Microsoft Studio

New Movie ANALYSIS

Paul Mbuitu Muriithi

OVERVIEW

Movies have been a captivating form of entertainment for decades, transporting audiences into different worlds and evoking a range of emotions.

Understanding the significance of genres in the film industry is crucial for filmmakers, studios, and audiences alike.

Microsoft has recognized the growing trend of major corporations venturing into original video content creation. Eager to join the excitement, Microsoft has made the decision to establish its own movie studio.

BUSINESS PROBLEM

Microsoft wants a piece of the multi-billion dollar movie-making industry, but they are unsure of where to begin.

The challenge is that they lack the knowledge to move forward for their new movie studio. To assist them with this goal, I'll analyze the movies that have been most successful recently.

I will make recommendations about attributes that Microsoft's movies should have in order to achieve the highest revenue.

MAIN OBJECTIVE

To explore the types of films that have been performing exceptionally well at the box office and extract actionable insights that can guide the decision-making process for Microsoft's new movie studio.

SPECIFIC OBJECTIVES

To find out what movie type Genres are currently most successful.

To find out what budget amount tends to achieve the highest box office gross.

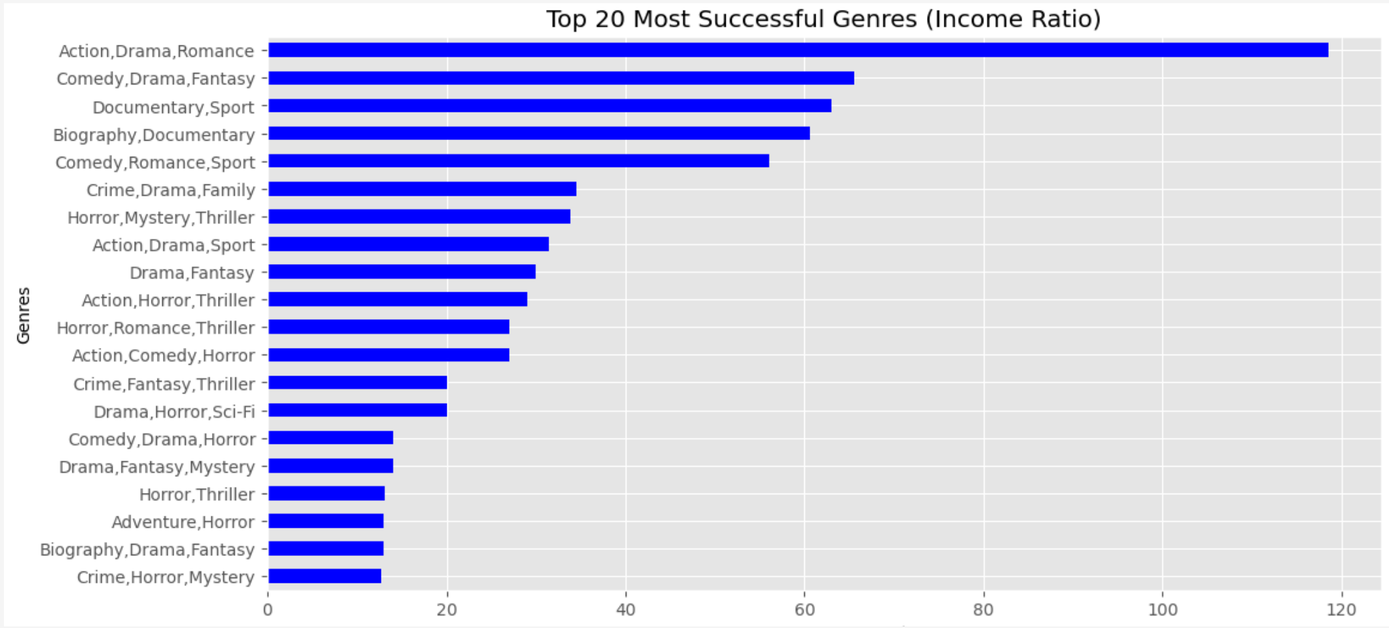
To find out when is the most lucrative time of year to release a movie.

DATA UNDERSTANDING

The data includes different information concerning the movies ranging from the title, genres, average rating, crew, production budget, etc.

Analyzing dataset will determine what contributes to the success of a movie.

In this analysis, I will define analysis in financial terms basing the success of a movie on the amount of money it earns in comparison to the budget.

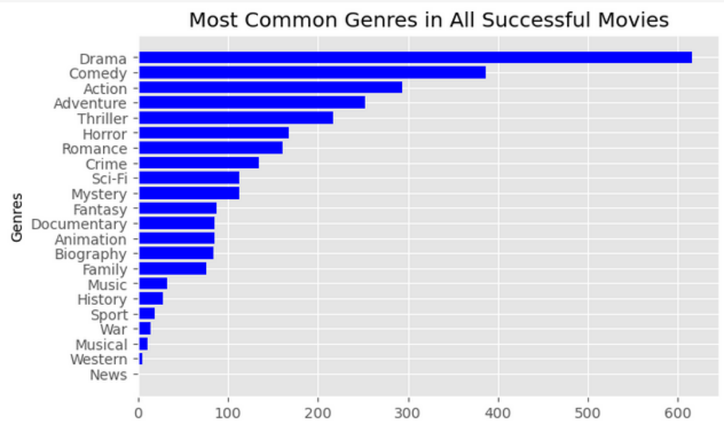


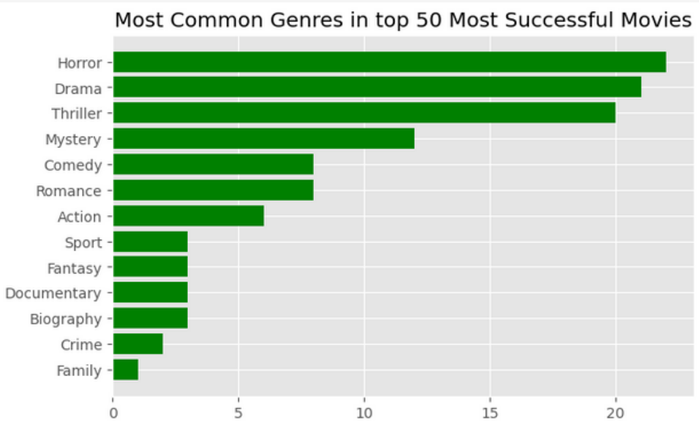
DATA ANALYSIS

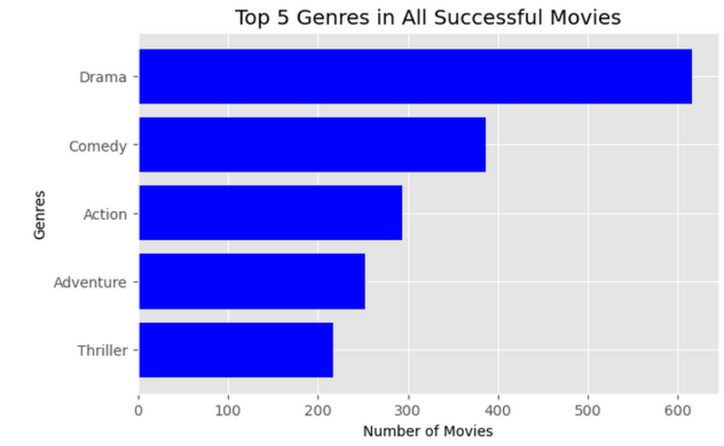
Visualization of the top 20 most successful genres in terms of income ratio.

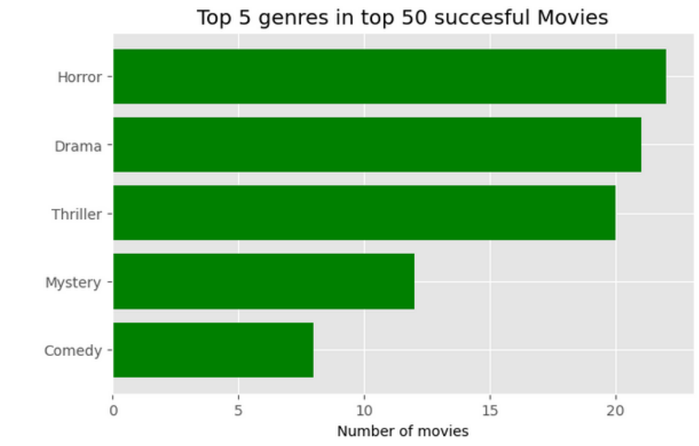
A successful movie was defined by its worldwide gross being double its production budget.

From the plot, we can observe that the combination of **Action, Drama, and Romance** genres had the highest average income ratio.





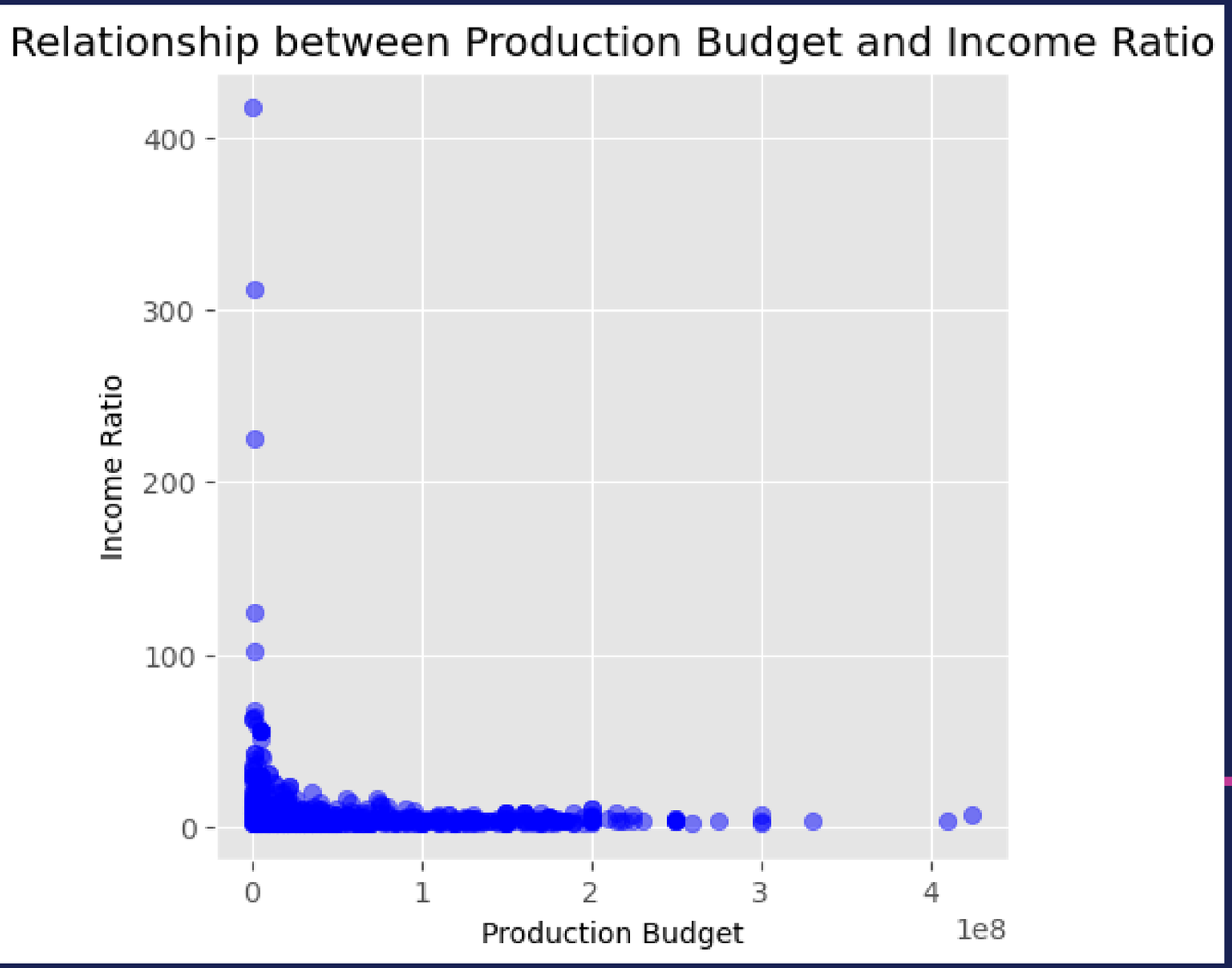




DATA ANALYSIS

Finding common genres in successful movies and getting the top 50 most common genres in successful movies.

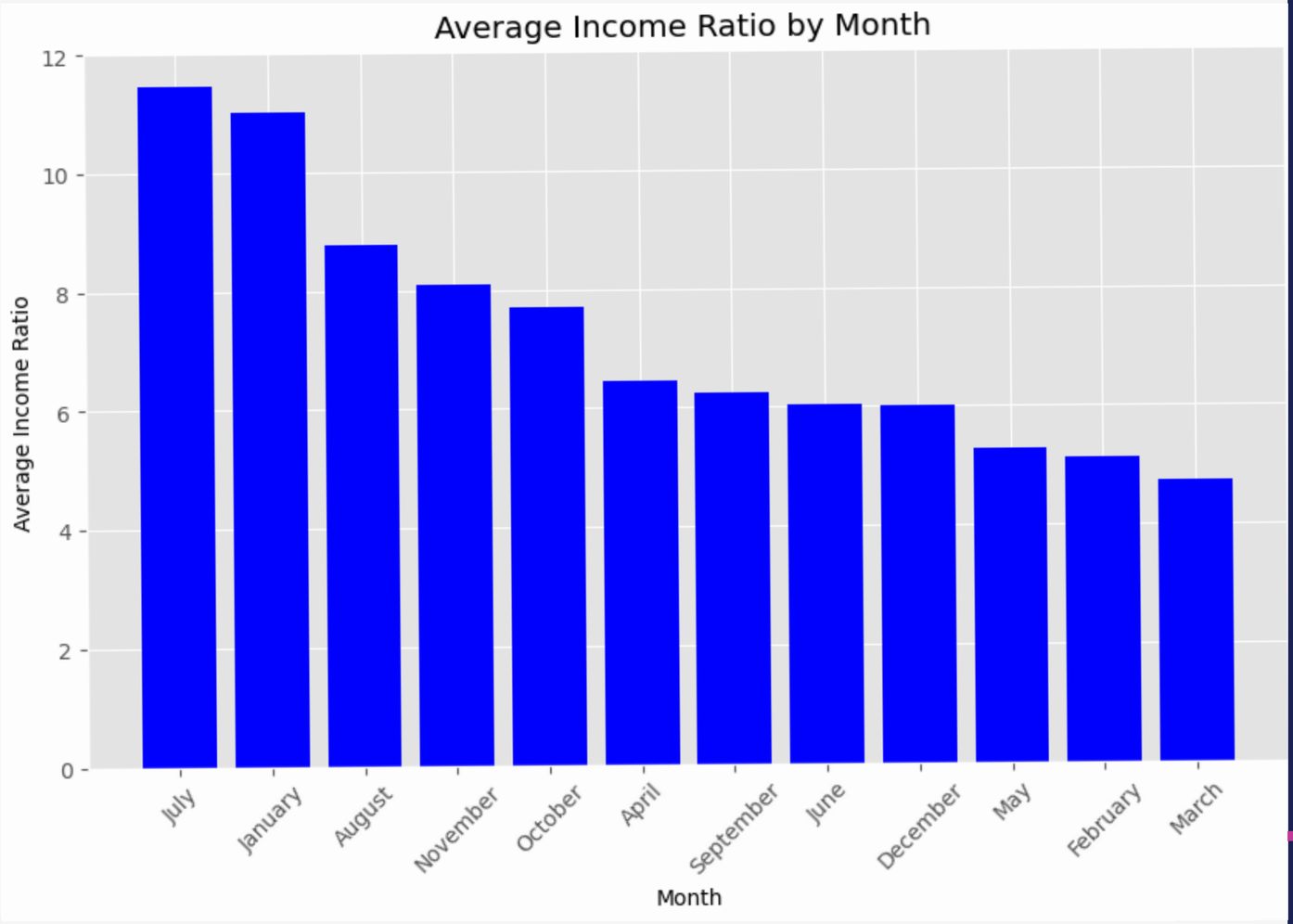
Drama movies are the most common in all successful movies and Horror is the most common in top 50 most successful.



DATA ANALYSIS

A scatter plot to display the relationship between the production budget and the income ratio in successful movies.
Correlation coefficient between the production budget and income ratio was found to be -0.1278.

This means that there's a light inverse relation between the production budget and income ratio. That is more production budget results in a low-income ratio.

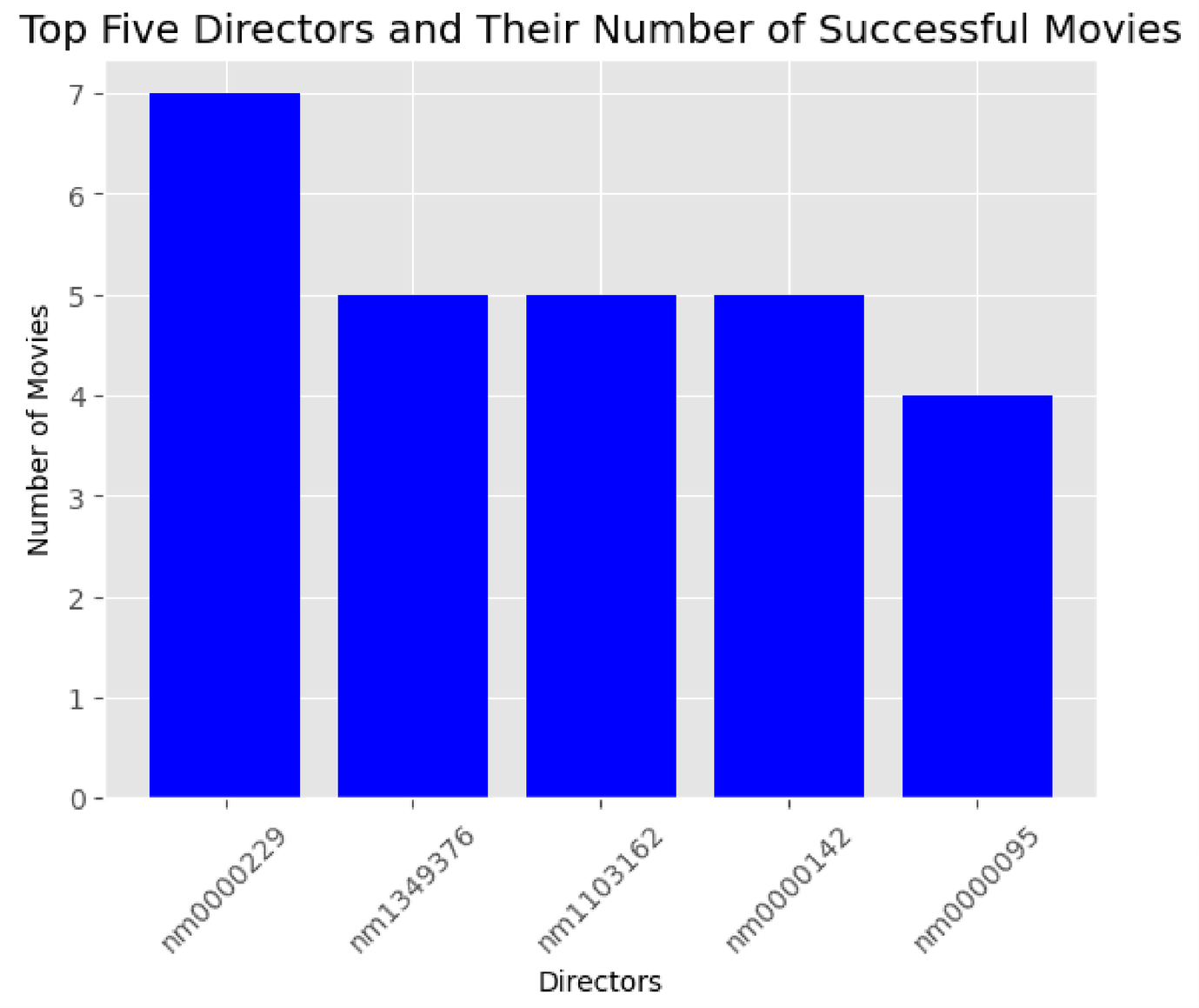


DATA ANALYSIS

The most lucrative time of year to release a movie was determined.

Movie release months were fairly evenly distributed throughout the year.

Considering the income ratio, the best three months to produce a movie are on July, January, and August.



DATA ANALYSIS

The top five directors with a history of proven successful movies were found.

Additional attribute:
Movie genres by the director with many successful movies were found.

CONCLUSIONS

- The combination of Action, Drama, and Romance genres had the highest average income ratio.
- Drama movies are the most common genre in successful movies.
- The production budget for a movie can be around $22,000,000.
- Movie release months were fairly distributed throughout the year and the best three months to release a moving considering the income ratio is on July, January, and August.

RECOMMENDATIONS

- I would recommend that Microsoft release movies with three genres which include **Drama, Comedy,** and **Thriller**
- Overall, the genre combination: (**Action, Drama, Romance**) topped with being the highest in terms of income ratio and it's worth taking note of.
- The production budget should be 22 to 24 million dollars.
- Release month should be July, January, or August, and directed by a top-grossing director with a history of proven successful Drama, Comedy, or Thriller movies, such as **nm0000229**.

NEXT STEP

- Further analysis on factors causing a high budget allocation on comedies and if these factors have an impact on the success of a movie.
- A model to predict the income to be generated by a movie.

QUESTIONS

Do you have any questions or need clarification ?

THANK YOU

Thank you for your attention!

Paul Mbuitu Muriithi

+25404606930

paulmbuitu@gmail.com