

# MICROSOFT STUDIO

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# OVERVIEW

The executives at Microsoft have requested us to analyze movie industry data to provide high-level recommendations for their new movie studio. We will be recommending genres and budgets for the movies they should develop based on our analysis.





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## KEY FINDINGS

Based on popularity, Microsoft should focus most on developing movies in the following genres:

- Action
- Adventure
- Fantasy
- Comedy

To achieve the highest likely returns on investment, the studio should expect to spend between \$100 and \$200 million per film.

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# SOURCES

I used data from:

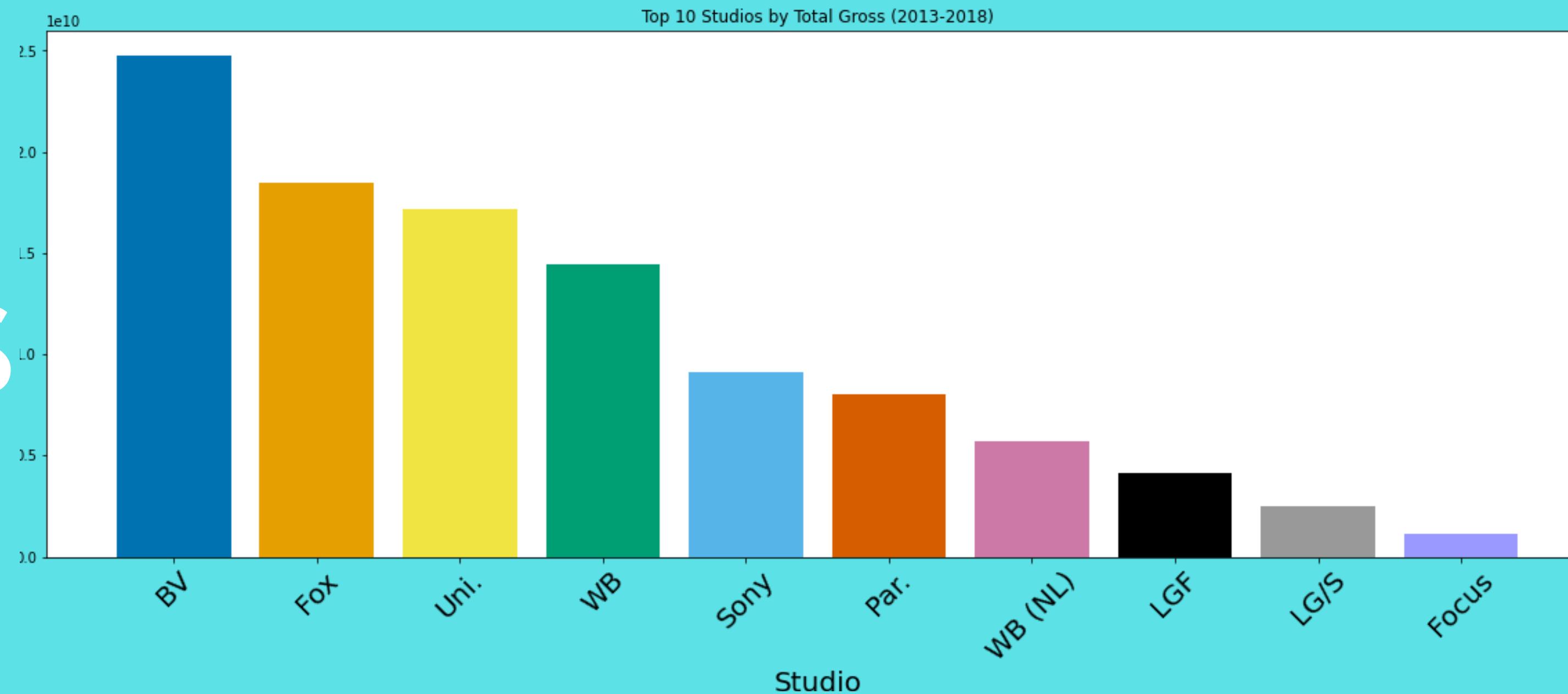
- The Numbers Movie Budgets
- The Movie Database (TMDB)
- Box Office Mojo



# INSIGHTS



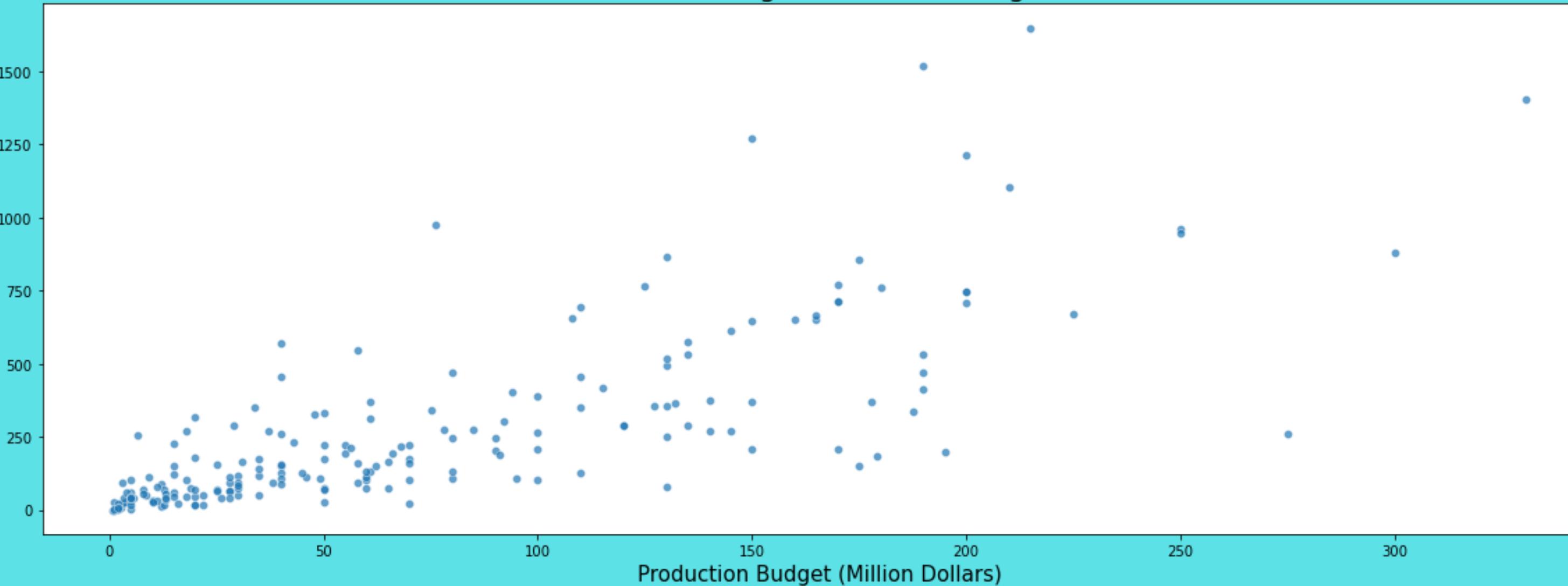
# STUDIOS



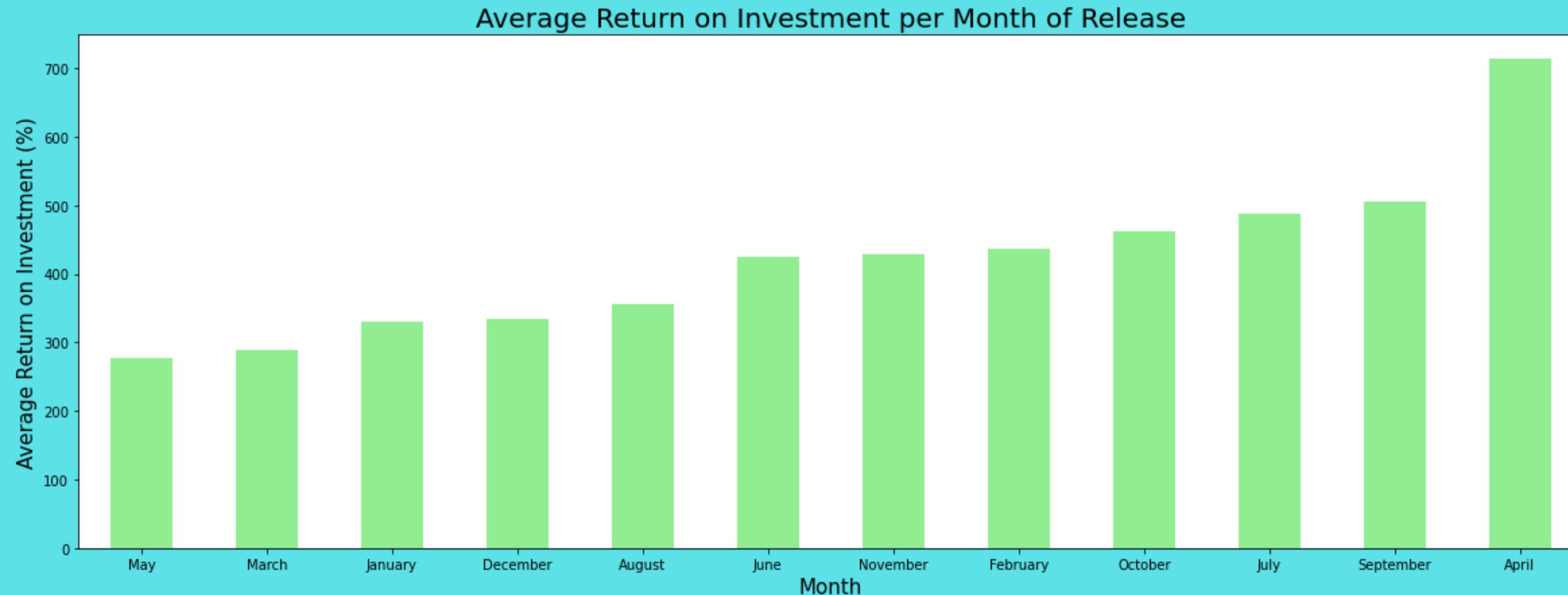
The top 5 studios in terms of gross income are

1. Walt Disney Studios
2. 20th Century Fox
3. Universal Pictures
4. Warner Bros. Pictures
5. Sony Pictures Entertainment (SPE)

Production Budget vs Worldwide gross

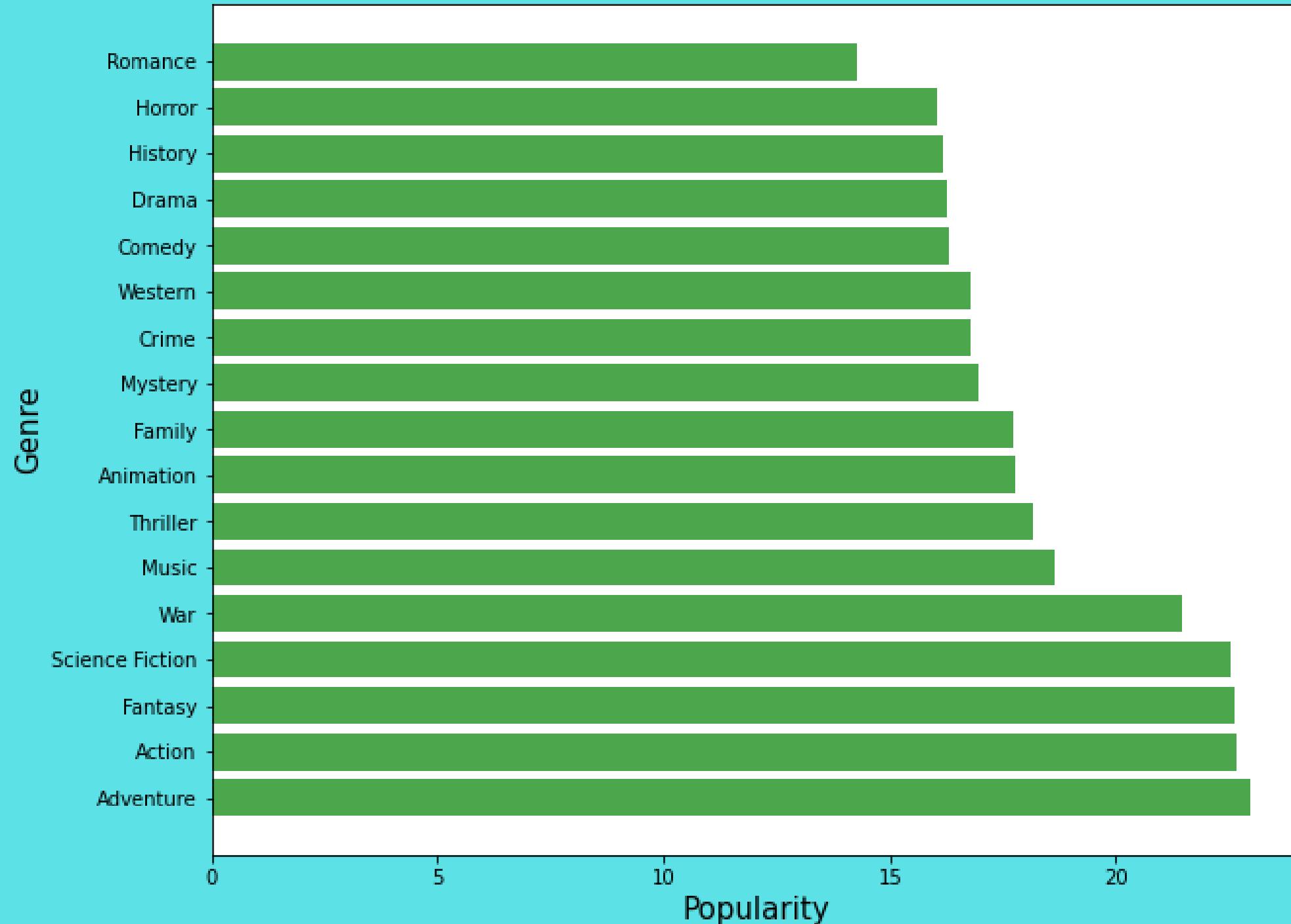


Based on the scatter plot analysis, it is evident that there exists an inverse correlation between the production budget and the ROI, however, the relationship between the two is not linear. Specifically, for budgets ranging from 0 to 100 million dollars, there is a negative correlation between the ROI and the production budget. However, for budgets ranging from 100 to 300 million dollars, there seems to be no clear correlation between the two variables.

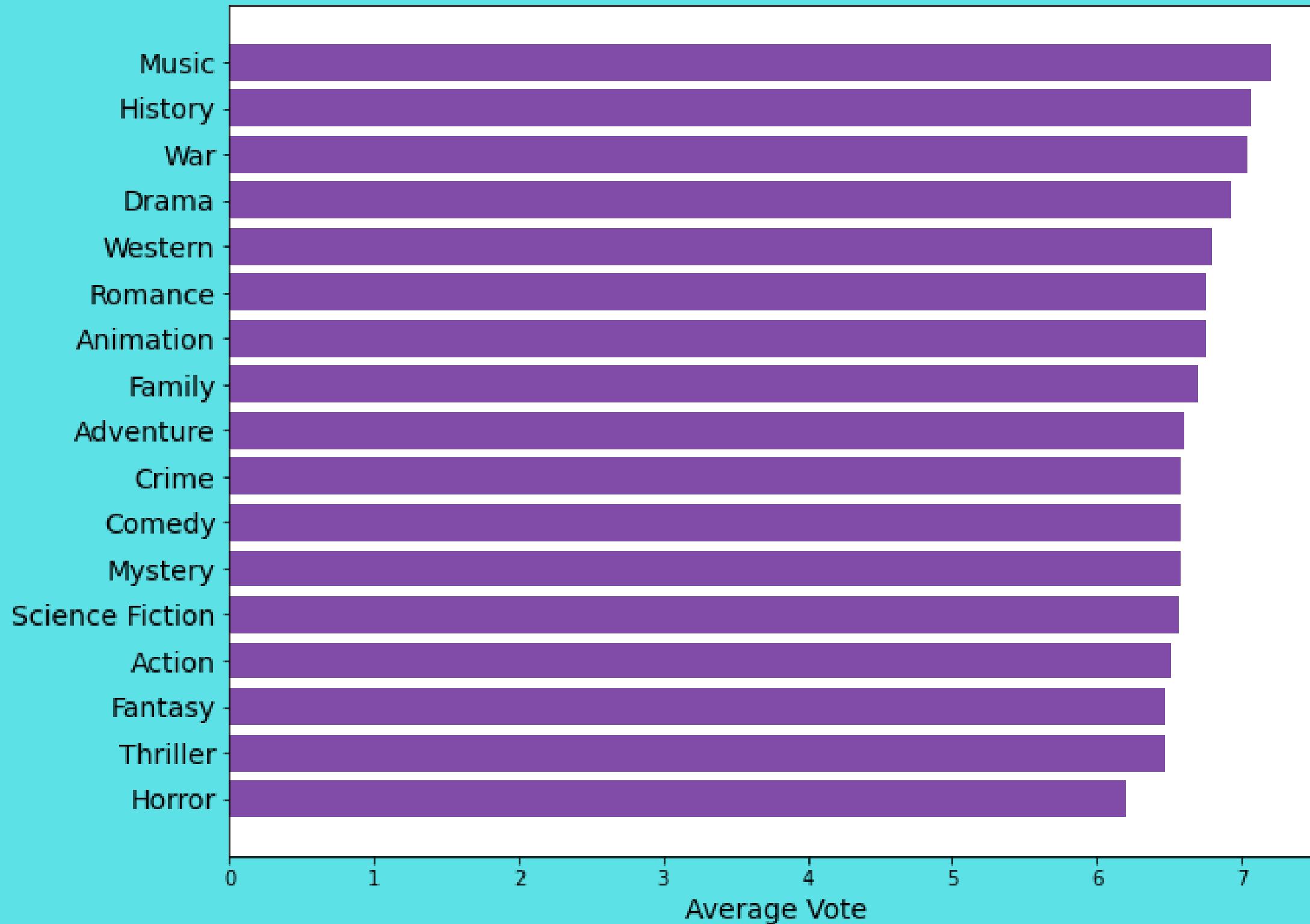


The movies released on the month of April had the highest ROI followed by September and July. Contrastingly, April and September trail last when it comes to the number of films released on those months. This explains why they have a higher ROI. July seems to be an interesting month for movie release since movies released in July have a relatively high ROI.

## Most Popular Genres



Average Vote by Genre



# CONCLUSION

This analysis leads to the following recommendations for the types of films that are the best performing in the box office:

- Microsoft could obtain their intellectual property rights from any of this top movie studios, including Walt Disney, Universal Pictures, Warner Brothers, 21st Century Fox, and Sony Pictures Entertainment since it has no prior experience in film production.
- The Production Budget of a film has a weak positive correlation with its return on investment.
- The Worldwide Gross of a film has strong positive correlation with Production Budget.
- Movies released in July are more likely to yield a higher return on investment.
- 'Horror' and 'Music' genres are more likely to have a higher return on investment but 'Action' and 'Adventure' films are the top most popular genres. Exploring the popularity of genres gives Microsoft way forward.



A close-up photograph of a motorcycle's front suspension and handlebars. The view is from a low angle, focusing on the front fork, a coiled spring, and the upper part of the handlebar assembly. The background is blurred, emphasizing the mechanical details.

THANK YOU