



# Movie Industry Analysis for Microsoft

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Submitted by:

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# Project Context

- ▶ **Project Context.**
- ▶ Microsoft seeks to join the big companies in creating original video content.

# Objectives Overview

- ▶ This project focused on generating insights for Microsoft as it seeks to enter into the movie production industry. The overall goal of this project is to achieve the following:
  - Conduct analysis of the entire movie industry based on worldwide gross, release timing, and top genres.
  - Create visualizations to interpret the analysis findings.
  - Draw conclusions and key takeaways from the analysis.

## Tool Used

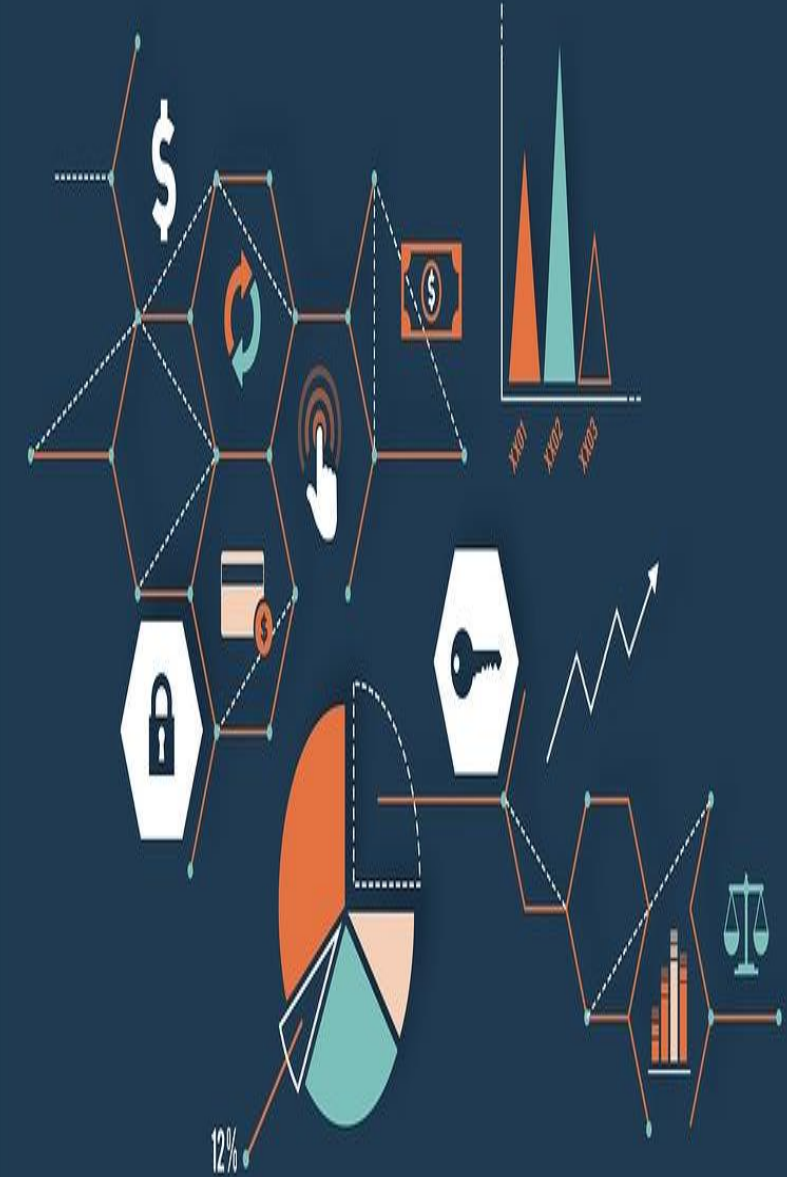
- Some of the packages imported to help in the project development are pandas, numpy, seaborn and matplotlib



# DATA SOURCES

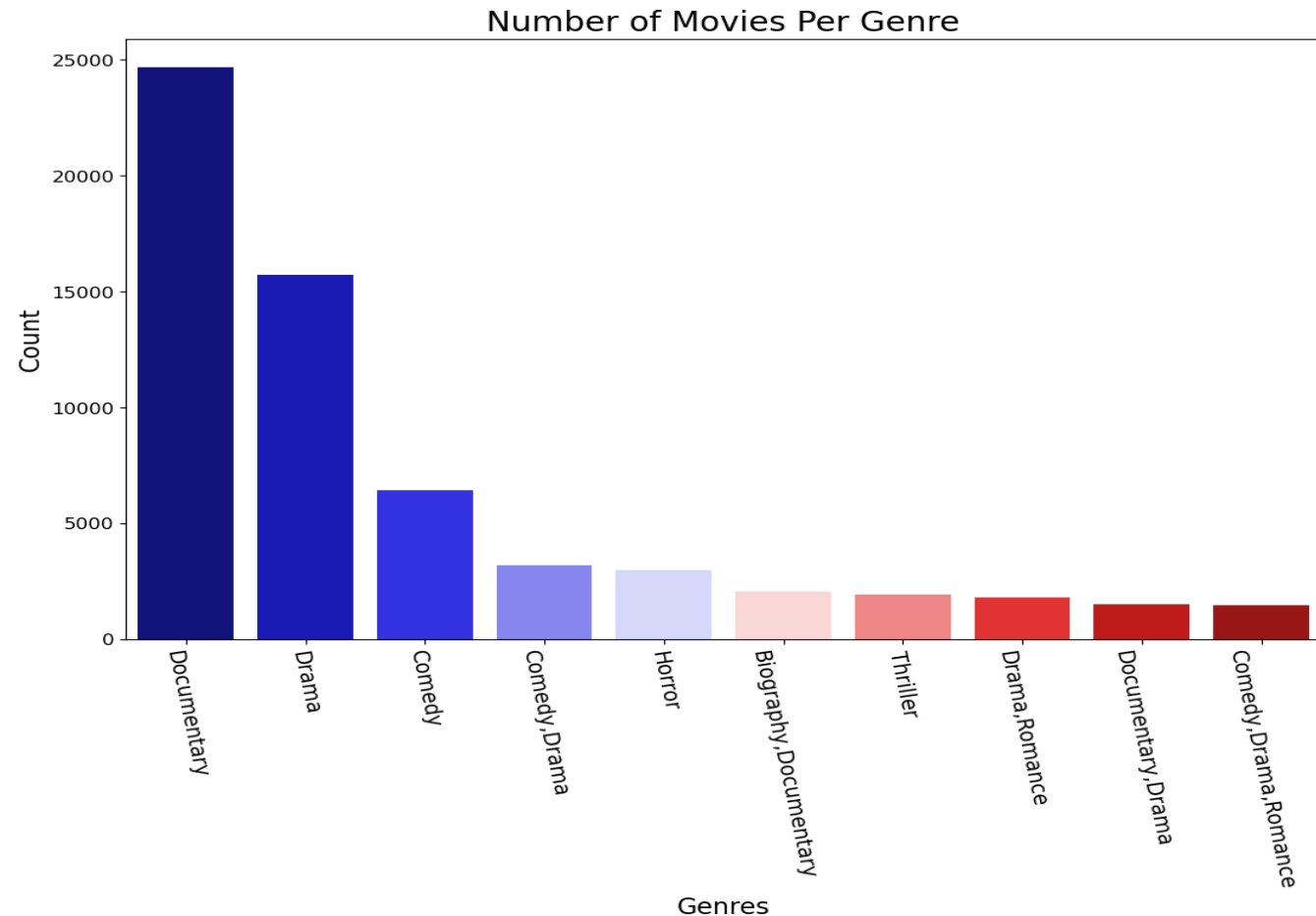
I utilized 4 data sources for this analysis, limiting the data from the year 2016.

1. Data Source One; `imdb.title.basics.csv.gz`. This is obtained from the IMDB website, wherein basic information such as run time, genre, and year of release of the top movies is covered.
2. Data Source Two; `title.ratings.csv`. This collection of ratings is a complementing feature that is meant to be associated with the movies covered in the basics dataset.
3. Data Source Three; `tn.movie_budgets.csv`. This data stream details the budget for Hollywood movies with the most significant historical gross sales. I used it as a platform to correspond budgets and determine how top-grossing blockbuster movies can be facilitated.
4. Data Source 4; `bom.movie_gross.csv`. The dataset includes global and US gross earnings of movies from 2010 through 2019. I was selective about the movie data, and I only extracted from movies that were released from the year 2016 to have the most recent data.

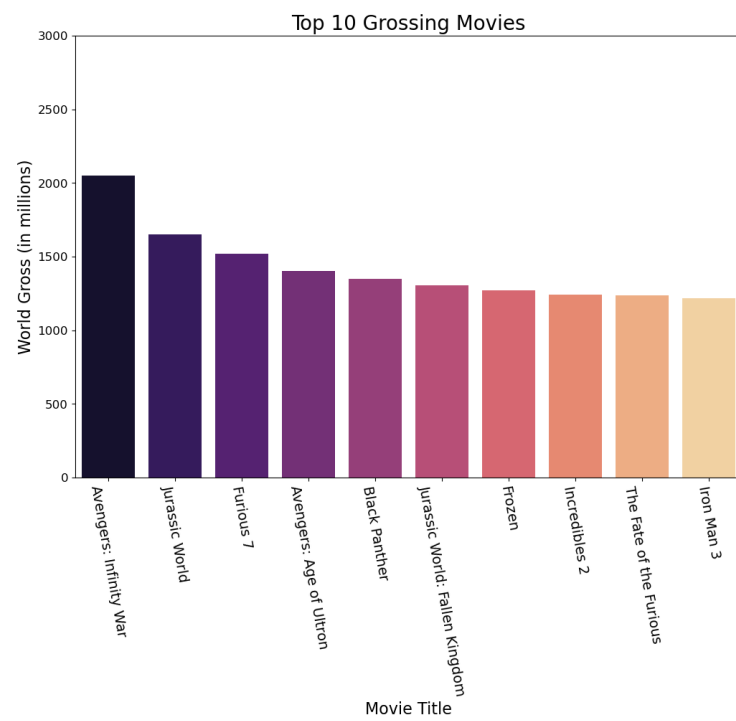


# DATA ANALYSIS: Movies with Top Ratings

- ▶ The most top rated movies have been found to be documentary, drama and comedy respectively. Others that have been highly rated include romance, thriller, horror, etc. It is advisable to consider creating a movie within these top three genres, as they have shown a greater likelihood of achieving a high worldwide gross

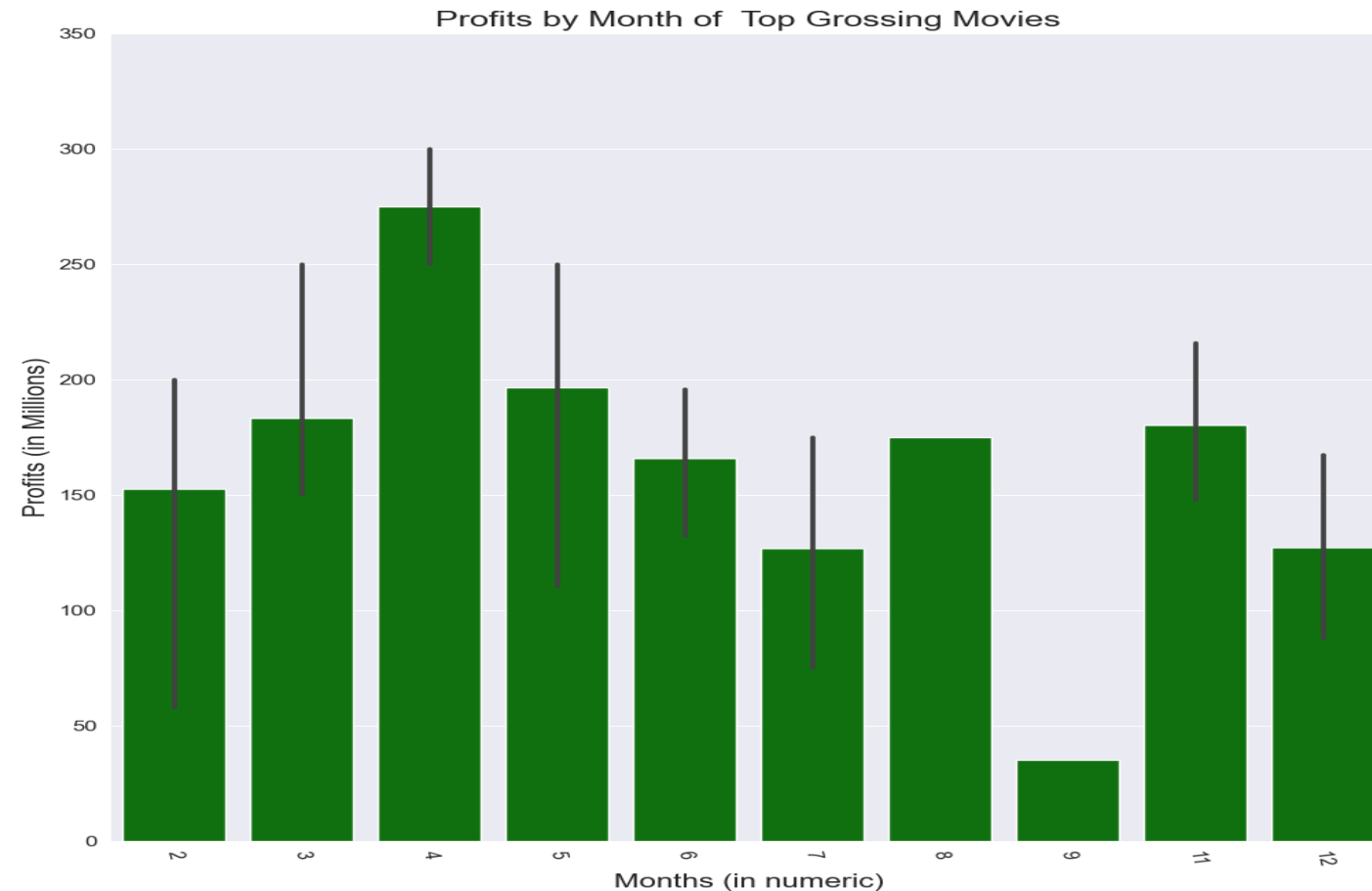


# DATA ANALYSIS: Top 10 Grossing Movies



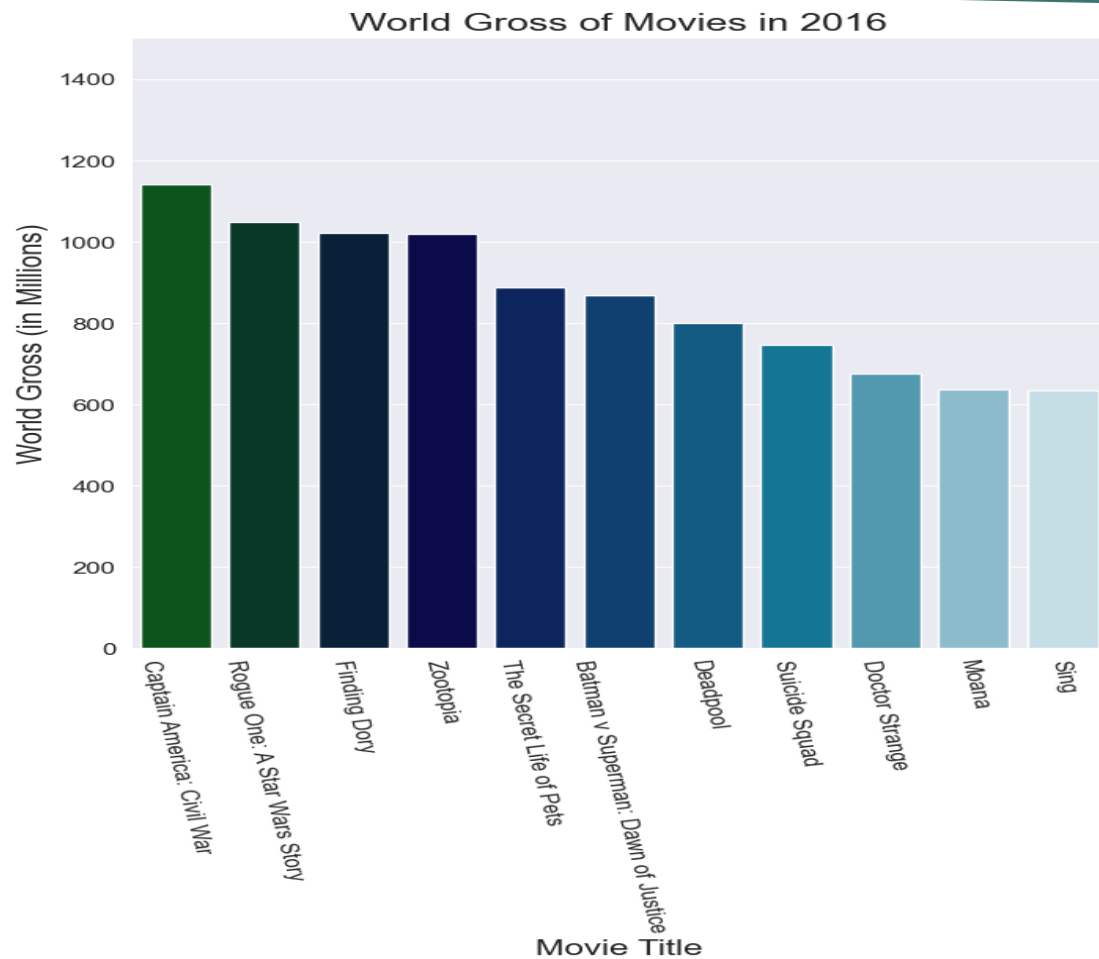
# DATA ANALYSIS: Release Time Analysis

- Highest profits realized in April, May, June, November and December

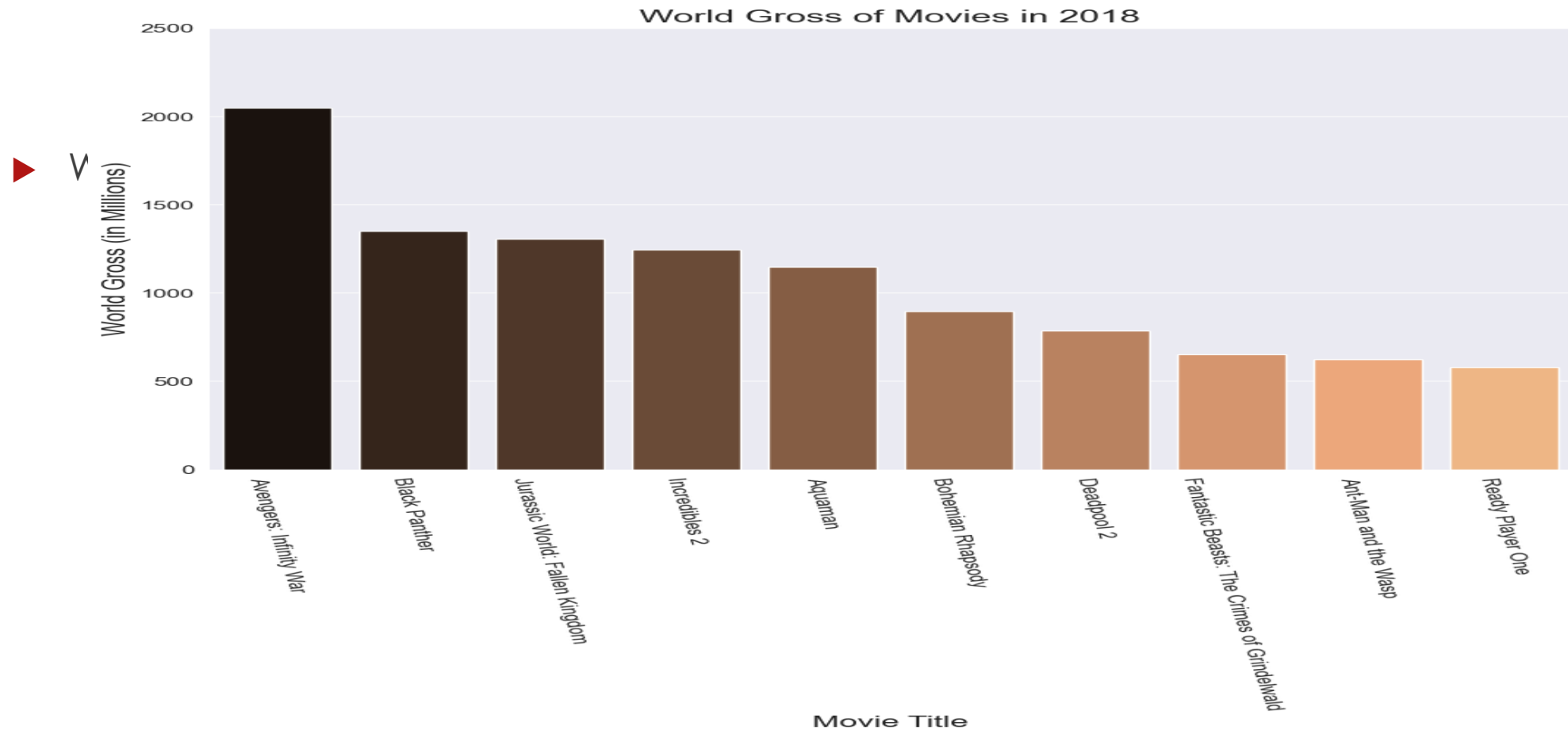




# DATA ANALYSIS: Top grossing movies since 2016



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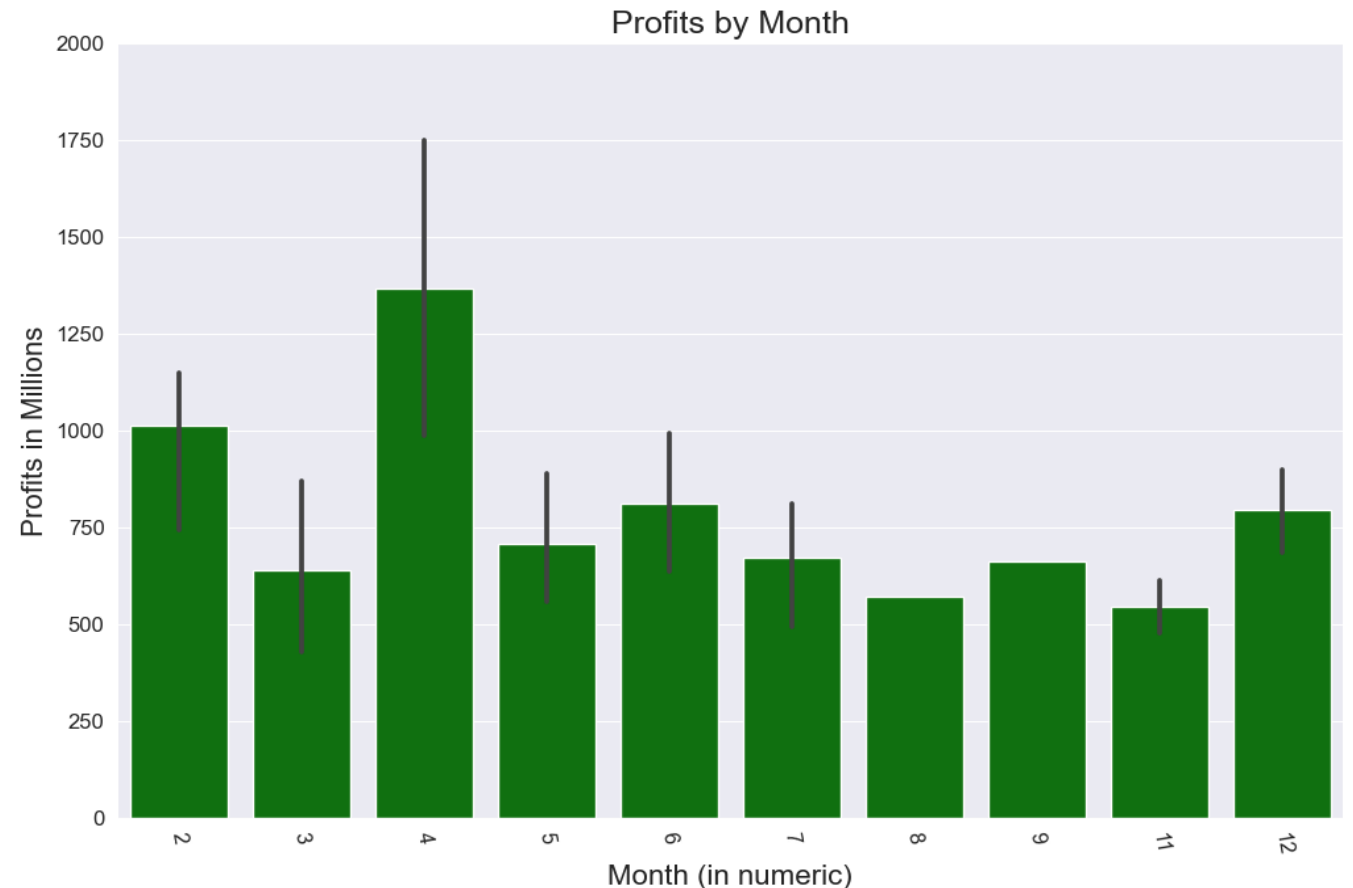
# DATA ANALYSIS: Profit analysis since 2016

- Movies released in 2018 made the highest profits.



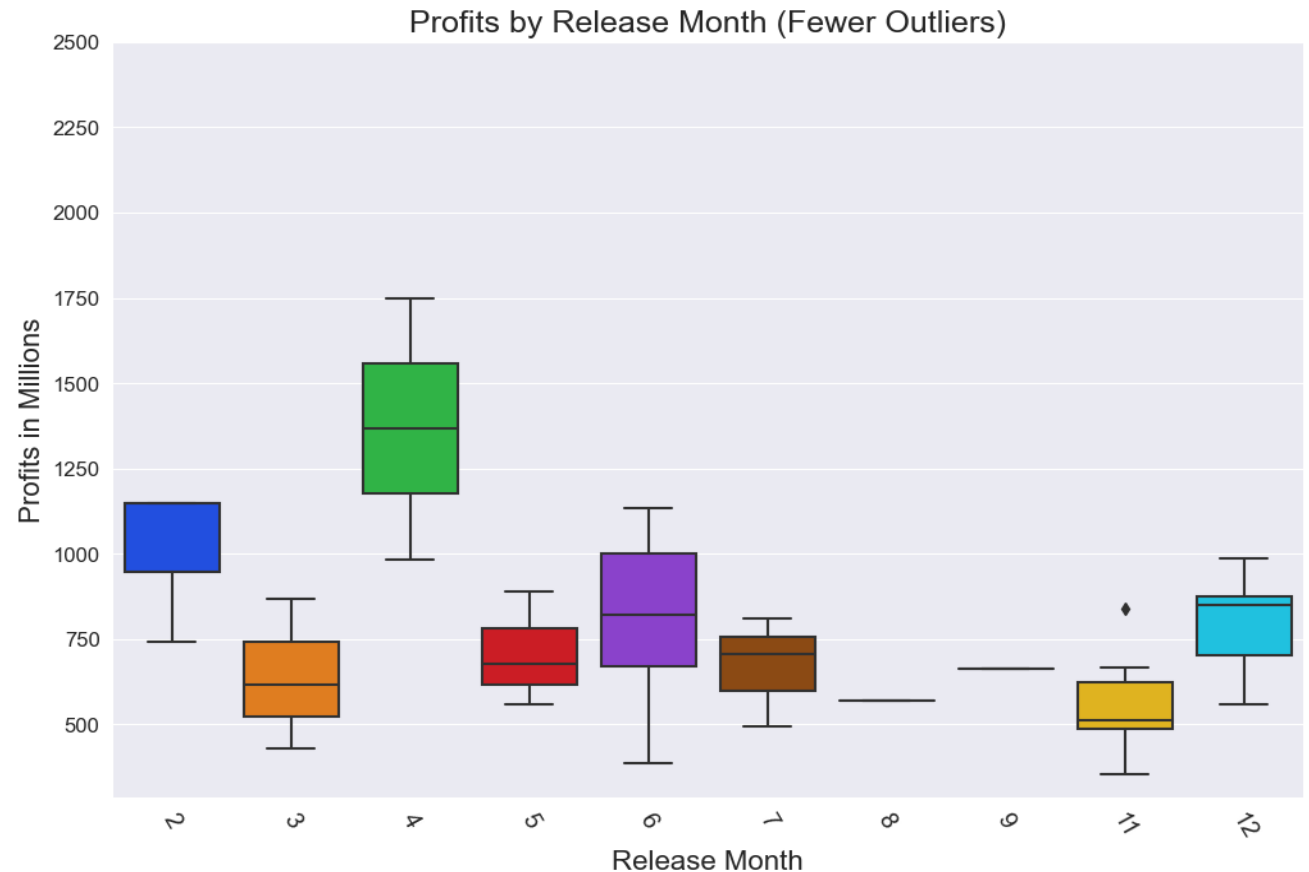
# DATA ANALYSIS: Profit analysis since 2016

- ▶ The highest profits were observed in the months of the first half of the year, with April, February, June, and December standing out as the top-performing months. Additionally, December easily becomes the third choice due to its position as the best-performing month in the second half of the year, along with its favorable profit margins.

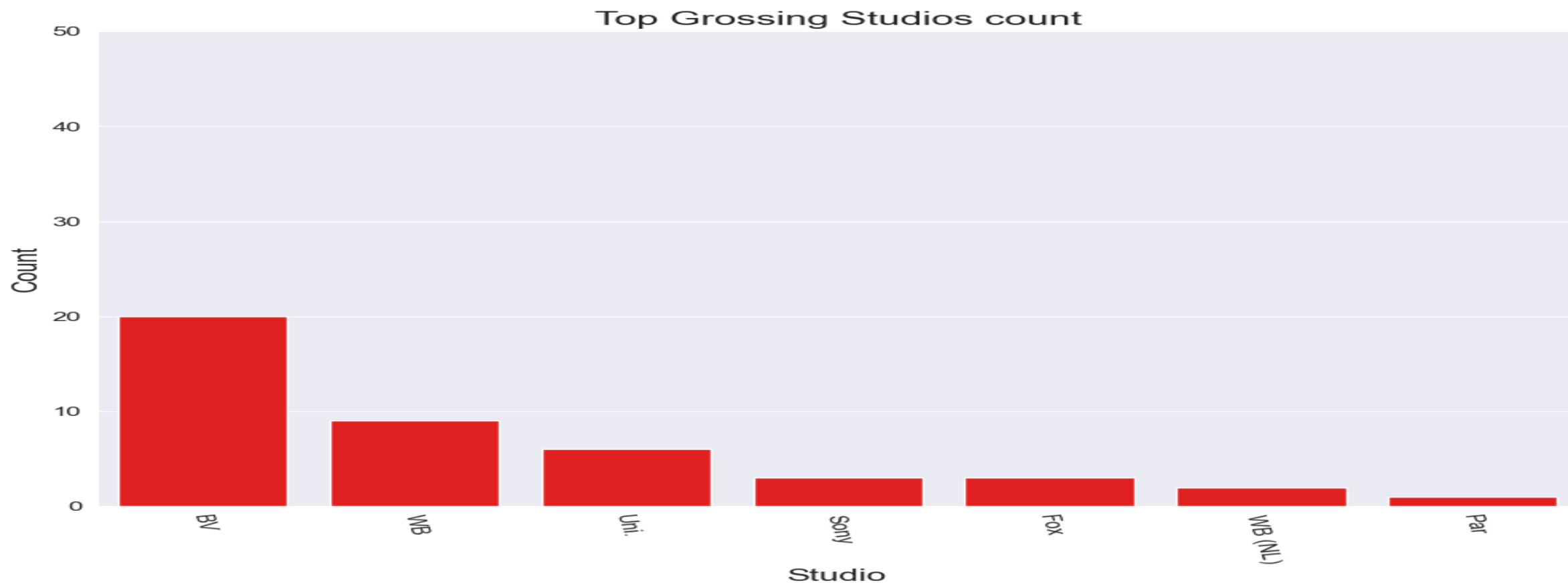


# DATA ANALYSIS: Profit analysis since 2016

- The highest profits were observed in the months of the first half of the year, with April, February, June, and December standing out as the top-performing months.



# DATA ANALYSIS: Studios which produced the top grossing movies



# Results

- ▶ Microsoft can make a successful entry into the movie industry by releasing an Action/Fiction movie in April or June, and an Animation, Adventure, or Drama movie in April or December.
- ▶ Collaborating with one of the top seven studios involved in the production of top-grossing movies could be beneficial for Microsoft, especially in their initial productions as a way of learning from industry leaders.
- ▶ Top studios serve as a benchmark in the movie production industry.
- ▶ The data clearly shows that the discussed attributes are correlated with high worldwide gross, which aligns with Microsoft's goals for their movies.



RECOMMENDATIONS



# RECOMMENDATIONS

- ▶ For Microsoft Studios targeting the international market, it should consider the top 10 movie genre that generated the highest foreign gross income. If Microsoft is targeting both markets, they should consider the top 10 movie titles with the highest total gross income.

# RECOMMENDATIONS

- ▶ The year 2018 saw the highest total gross. To achieve a similar or higher total gross, I recommend that Microsoft's new movie studio create films similar to those produced in 2018.
- ▶ Additionally, Microsoft should visit the studios that produced the top movies of 2018 to benchmark and understand how these successful movies were created.
- ▶ Creating movie titles that appeal to both local and international audiences is crucial for Microsoft. This is because an increase in domestic gross tends to lead to an increase in foreign gross, as demonstrated in the data provided above.
- ▶ Microsoft should aim for a good return in total gross, which can be achieved by producing movies that resonate with audiences worldwide.

# Future Considerations

- ▶ For future analysis, it would be beneficial to include an examination of streaming services to gain further insights.
- ▶ Additionally, using an updated dataset that includes additional elements such as award-winning movies would be valuable.

A stack of several colorful sticky notes (pink, blue, yellow, red) is placed on a dark, textured brick wall. The topmost note is a light beige color and features the words "Thank You!" written in a large, black, cursive script. The notes are slightly fanned out, showing the edges of the colors underneath. A solid red rectangular block is visible in the upper right corner of the image.

Thank  
You!