Microsoft Film Studio

Microsoft's entrance to the film world

Summary

As Microsoft enters the film industry, a top-down analysis of successful titles is needed to guide resource allocation and identify high-performing film types. This will provide insights to help their new studio create impactful, long-lasting movies.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft is a major corporation, and as they venture into the film industry, they need a top-down analysis of the most successful titles to understand where and how to channel their resources effectively. The goal is to produce impactful films that resonate with audiences and stand the test of time. This analysis will help identify what types of films are currently performing best at the box office and provide actionable insights to guide the decisions of Microsoft's new movie studio.

Data

Data was split into two:

An sqlite3 database in which i extracted the 'movie_basics' and 'movie_ratings' to a dataframe named 'imdb_basics' and 'imdb_ratings'

A tsv file named 'bom.movie_gross' containing "title, studio, domestic_gross ,foreign_gross,year" to which i used domestic_gross foreign_gross and year.

I then combined relevant columns from the two to one dataframe

Methods

I used two key methods of analysis on the dataset above:
Statistical analysis: For certain questions like *successful studios* and *typical runtime* i sought out to use covariance to see what is the success rate of a studio in regards to the number of films produced and median to see the typical runtime of a successful film

Visual analysis: All questions have some form of visualization that is to answer the respective question

Results

1. Action Adventure and sci-fi appear frequently in the dataset whether it be in terms of gross, views or ratings
2. Ideal runtime is 126 minutes, Ideal rating is 7.3 of high gross films, Ideal gross is a little over 1 million dollars
3. Adventure, Animation, Comedy and Action, Adventure, Sci-Fi categories have had successful runs over the years from 2010 to 2019

Conclusions

The best place to start off is:

- Action
- Adventure
- Sci-Fi
- Drama
- Fantasy
- Thriller

The analysis itself testifies that the most promising genres to to start out with are : **Action, Adventure and Sci-Fi.**

Thank You!

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