

# Microsoft Movie Analysis

The Impact of Generation Differences



# Summary:

## Designing an audience driven marketing strategy

- What audience will Microsoft serve
- For this analysis we will review the generations below and the effect each have on the movie industry.
  - Generation X—born 1965 to 1980
  - Millennials—born 1981 to 2000
  - Generation Z—born 2001 to 2020
- How do generational differences affect which type of movies will be successful for the target audience?
- And what genre has the most influence by generation?



This Photo by Unknown Author is licensed under [CC BY-NC](#)

# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

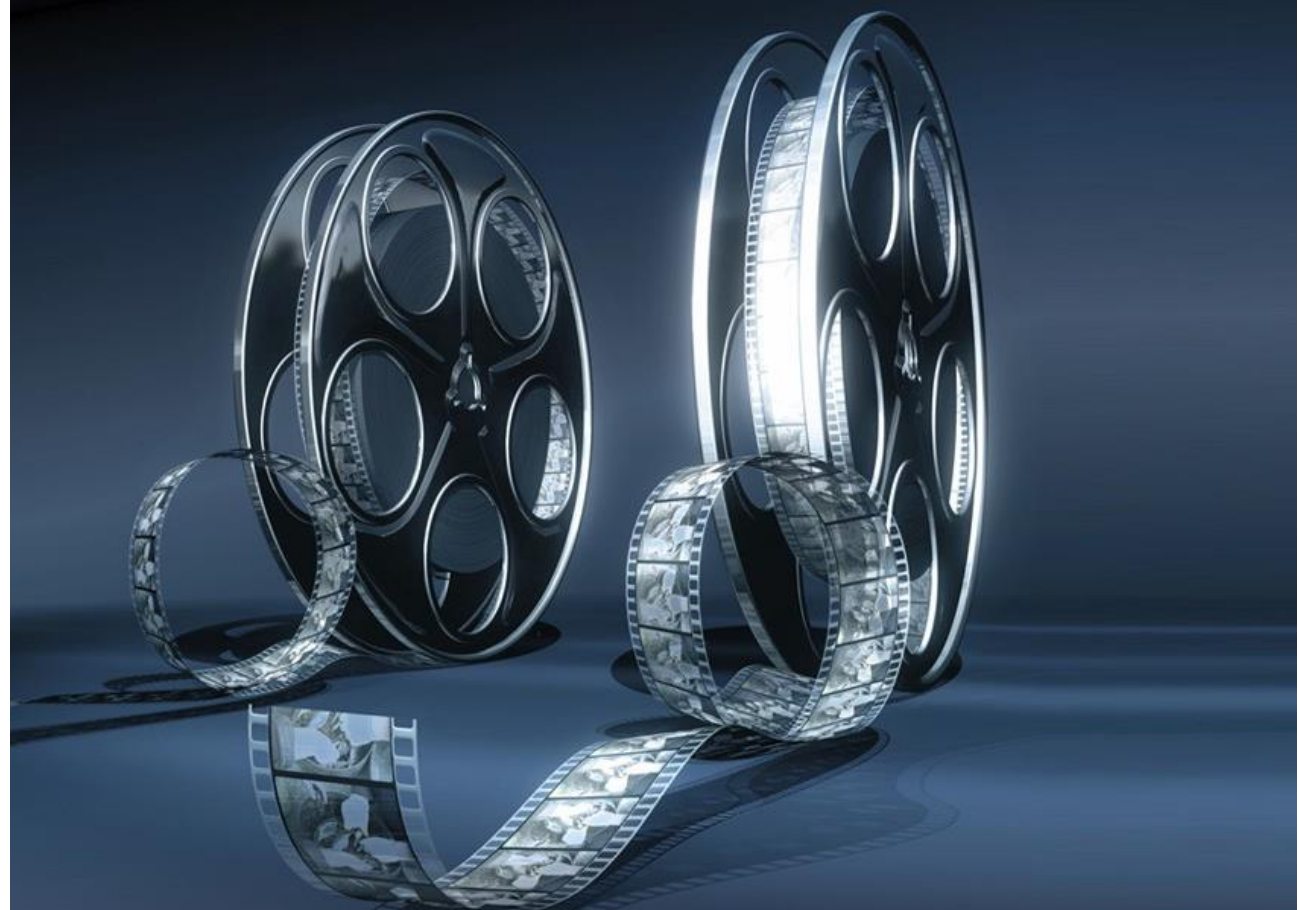


# Business Problem

Microsoft will need to understand the type of film they wish to make for example:

- Identifying the audience
- genre
- production cost
- and value

In other words, a film package.




# Data

---



# Methods

---



The data preparation process began with finding the right dataset.

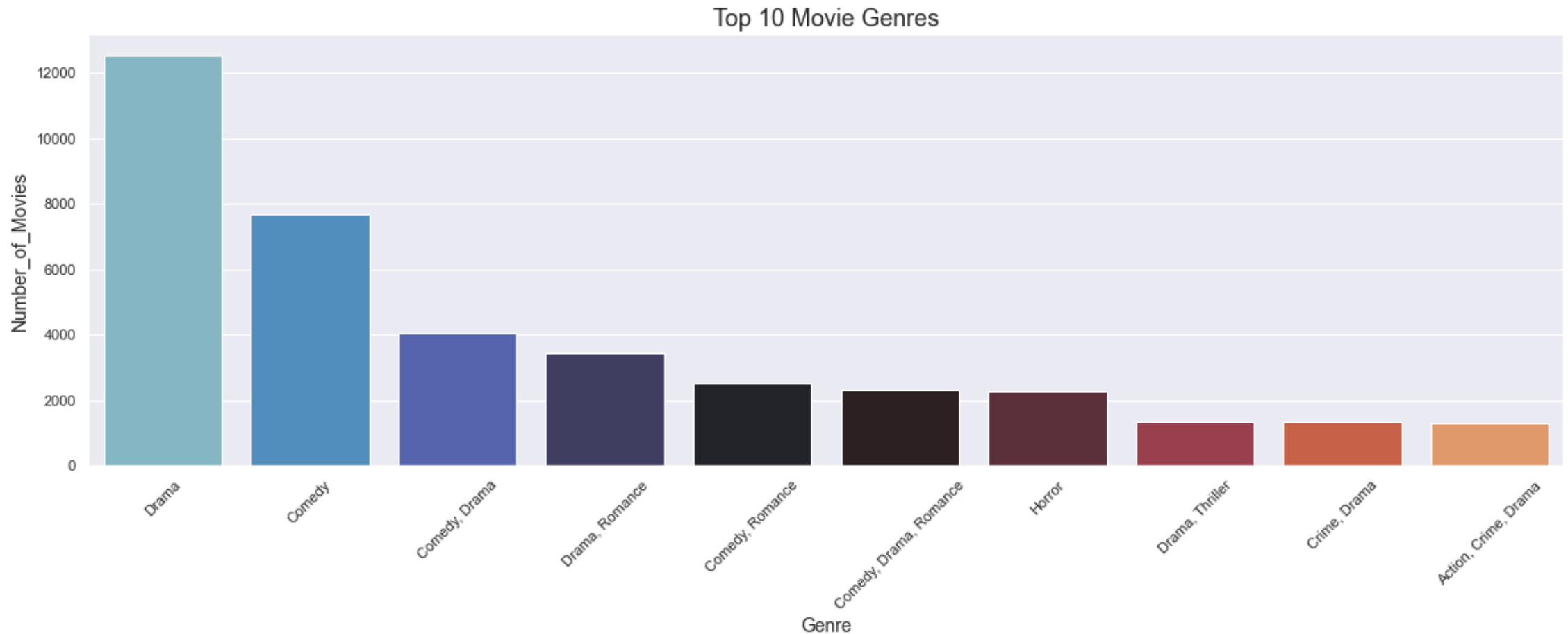
It included standardizing the data formats, altering the datasets, and removing outliers.

I had to get to know the data and determine what had to be done before the data became useful.

I updated the format pinpointing the key data and added visualizations

# Top 10 Movie Genres

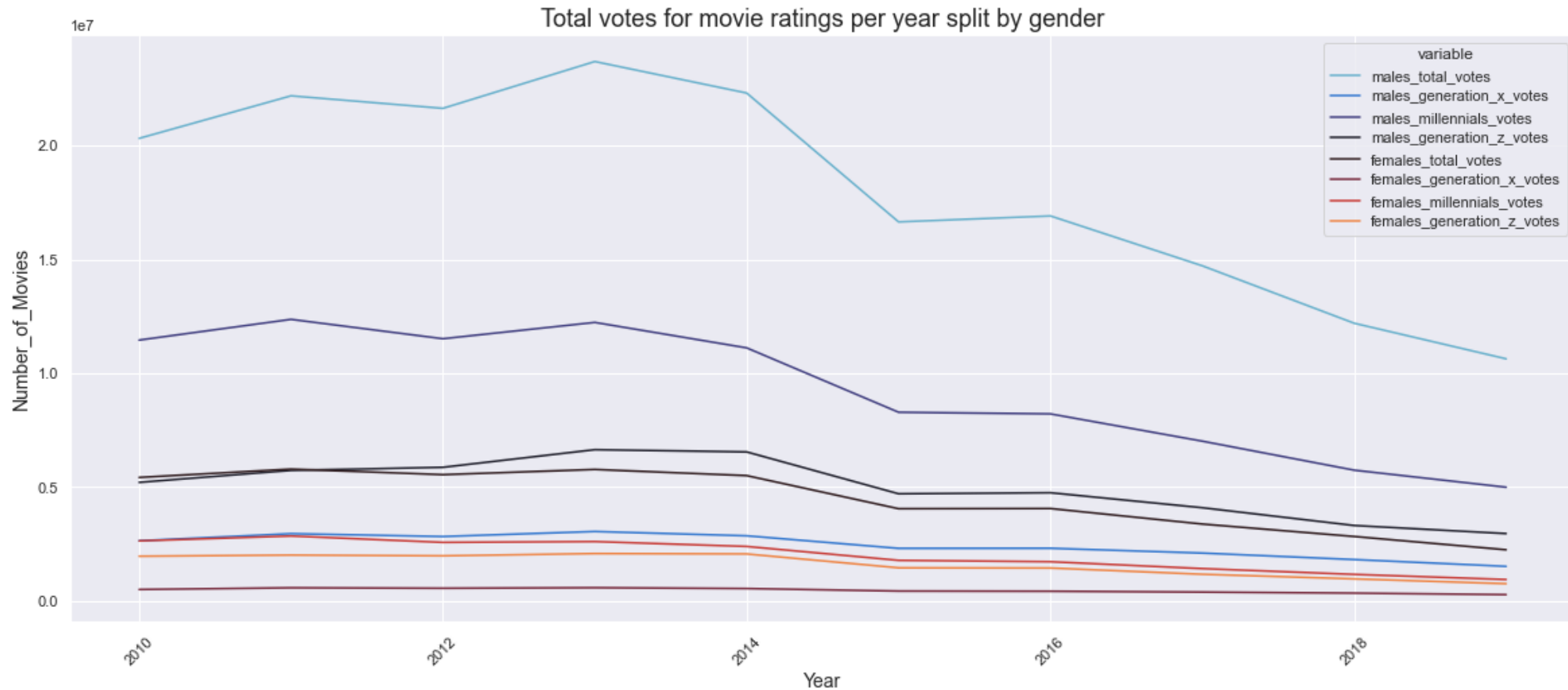
As you will see, out of the 10 top genres, the Drama have over 40% more movies produced than Comedy which can second. Afterwards, the genres produced tended to overlap each other, with Comedy, Drama and Romance leading the group. Surprisingly, Action was 10<sup>th</sup> of the top 10 genres.





# How the Male versus Female votes stack up per generation?

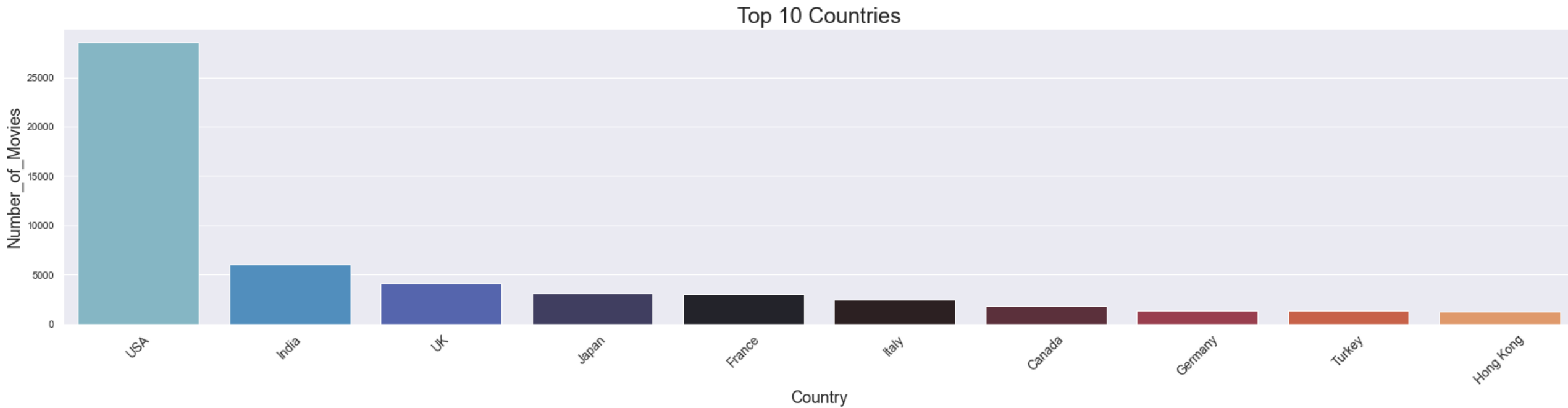
- The table shows the total votes of movies produced between 2010 - 2019
- It is interesting to see Millennials have a greater influence of votes over all the other movie goers
- Also, the male voted over 70% percent in most all the generations.





# Top 10 Locations

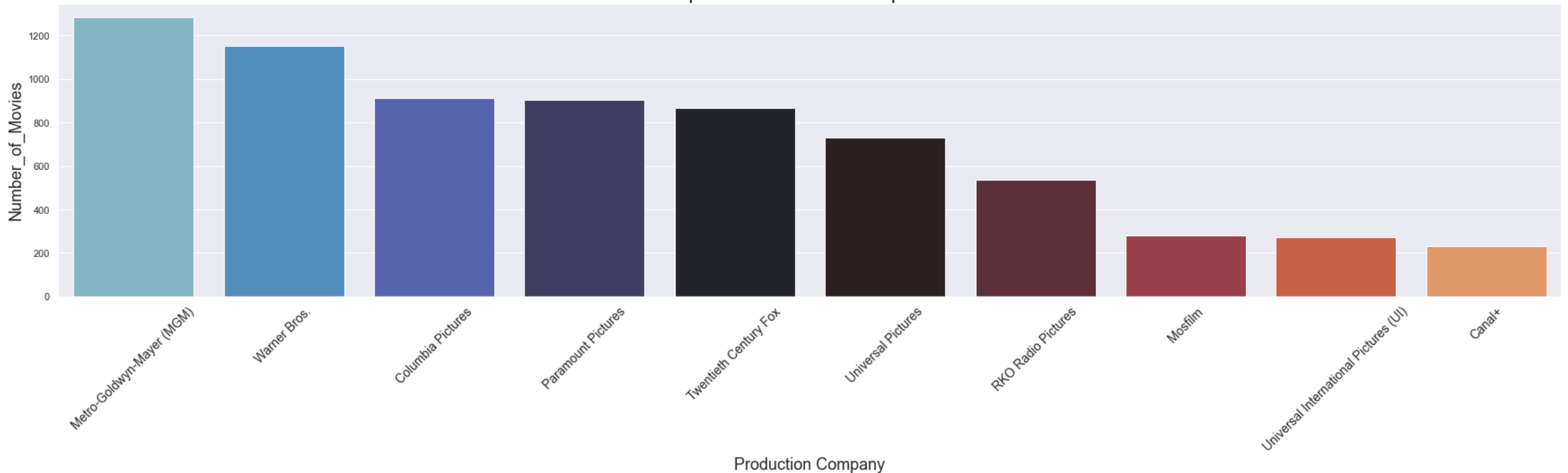
Next, I wanted to find out the top 10 locations where most movies are produced around the world. As expected, I can see that USA, India and the UK have the most votes. However, USA lead the pack by any overwhelming 75%.



# Top 10 Companies

And finally, I looked at the top 10 companies with most movies produced in the world. Metro-Goldwyn Mayer(MGM) came in the lead with Warner Bros on their heels . These companies out produced the other top 10 production companies. While Columbia and Paramount just about produced the same number of movies over the last 10 years.

Top 10 Production Companies



# Conclusions

## Key Takeaways

Comedy/drama films on average are the most profitable

The industry leaders preferred creating Action, Drama & Comedy films

Across all generations the voting for both males and females have been on a decline.

Millennials and males have had the most impact on highest-grossing films

Thank you for taking the time to read through this movie exploration.



# Thank you!

Email: [lookupkim@email.com](mailto:lookupkim@email.com)

GitHub: @lookupkim

LinkedIn: [linkedin.com/in/kimberly-dickson-8bbb7763/](https://www.linkedin.com/in/kimberly-dickson-8bbb7763/)

