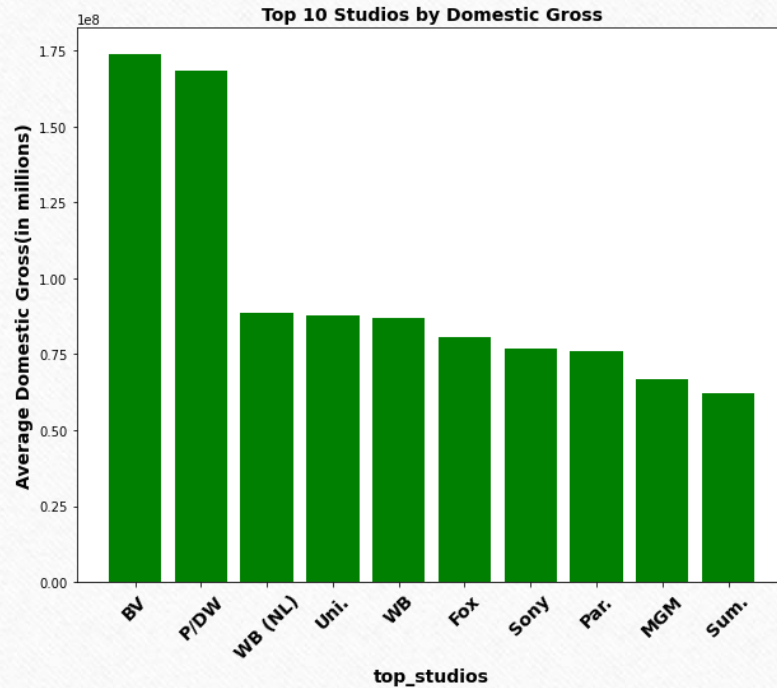PAULINE WAMBUI

12/3/2023

Background

- Overview

- This project analyzes the resources needed by Microsoft company before starting the production of movies. Microsoft company should analyse the data to make a decision before starting and investing in production.

Data exploration

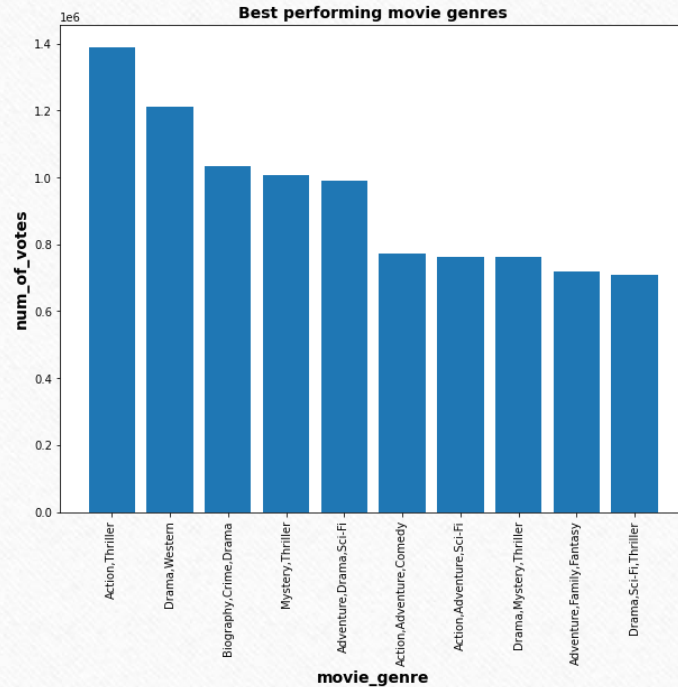The data that we used in this analysis was sourced from 3 datasets;

- Box Office Mojo

- Movie budget dataset

- Im.db dataset
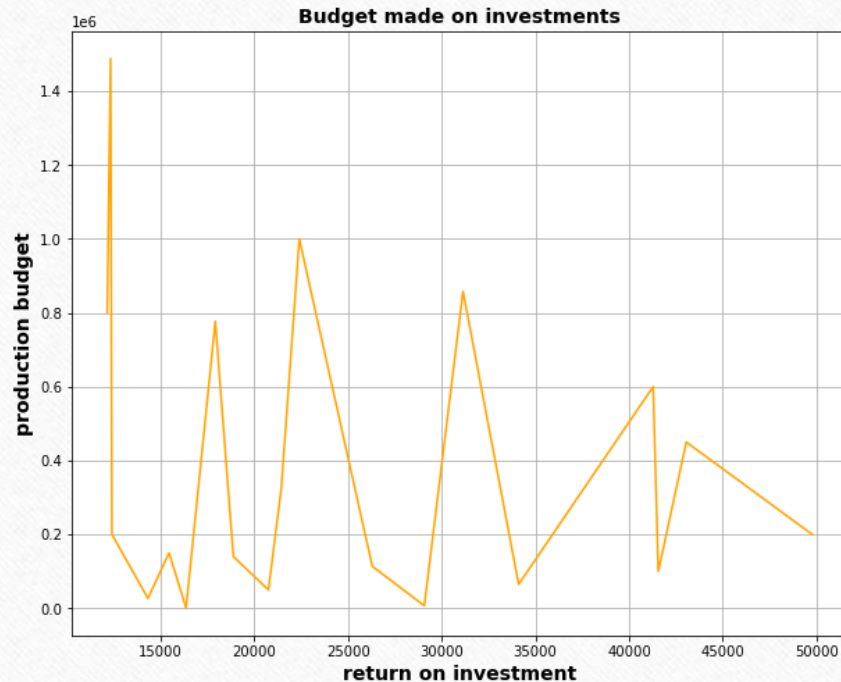
analysis for studio competition in movie industry

- From the dataset we get to compare the different studios and the domestic gross they make.BV studios is the best perfoming from the graph and therefore Microsoft should consider collaboratingwith them or also produce the type of movies that they produce in order to maximize their profit

Analysis for best performing genre

Best performing movie genres

- From the graph we get to see that the action thriller is the most watched movie genre. Producing the genre with highest votes will yield highest returns

Analysis on cost of production against returns on investment

- From the graph we learn we get to learn that there's no linear relationship between a movie budget and and the returns on investments therefore Microsoft should consider other factors such as movie genre, how to penetrate market , time of release.

Recommendations

- 1.Microsoft should consider the type of movies they produce i.e the genres of the movies. From what we have seen that Action ,thriller genre has the top number of votes meaning that most people watch the movies. Microsoft should consider producing the movies that are in the genre that is most popular

- 2.microsoft should consider producing their movies in the months January and February since we can see that during the months of August, October and December its when most movies are produced. This is going to reduce the competition since not most movies are released at the beggining of the year

- 3.Microsoft should consider collaborating with studios such as Buena vista(BV) since it seems to be producing the best movies. This will help the microsoft in production of the most popular movies and will have great returns

- 4.While producing the movies, apart from the bud Microsoft should consider factors such as the runtime, time of release, how to penetrate the market when it comes to production of quality movies.

Thank you