MOVIE STUDIO PROJECT.

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Overview

Creating a successful movie studio involves understanding the market landscape and audience preferences. Here's a detailed overview of the project to help Microsoft's new movie studio make informed decisions about film creation. By conducting thorough research and analysis, Microsoft's movie studio can leverage data-driven insights to make informed decisions about film genres, creative direction, and marketing strategies. This approach increases the chances of producing successful movies that resonate with audiences and perform well at the box office.

Understanding the problems

01   Identify and analyze recent box office trends to determine the types or genres of movies that have performed exceptionally well.

02   Investigate audience preferences and behavior concerning movie genres across different demographics (age, gender, location, etc.).

03   Explore emerging trends in the film industry, considering aspects like digital streaming, international markets, and changing viewer habits.

Project objective

The primary objective is to analyze box office data from the past decade, encompassing genres, budgets, ratings, and audience preferences. By leveraging data analytics and statistical techniques, the goal is to identify correlations between successful films and various parameters such as genre, storyline, budget allocation, release timing, and audience reception. These findings will help Microsoft's movie studio to make informed decisions, including selecting film genres, casting choices, budget allocations, and marketing strategies, thus maximizing the chances of producing commercially successful movies.

Target audience

The project's target audience primarily includes stakeholders and decision-makers within Microsoft's new movie studio. This encompasses top-level executives, film producers, directors, and marketing teams involved in strategizing, conceptualizing, and producing movies. Additionally, the insights derived from the analysis will benefit the broader film industry, movie critics, and moviegoers interested in understanding the evolving trends and preferences driving box office success. The objective is to deliver actionable insights that cater to both the creative and commercial aspects of filmmaking, ensuring the creation of movies that resonate with audiences while also achieving financial success.

Data Understanding

In the folder zipped data in the associated GitHub repository are movie datasets from:

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB.org

This is a scatter graph showing the relationship between the foreign gross and domestic gross.
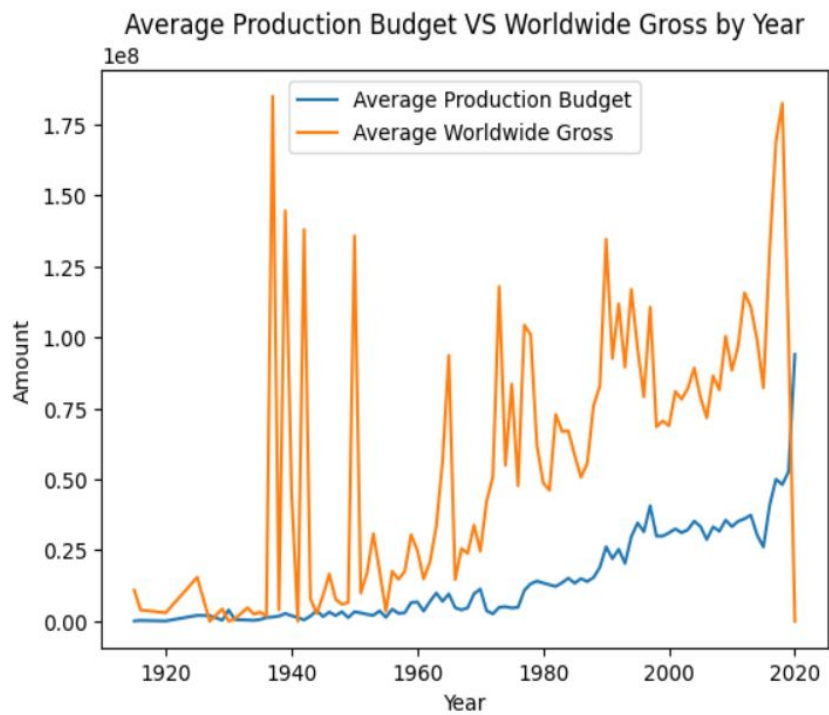

Relationship between Foreign Gross and Domestic Gross
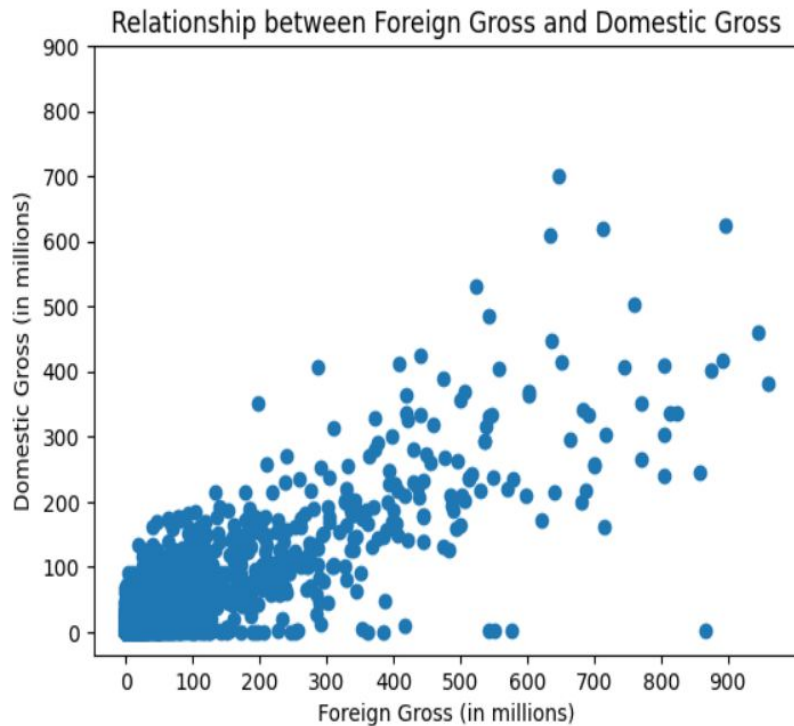
ACTIONABLE INSIGHTS

This graph shows the top movie with the highest Worldwide gross.
Avatar, Titanic...etc movies have produced the highest worldwide gross and that would be a great addition to the the new microsoft movie database.

Average Production Budget VS Worldwide Gross by Year
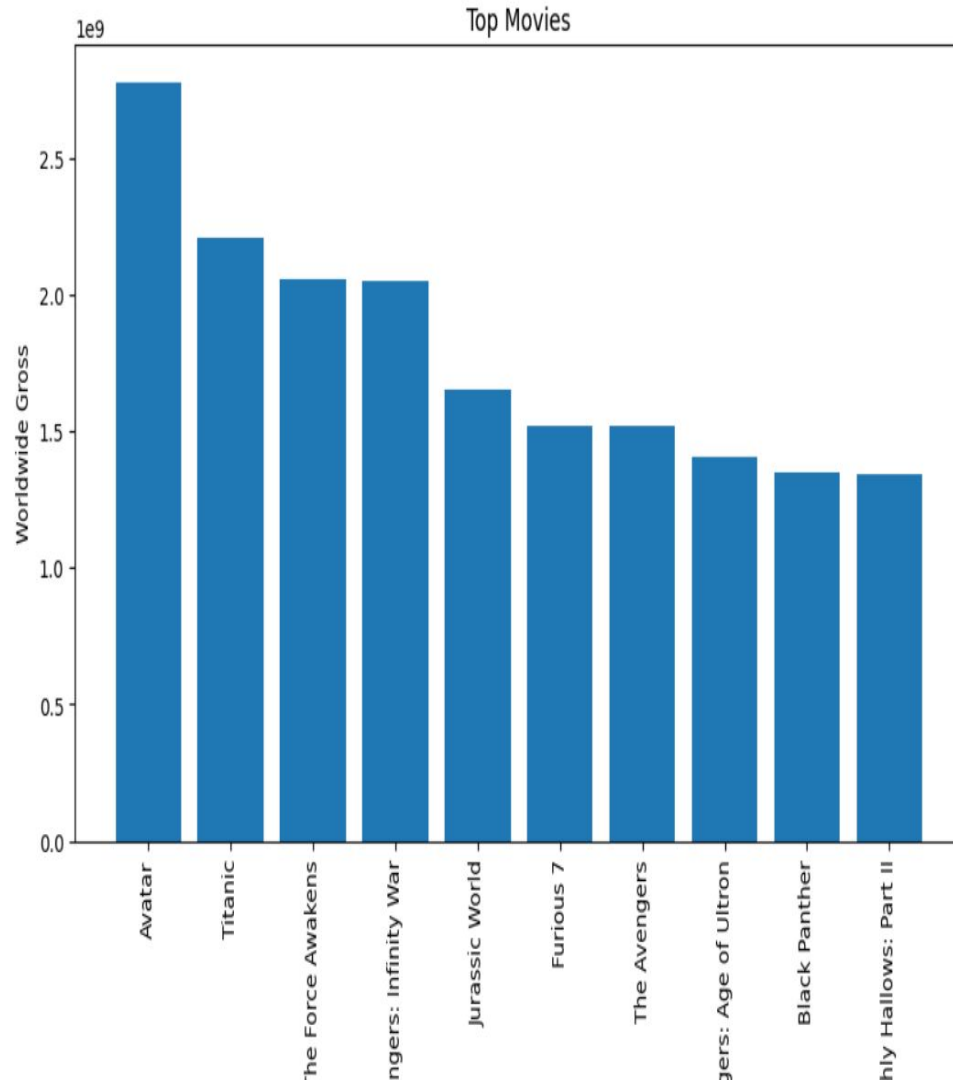
The graph above shows the Average production budgets Vs Worldwide Gross by year across the years 1920 to 2020. This shows that movie production budgets have continued to increase with the increasing worldwide gross over the course of 100 years. This means that that investing in production budgets a high profit return.

Top 10 Movies by Number of Votes
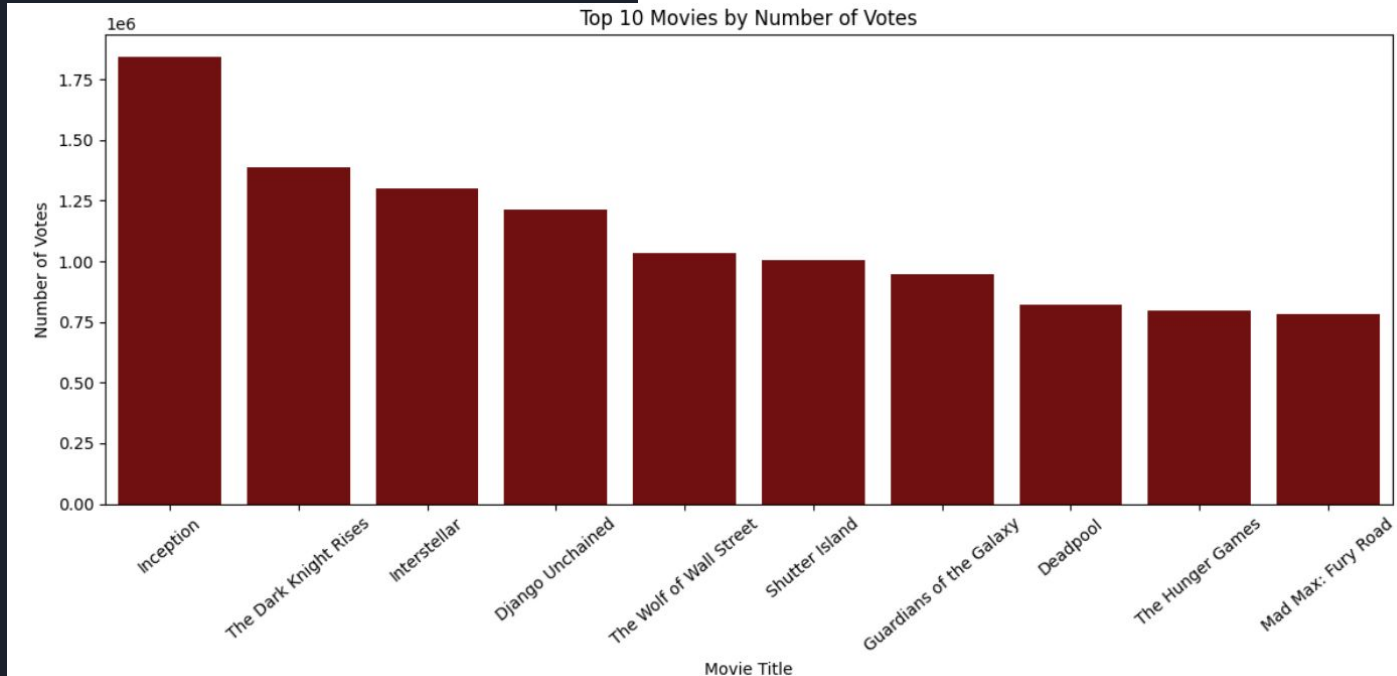
The above graph shows the movie with the highest rating under The Movie Database "TMBD". The following movies would be great addition to the new movie studio because of their popularity in number of votes.

CONCLUSION

- **Successful Movies: The movies with the highest profit returns, namely "Avatar," "Pirates of the Caribbean," "Dark Phoenix," and "Avengers: Age of Ultron," indicate that large-scale franchises, fantasy genres, and superhero films tend to perform exceptionally well at the box office. Inception was the most watched movie.**
- **Popularity Trends: Among the top-ranking movies based on popularity, "Avengers: Infinity War," "John Wick," and "Spider-Man: Into the Spider-Verse" indicate a substantial audience interest in action-packed, visually appealing, and engaging storytelling.**
- **Audience Preferences: Analysis of the popular regions by the number of movies suggests that the United States has a significant market share in the film industry, signifying potential opportunities to cater to the American audience.**
- **Audience Engagement: "Inception" emerges as the most popular movie in terms of votes, signifying that thought-provoking and intricately crafted narratives have the potential to engage and captivate viewers.**

RECOMMENDATIONS

Action-Oriented Content: Focus on producing visually striking, action-oriented movies with immersive storytelling, akin to the successful releases such as "Avengers: Infinity War," "John Wick," and "Spider-Man: Into the Spider-Verse."

Targeting the American Market: While ensuring a global reach, prioritize content tailored to resonate with American audiences to capitalize on the substantial market share within the United States.

Engaging and Original Concepts: Dedicate efforts toward crafting original and thought-provoking narratives akin to "Inception" that challenge and engage the audience intellectually while providing an entertaining experience.

Strategic Partnerships and Talent Acquisition: Forge collaborations with established directors, writers, and actors within the film industry known for delivering successful and captivating content. Such partnerships can elevate the quality and marketability of the studio's productions.

Project timeline

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Introduction

Got familiar with the project and what it entailed.

Data Cleaning

Checked for errors within my database and corrected that.

Data Visualization

Used data visualization methods to further understand my database.

Conclusion and Recommendations

Used the information i got to come to the appropriate conclusions and recommendations.

Google slides

Took care of the google slides

Submission

Cross checked and submitted the project.

Excited to see the new heights Microsoft's movie studio will reach in the world of cinema.