



Movie Analysis

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Overview

Microsoft, a global tech giant, aims to diversify into film production, seeking to leverage its technological prowess and brand strength to captivate worldwide audiences.

Problem Statement

Microsoft explores the film industry frontier, leveraging data analysis of box office hits to shape its bold venture into establishing a movie studio. This analysis explore which films are currently doing the best at the Box Office in gross earnings

Objectives

- Identify the top 10 highest-grossing films in domestic markets.
- Determine the top 10 films in foreign gross revenue.
- Identify top 10 studios that have produced the most financially successful films.
- Examine top 5 movies based on total gross revenue by the leading studio.

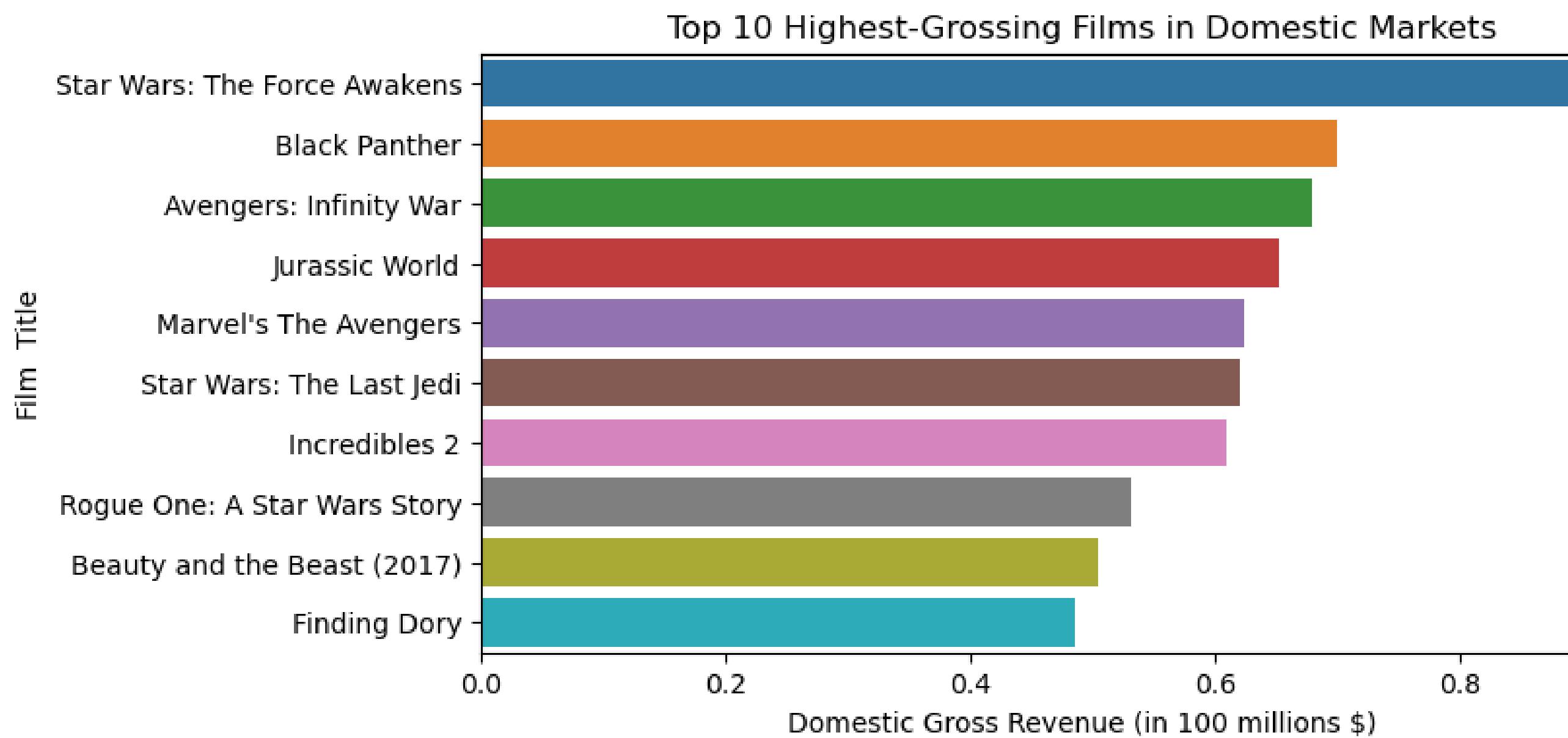


Data Understanding

Data Used:

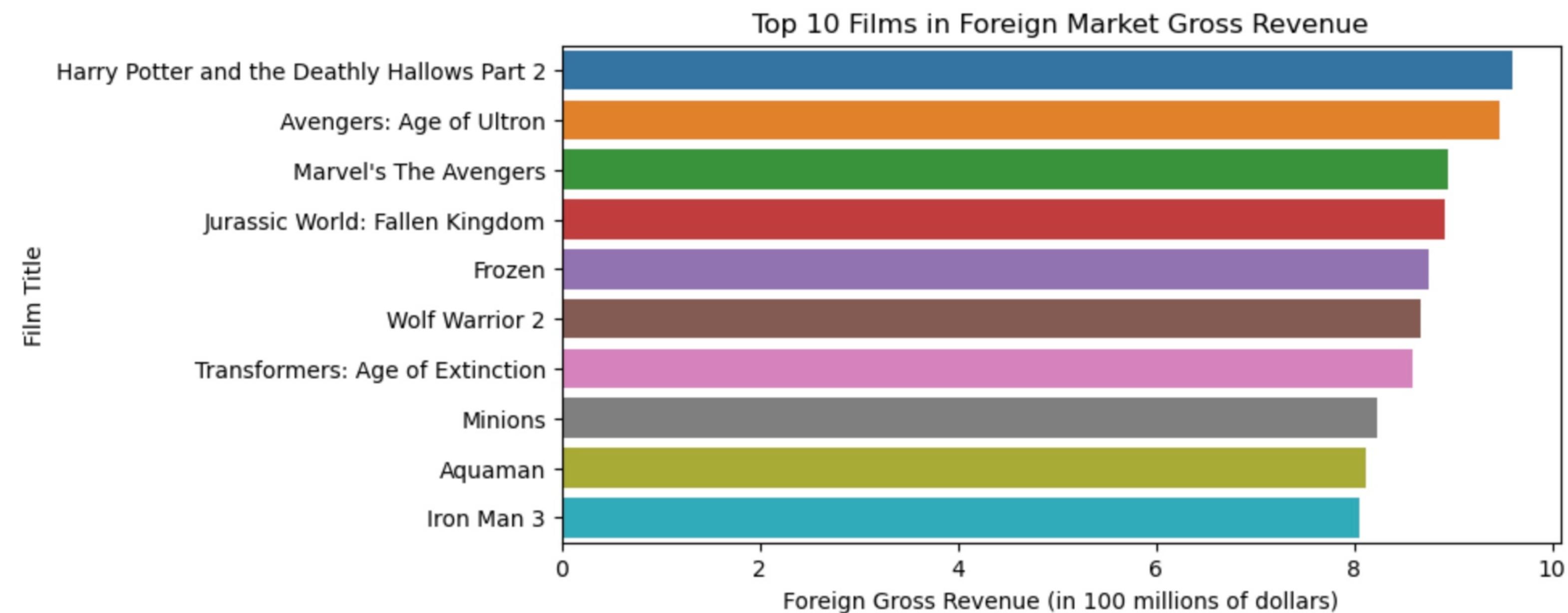
This data comes from The Numbers website. It contains the movie title, studio, domestic gross earnings, foreign gross earnings and the year the movie was released.

Top 10 Highest-Grossing Films in Domestic Markets



The graph shows that science, fiction and fantasy films resonate greatly with domestic audiences.

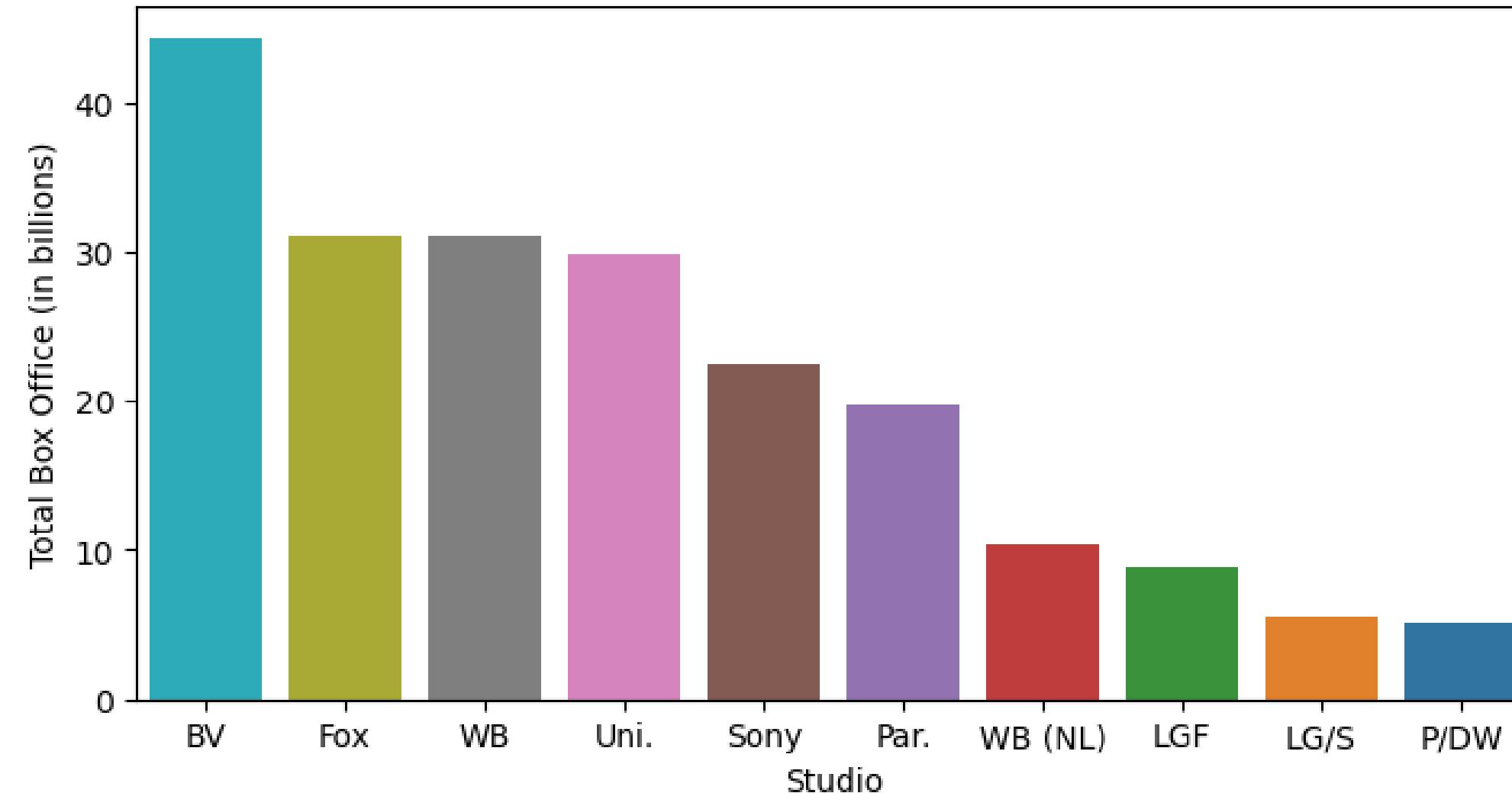
Top 10 Highest-Grossing Films in Foreign Markets



The top three movies underscore the global appeal for franchise blockbuster films, like Harry Potter and Avengers: Age of Ultron.

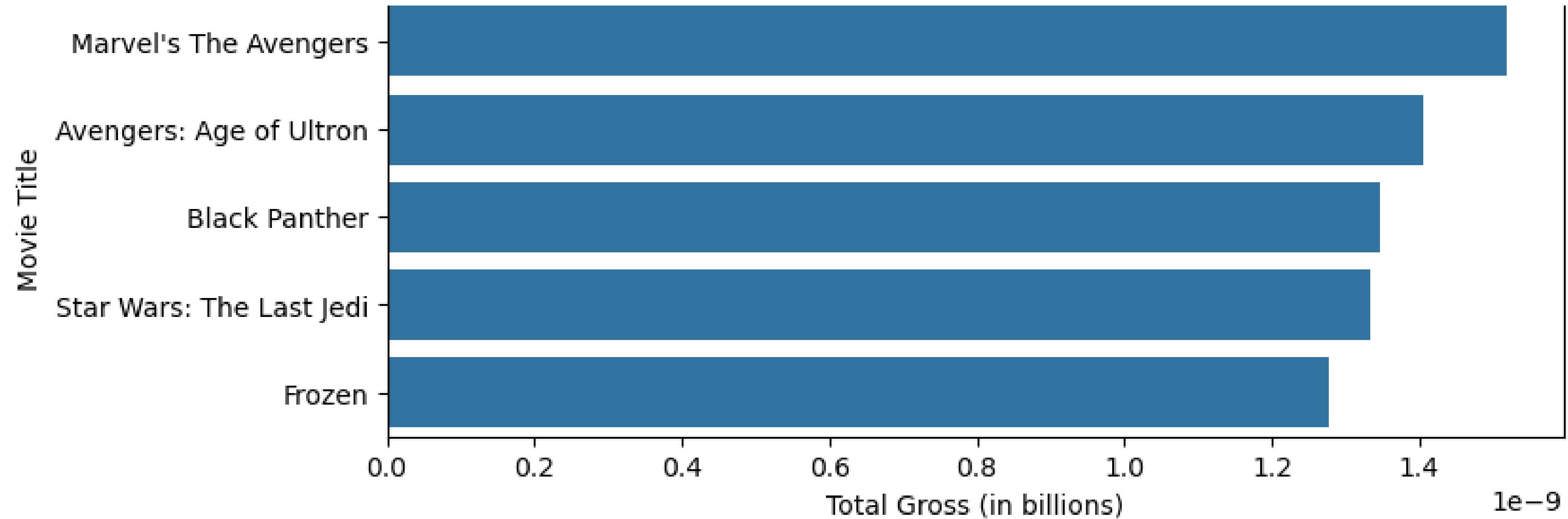
Top 10 Studios based on Total Gross Earnings

Top 10 Studios by Box Office Performance



- **Buena Vista Studio** takes the lead with a total gross of 44.25 billion dollars.
- **Buena Vista has rights to most the successful film franchises** like "The Avengers" that have massive fan base.

5 Highest-Grossing Films Produced by Buena Vista Studio



The top 5 movies top produced by Buena Vista show strong appeal for **superheroes franchises and family animated films like Frozen which appeal to all age groups.**

Recommendations



Domestic Revenue Performance

Produce **science fiction, fantasy films, and superhero genre.** that have great appeal with the domestic audience.

Recommendations



Foreign Revenue Performance

Microsoft should create **franchise blockbusters hits** that grab the attention of global audiences.

Recommendations



Best Studio Revenue Performance

Microsoft should deploy **large-scale productions of franchise Blockbusters and family-friendly films** that appeal to a massive audience.

Recommendations



Foreign Revenue Performance

Microsoft should prioritize the production of **science fiction** and **fantasy films**, as well as explore opportunities within the **superhero genre**. **that have great appeal with the domestic audience.**



Thank You

Questions and Answers

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