

TITLE

Cinematic Success Blueprint:
Data-driven Insights for Microsoft's Movie Studio

ALICE MUMBI

SUBTITLE

Exploring Film Industry Trends for
Informed Decision-Making

INTRODUCTION

Microsoft, a tech giant, is venturing into the movie industry.

- This project aims to provide data-driven insights for Microsoft's new movie studio.



PROJECT OVERVIEW

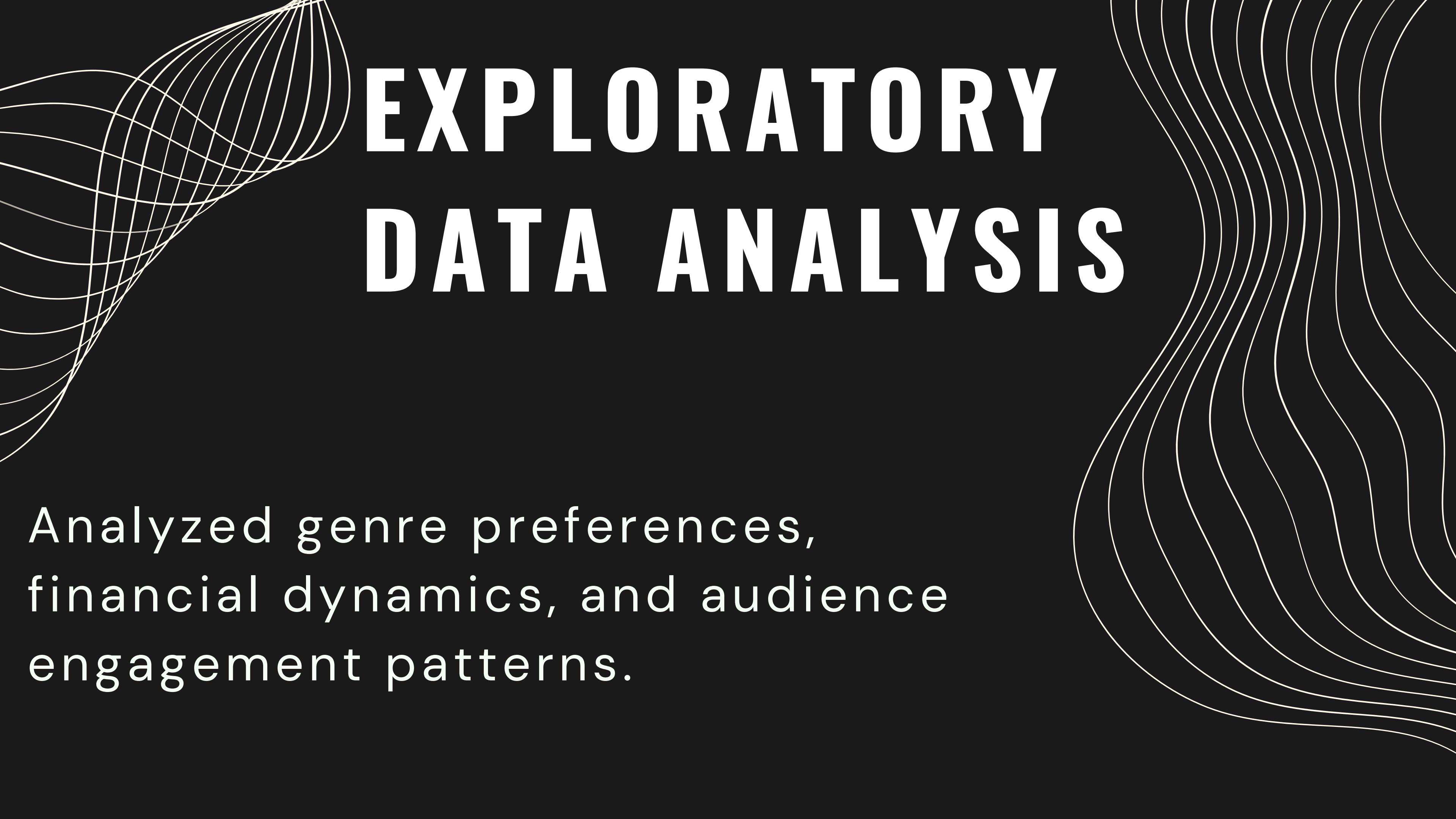
- Explore film industry trends using IMDb and Box Office datasets.
- Provide actionable insights for Microsoft's movie studio.

DATA UNDERSTANDING

IMDb datasets include "movie basics" and "ratings."

Box Office Mojo data offers financial performance details.

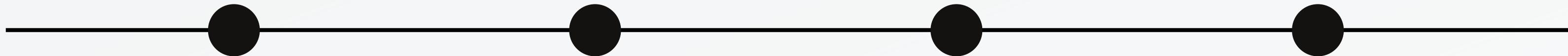




EXPLORATORY DATA ANALYSIS

Analyzed genre preferences,
financial dynamics, and audience
engagement patterns.

Key Findings



GENRE PREFERENCES

- Comedy is the most frequently produced genre.

FINANCIAL DYNAMICS

Strong positive correlation
(0.82) between domestic and
foreign gross.



AUDIENCE ENGAGEMENT PATTERNS

Weak negative correlation (-0.05) between numvotes and start year.



STRATEGIES

STRATEGIC GENRE FOCUS

Prioritize comedy while diversifying content.

GLOBAL DISTRIBUTION STRATEGIES

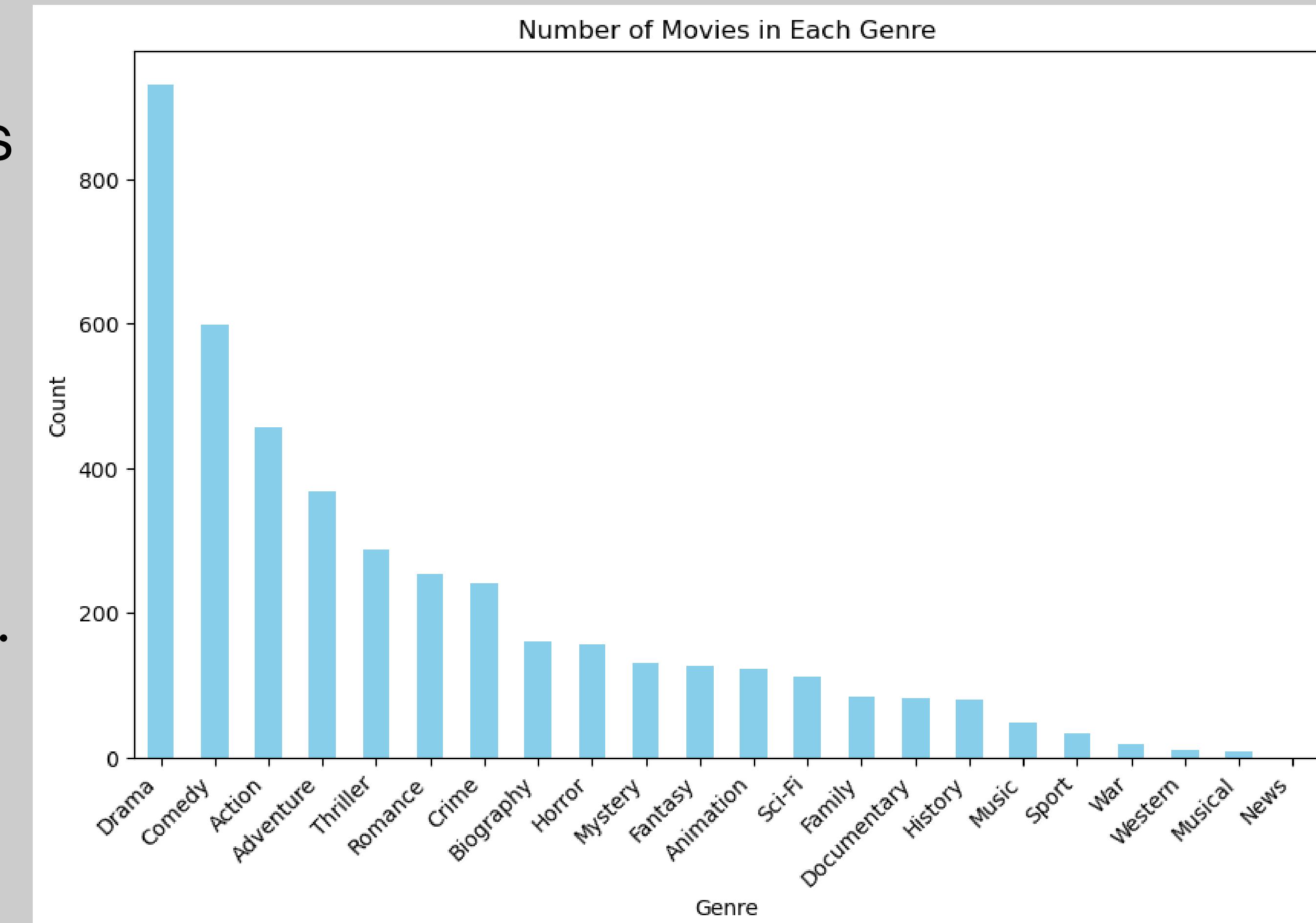
Leverage strong correlation between domestic and foreign gross.

DYNAMIC MARKETING APPROACHES

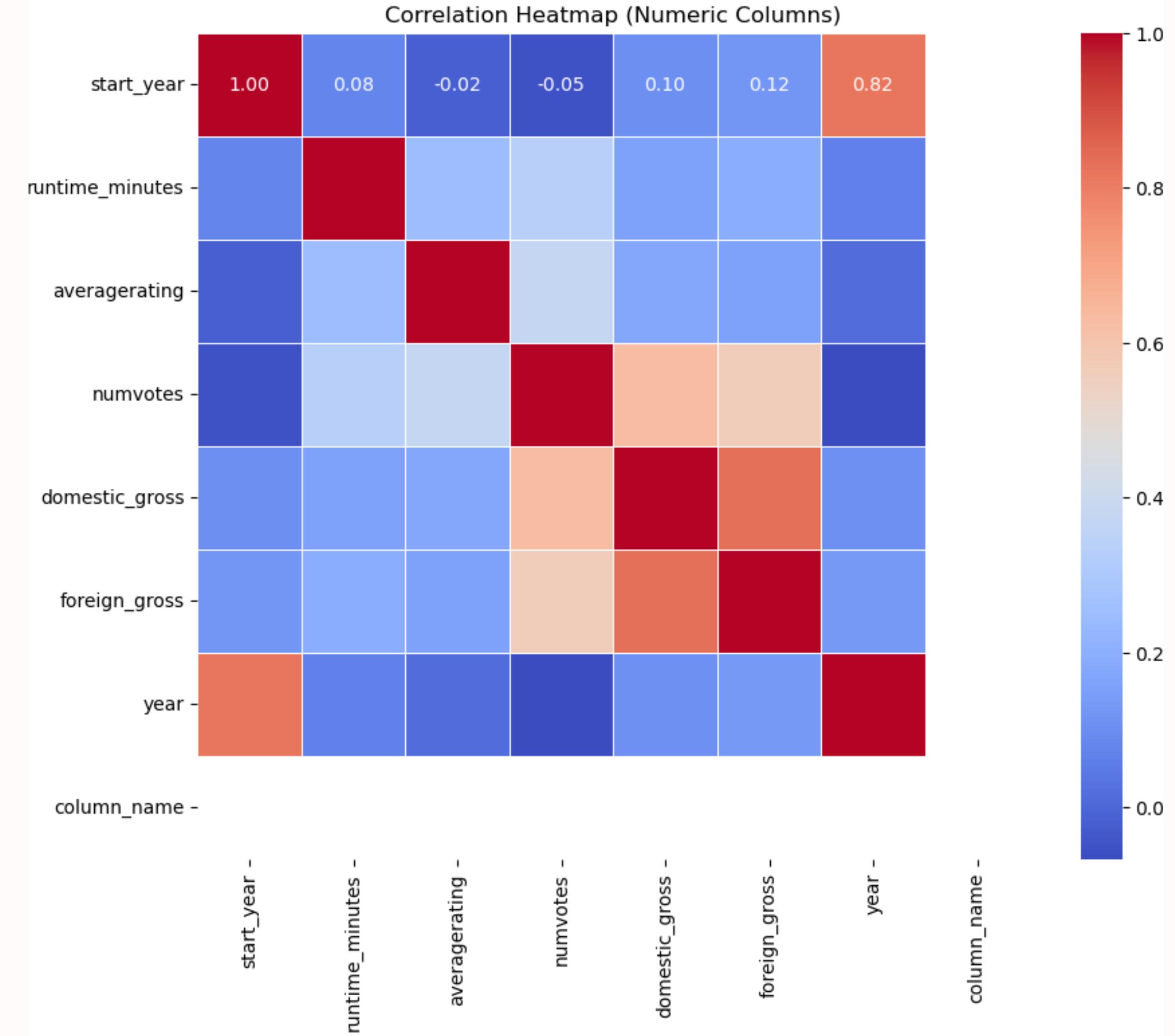
Tailor marketing based on changing audience engagement patterns.

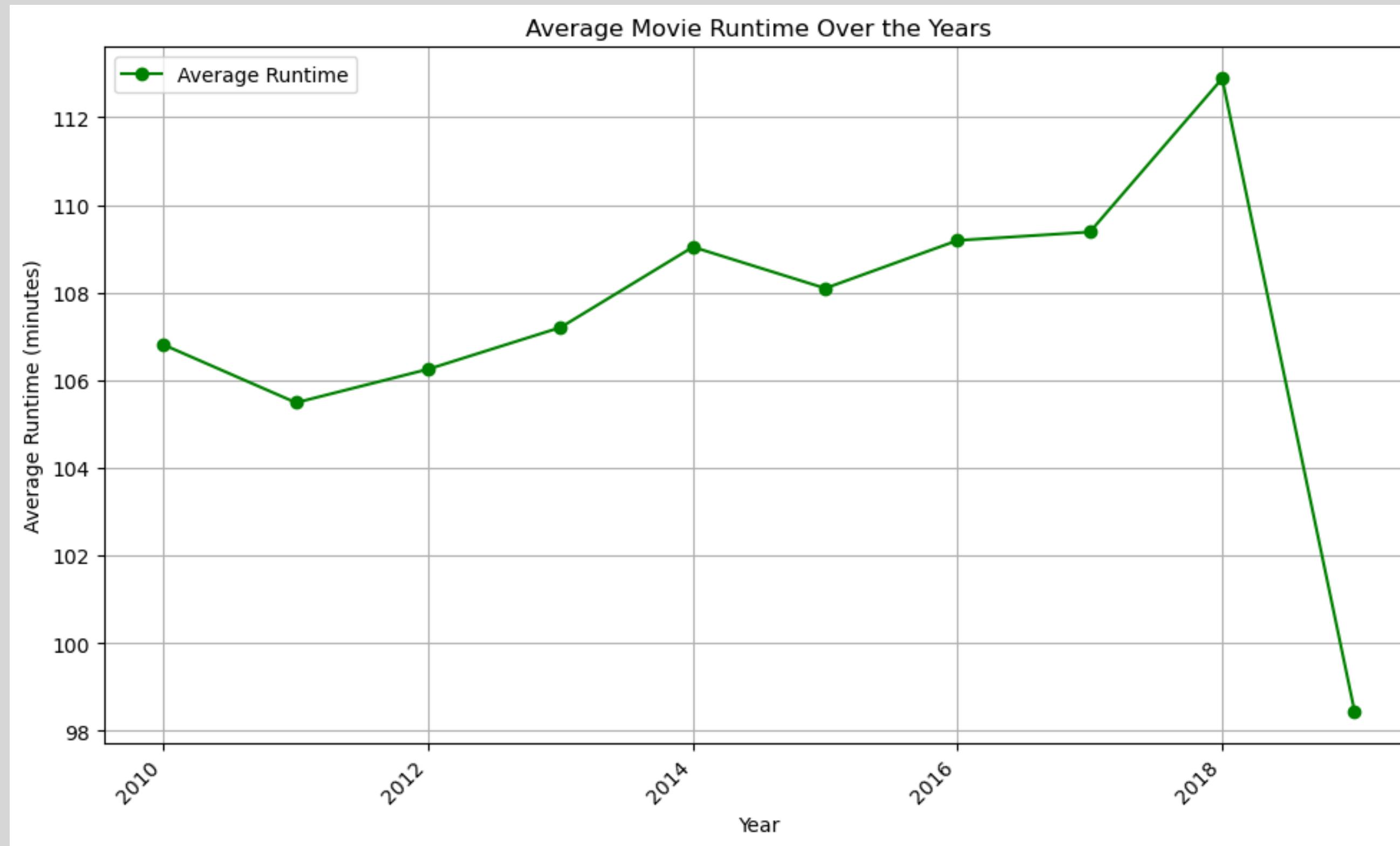
visualizations

Comedy emerges as the most frequently produced genre, indicating strong audience appeal for humor in films.



A robust positive correlation of 0.82 between domestic and foreign gross suggests consistent financial success in both markets.





The average frequency peak is between 90 and 120 minutes, indicating that most movies produced during 2010-2018 fall within this runtime range.

CONCLUSION AND RECOMMENDATIONS

SUMMARY OF CONCLUSIONS

Comedy is the most popular genre, and financial success is achievable in both markets.

Recommendations

Implementing the following recommendations will position Microsoft for success in the competitive movie landscape:

- *Microsoft's Movie Studio should focus on Comedy and Adventure genres.*
- *Maintain movie runtimes between 90 to 120 minutes.*
- *Target average ratings between 6 and 7, and explore collaborations with successful studios for market presence and financial success.*

NEXT
STEPS

CONSIDER POTENTIAL
ACTIONS BASED ON THE
FINDINGS AND
RECOMMENDATIONS.

Q & A AND THANK YOU

Github: [liciemw](#)

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