

ANALYSIS FOR MICROSOFT NEW STUDIO

ASSISTING MICROSOFT START A NEW
STUDIO AND VENTURE IN TO THE MOVIE
INDUSTRY

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outline



Introduction



Business understanding /
elaborate the task at hand and
approach



The
data
shows data used for
analysis



The
methods
shows
how data was prepared and analyzed



Results



visualization and findings



Summary
recommendation *Propose*



INTRODUCTION

There are so many successful video content creator companies, and the rise of this companies, has raised standards to the quality of movie content being produced. we will generate insight for

our business stakeholder, Microsoft , who wants to get into

the fun of also creating original video content like all the

other big companies. we will look into data from the best

performing company. BOX OFFICE, to explore what approach to take so that an informed decision on what type

of films to create can be made.



For us to comprehend what Microsoft's new studio needs to have a start at least, we'll have to ask ourselves the non- hypothetical questions that might have led to box office being successful. With this Microsoft can have answers and borrow ideas from box office so from the data provided in Box office we should be able to tell :

- what types of movie has shown so much success
 - Genre
 - Ratings
 - runtime
- the impact of release date to studio's success
- The budget
- what is the target audience that has made it successful and many other answers that we will get from the data provided

THE DATA.

bom.movie_gross.csv

name.basics.csv

rt.movie_info.tsv

rt.reviews.tsv

title.akas.csv

title.basics.csv

title.crew.csv

title.principals.csv

title.ratings.csv

tmdb.movies.csv

tn.movie_budgets.cs



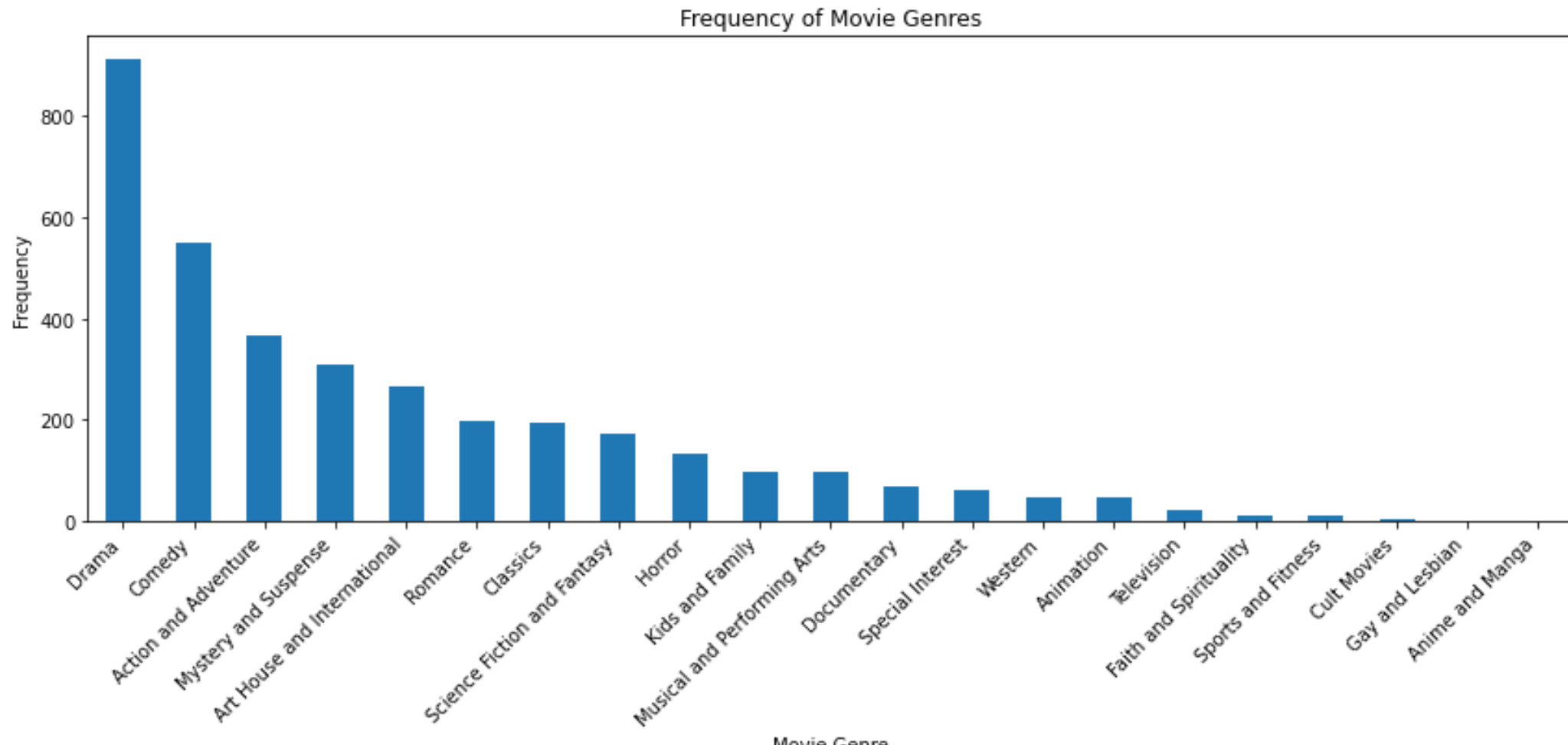
TYPE OF MOVIES

Here we will analyze what genre of movie is most successful ,ratings and runtime.

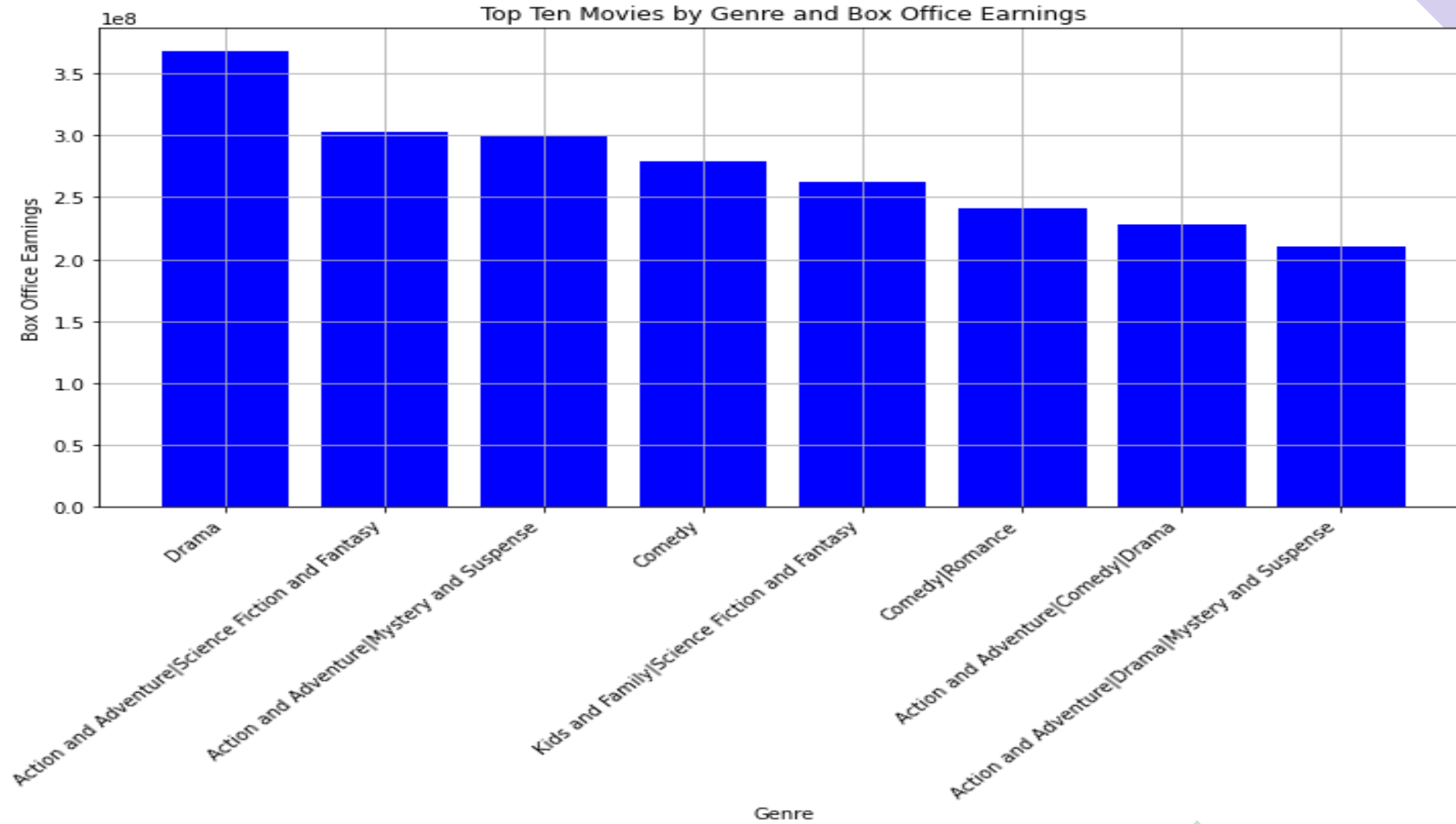


MOVIE GENRE

- Frequency of movie genre



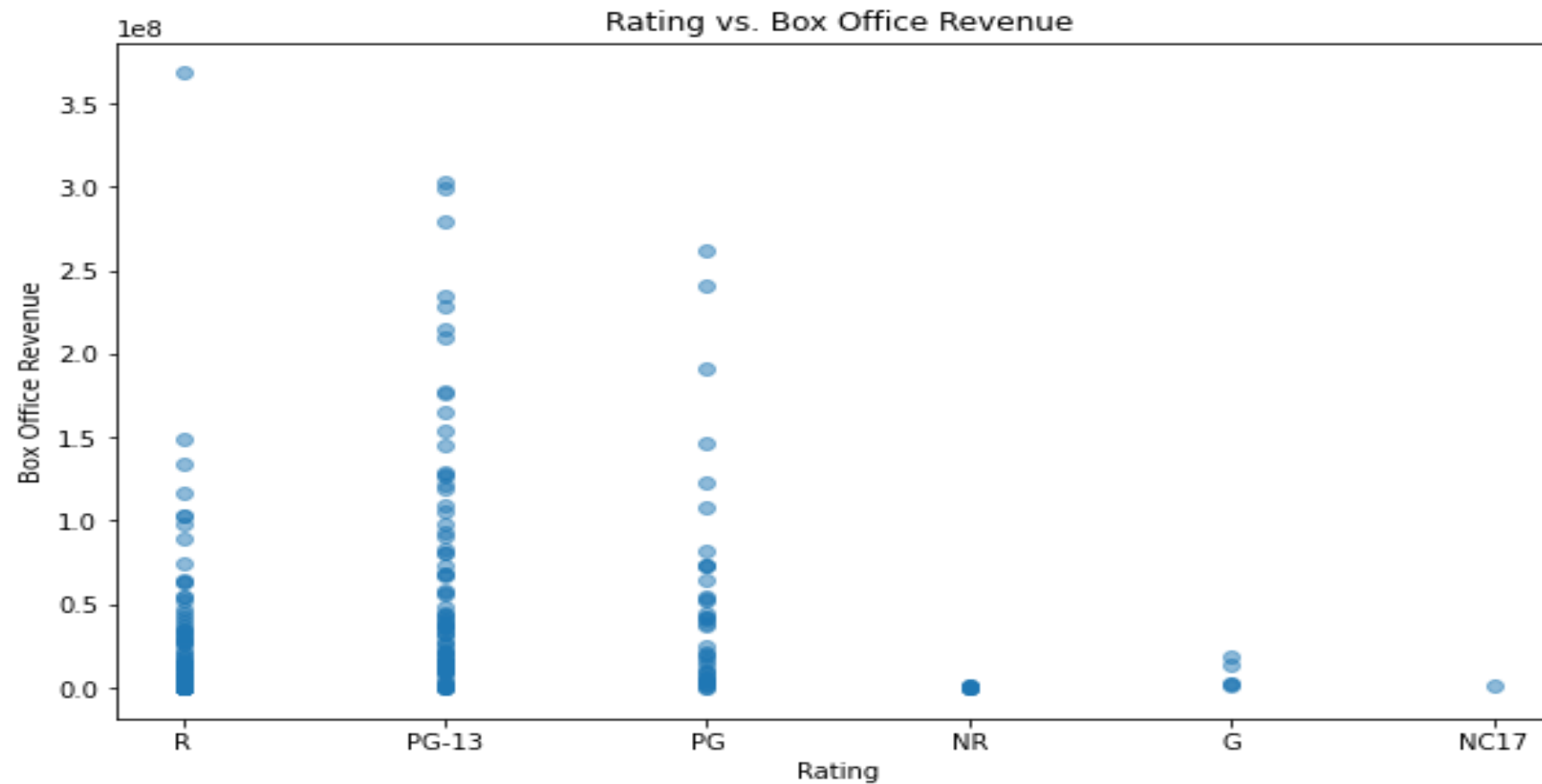
BOX OFFICE EARNING AGAINST EACH GENRE



A black and white photograph of a film strip, possibly from a movie, showing various scenes and frames. The film strip is coiled and draped across the left side of the image. A solid green horizontal bar is positioned in the upper right area of the frame.

RATINGS

RATINGS



COUNT OF EACH RATING

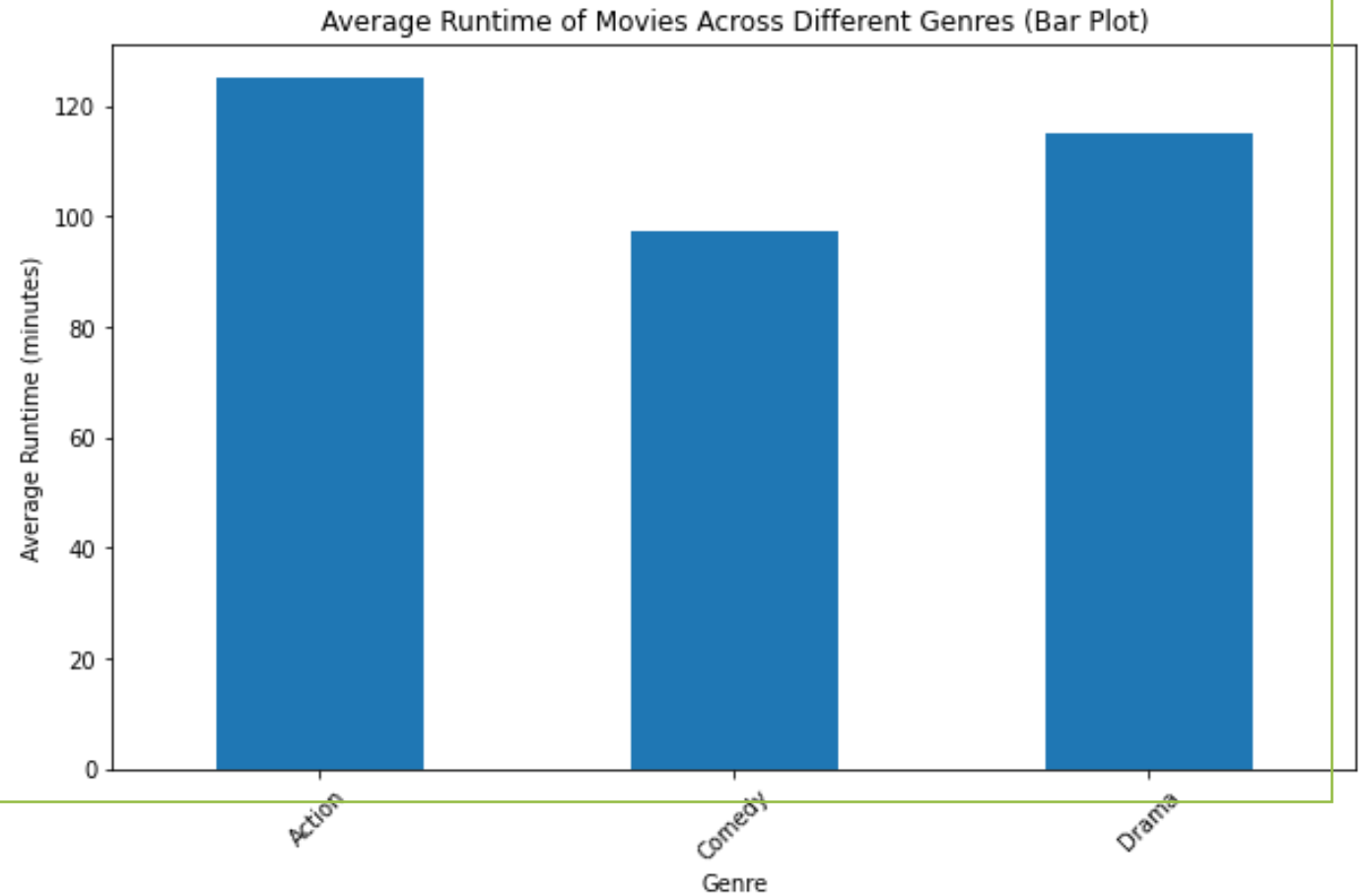
- Count of each rating:
- R 521
- NR 503
- PG 240
- PG-13 235
- G 57
- NC17 1

Name: rating, dtype: int64

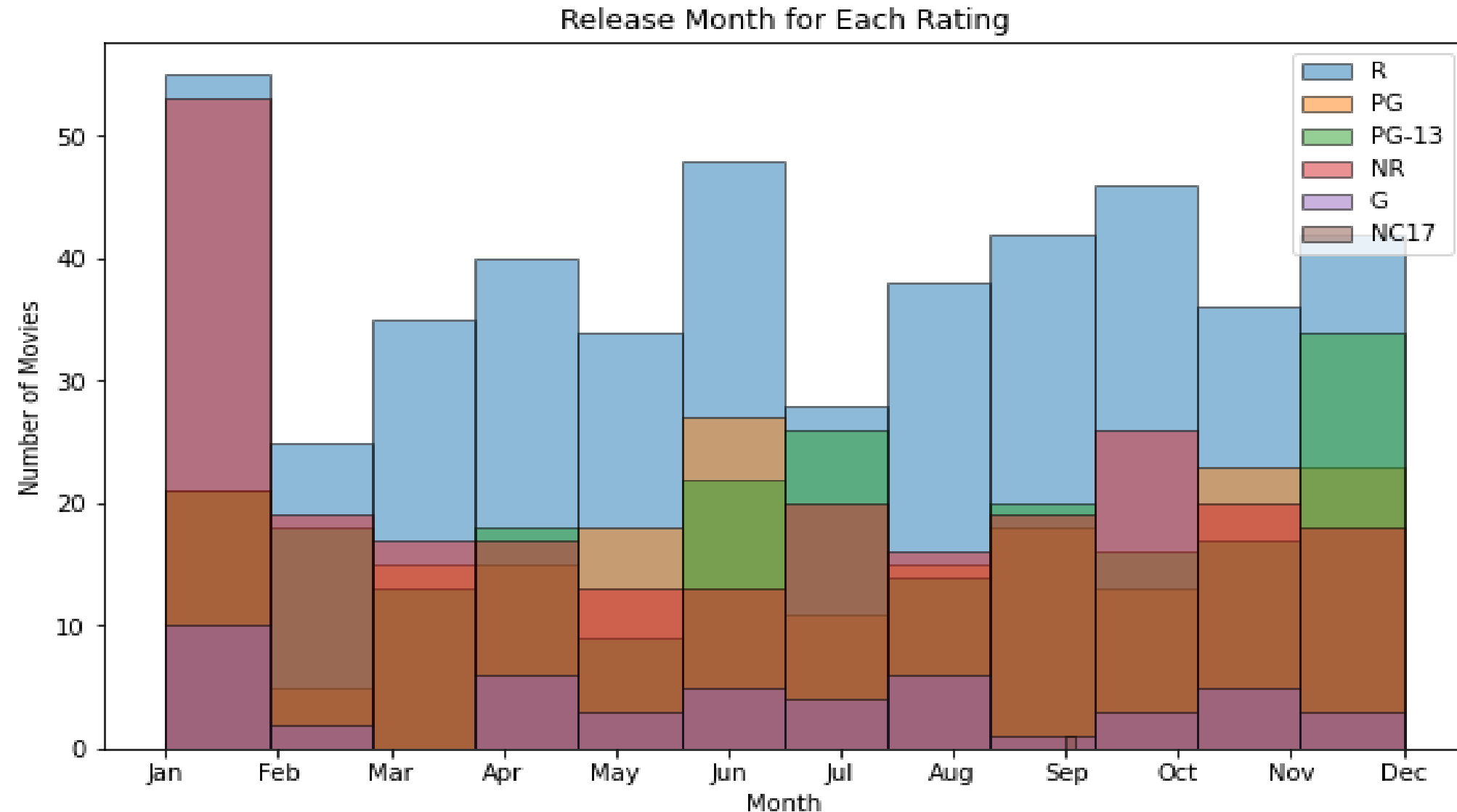
AVERAGE RUN-TIME ACROSS GENRES

Genre

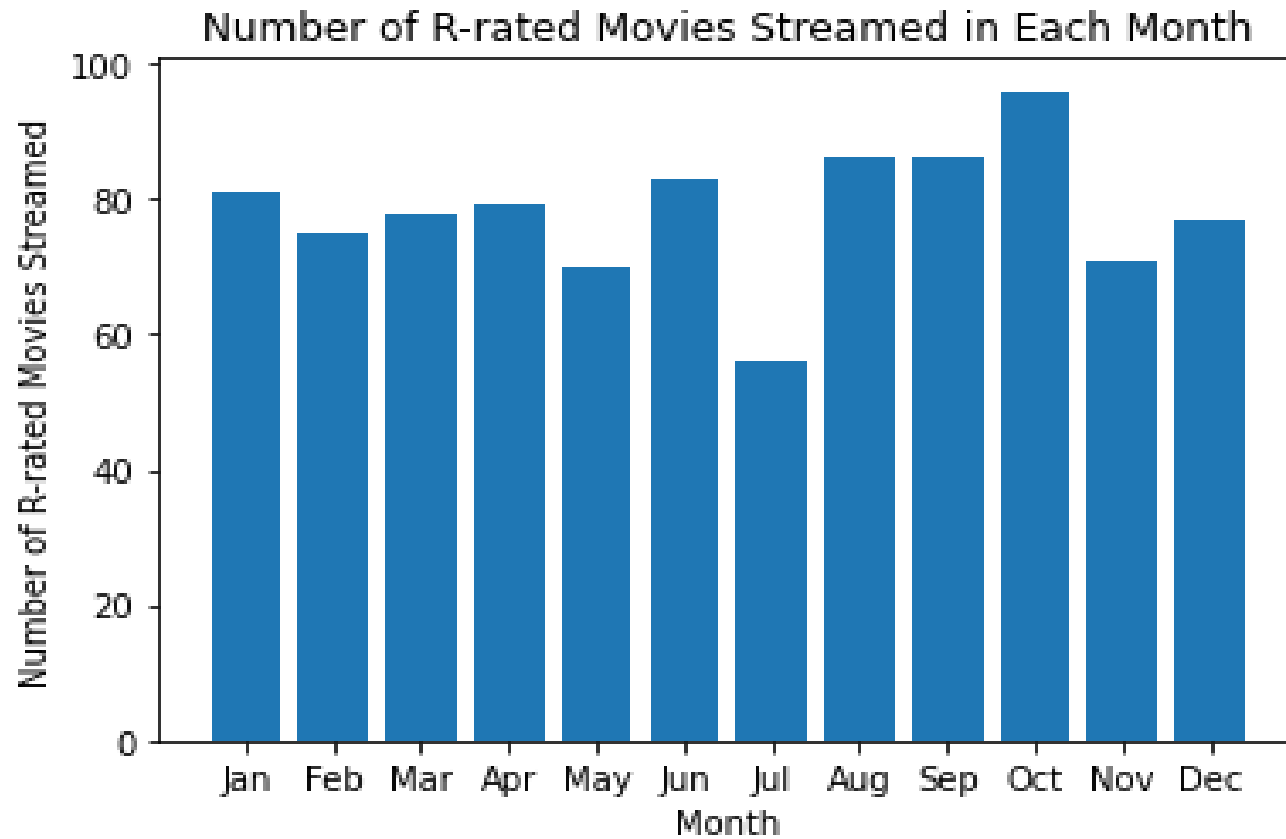
- Action 125.0
- Comedy 97.5
- Drama 115.0



RELEASE DATE TO FOR MOVIE RATINGS

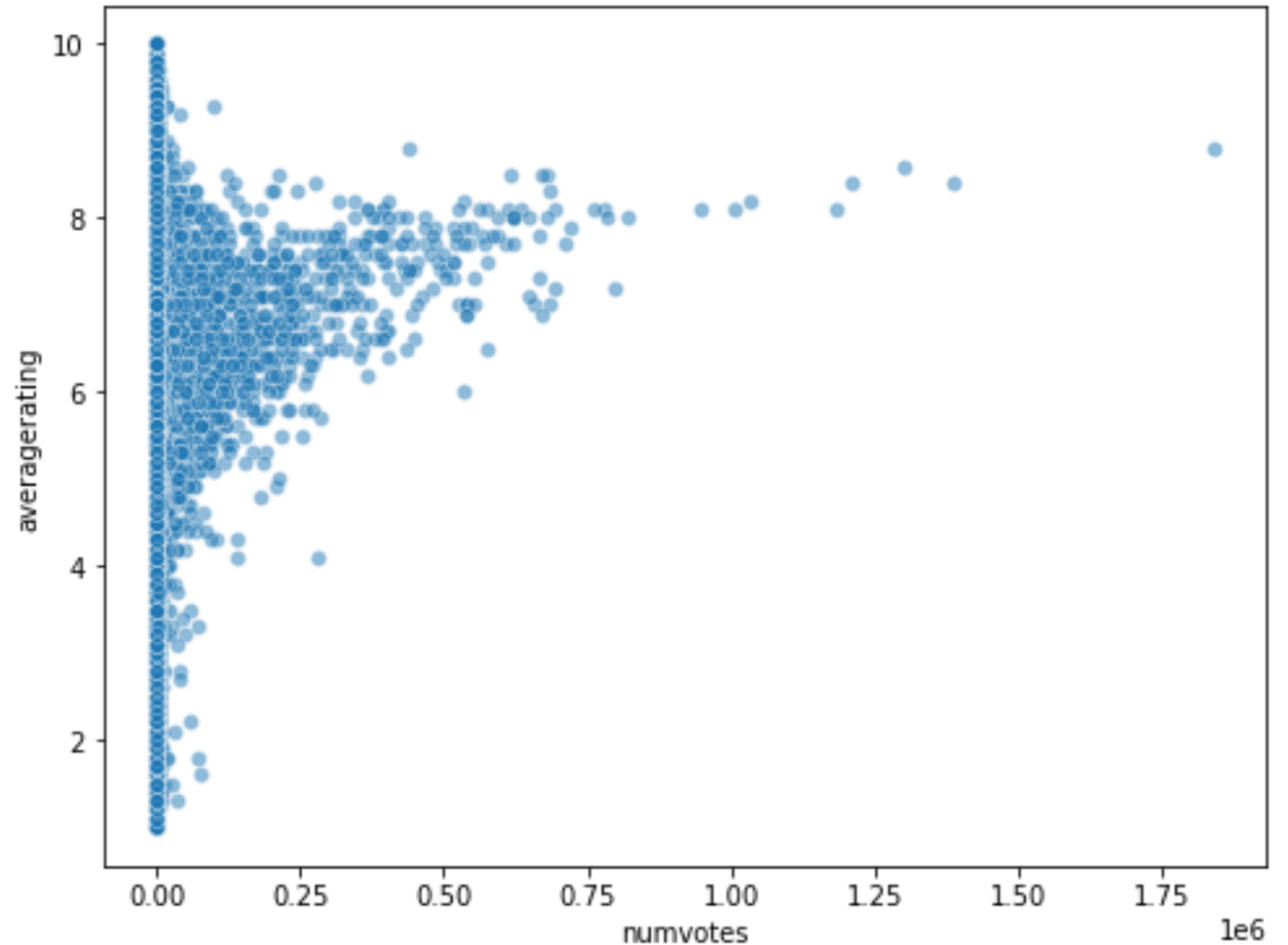


NUMBER OF R RATED MOVIES EACH MONTH

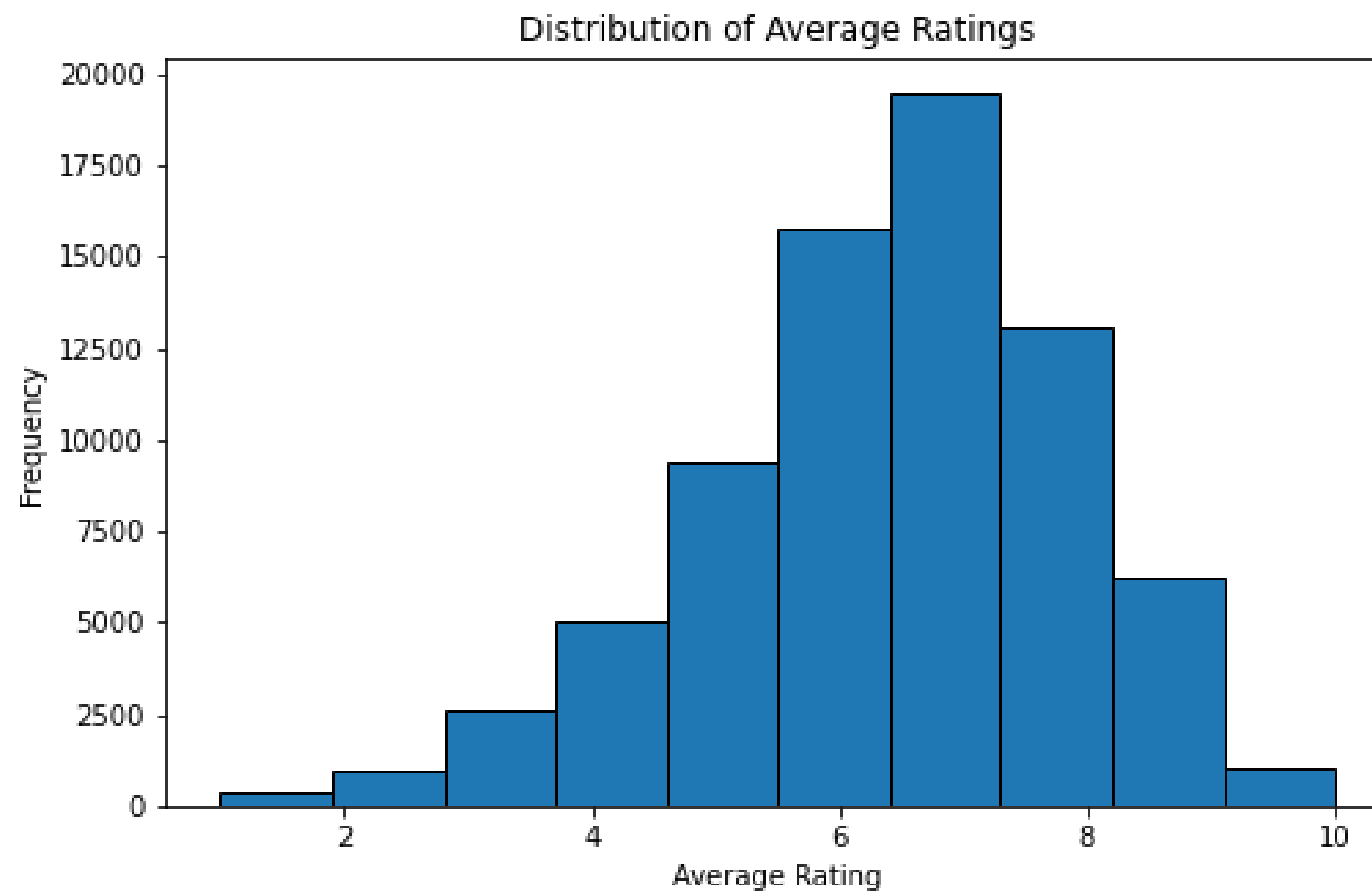


CORRELATION BETWEEN THE AVERAGE RATING AND THE NUMBER OF VOTES

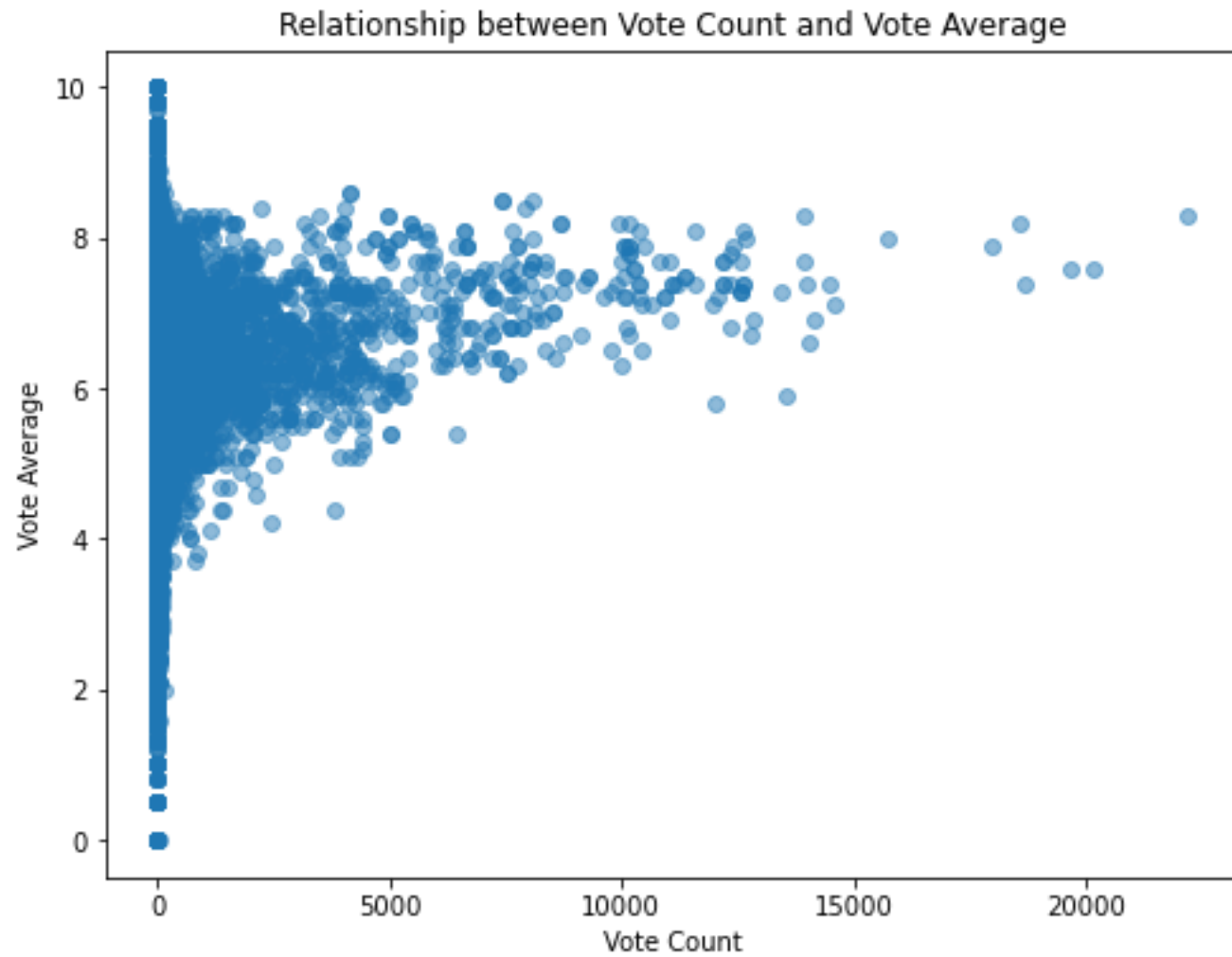
- it indicates a strong negative relationship , it indicates little to no linear relationship between average rating and the number of votes.



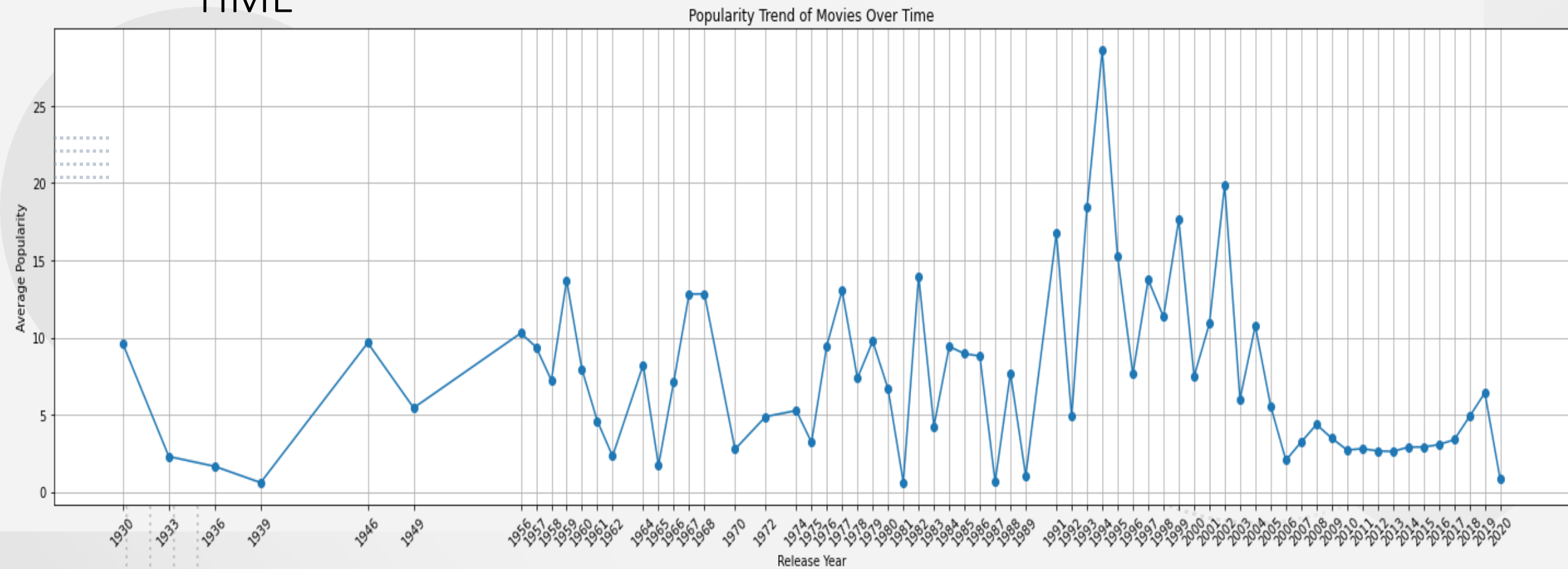
distribution
of average
ratings



it indicates a strong negative relationship
, it indicates little to
no linear relationship
between
'vote_count' and
'vote_average'



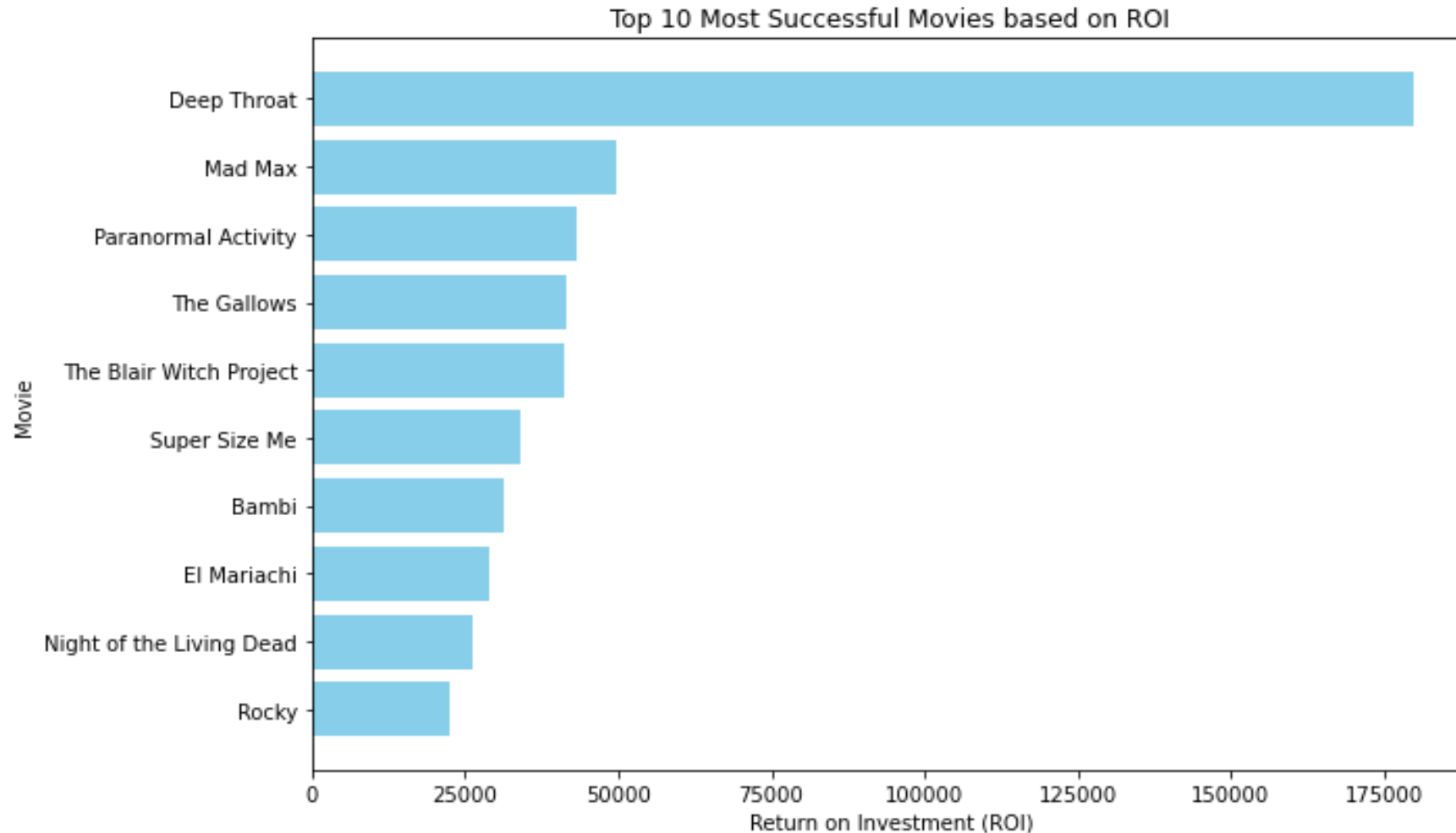
POPULARITY TREND OF MOVIES OVER TIME



THE BUDGET



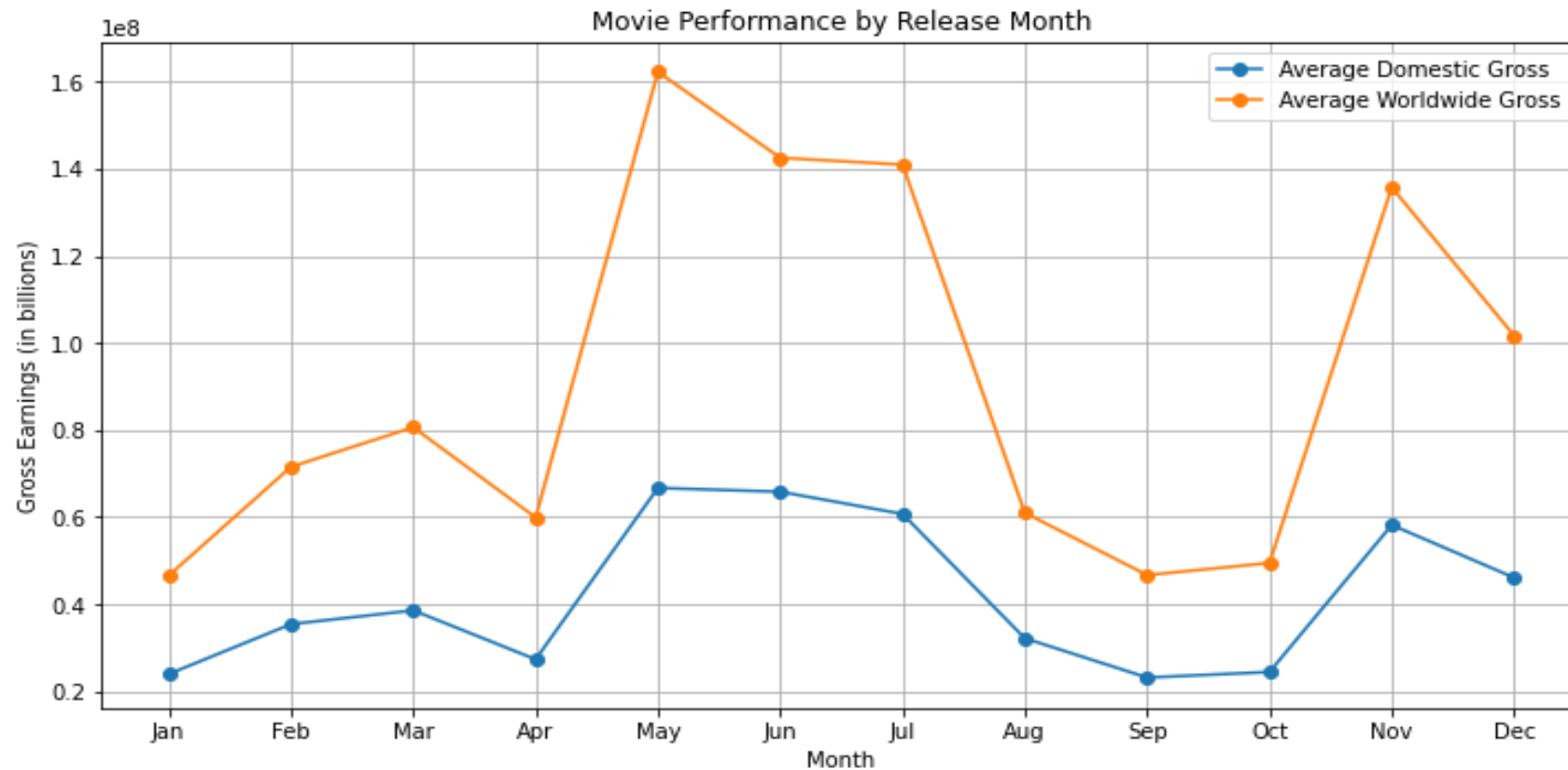
TOP TEN MOVIES IN RETURN OF INVESTMENT



- Highest-Grossing Movie:
- id 1
- release_date Dec 18, 2009
- Avatar
- production_budget 4.25e+08
- domestic_gross 7.60508e+08
- worldwide_gross 2.77635e+09
- ROI 553.258
- Net_Earnings 2.35135e+09

MOVIE PERFORMANCE BY RELEASE DATE

The best month to release movies with high worldwide gross is: MAY



Budget analysis

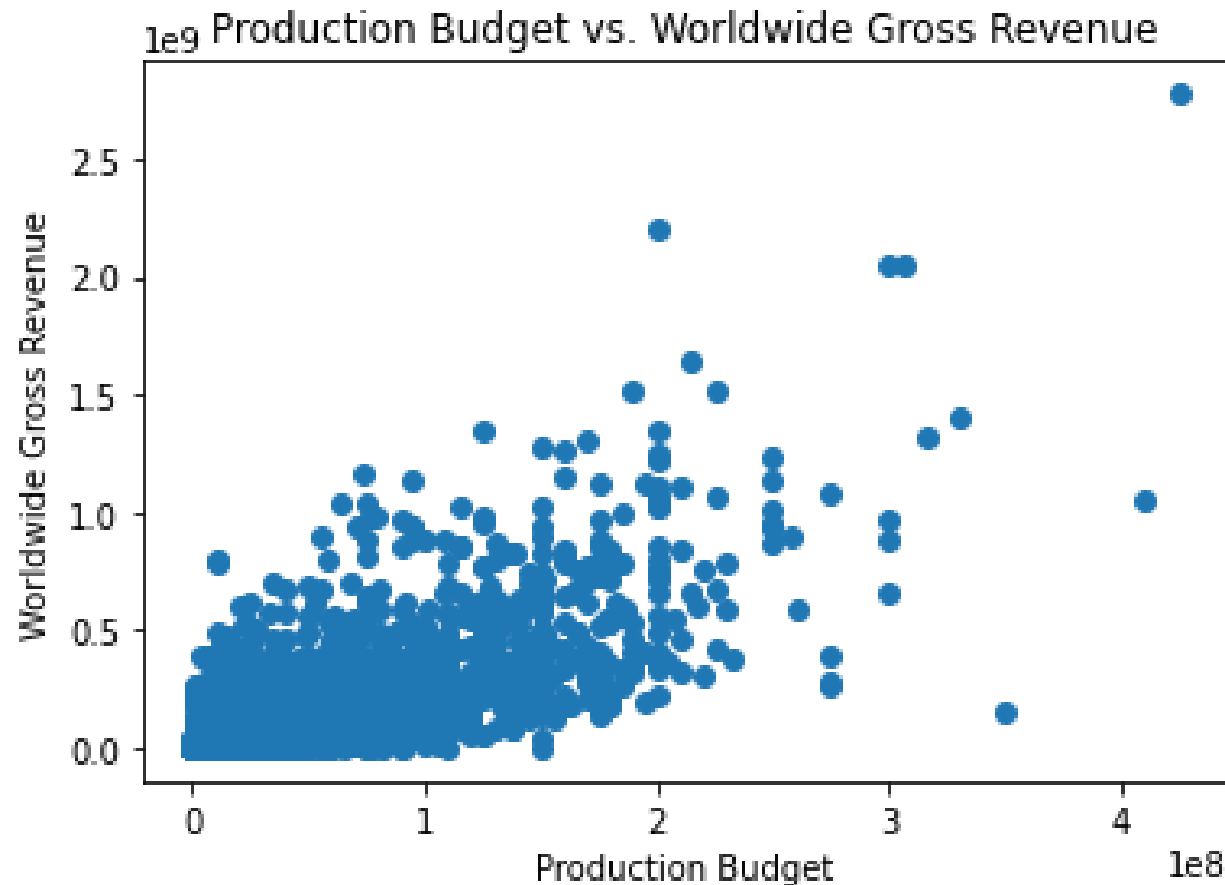
- Movie with the highest profit:
- Avatar - Profit:

2,351,345,279.0

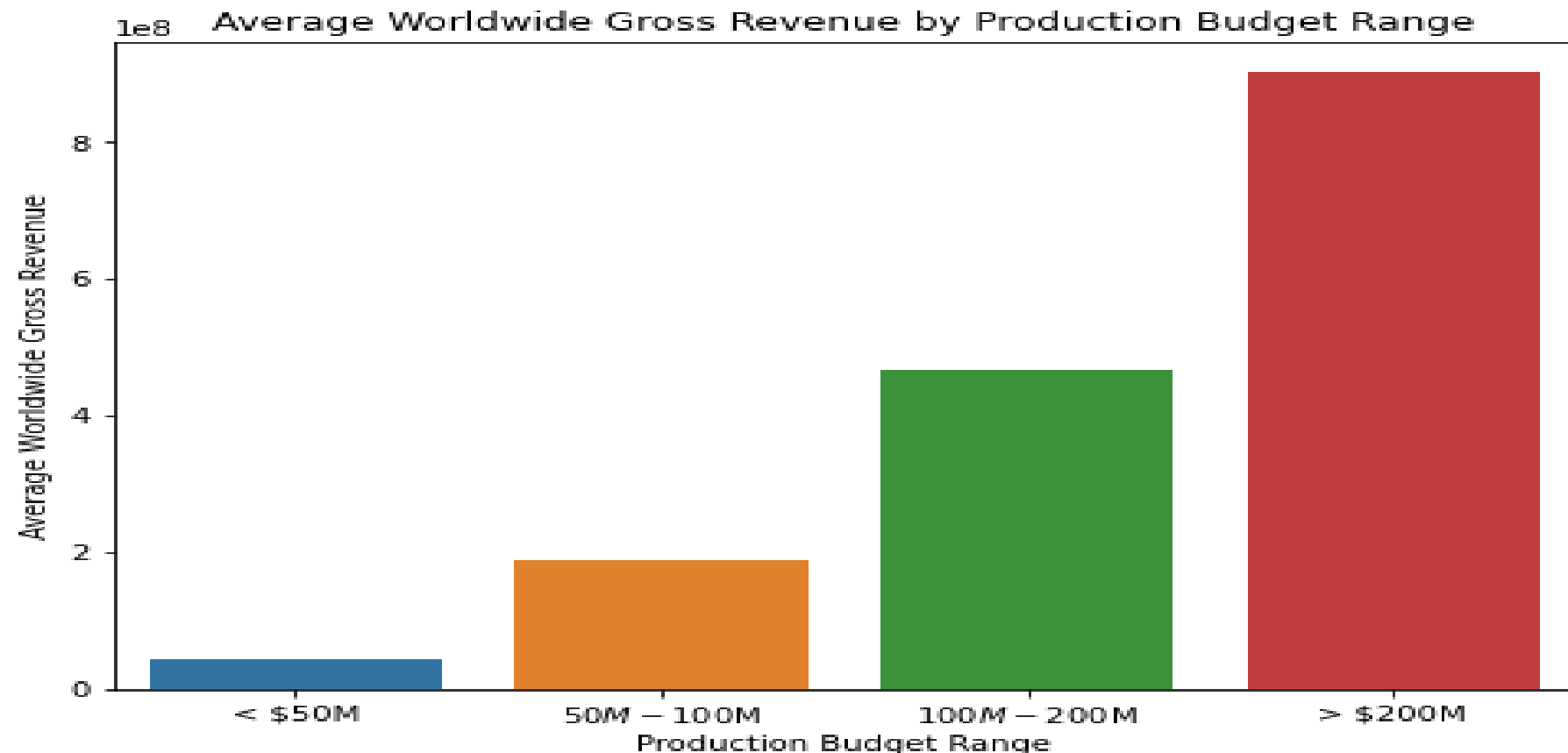
- Average Production Budget for Successful Movies:

38,447,721.78807766

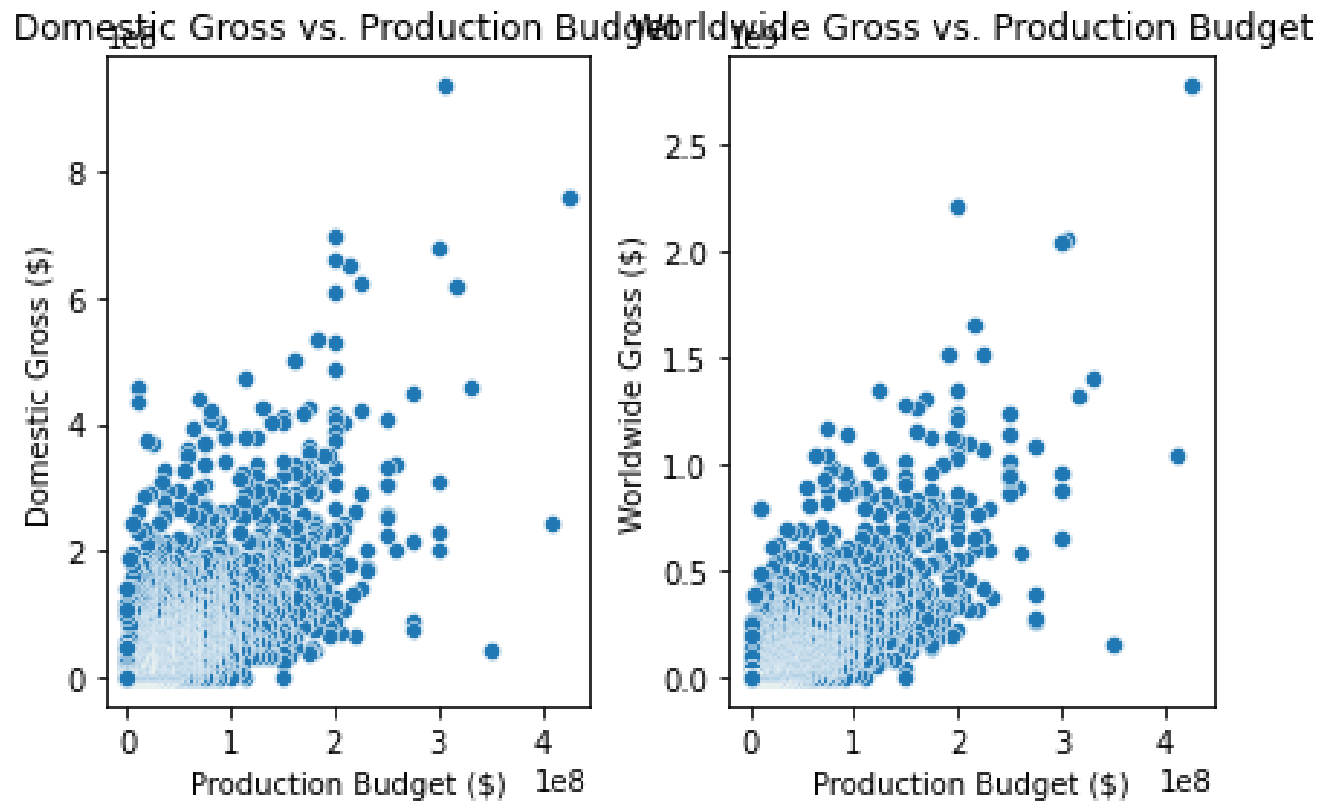
relationship of Production Budget to Box Office Performance



Correlation between Movie Budgets with Box Office Success



compare the production budget with the domestic
and worldwide gross
there is a strong negative relationship



Most common region to release movies : USA

Most common language of most movies is
: english

PEOPLE


Top directors with the most movies:

Steven Spielberg 10

Clint Eastwood 8

Jim Jarmusch 4

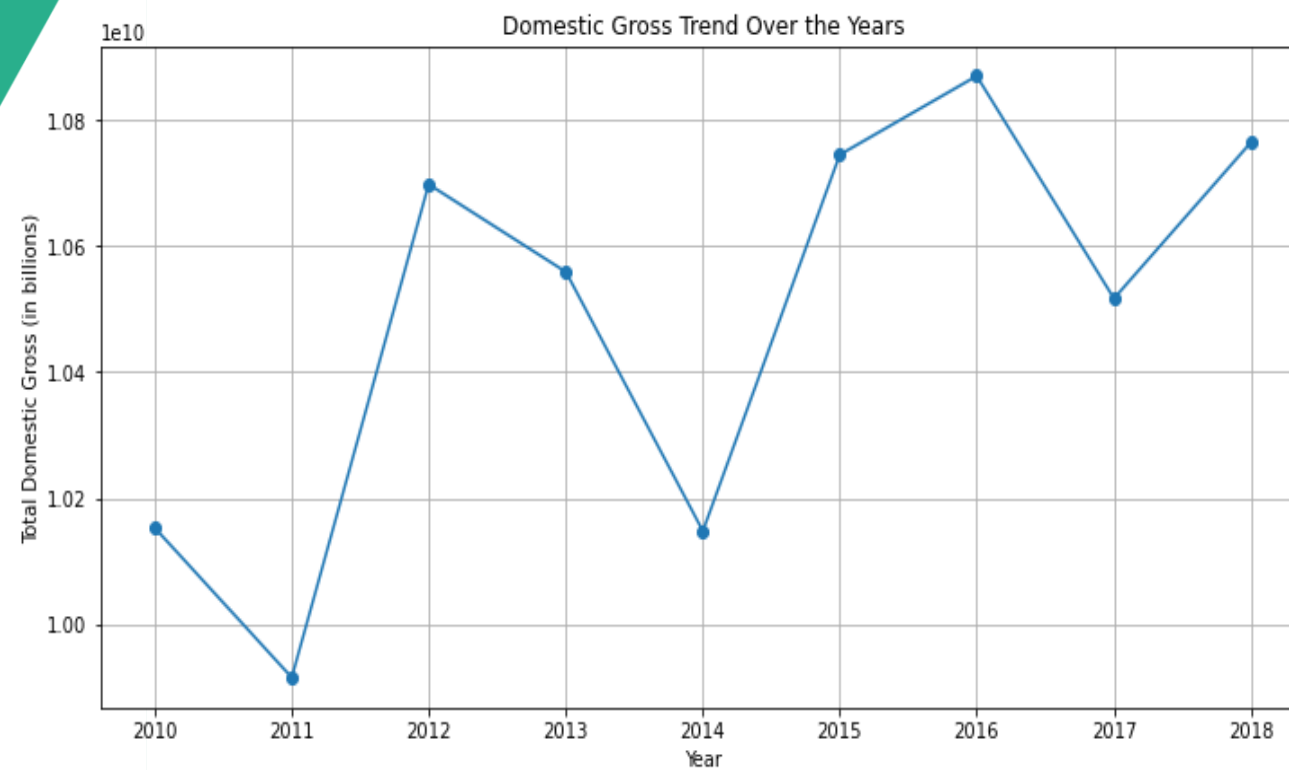
curtis Hanson 4

- 
- Most common primary profession:
actor

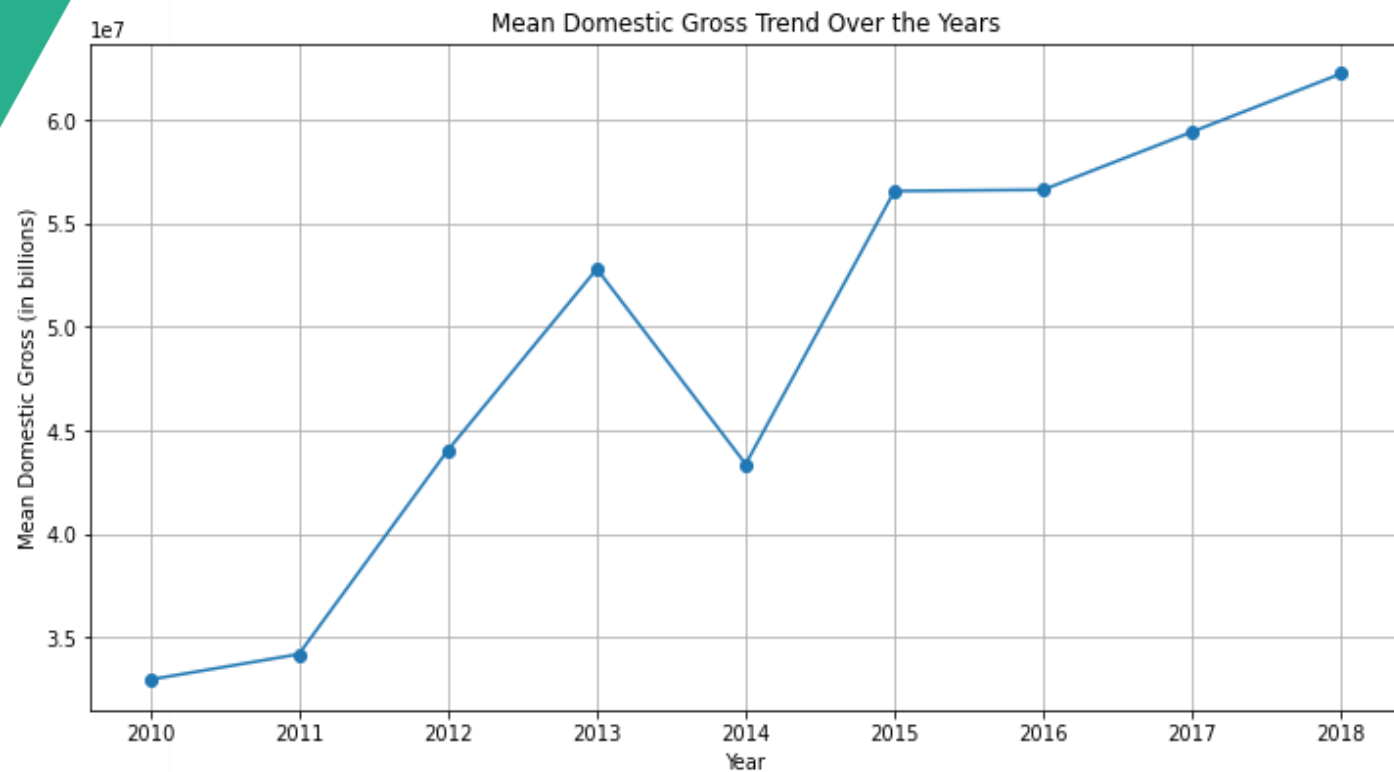
- People with the most primary professions:
- ['James Brown', 'Michael Brown']

A black and white photograph of a film strip. The film strip is coiled and runs diagonally across the frame. In the upper right corner, there is a circular inset showing a close-up of a film reel. The background is a light, textured surface.

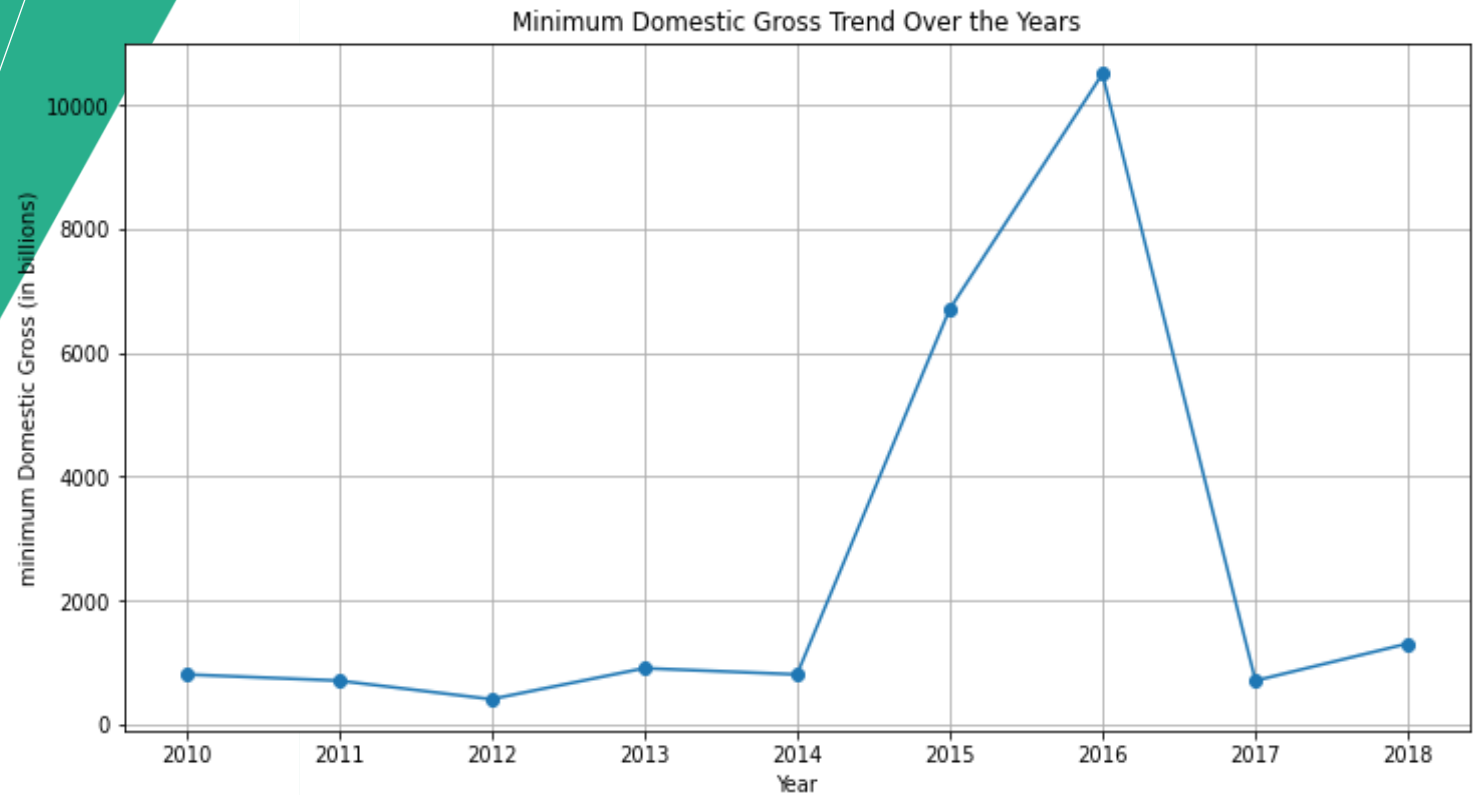
ADDITIONAL ATTRIBUTES



THE TREND OF DOMESTIC GROSS



MEAN DOMESTIC GROSS



2012 did disappoint in producing the value with lowest domestic gross well again doing good in the chart is 2016.mmh should we reconsider in focusing on that year? We'll see.

OBSERVATION

From the graphs, we could definitely observe that

there is potential for profitability: the increasing revenue trend indicated that there is potential for profitability in the movie industry. Well, it is also very important to understand success is not guaranteed. But we could look at the best movie that produced the best domestic gross and we can have hypothetical analysis of why we think movie with high domestic gross did so well. We can always come to the conclusion that the success of star wars: the force awakens could be attributed to its high production values and engaging storytelling. For microsoft's new studio, investing in quality production and marketing efforts is crucial to attract audiences and build a reputation. To come up with a movie like star wars: the force awakens requires long-term planning and a cohesive vision for multiple films. Microsoft's new studios should consider their long-term strategy and potential for creating sequels or spin-offs if their initial projects are successful. The movie demonstrates the importance of understanding audience demand and catering to their preferences. Conducting market research and identifying audience interests can guide content creation decisions. There are a number of hypothetical analyses we can get from that but those are but a few





CONCLUSION

MOVIE STUDIO SUCCESS

we have done our analysis and seen that box office success was majorly factored by the type of movie produced. in this case DRAMA movies and the R rated movies showed potential in leading to box office success. I'd thereby recommend that Microsoft to focus on creating films that are drama inclined and R rated movies. Microsoft new studio should also consider releasing a movie that average runtime is Action 125.0 Comedy 97.5 Drama 115.0 coz from box office you could notice that was the average runtime that was used for each genre

timing is equally important when it comes to success of a studio . we can tell that the best time to yield good movie performance is in May. releasing movies at that period is great because worldwide gross will be at top of the roof.and the best time to release our best movie genre,drama is during october. we also notice that when there is high budget there is high gross but there instances where low budget can equate to high return of investments (ROI)

I'd also recommend that Microsoft should first release their movies in the USA because it there is immense reception in that region and also the language English shows so much positive reception for people Microsoft could outsource the directors who seems to have been directing numerous movie because it seems it has factored to movie success and they can choose from Top directors with the most movies: Steven Spielberg 10 Clint Eastwood 8 Jim Jarmusch 4 Curtis Hanson 4 producing drama movies will be able to earn the an average of \$368,000,000 if they follow the movie requirements STATED



THANKYOU

BY YOURS TRULLY
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