Microsoft Movie Studio

Case Study

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Overview

Our motivation for this analysis was to help microsoft produce the most amount of capital from future movie projects. Questions we explored to help achieve this were:
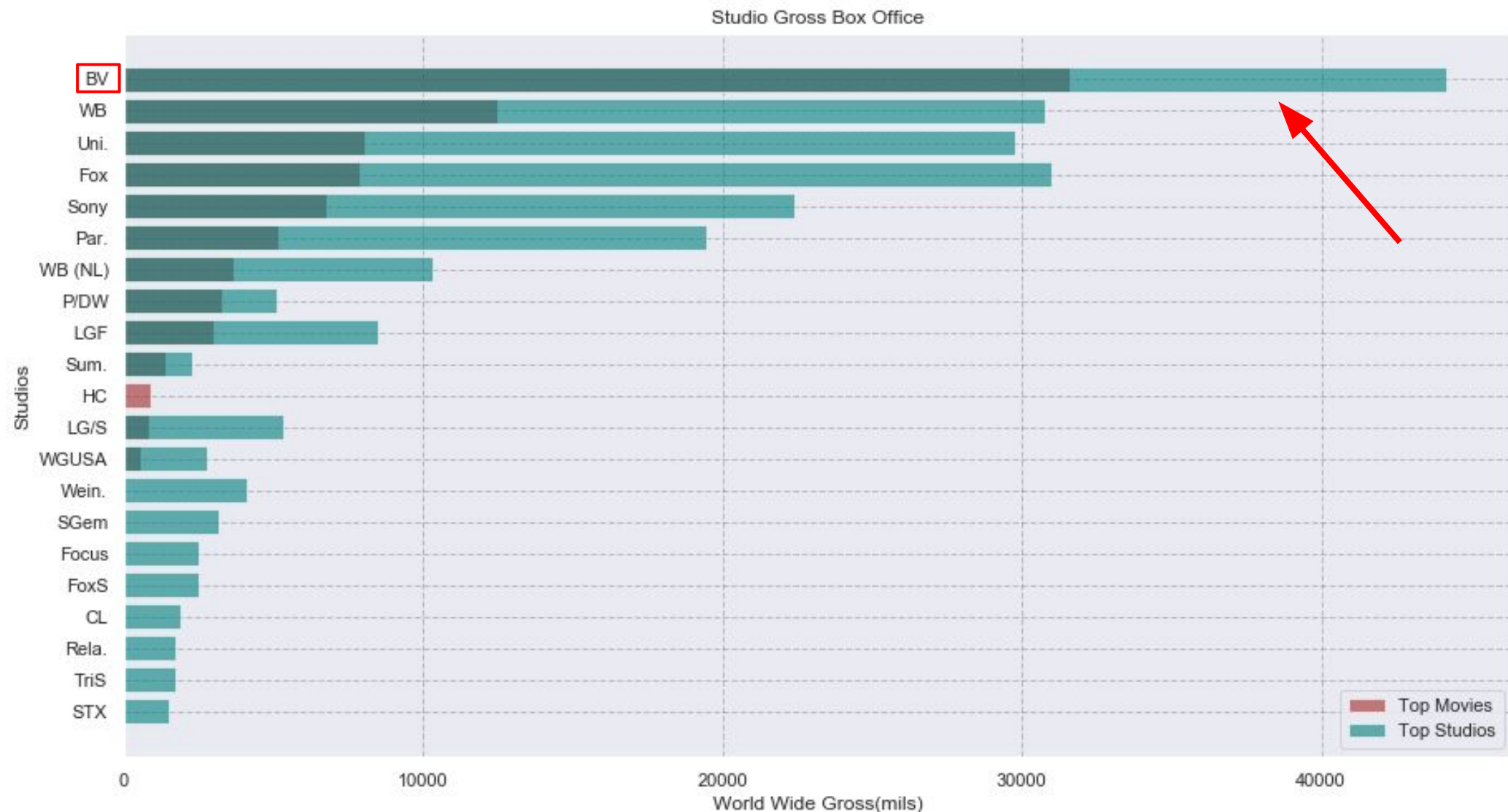
- Which studios are the biggest competitors?

- Which movie genres are the most popular?

- Which movie ratings provided the highest box office returns?

- Has the average cost for production increased, decreased or remained the same throughout the years?

- What is the correlation between average production budget and total revenue?
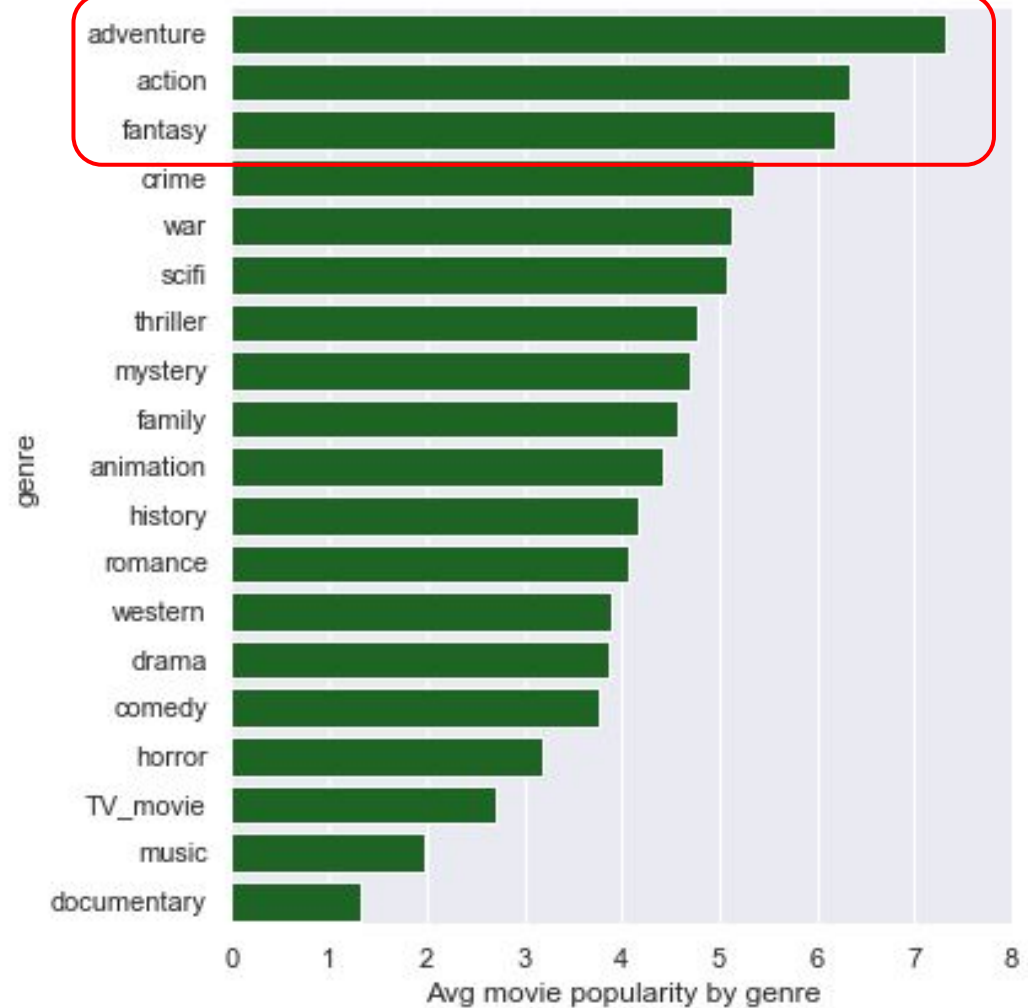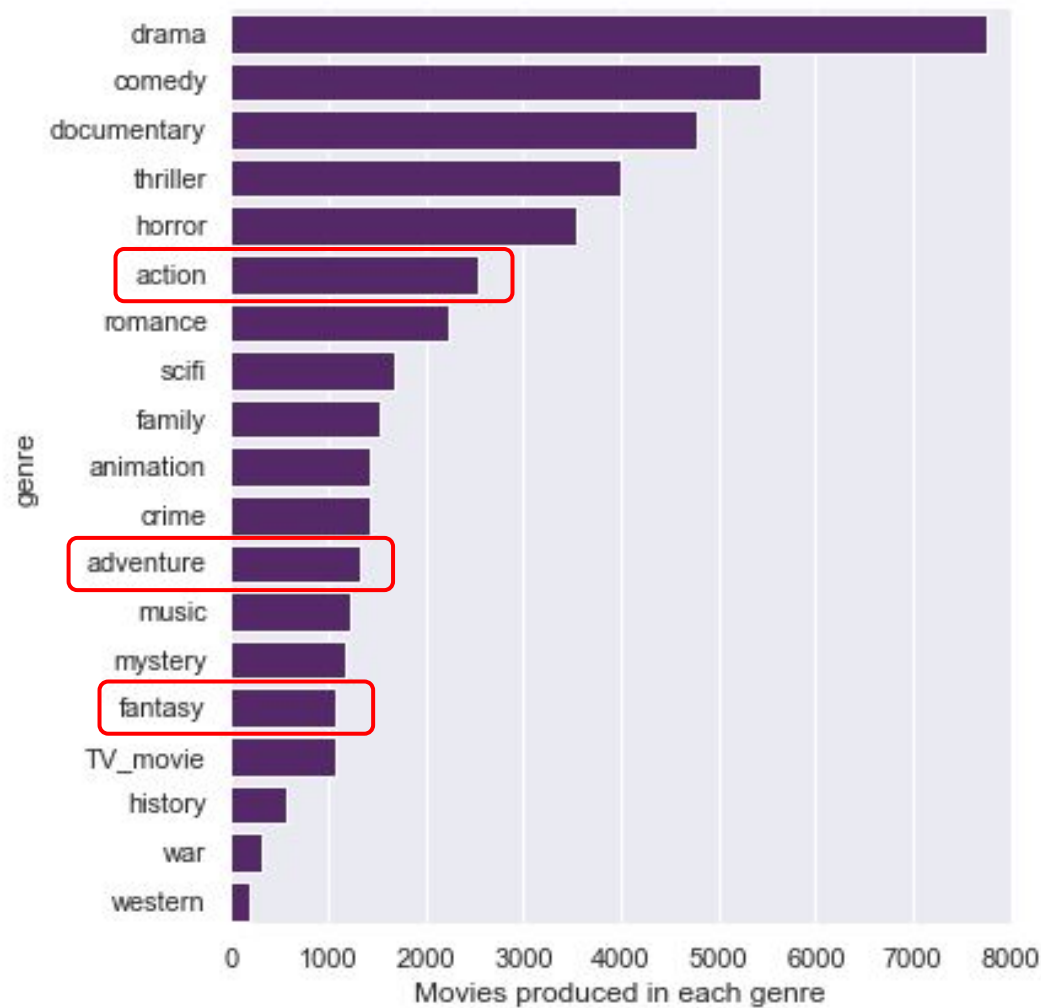
Data Used

- Box Office Mojo

- IMDB

- Rotten Tomatoes

- TheMovieDB.org

- The-Numbers.com

- Data from OpusData

  - Production year between 2006 and 2018

  - Production budget greater than or equal to $10 million
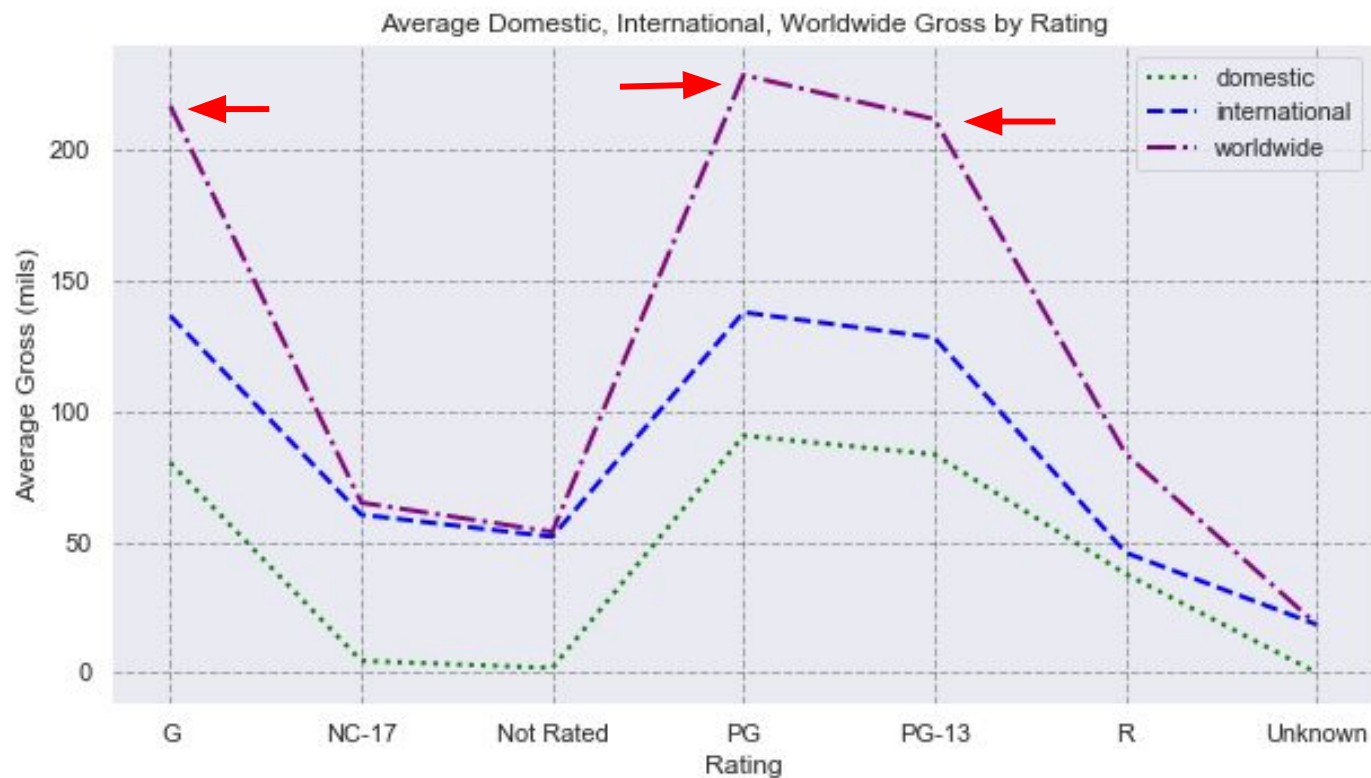
  - Figures for domestic or international box office.
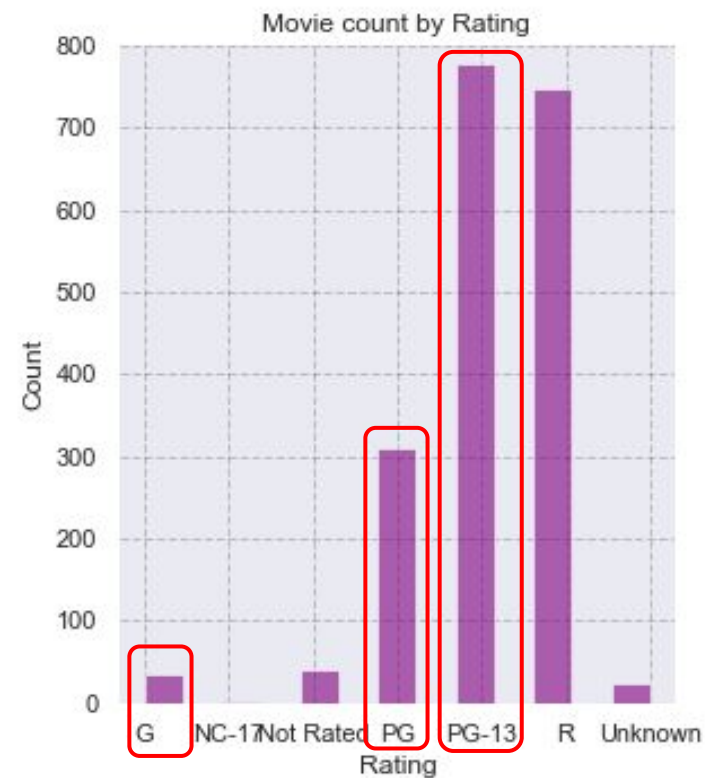
Which studios are the biggest competitors?
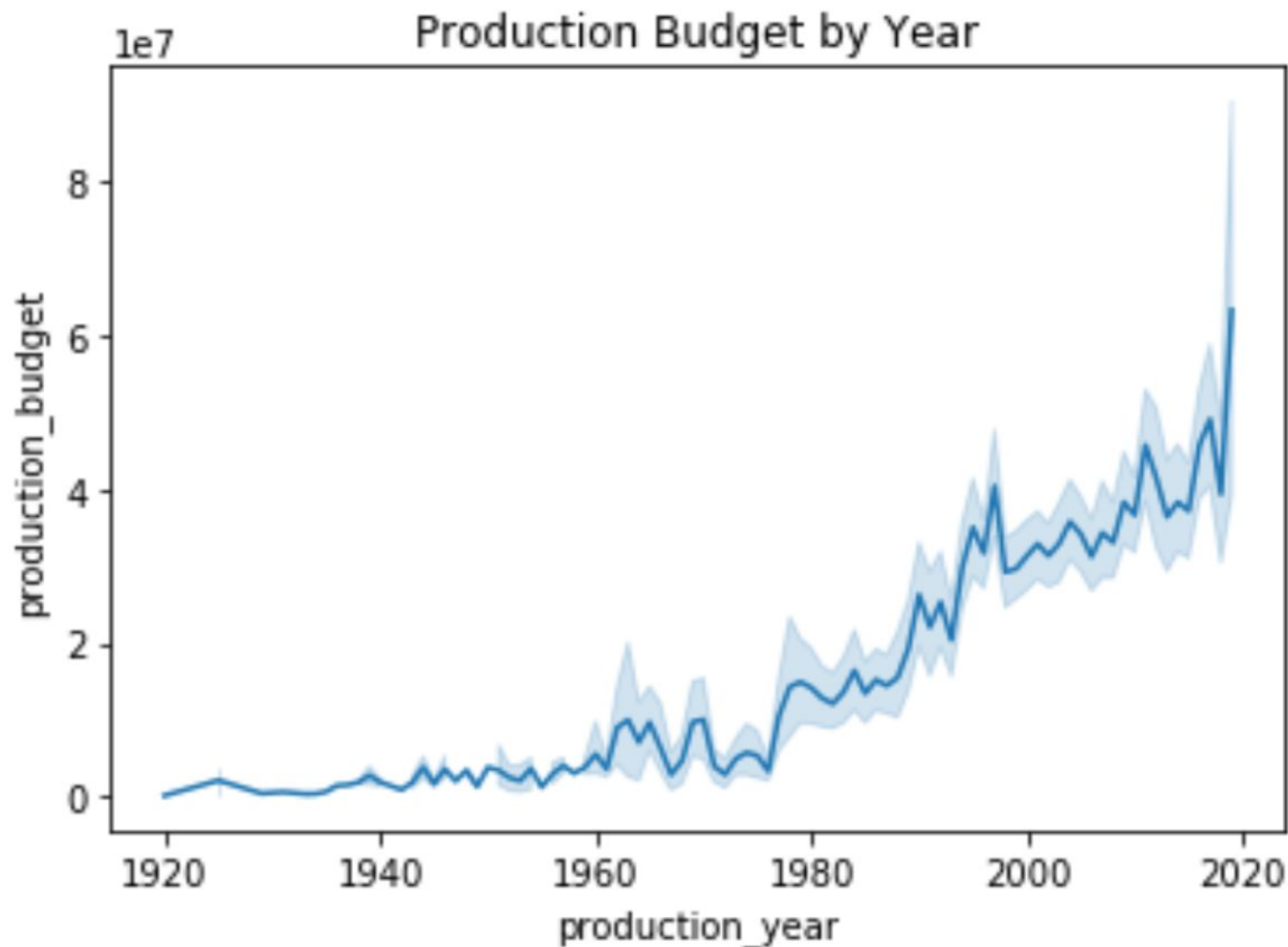

Studio Gross Box Office

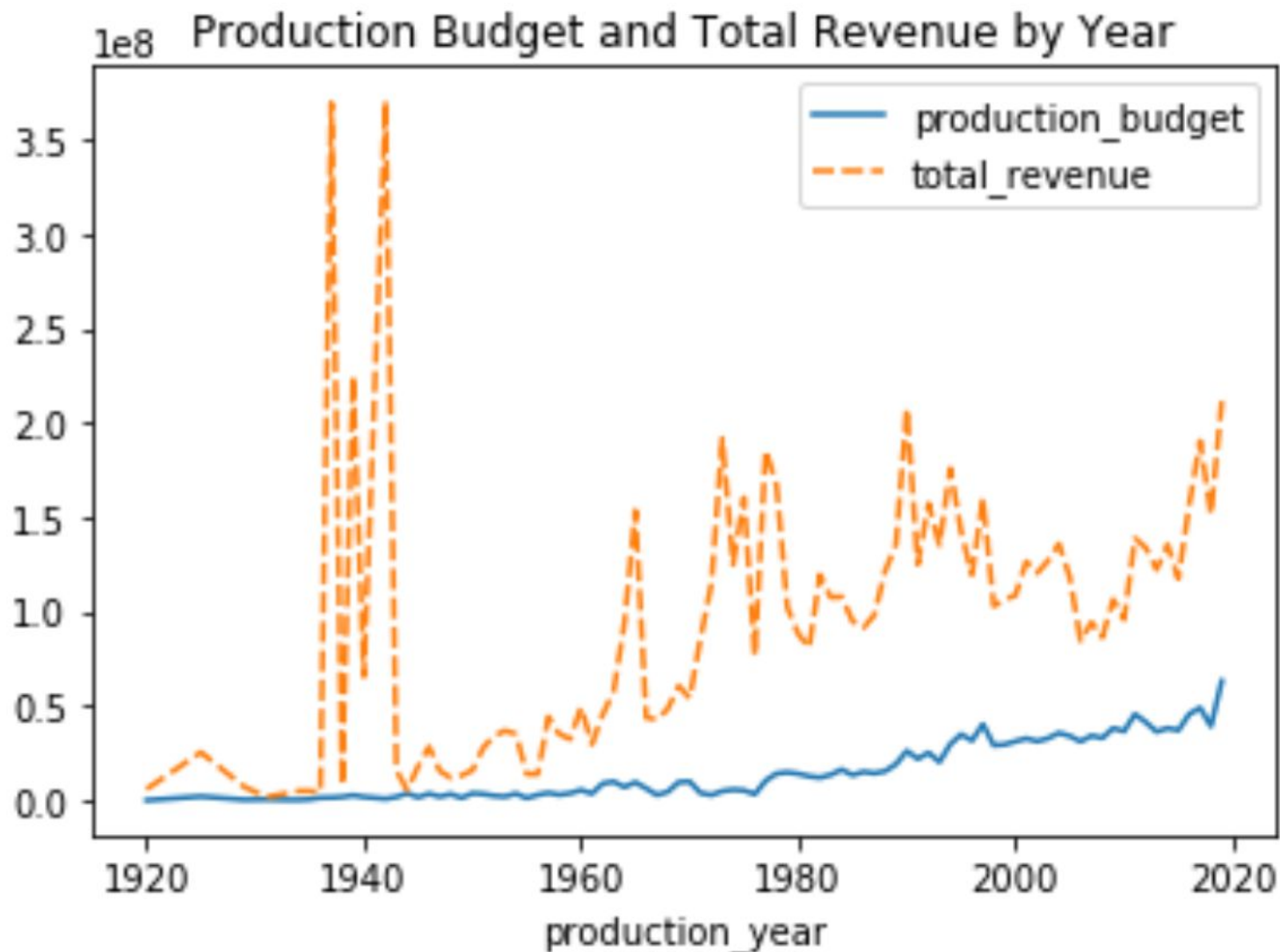# Which movie genres are the most popular?

Which movie ratings provided the highest box office returns?

Has the average cost of production increased, decreased, or remained the same throughout the years?

What is the correlation between average production budget and total revenue?

Conclusions

The movie industry appears to still be growing every year, both in budgets and revenue. While there are many players in the industry, a top few, including Walt Disney Studios, appear to be the ones to watch. Movie-goers prefer movies in the Action, Adventure, and Fantasy genres, although these are not the most produced movies.

In that vein, the highest grossing moving ratings are PG, G and PG-13, yet these also are not the most produced movies. Microsoft should consider producing movies based on what market research indicates that movie-goers actually want to watch.

Recommendations

Based on our data analysis, the recommendations we want to make to microsoft are as follows:

1. Microsoft should consider producing adventure, action, and/or fantasy movies in their initial stages.

2. Microsoft should focus on producing movies with ratings PG. G, and PG-13 as they are most popular with viewers.

3. Microsoft should consider funding multiple movie productions simultaneously to while extending the release date to maximize revenue and minimize production cost.

Future Work

With more time we would want to focus on the following points:

1. Analysing a studios performance overtime and the decisions that were made that could have affected its performance.

2. Comparing box office gross with the popularity of a movie.

3. Gathering more data to broaden the scope of our analysis.

4. Comparing production cost with the region in which a movie is produced.

Thank You For Your Time and Attention!

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https://github.com/melodygr/microsoft_movie_analysis.git