



MICROSOFT MOVIE STUDIO ANALYSIS

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Agenda

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OVERVIEW

To effectively embark on the venture into the film industry, Microsoft recognizes the importance of understanding the current landscape of the movie business. The primary objective of this research is to utilize exploratory data analysis (EDA) techniques to discern the types of films that demonstrate robust performance at the box office. The ultimate goal is to furnish Microsoft with practical insights that will facilitate the development of a lucrative and competitive film studio.

BUSINESS UNDERSTANDING

Microsoft faces a crucial decision in selecting film for development, given its limited experience in the film industry. The challenge lies in overseeing the establishment of Microsoft's new film studio by identifying prevalent movies, partnering with suitable studios, and understanding current consumer trends.

DATA UNDERSTANDING

The dataset contains information on movie titles, studios, worldwide, domestic and foreign gross revenue, production budget and release years and date.

Data Cleaning

Addressed missing values and converted relevant columns to appropriate data types.
Handling irrelevant column

Exploratory Data Analysis (EDA)

Understanding the correlations between studio size and box office success, identified trends, and visualized revenue distribution across studios.

ANALYSIS AND INSIGHTS

- 1) Identify and determine why studios consistently lead in box office revenue, and what characteristics define their success
- 2) Analyze why yearly trends in box office performance impact Microsoft's decision on when to release movies
- 3) How is box office revenue distributed across studios, and what outliers or extreme successes can be leveraged for strategic decision-making
- 4) Is there a correlation between the size of a studio (measured by the number of movies produced) and its overall box office success

STUDIO PERFORMANCE

Studio performance:

The analysis highlighted studios with the highest median domestic gross revenue, signifying them as industry leaders in terms of financial performance in the movie industry.

Strategy

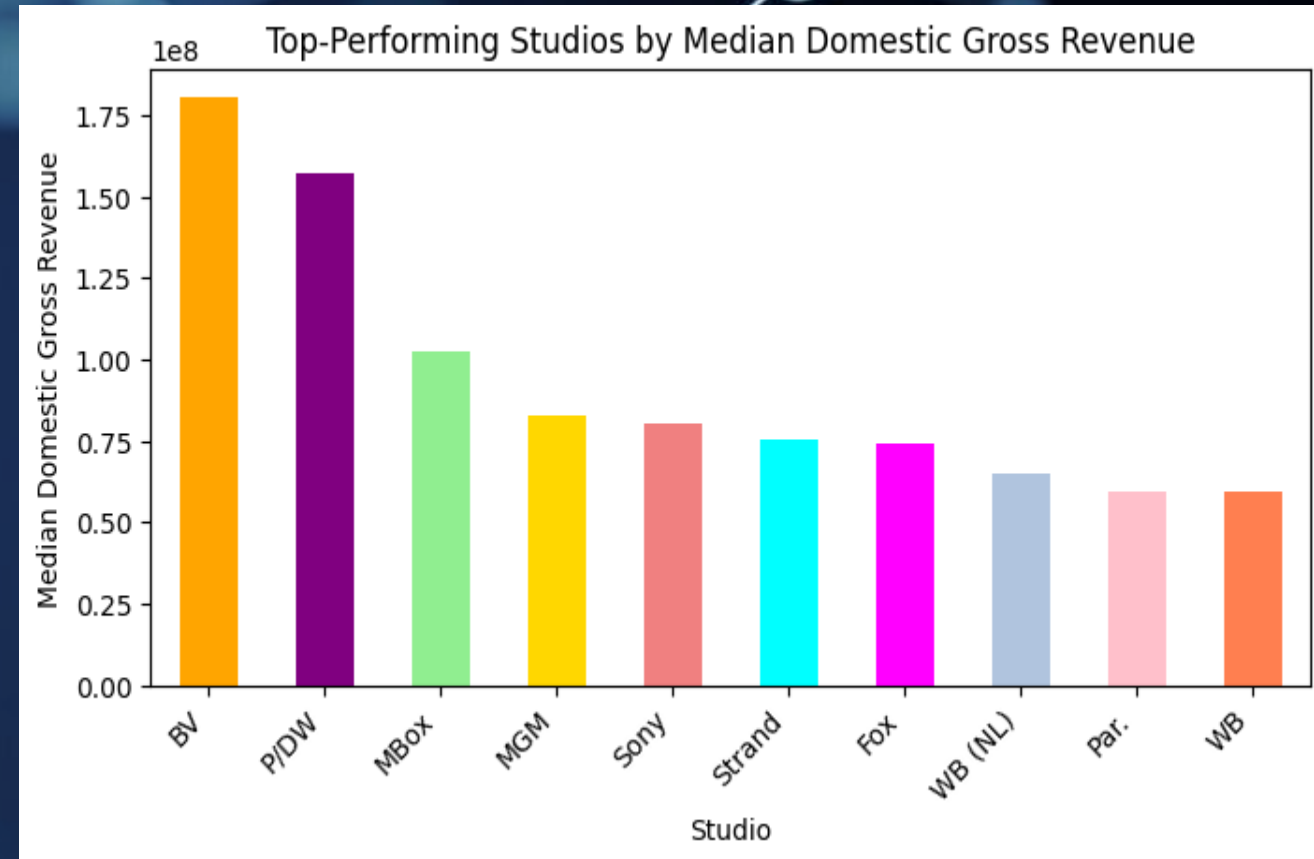
With this information, Microsoft may consider exploring potential partnerships or collaborations with these top-performing studios. Engaging with industry leaders can provide Microsoft with valuable expertise and insights to enhance their presence in the entertainment sector.

Market Insight

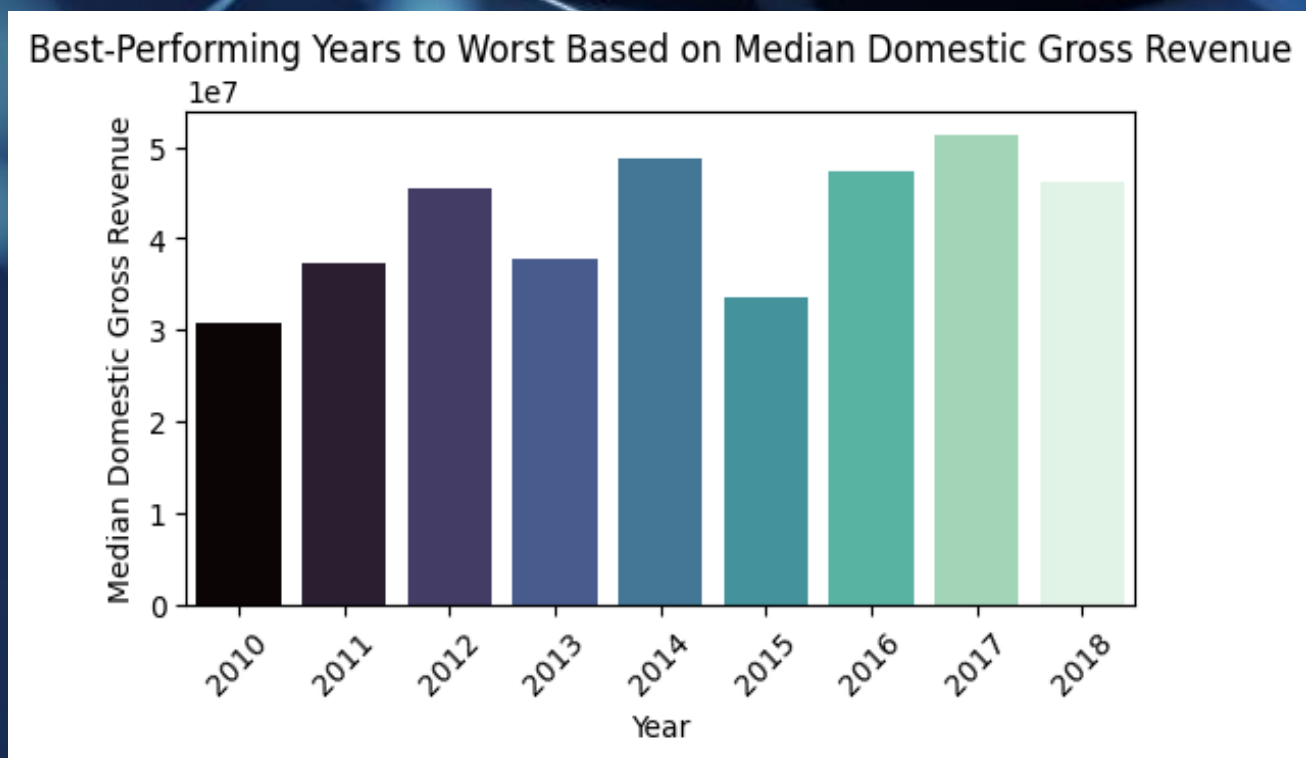
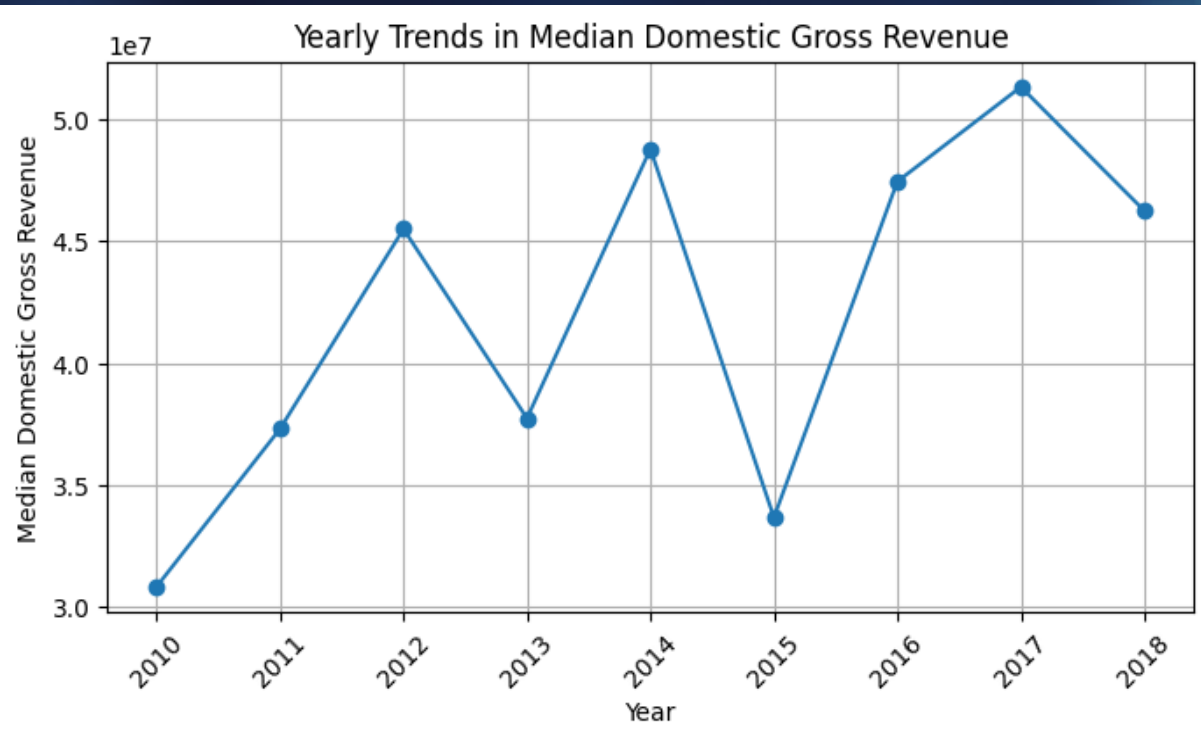
Understanding the distribution of revenue among studios provides insights into the competitive nature of the movie industry. This can help Microsoft stay informed about market trends and competitor strategies.

Revenue Evaluation

Microsoft can effectively assess the revenue potential of different ventures within the entertainment industry which is valuable information for making informed decisions and strategically positioning Microsoft in the market.



YEARLY TRENDS

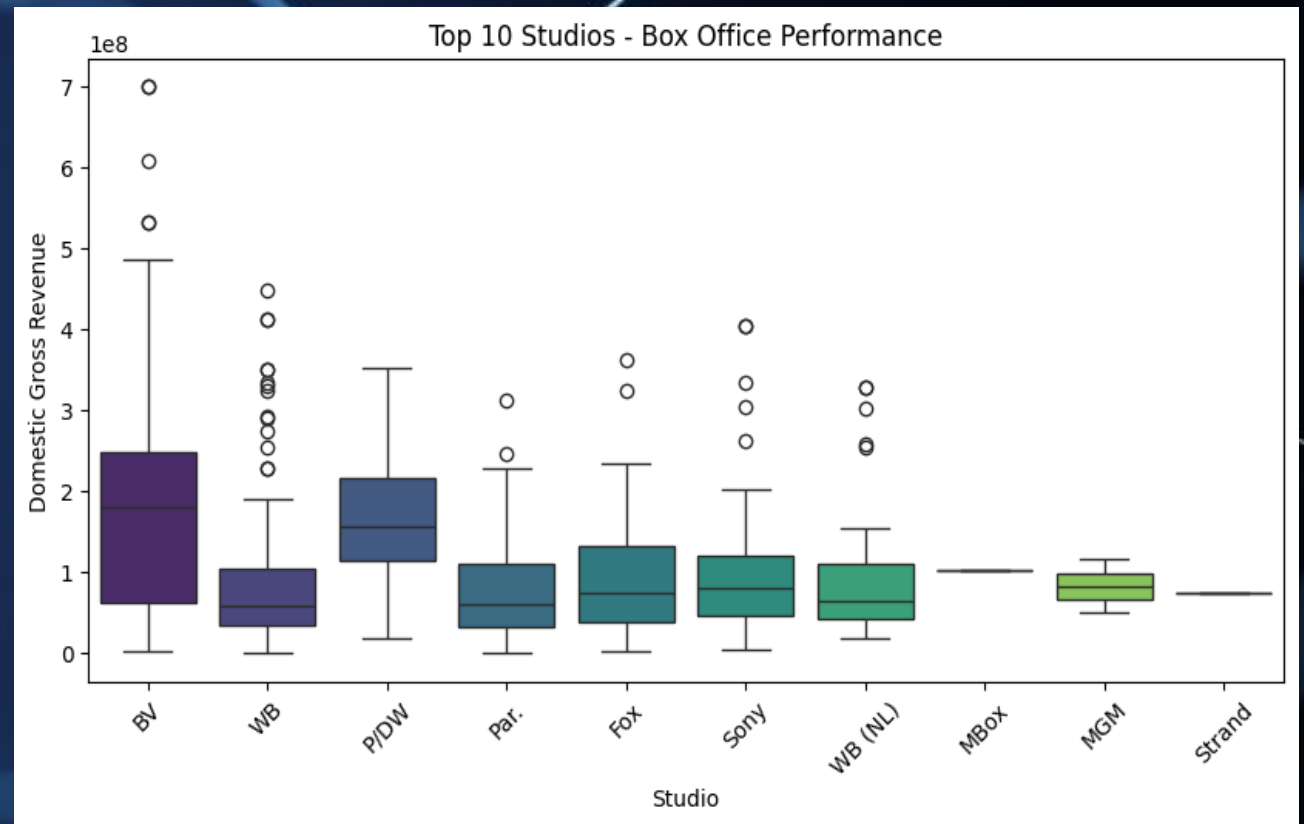


The data reveals a consistent upward trend in audience engagement, showing a substantial growth in the film industry. This observed growth also suggests that the film industry is strong and can handle economic ups and downs without any major problems.

REVENUE DISTRIBUTION ANALYSIS

Decision-Making Insights

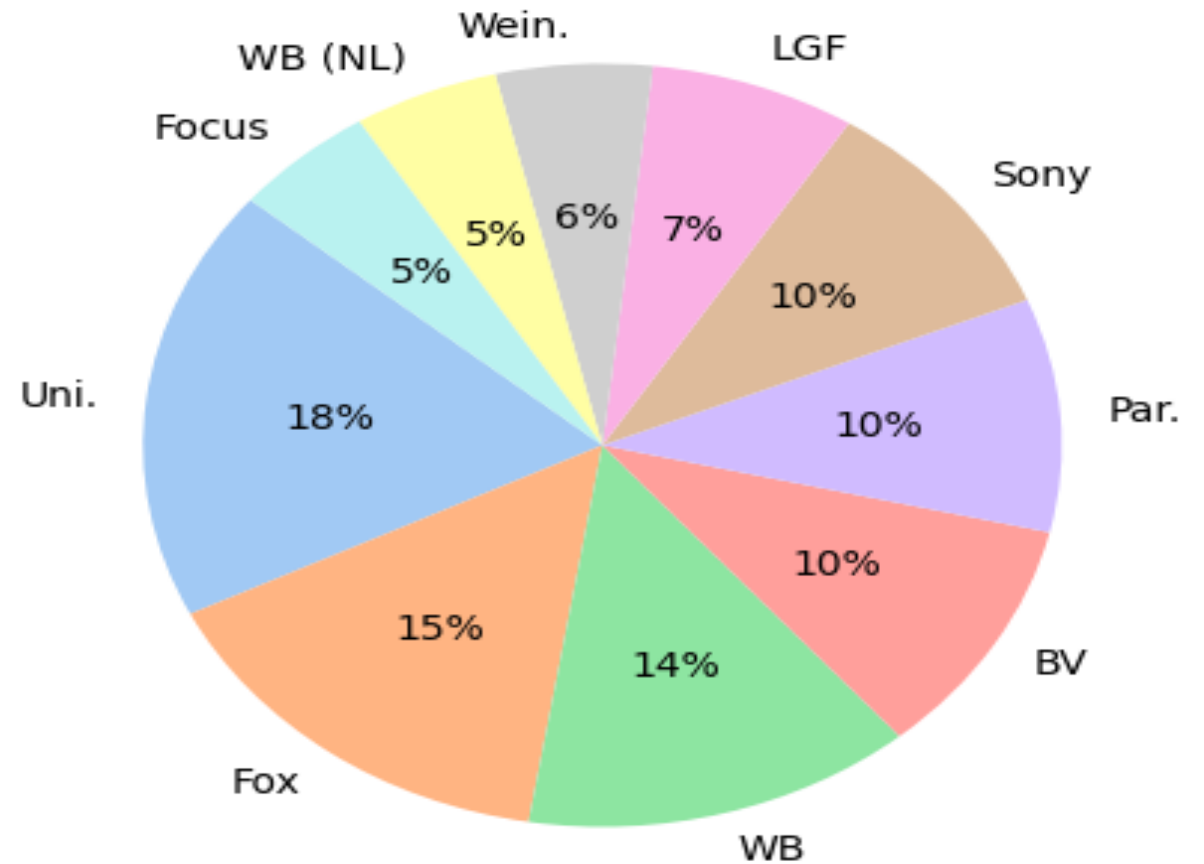
Wider interquartile ranges and larger ranges suggest greater revenue variability. Studios with stable median revenues and occasional outliers may offer strategic opportunities. Data guides decision-making for Microsoft's movie studio, identifying potential collaborations and factors influencing success.



STUDIO SIZE AND SUCCESS

The moderate association between studio size and box office success is indicated by the positive correlation (0.84). This suggests a moderate association between studio size and box office success. In conclusion, there is a discernible relationship between the size of a studio and its performance at the box office, with a larger studio size generally corresponding to higher box office success.

Distribution of Movies among Top 10 Studios





CONCLUSION

This data provides valuable insights into key aspects of the movie business. Understanding the characteristics of successful studios is vital for Microsoft's film studio to recognize and take advantage of these qualities. Timing is also crucial, considering that box office success is strongly affected by yearly trends. Microsoft can make informed decisions by strategically understanding how revenue is distributed and identifying exceptional cases. Moreover, the connection between box office performance and studio size emphasizes the significance of producing a considerable volume of movies to turn a profit. Armed with these findings, Microsoft can effectively navigate the competitive movie industry.



RECOMMENDATIONS

Collaborate with Large Studios

Since there's a positive connection between studio size and box office success, Microsoft should think about teaming up or collaborating with well-established and larger film studios. This collaboration can increase the chances of creating movies that perform well at the box office.

Investments

Consider making strategic investments in or acquiring larger studios to take advantage of their existing success and market presence. This move can give Microsoft a solid position in the movie industry and improve the chances of producing box office hits.

Quality Content

Concentrate on obtaining content from larger studios that have a history of box office success. This strategy can help in building a diverse and successful movie collection for Microsoft.

Thank You

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GITHUB LINK

:<https://github.com/itsyourgirlnicky>

