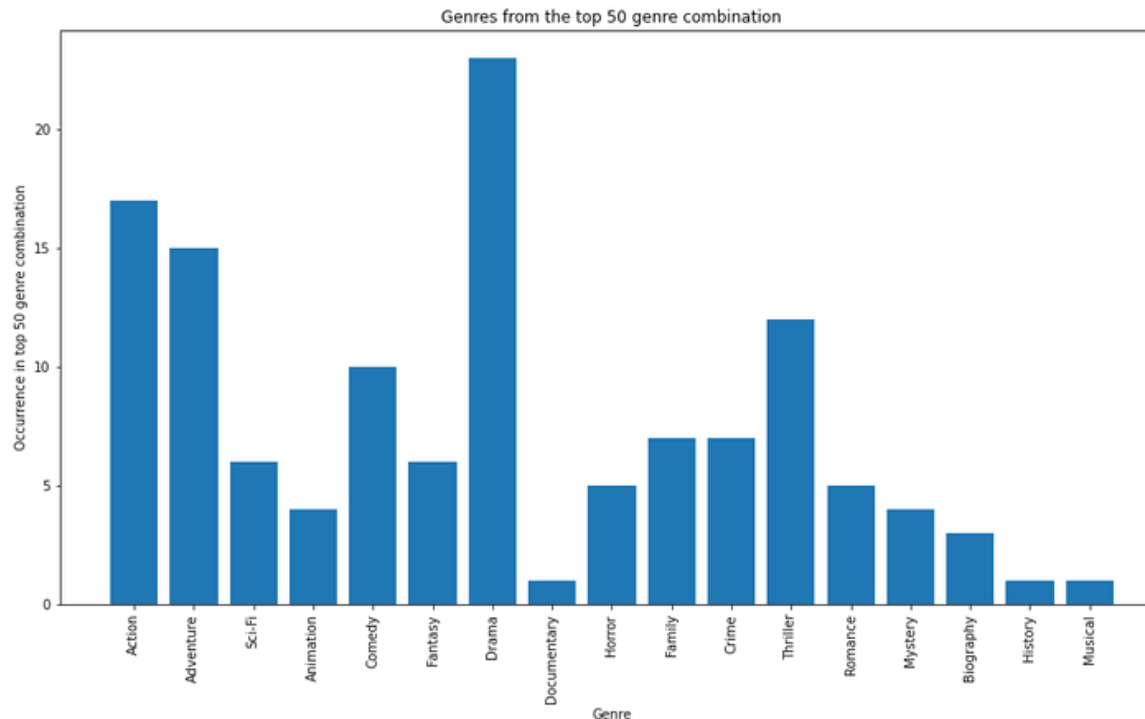


There is a moderate positive relationship between the popularity of a movie and the total revenues. As the popularity increases, the revenue tends to increase even though moderately.

# THE PROCESS

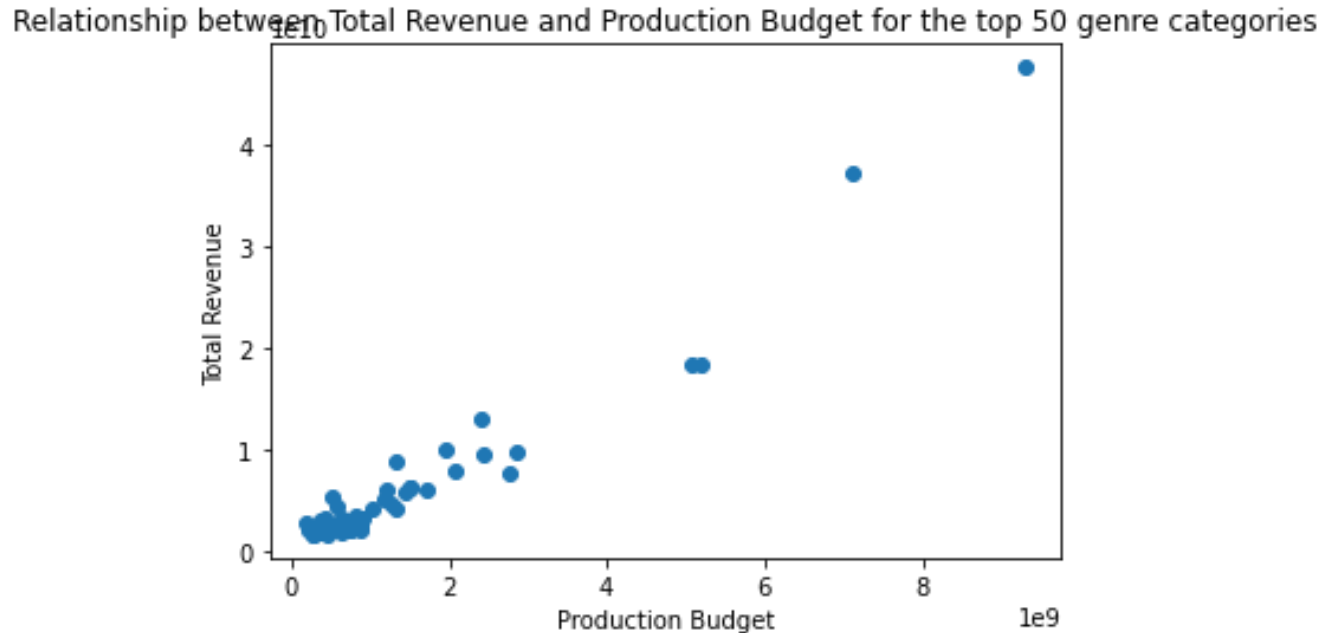
## THE BEST PERFORMING GENRES

- Action
- Adventure,
- Sci-Fi
- Animation,
- Biography,
- History
- Musical
- Comedy
- Fantasy,
- Drama,
- Documentary
- Thriller
- Romance
- Mystery
- Horror
- Family
- Crime
- Thriller
- Horror
- Family
- Crime

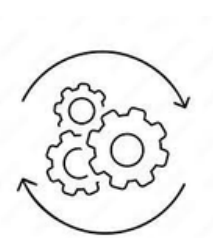


# THE PROCESS

Relationship between Total Revenue and Production Budget for the top 50 genre categories



There is a high positive between the production budget and the total revenue. The relationship here is stronger than when movies are not grouped. As the production budget increases, the total revenue increases.



# RECOMMENDATION

## PRODUCTION BUDGET

### Budget Allocation Strategy

Allocate budgets strategically based on the observed positive correlation. Consider allocating resources to high-budget productions that have the potential generate substantial revenue. However be selective and base your decision on other factors such as genre analysis as the correlation is not perfect.



# RECOMMENDATION

## GENRES



- Genre Prioritization
- Budget optimization Strategy
- Risk Management

# RECOMMENDATION

## IMDb RATING

### Quality vs Commercial Appeal

While high IMDb ratings are important for prestige and reputation, recognize that ratings do not correlate with revenue. Diversify your movie portfolio to include high rated projects as well as commercially driven projects



# RECOMMENDATION

## POPULARITY

Popularity driven marketing

Invest in effective marketing strategies that enhance the popularity of movies. Engage with the target audience through strategies like promotions, social media and interactive campaigns to boost anticipation and interest

# NEXT STEPS

- Further analysis on the movies' cast.
- The genres trend over the years.