

# How are you? My name is Lewis Mawira

Welcome to the presentation on  
Analyzing Movie Genres for  
Microsoft's Movie Studio.



# Overview

- **The purpose of this presentation is to provide an overview of our analysis and recommendations for Microsoft's new movie studio.**
- **We will begin by discussing the business understanding, followed by an overview of the data, analysis methods, and our key findings.**
- **Project Goals:** The main goal of this project is to help Microsoft's new movie studio identify the most promising movie genres in terms of box office revenue.

# **Business Understanding**

- 1. Importance of Genre Selection: Selecting the right movie genre is crucial for the success of Microsoft's new movie studio.**
- 2. Box Office Revenue: The box office revenue serves as a key indicator of a movie's commercial success.**
- 3. Audience Preferences: Understanding audience preferences and market trends helps in making informed genre selection decisions.**

## **Business Questions:**

- 1. What are the top-performing movie genres in terms of box office revenue?**
- 2 .How can this information guide Microsoft's new movie studio in selecting the most promising genre for film production?**

## **Methodology:**

**Our analysis focuses on exploring the relationship between movie genres and box office revenue to provide actionable insights.**

# **Data Understanding.**

## **Data Sources:**

- 1. IMDb Movies:** Provides movie-related information such as titles, cast details, and genres.
- 2. TMDb Movies:** Offers additional data on box office revenue, including domestic and foreign gross incomes.

## **Data Relevance:**

**The combined dataset allows us to analyze the relationship between movie genres, box office revenue, and production budgets.**

## **Data Limitations:**

**Missing Data:** Some movies may have incomplete or missing data points.

**Data Quality:** The accuracy of the data relies on the sources' reliability and reporting standards.

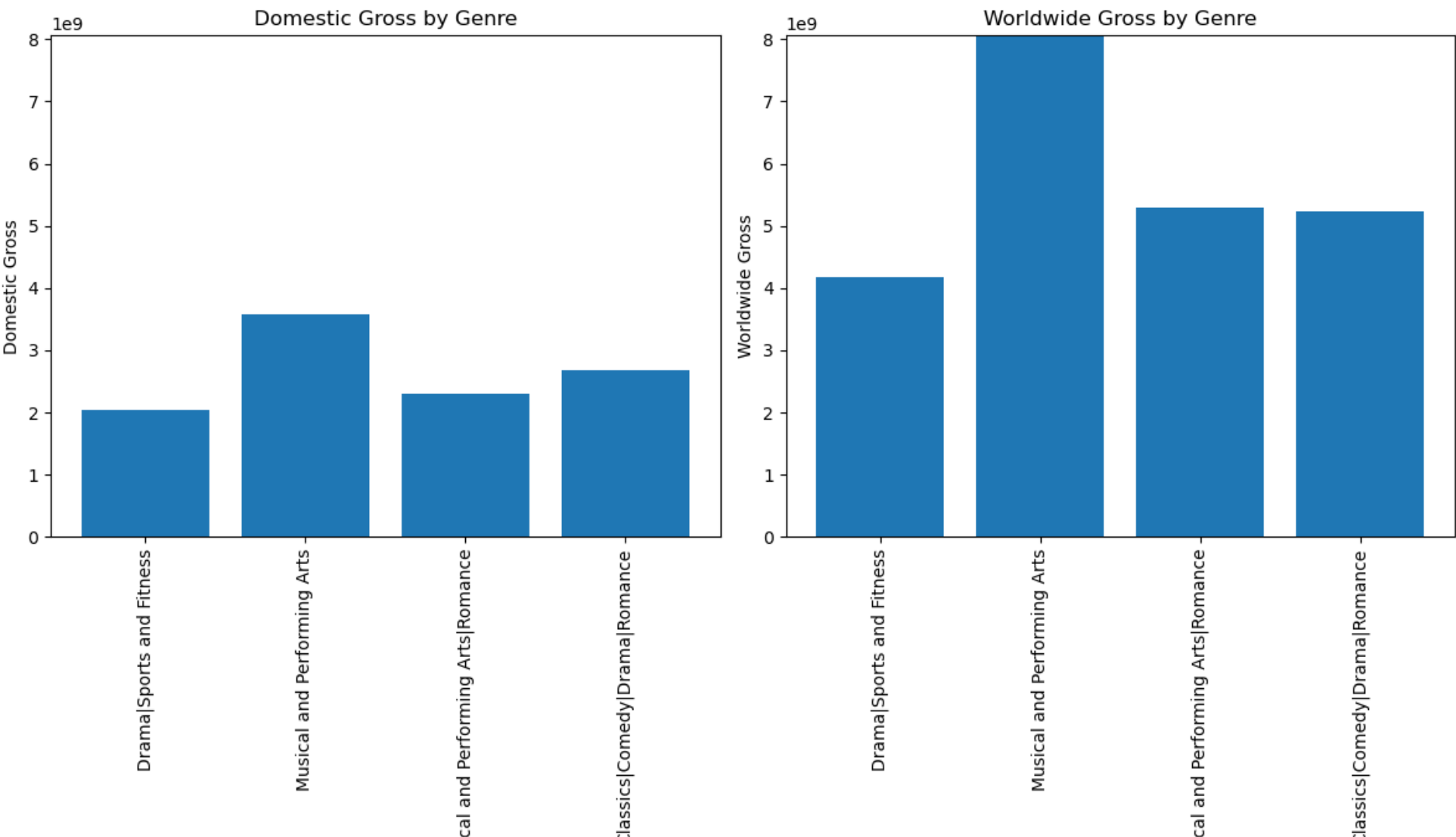
# Data Analysis

## Key Findings:

- 1. Top-performing Genres: Musical and Performing Arts genres showed the highest box office revenue.**
- 2. Insignificant Impact of Production Budget: Analysis revealed that production budget did not have a significant correlation with box office success.**
- 3. International vs. Domestic Gross: Some genres performed better internationally, while others were more popular domestically.**
- 4. Cultural Influence: Certain movies were highly popular locally but failed to generate significant worldwide gross due to cultural factors.**
- 5. Strong Positive Correlation: A strong positive correlation was observed between domestic gross and worldwide gross.**

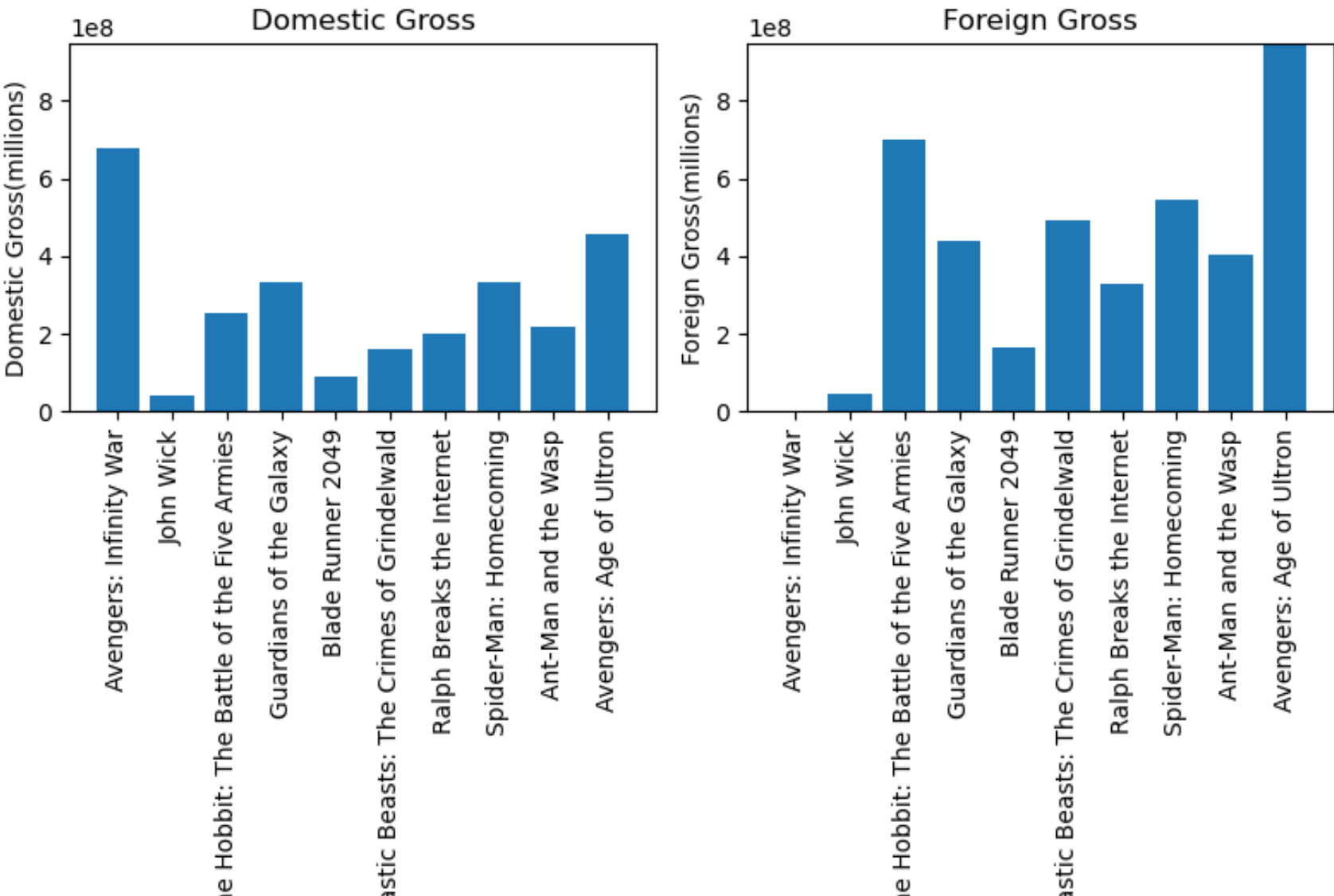
# BAR CHART PLOT. GENRES VS DOMESTIC AND FOREIGN INCOME

This two bar charts are a comparison between the genres and their domestic and worldwide gross incomes for visualization .



# BAR CHART PLOT. MOST POPLAR MOVIES VS DOMESTIC AND FOREIGN INCOME

**This bar chart shows the top 10 most popular movies on box office and how they peformed in terms of revenue generated Domestically and Internationally**



# Recommendations

- 1. Genre Selection:** Based on the analysis, we recommend Microsoft's new movie studio to consider focusing on the Musical and Performing Arts genres. These genres have shown the highest box office revenue and have the potential for commercial success.
- 2. International Market Strategy:** Develop a strategic plan to cater to the international market by identifying genres that have performed well globally. This may involve adapting movies to suit different cultures and preferences.
- 3. Marketing Campaign:** Allocate a significant portion of the budget to a targeted and comprehensive marketing campaign. This will help generate awareness and buzz around the movies, increasing their chances of success.
- 4. Collaborations and Partnerships:** Explore collaborations and partnerships with established production houses, directors, and actors in the chosen genres. This can leverage their expertise and reputation to enhance the movie's marketability.
- 5. Audience Research:** Conduct thorough audience research to understand the preferences and interests of the target audience for the chosen genres. This will inform the creative decision-making process and help align the movies with audience expectations.



# Next Steps:

- **Further Analysis:** Conduct a deeper analysis of the identified genres to understand the key factors contributing to their success. This may include examining the specific attributes, themes, or elements that make certain movies within these genres stand out
- **Market Research:** Conduct comprehensive market research to identify emerging trends, audience preferences, and competitor analysis. This will provide valuable insights for strategic decision-making and staying ahead of the competition.
- **Talent Acquisition:** Invest in acquiring talented actors, directors, and production teams with expertise in the chosen genres. Collaborate with industry professionals who have a proven track record in delivering successful movies in these genres.
- **Budget Allocation:** Optimize budget allocation by considering the revenue potential of different genres and markets. Focus on areas where the highest return on investment is expected while maintaining a balanced portfolio of movies across various genres.
- **Distribution Strategy:** Develop a robust distribution strategy that ensures wide availability of the movies in theaters, digital platforms, and international markets. Explore partnerships with established distribution networks to maximize reach and accessibility.

# THANK YOU:

I WOULD LIKE TO EXTEND MY HEARTFELT GRATITUDE TO MICROSOFT FOR BELIEVING IN ME AND ENTRUSTING ME WITH THIS RESEARCH OPPORTUNITY. YOUR SUPPORT HAS BEEN INVALUABLE THROUGHOUT THIS JOURNEY, AND I AM TRULY GRATEFUL FOR THE TRUST YOU HAVE PLACED IN ME."

NAME: LEWIS MAWIRA

LINKEDIN: MAWIRA20

ORGANIZATION: MORINGA

# Any QUESTIONS?

**I will take all of them now.**