

CRAFTING MICROSOFT'S CINEMATIC SUCCESS STORY

ANALYZING TOP TRENDS AND CRAFTING WINNING STRATEGIES
FOR MICROSOFT MOVIE STUDIO



SUMMARY

THE PROJECT AIMS TO ASSIST MICROSOFT IN ESTABLISHING A SUCCESSFUL MOVIE STUDIO BY ANALYZING CURRENT TRENDS IN THE FILM INDUSTRY:

- **TO IDENTIFY LUCRATIVE GENRES WITH HIGHEST POTENTIAL FOR COMMERCIAL SUCCESS.**
- **TO IDENTIFY GENRES THAT WILL SUCCESSFULLY IMPACT MICROSOFT'S OVERALL BRAND REPUTATION.**

BUSINESS PROBLEM

- **LACK OF EXPERTISE IN MOVIE PRODUCTION BY MICROSOFT.**
- **UNCERTAINTY REGARDING AUDIENCE PREFERENCES AND MARKET DYNAMICS**
- **NEED TO MAKE STRATEGIC INVESTMENT IN GENRES AND CONTENT THAT WILL RESONATE WITH AUDIENCE WHILE ENSURING POSITIVE RETURN ON INVESTMENT**

OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

DATA

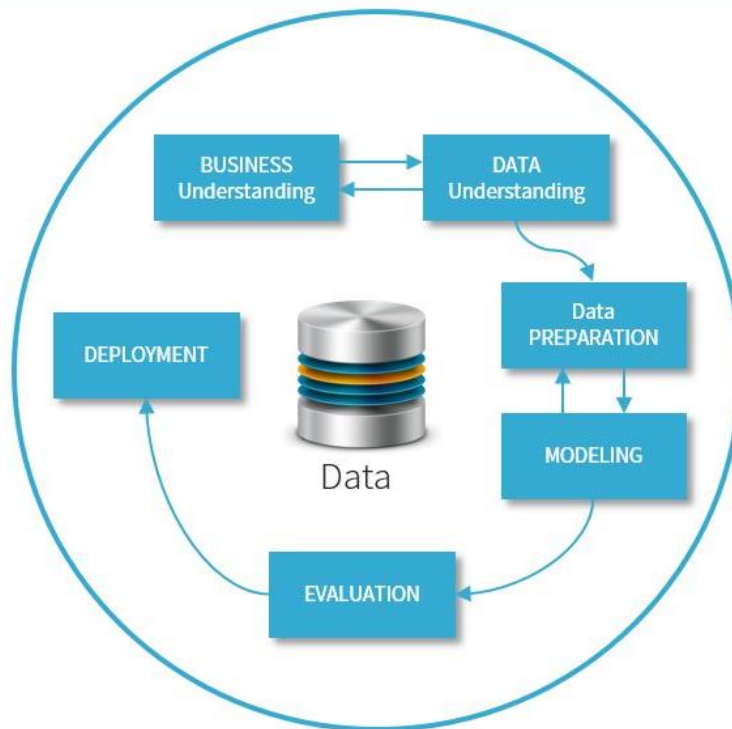
- **DATA FORMAT IS CSV**
- **THE DATA SET IS INCOMPLETE**
- **DATA FOCUSES ON DOMESTIC MARKET BUT ALSO INTERNATIONAL MARKET**
- **DATA WAS EXTRACTED FROM BOX OFFICE AND IMDB MOVIES DATASETS.**

DATA SOURCES



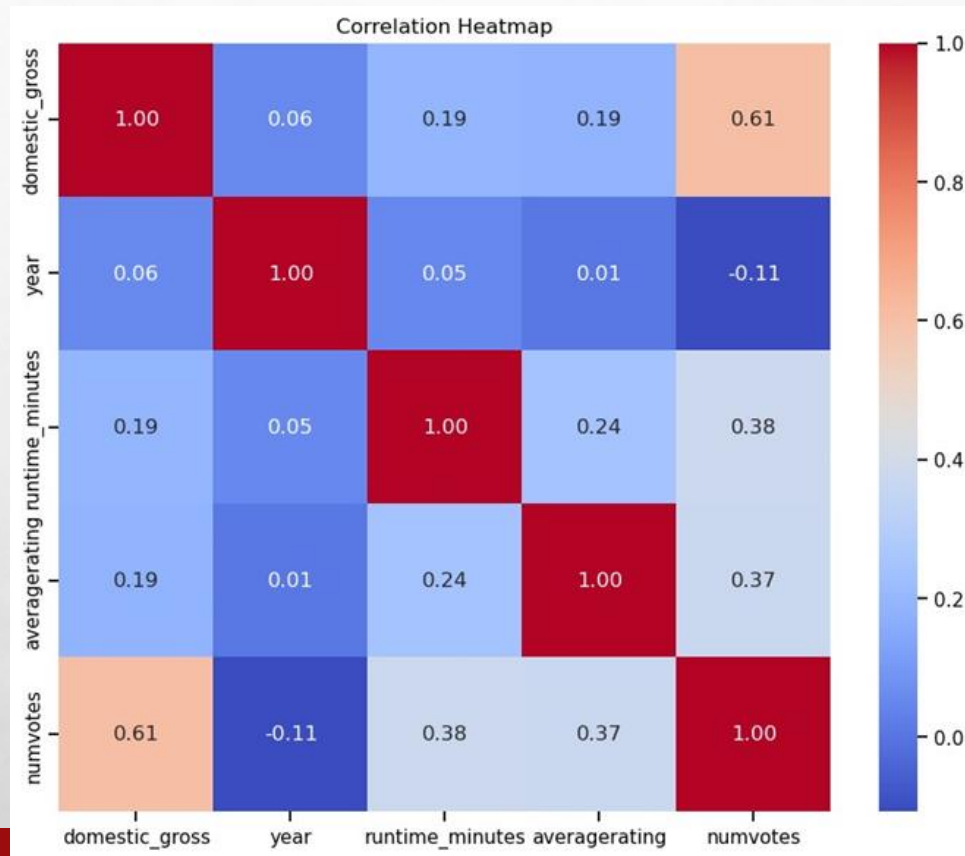
METHODS

- **DESCRIPTIVE STATISTICS**
- **DATA VISUALIZATION**
- **EXPLORATORY DATA ANALYSIS**

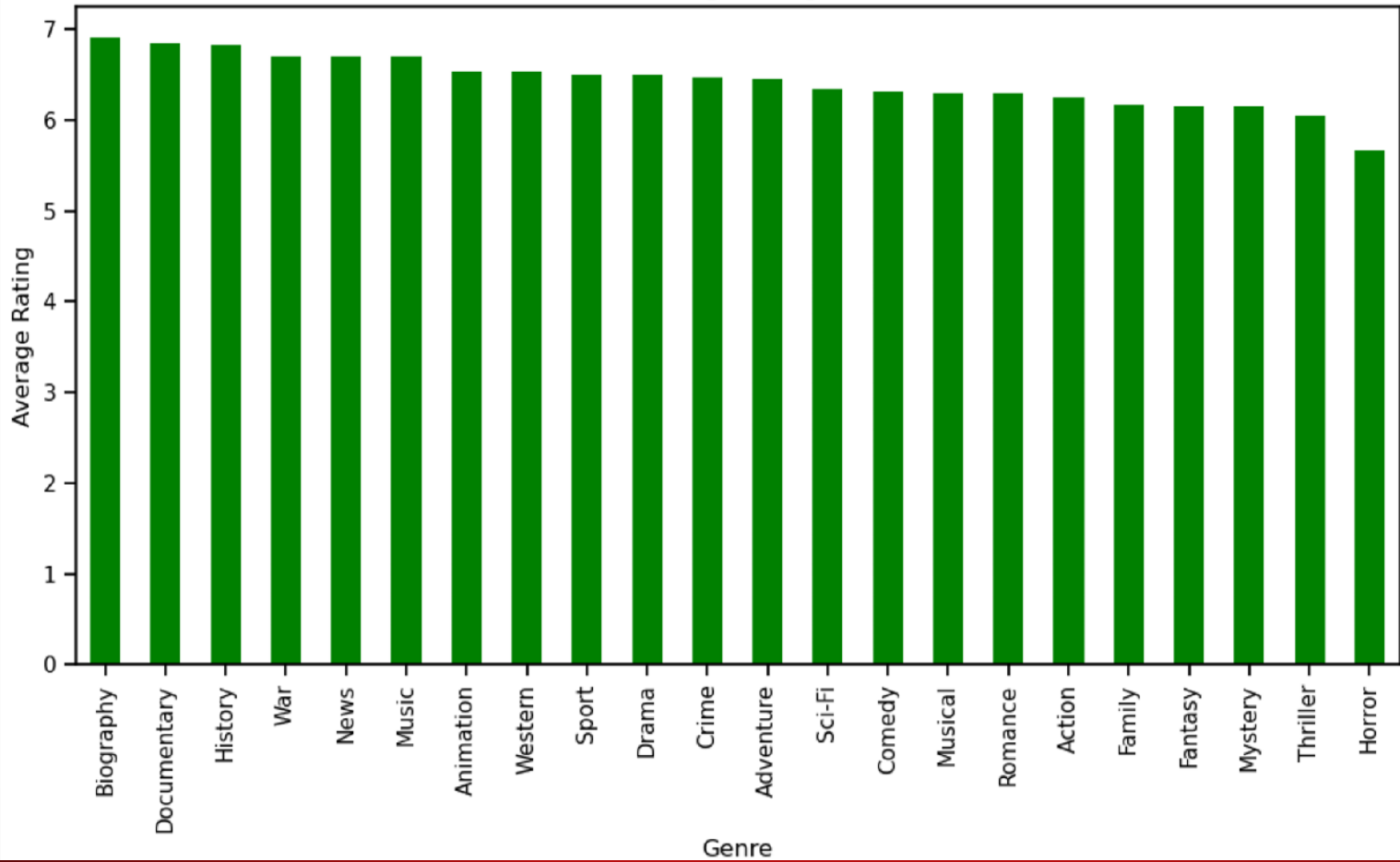


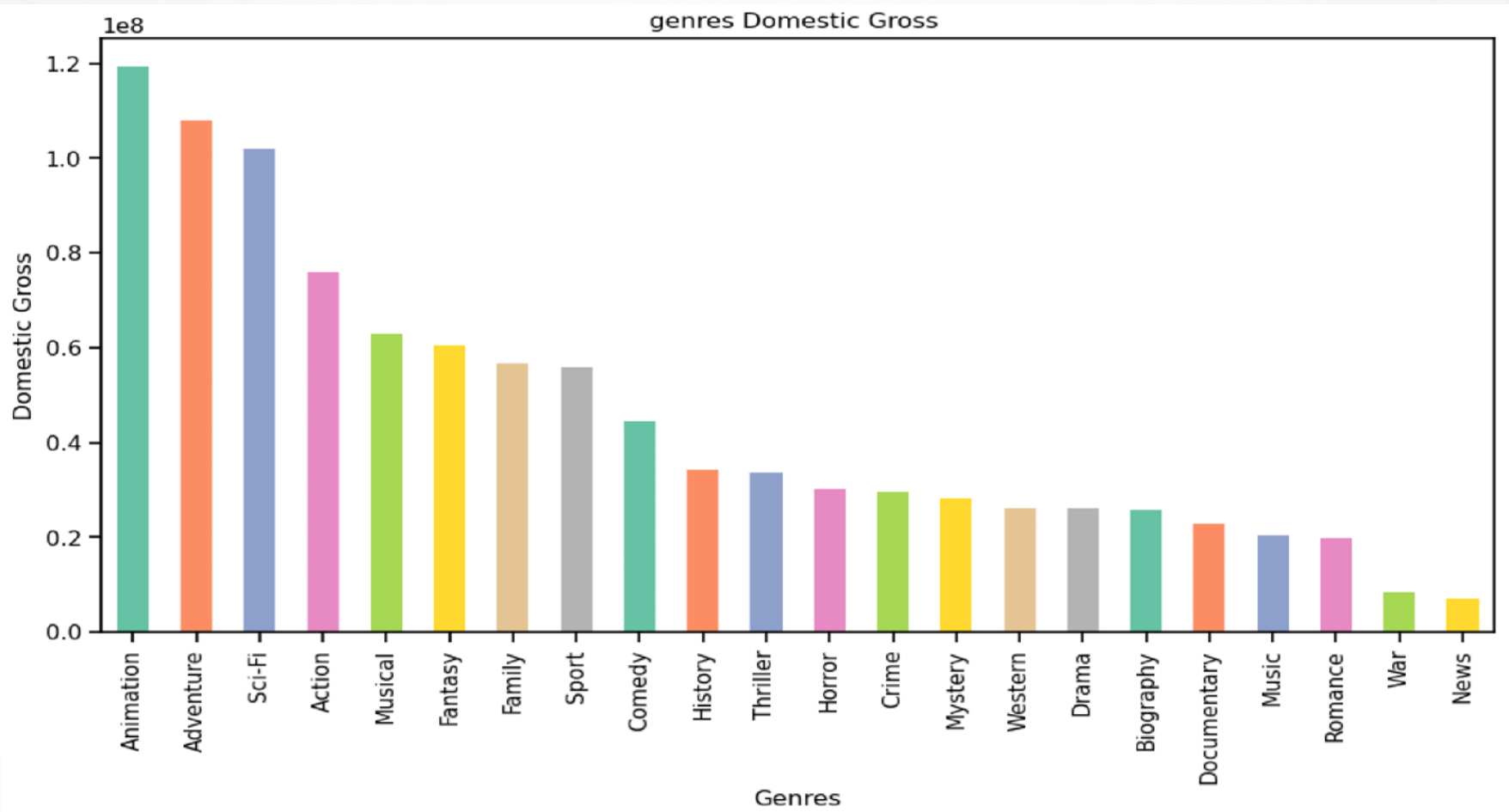
CRISP-DM Methodology

RAZSOFT CANADA

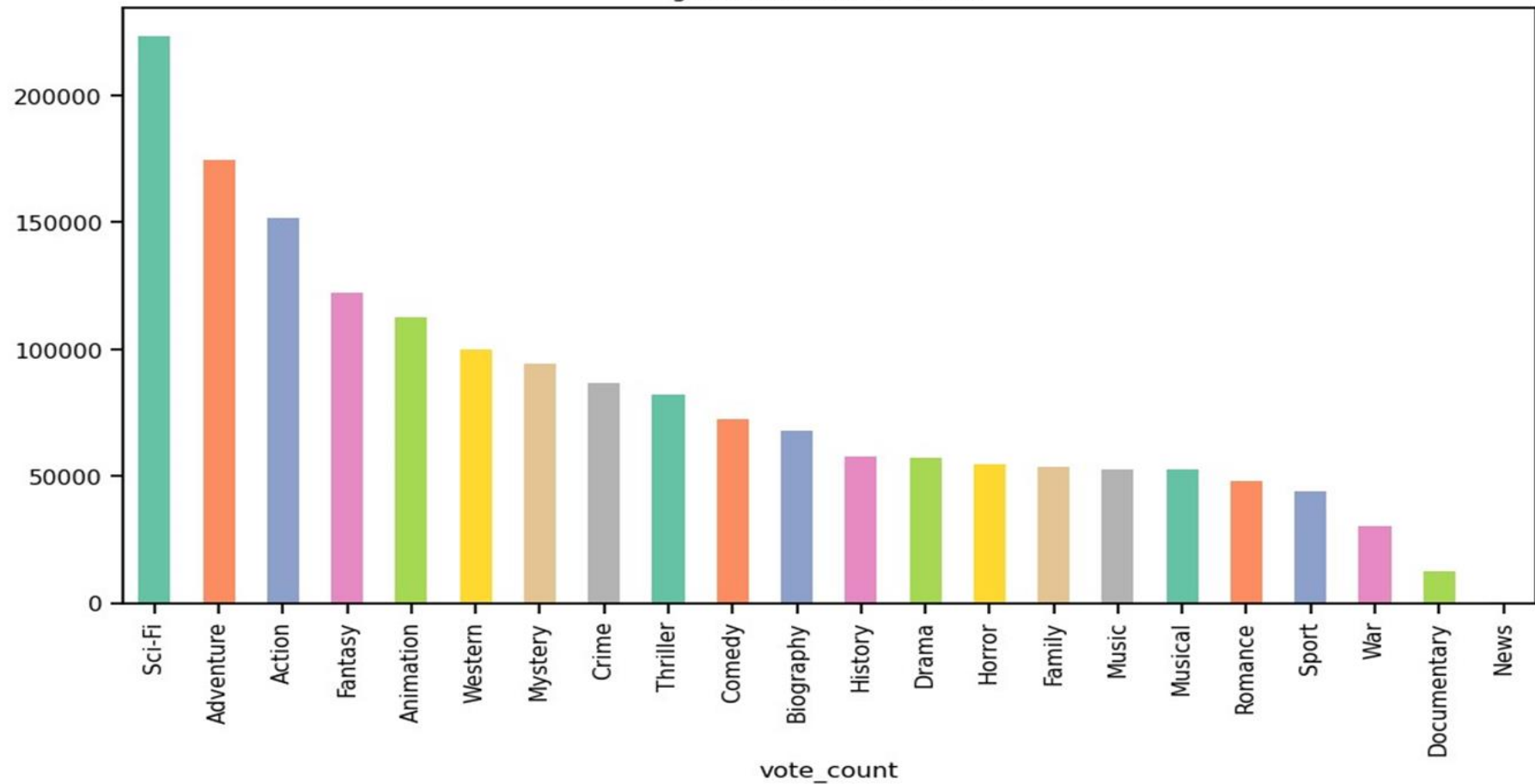


Average Ratings





genres Number of Votes



RESULTS

- GENRES SUCH AS ANIMATION, ADVENTURE, SCI FI , ACTION TEND TO HAVE HIGHER AVERAGE DOMESTIC GROSS COMPARED TO OTHERS.
- BIOGRAPHY , DOCUMENTARY, HISTORY, HAVE HIGHEST AVERAGE RATING AND ADVENTURE, SCI FI, ACTION HAVE HIGHER AVERAGE RATING AS WELL.
- SCI FI GENRE HAS HIGHER NUMBER OF VOTES FOLLOWED BY ADVENTURE, ACTION, FANTASY AND ANIMATION.
- FROM THE CORRELATION VISUALIZATION, DOMESTIC GROSS AND NUMBER OF VOTES HAVE A MODERATELY POSITIVE CORRELATION
- THERE IS A WEAK POSITIVE CORRELATION BETWEEN AVERAGE RATING AND NUMBER OF VOTES
- THERE IS A WEAK POSITIVE CORRELATION BETWEEN AVERAGE RATING AND DOMESTIC GROSS
- NO SIGNIFICANT CORRELATION BETWEEN YEAR OF RELEASE AND DOMESTIC GROSS OR NUMBER OF VOTES AS WELL AS AVERAGE RATING

CONCLUSIONS

- **1.GENRE ANALYSIS: CERTAIN GENRES SUCH AS ACTION, ADVENTURE, FANTASY AND SCIENCE FICTION TEND TO GENERATE HIGHER AVERAGE DOMESTIC GROSS WHILE GENRES LIKE DOCUMENTARY, BIOGRAPHY, DRAMA AND HISTORY RECEIVE HIGHER AVERAGE RATINGS FROM AUDIENCES**
- **2.AUDIENCE ENGAGEMENT: THERE IS MODERATE POSITIVE CORRELATION BETWEEN DOMESTIC GROSS AND THE NUMBER OF VOTES, INDICATING THAT MOVIES WITH HIGHER REVENUE ALSO TEND TO ATTRACT MORE VIEWER ENGAGEMENT.**
- **3. QUALITY PERCEPTION: WHILE THERE IS A WEAK POSITIVE CORRELATION BETWEEN AVERAGE RATING AND THE NUMBER OF VOTES, INDICATING THAT MOVIES WITH HIGHER RATINGS MAY ATTRACT SLIGHTLY MORE VIEWER ENGAGEMENT, THERE IS ALSO A WEAK POSITIVE CORRELATION BETWEEN AVERAGE RATING AND DOMESTIC GROSS, SUGGESTING THAT MOVIES WITH HIGHER RATINGS TEND TO PERFORM SLIGHTLY BETTER IN TERMS OF REVENUE**

RECOMMENDATIONS

- **MICROSOFT SHOULD CONSIDER PRODUCING MIX OF GENRES FOCUSING ON ACTION, ADVENTURE, FANTASY AND SCIENCE FICTION TO MAXIMIZE GROSS DOMESTIC REVENUE WHILE ALSO EXPLORING OPPORTUNITIES IN BIOGRAPHY, DRAMA AND HISTORY GENRES TO CATER TO AUDIENCE SEEKING HIGHER QUALITY CONTENT.**
- **MICROSOFT SHOULD PRIORITIZE PRODUCING GENRES WITH HIGHER POTENTIAL REVENUE THAT ATTRACT SIGNIFICANT VIEWER ENGAGEMENT.**
- **MICROSOFT SHOULD COLLABORATE WITH EXPERIENCED AND SUCCESSFUL DIRECTORS SPECIALIZING IN GENRES WITH HIGHEST AVERAGE RATINGS.**

THANK YOU!

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