

# Microsoft Movie Studio Market Research and Strategy

BY CANDY GUDDA



Microsoft's strategic entry into the film production industry, leveraging its technological prowess and resources to diversify its holdings and cater to shifting consumer preferences.

## Problem at hand is that:

Microsoft's new movie studio lacks insights into the movie industry's trends and audience preferences, hindering its ability to make informed decisions regarding the types of films and movies to produce.

## Key objectives include:

- ❖ Identifying popular/ most produced movie genres.
- ❖ Identify commonly used movie languages.
- ❖ Analyze movie gross income trends.
- ❖ Studios with highest gross.

## Datasets relation and data cleaning

### Relation:

Understanding common columns such as like movie title, genre, and production company.

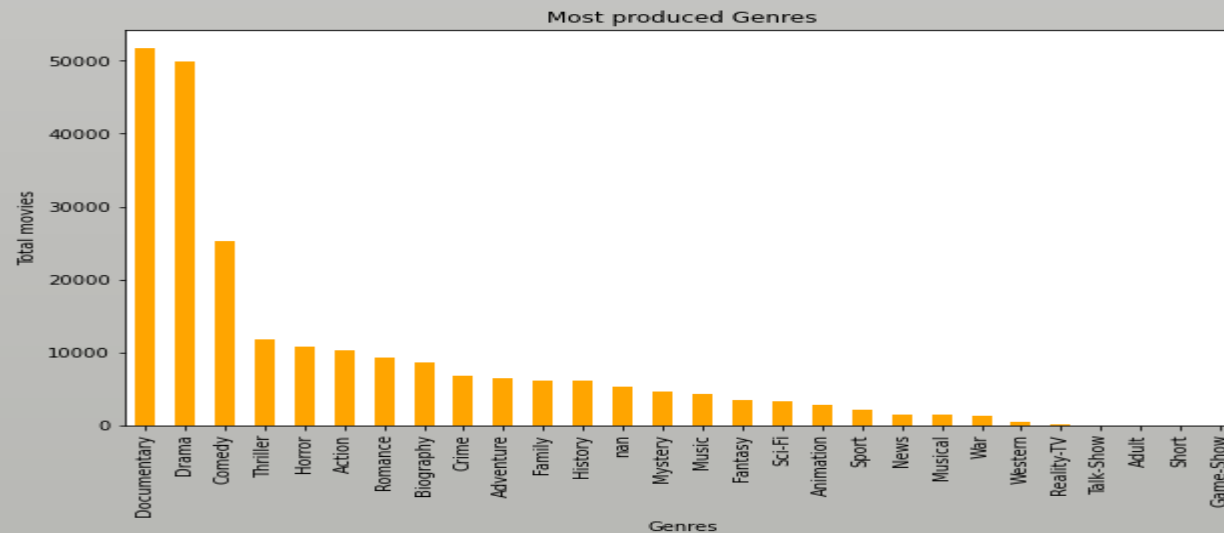
### Data Cleaning:

Data cleaning is essential to ensure that the datasets are accurate and suitable for analysis. I used the following steps in cleaning the data:

- Handling missing data i.e dropping null values
- Removing duplicates i.e eliminating duplicates
- Data type conversion i.e ensuring data are appropriate for analysis
- Outlier detection i.e Identifying and handling outliers in numerical columns

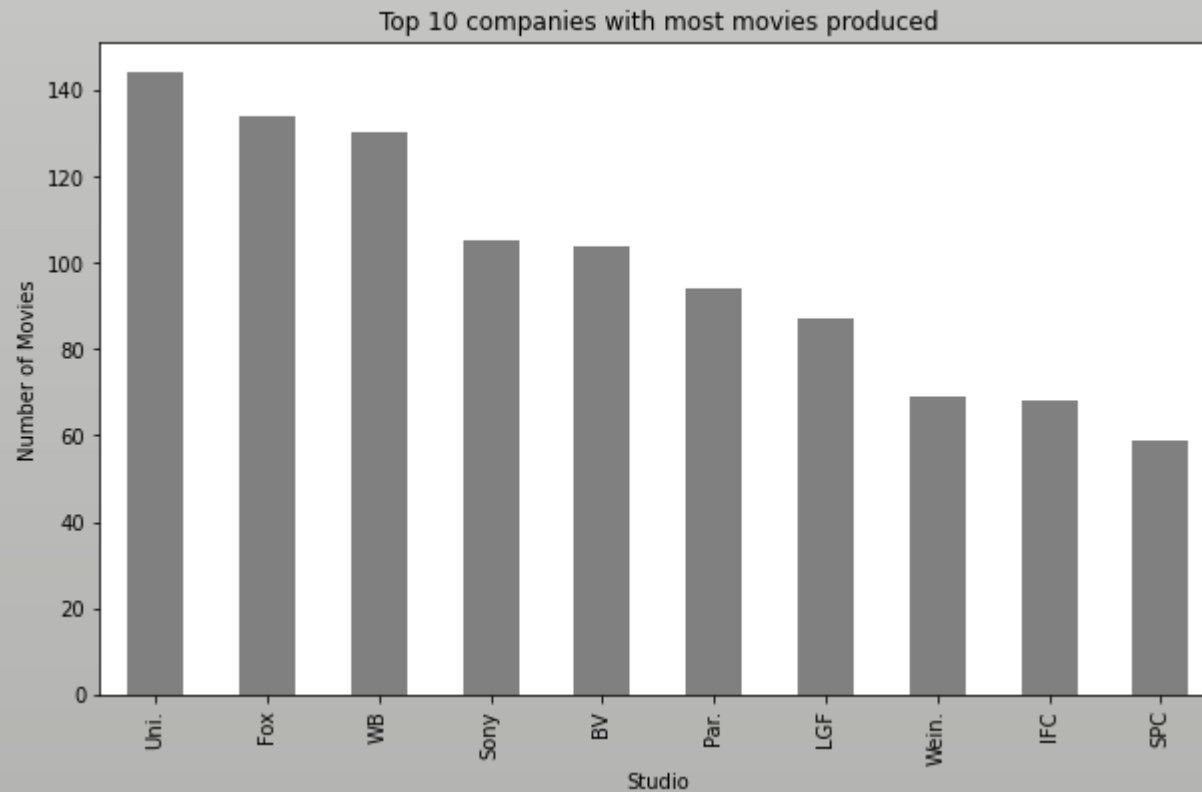
I used univariate and bivariate analysis for the datasets.

From the analysis I was able to come up with a graph showing the distribution of genres and the number of movies produced showing the most produced genre to the least popular according to our datasets.



Top 3 most produced: Documentary, Drama, Comedy  
Least 3 most produced : Game-Show, Short, Adult

From the analysis I was able to come up with a bar graph showing the top 10 studios that have produced more movies from our datasets with Universal studios having produced most movies



Top 3 studios: Universal studios, Fox and Werner Bros

## Conclusion and Recommendations

### Conclusion

- The most produced/popular genre of movies produced from our datasets is Documentaries followed by Drama and Comedy.
- Universal studio has produced most movies compared to other studios based on my analysis.

### Recommendations

I would recommend the following:

- Microsoft to produce documentaries, dramas and comedies compared to other genres as they are the most produced genres by other studios.
- Microsoft to collaborate with successful production companies like Universal Studios and BV Studios.

ANY  
QUESTIONS?



A collage of movie-related items including film reels, clapperboards, and popcorn. The background is dark, and the items are arranged in a way that suggests a movie set or a film festival. The text "THANK YOU" is overlaid in a large, blue, sans-serif font.

# THANK YOU

CANDY GUDDA