Phase 1 Project

Film Success Analysis : Budget, Language & Movie Category

Overview

- Microsoft, a global technology leader, has ventured into the entertainment industry with the establishment of its own movie studio.. Our approach involved in-depth exploratory data analysis and insightful visualizations. Key findings include identifying the most common language used in movies, evaluating the success of franchises compared to standalone films, and exploring the correlation between production budget and gross earnings. To support Microsoft's film production strategy, we have included actionable recommendations based on our analyses.

Business Understanding

- In response to the evolving landscape of the entertainment industry, Microsoft embarked on an initiative to establish its own movie studio. The objective was to explore the creation of original video content. This project aims to provide actionable insights to guide Microsoft's new movie studio in deciding what types of films to create.

Problem Statement 1

- To evaluate and compare the box office performance of movie franchises and standalone films, determining which strategy is more successful.

Problem statement 2

- Determining the Most Prevalent Language Used in Contemporary Films for Informed Content Strategy
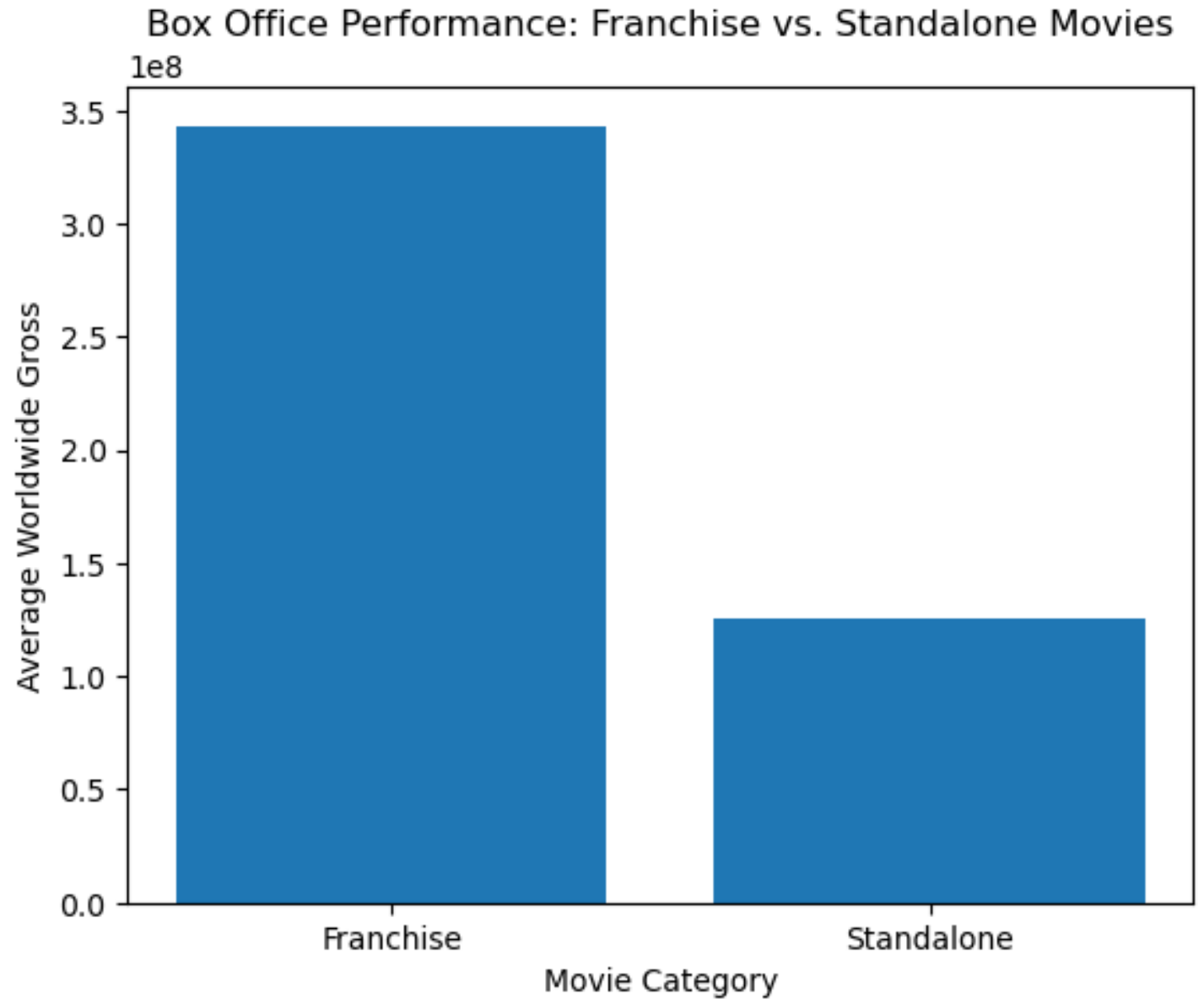
Problem Statement 3

- Analysing the Impact of Production Budget on Gross Earnings in the Film Industry to Inform Investment Decisions and Budget Allocation.
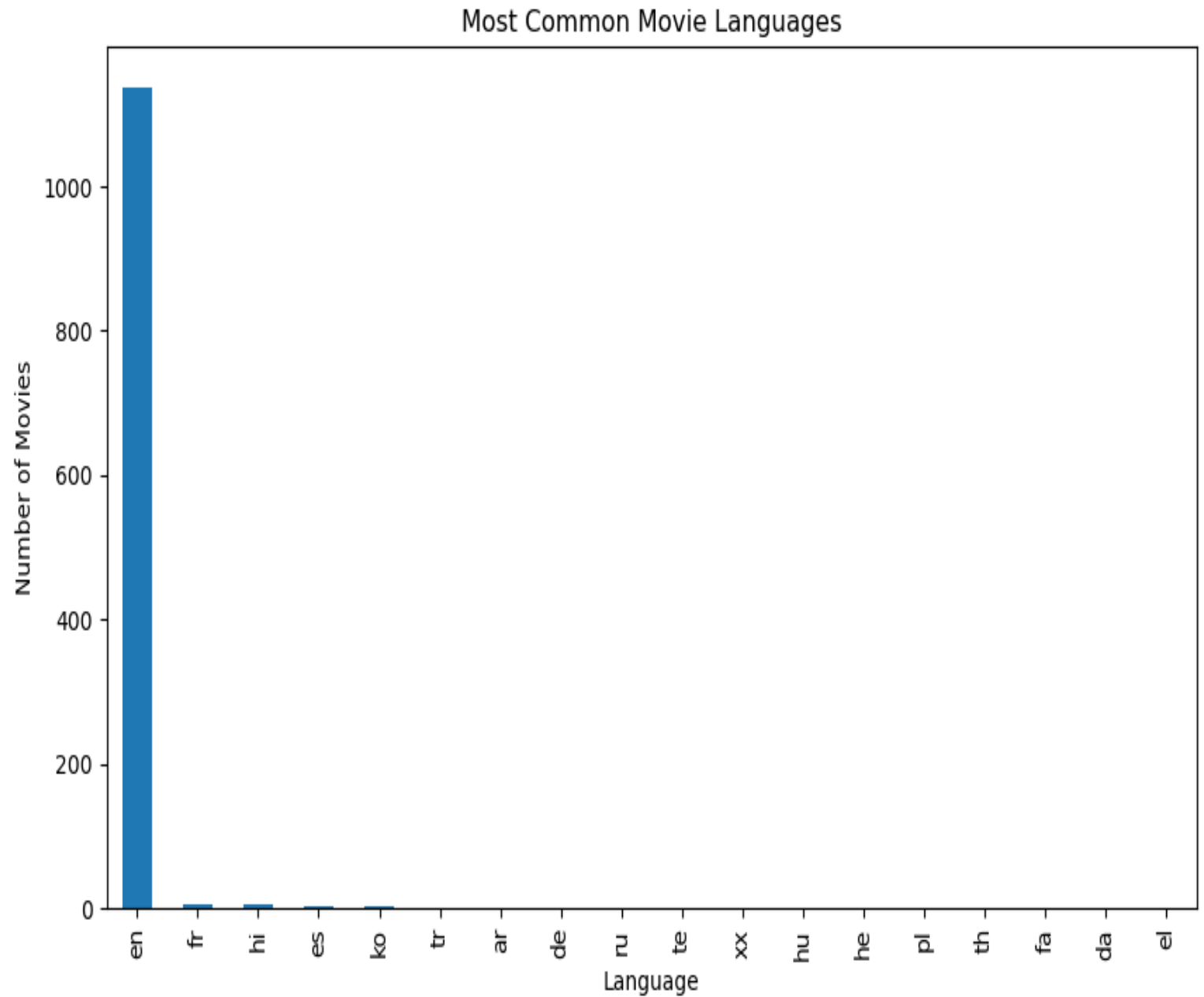
Objectives

- To provide insights into the prevalence and success of franchises in the industry.
- To provide insights into the distribution of movies by language.
- To analyse the relationship between production budget and gross earnings.
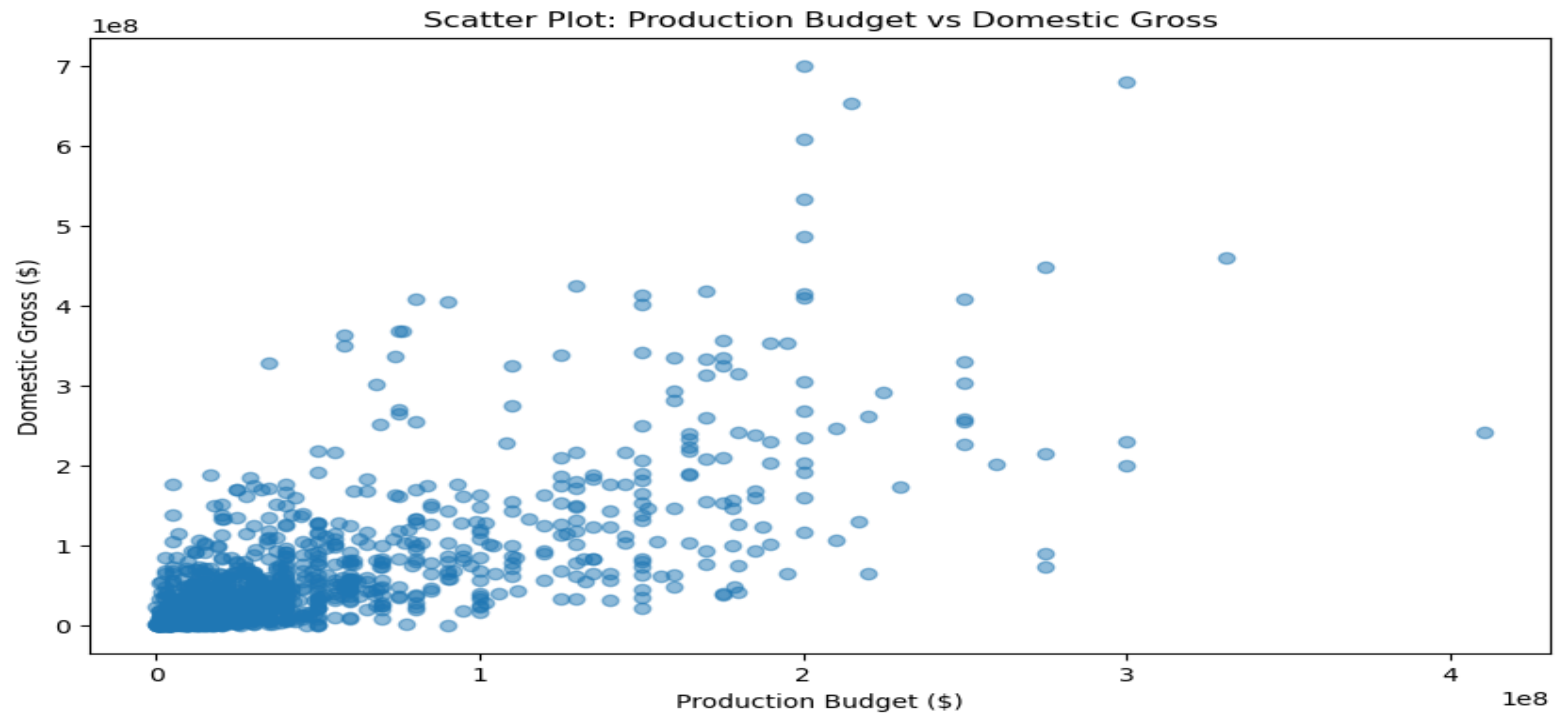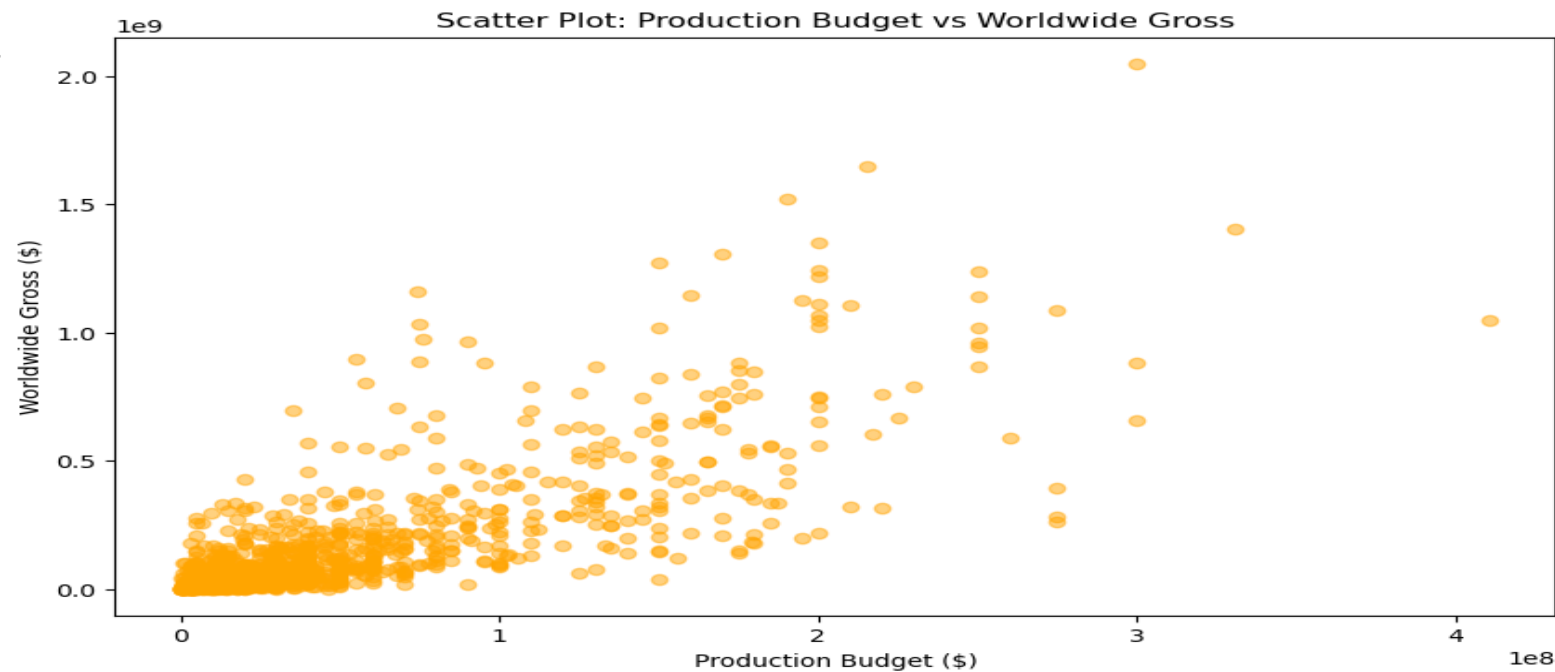
1.Evaluating Franchise Success:

Box Office Performance: Franchise vs. Standalone Movies

Investigating the relationship between budget and gross earnings

Recommendations

- **Strategic Budget Allocation:** Analyze the relationship between production budget and earnings. Allocate budgets strategically, considering the specific needs of each project. High budgets may not always guarantee high returns; focus on quality and audience appeal.

- **Diversify Language Offerings:** While English dominates the film industry, consider producing movies in other languages, especially if there is a substantial audience demand. This can expand your global reach and cater to diverse audiences.

- **Leverage Established Franchises:** Given the success of movie franchises at the box office, consider acquiring or developing popular franchises to ensure a steady stream of successful films

Conclusion

- Movie category(franchise & standalone) vs gross earnings - In conclusion,franchise movies have a substantially higher average worldwide gross compared to standalone movies, suggesting the potential advantages of investing in established franchises in the film industry.

- Language analysis - In conclusion, the bar chart underscores the overwhelming prevalence of English-language movies in the film industry, highlighting the significance of English as a dominant language in global cinema.

- Budget vs gross earnings -In summary, the scatter plots reveal that while the majority of movies are concentrated in the low-budget and lower-gross region, those with medium or higher budgets are scattered across various levels of gross earnings, emphasizing the complex relationship between production budgets and box office performance.

- The analysis conducted in this project yields valuable insights for microsoft's entry into the film industry.Here are the key takeways and recommendations::