

# MICROSOFT MOVIE PRODUCTION STRATEGY



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FRANK KIPTOO  
RUTO

[frankipto@gmail.com](mailto:frankipto@gmail.com)

01

# INTRODUCTION



# PURPOSE

To provide recommendations and insights for Microsoft's movie production strategy based on the analysis and findings from the different data files on movie budgets, titles and ratings.

Exploratory Data Analysis was used to gain valuable insights into the top-performing movie genres at the box office.

The following data files were used and analysis done:

- imdb.title.basics
- imdb.title.ratings
- tn.movie\_budgets

# BUSINESS QUESTIONS TO ANSWER

- Does the the production budget affect the profits and the returns on investment?
- What type of genres have the highest rating?
- What is the most popular genre by the number of votes?





02

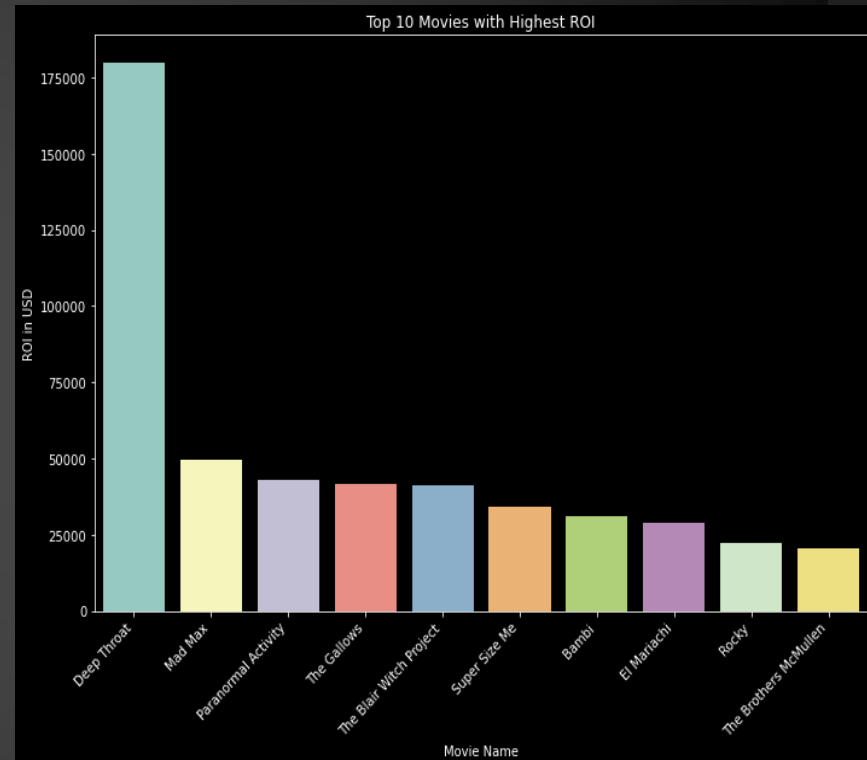
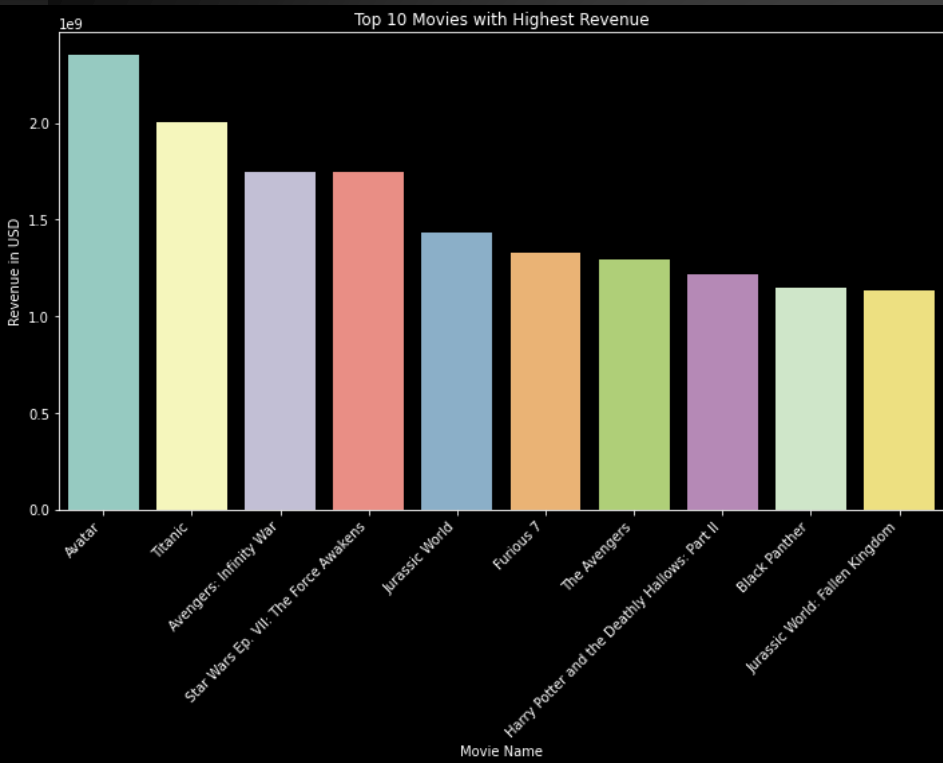
# RESULTS & FINDINGS

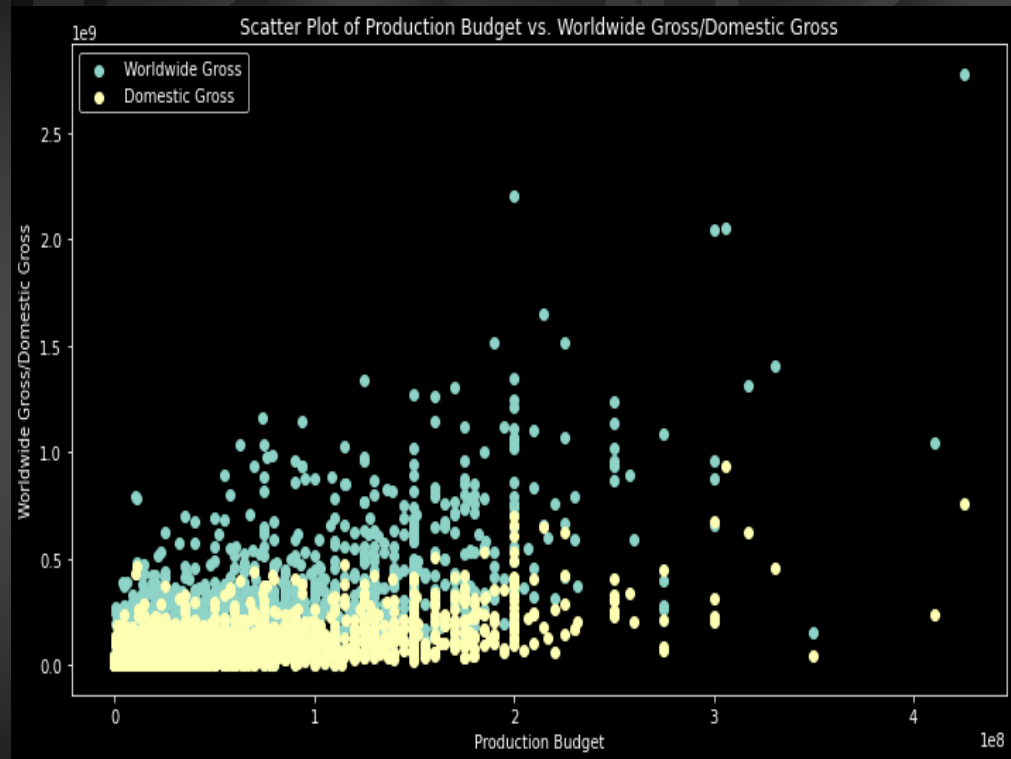


PRODUCTION  
BUDGET  
VS  
DOMESTIC  
/WORLDWIDE  
REVENUE



# RESULTS





Production Budget vs. Worldwide Gross: Strong positive correlation (0.746)

- ★ Indicates that as production budget increases, worldwide gross tends to increase.
- ★ Not a direct causation; other factors also influence a movie's success.
- ★ Big-budget films benefit from larger marketing campaigns, wider audience access, and higher production values.

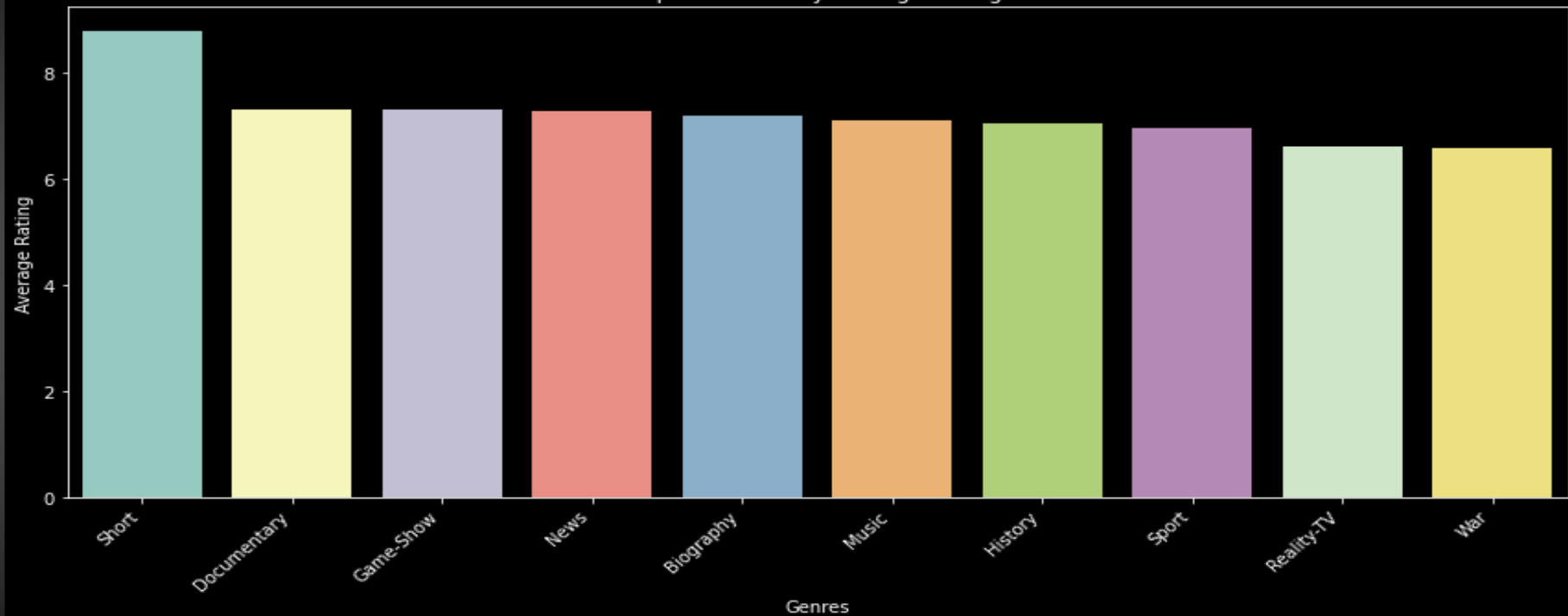
Production Budget vs. Domestic Gross: Moderate positive correlation (0.682)

- ★ As production budget increases, domestic gross revenue tends to increase.
- ★ Larger production budgets lead to higher production values and better resources.
- ★ Factors like storyline, cast, timing, and competition also impact a movie's domestic success.

# TOP RATED GENRE



Top 10 Genres by Average Rating

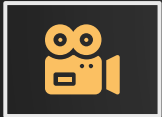


# TOP 6 RATED GENRES



SHORT

NEWS



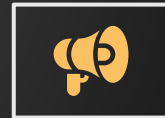
DOCUMENTARY

BIOGRAPHY



GAME-SHOW

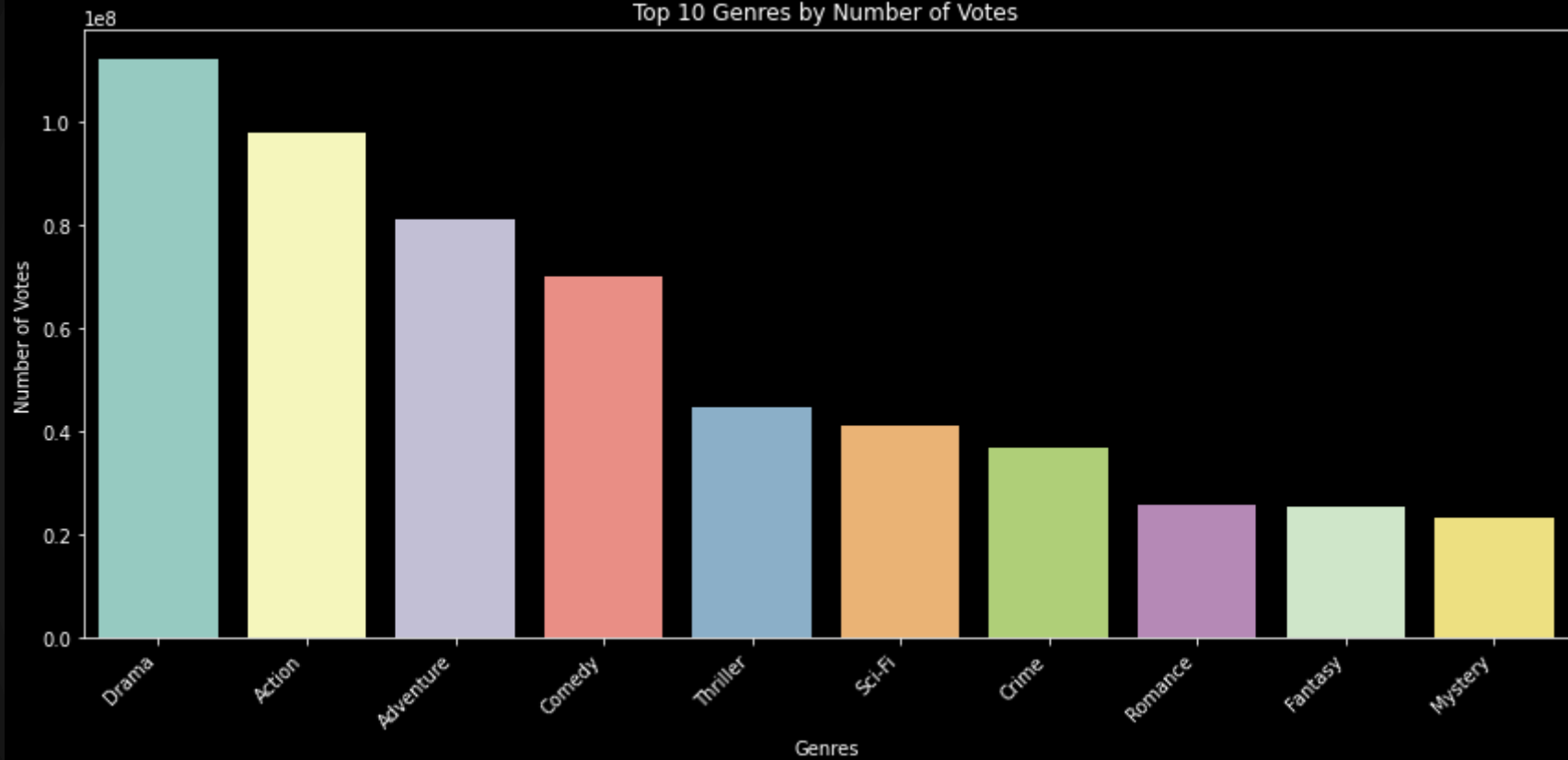
MUSIC



A black and white composite image featuring a large number of Marvel characters from the movie The Avengers. The characters are arranged in a dense, layered composition. At the top center is Thanos, looking forward. Below him are Iron Man, Captain America, Thor, and Hulk. In the center, there's a mix of other heroes like Black Widow, Hawkeye, and the Guardians of the Galaxy. The background shows a cosmic scene with planets and stars. The entire image is framed by a decorative Greek key border at the top and bottom. The text "MOST VOTED GENRE" is written in a white, serif font across the middle of the image.

MOST VOTED GENRE

Top 10 Genres by Number of Votes





# TOP 4 VOTED GENRES



DRAMA

ADVENTURE



ACTION

COMEDY





03

# RECOMMENDATIONS

## Focus on High-Rated Genres

Short films, documentaries, and game-shows have the highest ratings.

Produce movies with higher ratings by emphasizing:

- Good storytelling
- Strong acting performances
- Skillful direction
- Emotional engagement

Address relevant social issues or deliver meaningful messages to enhance impact and significance

## Prioritize Popular Genres by Votes

- Most preferred genres by viewers are Drama and Action.
- Drama movies evoke emotional depth and character development.
- Action movies provide thrilling experiences with fast-paced sequences.
- Consider audience preferences for captivating storytelling and entertainment value

## Optimize Production Budget and ROI

- Production budget significantly influences profits and ROI.
- Focus on targeted marketing, limited releases, and streaming platforms.
- Increase profitability by producing lower-cost, quality films.
- Maintain a balance between production costs and potential box office revenue.
- Aim for success through strategic distribution and appealing content.



04

# CONCLUSION

The analysis provided valuable insights for Microsoft's movie production strategy. By focusing on genres with higher ratings, such as short films, documentaries, and game-shows, and emphasizing key elements like good storytelling, strong acting performances, and addressing relevant social issues, Microsoft can produce films that resonate with the audience, leading to increased popularity and overall satisfaction.

Aligning with viewer preferences for Drama and Action genres will further enhance audience engagement. Drama's emotional depth and thought-provoking themes, along with Action's thrilling experiences, will captivate audiences, fostering a strong connection with the characters and their stories.

Strategically managing production budgets and utilizing targeted marketing, limited releases, and streaming platforms will contribute to increased profitability and ROI. It is imperative to strike a balance between cost-effectiveness and maintaining the quality of the films to ensure long-term success.

By adopting these key recommendations, Microsoft's movie studio can confidently embark on a path of producing successful, well-received films that not only captivate audiences but also maximize returns on investment.

