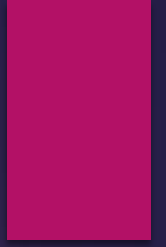


BEST MOVIES TO VENTURE INTO



BUSINESS UNDERSTANDING

Introduction ;

- ▶ Microsoft corporation is a multinational technology corporation best known for software products such as windows .Product diversification will help Microsoft to grow their brand's presence by expanding the products present market . Conglomerate product diversification like Microsoft venturing into movie industry will allow Microsoft to showcase its products and services to a massive audience. This will in the long run open new revenue streams.

PROBLEM STATEMENT

- ▶ When a company like microsoft wants to diversify its portfolio , it should be done with utmost care relying on the evidence presented after a successful market research . Their is need to understand the market trends i.e levels of investments and returns . Understanding the customers needs and preferences should also be part of the research because this helps the company to make informed decisions

OBJECTIVES

- ▶ 1).What genres of movies should the company consider investing in?
- ▶ 2).Do average rating, runtimes, budget and production budget influence profitability of movies?
- ▶ 3).What are the top produced genres of movies?

DATA UNDERSTANDING

- ▶ The data used was downloaded from TMDB, Mojo and IMDB. Inline with the objectives, the analysis focused on variables which are defined below.
- ▶ a)Genres: Category of artistic composition, characterized by similarities in form, style, or subject matter for a piece of content.
- ▶ b)Production budget: The production cost of a movie.
- ▶ c)Worldwide gross: Box office revenues from all countries the movie sold.

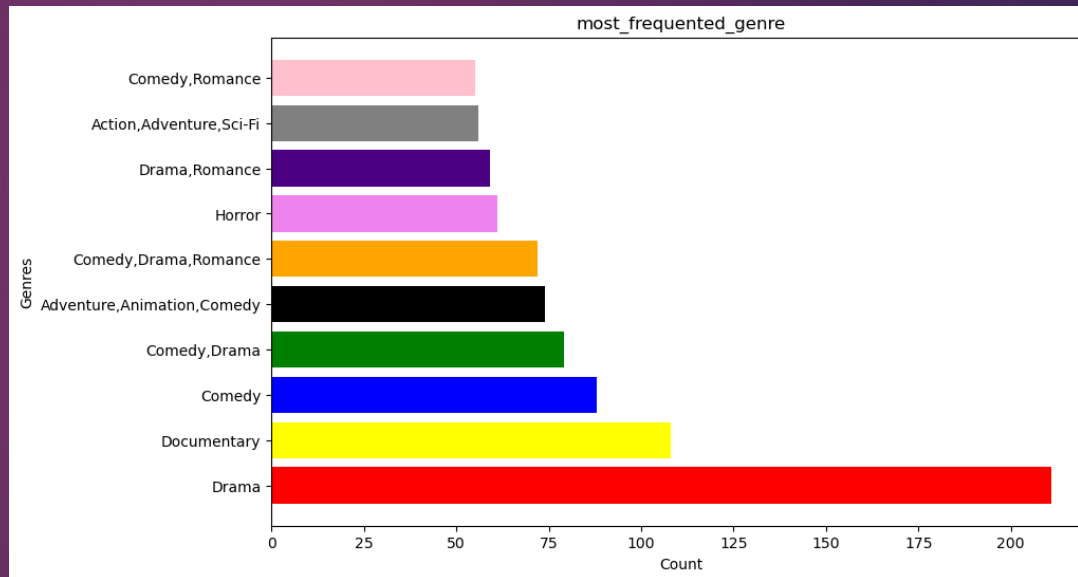
Exploratory Data Analysis And Visualizations

What will be explored are top 10 genres in this case;

1. The top genres that have been produced
2. Highly rated genres
3. Most profitable genres
4. Genres with the highest production budgets
5. Which month has the highest grossing both worldwide and domestically
6. Genres that have the longest runtimes

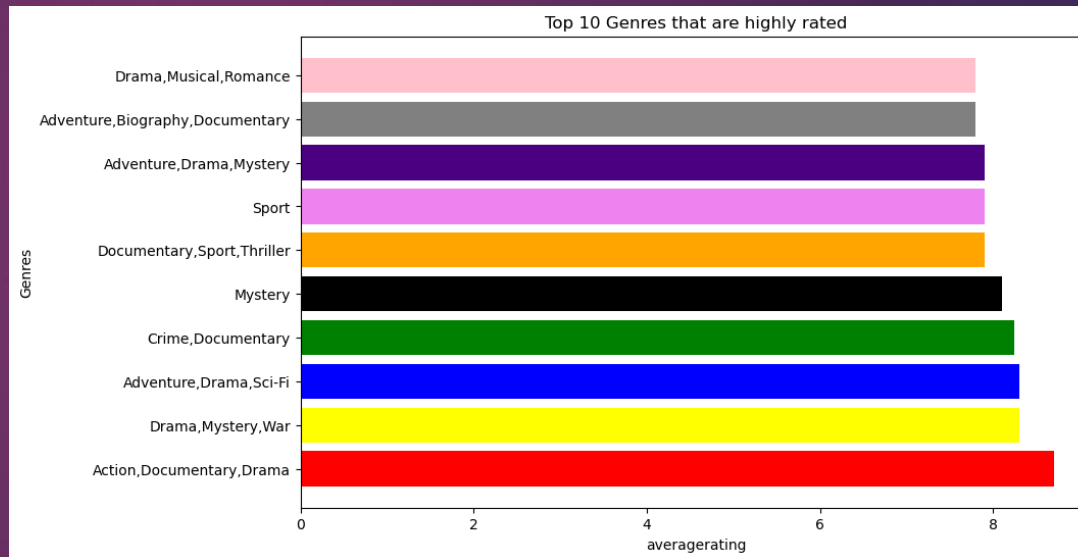
MOST FREQUENT GENRE

Dramas and documentary are the most frequent movie genres as per the survey



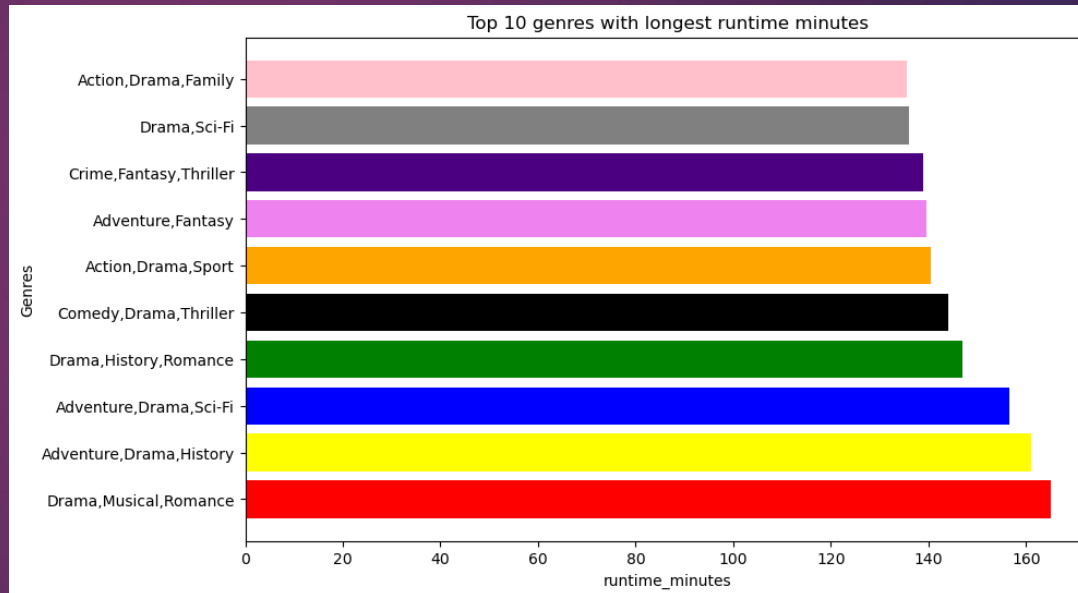
HIGHLY RATED GENRES

Action, Drama and Documentary are the genres that are highly rated.



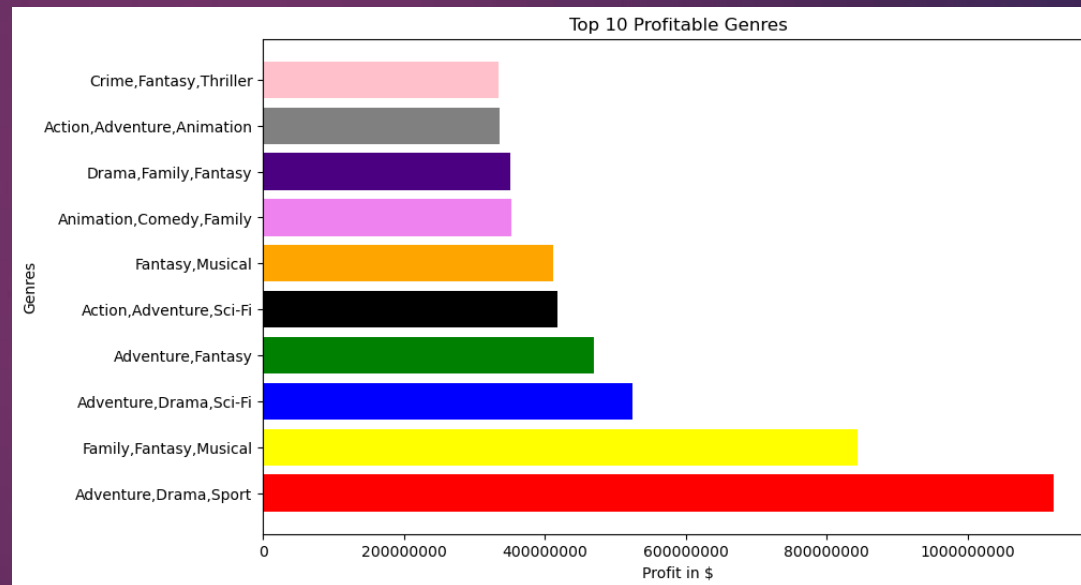
GENRES WITH THE LONGEST RUNTIMES

Drama , Romance and musical are the movies with the longest runtime



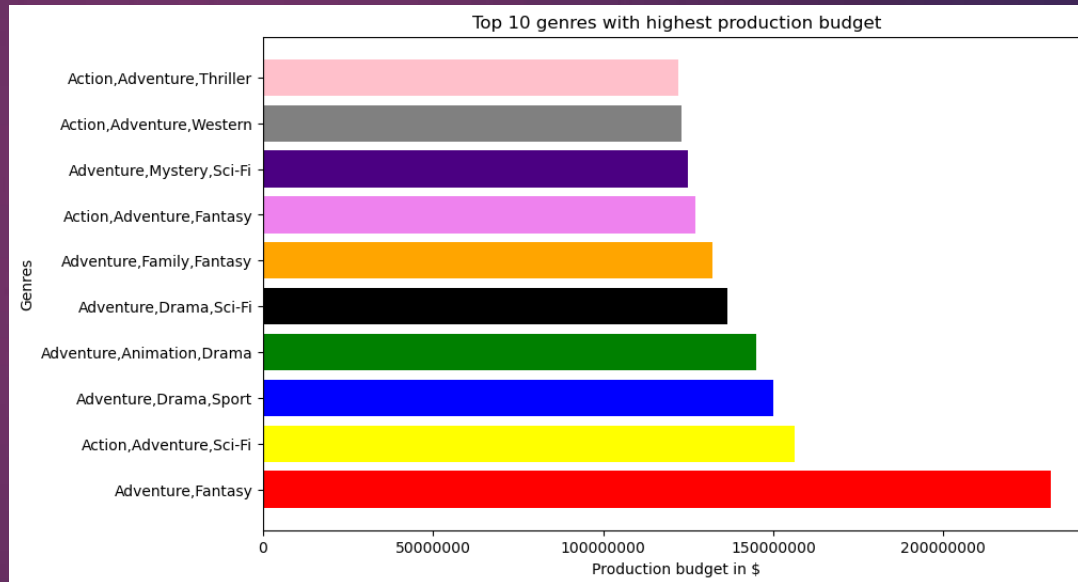
MOST PROFITABLE GENRES

Drama , Sport and Adventure are the most profitable genres.



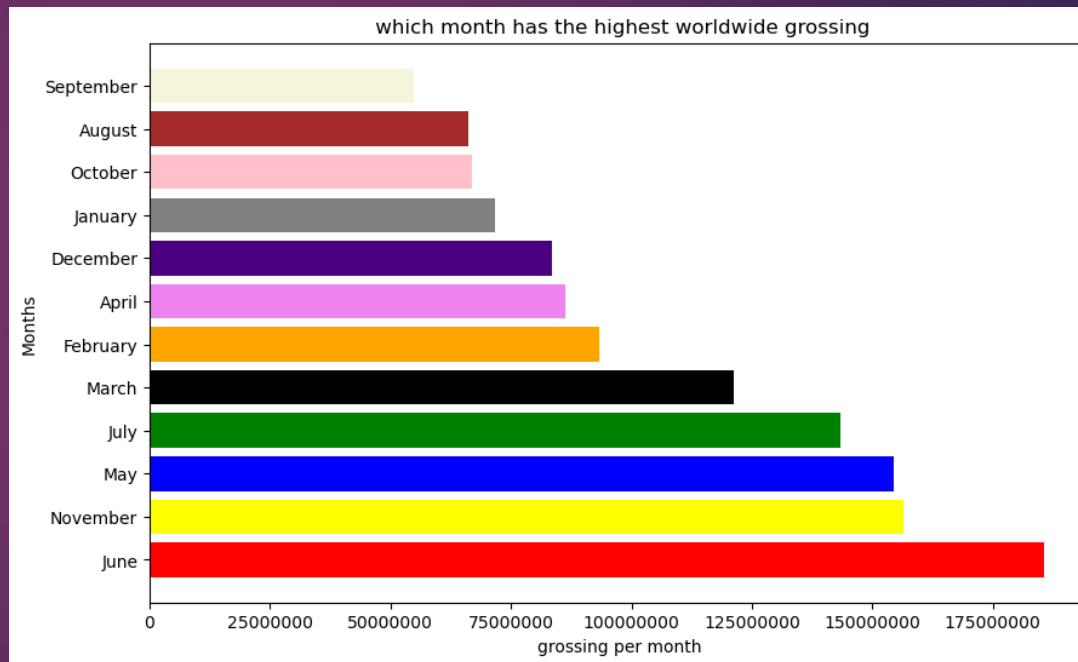
GENRES WITH HIGHEST PRODUCTION BUDGETS

Adventure and Fantasy are the movies with the highest production budget



MONTH WITH THE HIGHEST WORLDWIDE GROSSING

The best month to release a movies is June since this is the beginning of Summer holidays



Correlation

The correlation between runtime minutes and production budget 0.27. This means that there is no strong correlation between the two. However since its a positive correlation, it means that with as runtime minutes increase so will the production budget. -The correlation between production budget and worldwide gross is 0.78.

The correlation between average ratings and worldwide gross is 0.2 and the correlation between average ratings and domestic gross is 0.21. These show there is very little correlation although there's a positive correlation.

CONCLUSION

- ▶ 1. Investing in higher production budgets can potentially lead to higher profits in the film industry. This indicates that allocating more financial resources to the production of films could be a viable strategy for maximizing returns on investment. However, correlation does not imply causation, and there are other factors influencing profitability in the film industry. As such there is need for further research.
- ▶ 2. Action, Adventure and Sci-fi were the most profitable genres.
- ▶ 3. A comparison of top 10 genres and top-rated genres with gross and profitability shows high ratings do not guarantee movie profitability.

RECOMMENDATIONS

- ▶ 1.Focus on high-budget genres with strong profitability.Investing in these genres can offer potential returns on investment due to their popularity and financial success.
- ▶ 2.Explore opportunities in popular genres with moderate production budgets: Adventure,Drama and Sci-fi are popular genres with moderate production budgets. Investing in these genres can tap into widespread audience appeal while managing production costs effectively, potentially leading to profitability.