

# MICROSOFT NEW MOVIE STUDIO

Brian Gikonyo

# OVERVIEW

Task assigned is to advise Microsoft on their launch of a new movie studio. They need to know what type of movies to produce and be successful at the box office. There are several elements to consider when deciding on the making of a movie - total budget, genre of movie, staff (directors, writers, actors), run length, release date, etc.

# OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

## **BUSINESS PROBLEM**

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.

# **DATA**

1. Bom movies
2. IMDB database
3. Movie Budgets
4. TMDB database
5. Tn movie budgets

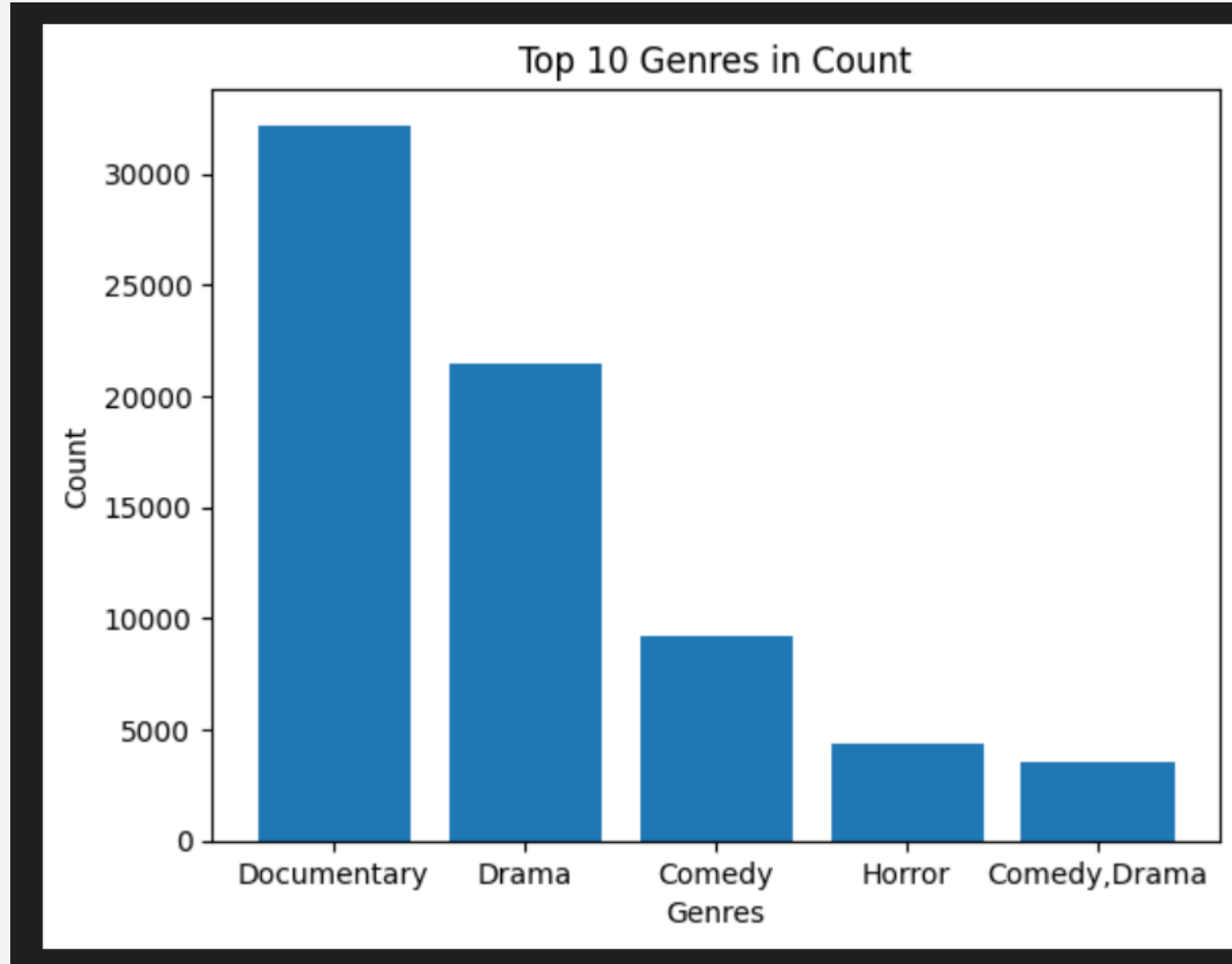
# BUSINESS UNDERSTANDING

We need to define optimal choices for the various inputs that we control as decision makers.

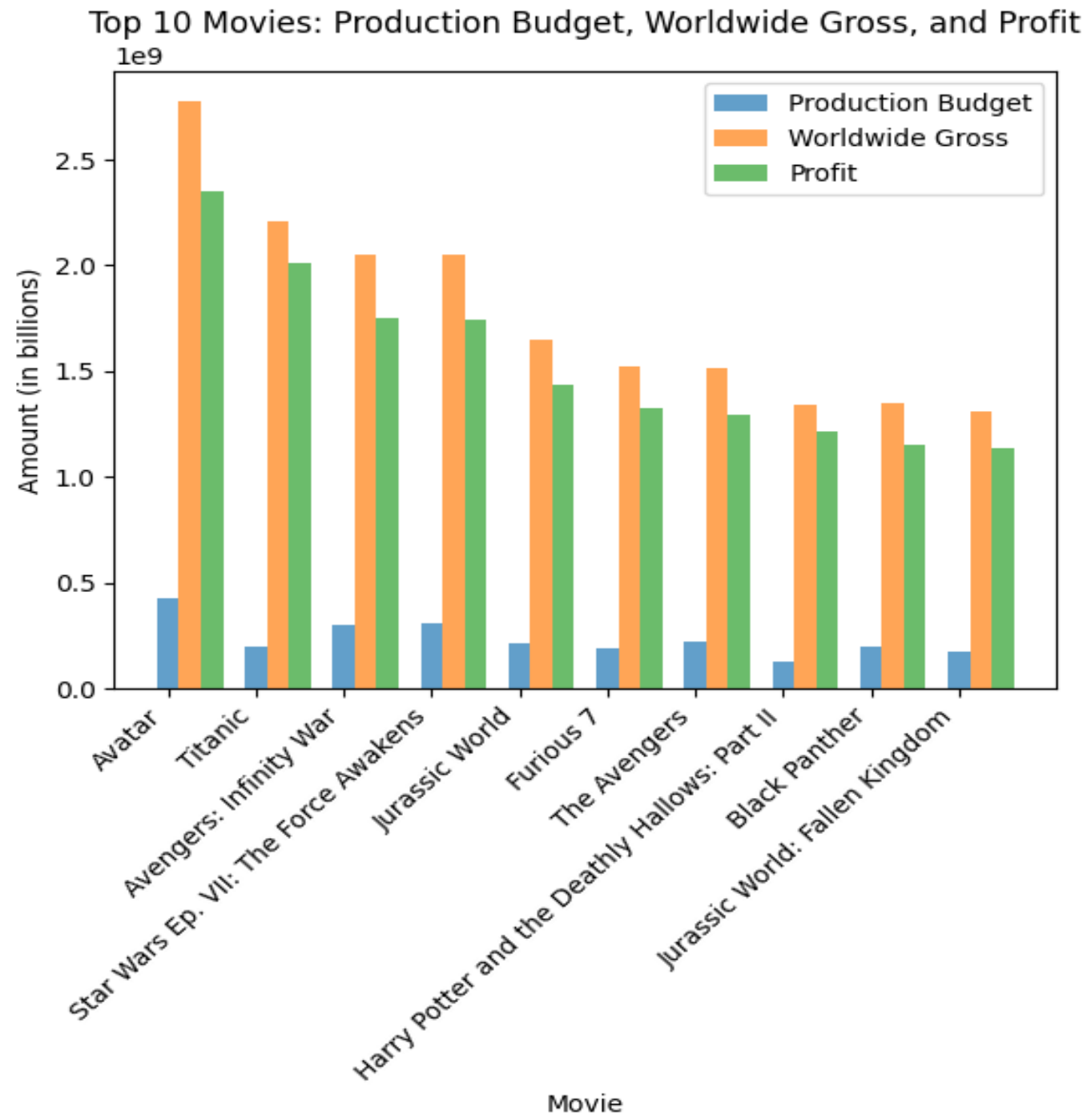
The inputs we do control - Budget, Genre, Staffing, Scheduling, Run length, and more.

Results

Popularity  
does not  
always mean  
profitability



Correlation between  
Production Budget and  
Worldwide income to  
understand profit of top  
worldwide grossing movies.





	movie_id	primary_title	genres
0	tt4154756	Avengers: Infinity War	Action,Adventure,Sci-Fi

	movie_id	primary_title	genres
0	tt4633694	Spider-Man: Into the Spider-Verse	Action,Adventure,Animation

## Top Genres based on high Worldwide income gains

- Action
- Adventure
- Animation
- Sci-Fi

# CONCLUSIONS

## Top Genres based on high Worldwide income gains

Action

Adventure

Animation

Sci-Fi

## Recommendation

Would recommend investing in Action, Adventure and Animation genres. This is based on profitability.

## Limitations

The analysis is limited to data provided.

To improve on data analysis, need to source more data.