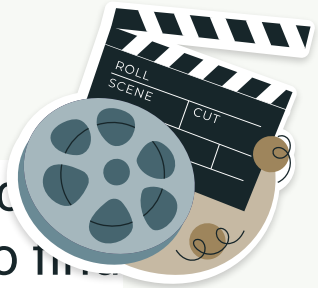
Showtime Success: Microsoft's Film Studio Strategy through Data

Abdule Muhsin Ahmed

Contents of this template



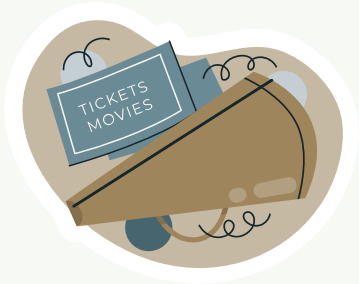
In this analysis, we delved into the film industry to assist Mic
in shaping its new movie studio's strategy.The objective is to fi
the best genres and identifying trend in the market.

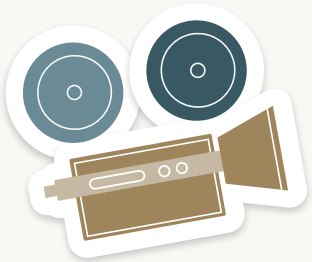
The 'Adventure' and 'Sci-Fi' genres consistently the highest production budgets. However, they also offer substantial revenue potential, making them prime choices for Microsoft's movie studio

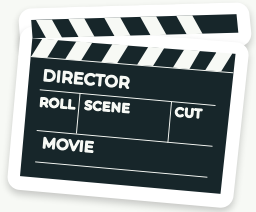
Movies released during the summer and holiday seasons tend to excel in box office performance, offering a promising opportunity for carefully planned release schedules.

OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

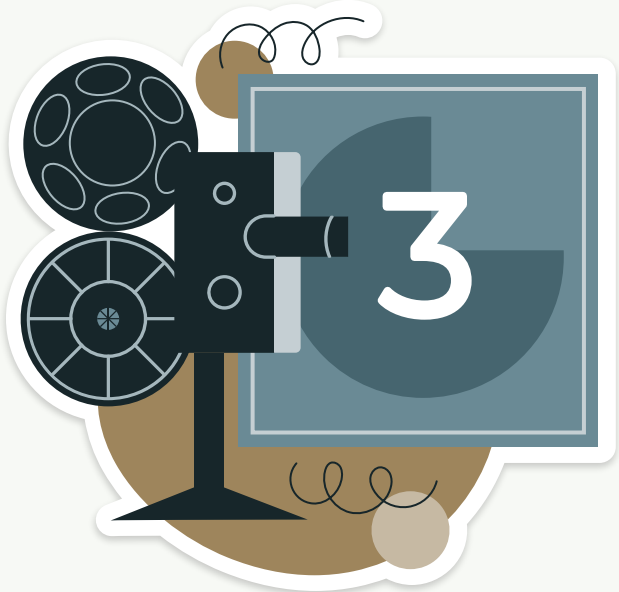






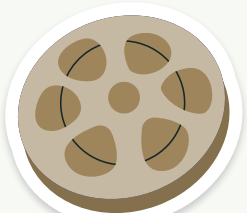
BUSINESS PROBLEM

The main business problem is that Microsoft wants to venture into a competitive Market without the prior experience of the industry.To address the problem,this project explores and answers several questions to provide actionable insights



DATA

The imdb.title.basics dataset includes variables like movie titles, genres, and Start years.
The imdb.title.ratings dataset provides information about movie average_rating and the number of votes
The bom.movie_gross dataset contains variables for movie titles, studio names, and domestic and foreign gross earnings
The tn.movie_budgets dataset has variables such as movie titles, production budgets, and domestic and worldwide gross earnings.

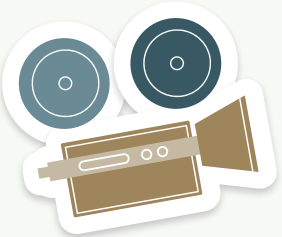


METHOD

Data Cleaning and Preprocessing: Cleaned and preprocessed the data, addressing missing values, duplicated records, and data type conversions. This is done to prepare the data for analysis

Data Exploration: Performed Exploratory analysis (EDA) and feature engineering to understand and configure the characteristics of the data and identify patterns.

Data Visualization: Visualizing the data contributed immensely to our insights, providing clear and impactful representations of data trends

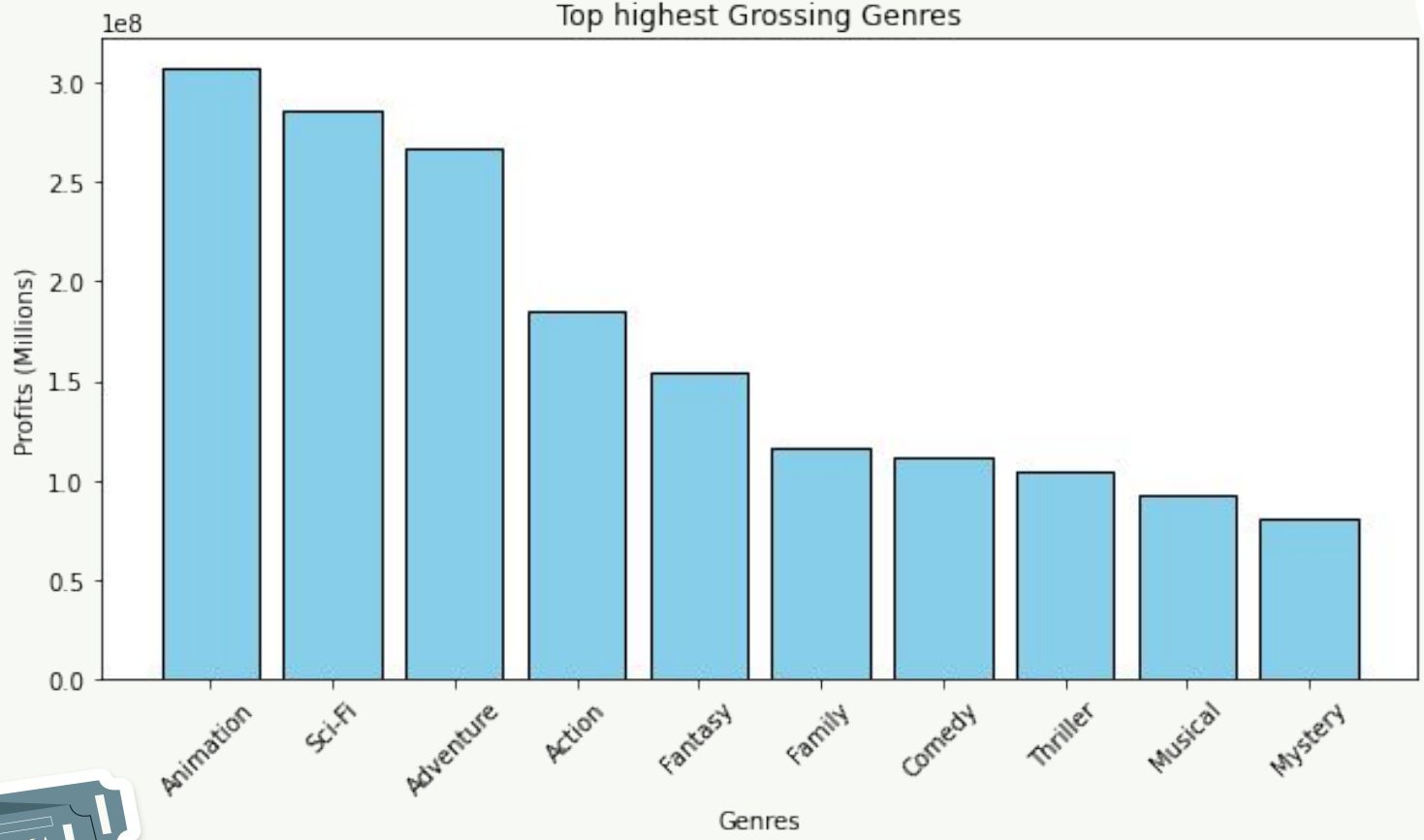


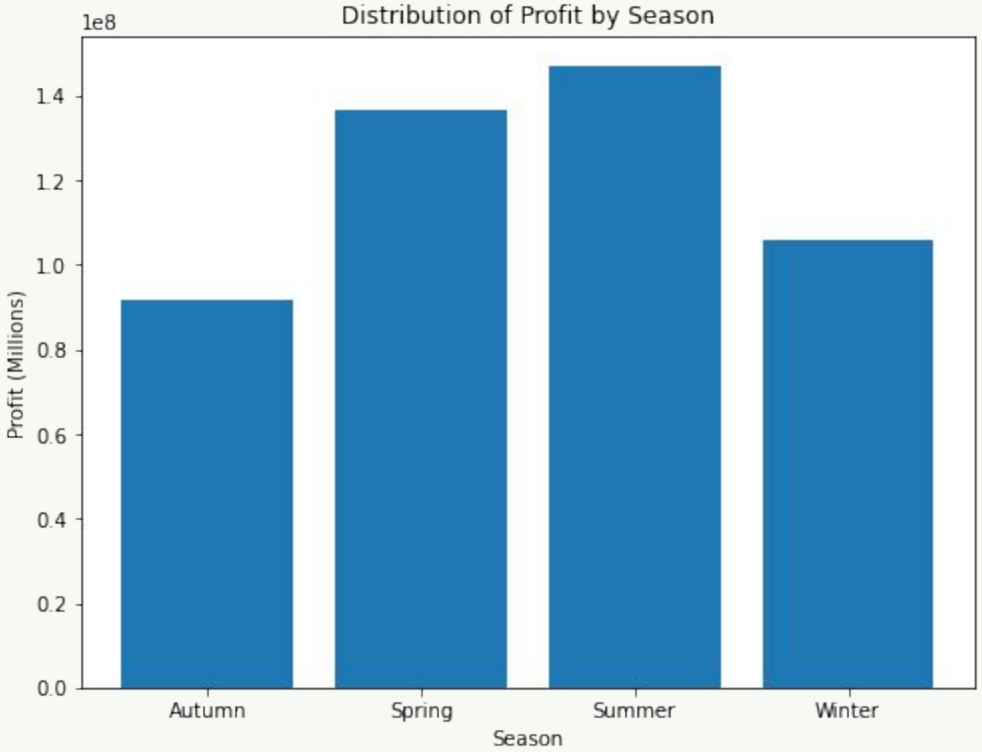
RESULTS

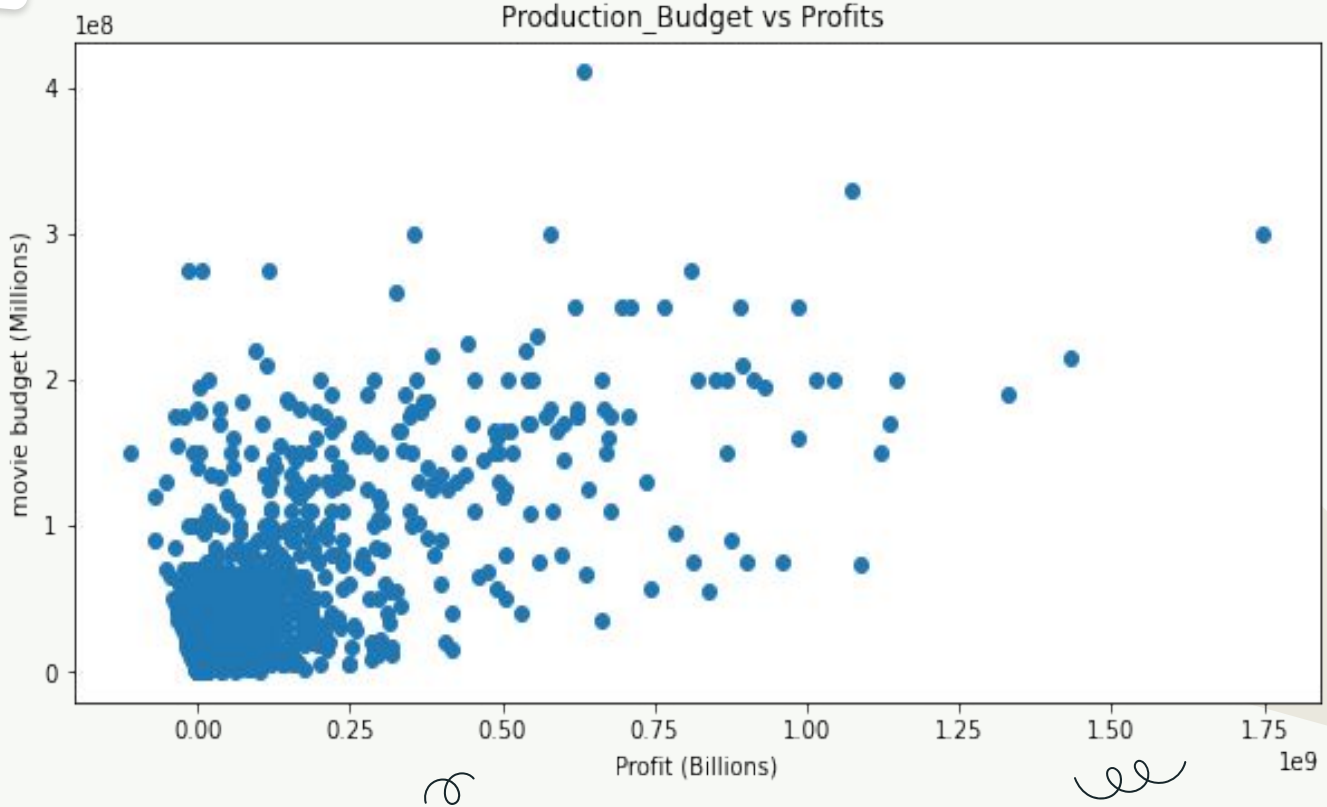
Findings:

During the analysis we observed that genres such as 'Adventure' and 'Sci-Fi' exhibit the highest production budgets. Interestingly, these genres also demonstrate the potential to generate substantial revenue, which positions them as promising choices for Microsoft's movie studio.

We also discovered that movies released in the summer and around the holiday season tend to perform better at the box office.


Top highest Grossing Genres
1e8
3.0
2.5
2.0
1.5
1.0
0.5
0.0
Profits (Millions)
Animation
Sci-Fi
Adventure
Action
Fantasy
Family
Comedy
Thriller
Musical
Mystery
Genres

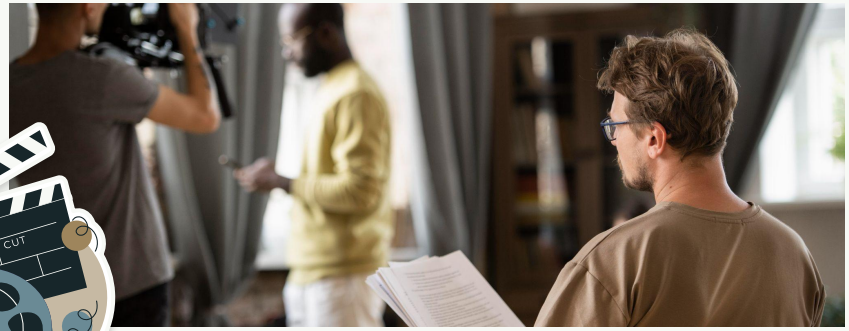

Distribution of Profit by Season
1e8
1.4
1.2
1.0
0.8
0.6
0.4
0.2
0.0
Profit (Millions)
Autumn
Spring
Summer
Winter
Season


Production_Budget vs Profits
1e8
4
3
2
1
0
movie budget (Millions)
0.00
0.25
0.50
0.75
1.00
1.25
1.50
1.75
1e9
Profit (Billions)

Evaluation

As a result of our analysis, we recommend that Microsoft focuses on producing high-quality films in the 'Adventure' and 'Sci-Fi' genres, strategically timed for peak release seasons. We also suggest exploring collaboration opportunities with successful studios to leverage their industry expertise.

Our results evaluation confirms that our analysis is in harmony with Microsoft's goal of determining the most suitable film genres to pursue. By adopting our recommendations, Microsoft can set the stage for success in the highly competitive film industry and make well-informed decisions supported by data-driven insights.




STUDIOS
PROD.
ROLL
1
SCENE
19
TAKE
3
DIRECTOR:
CAMERA:
Day-Night Int Ext Mos
Filter
Sync

conclusions

This analysis leads to these recommendations to help microsoft decide the type of films to create:

Genre selection:Focus on "sci-fi" and "animation" genres for film production.These two genres have had highest worldwide Gross revenue at the box office."sci-fi" genre as shown strong popularity among audience as it received the highest votes.This indicates strong audience preference.

Strategic Timing: Microsoft should strategically time their film releases, aiming for the summer and holiday seasons. This can optimize box office earnings and overall performance.

High-Engagement Genres: Invest in a strong social media presence to reach a diverse international audience. Prioritize creating films genres that are appealing and quality such as "sci-fi" genre.This engages the audience, as movies with a high number of votes tend to perform well at the box office. This approach can lead to increased audience engagement and higher box office returns.

Conclusions

Combined_Genre Selection: Focus on 'Adventure, Drama, Sci-Fi' genres combination for film production, as this genres have shown strong popularity ,high rating and high box office performance, indicating significant audience interest.it has been the most successful genre combination at box office currently.

Budget Allocation for Maximum Profit: consider allocating a larger budgets to produce high Quality films in the genres such as Adventure or Sci-fi genres.Genres that had a well production budget for a movie had higher worldwide Gross and profits.

Collaboration with Studios: Explore collaboration opportunities with successful studios like P/DW and BV studios , as they have demonstrated high total gross revenues. Such partnerships have the potential to enhance profitability.Building strategic partnerships with successful studios can provide opportunities for co-productions and co-distribution can as well increase your audience.

Next Steps:

Further analyses could yield additional insights to help microsoft's studio create films:

Better understanding of content themes.This modeling could analyze the most common themes in the specified genres that are apealing to audience.This can be useful in crafting relevant and captivating storylines.

Better Understanding of audience.This modeling can help understand the age distribution,gender distribution and locations of our audience in order to develope marketing strategies to help make higher revenues.

Thanks!

Email: Nishum48ahmed@gmail.com
GitHub: @Muhsin48

Thanks!

Do you have any questions?

Email:
Nishum48ahmed@gmail.com
GitHub: @Muhsin48

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon** and infographics & images by **Freepik**