Microsoft Movie Studio Box Office Analysis

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Sunday, July 23, 2023

Summary

A comprehensive analysis of movie box office results that offers Microsoft's new studio useful insights. It looks at genres, audiences, spending, and release dates to find out what influences strong box office performance.

A. Business Problem

B. Data & Methods

C. Results

D. Conclusions

Business Problem

Microsoft is eager to enter the movie industry, but lacks experience in creating original video content. The project aims:

1. To explore the current movie landscape and

2. Identify successful box office films.

3. The findings will guide Microsoft's new movie studio's decision-making process, helping them choose the right films to create.

Data

The project leverages several datasets, providing comprehensive movie-related information. The datasets offer valuable data points, such as movie titles, genres, average ratings, domestic and foreign gross revenues, and release years.
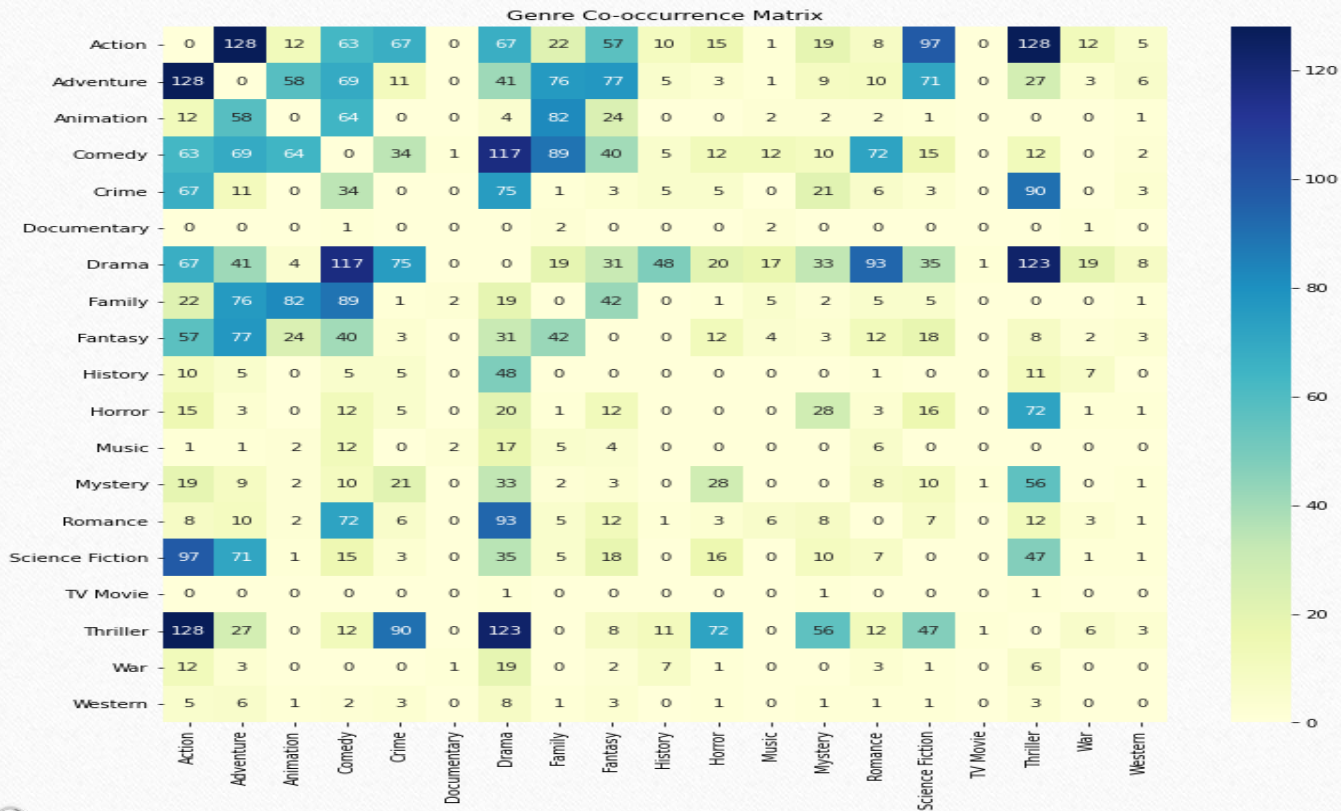
Given the business problem, we recognize the need to incorporate additional data to provide more comprehensive insights. This includes information on movie genre, budget and box office revenue, director and cast, runtime, and regional and language specifics. However, our current dataset includes the movie name, release year, and IMDB rating. Future enhancements of this analysis may include these additional data points.

Methods

This project uses descriptive analysis, including a description of trends over time. This approach offers a useful overview of the factors affecting box office performance and helps identify key success factors.

Results

Genre Co-occurrence Matrix

1. Most successful movies fall within the genres of Action, Comedy, and Drama.

2. There is a positive correlation between movie ratings and box office revenue.

3. The analysis also reveals a moderate budget range associated with successful outcomes.

Conclusions

This analysis leads to four key recommendations for Microsoft's new movie studio:

1. Focus on popular genres. Action, Comedy, and Drama have consistently performed well at the box office.

2. Invest in quality. Higher-rated movies tend to yield better revenues.

3. Adopt a balanced budget strategy. Successful movies often have moderate budgets.

4. Release strategically. Timing plays a crucial role in a movie's box office performance.

Thank You!

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