Lights, Camera, Data: Data Analysis For Microsoft's Film Industry Entry

Microsoft

BUSINESS PROBLEM

- Microsoft sees all the big companies creating original video content and they want to get into the film industry.

- To acquire knowledge on how to go about it, data analysis is conducted to explore what types of films are currently doing the best at the box office.

- The findings provide actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

AREAS OF STUDY

Study Areas: The items below will be the focus of our analysis in an effort to provide guidance to stakeholders on trends in the film industry.

•**Item 1:** Genre of movies most produced in the last 10 years

•**Item 2:** The top most rated movies in the last 10 years

•**Item 3:** Common characteristics of top rated movies in the last 10 years

•**Item 4:** Profit trends over the past 10 years domestically and world wide.

Item 1: Genre of movies most produced in the last 10 years

From the year 2010 t0 2019 the most common genre of movies produced were documentaries. We do see a slight shift in the year 202 where the dram genre takes prevalence.


Most Produced Genre per Year
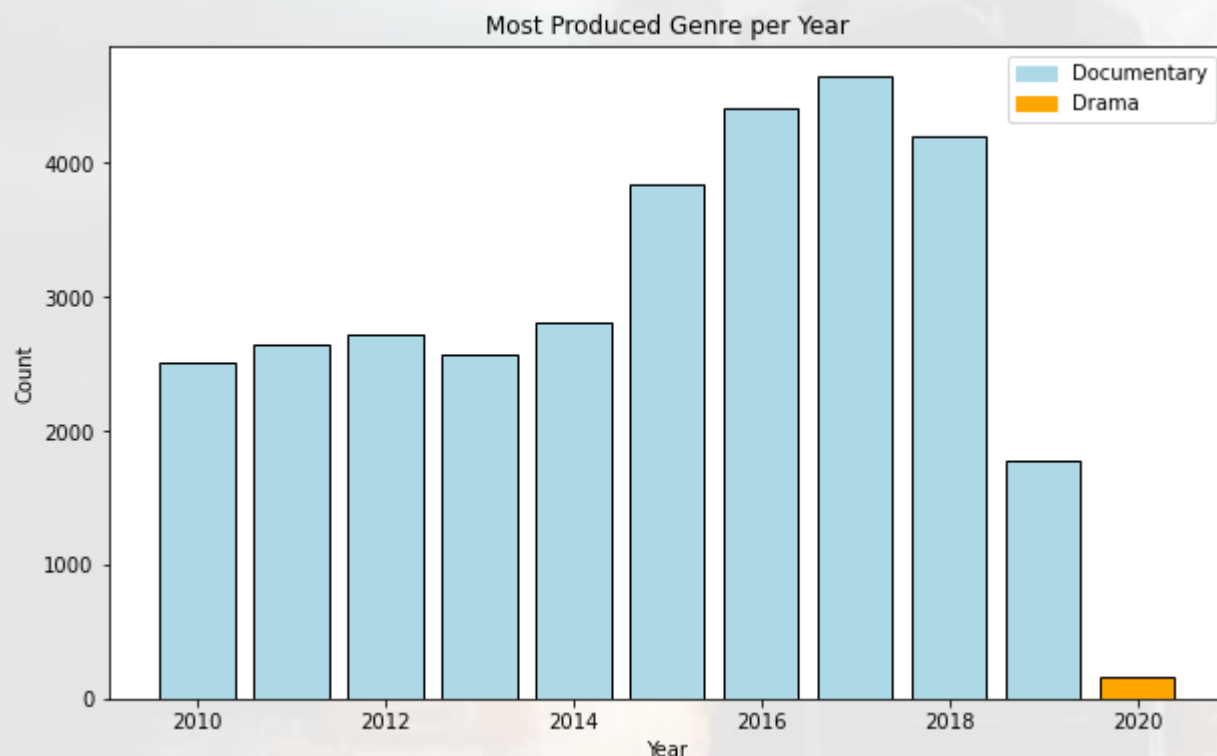
Item 2:the Top Most Rated Movies In The Last 10 Years

Section two lists the most rated movies from the year 2010 to 2019 with rates ranging from 9.4 to 10.0

Highest-Rated Movie Average Rating Over the Years
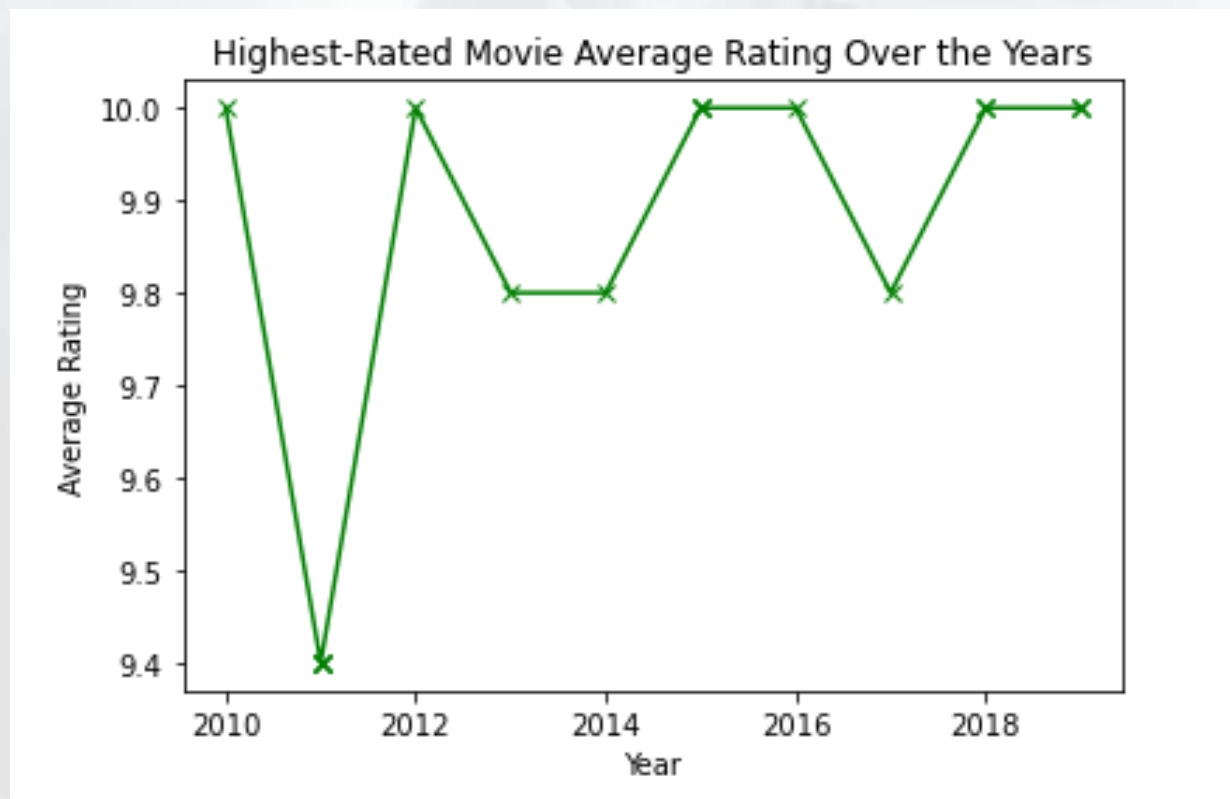
Item 3:Common characteristics of top rated movies in the last 10 years

From the analysis in section two, we get to see how the top rated movies correlate with other aspects such as running time. It was noted that the top most rated movies had a runtime ranging from 40 to 80 minutes.
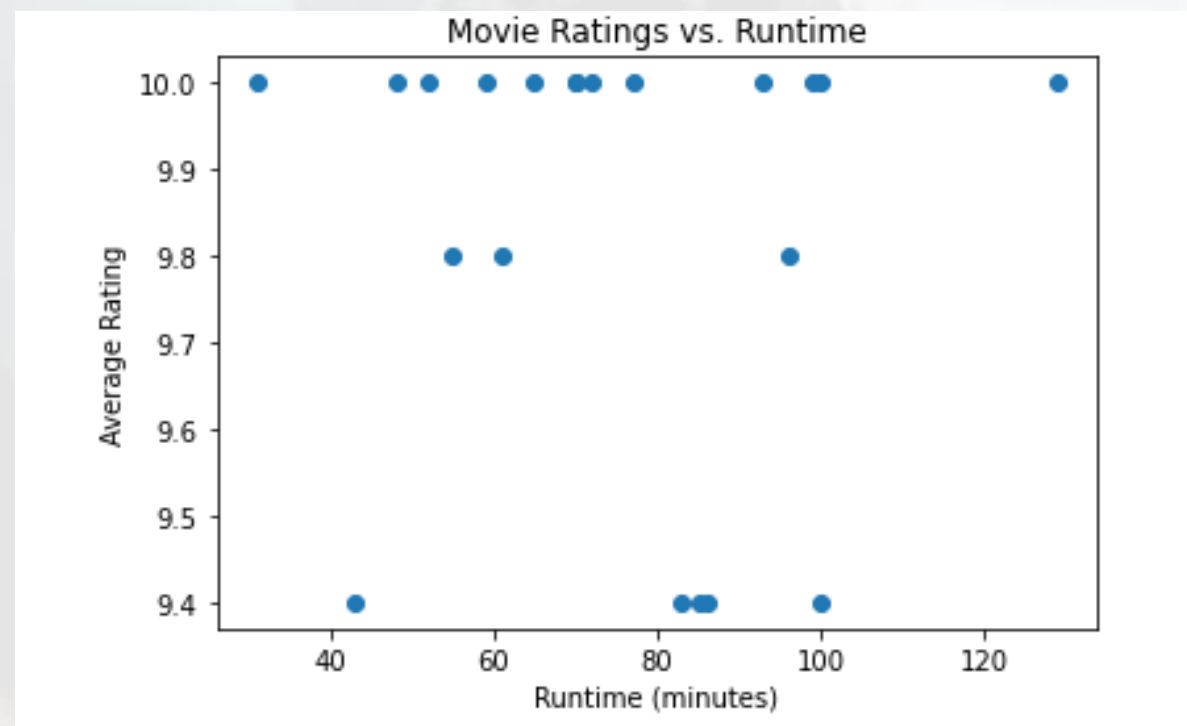
## Item 3:Common characteristics of top rated movies in the last 10 years

The top rated movies also belonged to the following genres 'Crime' 'Documentary' 'Comedy' 'Drama' 'Sport' 'Biography' 'Music' 'History' 'Adventure'. It is to be noted that a single movie could have more than one genre. It was noted that all movies did fall in the documentary category.

With the findings from Item 1 and the findings on item 3, we can see that the genre 'documentary' is the most preferred among the viewers and the producers

Item 4: Profit Trends Over the Past 10 Years Domestically and Worldwide

The findings show an up down in maximum profit gains over the years. It is to be noted that the domestic and international profits have almost the same trends. The peak years for both are 2015 and 2018.
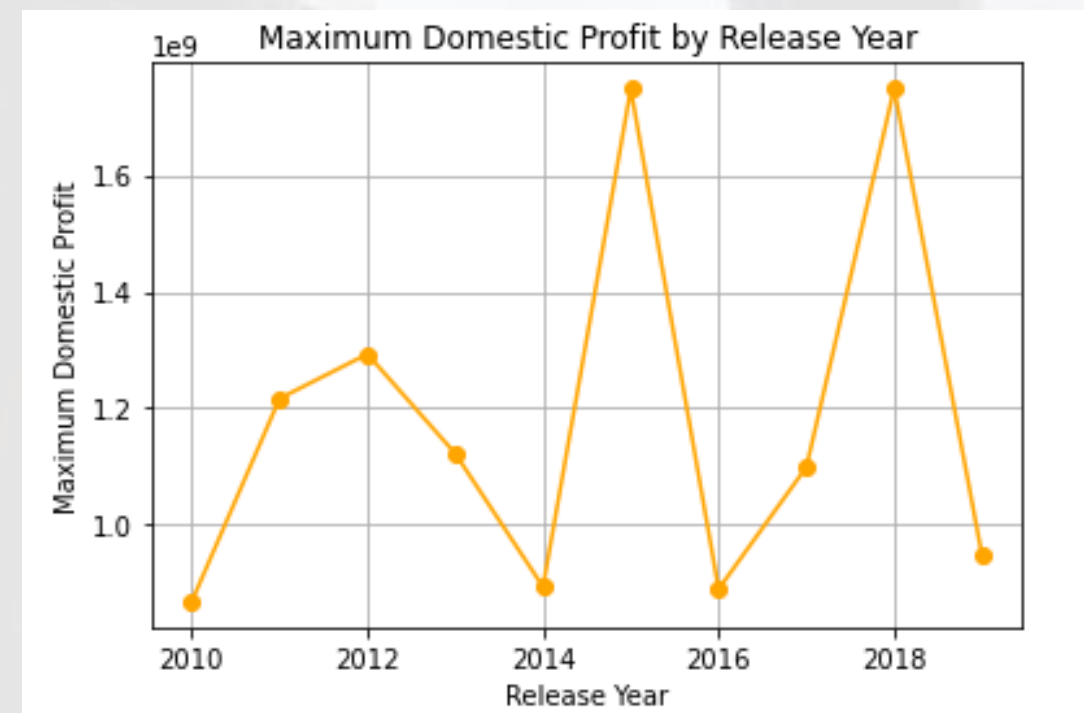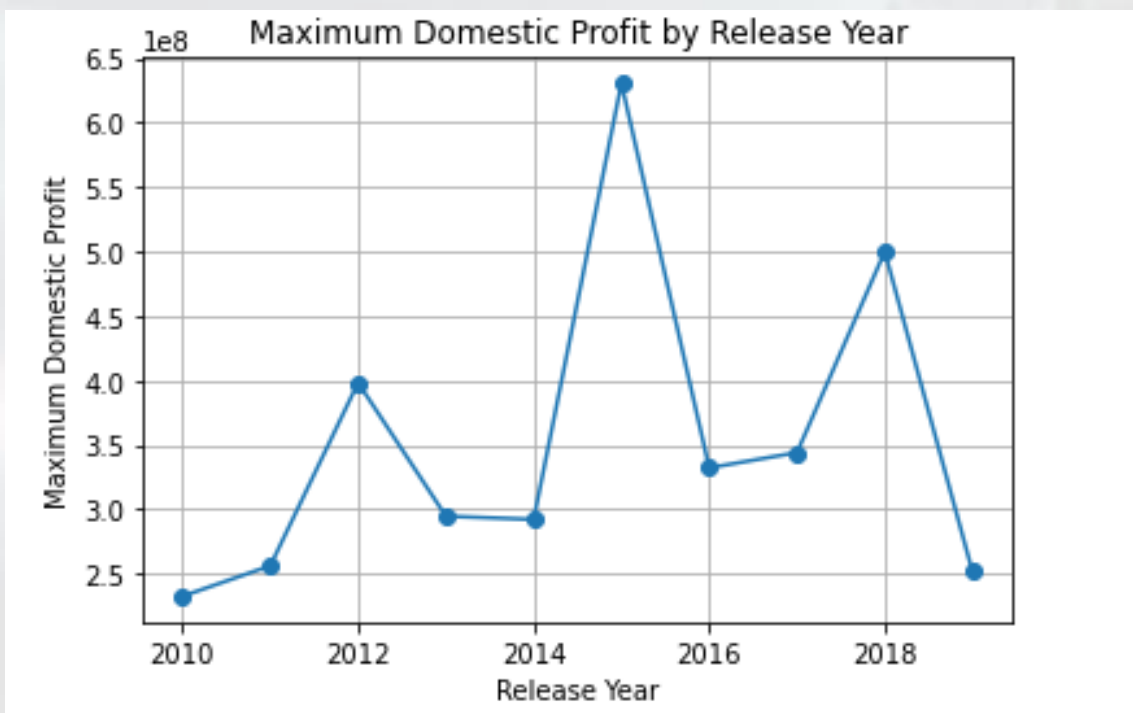
Item 4: Profit Trends Over the Past 10 Years Domestically and Worldwide

However, a comparison of both shows that the international film market does bring in more revenue as compared to the domestic market over the years.

Maximum Domestic & Worldwide Profit by Release Year
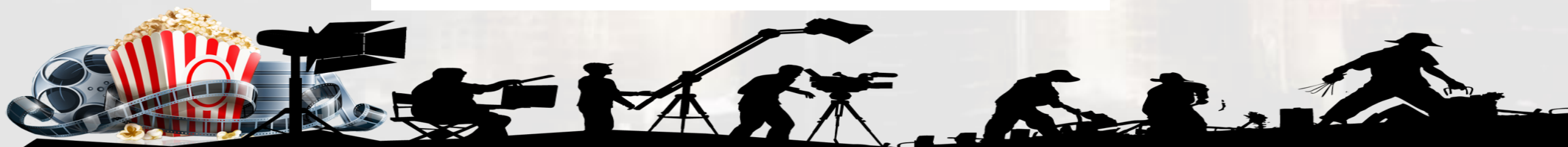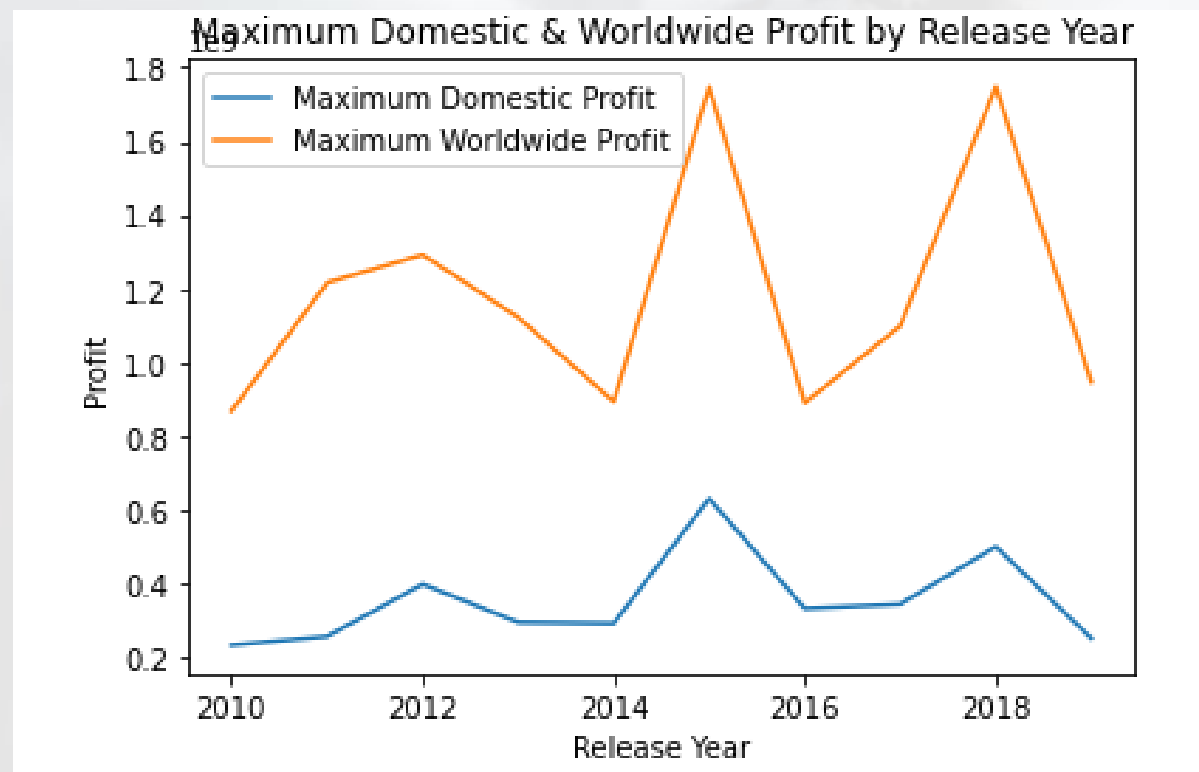
Recommendations

1. Microsoft should target producing movies that lie in either of the following genres 'Crime' 'Documentary' 'Comedy' 'Drama' 'Sport' 'Biography' 'Music'

2. 'History' 'Adventure' with a major focus on Documentaries2. The Microsoft film should have a runtime of between 40 to 80 minutes.

3. Microsoft should not only target having their film in the domestic market but also international one in order to maximize on profit

Thank You.

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