

# TITLE

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

**ALICE MUMBI**

# SUBTITLE

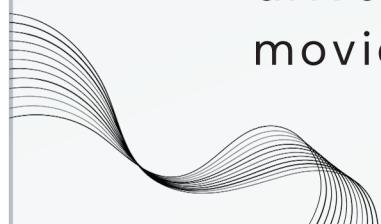
Exploring Film Industry Trends for  
Informed Decision-Making



# INTRODUCTION

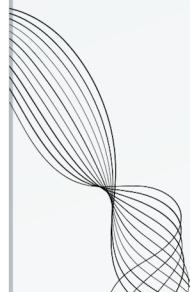
Microsoft, a tech giant, is venturing into the movie industry.

- 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.

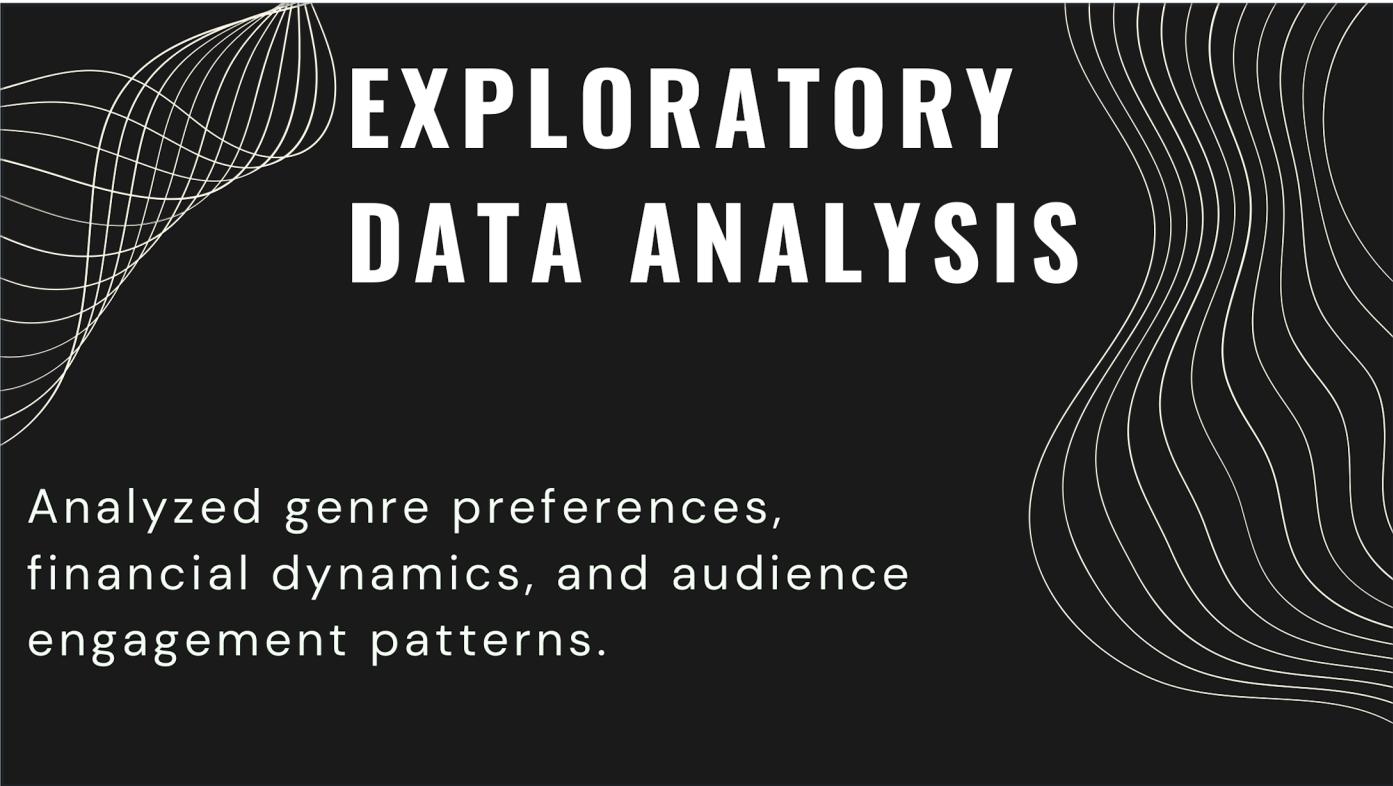


# DATA UNDERSTANDING

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

Box Office Mojo data offers financial performance details.

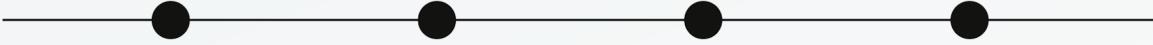




# EXPLORATORY DATA ANALYSIS

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.

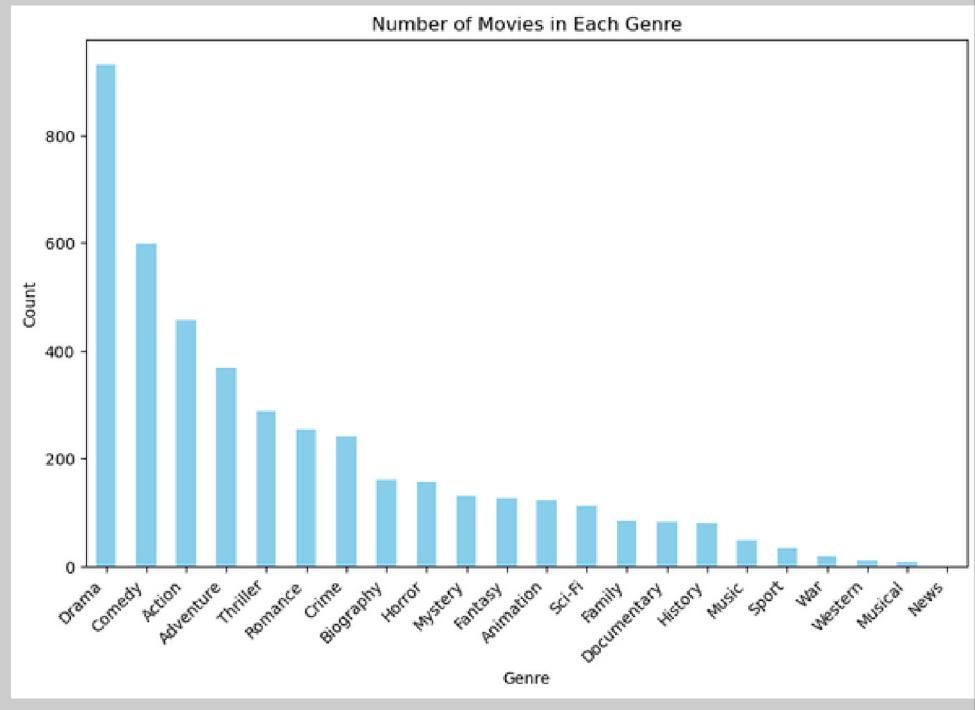
## DYNAMIC MARKETING APPROACHES

Tailor marketing based on changing audience engagement patterns.

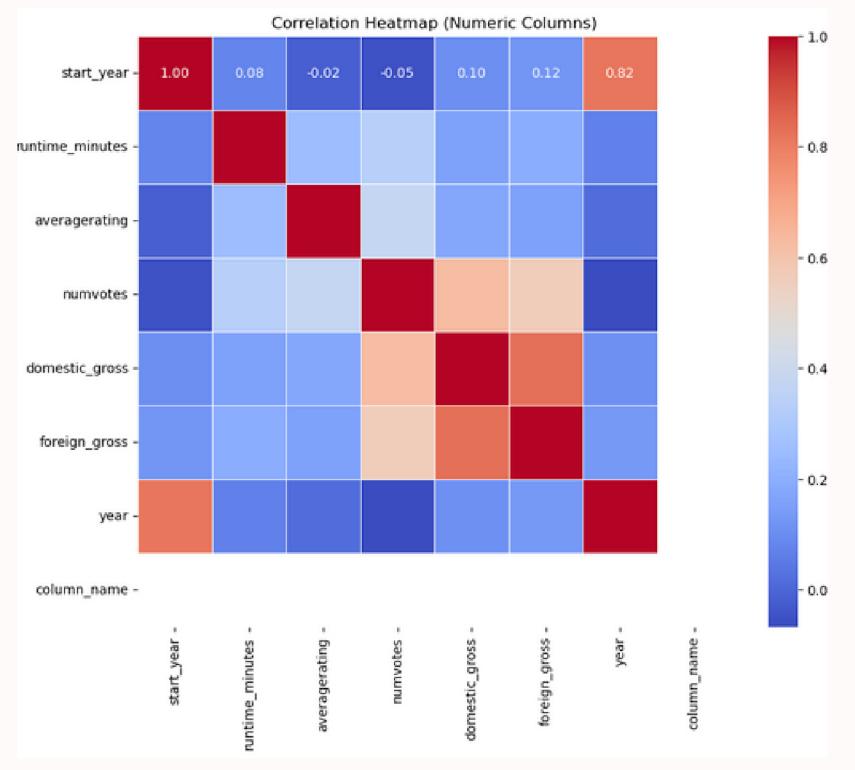


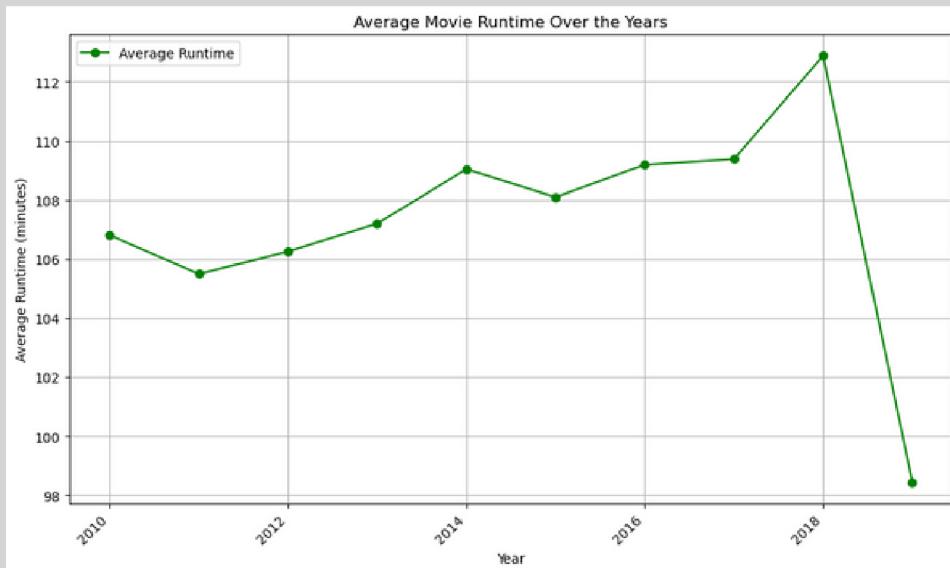
# Visualizations

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](#)

LinkedIn: <https://www.linkedin.com/public-profile/settings>