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Project Overview

Our client, Microsoft, is planning to open a new Movie Studio. The goal of this project is to define what factors to look at for a successful movie production 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.

Business Problem

Microsoft is launching a movie studio that can compete with other successful movie studios. However, they don't know anything about creating movies. In order to be successful from the start, I will have to consider the following questions:

- 1. What genres have the highest ratings?
- 2. What genres have the highest grossings?
- 3. Which is the most successful movie studio with a high number of gross?
- 4. What genre is popular in the box office?
- 5. Who are the top directors from the standpoint of movies profitability?
- 6. Who are the top screen writers from the standpoint of movies profitability?
- 7. What genre has the most profits?

Data Understanding

It involves using things like budget, revenue, profit, popularity, genres, timing, ratings, directors and script/screenwriters. This project analyzes data from IMDB, Rotten Tomatoes, The Movie DB, and Box Office Mojo, pulling data from over 2,000 movies over the past years.

Data Preparation

Here, I will ensure that raw data being readied for processing and analysis is accurate and consistent so the results will be valid. Mostly this data is commonly created with missing values, inaccuracies, or other errors and separate data sets often have different formats that need to be reconciled when they are combined.



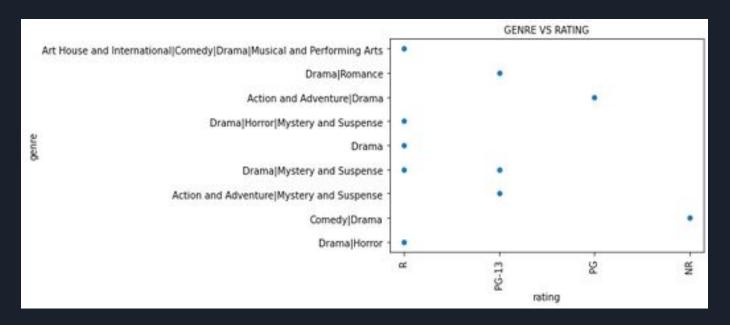


Now that we have a view of how the data sets look like, i shall begin to detect, correct corrupt records, identify incomplete or irrelevant parts of the data within those different datasets then replace, modify or delete the coarse data.



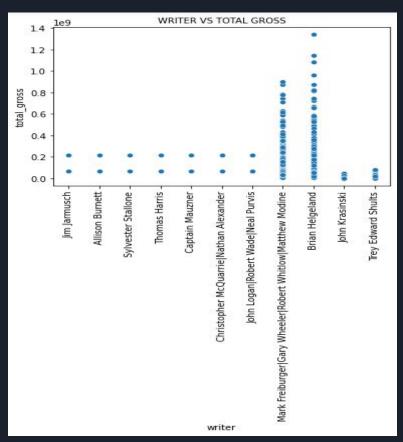
After polishing our data, I shall now move on to drawing conclusions using statistics. This means use of statistical and graphical techniques to present information about the data set.

1. What genres have the highest ratings?



Most genres are rated R while least are NR. If most movies are rated R then this means that the audience is most probably aged 2 - 12 years. It could also conclude that as a movie studio, it can draw a line on which kind of movies to produce most to target a certain audience.

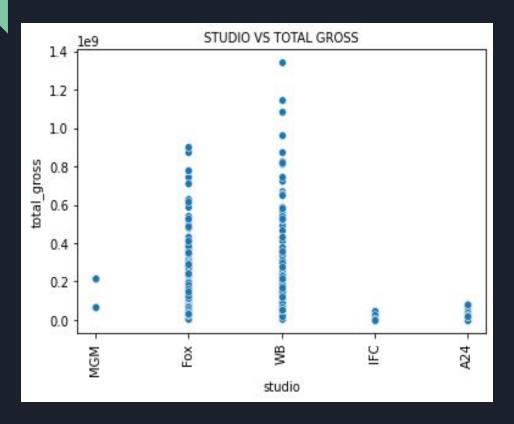
2. What genres have the highest grossings?



Drama|Mystery and Suspense made the highest total gross.

This enlightens a movie studio on the kind of movie genre they should invest in to bring income to the movie studio.

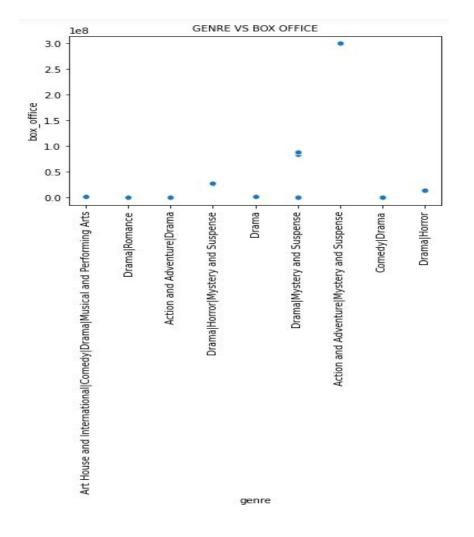
3. Which is the most successful studio with a high number of gross?



From this output we can tell in what order who will be the main competitors to Microsoft Movie Studio in the movie industry empire starting with WB being the first.

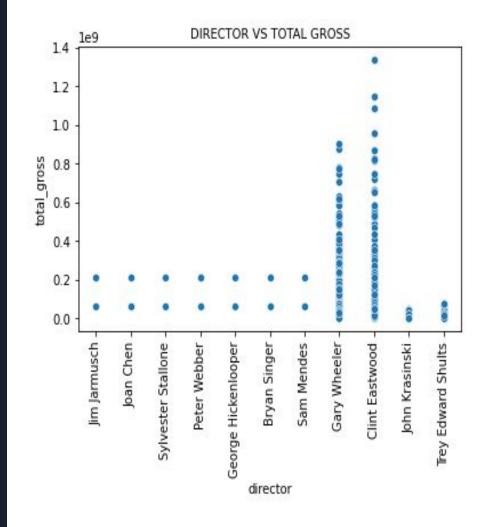


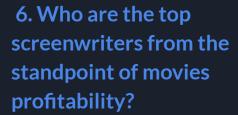
Clearly, we can see that Action and Adventure | Mystery and Suspense trends more in box office. With that info, the Microsoft Movie Studio can take action on which films to make or begin with in order to be on top and make crazy profits at the same time.



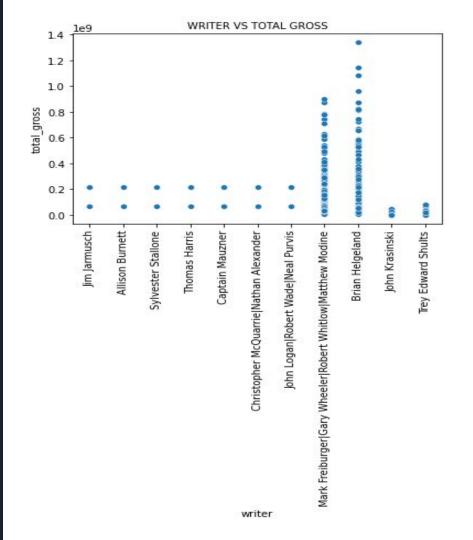


We notice that Clint Eastwood has the highest number of total gross income meaning his films are selling and are loved and followed up by a big audience. This means that the Movie Studio can hire Clint Eastwood as their director with assurance that he will bring benefits to the new company.

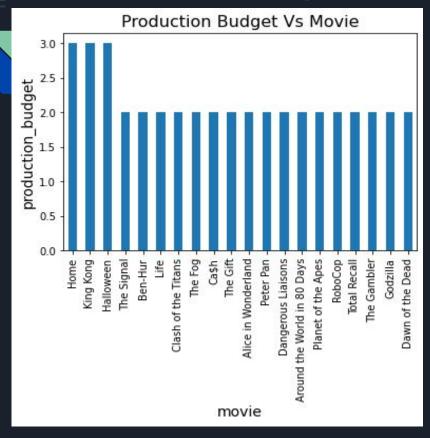


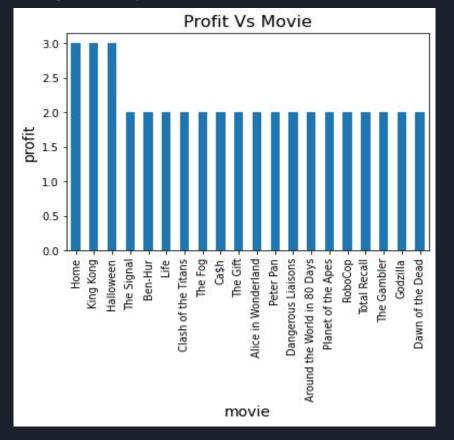


We notice that Brian Helgeland has the highest number of total gross income meaning his skills on script writing is selling within the movie industry. This means that the Movie Studio can hire Brian Helgeland as their writer with assurance that he will bring profits to the new company. We can conclude that with both the efforts of both Clint Eastwood and Brian Helgeland, Microsoft Movie Studio can make triple in profits.



7. Correlation between production budget vs profit vs movie?





From the above graphs, you will notice that movies with high a production budget end up being movies with the highest profits.

Conclusion

- Most genres are rated R while the least are NR.
- Drama|Mystery and Suspense genre made the highest total gross.
- WB studio is the highest ranking studio making a high gross and definitely a major competitor to Microsoft Movie Studio.
- Action and Adventure|Mystery and Suspense trends more in box office.
- Clint Eastwood has the highest number of total gross as a director.
- Brian Helgeland has the highest number of total gross as a script writer.
- Movies with high a production budget end up being movies with the highest profits.

Recommendations

I would consult Microsoft to:-

- <u>Determine the company's niche</u>. What type of content do you plan to specialize in creating?
 It's important to narrow your company's brand identity to guide you when choosing projects to produce
- Draft a business plan. A solid business plan is the key to a financially sound and functioning production company. Employ a business model that lets you gradually build your business entity to a larger one. In particular, plan for your startup costs, from labor to office space to state and federal taxes. Draft a mission statement that summarizes your film company's goals and how you plan to profit from your video production business. Then, think about where you want to be after your first year. What business opportunities do you see yourself pursuing in five years? Strike the balance between ambitious and achievable.
- <u>Hire an attorney.</u> The steps necessary to start a production company are complex, so you'll
 want an entertainment lawyer who specializes in production services to give you legal advice
 throughout the process. Your attorney will review all the documents you need to start your
 business, and once you're up and running, they can assist you in hiring your staff and creating
 the contracts for your projects.

- Seek funding. In order to grow, a production company needs money. Unless you're
 independently wealthy, you will likely have to use your business plan to secure a small
 business loan. Make sure your risk isn't so great that you risk financial ruin if things don't
 work out.
- Get your paperwork in order. When you're in charge of your own film production company, you're responsible for a lot of workaday minutia. You'll need to set up a business bank account, get an employer identification number, and file an operating agreement and articles of organization. Depending on your business location, states and municipalities may require business licenses, and they typically charge annual business taxes.
- Assemble an all-star team of executives. Great ideas tend to come from teams of people, so you'll need to search for exemplary employees to help make your ideas a reality. You'll want to hire positions for your executive team: a head of development (who decides what scripts to produce and guides the creative team), a head of production (who's in charge of budgeting and the physical production process), a head of post-production (who oversees the editing process) and a head of distribution (who's in charge of marketing and selling your content). Other creative filmmaking positions such as writers, actors, directors, and cinematographers are usually hired on a per-project basis rather than working full-time with one company.

- <u>Hire a production accountant</u>. Entertainment payroll is a complicated job, so you'll need a certified public accountant trained in entertainment financing to take care of your company's accounting. Production accountants are trained to handle the constantly rotating crew that are common to the film production world, along with the various rules and regulations associated with the different entertainment unions.
- <u>Purchase production insurance</u>. Accidents happen in film production—from crew members slipping on set to stunt performers getting injured while filming dangerous feats. In the event any unexpected incidents occur, you'll need a good insurance policy to protect you.
- Build a website and create a social media presence. Players need to be able to find your company online, so hire a website designer to create a simple but informative website for your company. Less is usually more with production company websites—your contact info and brief examples of your work are usually all you need. It's important to have a social media presence as well, but until your company expands to have a constant stream of content, it may be unnecessary to hire someone specifically to run your social pages.



Q & A SESSION



Thank you!

