MOVIE TRENDS ANALYSIS

Microsoft New Movie Studio

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OVERVIEW

- Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

BUSINESS UNDERSTANDING

Microsoft wants to begin a new venture in the film industry without prior expertise and knowledge. Therefore, this analysis aims to answer the following key data questions:

1. Which movie genres are most watched ?

2. Which are the top performing studios?

3. What is the relationship between production budgets and gross(earnings)?

DATA UNDERSTANDING

- The dataset encompasses a broad range of films released in recent years, with information such as film title, release date, genre categorization, box office revenue, production budget, audience demographics (age, gender, location), critical ratings, and perhaps viewer ratings.
- All these information allows for comprehensive analysis and exploration of correlations between genres, revenues, audience characteristics, and critical reception, thus being a firm foundation for deriving actionable insights to guide Microsoft's movie studio endeavors.

DATA ANALYSIS

- We used methods such as Exploratory Data Analysis(EDA) which utilises statistical and visualisation techniques to come up with insights about our objectives and therefore recommendation to Microsoft. audiences.
- This was done after preparing and cleaning the data by checking for missing values, checking for outliers and any duplicates

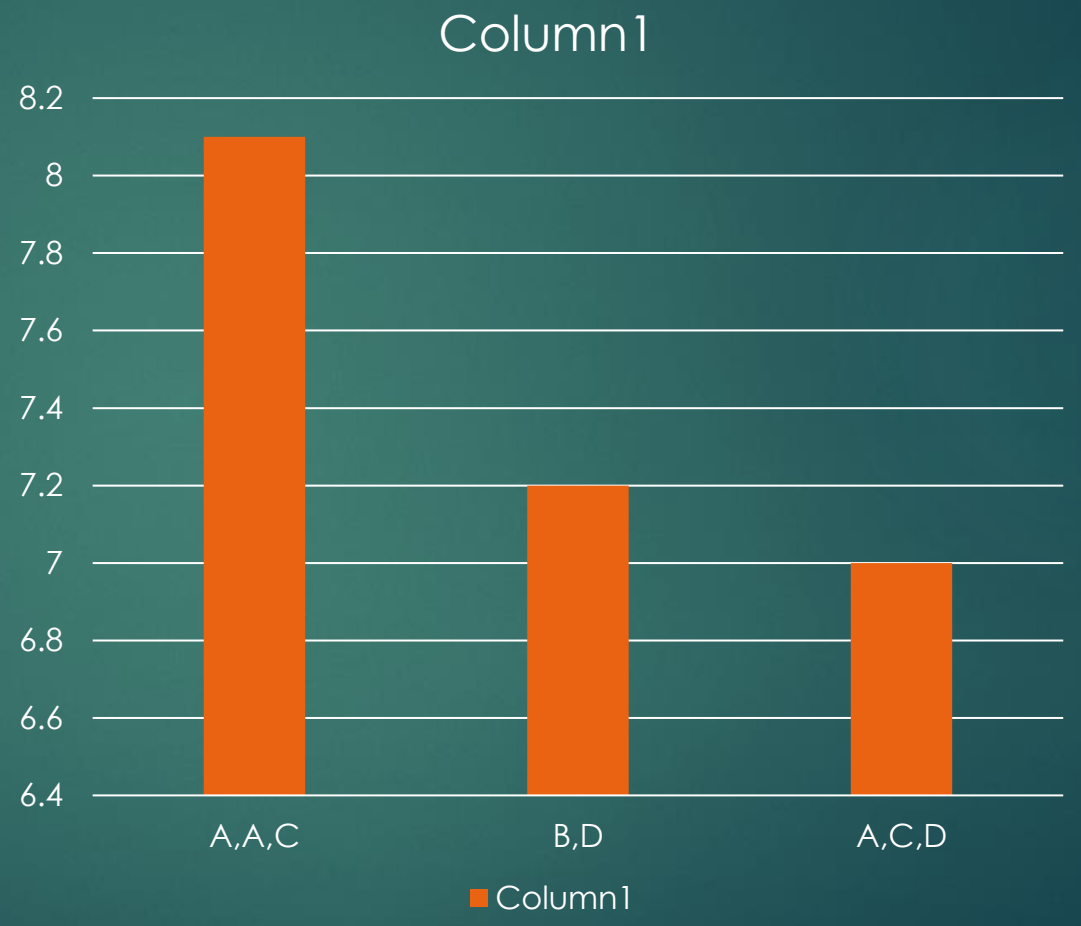
TOP PERFORMING GENRE

From the visualization above comparing each genre with the ratings we get to see that the top three performing genres are:-
Adventure, Animation, Comedy

Biography, Drama

*Action, Crime, Drama

Investing in these genres could prove profitable as they are highly rated by the audience thus highly preferred



TOP PERFORMING MOVIE STUDIO

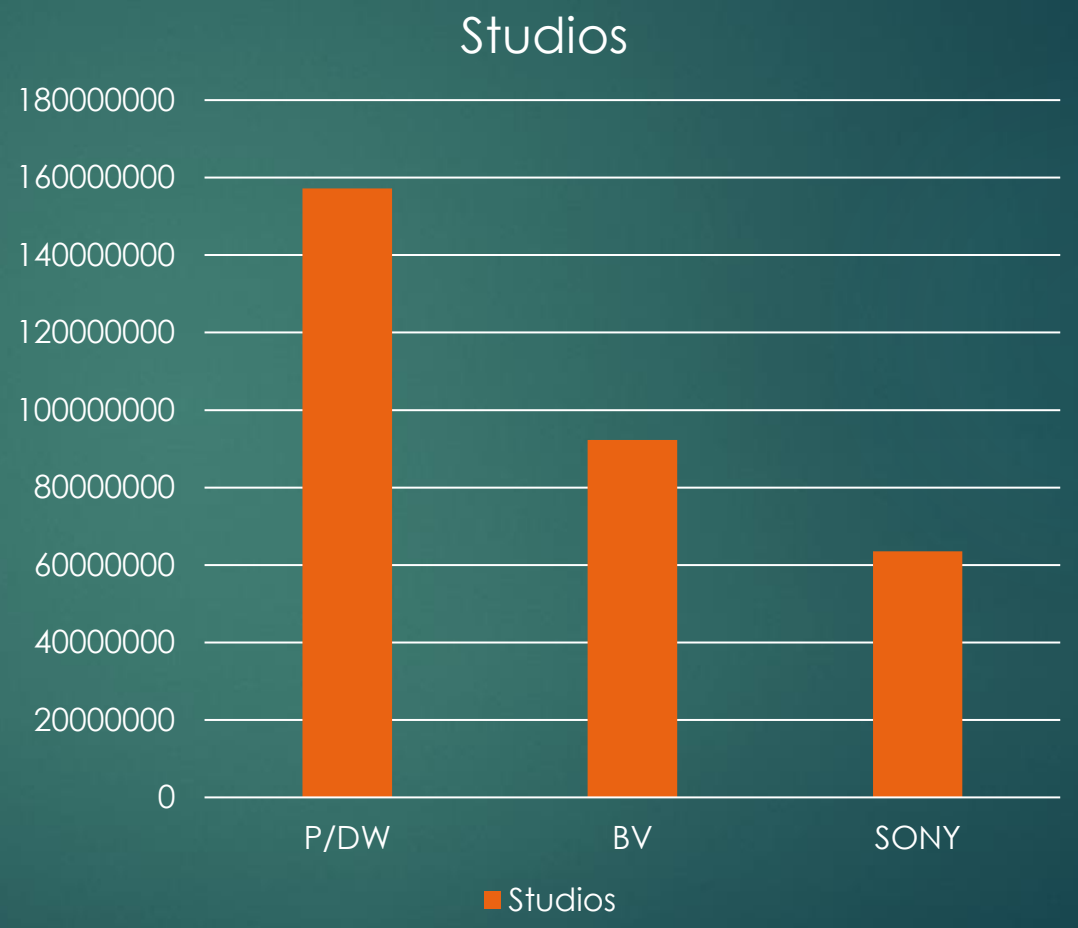
From the visualization above comparing each studio with the earnings we get to see that the top 3 performing studios in both domestic markets are:

*(P/DW)-Paramount Pictures/Dream Works

*(BV)-Buena Vista

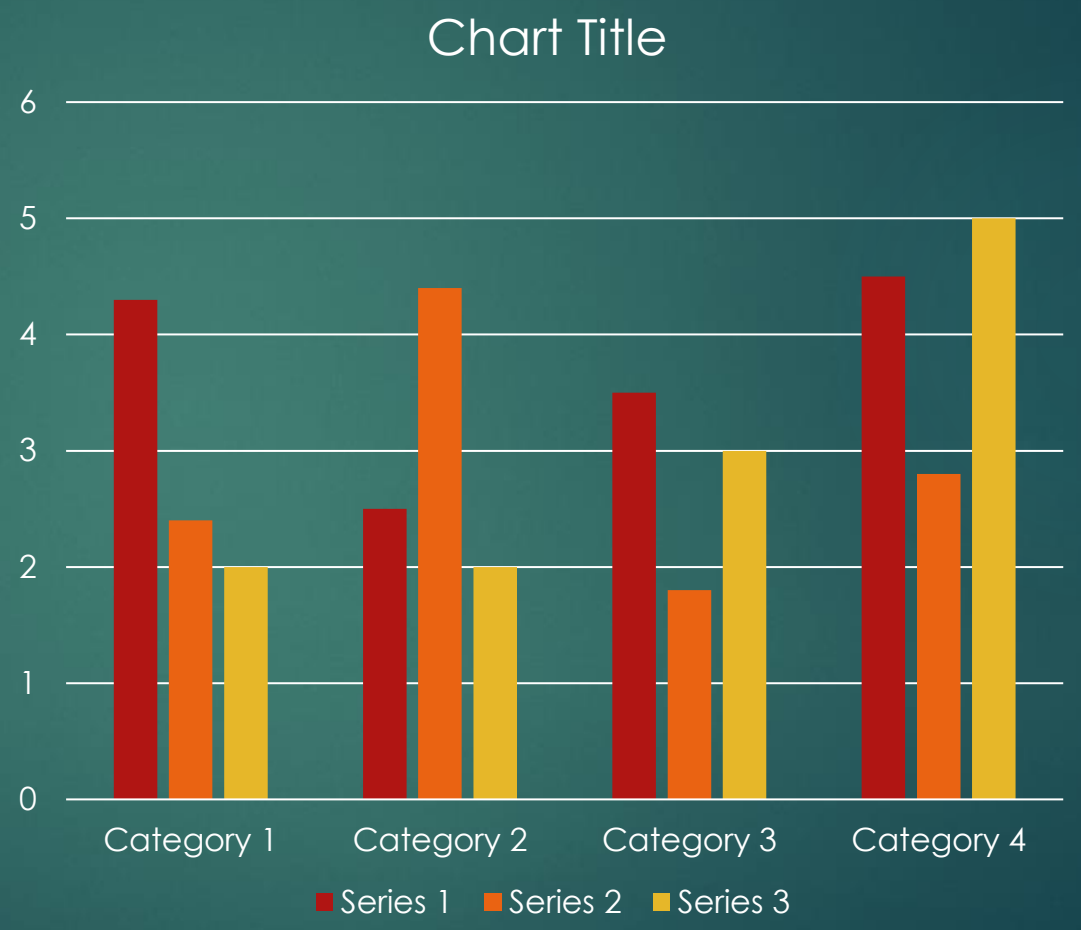
* Sony

Microsoft can partner and collaborate with this top performing studios will enhance chances of producing movies with high revenues as we can capitalize on their existing success and market presence.



3. REVENUE VS BUDGET

From the visualization above comparing the production budget with the worldwide gross we get to see that the higher the production budget the higher the worldwide gross (revenue)



RECCOMENDATIONS

Work with large studios

Microsoft should aim to partner or even collaborate with established and larger film studios such as Paramount pictures/Dream Works(P/DW) and the other top studios for both domestic and foreign market as this enhances the chance of producing movies with high revenues.

Market Analysis

Monitoring of industry trends and audience preferences and performance of other movie sites to make informed decisions and adapt to its strategies for sustained success as things change and the preferences evolve with time.

Strategic Investment

From our analysis we have seen that the higher the production budget , the higher the worldwide gross therefore it is important for Microsoft to consider strategic investments in the acquisitions of larger studios and/or the creation of the movies as it is correlated to their return on investment. folio .

THANK YOU

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