

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green. They are positioned diagonally, with the blue one partially covering the green one.

Microsoft Movie Studio Project

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Business Understanding

All the big companies are creating original video content
microsoft wants to get in on the fun.

Microsoft is creating a new movie studio, but don't know anything about creating movies.



Main Objective

- Explore what types of films are currently doing the best at the box office

Project objective:

- Determine the relationships between genres and various predictor variables(using rating, gross and numbers of votes)
- Advise strategies for Microsoft movie studio production



Dataset used

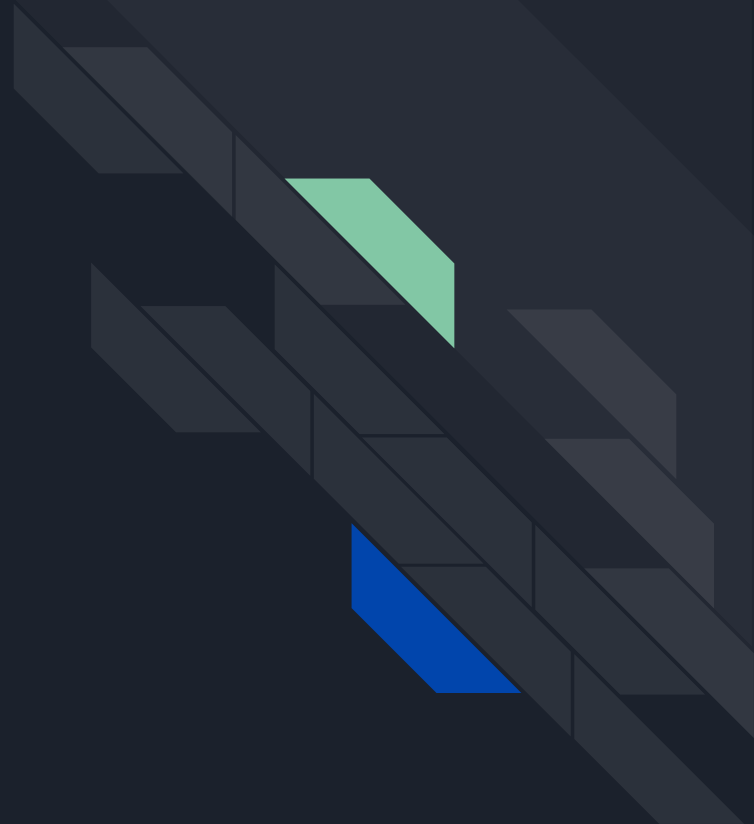
Data set used was acquired from:

- [Box Office Mojo](#)
- [IMDB](#)

Data:

- `lmdb.title.basics`
- `lmdb.title.ratings`
- `bom.movie_gross`

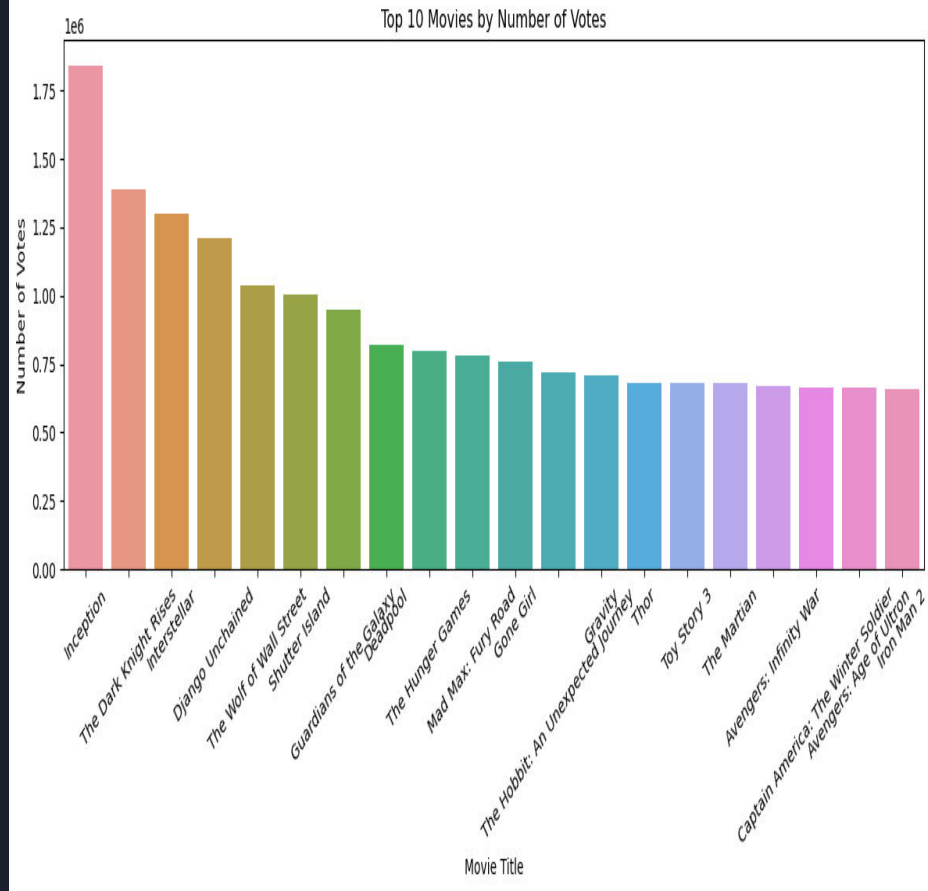
Understanding the market



Movie Title vs Votes

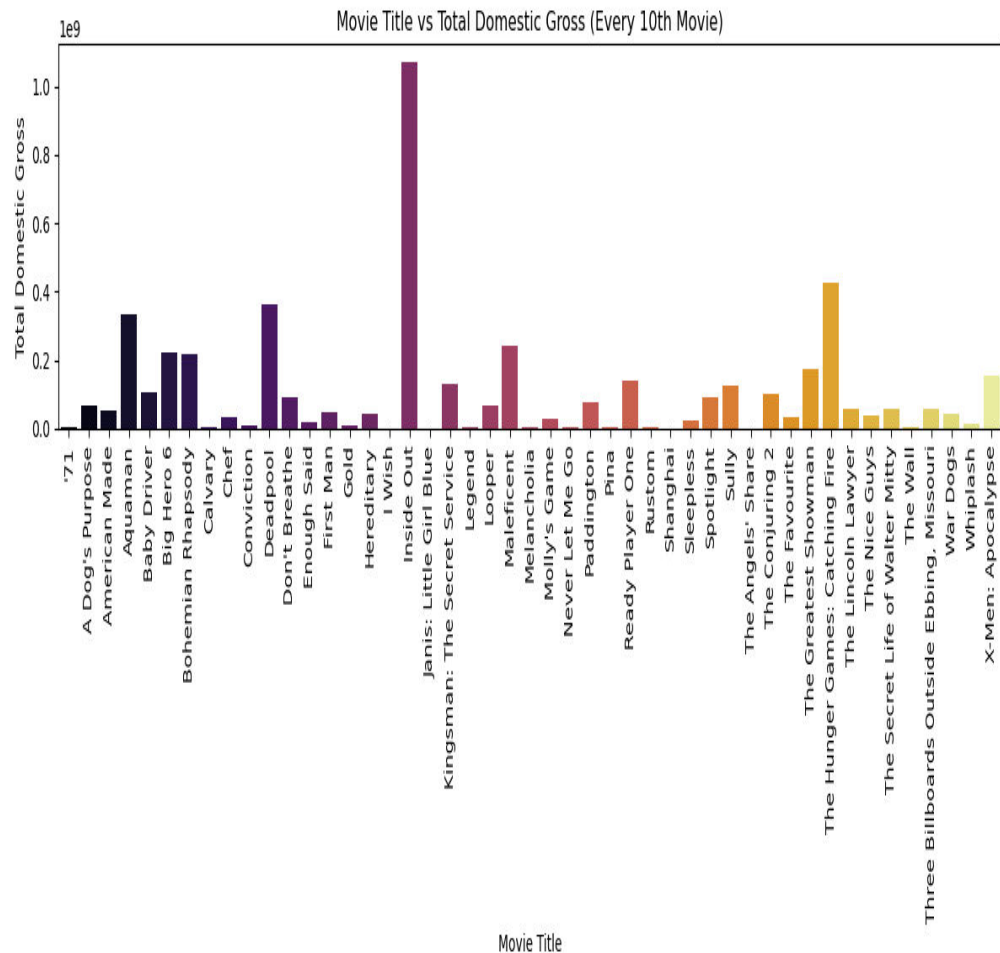
Movie production has been on the increase over the years.

Now is a good time to get in on the fun.



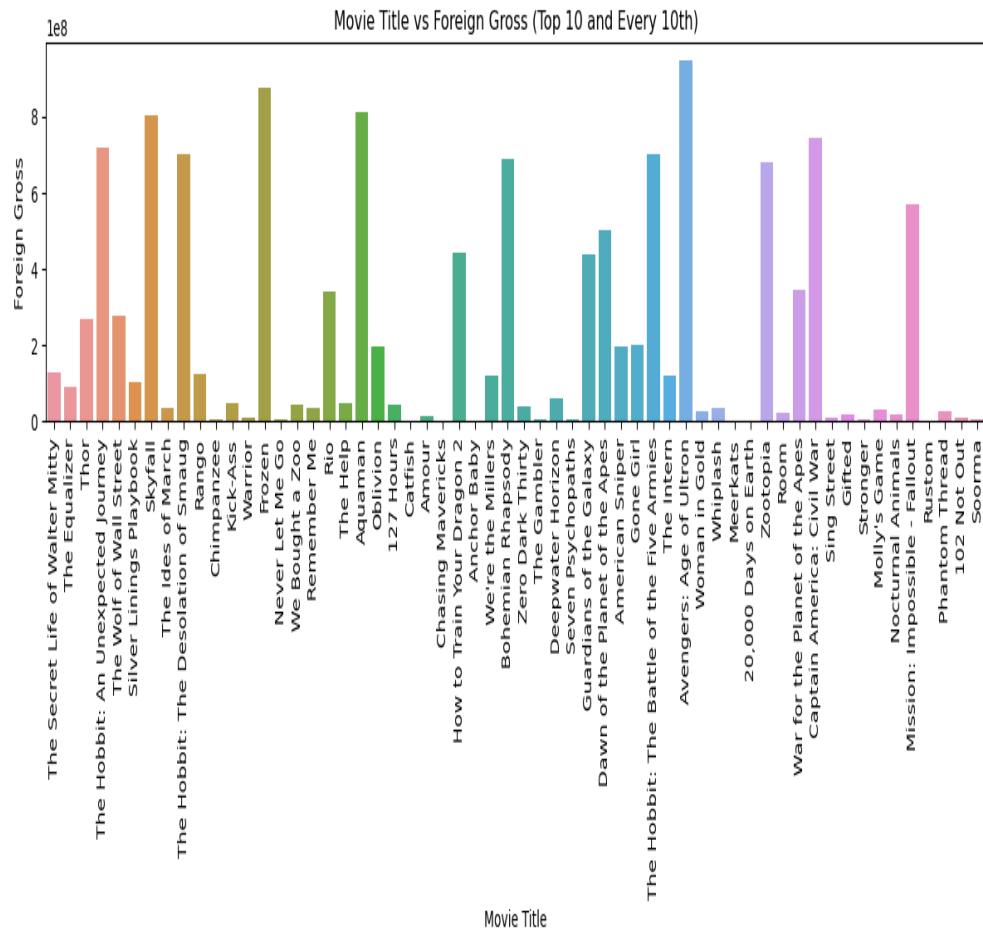
Movie Title vs Domestic Gross

- Different Movies have different Gross values
- In This case the Inside Out stands out to have the greatest Gross Locally



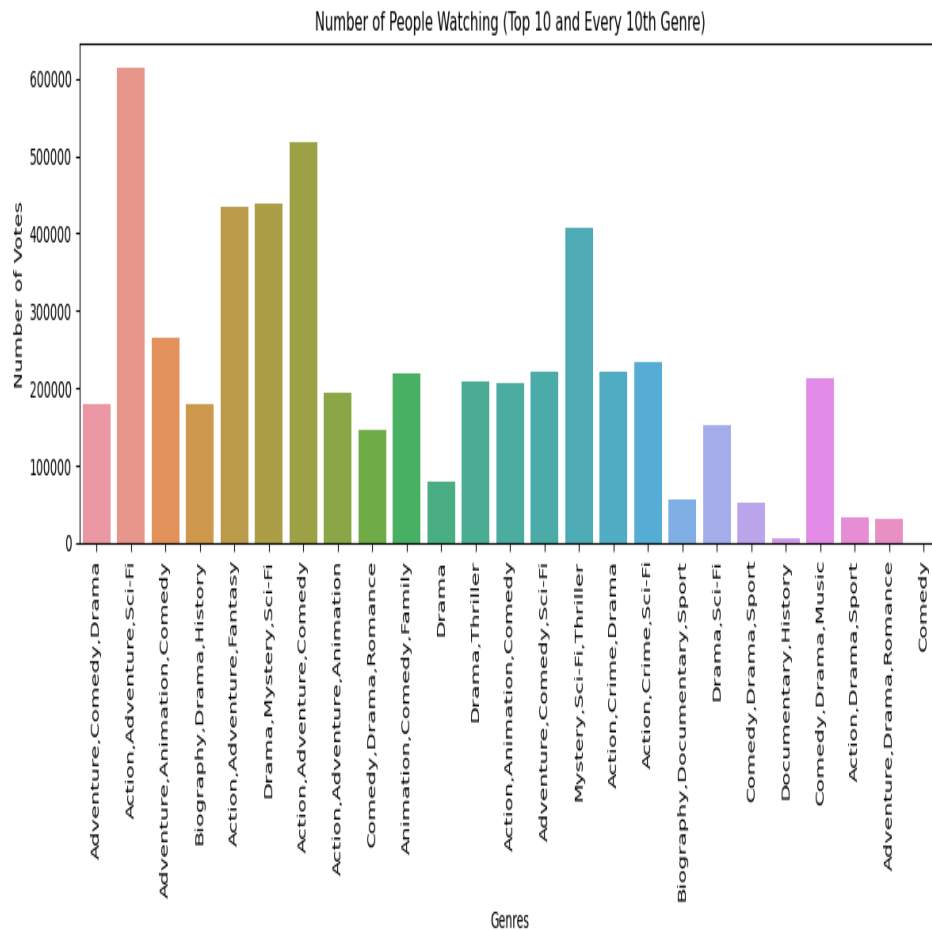
Movie Titles vs Foreign Gross

This Visualization shows how different movie titles amount to certain amounts of Gross Internationally



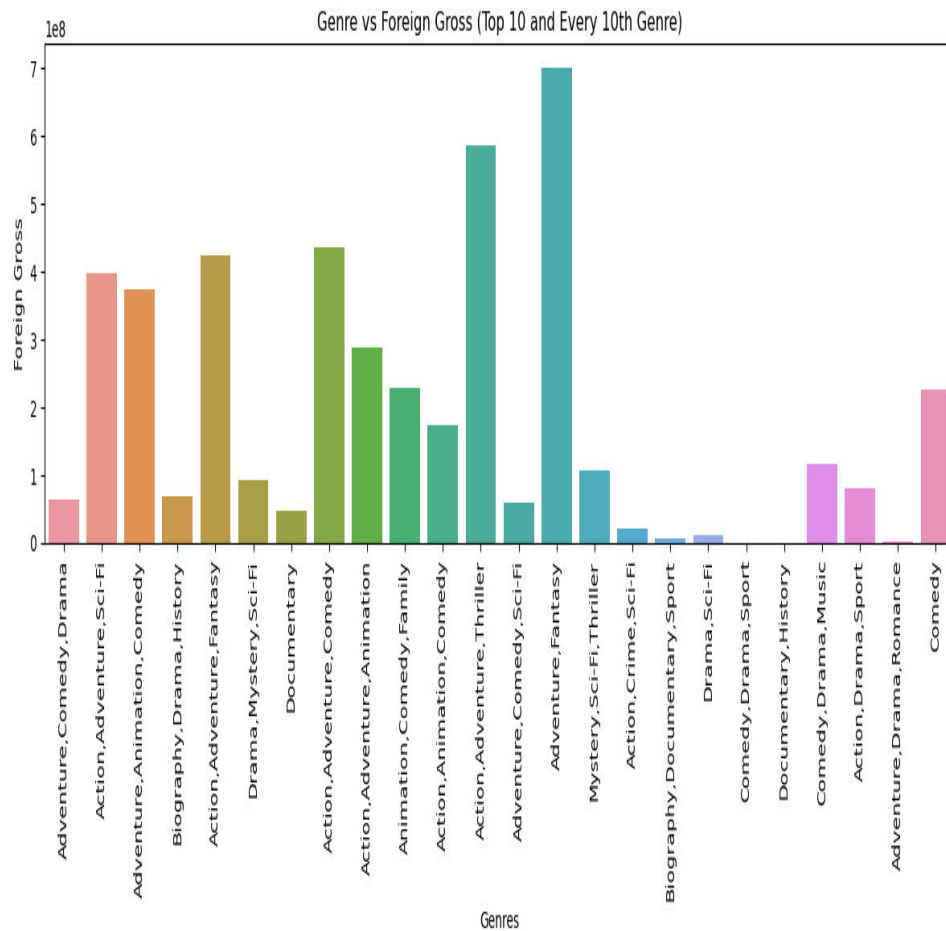
Votes vs Genres

The higher the votes for a movie
the higher the likelihood of great
ratings



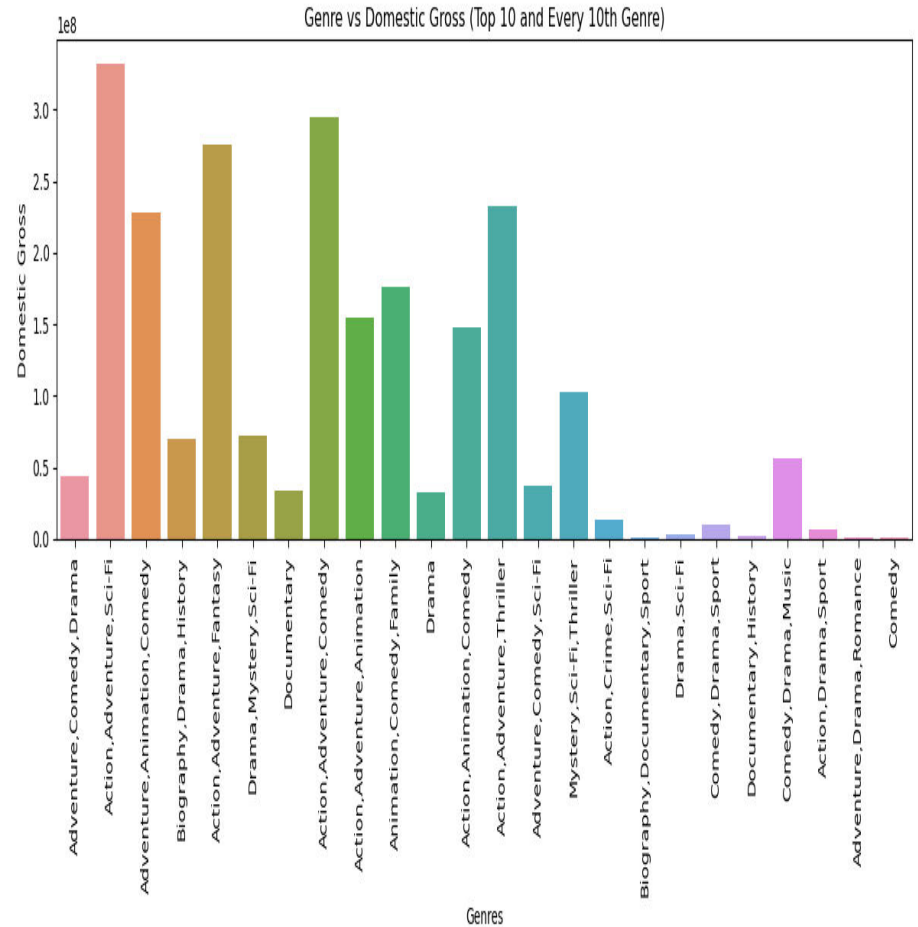
Genre vs Foreign Gross

If the Foreign Gross is Top this shows how the Genre is popular among people



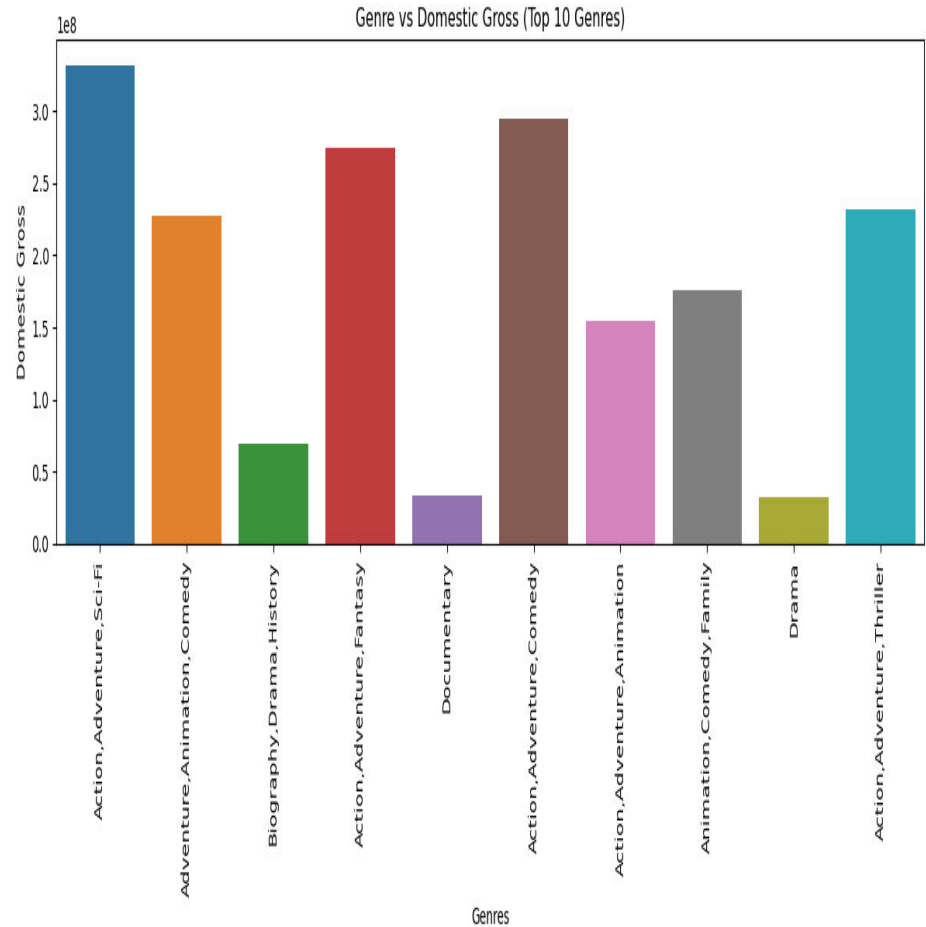
Genre vs Domestic Gross

A higher Amount of Gross shows how the Genre is popular locally



Top 10 Genres vs Domestic Gross

The chart shows the top 10 genres by their Gross domestically





Recommendations

Recommendation 1

- The Studio should focus on High Gross Movies

Recommendation 2

- The best entry market movie should have multiple genres within it.
- Drama genre is a safe bet for single genre or in a multiple genre movie

Recommendation 3

- Different movies should be made for different markets (domestic and foreign)
- Each market could generate high Gross but not necessarily both

Recommendation 4

- The Studio should focus on these Genres; Action, Adventure, Sci-Fi for domestic genres because of its high audience locally and it being voted alot

Conclusion

With the movie production
increasing over the years now
is the perfect time to hop in on
the fun
