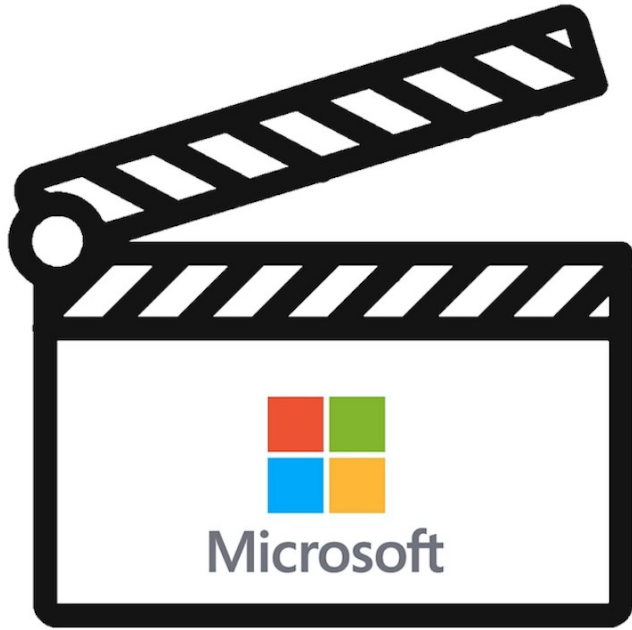


# MICROSOFT MOVIE STUDIO EDA



## PHASE-1 -FINAL PROJECT

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## PROJECT OVERVIEW

\***SCENARIO**-Microsoft has decided they want to create original content as well and create their own movie studio

\***TASK**-Investigate the practices that are foundational for a profitable/award winning films

\***DELIVERABLES**-Provide actionable insights and recommendations on what type of films to produce and when to produce them.



## INDUSTRY INSIGHT

**What does the market look like, what trends are evident?**

**\*\$80,000,000,000**-Grossed domestically since 2010

**\*3,387**-Movies released in theaters

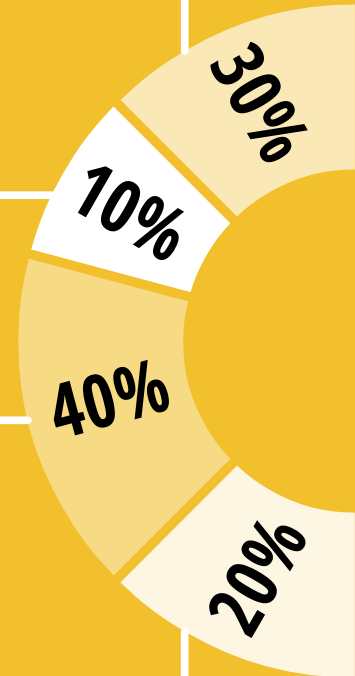
**\*258**- The number of studios



# PROBLEM STATEMENT

\*Media and other tech companies are now creating lots of original video content so there is a lot of competition.

\*Microsoft has no prior knowledge of the movie industry so they don't know how to move forward in creating content

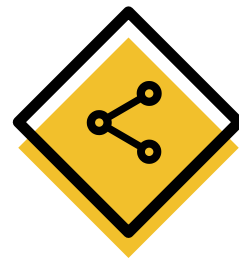
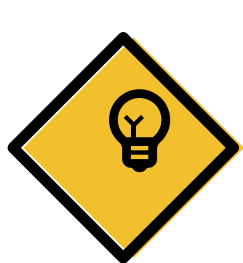




# METHODOLOGY



Some of the key questions and topics we are going to deal with are:



What are the most profitable movies and how much should you spend?.

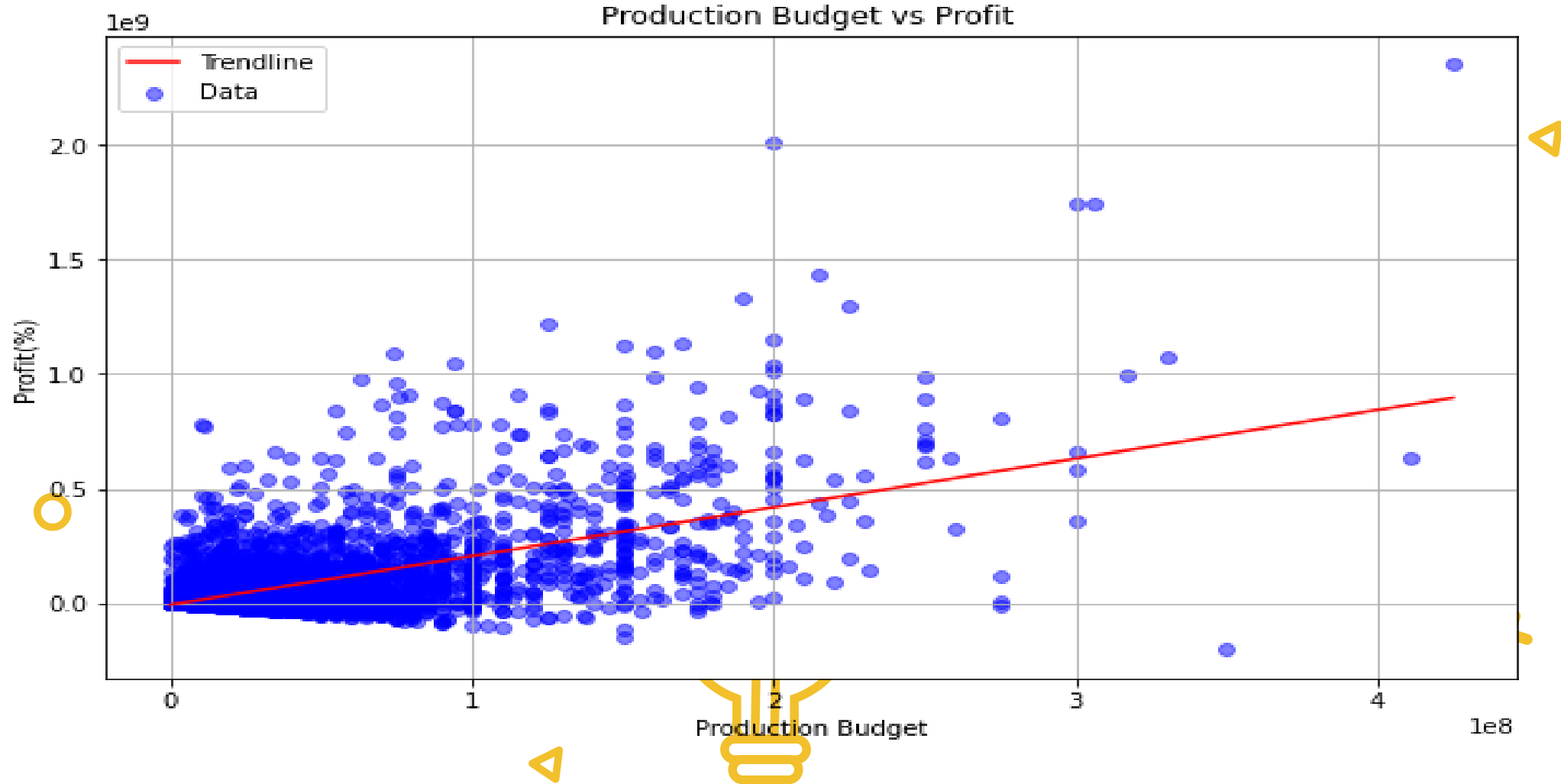
What is the best time of the year to release a movie?

How does the rating of the various genres of movies fair in IMDB data?.

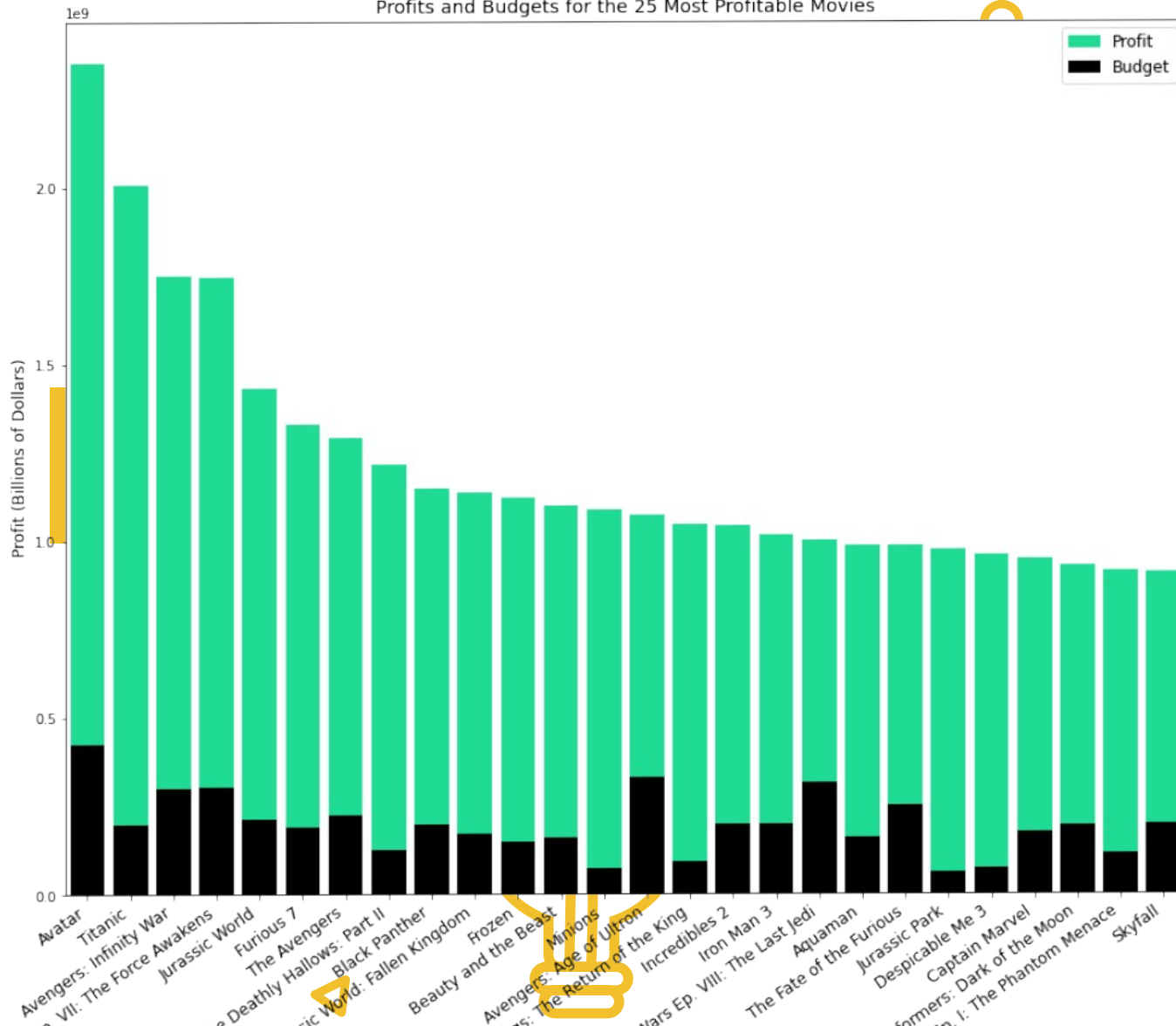
Which movie directors and writers add value to the movie ratings?.



# 1. What are the most profitable movies and how much should you spend?



Profits and Budgets for the 25 Most Profitable Movies





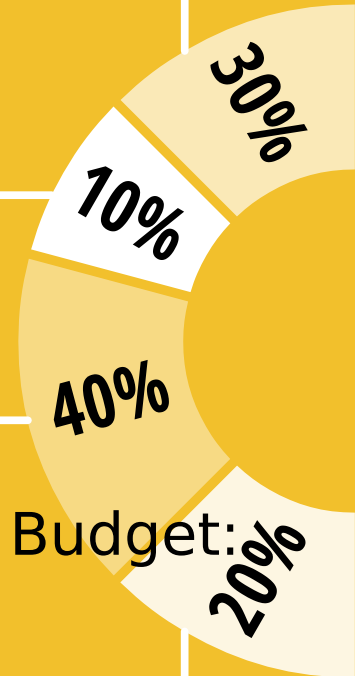
## Analysis & Recommendation.

\*The scatter plot is helpful in beginning to understand how much money should be budgeted for a movie. The positive trend line indicates that an increase in the budget will result in an increase in profit.

\*.Clearly the most successful 25 movies have both incredible profits and profit margins. Titanic (1997), Avatar, and Avengers: Endgame are the most successful movies in terms of sheer profit

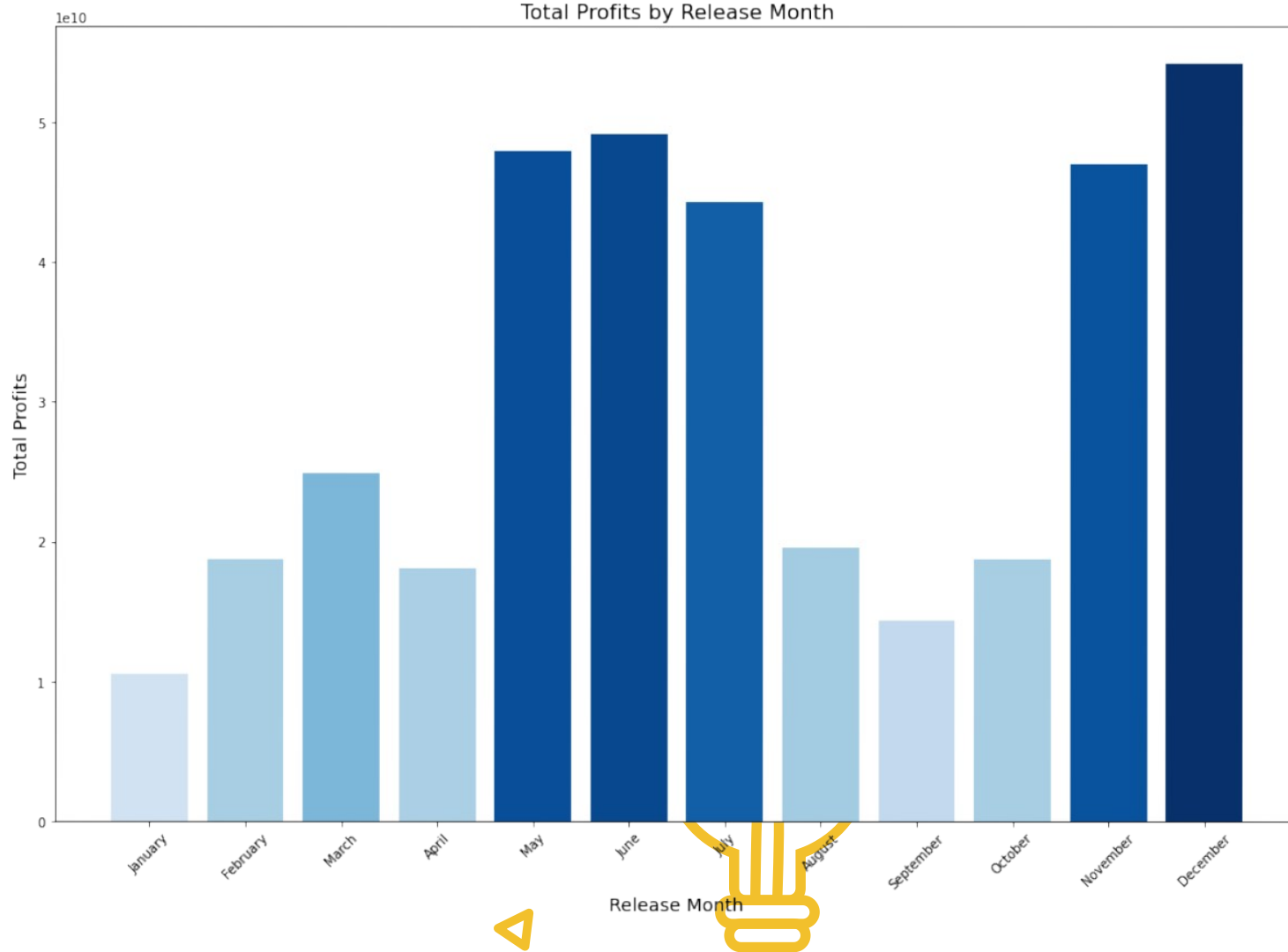
\*Recommended initial Budget:  
\$60,000,00

\*Estimated Profit margin:  
55%





## 2. What is the best time of the year to release a movie?

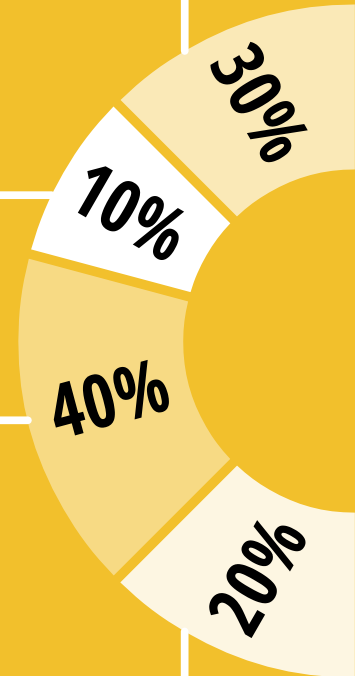




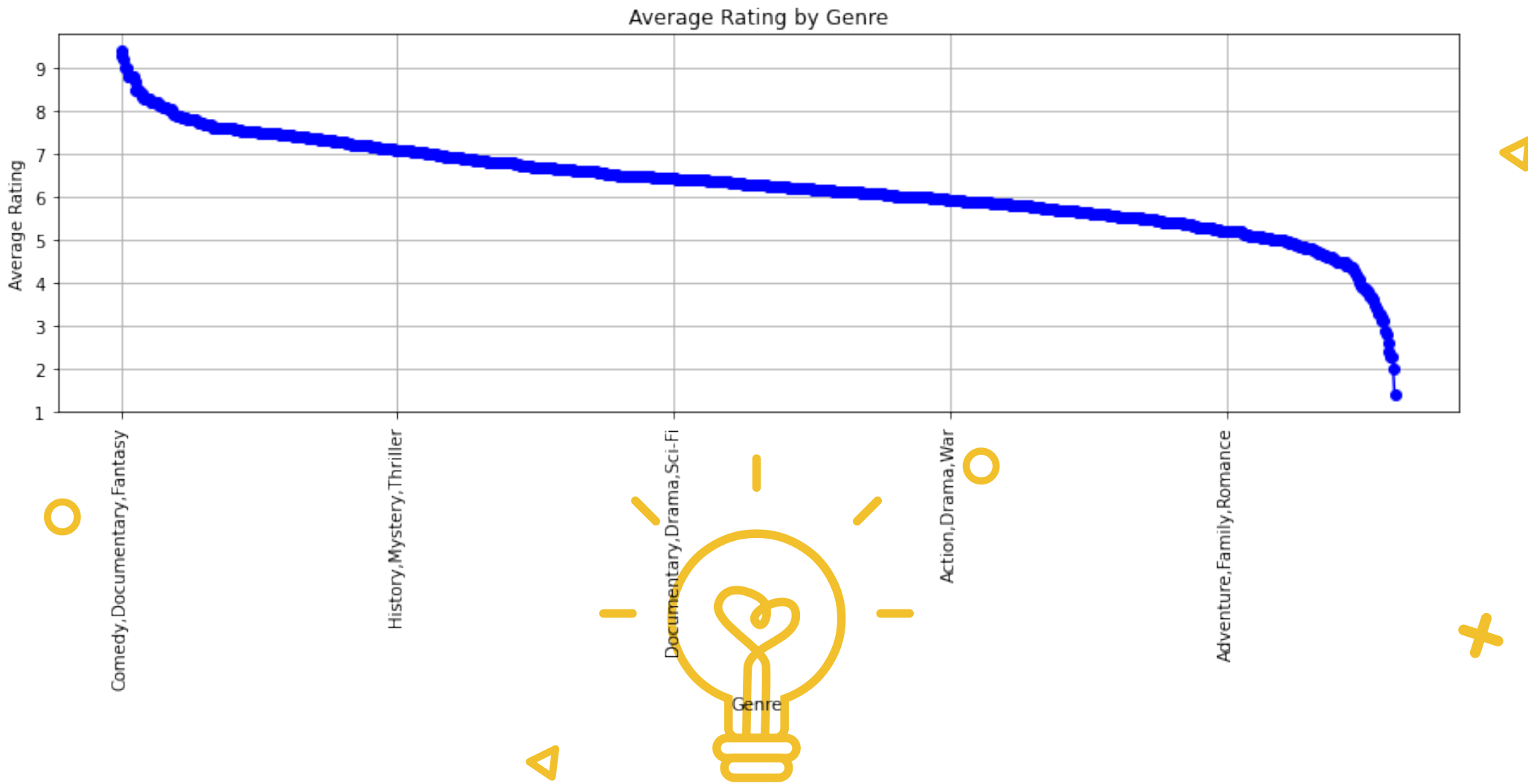
## Analysis & Recommendation.

\*It appears that the summer months tend to result in greater success, perhaps as a result of an influx of children and their parents during summer break.

\*I recommend that Microsoft release the bulk of their movies during the summer months (i.e. May-July)



### 3.How does the rating of the various genres of movies fair in IMDB data?

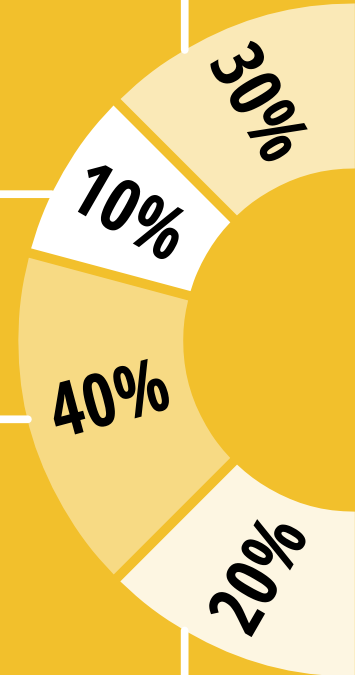




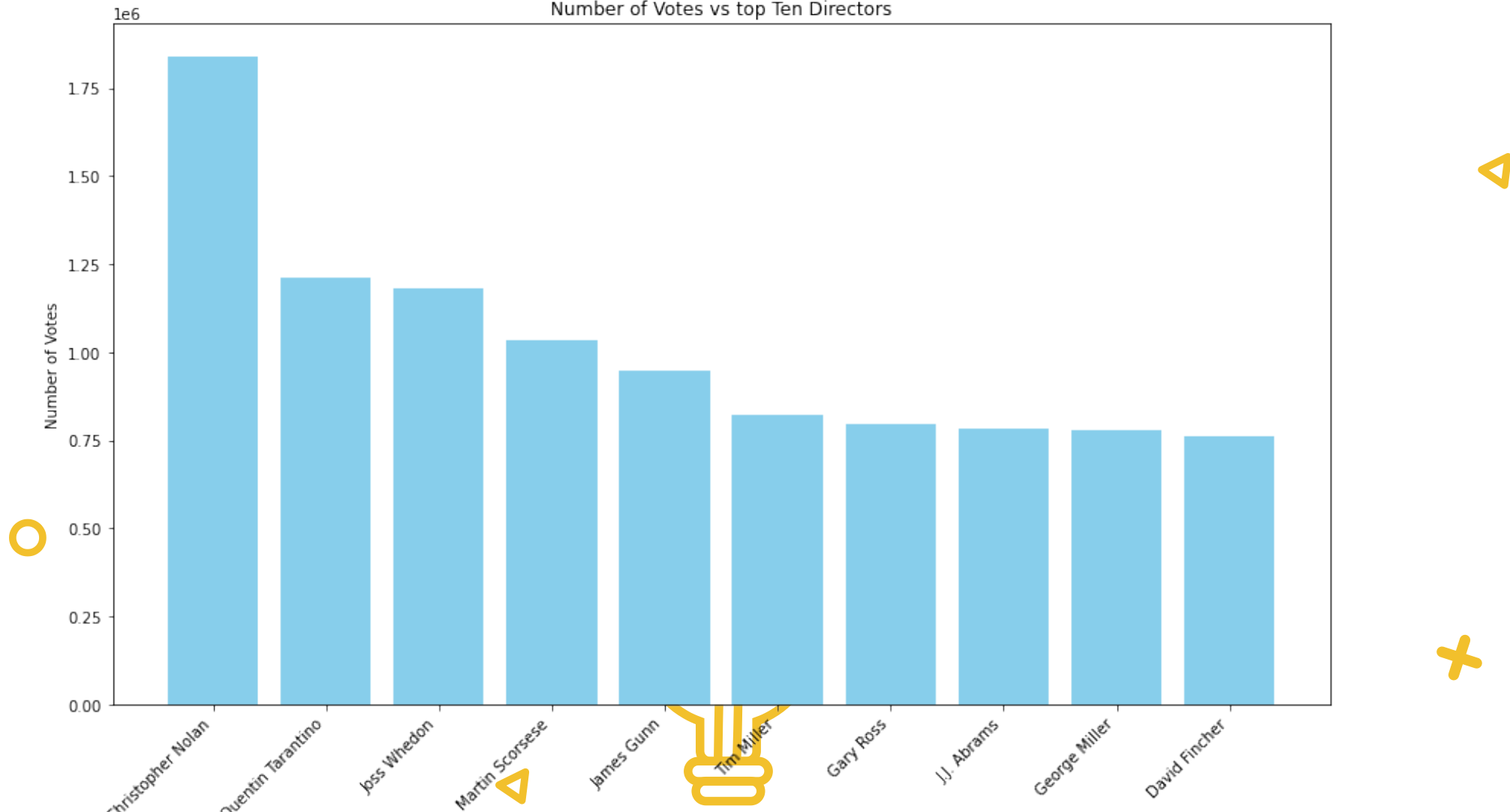
## Analysis & Recommendation.

\*From the above line plot it can be seen that the genre with the highest ratings are comedy, Documentary and Fantasy

\*Microsoft Movie Studio should consider producing more content in genres like "Comedy/Documentary" and "Fantasy" as they have shown to be popular among audiences and have higher average ratings.



## 4. Which movie directors and writers add value to the movie ratings?

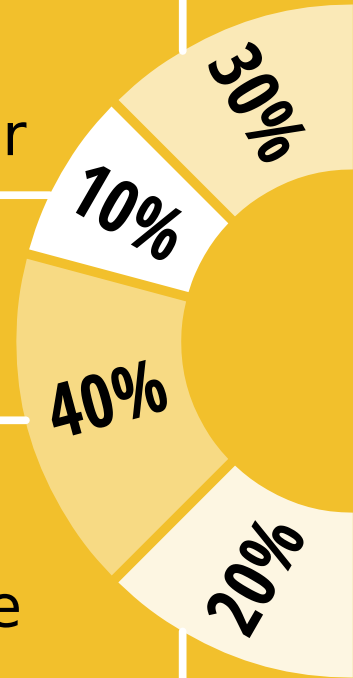


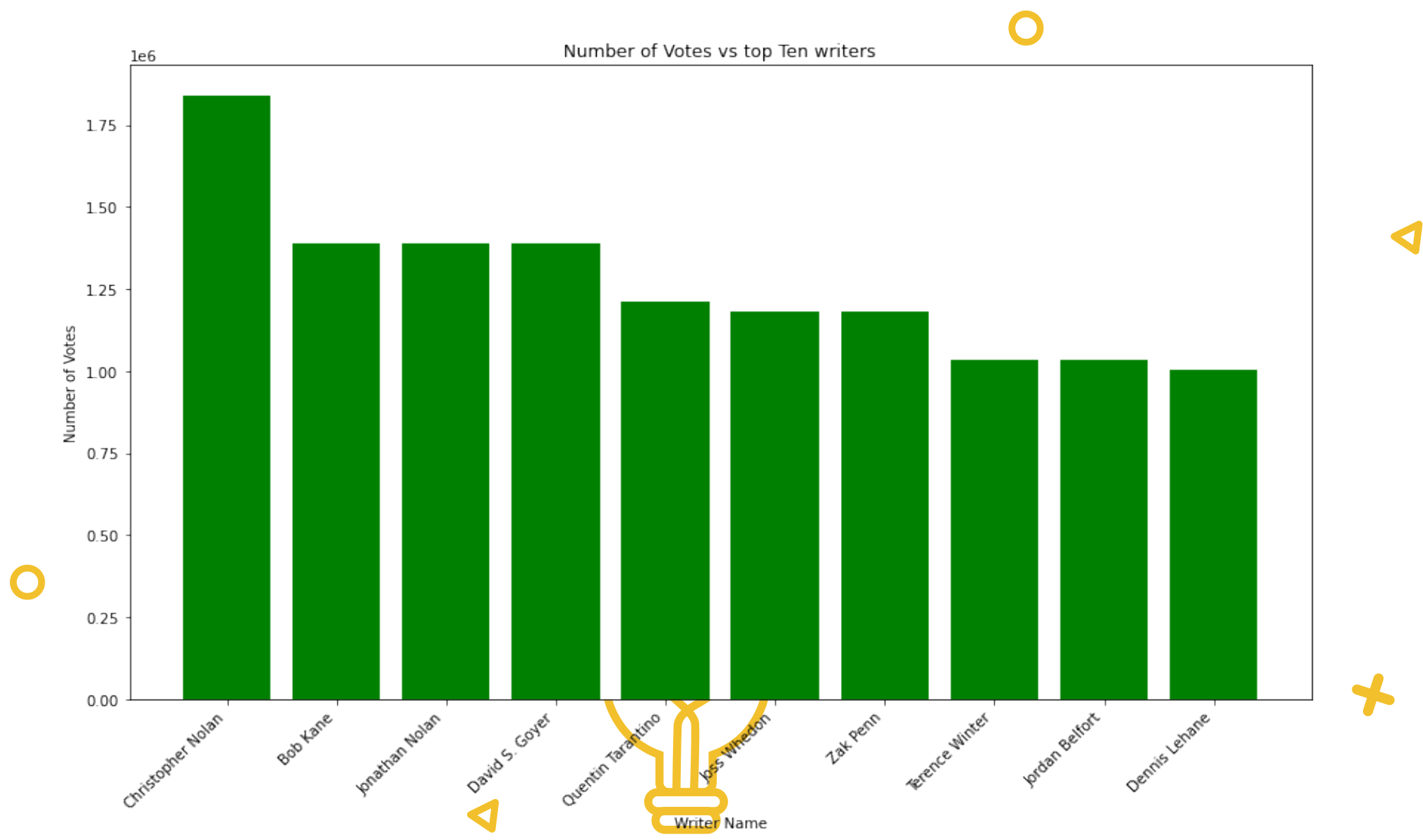


## Analysis & Recommendation.

\*The directors listed, such as Christopher Nolan, Quentin Tarantino, and Martin Scorsese, have garnered significant attention and praise from audiences, as indicated by the high number of votes received for their works

\*Collaborating with renowned directors like these can enhance the credibility and appeal of the movies produced by Microsoft Movie Studio. I also did the same for the top writers below



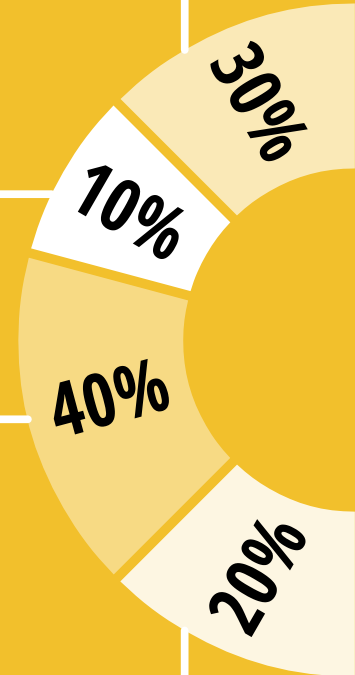




## Analysis & Recommendation.

\*The above are the top ten writers that Microsoft should engage with.

\*We recommend that Microsoft engage these directors & writers who have demonstrated their ability to craft compelling narratives, innovate in storytelling techniques, and deliver memorable cinematic experiences.





# Future Works & Considerations

01

**Foreign Gross:** Analyze the foreign markets by genre, country, rating, and release date to better understand global trends.

02

Webscraping of data from online sources.

03

**Sentimentality:** Measure the sentimentality of Rotten Tomatoes and other reviews and explore relationship to movie gross.

04

**Art House Films:** Look at successful low-budget movies to make an indie film recommendation to Microsoft.





THANK YOU