



Microsoft Movie Studio Market Analysis

GENRE INSIGHTS FOR SUCCESSFUL FILM PRODUCTION.

Business Problem Overview:

- ▶ As Microsoft is embarking on a new endeavor in the space of original films content creation by establishing its own movie studio it faces a significant challenge due to its limited experience in the dynamic and highly competitive movie industry.
- ▶ The primary business problem is to strategically identify and target the most successful film genres currently dominating the market.
- ▶ Microsoft's new movie studio must carefully select genres that resonate with audiences and have a high potential for box office success. To address this challenge, our project aims to provide actionable insights derived from comprehensive market analysis

Key Objectives:

1. Identify Top-Performing Film Genres: Analyze current market trends and performance metrics in the movie industry to determine which film genres are achieving the highest levels of success at the revenues.
2. Correlate Genre Success with revenues Performance: Investigate the relationship between specific film genres and their respective box office revenues and audience ratings. Determine which genres are not only popular but also financially rewarding.
3. Strategic Guidance for Film Production: Provide recommendations to Microsoft's new movie studio on the types of films they should consider creating. These recommendations will be based on data-driven insights into the most promising genres, enabling the studio to make informed decisions regarding film production.

Data Collection and Understanding:

- ▶ **Problem Basics and Stakeholder:** The project description outlines the problem basics that is Microsoft's entry into the movie industry with a new movie studio and the challenge of identifying successful film genres
- ▶ **Real-World Problem:** The problem addressed in this project is a real-world challenge. It is not hypothetical but based on Microsoft's actual endeavor to enter the movie industry.
- ▶ **Data's Utility:** The data used in the project is valuable for addressing the problem. It includes datasets from various sources, such as Box Office gross, IMDb, movies reviews, rt_movies_info.tsv, The Movie DB, and The Numbers.

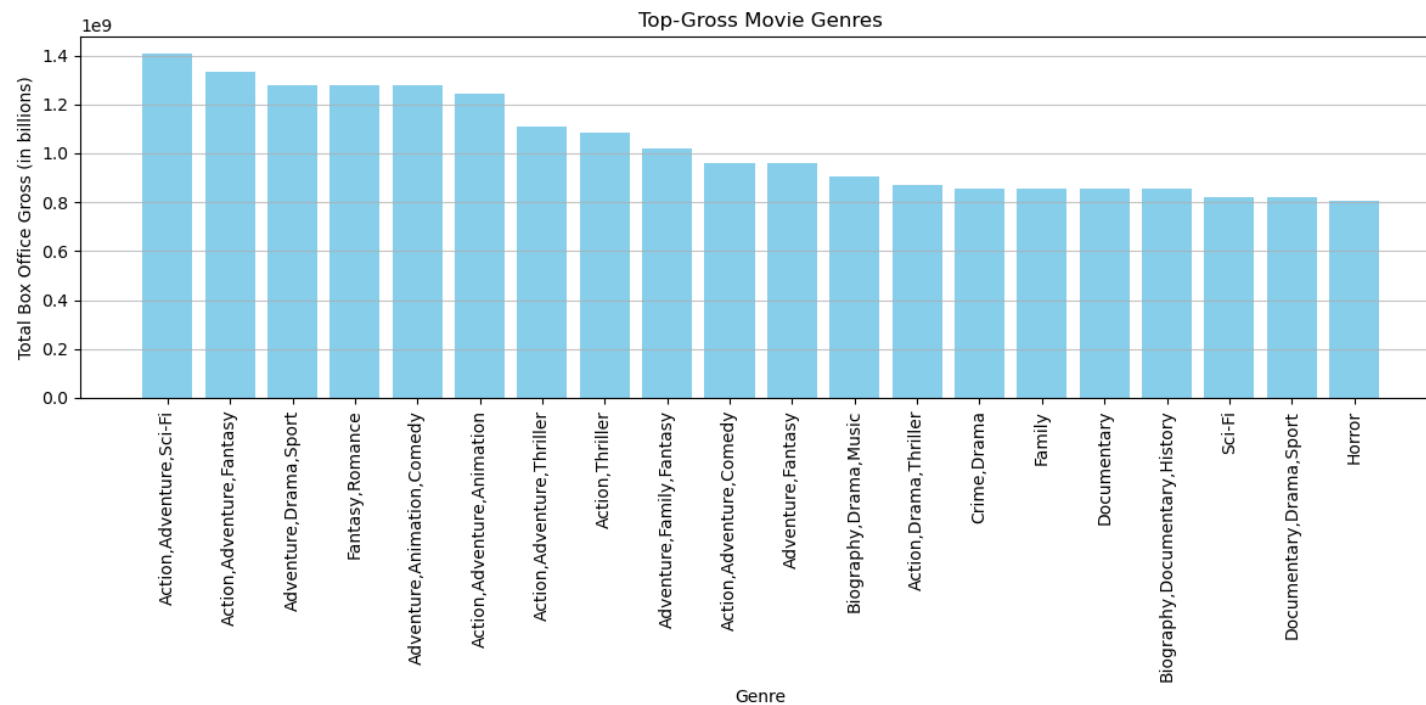
Business Relevance:

- ▶ The data's relevance to the business problem is evident. It directly contributes to the project's objectives of identifying top-performing film genres and correlating genre success with box office performance.
- ▶ The insights derived from the data will inform Microsoft's movie studio about which types of films are likely to perform well at the box office and resonate with audiences.
- ▶ These insights have a direct impact on Microsoft's business success in the movie industry. Making the right genre choices can lead to profitable movies and a strong presence in the entertainment market.

Data Analysis: Genre Analysis

- ▶ **Genre Popularity:** Our analysis revealed that certain movie genres are currently more popular among audiences than others. These genres tend to attract larger viewership and generate higher box office revenue.
- ▶ **Top-Performing Genres:** We identified the top-performing genres in terms of revenue. These genres consistently outperformed others and proved to be lucrative for movie studios. Studios that invest in these genres tend to enjoy greater financial success at the box office.

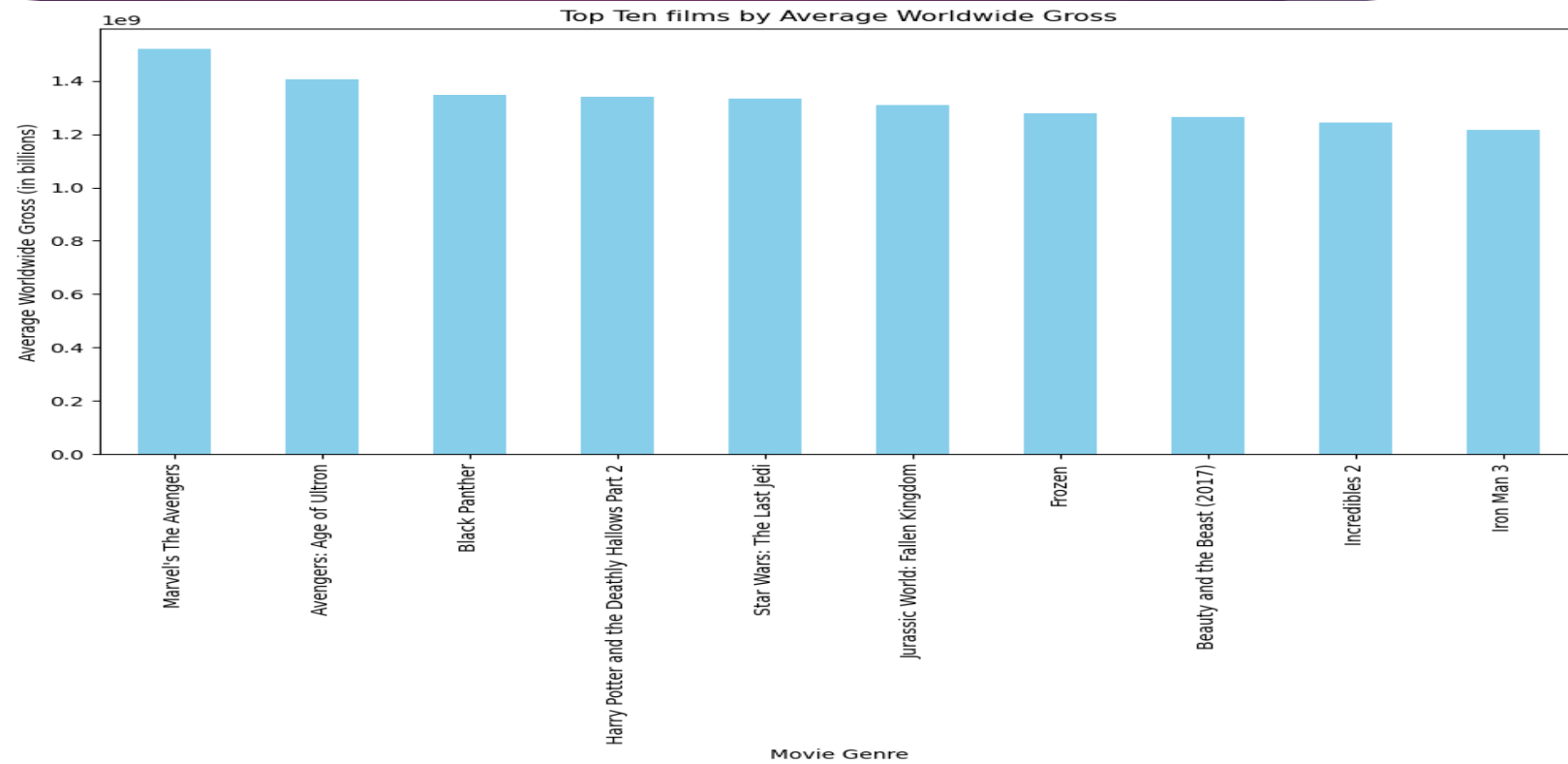
Top Gross Movie Genres:



Top-Performing Films:

- ▶ We also identified the top-performing Films in terms of revenue. These Films consistently outperformed others and proved to be lucrative for movie studios. Studios that invest in these Films tend to enjoy greater financial success at the box office.

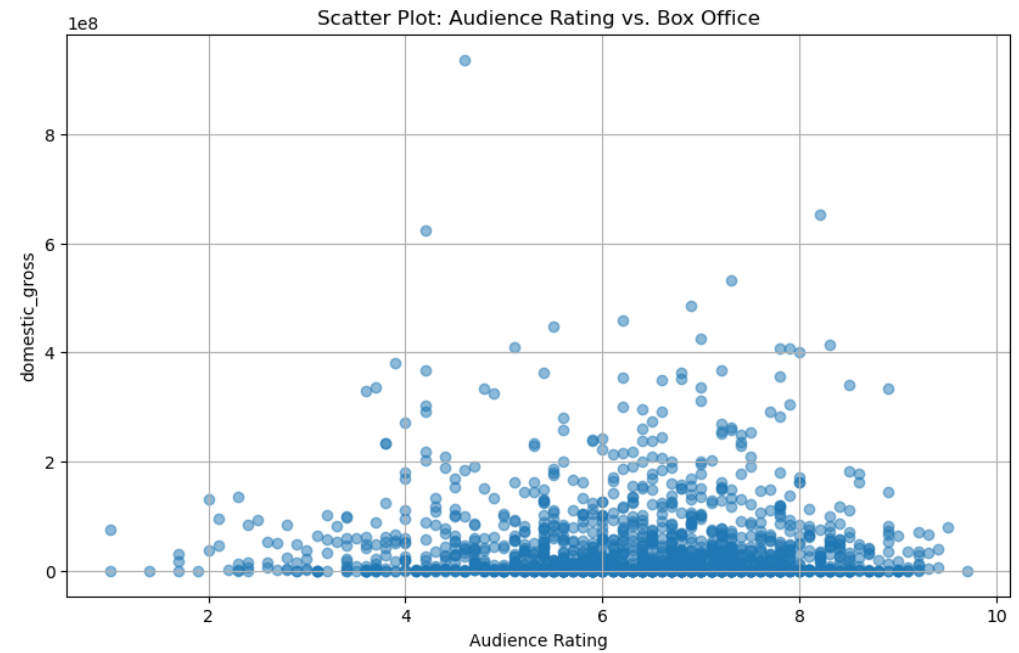
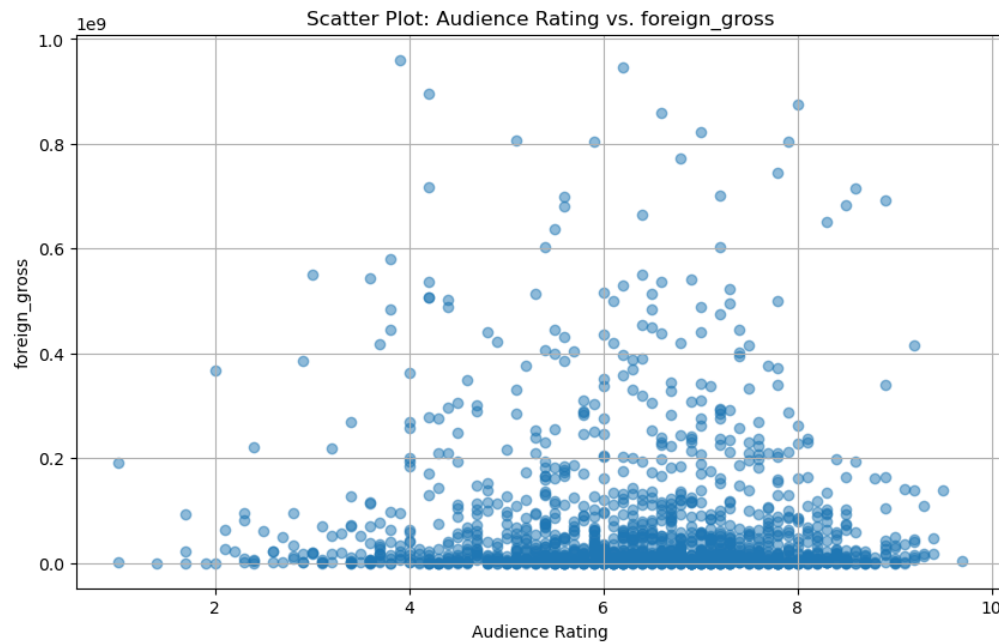
Top Ten films by Average Worldwide Gross



Audience Ratings Analysis

- ▶ **Correlation Analysis:** We conducted a correlation analysis to determine the relationship between audience ratings and box office success. The analysis aimed to uncover whether there is a statistical correlation between these two variables

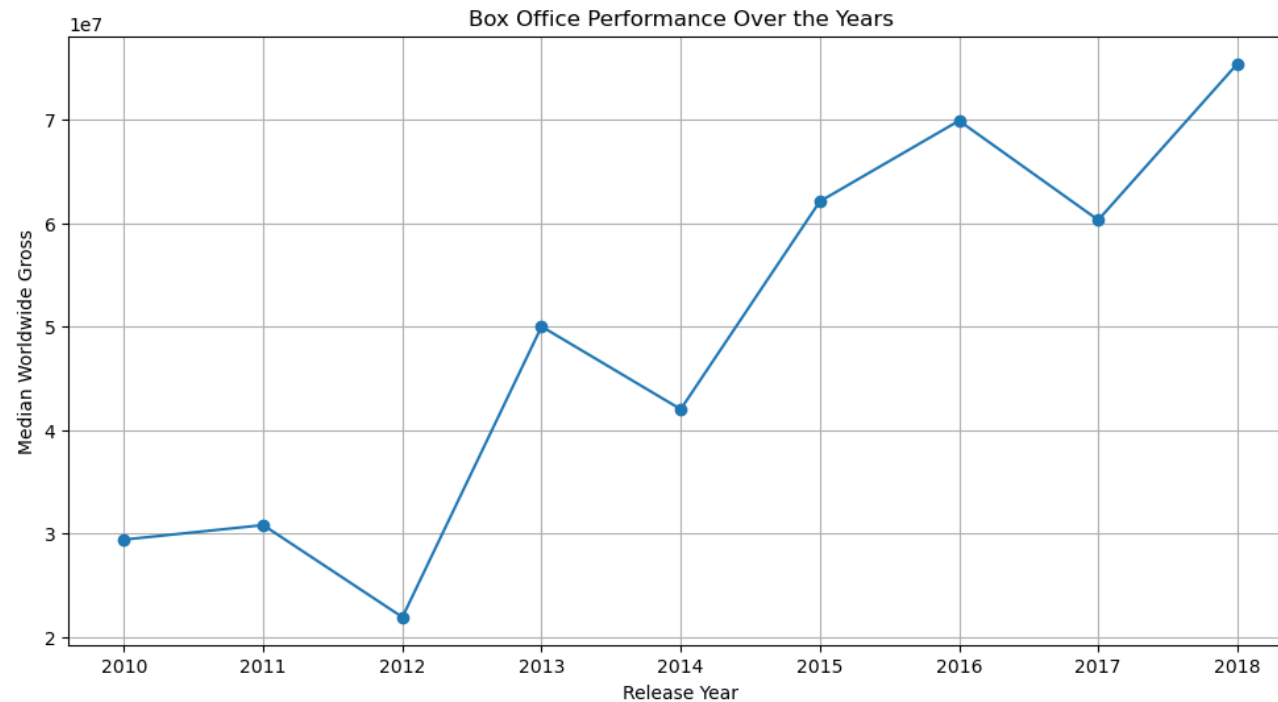
Audience Ratings foreign and domestic gross



Release year Analysis

- ▶ **Impact of Release year on Box Office Success:** Our analysis involved assessing whether the timing of a movie's release significantly influences its box office performance. We compared the box office success of movies released during different years.
- ▶ **Box Office Trends Analysis:** To understand how box office revenue varies over time based on release year, we conducted a detailed analysis. We grouped movies into specific years and observed patterns and fluctuations in their revenue performance.
- ▶ **Time Series Line Chart:** To effectively communicate our findings, we employed a time series line chart. This visualization depicted trends in box office revenue over the years or time periods. The x-axis represented release years or time periods, while the y-axis indicated either the median or total box office revenue for each year or period.

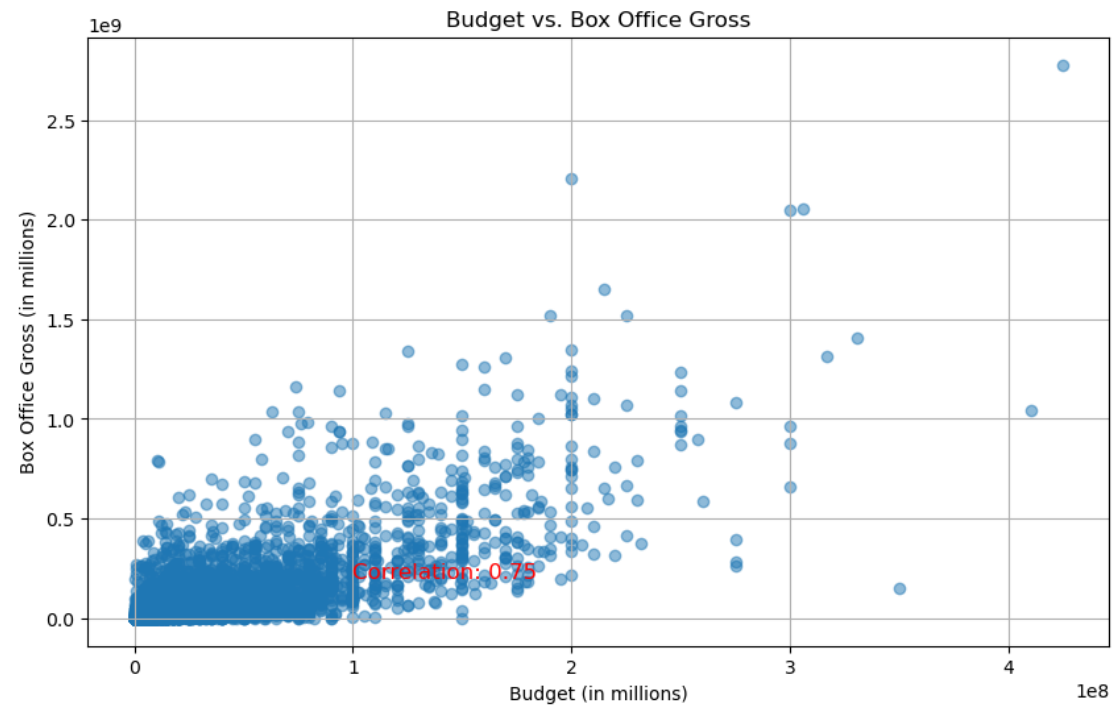
Box office revenue performance over years



Budget Allocation:

- ▶ In the Budget Allocation Analysis, we look into the relationship between budget allocation and box office success. We specifically focused on production budget and worldwide gross to gain insights into how they correlate with a movie's financial performance. Here's a summary of our findings:
- ▶ **Correlation Analysis:** We conducted a correlation analysis to determine the relationship between budget allocation and box office success. The analysis aimed to uncover whether there is a statistical correlation between these two variables.

Budge vs. Box Office Gross



Recommendations

- ▶
- ▶ Based on our data-driven analysis and insights from the Microsoft Movie Studio project, we recommend the following actionable recommendations to guide Microsoft's movie production endeavors:
- ▶ **Genre Selection:** Our analysis suggests that certain movie genres are currently more popular and lucrative at the box office. Therefore, we recommend considering the production of movies in the following genres:
 - ▶ a. **Action/Adventure, sci-fi:** This genre has consistently performed well in terms of box office revenue. The audience's preference for thrilling and visually appealing content makes it a viable option.
 - ▶ b. **Action/Adventure, /Fantasy:** Movies in this genre often achieve high ratings and box office success. The potential for imaginative storytelling and visually stunning effects can capture audiences' attention.
 - ▶ c. **Adventure,Drama,sport:** These kind of films have shown strong box office potential. Creating movies suitable for all age groups can result in widespread appeal.
 - ▶ d. **Fantancy,Romance:** The superhero genre remains popular, with several successful franchises. Exploring superhero narratives can be a promising avenue.

Continues.....

- ▶ **Budget Allocation:** Allocate budgets thoughtfully, with an understanding of the positive correlation between budgets and box office gross. Invest in high-quality production and marketing to maximize returns.
- ▶ **Audience rating:** there is very little to no consistent impact on the Box Office performance of a movie or production both on domestic and foreign gross. The negative sign indicates that as one variable tends to increase, the other tends to decrease slightly, but the relationship is so weak that it is not practically significant.
- ▶ **Data-Driven Decision-Making:** Continuously collect and analyze data on audience preferences, industry trends, and market dynamics. Use this information to adapt strategies and make informed decisions.
- ▶ **Market Research:** Conduct continuous market research and audience surveys to gain insights into specific audience preferences and demographics. Tailor content to meet the needs and interests of target viewers.

Continues.....

- ▶ **Quality Content:** Prioritize the production of high-quality, compelling content that resonates with audiences. Focus on storytelling, character development, and visual appeal to create memorable experiences.
- ▶ **Continuous Learning:** Stay updated on industry innovations, emerging technologies, and evolving audience behaviors. Embrace new trends and technologies to remain competitive.



THANK YOU