

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?



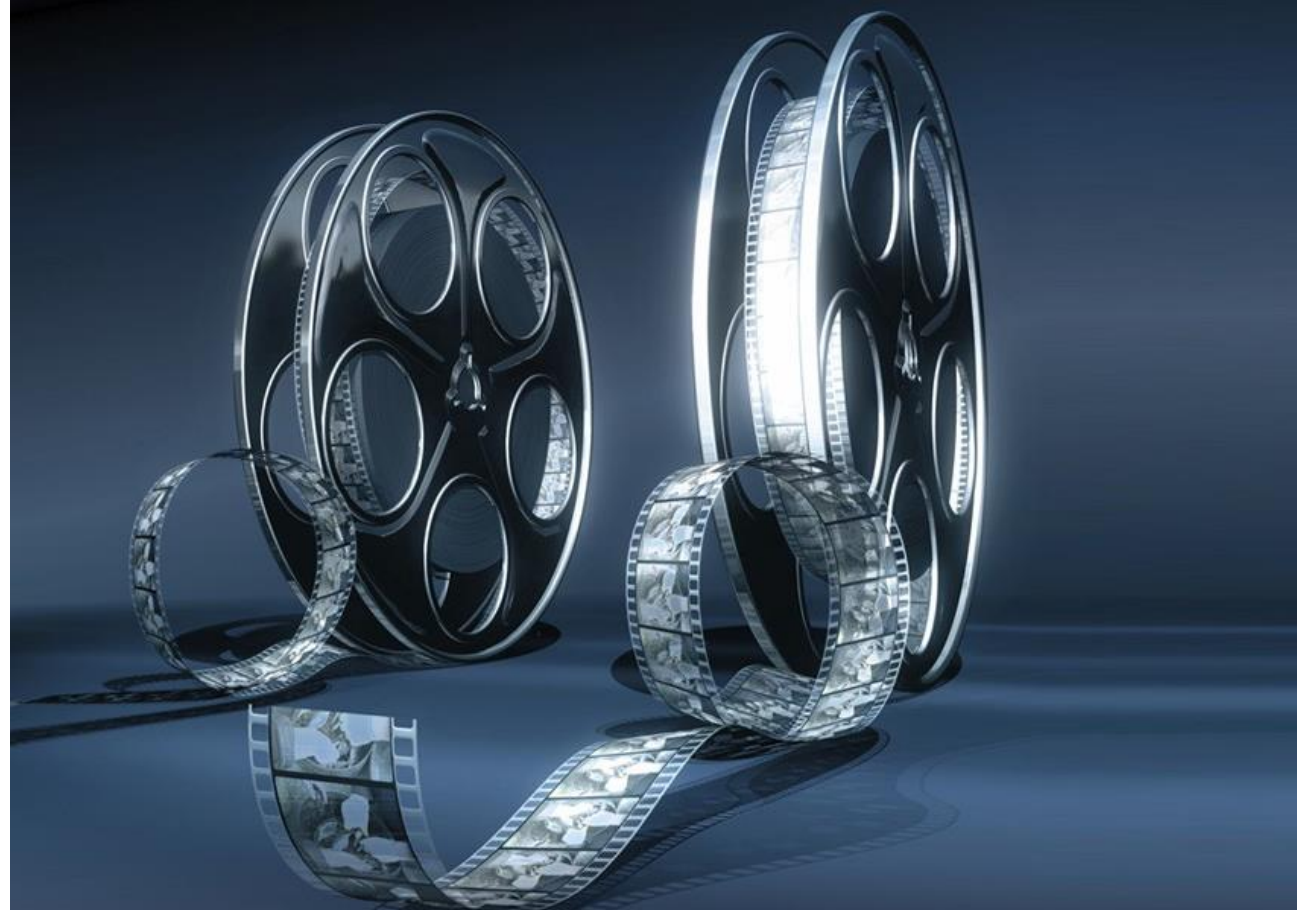
Outline

- 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 product, genre, production cost, value etc. In other words, a film package that looks at the customers wants, needs and demands to identify a potential market for their film.



Data

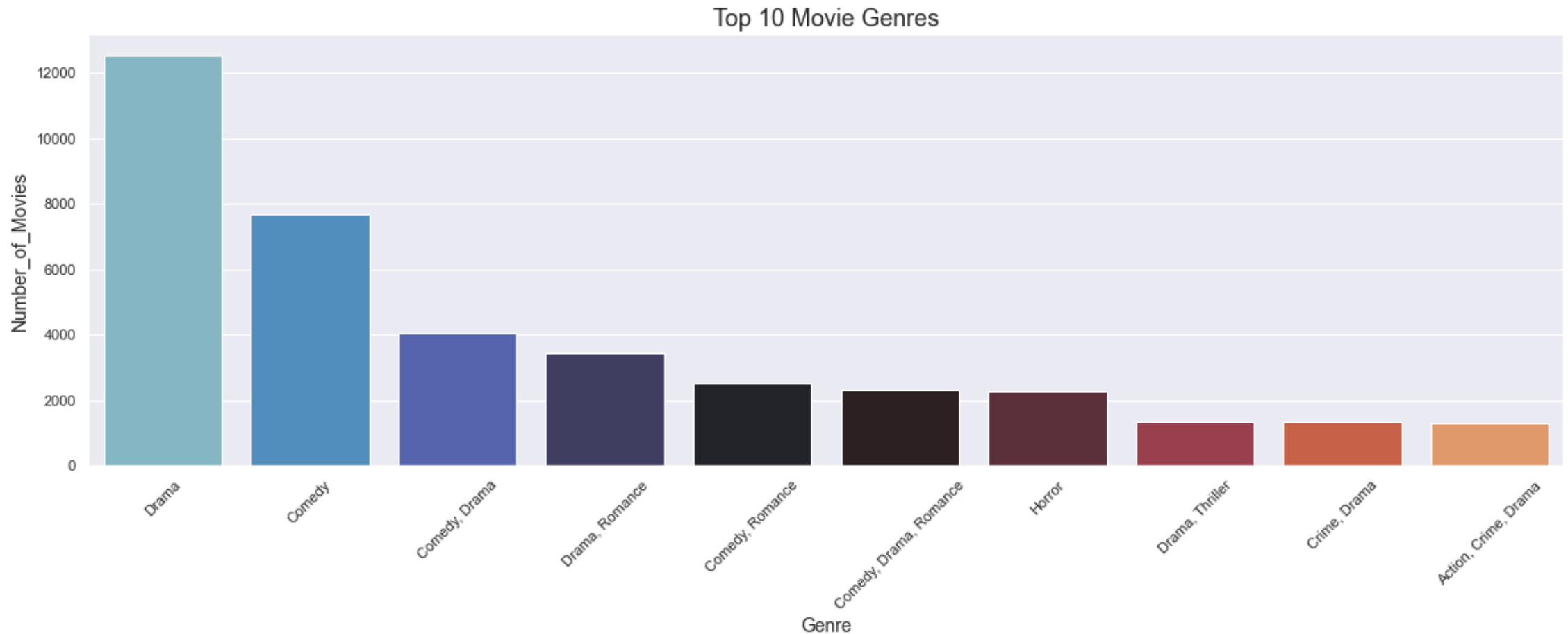


Methods

- The data preparation process began with finding the right dataset.
- It included standardizing the data formats, altering the datasets, and removing outliers.
- After collecting the data, it was important to discover each dataset. I had to get to know the data and determine what had to be done before the data became useful.
- Cleaning up the data was the most time-consuming part of the analysis. I had to remove unnecessary data and outliers and change any data type that was not consistent.
- I updated the format of the data by adding, grouping and pinpointing the key data needed for each set of observations. I created visualizations that provided interactive, and easily readable plots to help view the data.

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 10th of the top 10 genres.



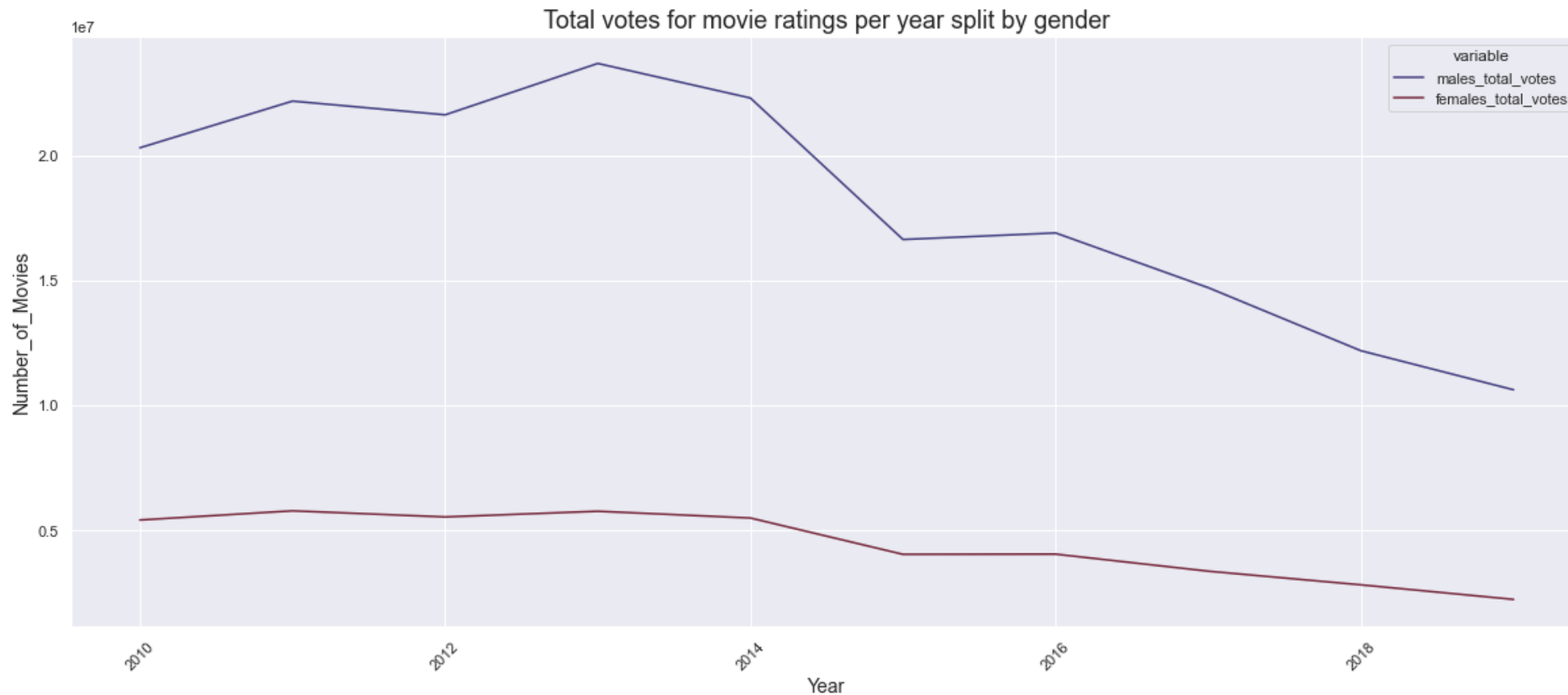
How the Male versus Female votes stack up per generation?

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

Generations	Male total votes	Female total votes	Percent Difference
All Ages (Multiple Age Groups)	181,304,539	44,658,681	75%
Generation X (born 1965 to 1980)	24,453,356	4,686,053	81%
Millennials (born 1981 to 2000)	93,003,083	20,146,807	78%
Generation Z (born 2001 to 2020)	49,878,003	15,954,910	68%

All Male and Female votes:

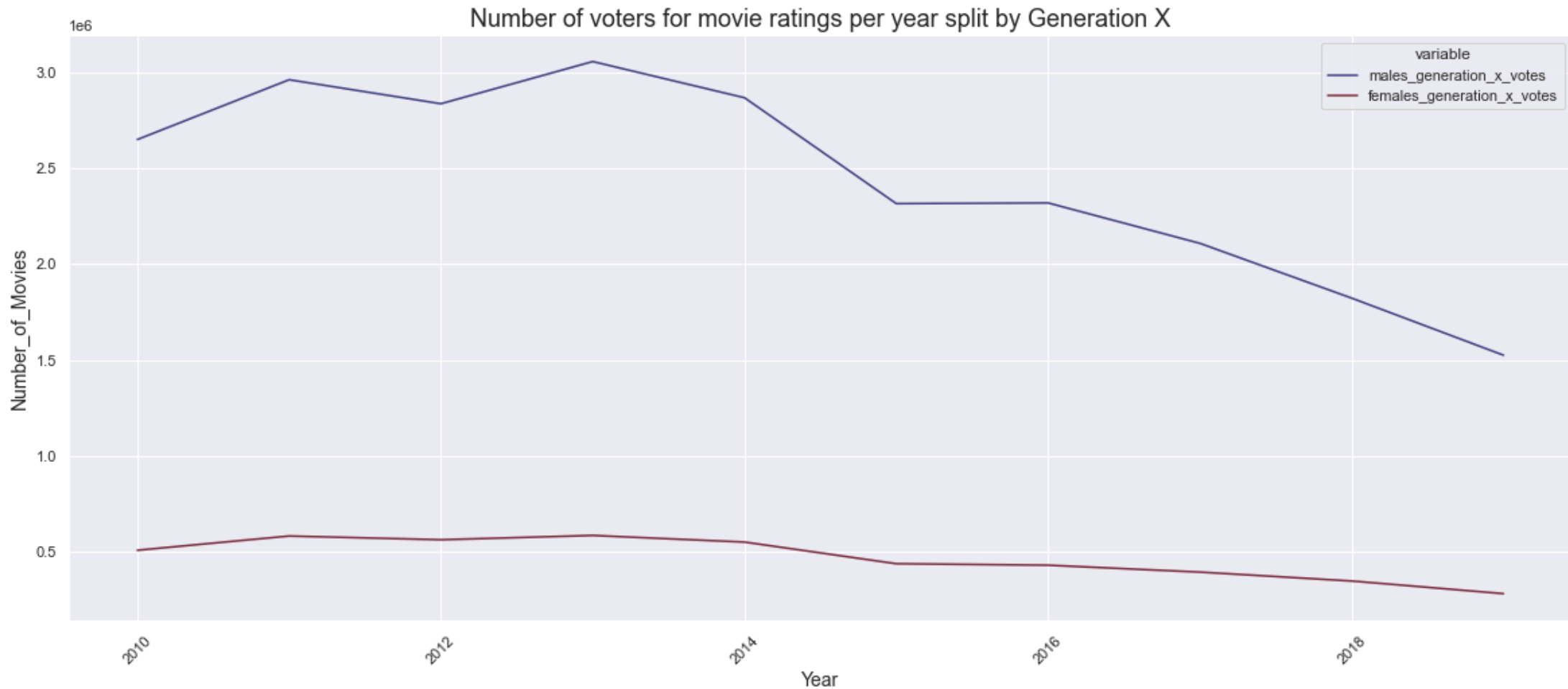
From the analysis, In 2010 males voted over 75% more times than females. Their votes peaked in 2013 however, over the years the total of votes began to decline. I am also seeing that the female votes are steadier than the male votes. The male votes have been declining over the last 5 years by around 50%.



Generation X Voters

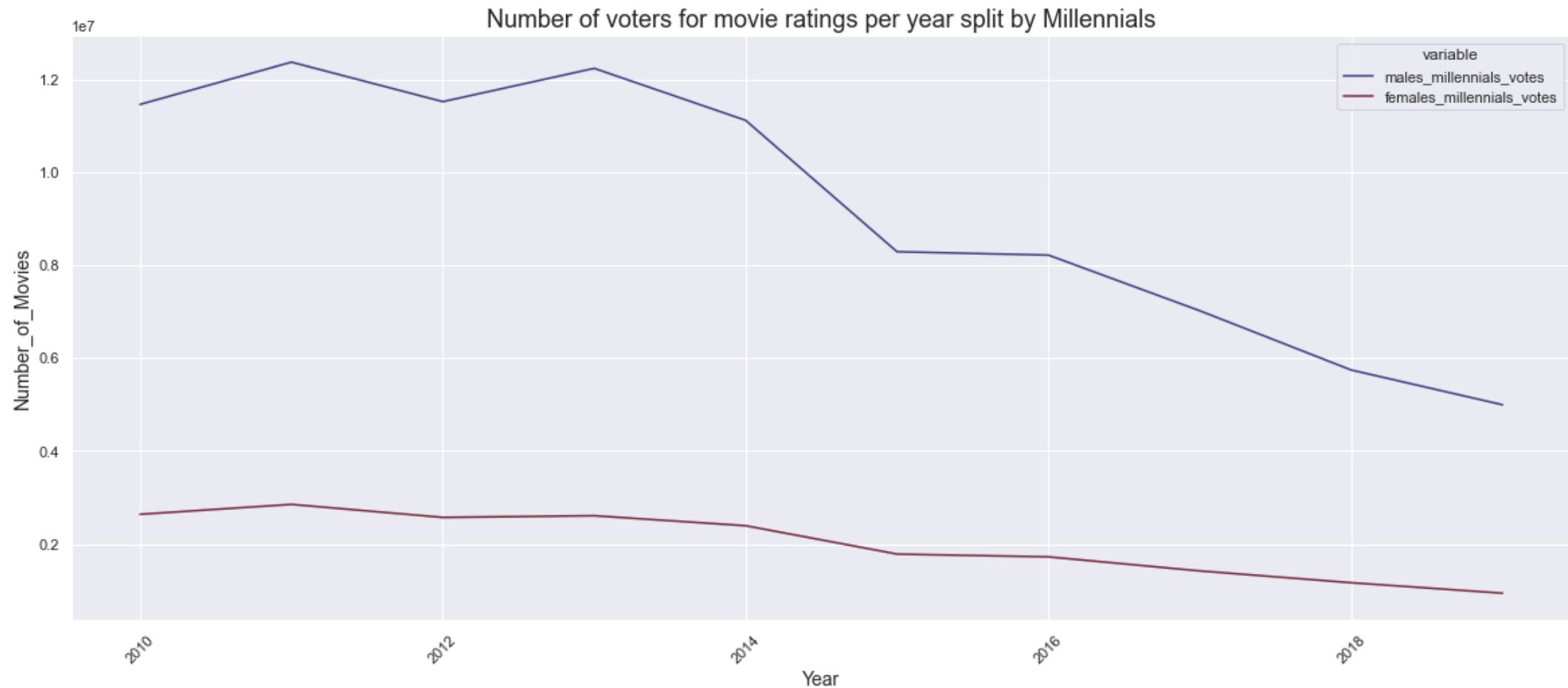
(born 1965 - 1980)

Generation X male voters' peek in 2013. The female votes were steady from 2010 – 2014, however, slightly declined after 2015.



Millennials Voters (born 1981 - 2000)

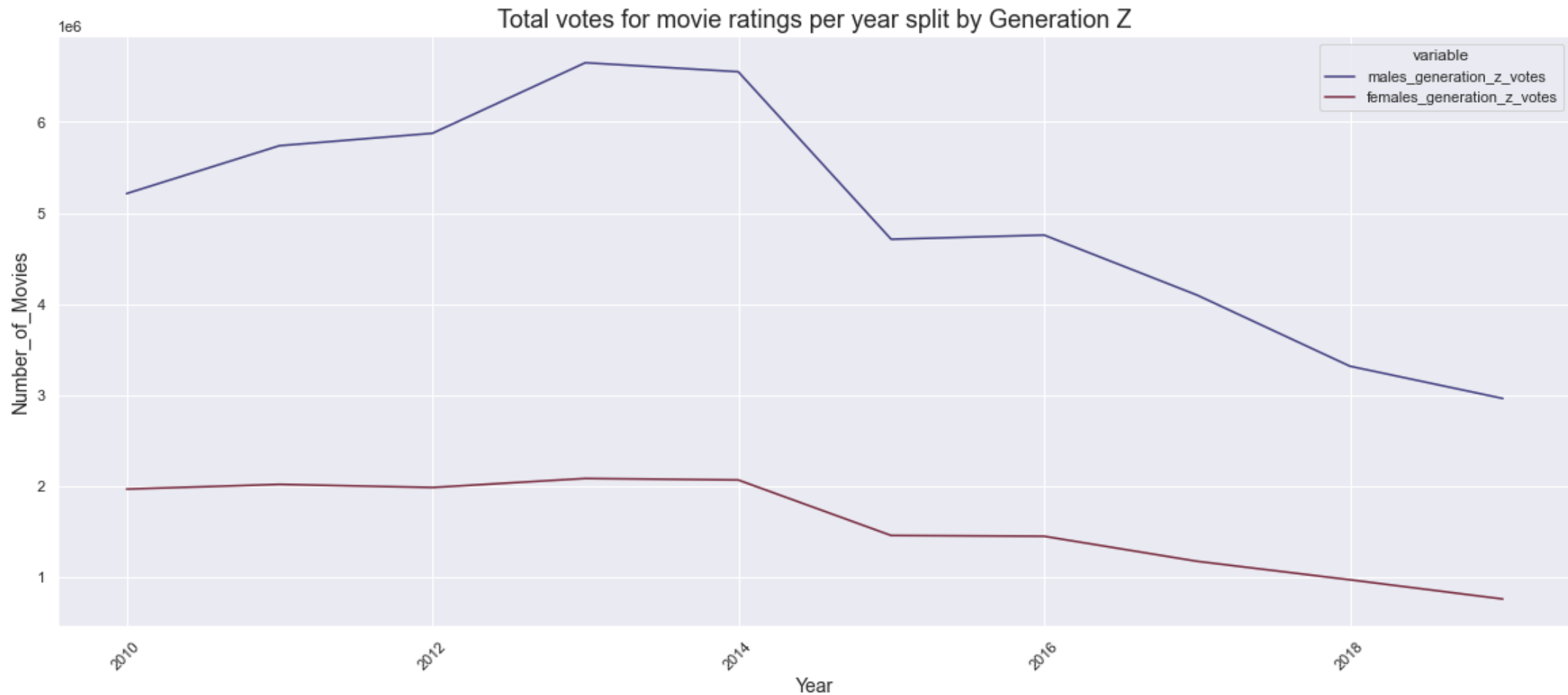
The millennials voted the most over all generations however, the voting has dropped drastically from 2014 to 2015. There has been a steady decline since then.



Generation Z Voters

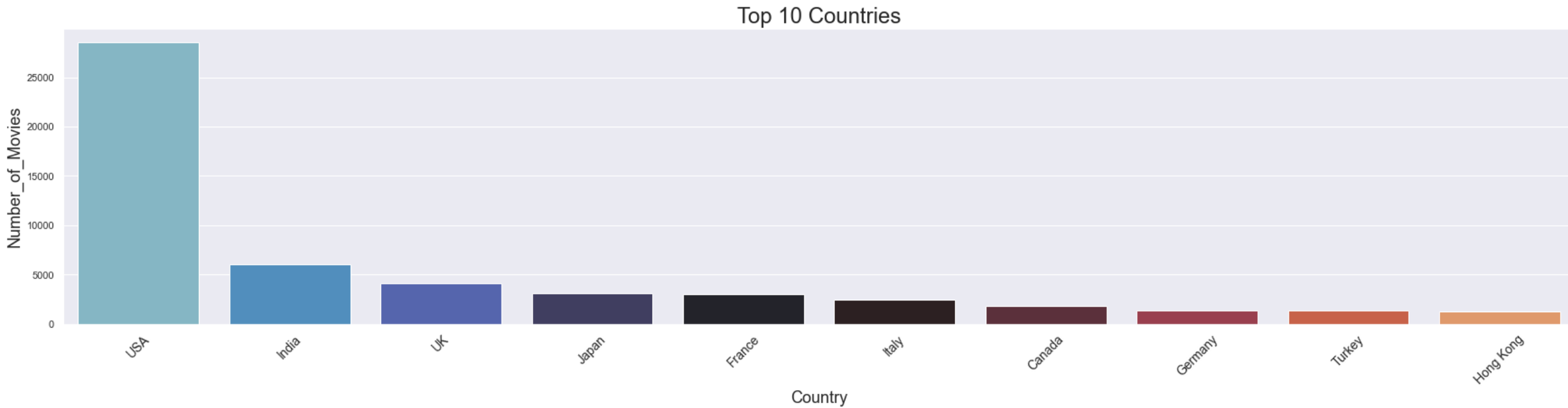
(born 2000 - 2020)

Generation Z make up the youngest viewers and surprisingly, they voted more in 2010 than 2015 and afterwards.



Top 10 Locations

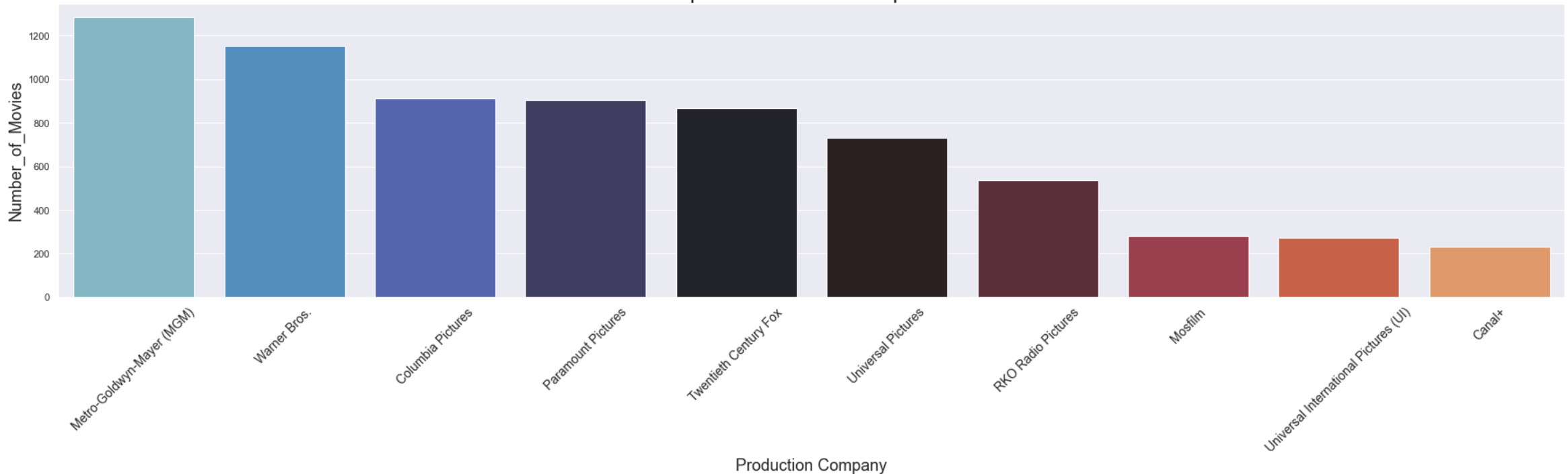
Next, I wanted to find out the top 10 locations where most movies are produced around the world. As expected, I can see that USA, India and the UK have the most votes. However, USA lead the pack by any overwhelming 75%.



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



Results

My thoughts

I conducted an analysis of the movies that have been created since 2010 and how the generations impacted the success of those movies focusing on the genre. Though preparation, modelling, visualization and interpretation of the data, I took a dive in what drives movies goers based on which generation they were born.

When I originally thought about conducting this analysis, I had a lot of assumptions. For instance, I thought the female would out weight the male voter participation. Each generation proved to be the opposite. Across all generations the voting for both males and females have been on a decline. I can't help but think how interesting it would be to explore the effects streaming platforms are having on box office profits in the film industry.

Therefore, I would suggest to Microsoft to focus of the millennials taste when it comes to thinking about the film package. Specially the male voters, their voice had the loudest influence of all generations and gender. Finally, the types of movies with the highest profit and with the lowest budget are comedy/drama.

Conclusions

Key Takeaways

Comedy/drama films on average are the most profitable

The industry leaders preferred creating Action, Drama & Comedy films

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!

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