

MICROSOFT MOVIE PROJECT



Business Understanding

- 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.
- Explore the movie industry and bring actionable insights that will help microsoft company
- The success of this movies studio will increase revenue for microsoft company.

Data understanding

1.The project will gather data on box office performance from the 2010 to 2018 including factors such as genres, ratings ,budgets and studios performances.

2.This data is already provided from public available open sources like websites IMDb, BoxOffice, Mojo, and Rotten Tomatoes.

The data is from the year 2010 to 2018 and the trends may have changed so it may not indicate the current events happening 5 years later

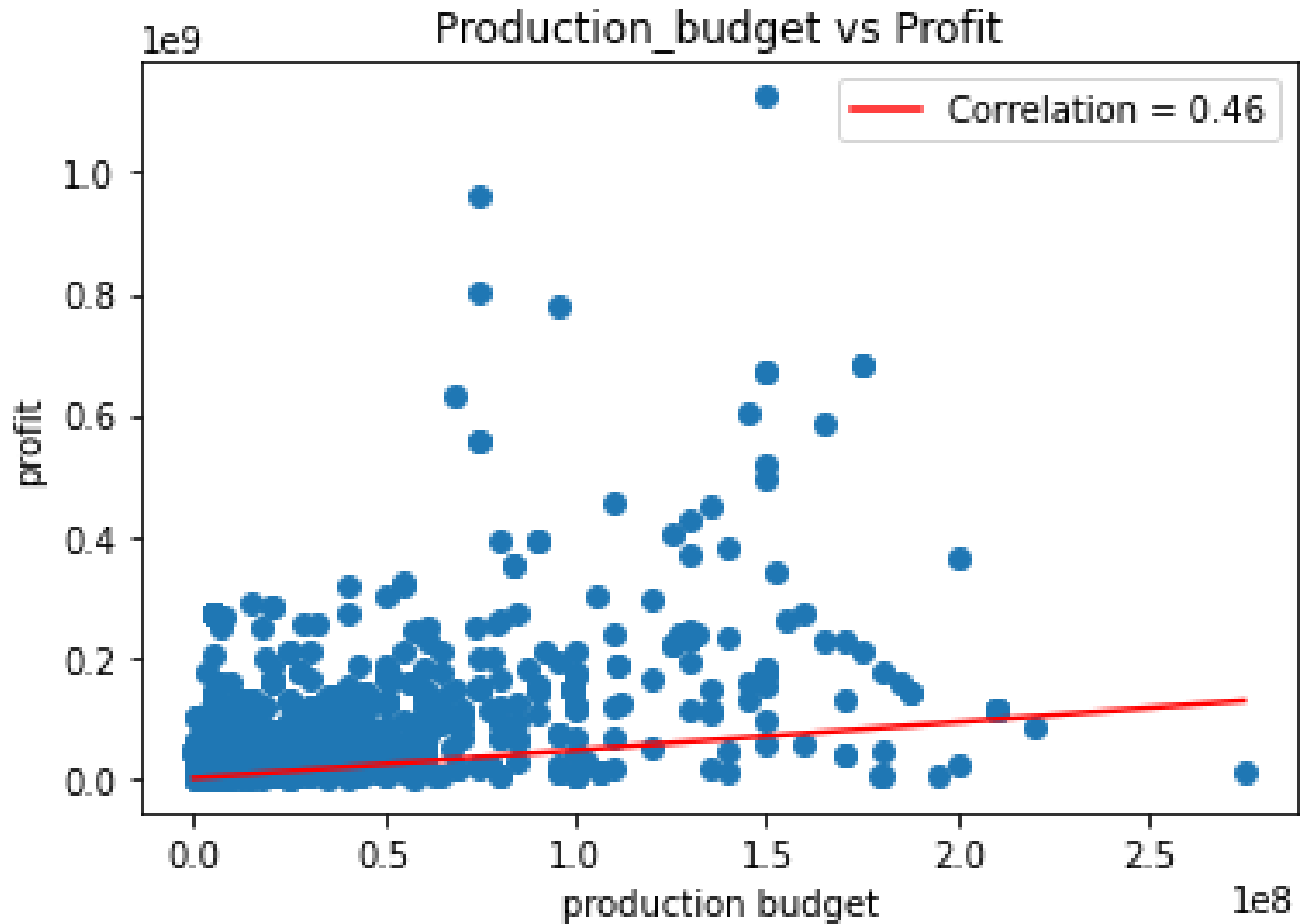
Methodology

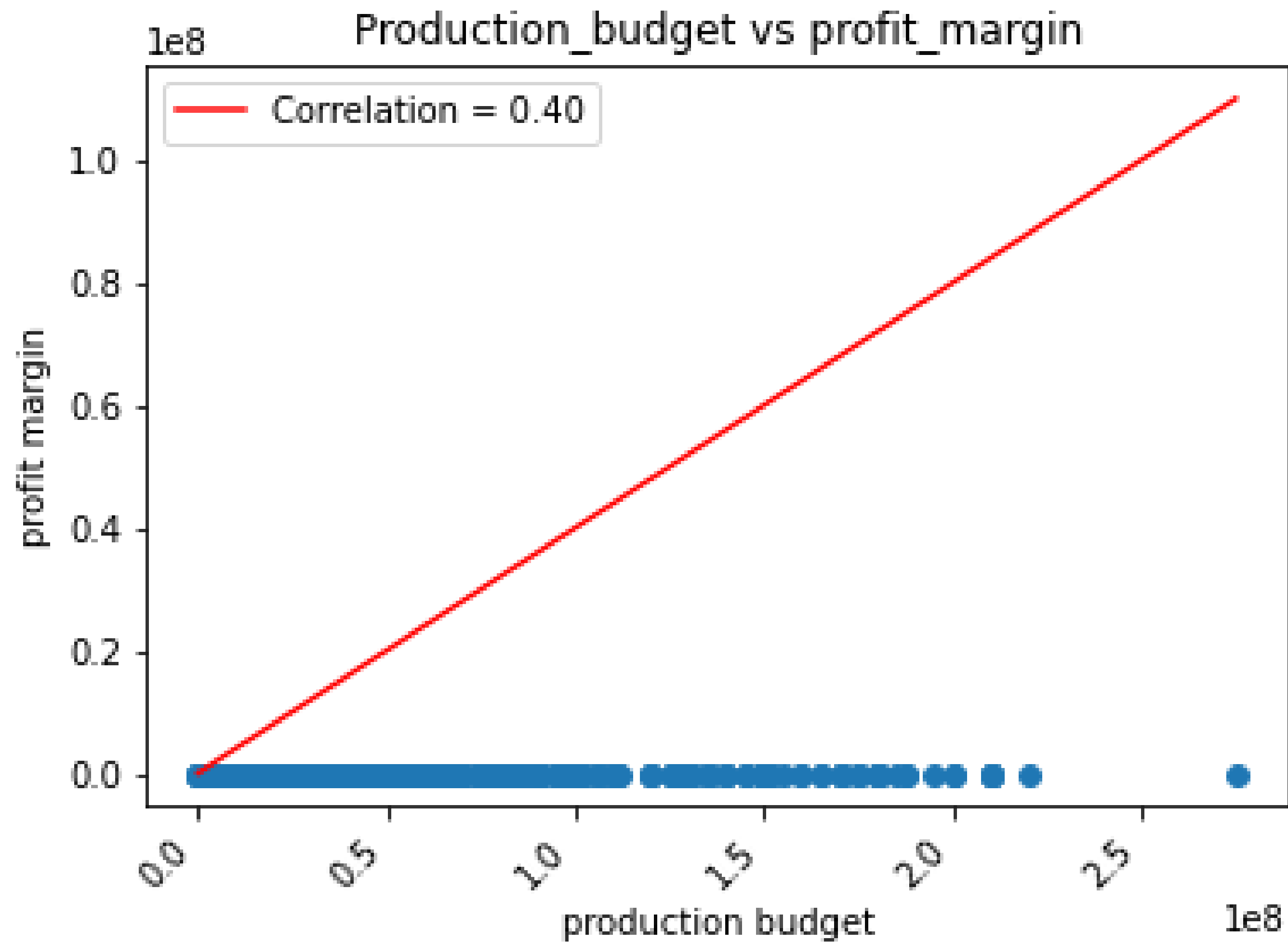
- Project involves applying explanatory data analysis on past available data using a library called pandas and using visualizations to explain the results.
- we will explore
- Should microsoft enter into movie product
- profitability of movies in terms of profit margins
- Which movies genres are the most profitable
- Which studios are best performers .

Results and recommendations

Recommendation 1

Microsoft should budget a minimum of 78,460,000 US dollars so as to obtain a profit margin of above 96%. This will make them be among the 10 ten competitors.

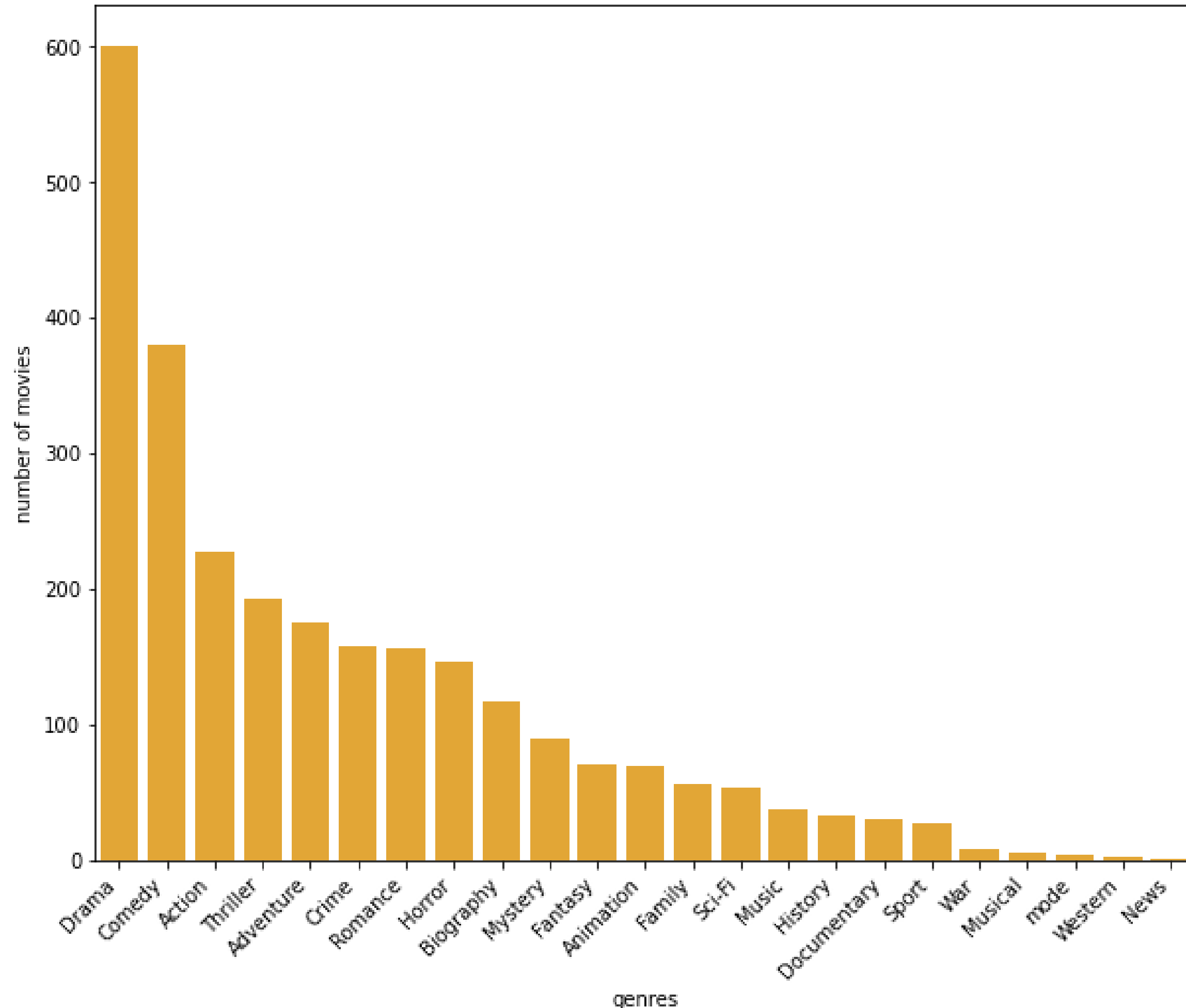


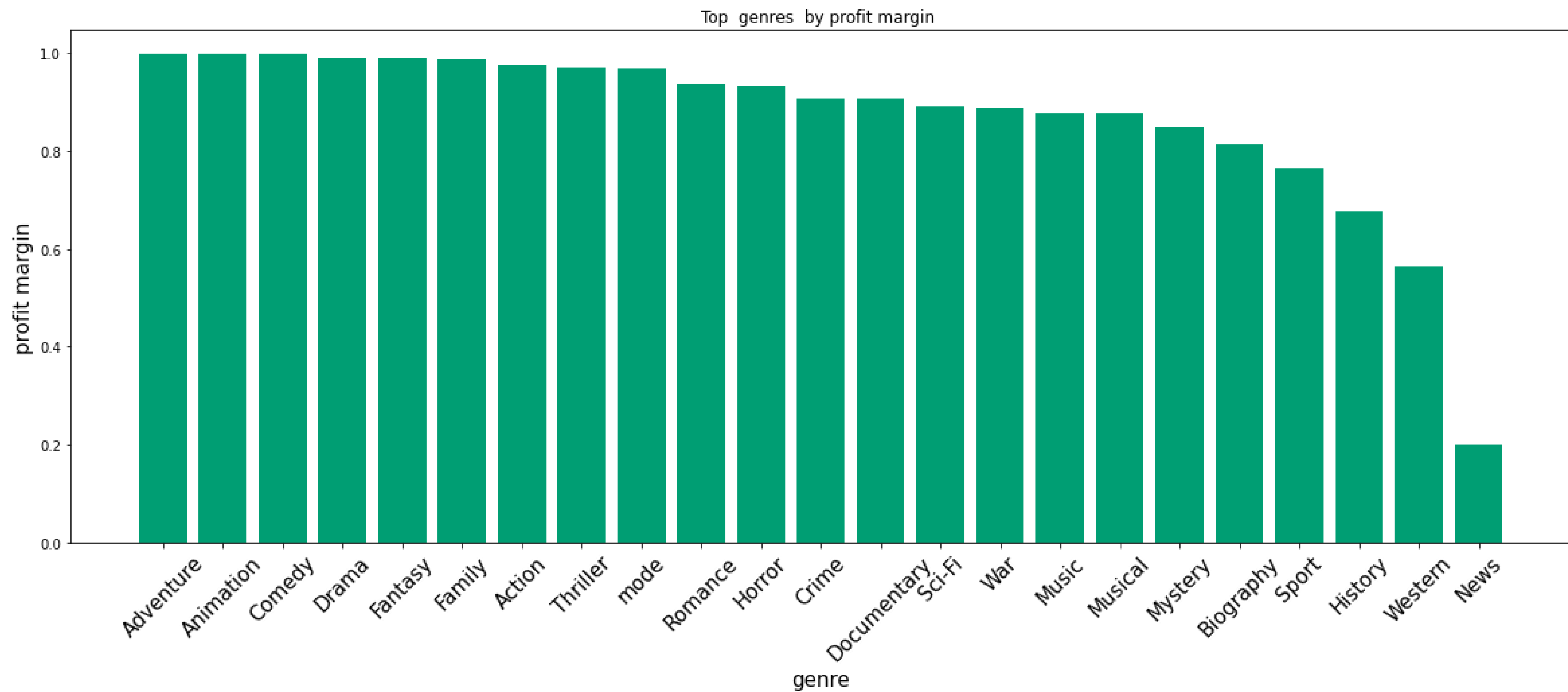


Recommendation2

Microsoft should produce movies genres like Drama, Comedy ,Adventure and Animations.They have higher profits, good returns on investment and or on demand.

Number of movies produced per genres



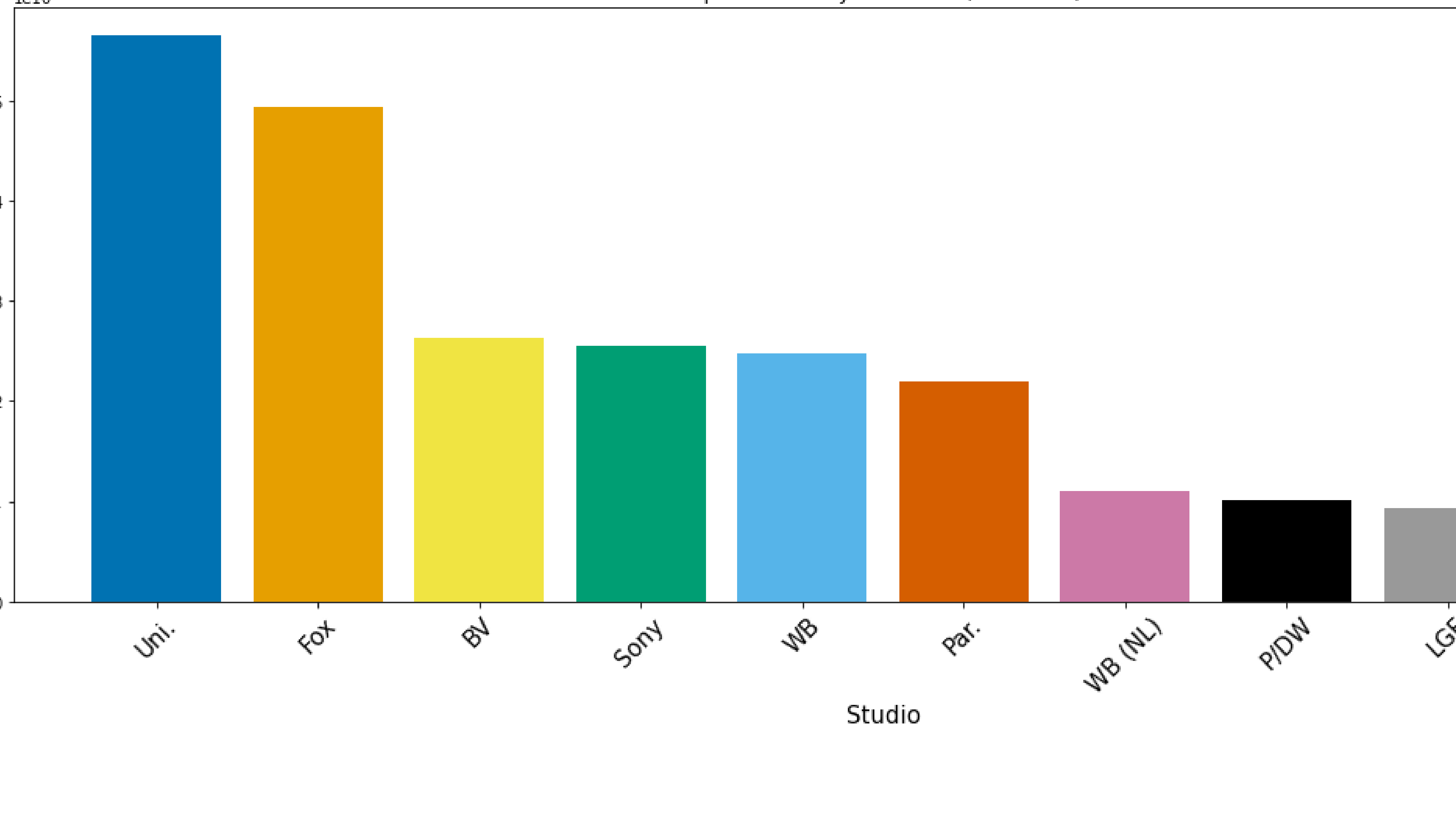


Recommendation3

Microsoft will have to implement some of the strategies from best movies studios.

Unilever, Fox and Buena vista companies were the top gainers during the year 2013 to 2018.

Fox company will be the biggest competitor for microsoft company followed by unilever company.



Future Consideration

Analyze more recent data from
2019-2023

Analyze streaming data.

THANK YOU