Microsoft Movie Studio Project

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Project Overview

- Microsoft Project is an innovative endeavor by Microsoft Corporation, aimed at establishing its presence in the rapidly growing entertainment industry.

- Microsoft is one of the technology giants hence it seeks to leverage its resources, expertise, and creativity to venture into the world of filmmaking.

Outline

- Business problem
- Data & Methods
- Results
- Conclusions

Business Problem

The primary business problem is:

- Lack of Movie Industry Experience – Microsoft lacks the necessary insights into the factors that contribute to movie success. Without understanding which types of films perform well, you risk investing in projects that may not resonate with audiences or generate substantial revenue.
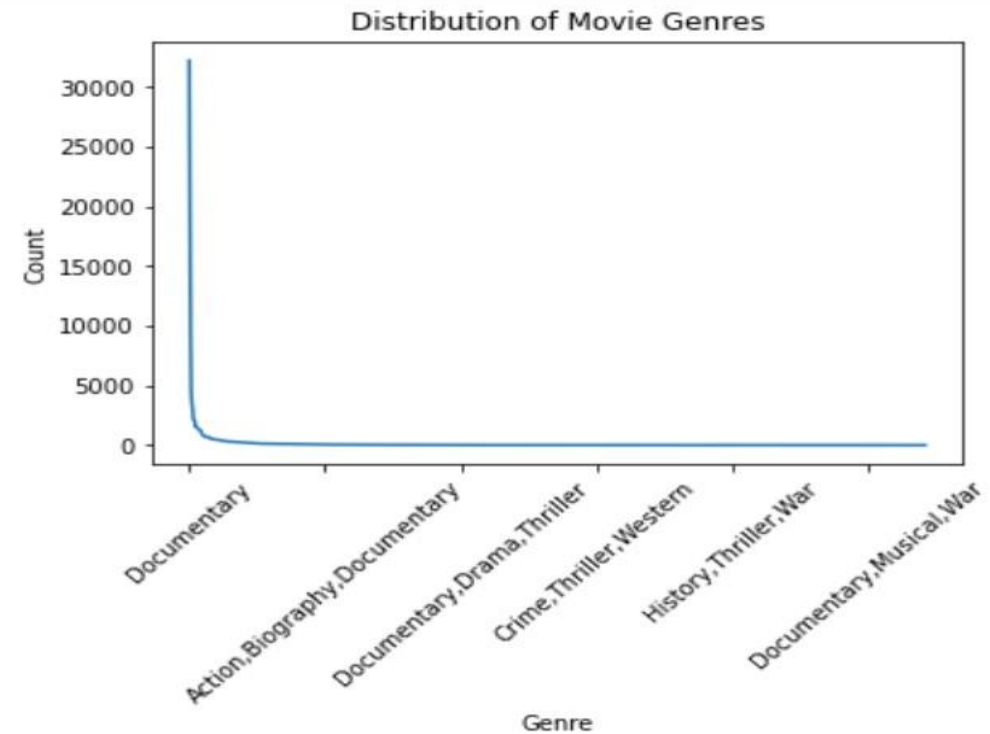
Data & Methods

I used exploratory data analysis and the following datasets:

- imdb.title.basics.csv.gz

- imdb.title.ratings.csv.gz

- bom.movie_gross.csv.gz

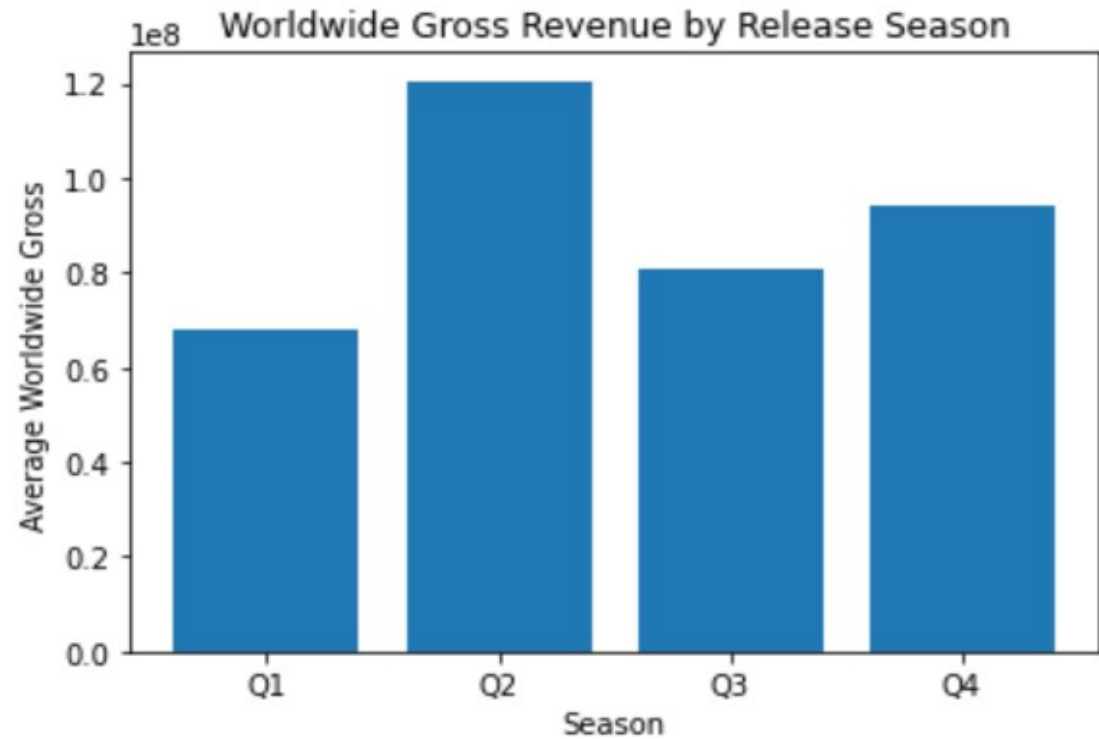- tn.movie_budgets.csv.gz

- rt.reviews.tsv.gz

- tmdb.movies.csv.gz

Results

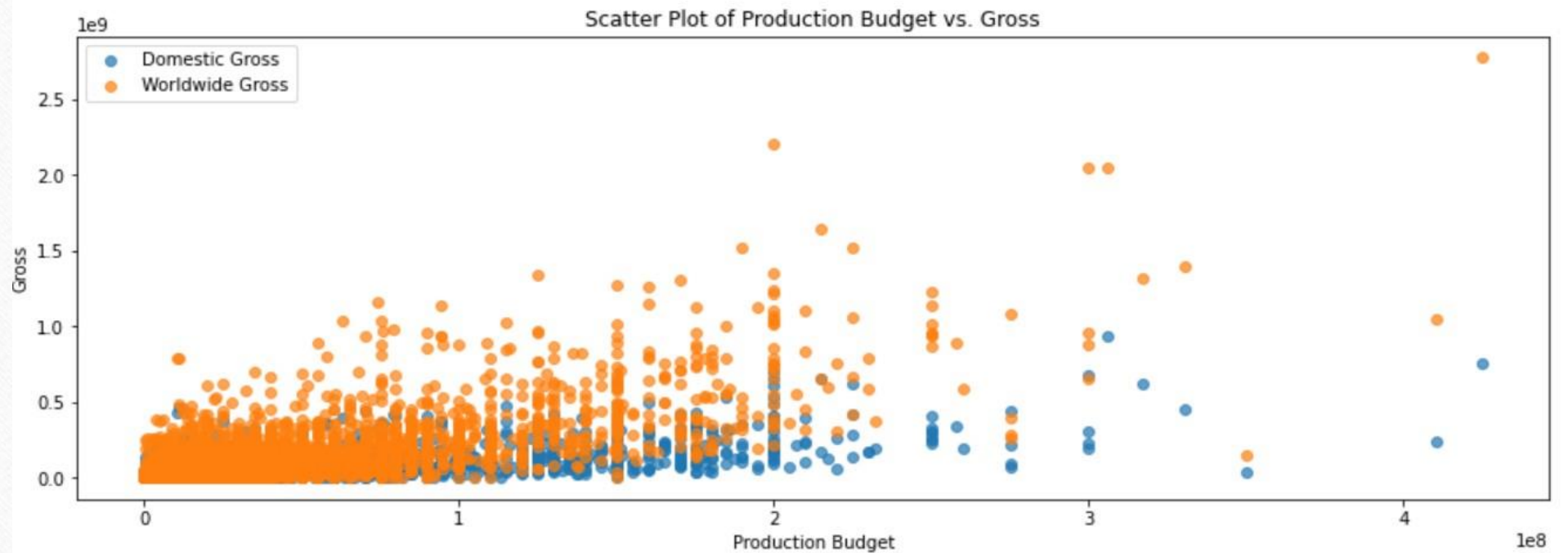- The popular genre according to the analysis is **Documentaries.**

Distribution of Movie Genres

Results

- The movies released between Q2 and Q4 are more popular.

Worldwide Gross Revenue by Release Season

Results

- The worldwide revenue is thriving more than the domestic revenue.

Scatter Plot of Production Budget vs. Gross

Conclusions

- Microsoft's movie studio should focus on producing documentaries as this genre appears to have a higher demand and audience appeal.

- Microsoft should strategically plan their movie release dates by considering the seasons or years that movies have a higher popularity.

- Microsoft should prioritize marketing efforts to promote movies locally as much as worldwide.

Recommendations

- Microsoft should allocate resources such as budget and talent towards the popular genres based on the timelines that the genres are popular.

- Microsoft can release blockbuster movies during peak movie going seasons or timing release dates to coincide with holidays or special events.

- Microsoft can negotiate with theatres to secure a high number of screens and prime showtimes for new movie releases to increase the domestic revenue.

Q & A

Thank you