

MOVIE DATA ANALYSIS





Project Overview



In this project, we delve into the dynamic landscape of the studio movie industry. Through meticulous descriptive analytics, we unearth a prevailing formula behind the creation of high-grossing movies. Armed with this invaluable insight, Microsoft can confidently navigate the realm of content production, making informed, data-driven decisions regarding the types of movies they should produce.





Business Problem



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. I am charged with exploring what types of films are currently doing the best at the box office and 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.





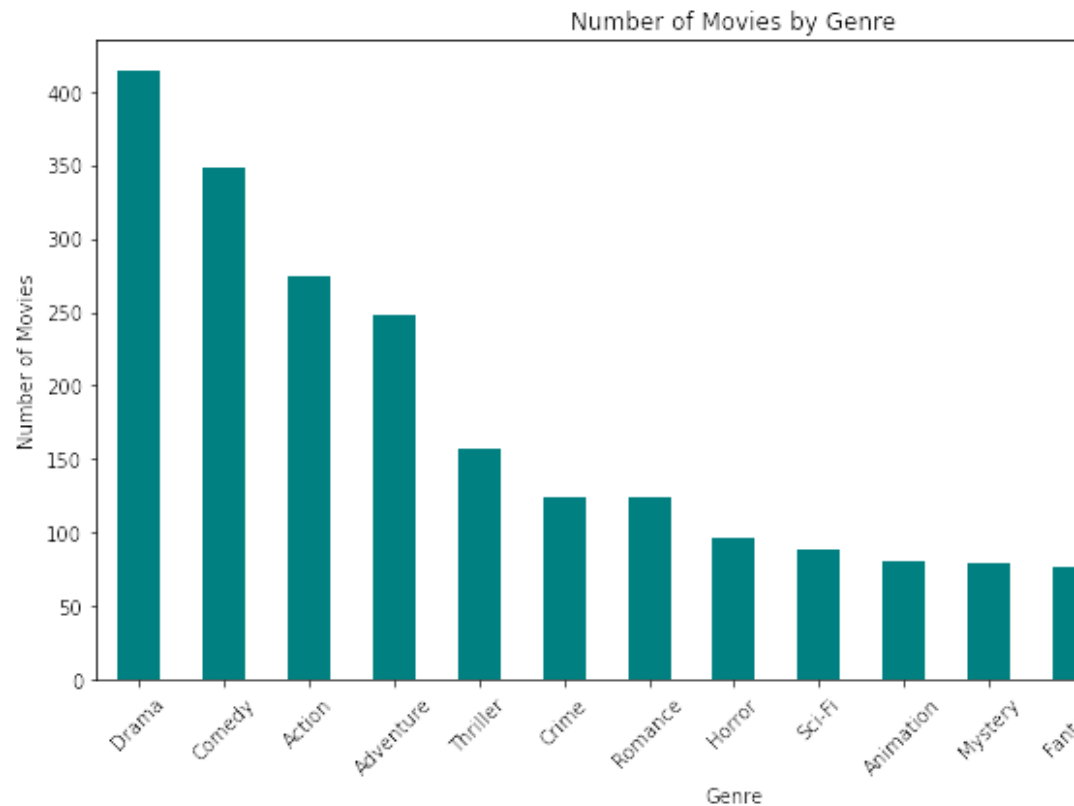
Data

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The data utilized in this project, located within the "Data" folder, had been readily supplied. Sourced from reputable platforms including Box Office Mojo, IMDb, Rotten Tomatoes, The Movie DB, and The Numbers, it forms the foundation of our analytical endeavors.

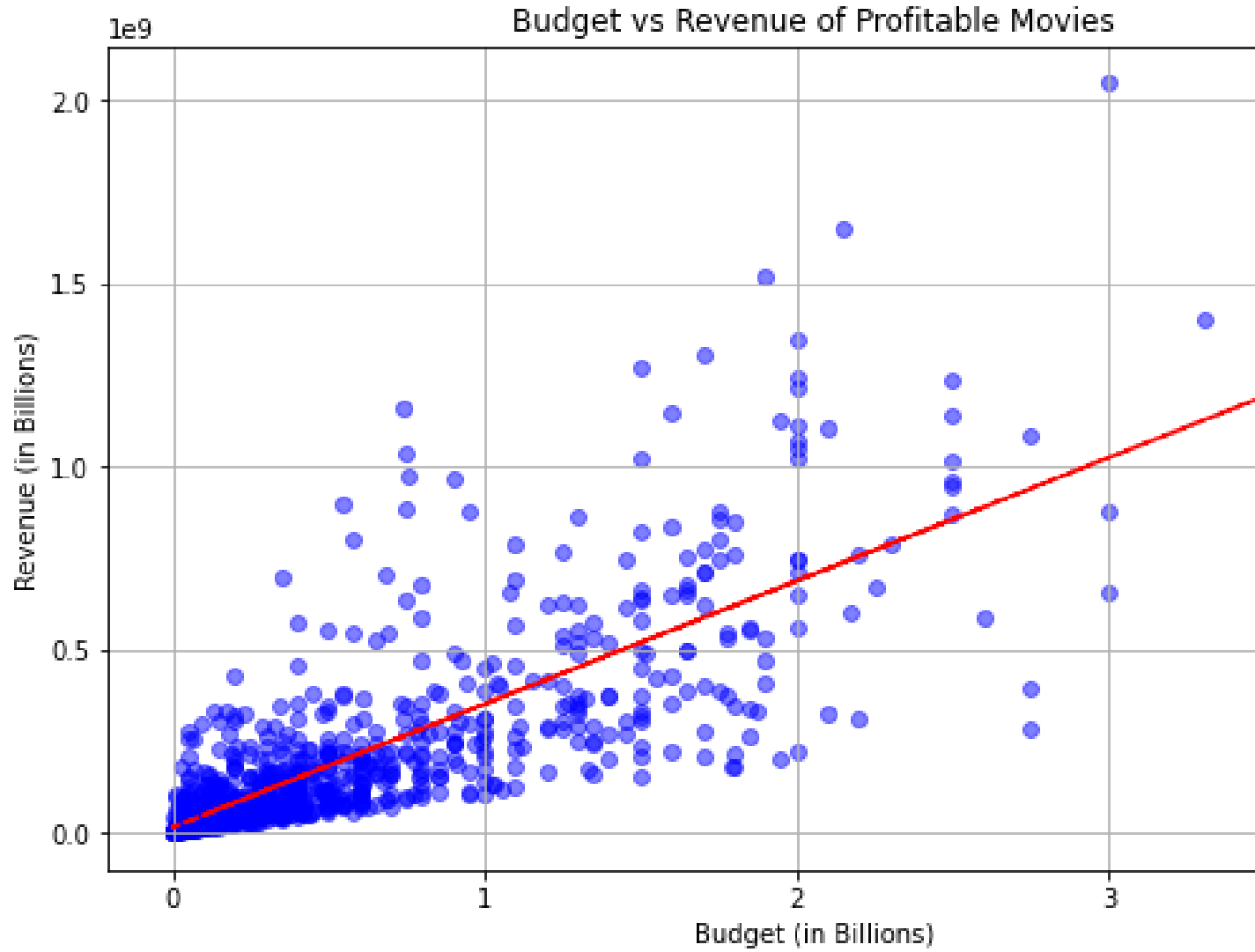


WHICH MOVIE GENRES CONSISTENTLY DEMONSTRATE BOTH POPULARITY AND PROFITABILITY?



Focus on producing movies across a diverse range of genres, including Drama, Comedy, Action, Adventure, Thriller, Crime, Romance, Horror, Sci-Fi, Animation, Mystery, Fantasy, Biography, Family, and Music. Embracing this broad spectrum of genres will enable Microsoft to cater to a wide audience base and maximize its potential for success in the film industry.



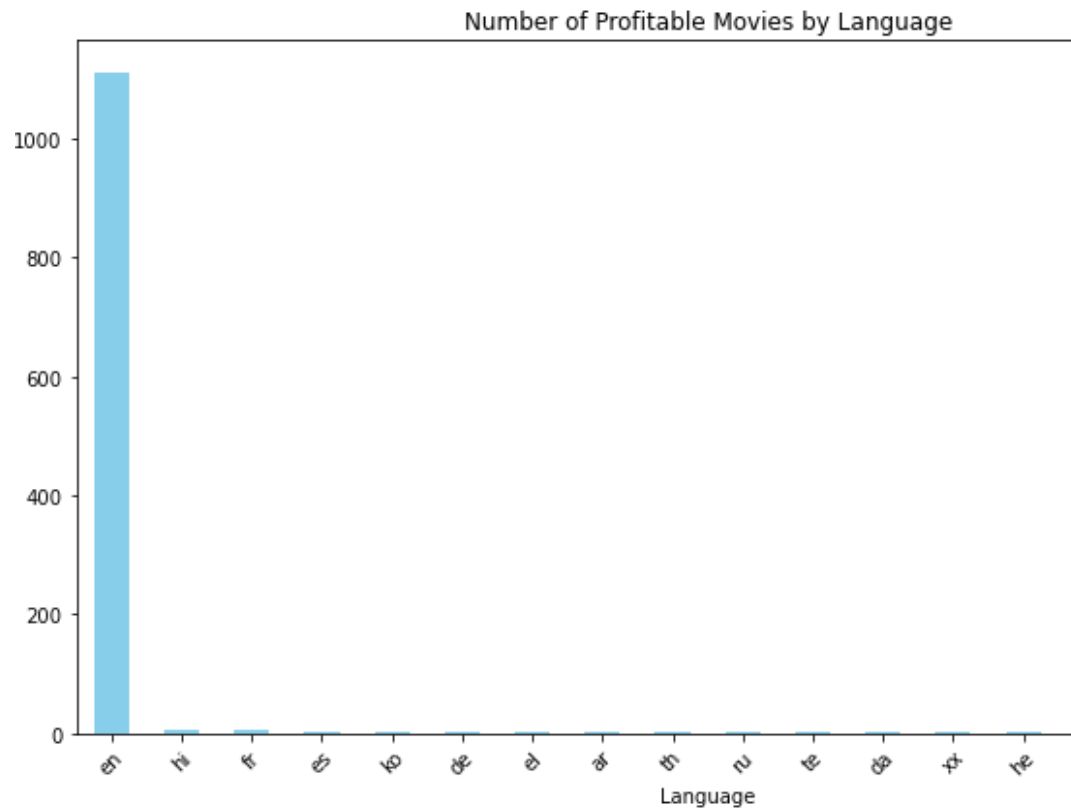


HOW DOES BUDGET CORRELATE WITH REVENUE GENERATION IN PROFITABLE MOVIES?

By allocating an approximate budget of 54 million per movie, Microsoft stands to anticipate a substantial return, projecting revenue in the vicinity of 197 million. This strategic investment could pave the way for significant success and profitability in the movie industry.



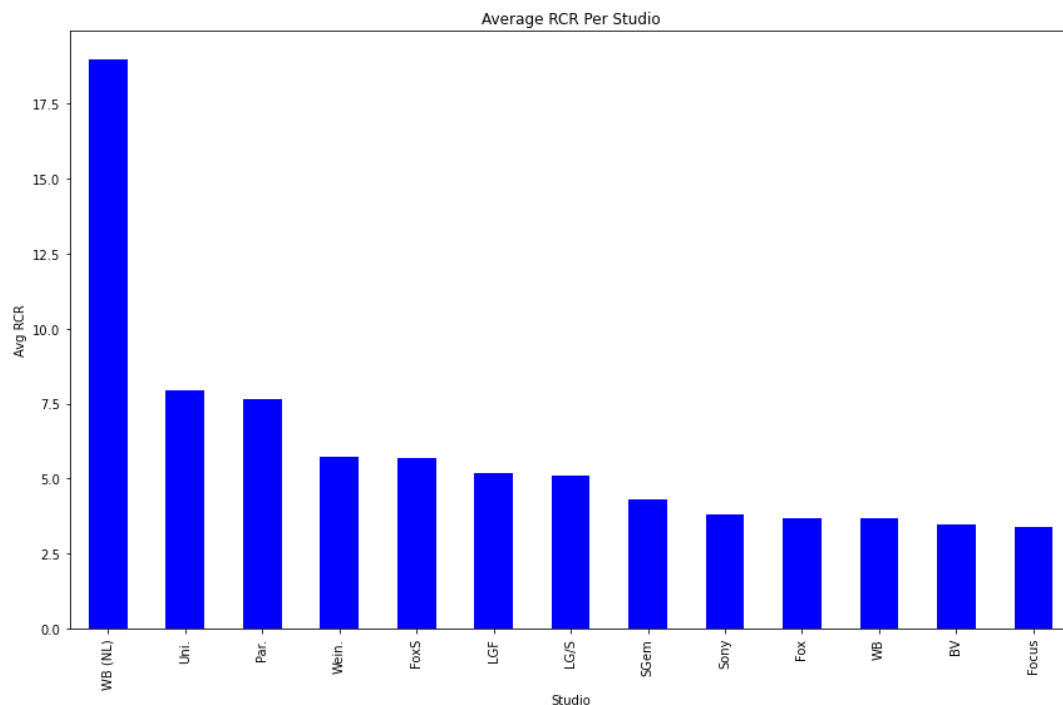
AMONG THE PROFITABLE MOVIES, WHICH ORIGINAL LANGUAGE IS THE MOST PREVALENT?



Producing movies in English (en) could be a strategic choice for Microsoft Studios



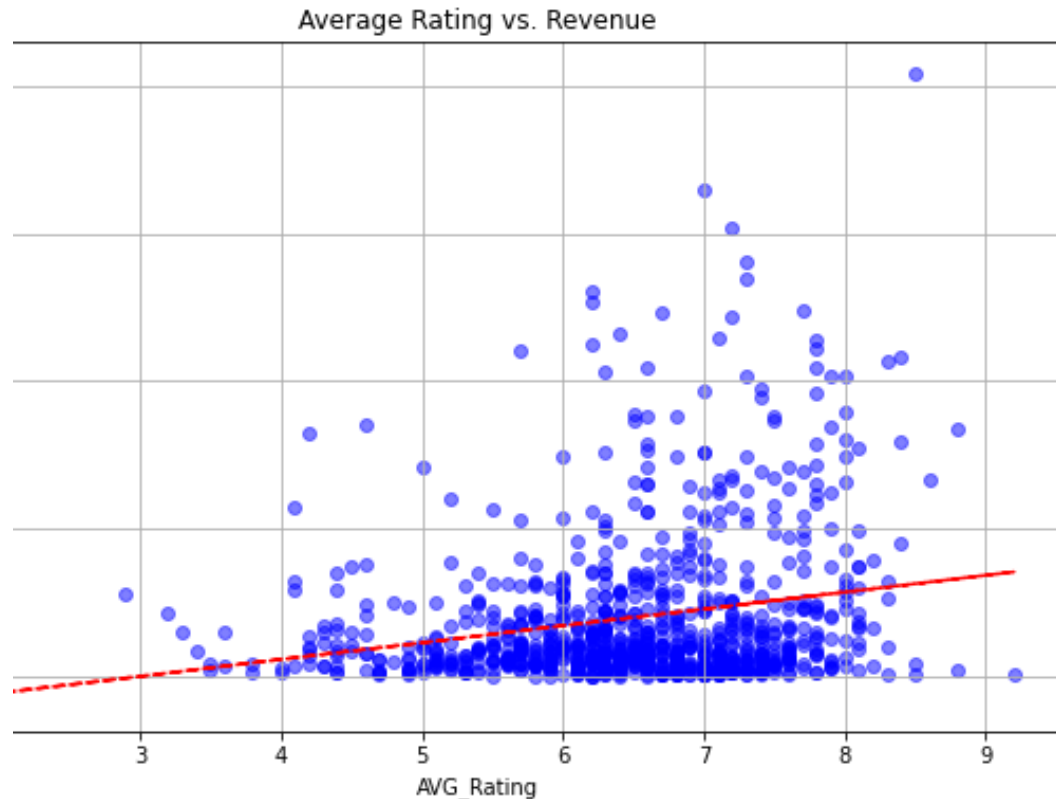
WHO ARE THE KEY COMPETITORS IN THE TARGET INDUSTRY?



Microsoft could emulate the successful model of WB (NL) Studios. Despite ranking 8th in the number of movies produced within our sample data, WB (NL) stands out significantly with the highest profitability index per movie. Following their approach could lead to enhanced profitability and success in Microsoft's movie production endeavors.



WHAT IS THE RELATIONSHIP BETWEEN MOVIE RATINGS AND REVENUE GENERATION, AND HOW DO FACTORS SUCH AS PRODUCTION BUDGET INFLUENCE THIS RELATIONSHIP?



Microsoft's substantial investment in movie production, particularly in budget allocation, promises to yield high-quality productions. This commitment to quality is likely to garner favorable ratings, ultimately translating into significant revenue returns.





THE END



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