A photograph of a film studio lot under a clear blue sky. On the left, a large white building has "STAGE 23" and "STAGE 24" painted on its side. In the center, there's a long trailer holding several blue theater-style chairs. To the right, a green golf cart is parked. In the background, there are more studio buildings and palm trees.

MICROSOFT STUDIO PROJECT

Analysed By: JENNIFER NJERI

PROJECT TIMELINE

July 17th, 2023 to July 22nd, 2023



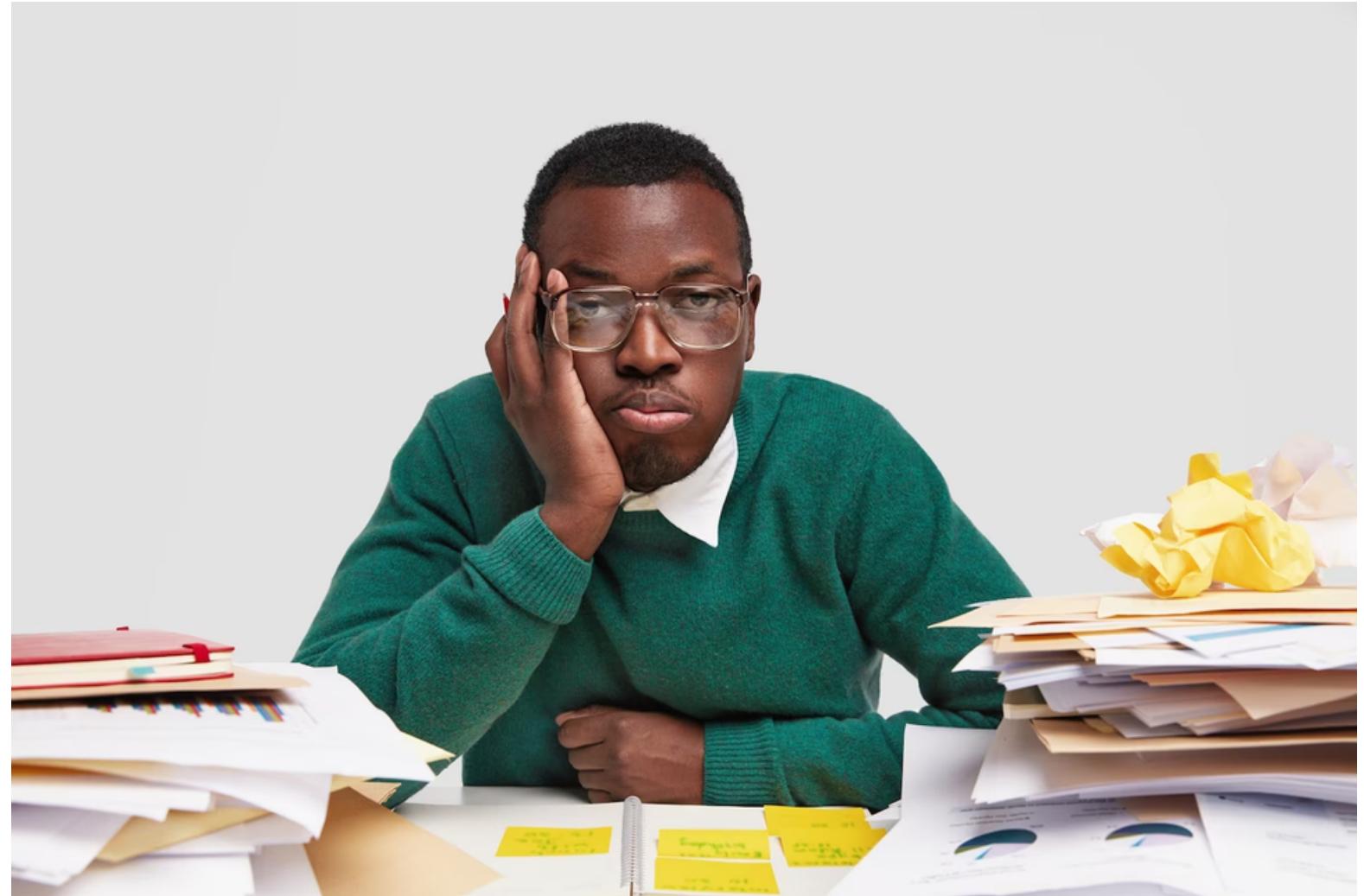
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INTRODUCTION

- Microsoft, lacking prior film production experience, aims to establish a new movie studio and capitalize on successful video content production.
- The challenge is to conduct an in-depth analysis of box office data to identify commercially impactful film genres, providing actionable recommendations to guide Microsoft's strategic entry into the movie industry.



PROJECT OBJECTIVES

This project strives to achieve the following:

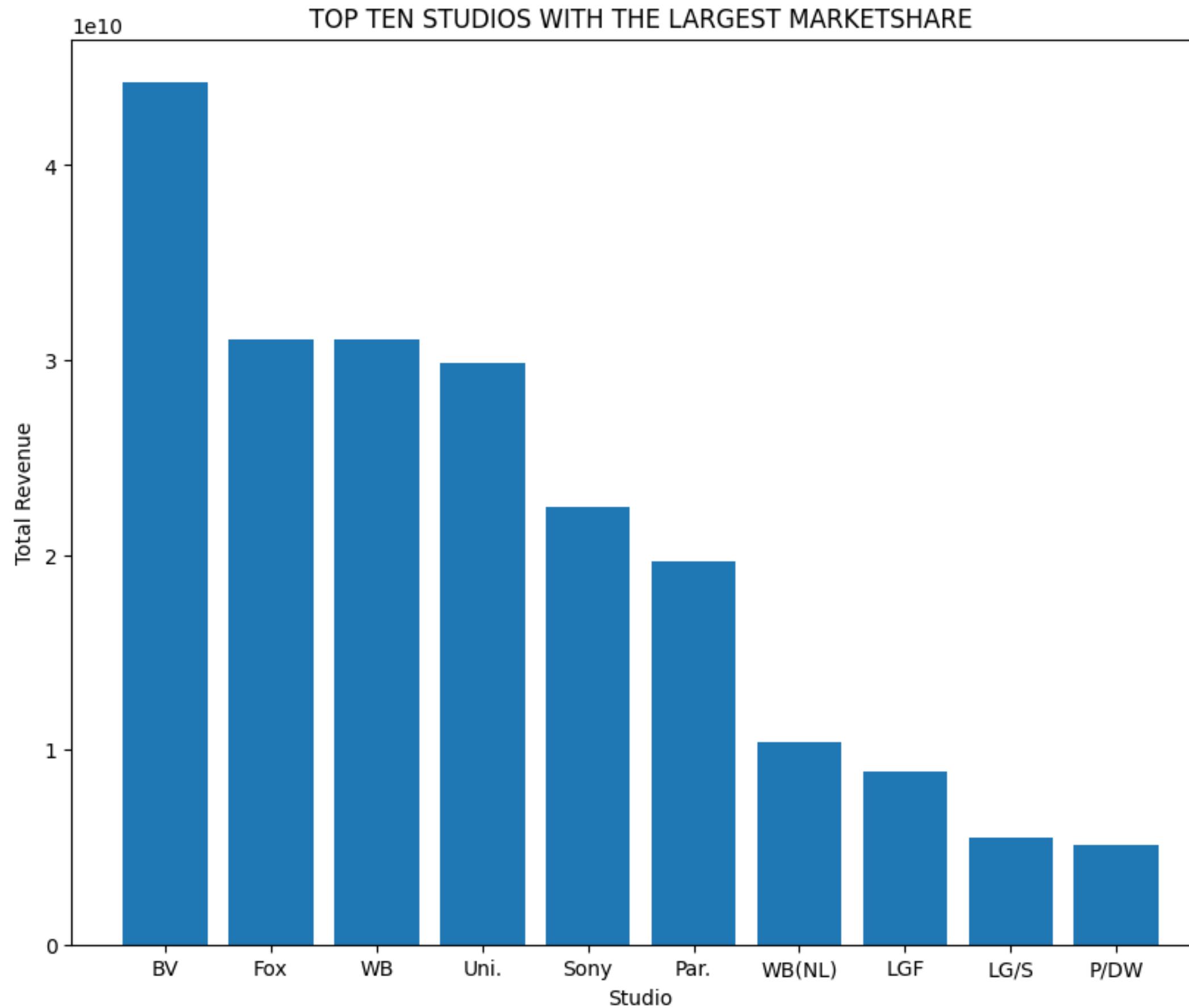
- Conduct in-depth study of film industry's landscape, trends, and success factors.
- Analyze genre data for insights into audience preferences and commercial viability.
- Evaluate profitability of film sequels, identifying success factors and risks.
- Develop crew selection strategy based on genres' impact on project success.



DATASET REFERENCES

- **BOX OFFICE**
 - Box office figures are often used to determine a film's impact and success in the entertainment industry.
- **IMDB - Internet Movie Database**
 - This is an online database that provides information related to films, television programs, actors, actresses, directors, and other entertainment content.
- **THE NUMBERS**
 - This website offers a wide range of information, including domestic and international box office earnings, production budgets, marketing costs, home entertainment sales, and other financial data related to movies.

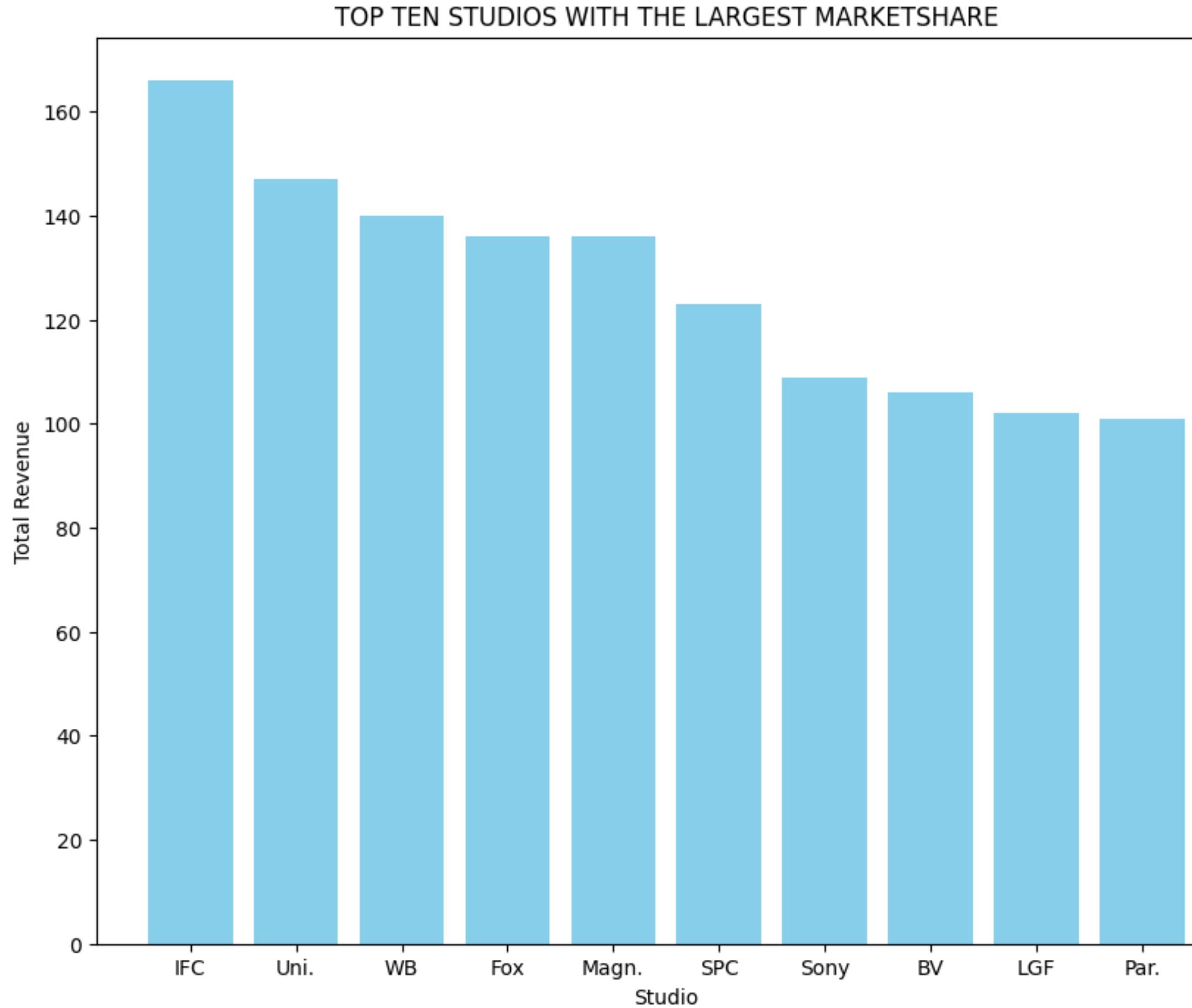
STUDIOS WITH THE LARGEST MARKETSHARES GLOBALLY



Observation:

- The top six studios by total revenue are BV (Buena Vista), Fox, WB (Warner Bros), Uni. (Universal Studios), Sony, and Par. (Paramount Pictures), with market shares ranging from 16.10% to 7.16%.

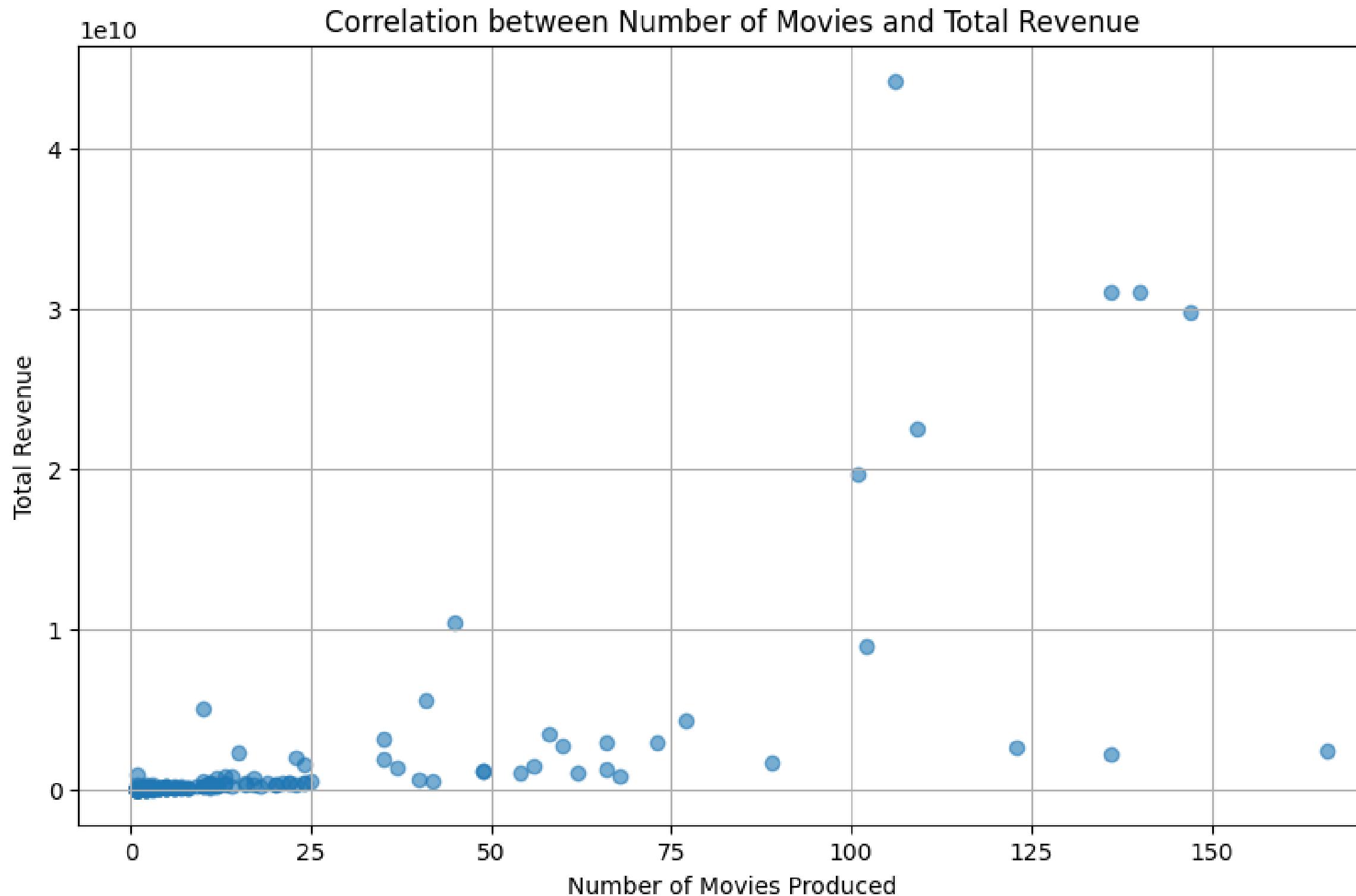
TOP TEN STUDIOS WITH THE LARGEST MARKETSHARE



Observation:

- BV: \$44.25B (106 movies), Fox: \$31.04B (136 movies), WB: \$31.03B (140 movies), Sony: \$22.48B (109 movies), Uni.: \$29.82B (147 movies), LGF: \$8.89B (102 movies).

RELATIONSHIP BETWEEN MOVIE COUNT AND TOTAL REVENUE.

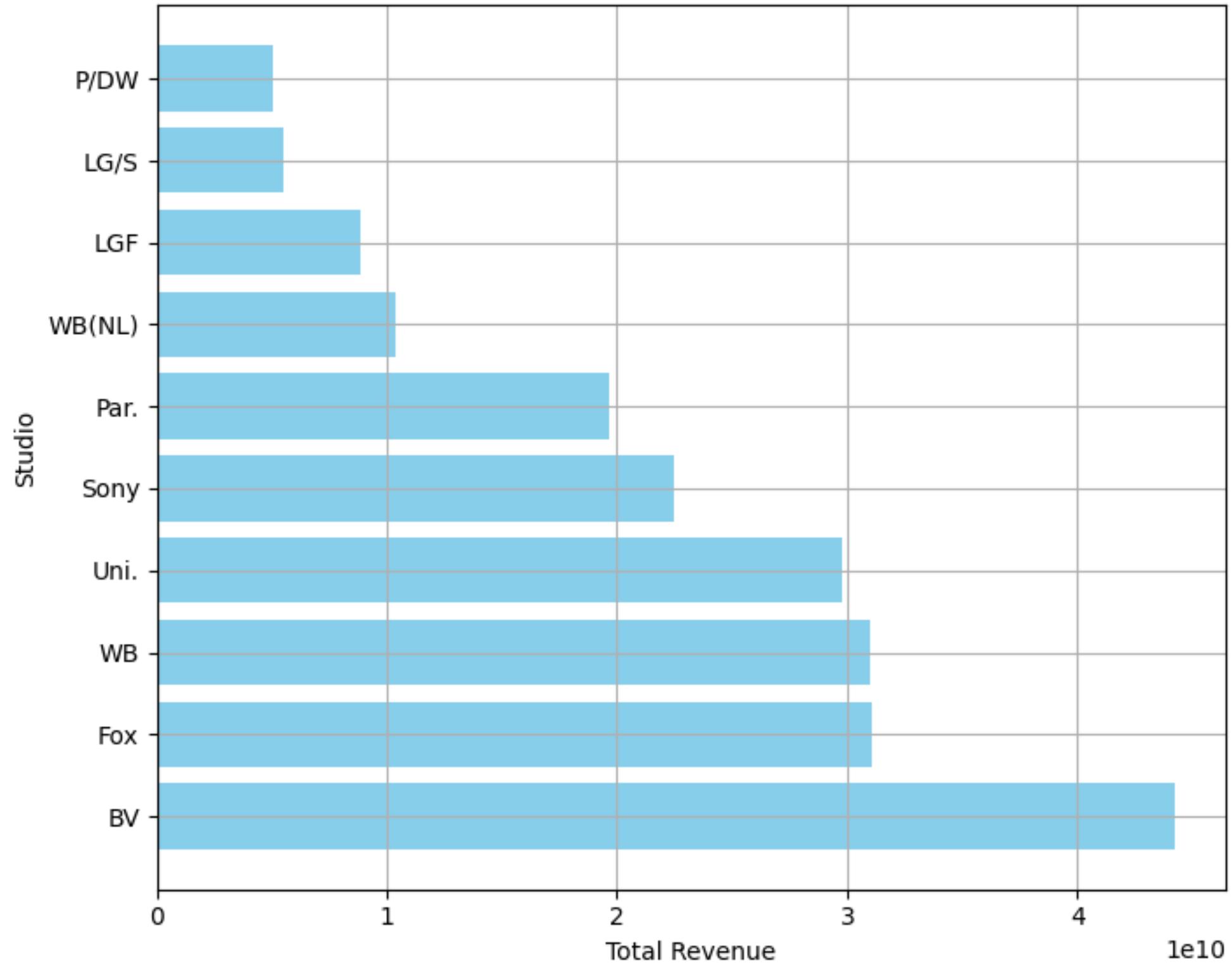


Observation:

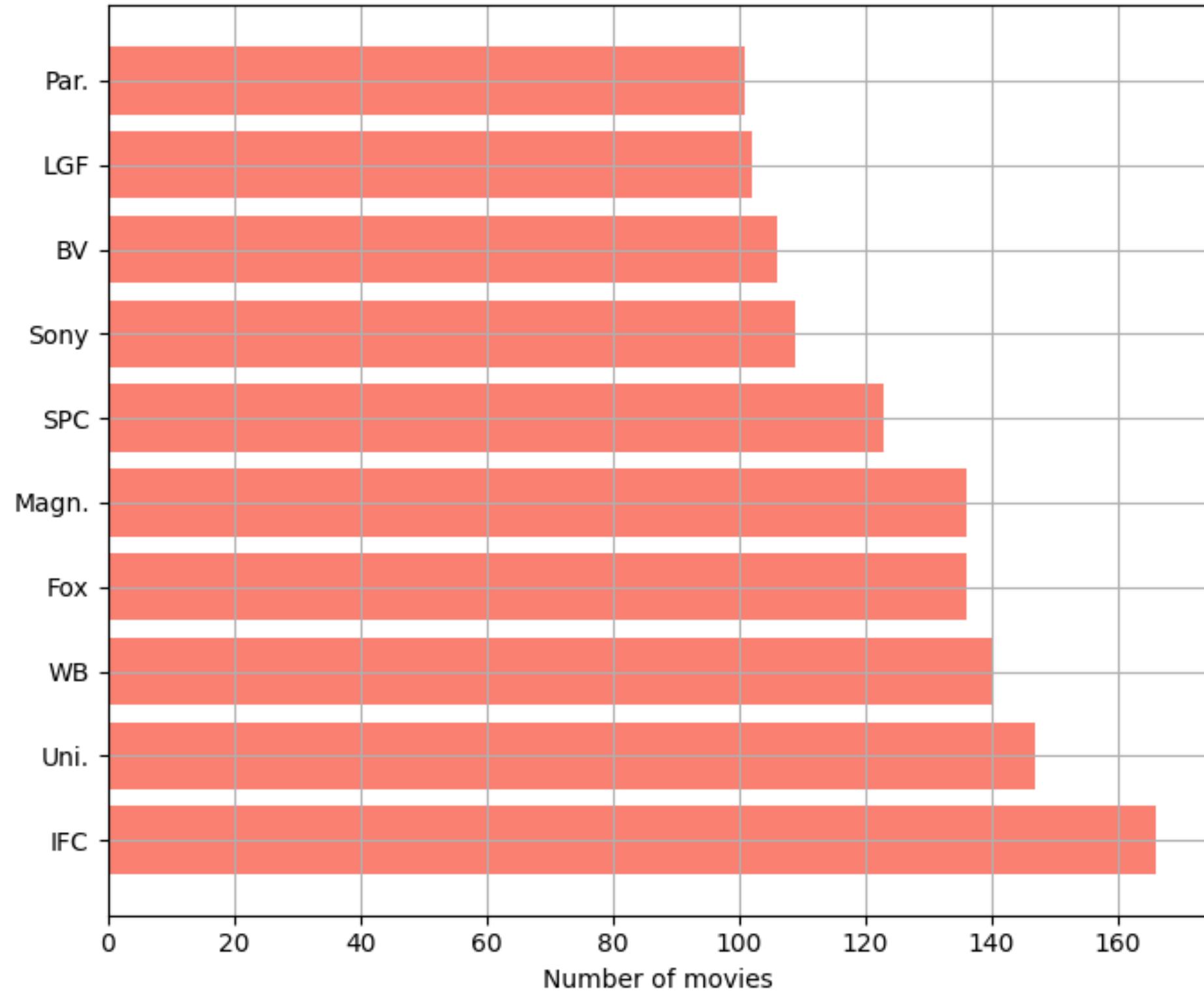
- Studios with fewer movies earned less revenue, while those with more movies achieved higher earnings.
-
- Notably, six studios making over 100 movies achieved significantly higher revenue exceeding 10 billion dollars.

VISUALIZE THE DIFFERENCES IN MARKETSHARES

Top 10 Studios per Total Revenues



Top 10 Movie Studios per Number of Movies

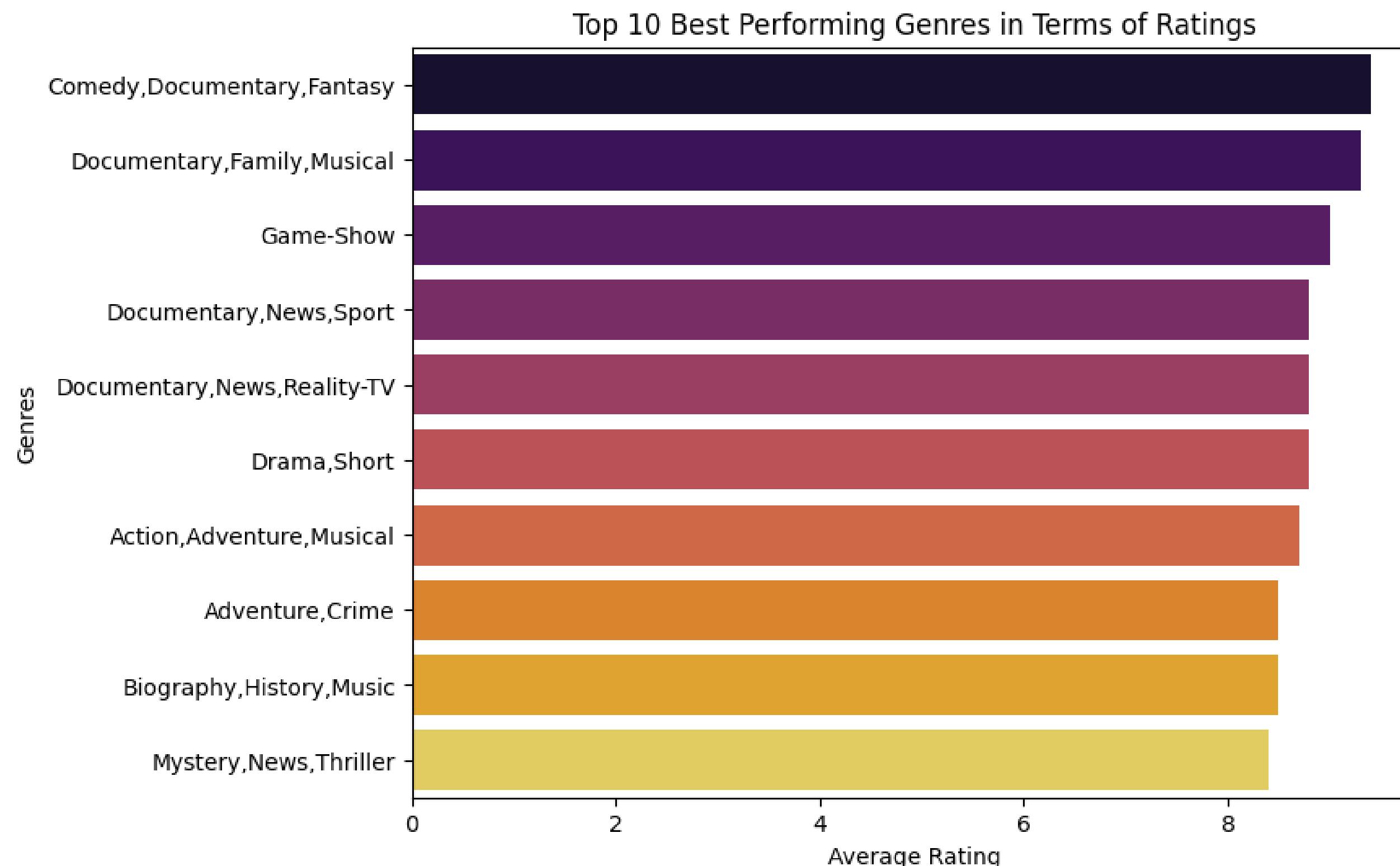


DIFFERENCES IN MARKETSHARES

Observation:

- The observation highlights that high movie production, as seen with IFC, does not guarantee a top position in total revenue, as they are not in the top 10 revenue-generating studios.
- Additionally, while BV holds a significant revenue market share, it ranks 7th in movie production, indicating that factors beyond movie count influence revenue success in the film industry.

TOP-RATED GENRES (TOP-TEN)

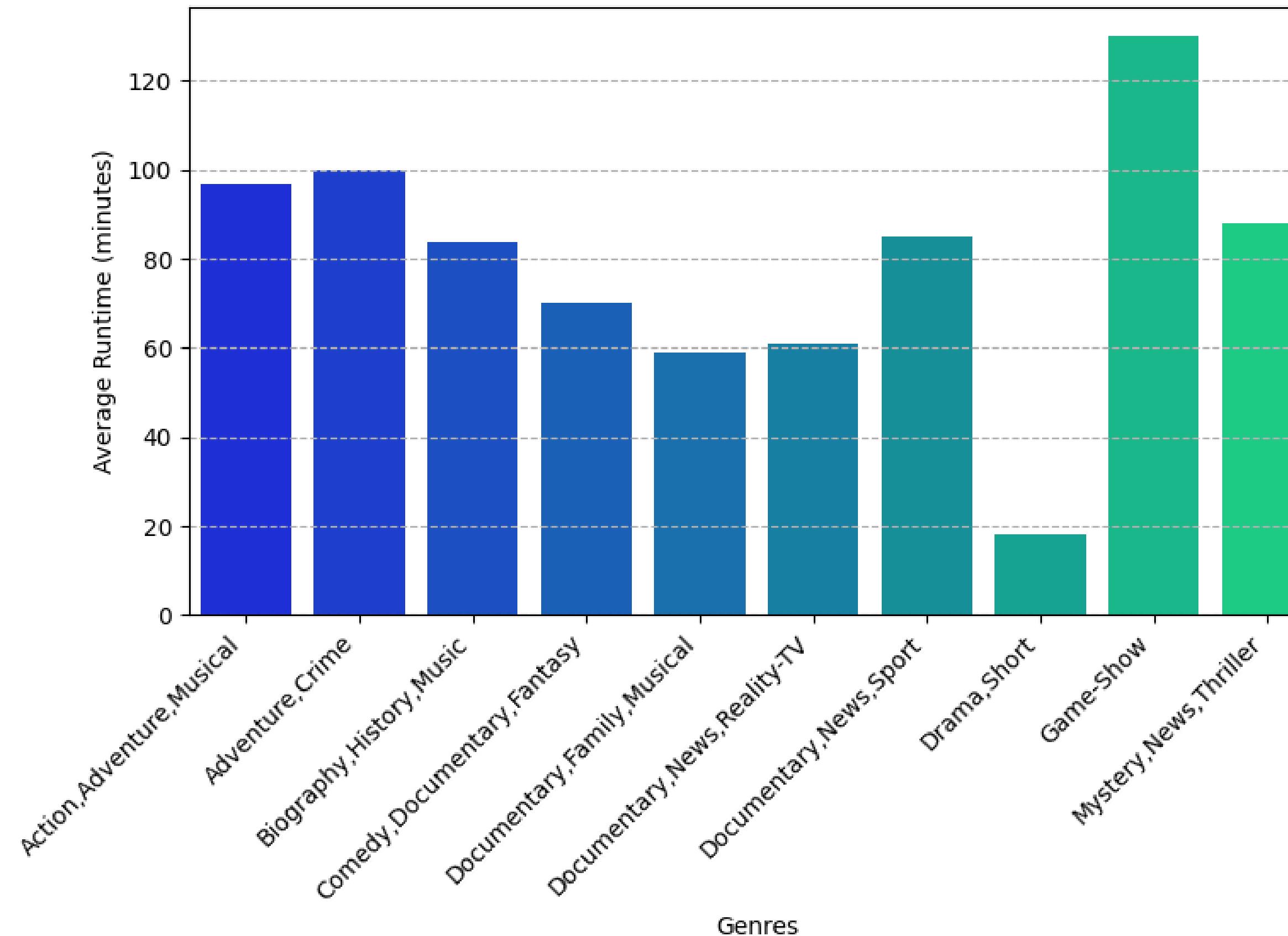


Observation:

- Unconventional genres like Documentaries, Reality TV, Biography, History, and News, focused on personal stories, garner high ratings due to their emotional impact and strong viewer connection.

AVERAGE RUNTIME OF TOP RATED GENRES (TOP -TEN).

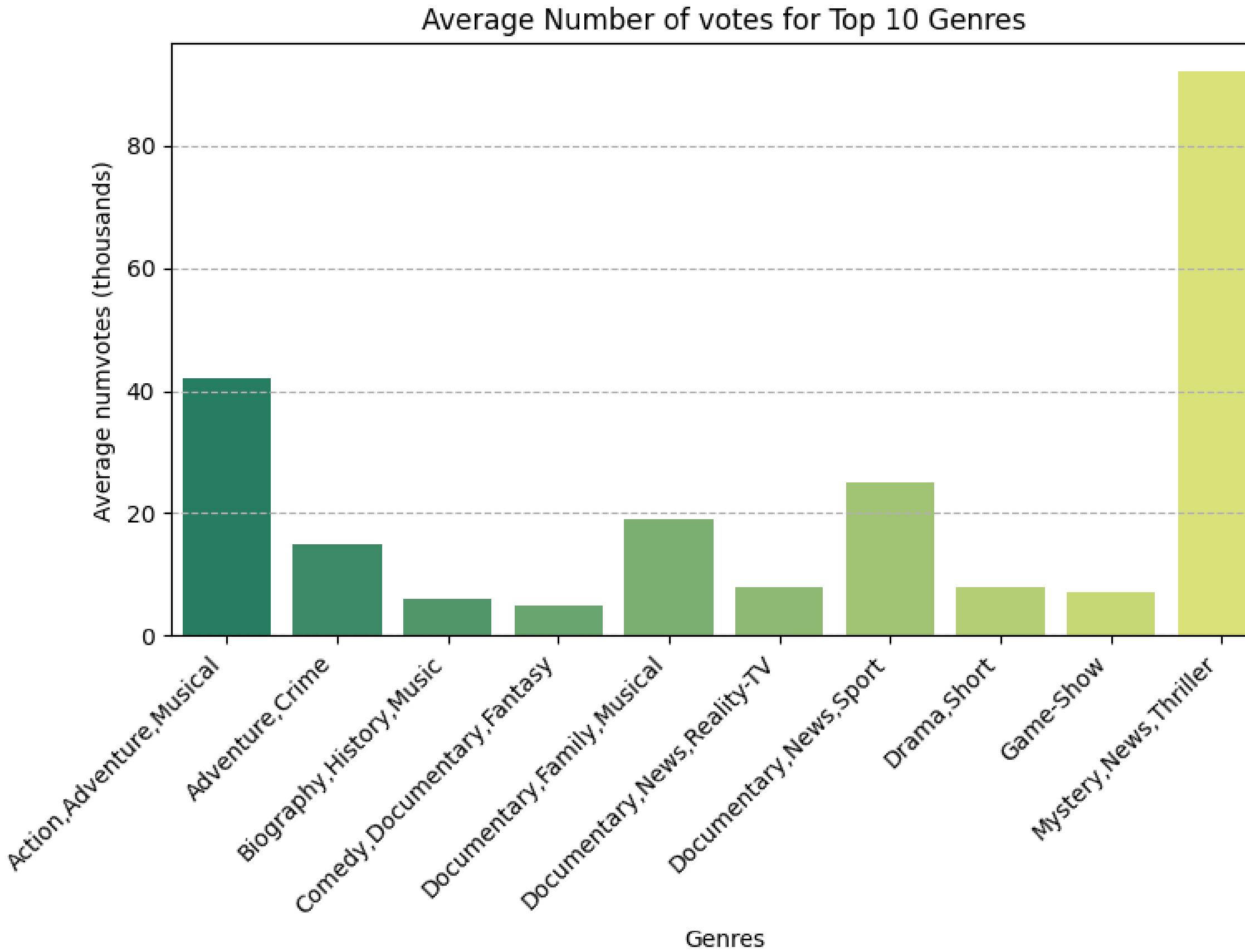
Average Runtime Of Top 10 Genres



Observation:

- The observation offers insights into the average runtime for top-performing genre combinations, highlighting Game-Show as having the longest average runtime (130 minutes) and Drama, Short as the shortest (18 minutes), enabling Microsoft to align its content strategy with audience preferences.

POPULARITY OF TOP TEN GENRES BY AVERAGE NUMBER OF VOTES

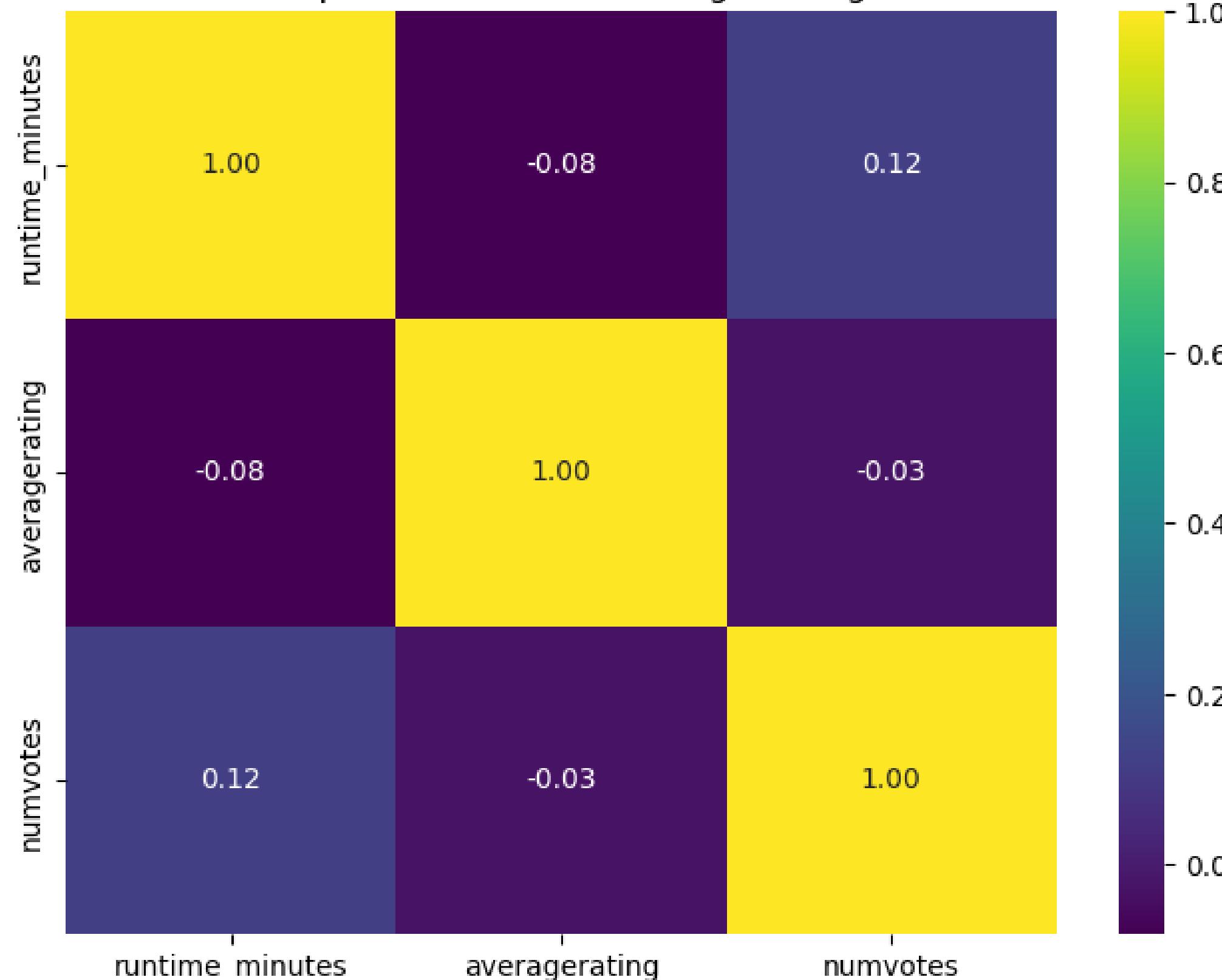


Observation:

- "Mystery, News, Thriller" is the most popular among the top 10, with the highest average votes, while "Comedy, Documentary, Fantasy" and "Biography, History, Music" are less popular with lower average votes; note that sample size can impact averages.

RELATIONSHIP BETWEEN MOVIE RATINGS, RUNTIME AND NUMBER OF VOTES

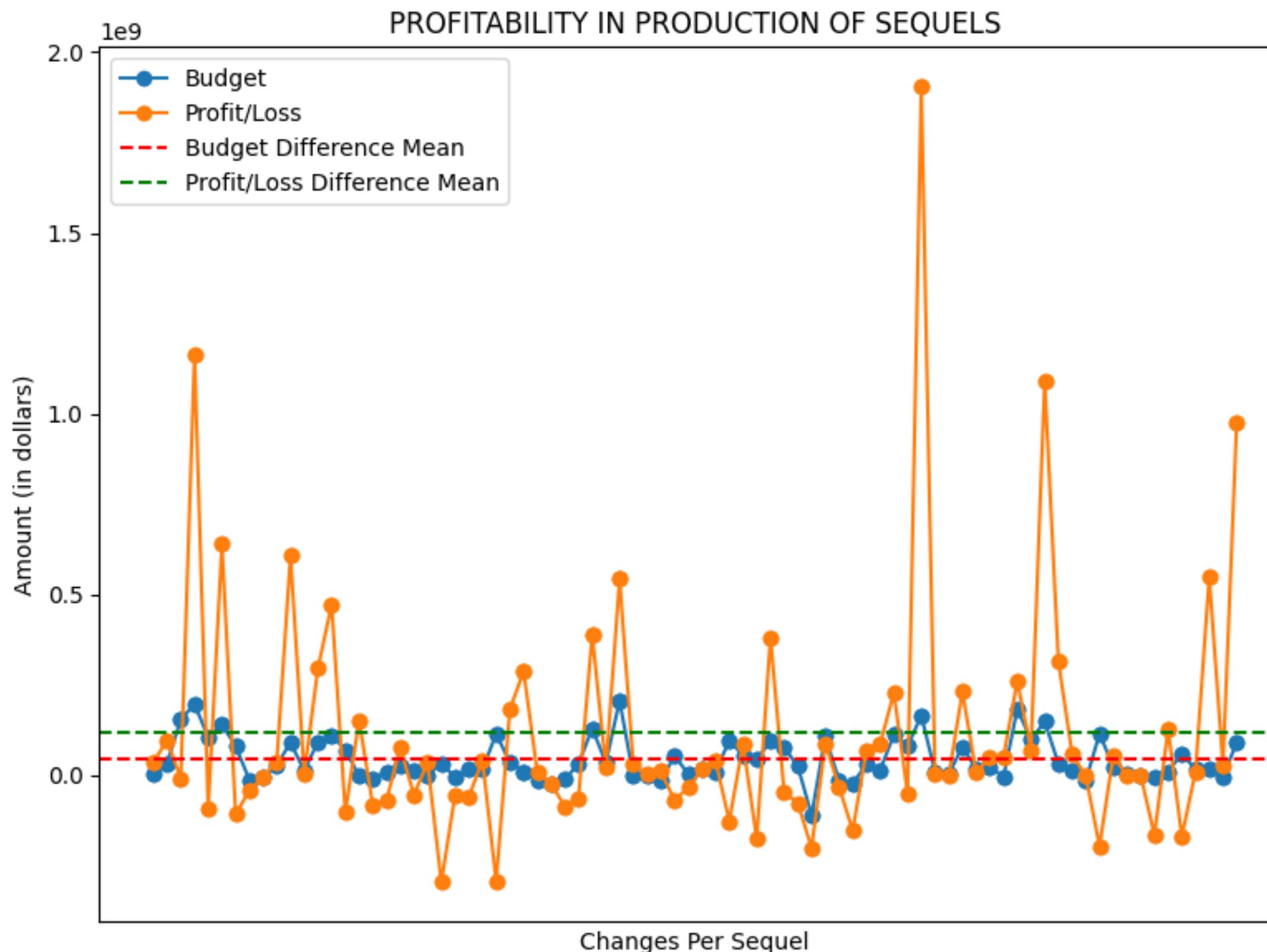
Correlation Heatmap for Movies with Average Rating of 7 and Above



Observation:

- Heatmap shows weak correlations between movie ratings, runtime, and popularity (number of votes), suggesting other factors influence the success and popularity of highly-rated films.

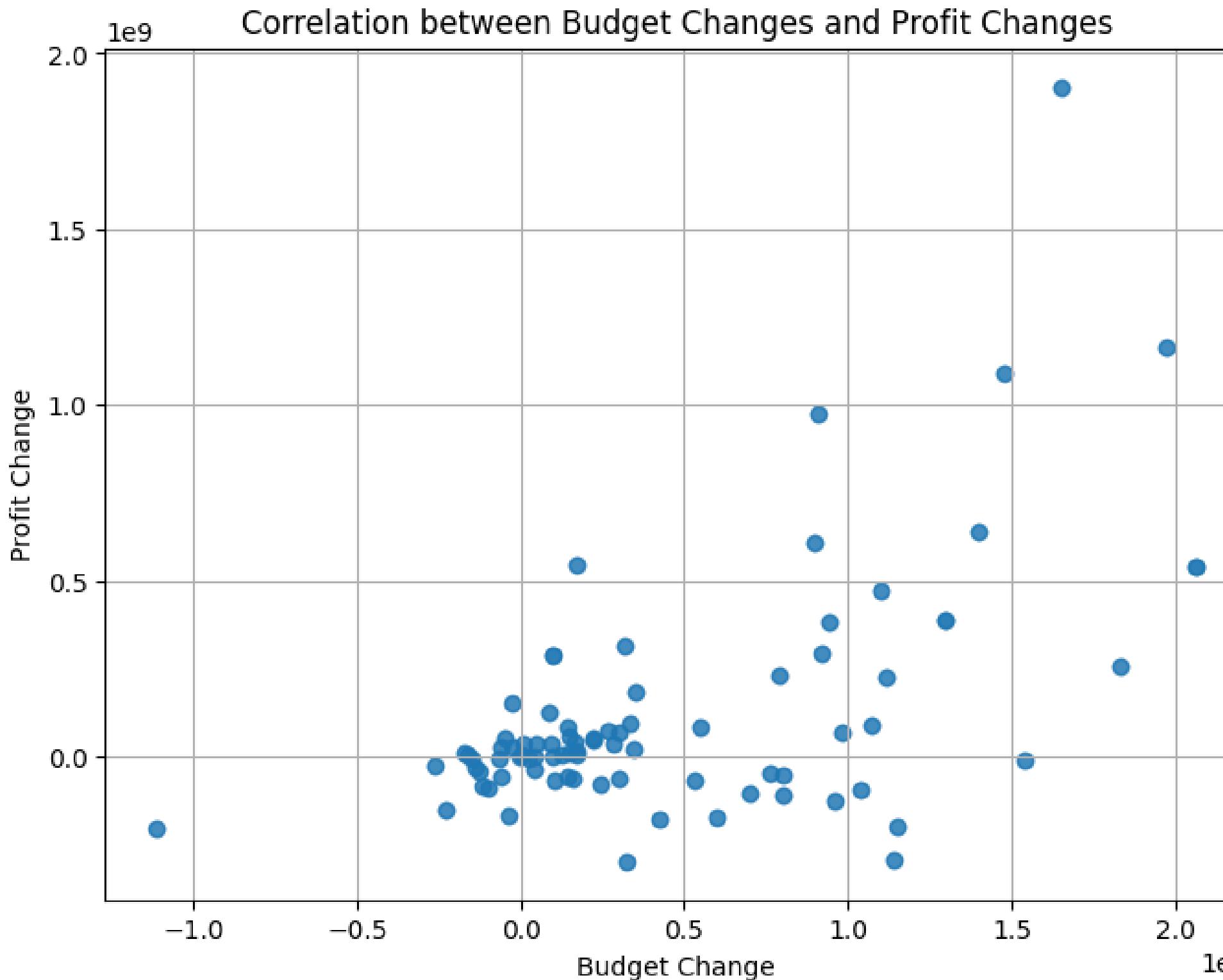
PROFITABILITY OF PRODUCTION OF SEQUELS



Observation:

- Sequels were generally more profitable than originals, but increased production costs affected some, still making them a profitable venture overall.

RELATIONSHIP BETWEEN CHANGES IN BUDGET AND PROFIT IN SEQUELS



Observation:

- Larger budget movies generally have higher gross profits with greater variations between releases, while outliers represent unique budget and profit changes, suggesting additional factors' influence.

CONCLUSION

1. To achieve success in the movie industry, Microsoft can gain valuable insights by studying successful movie studios and adopting their effective marketing and production strategies.
2. However, blindly increasing movie production does not guarantee higher revenue; crucial determinants of revenue include film quality, marketing efforts, audience preferences, and industry competition.



RECOMMENDATIONS

1. Consider re-releasing classics or producing sequels for increased revenue.
2. Focus on popular genres for wider viewership and a successful entry.
3. Prioritize quality storytelling, scripts, and collaboration with experienced talent.
4. Collaborate with seasoned professionals to foster creativity and innovation for remarkable achievements.



THANK YOU



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