



Microsoft Movie Studio Presentation

**Informing the Path to Box Office
Success**

- 1.Introduction
- 2.Data Overview
- 3.Exploratory Data Analysis
- 4.Actionable Insights
- 5.Conclusions
- 6.Closing Slide

Introduction

- **Business Problem**
- Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must 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.

Introduction

- **Objective of the Analysis**
- The objective is to find the secret to box office success and provide actionable insights. Through an in-depth analysis of the provided data, the aim is to shed light on the genres, studios, and trends that define the movie making scene. By doing so, empower Microsoft's new movie studio with the knowledge needed to make informed decisions and chart a successful path in the world of film production

Data Overview

The analysis was based on 3 datasets that offer insights into the movie industry. The following csv files were used:

- `imdb.title.basics`
- `imdb.title.ratings`
- `bom.movie_gross`

Exploratory Data Analysis

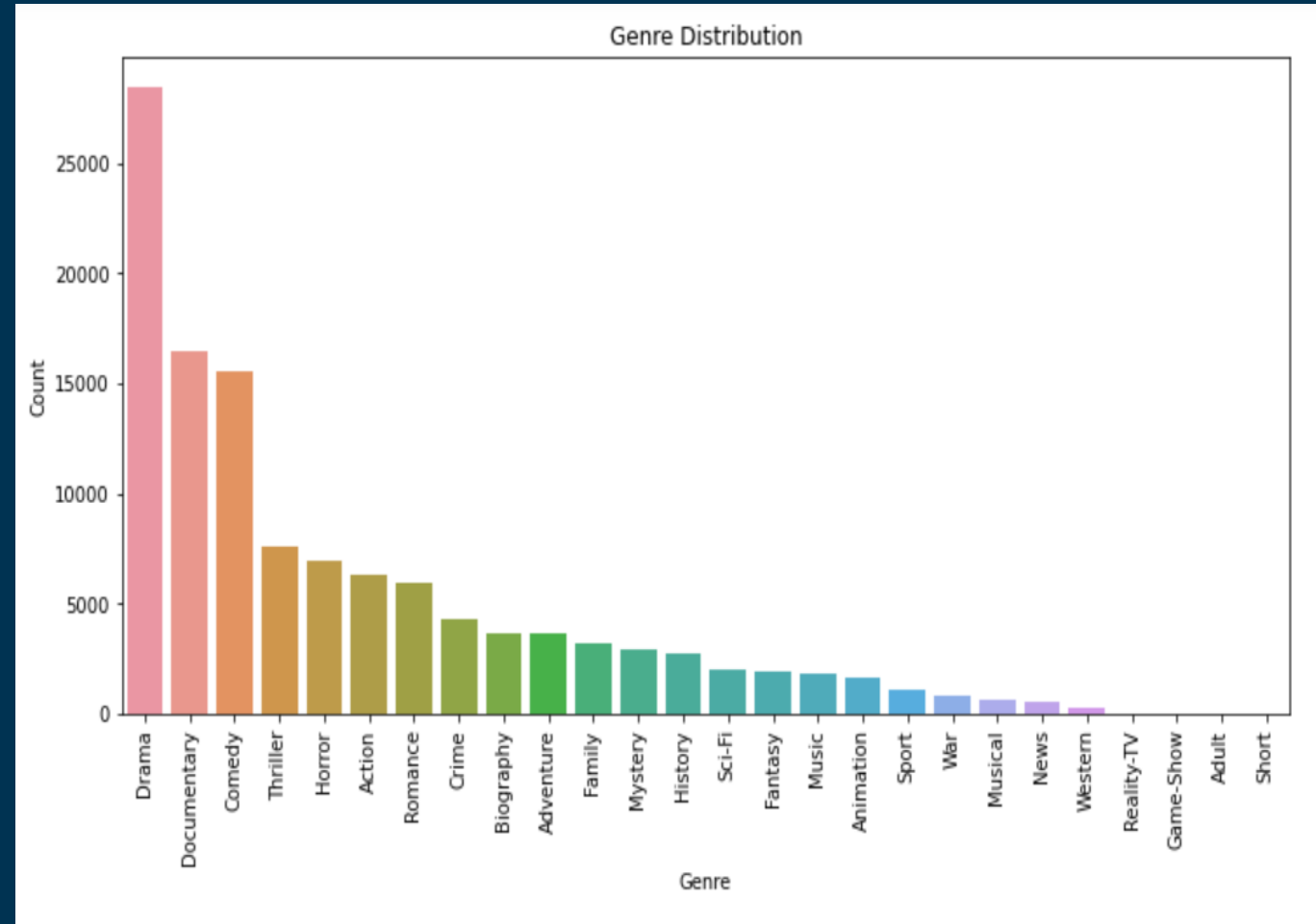
The following processes took place:

1. Data loading
2. Data Profiling:
 - 3 csv files were used in this analysis
 - Checked on the datatypes
 - Checked on the data information
3. Data cleaning and preprocessing
 - Handling missing values
 - Removing duplicates
 - Standardizing data types
 - 2 files(title.basics and title.rating)were merged
4. Data Visualization
5. Key Findings and Recommendations

Key Findings

Genre Popularity

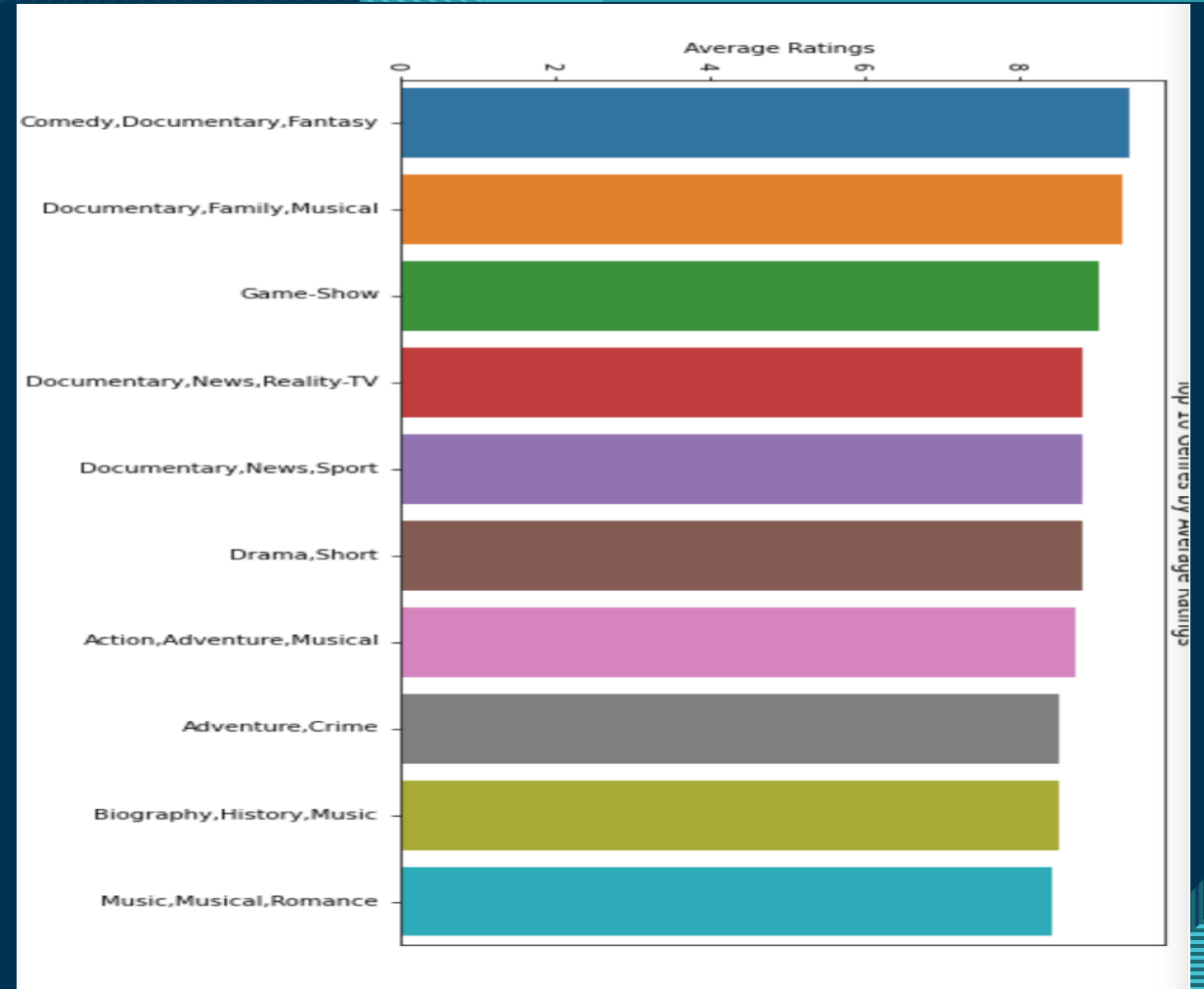
- The Drama genre stands out as the most frequently occurring genre in the dataset. It dominates the count, signifying its popularity and prevalence in the world of film. This suggests a strong audience preference for Drama, making it a noteworthy genre to consider for future film productions



Key Findings

Top 10 Genres by Average Ratings

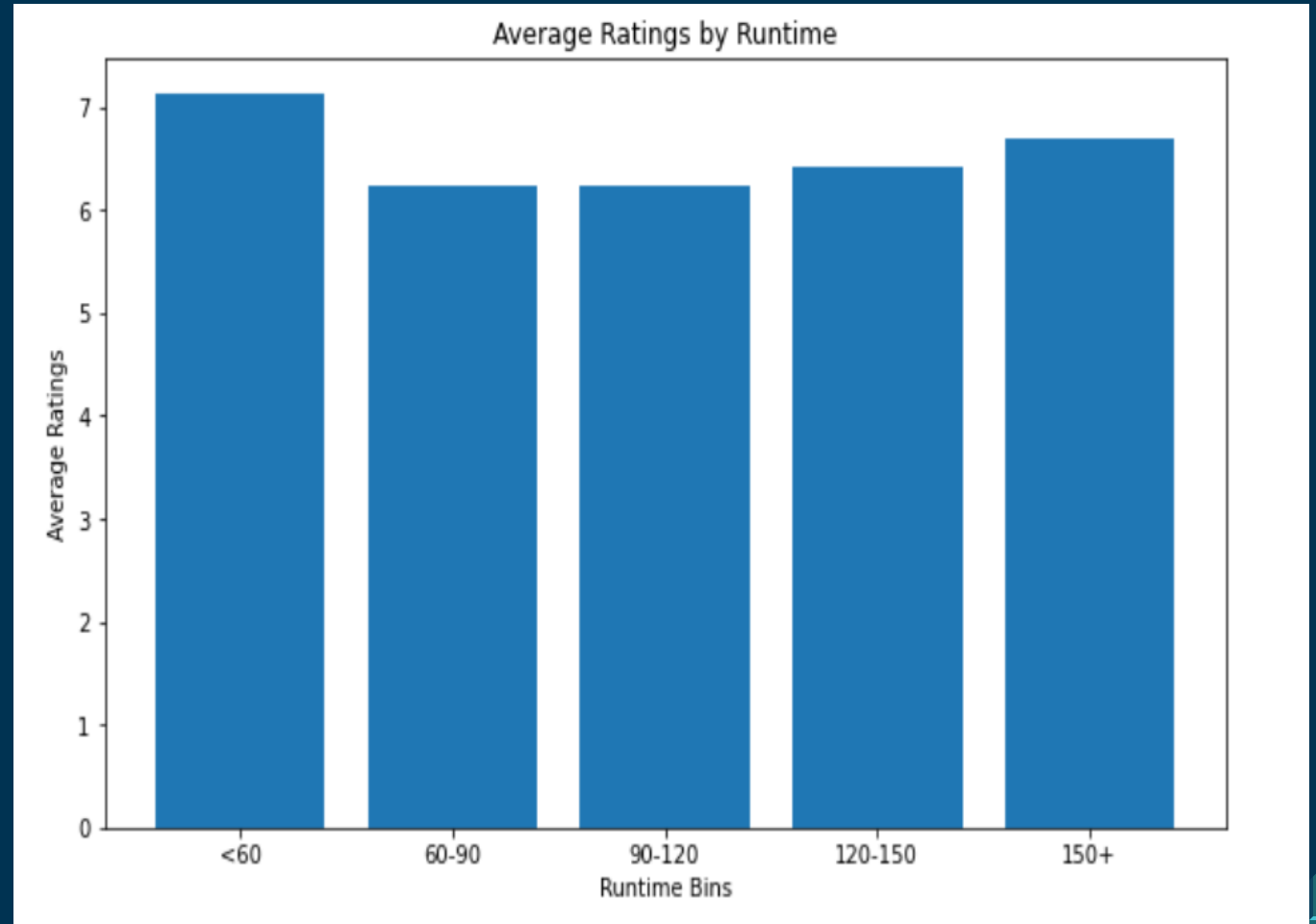
- One striking revelation from the analysis is that the Comedy, Documentary, and Fantasy genres consistently garnered significantly higher average ratings when compared to other genres. This highlights the audience's strong affinity for films belonging to these categories, signifying their potential to be crowd-pleasers.



Key Findings

Average Ratings by Runtime

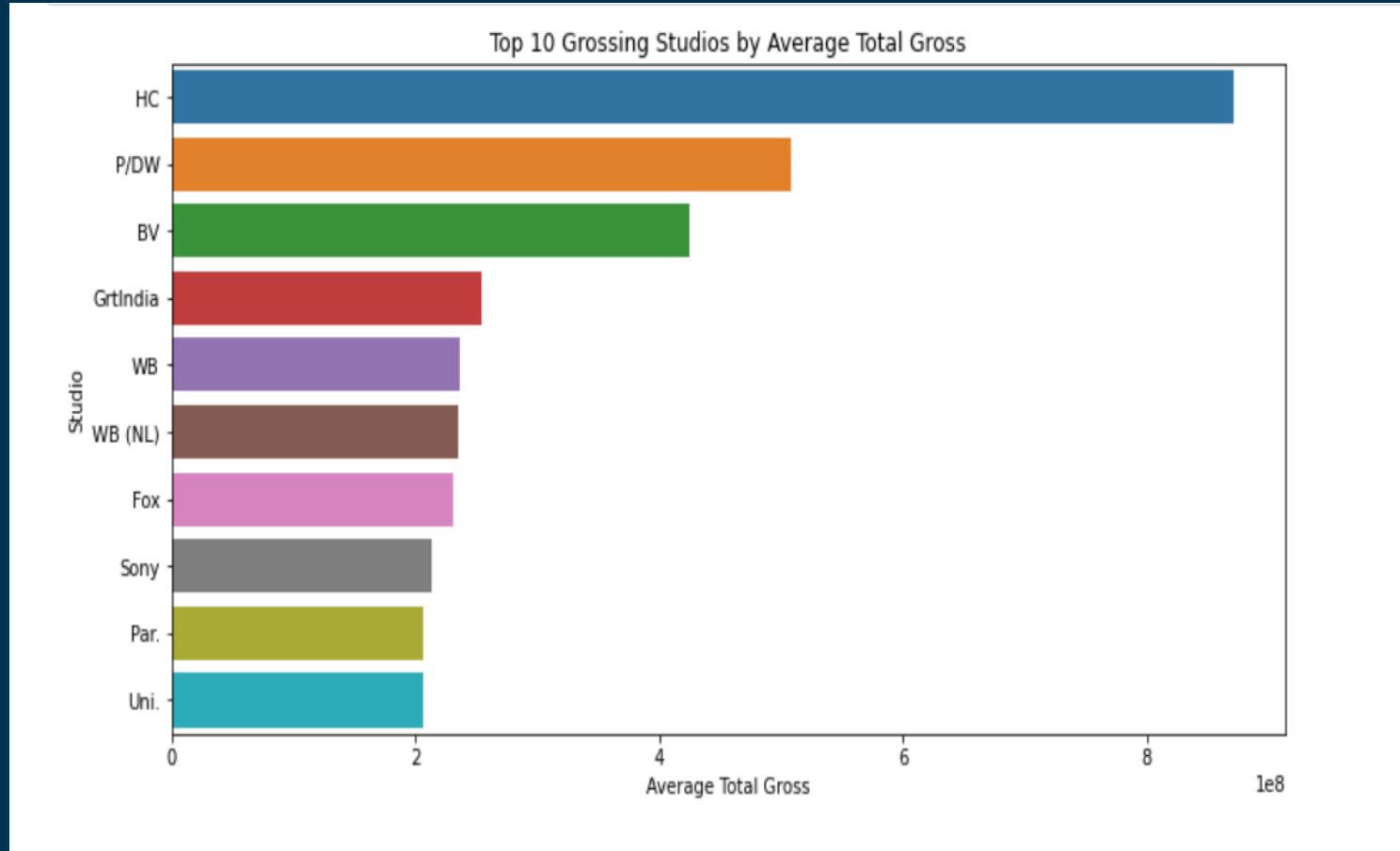
- One notable discovery from the analysis is that movies falling within the 60 minute runtime range consistently received higher average ratings when compared to films with longer durations. This finding highlights the audience's inclination towards films of moderate length, suggesting that concise storytelling can lead to more favorable viewer reception.



Key Findings

Top 10 Grossing Studios by Average Total Gross

- The HC Studios consistently achieved significantly higher average total gross in comparison to other studios. This remarkable performance underscores the financial success and market impact of HK Studios in the film industry.



Recommendations

Based on the key findings from the analysis done. I would give the following recommendations for Microsoft's new film studio:

- I recommend that Microsoft's new movie studio strategically focuses on producing content within the Comedy, Documentary, and Fantasy genres. These genres have demonstrated their appeal and ability to captivate audiences, making them ideal choices for crafting films that can resonate with a broad viewership. By channeling resources and creativity into these genres, Microsoft can increase the likelihood of not only garnering higher ratings but also creating a substantial and loyal fan base.
- Microsoft should equally leverage on the appeal of the Drama genre. By acknowledging the prominence of Drama as the most frequently occurring genre, Microsoft should consider creating compelling and high-quality drama films to cater to the broad fan base.

Recommendations

- Based on the runtime insight, I recommend that Microsoft's new movie studio considers producing films with a runtime falling within the 60 minute range. This duration seems to strike a balance between engaging storytelling and audience satisfaction. By crafting movies of this length, Microsoft can enhance the likelihood of receiving positive ratings and creating films that resonate with a broad viewership. Additionally, they may explore creative ways to optimize storytelling within this runtime to ensure captivating and memorable experiences.
- Microsoft's new movie studio explores potential collaborations, partnerships, or co-productions with HK Studios. Leveraging the success and expertise of HK Studios can provide valuable insights and opportunities for financial success in the highly competitive world of filmmaking. By tapping into the strengths of HK Studios, Microsoft can enhance its prospects of establishing a strong presence in the industry and generating higher total gross revenues for its films.

Conclusion

- Through the analysis of this data, we've uncovered the genres, runtimes, and studios that define success. Armed with actionable insights, Microsoft has the potential to craft films that resonate with audiences and thrive in the ever-evolving world of film. With a strategic focus on genres, runtime, and collaborations, Microsoft's film journey is set up for an exciting and prosperous future.



Thank You