



ANALYSIS FOR THE LAUNCH OF MICROSOFT MOVIE STUDIO

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Summary

Exploratory data analysis to generate insights for Microsoft to help decide what type of film to create using movies dataset from Box office Mojo and IMDB.

- Genre analysis to find top genres to create movies.
- Understand the audience depending on Genre rating.
- Finding out the most profitable Genres.

Outline

- Business Problem
- Data
- Results
- Conclusions

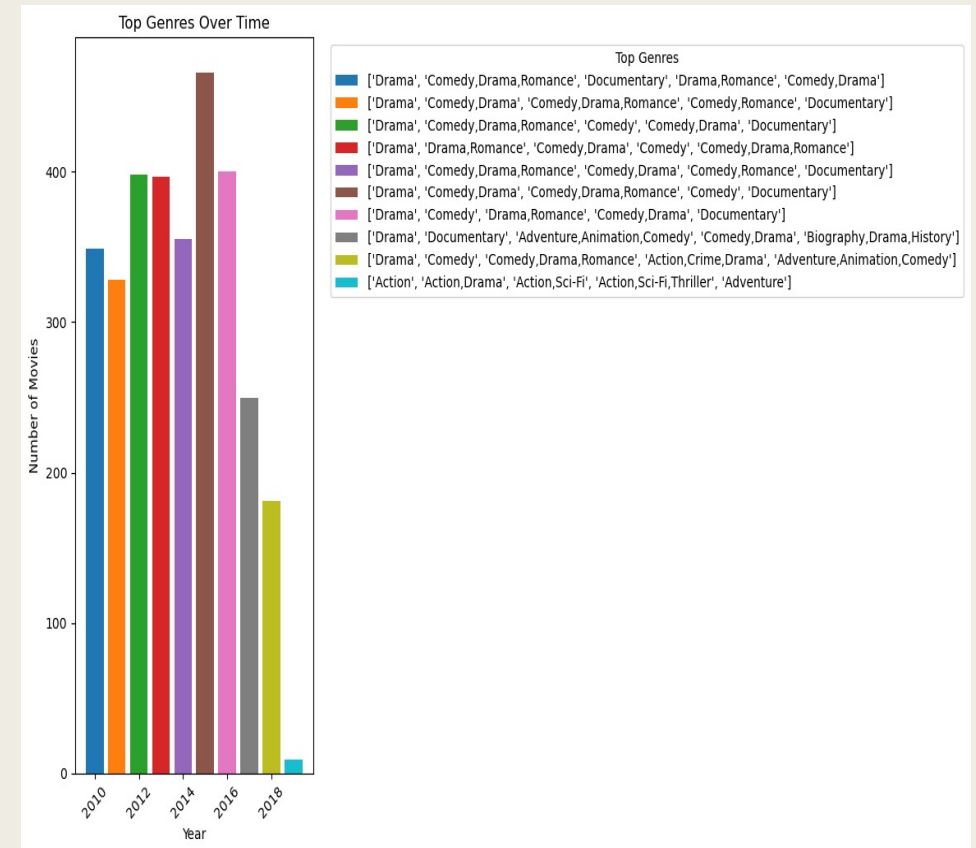
Business Problem

Microsoft lacks experience in the film industry and needs guidance in developing content for their new movie studio. We can analyze the below mentioned points to answer the business perspective questions.

- Genre Performance
- Genre Profitability
- Genre Trends

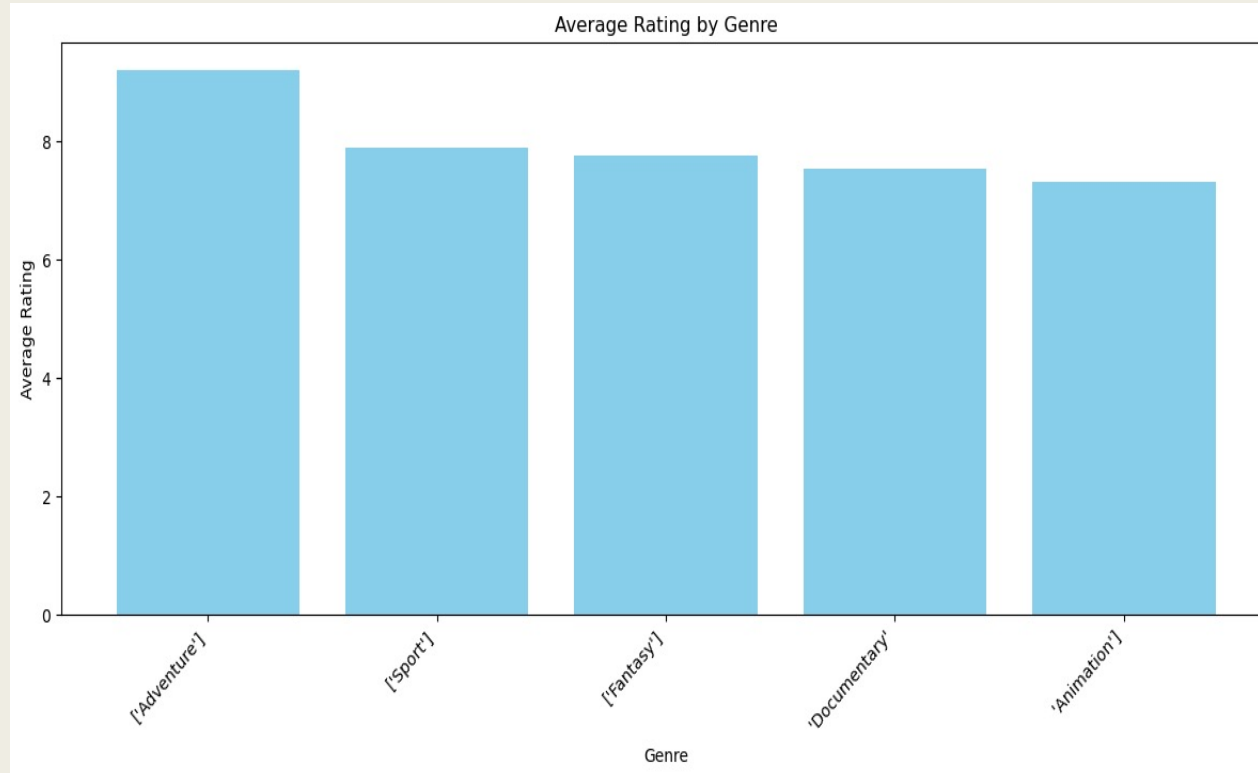
Data & Methods

- IMDB and Box office Mojo data files provide the foundation for analyzing movie performance
- The above data files contains information's like movie titles, release year, genre classification, user rating, domestic and international box office gross revenue.



Results

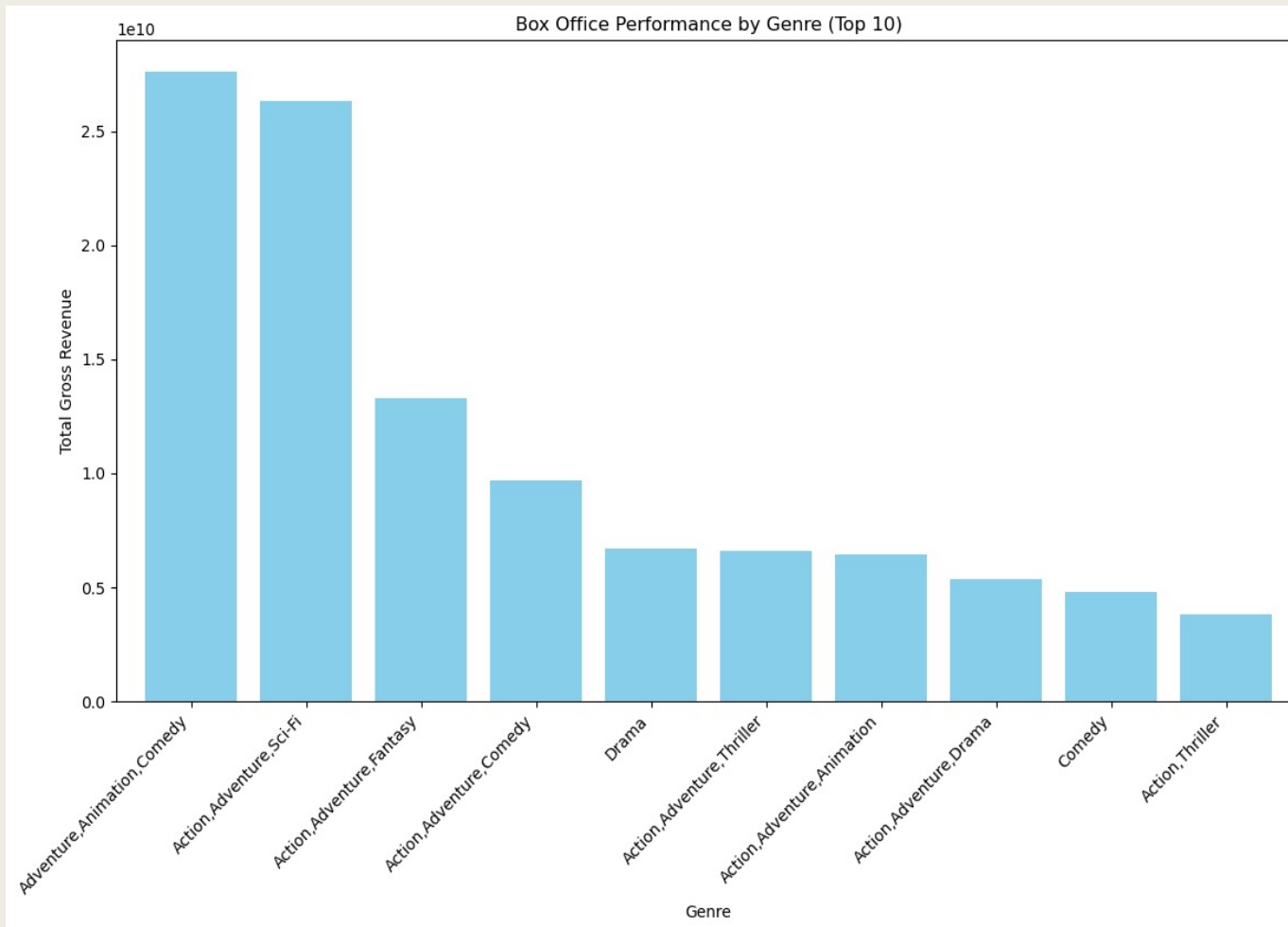
Insight 1 : Rating Analysis for Genres



- Average user ratings suggests that **Animation, Documentary, Fantasy, and Sport** genres tend to have higher ratings

Results

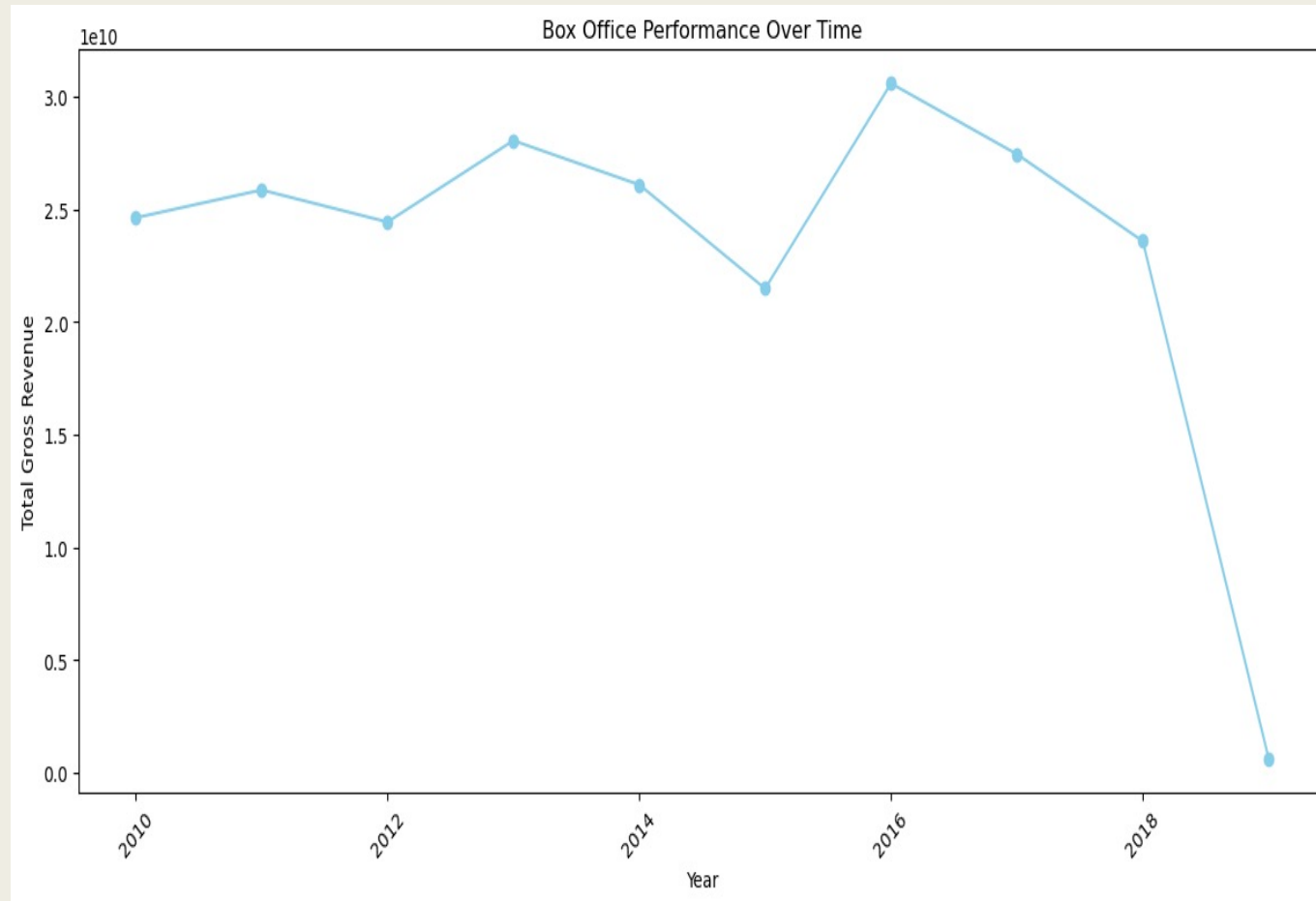
Insight 2 : Box office analysis by checking profitability of each Genre



- Action, Adventure, Comedy, and Animation are notably the profitable genres.
- Drama and Action Thriller genres have significantly lower average box office performance compared to the top genres.

Results

Insight 3 : Box office performance Over time



- The Box Office Performance was **highest** in the year **2016** compared to any other year
- Genre with the highest total revenue in 2016 : **Adventure, Animation, Comedy**

Conclusion

- Focus resources on producing movies in genres like action, adventure, comedy, and animation, which have shown high box office performance and positive ratings.
- Use a data-driven approach to guide decisions on resource allocation, talent acquisition, and content strategy.

Next Step

- Incorporate additional data sources like release dates ,casting information and audience demographics
- Regularly update and refine the analysis to adapt to changing market conditions and preferences.
- Use predictive modelling to forecast box office performance for upcoming movies.