

Movies AnywhereTM

YOUR MOVIES, TOGETHER AT LAST

*Background

Microsoft has a desire to open a movie studio with best types of films. Focusing on other companies movies production Microsoft will look at what are the best movies that have larger vote-counts from audience and which have yeild a lot of profits with other companies movie data, we can get some insights about the movies that will help in decision making Microsoft to determine whether they will have profits or not.

* Problem Statement

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. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

* Goals

My client

- Microsoft, seeks to make a new profitable movie content.

The goal

- to figure out what kinds of movies can produce the most returns, in order to make Microsoft's new movie studio profitable.

There are variables that i believe can impact revenue.

◆ profits

◆ Average Rating

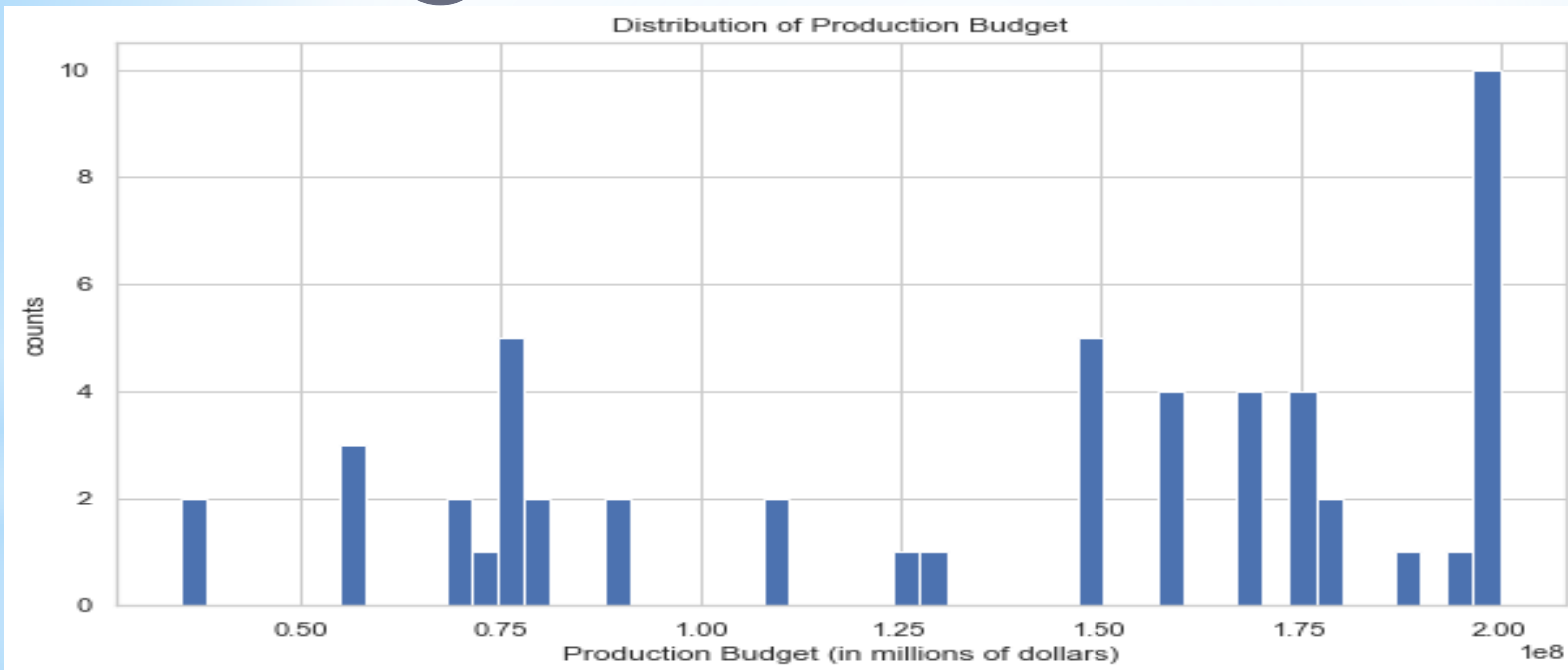
◆ Release Month

◆ Genre ids

◆ studios that produced the most successful movies

- Lets look at each one of them so as₄ to come up with recommendations.

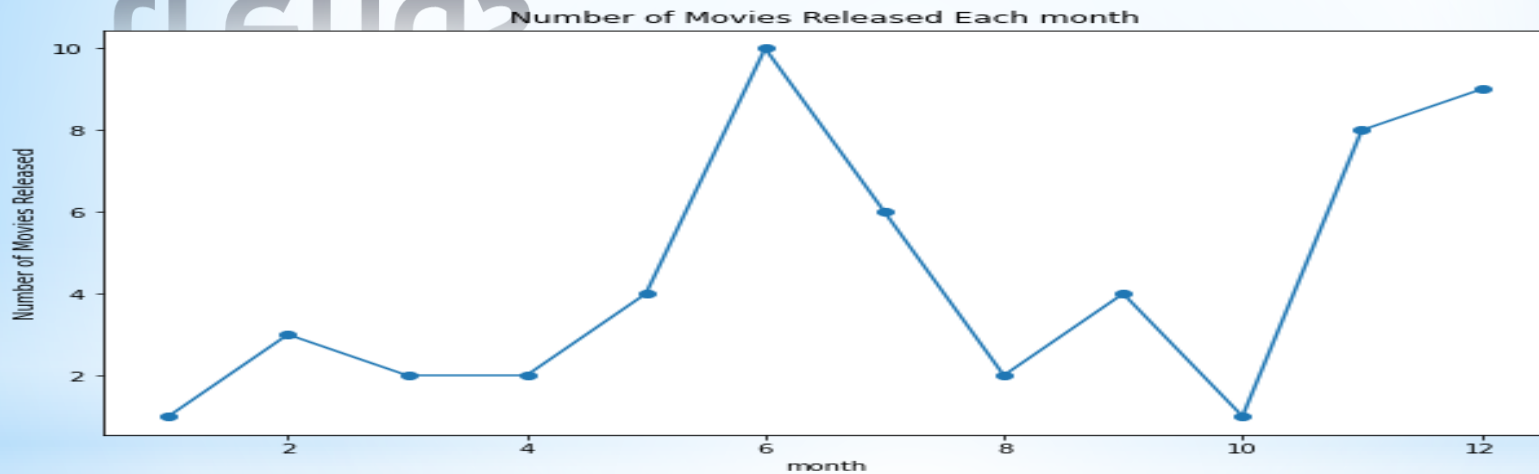
* Distribution of movie budget



Observations

The histogram shows the distribution of production budgets of movies. The majority of movies have a production budget between 0 and 100 million dollars, with a peak around 20 million dollars. The distribution is right-skewed, indicating that there are a few movies with very high production budgets, while the majority of movies have lower budgets.

* Release month and trends

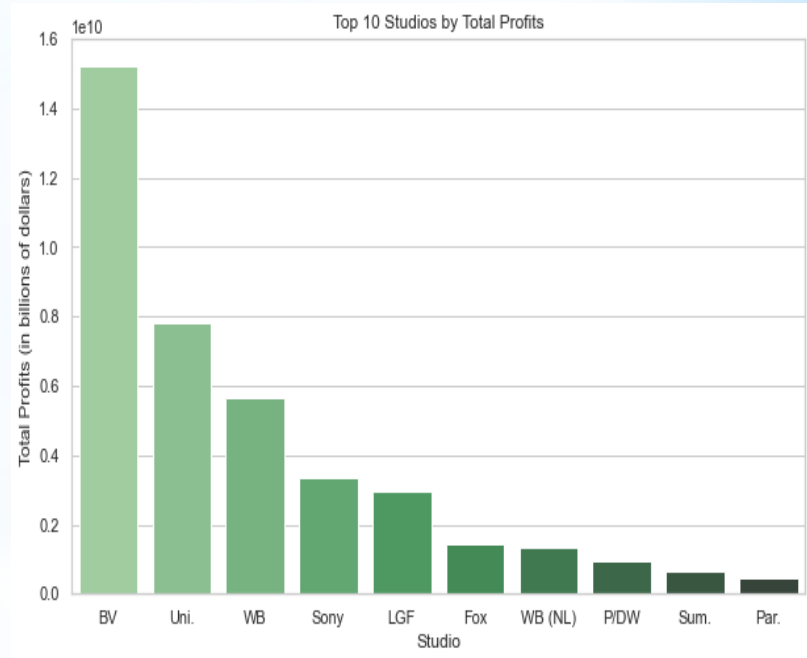
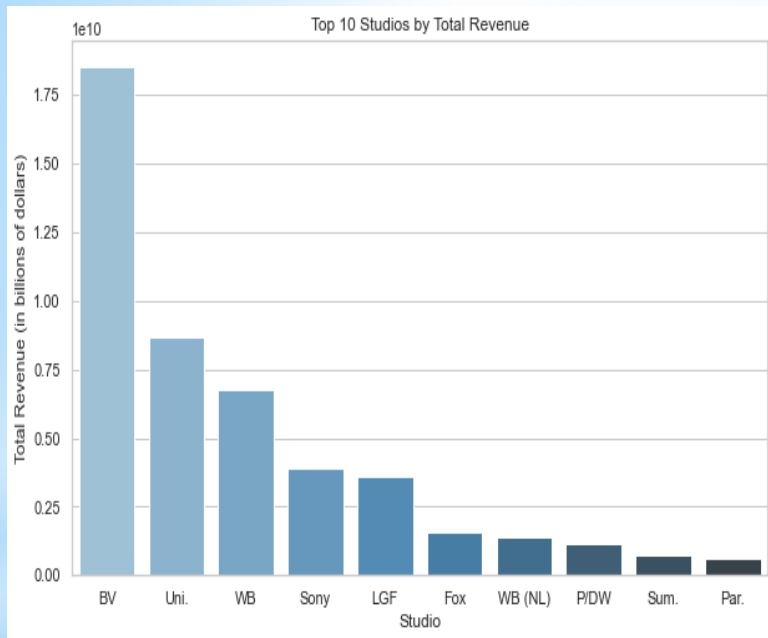


Observations

The line plot shows the average worldwide gross revenue for movies released in each month. The plot indicates that the summer months (May, June) and the holiday season months (October, November and December) tend to have higher average gross revenue. This could be due to the fact that these months are associated with blockbuster releases and holiday-themed films, which tend to attract a larger audience. On the other hand, the winter and early spring months (January to April) tend to have lower average gross revenue, which could be due to the fact that these months are associated with lower-profile releases and less demand for moviegoing.



Studios have produced the most successful movies in terms of revenue and profits



Observation

The bar plot of top 10 studios by total revenue shows that Bv is the most successful studio in terms of revenue, followed by Uni ND WB. On the other hand, the bar plot of top 10 studios by total profits shows that BV is also the most successful studio in terms of profits, followed by Uni and WB. These results suggest that BV is the most successful studio overall.

*Genre id and profits

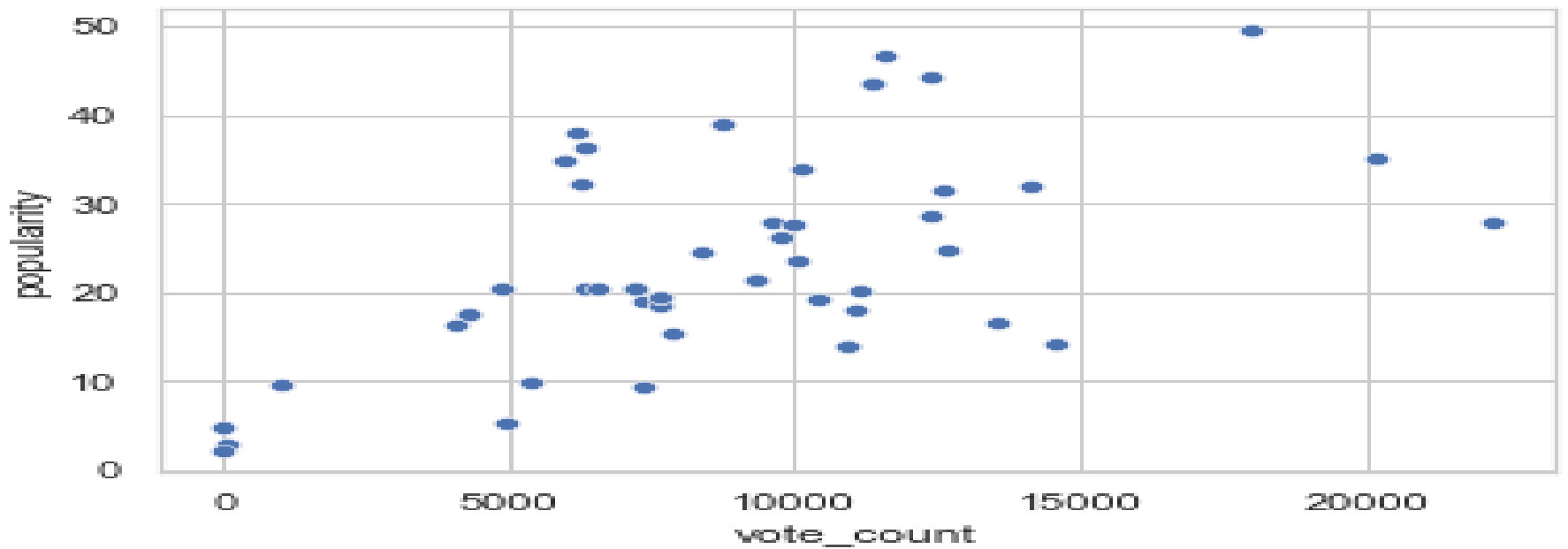


Observation

The bar plot shows the average profits for each movie genre. Adventure movies have the highest average profits, followed by sci-fi and animation. In contrast, documentaries and foreign movies have the lowest average profits. It is interesting to note that despite having the highest average profits, adventure movies do not have the highest revenue, indicating that they are not as common as other genres. The plot provides valuable insights into which movie genres are the most profitable on average and can help inform decision-making in the film industry.



correlation between the vote count of a movie and its popularity



Observation

The scatter plot shows a positive correlation between the number of votes and popularity, indicating that more popular movies tend to have higher vote counts



conclusions

Microsoft will consider datasets: 'tn.movie_budgets.csv.gz' and 'tmdb.movies.csv.gz' and 'imdb.title.basics.csv.gz'. From other companies. For "success" of a film is the money it makes (profits) it will use the following variables to come up with decision:

- ◆ profits
- ◆ Average Rating
- ◆ Release Month
- ◆ Genre ids
- ◆ studios that produced the most successful movies

*Recommendations

1. Based on the distribution of production budget, the majority of movies have a budget of less than 50 million dollars. However, there are also movies with higher budgets that could potentially lead to higher profits. The company can consider investing in movies with higher budgets and carefully evaluate the potential returns. It can also be worth considering diversifying their investment in movies with lower budgets as there is still potential for profits in this category.
2. The company can consider this information when deciding on the release month for their movies. For example, they may want to avoid releasing their movie in a month where there are already a lot of movies being released, as it may lead to more competition and potentially lower box office revenue. You may want to target months where fewer movies are being released to increase their chances of success.
3. I recommend that the company to focus on producing movies in the most profitable genres, which are adventure, science fiction, animation, action, and fantasy.
4. I recommend that the company can focus on partnering with top-performing studios such as BV studio, WB, and Uni which have consistently shown high revenue and profits.
5. I recommend that the company to focus on creating movies that can generate a lot of interesting movies and attract a large audience to increase their popularity and potential revenue. They may also want to consider strategies to encourage audiences to vote and rate their movies to increase their visibility and potential popularity.

THANK YOU. GOD BLESS YOU.