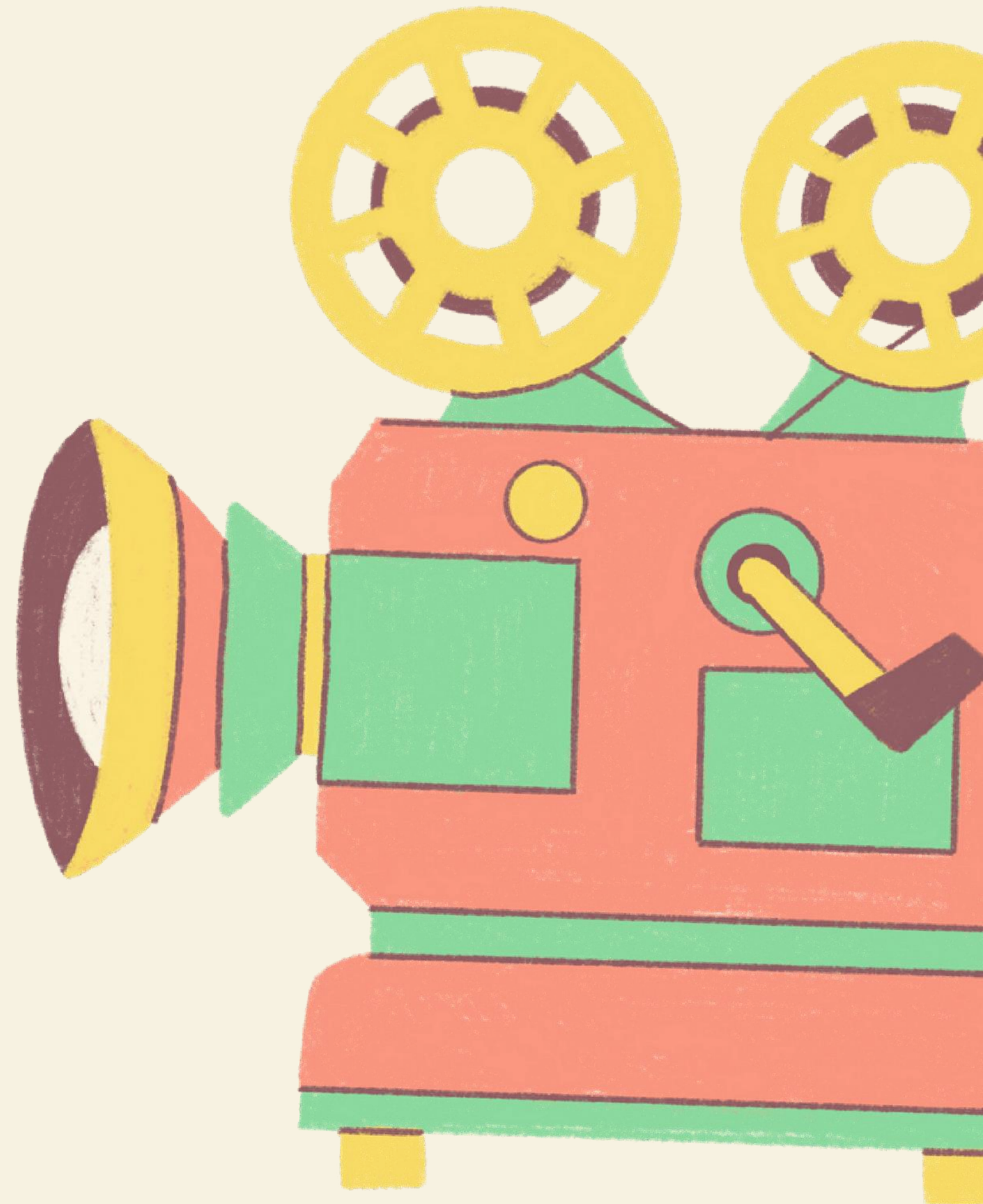


Using data
analysis to inform
Microsoft's new
movie studio.



Project overview

Business Problem

Microsoft is looking to create a new movie studio, but they don't have any experience in the movie industry. The goal of this project is to explore movies datasets and generate insights that can help Microsoft decide.

Data analytic question

what are the key factors that contribute to a movie's studio success?

Study metrics

Some of the metrics that will be analysed include production budget, domestic gross, worldwide gross, release date & popularity



Data Sources:

1.

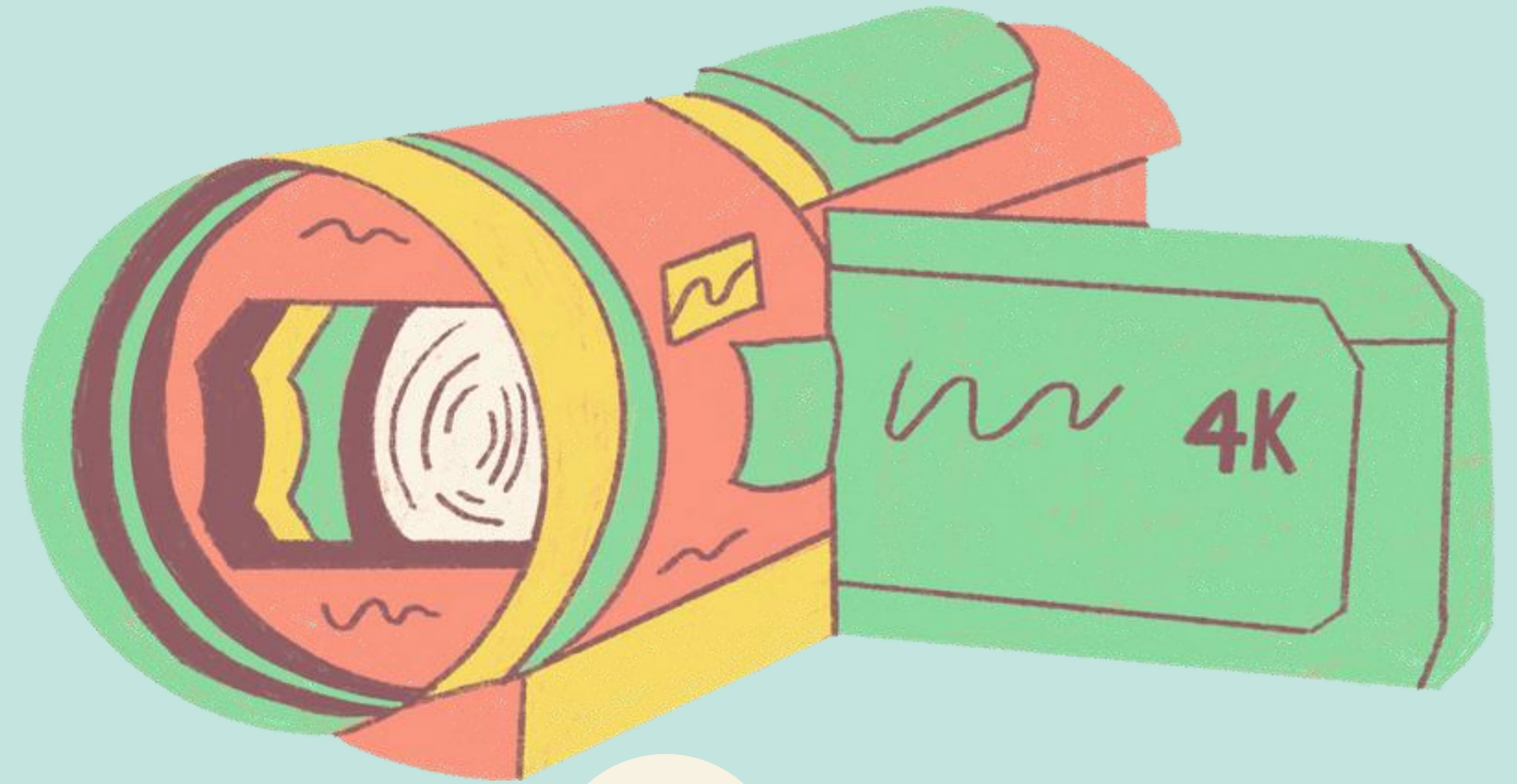
Box office movies -The data focuses on studios e.g Fox,Sony and their domestic&foreign gross revenues

2.

TN movies dataset- which focuses on movies release date ,worldwide gross revenues and production budget.

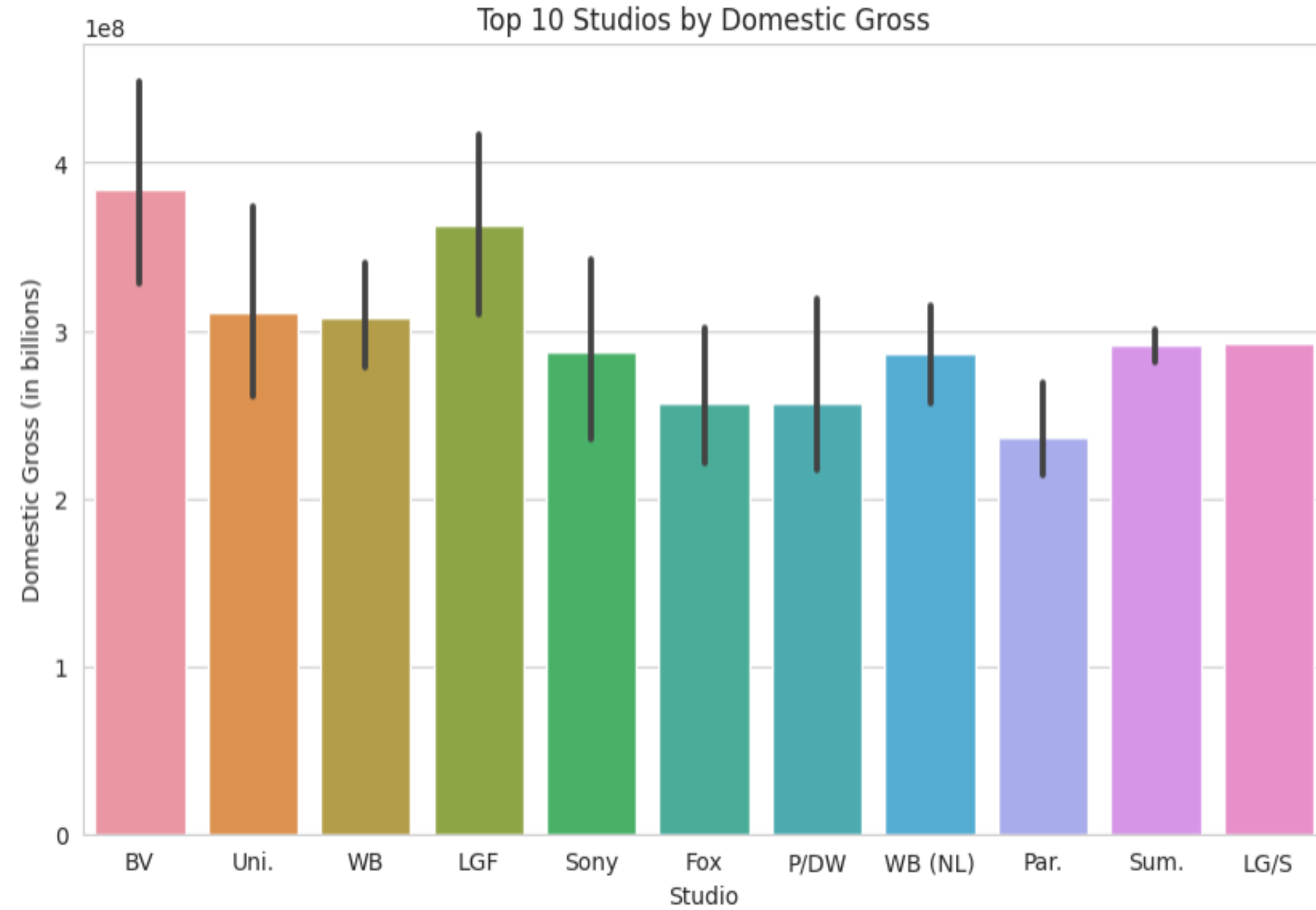
3.

The movie database website-the data focuses on movie genres, titles, release dates & popularity

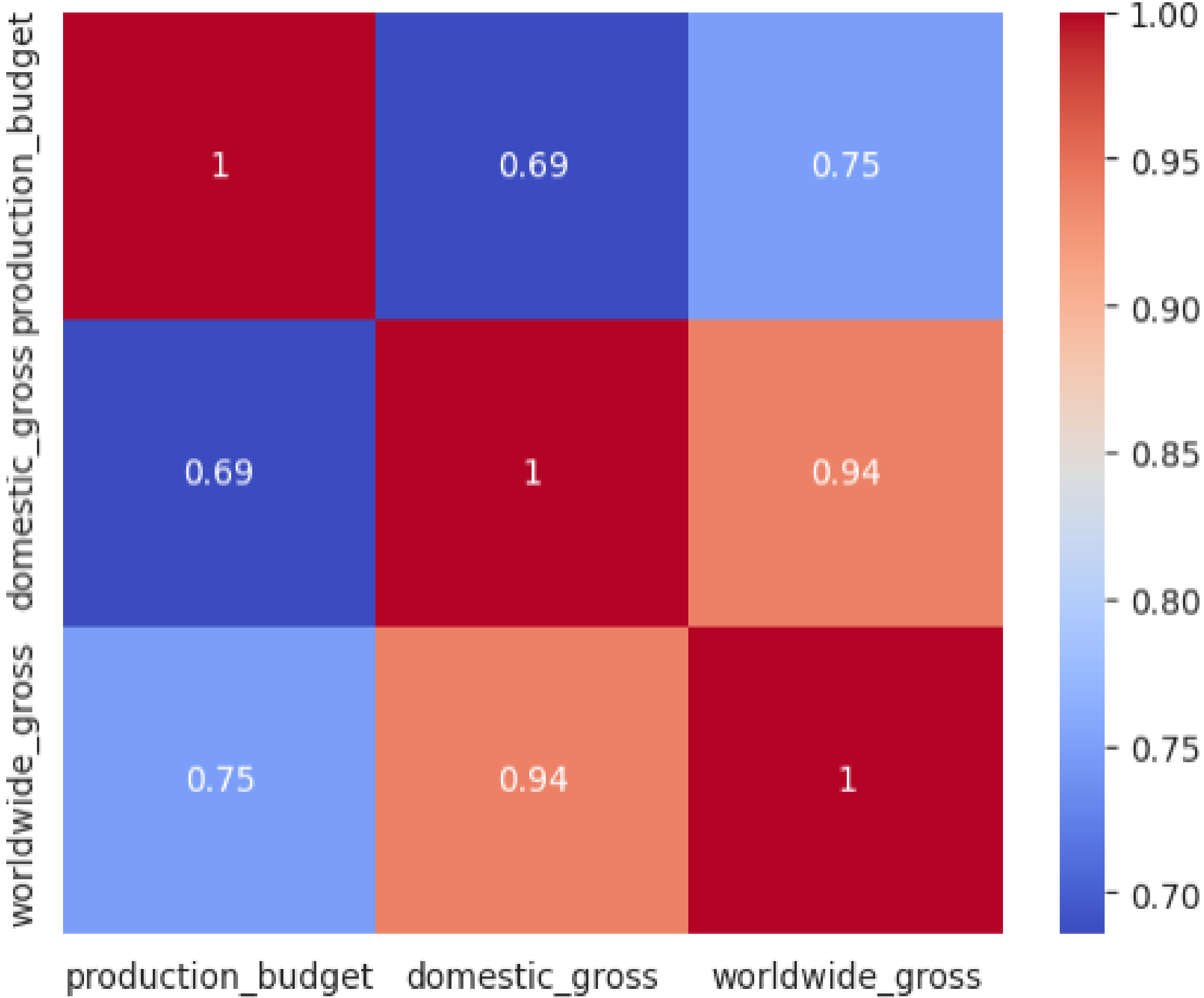


Analysis of top movie studios

The Top Ten studios by domestic gross revenues include Buena Vista(BV),LG,Sony,Fox,U niversal etc.

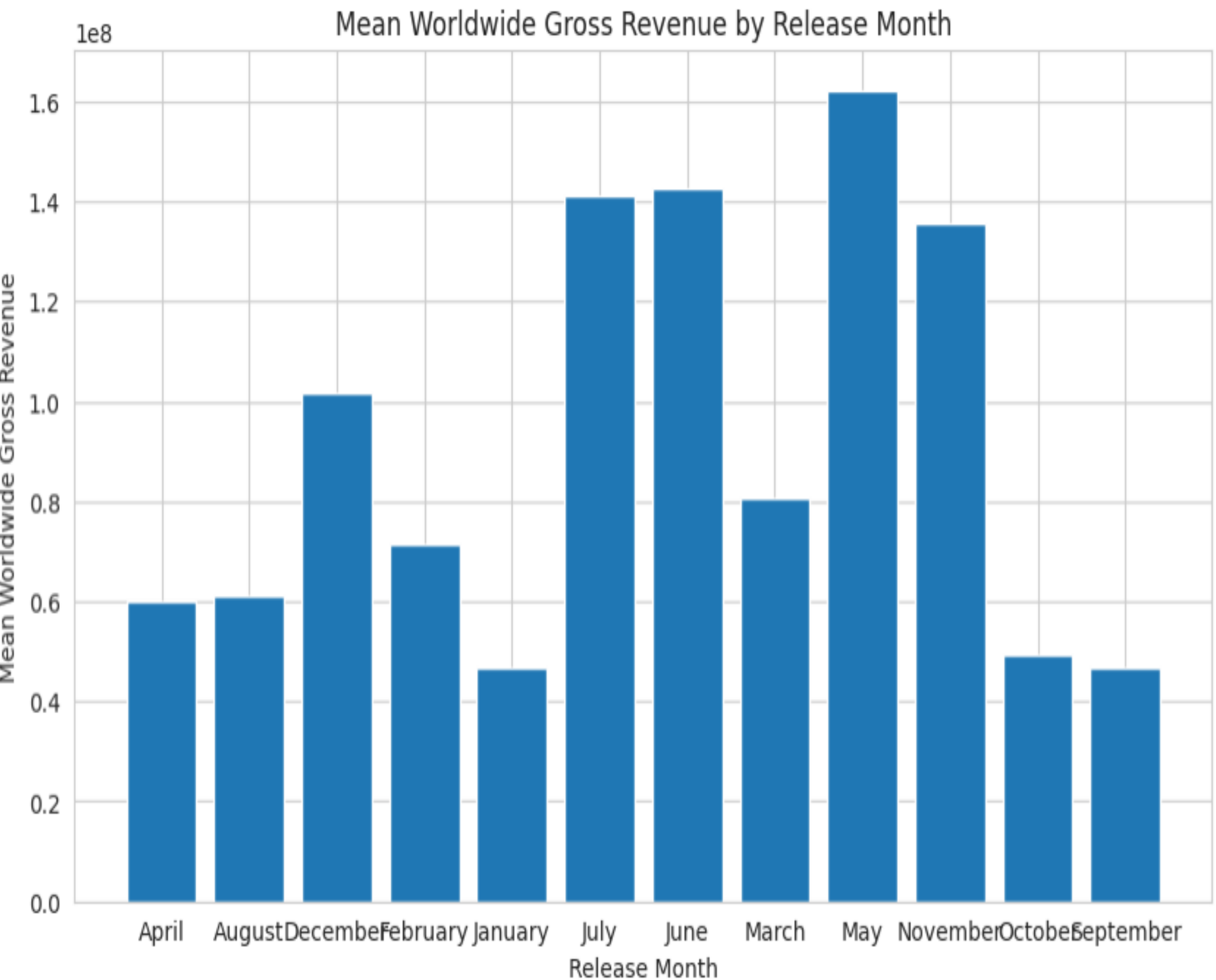


Correlation between production budget vs domestic and worldwide gross revenues



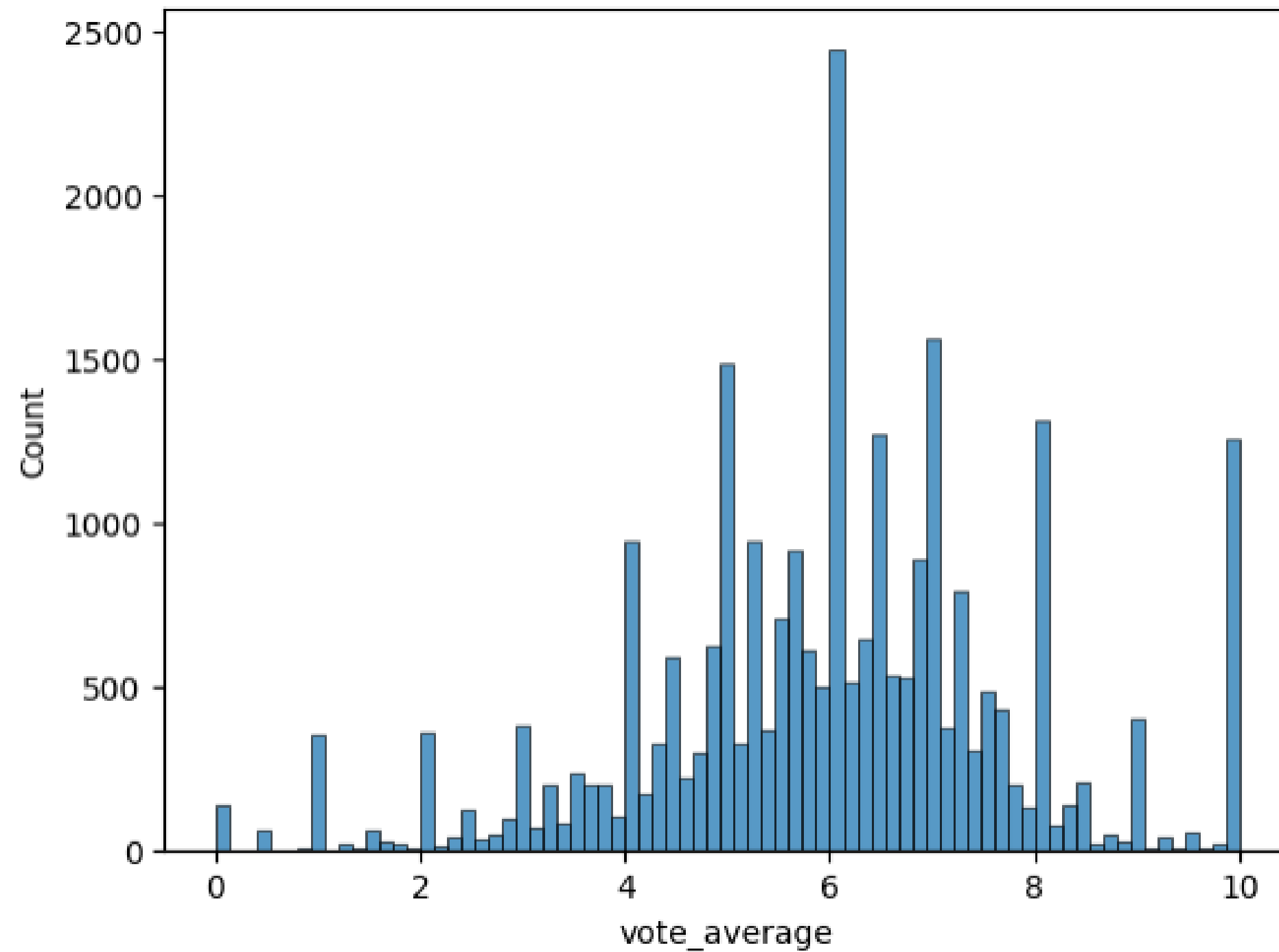
There is a strong positive correlation between production budget and both domestic gross and worldwide gross. This suggests that movies with higher production budgets tend to have higher box office revenues. Similarly, movies that perform well domestically also tend to perform well internationally.

Gross revenues by movie release month



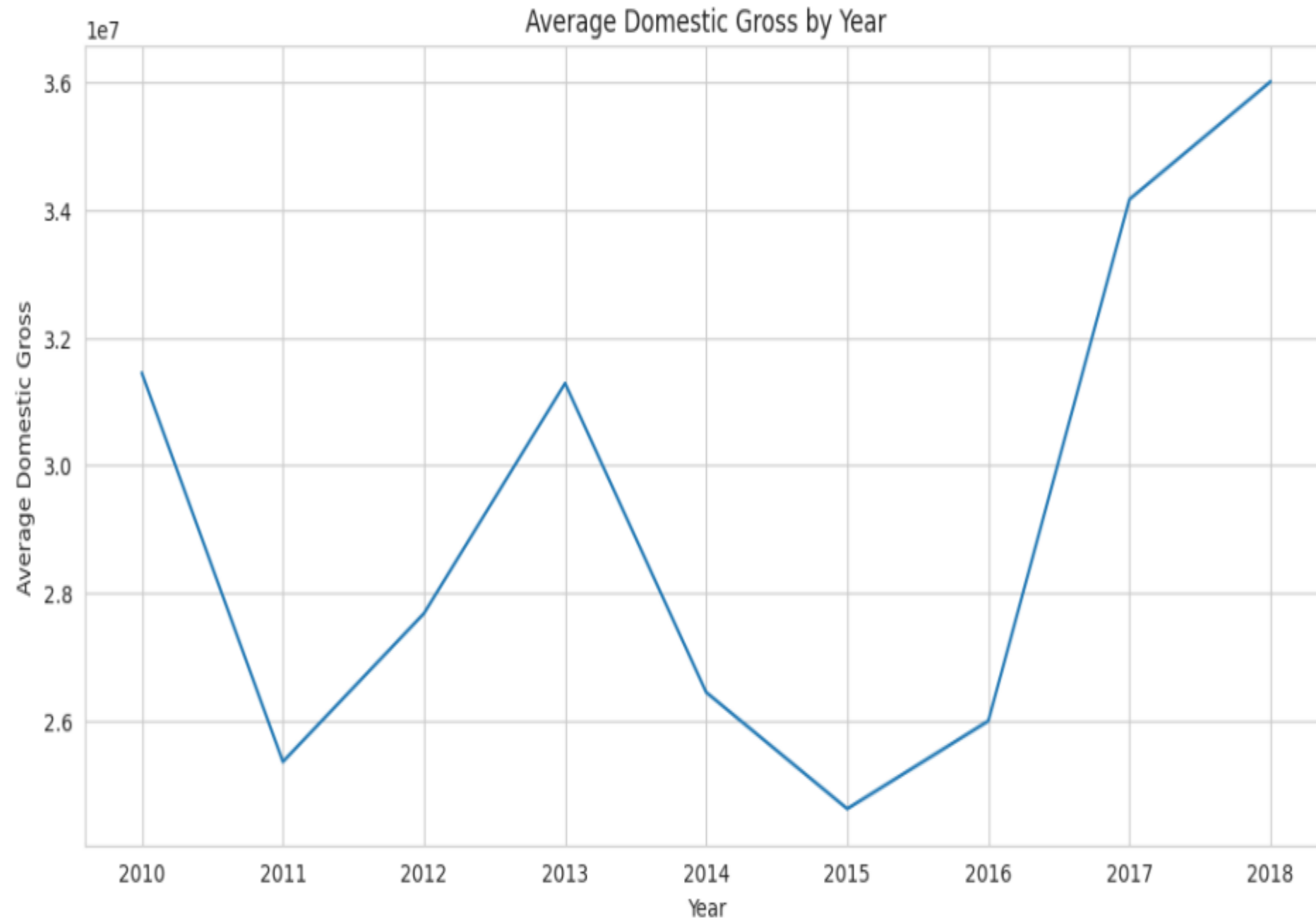
Movies released in May, June, July & November tend to have higher worldwide gross revenue than movies released in other months

Movie popularity vs gross revenues



Movies that received a high vote(rating between 1-10) also had high gross revenues

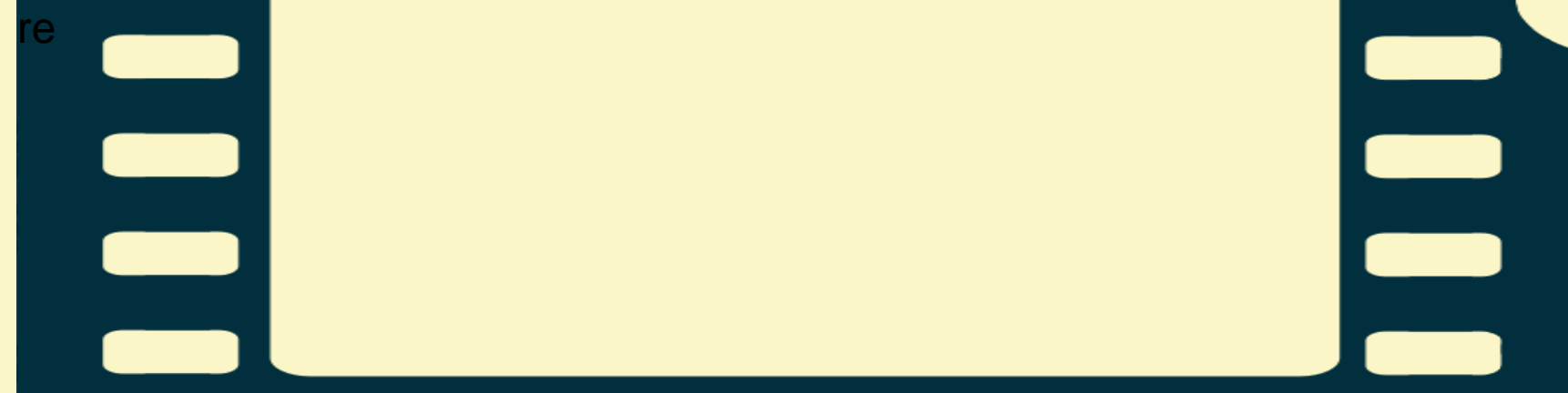
Gross revenues trend 2010-2018



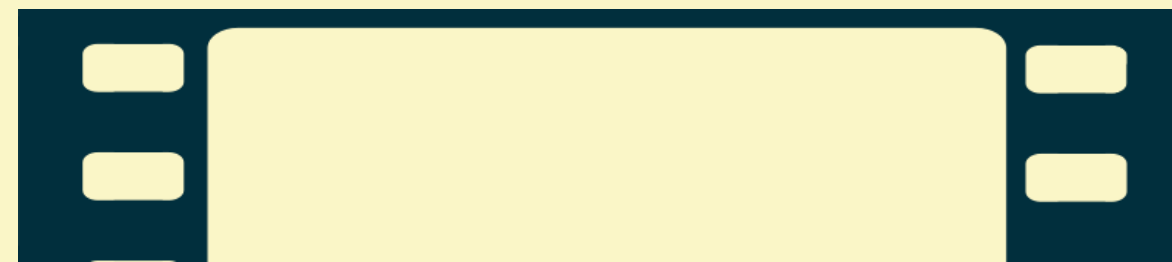
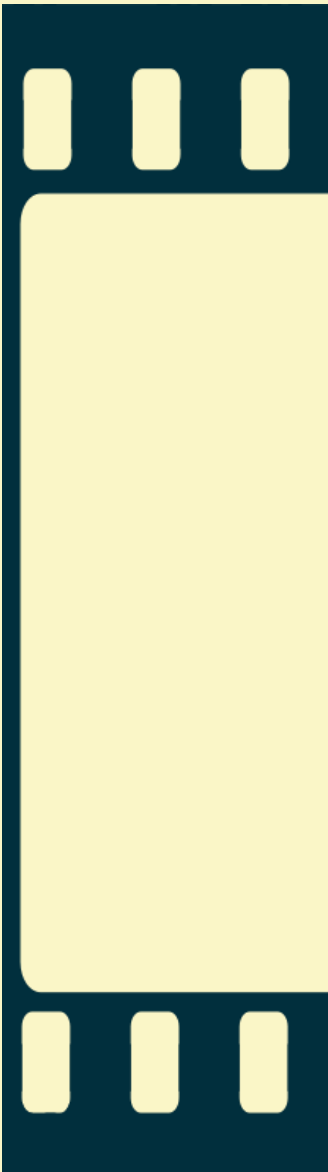
Microsoft's new movie studio should focus on producing movies given that there is an opportunity due to the upward trajectory .

\$29 Million -average domestic gross revenue

Recommendations



1. There is an upward trend between the year of release and domestic gross revenue. Therefore, Microsoft's new movie studio should focus on producing movies given that there is an opportunity due to the upward trajectory .
- 2.1. Microsoft should consider investing in high production budgets for their films. It has a strong positive correlation with both domestic and worldwide gross earnings
3. Release date. Movies released during the summer months tend to perform better than those released during other times of the year. Microsoft can leverage this insight by scheduling the release of their movies during the summer months
4. Microsoft can partner or shadow with the top 10 in terms of gross revenues to give them an edge in the industry e.g Buena Vista, Universal, Fox etc





Thank you!

John Karanja -Data Science Part time 3