

Analytical Insights for Microsoft's new movie studio

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Summary

Exploratory analysis of various existing data sets on movies at the box office indicate that Microsoft can excel in the movie production industry by:

- ❖ Creating more movies that have high revenue
- ❖ Explore markets that have low revenue, but with high average rating
- ❖ Target foreign markets



outline

- ❖ Business Problem
- ❖ Data & Methods
- ❖ Results
- ❖ Conclusions



Business Problem

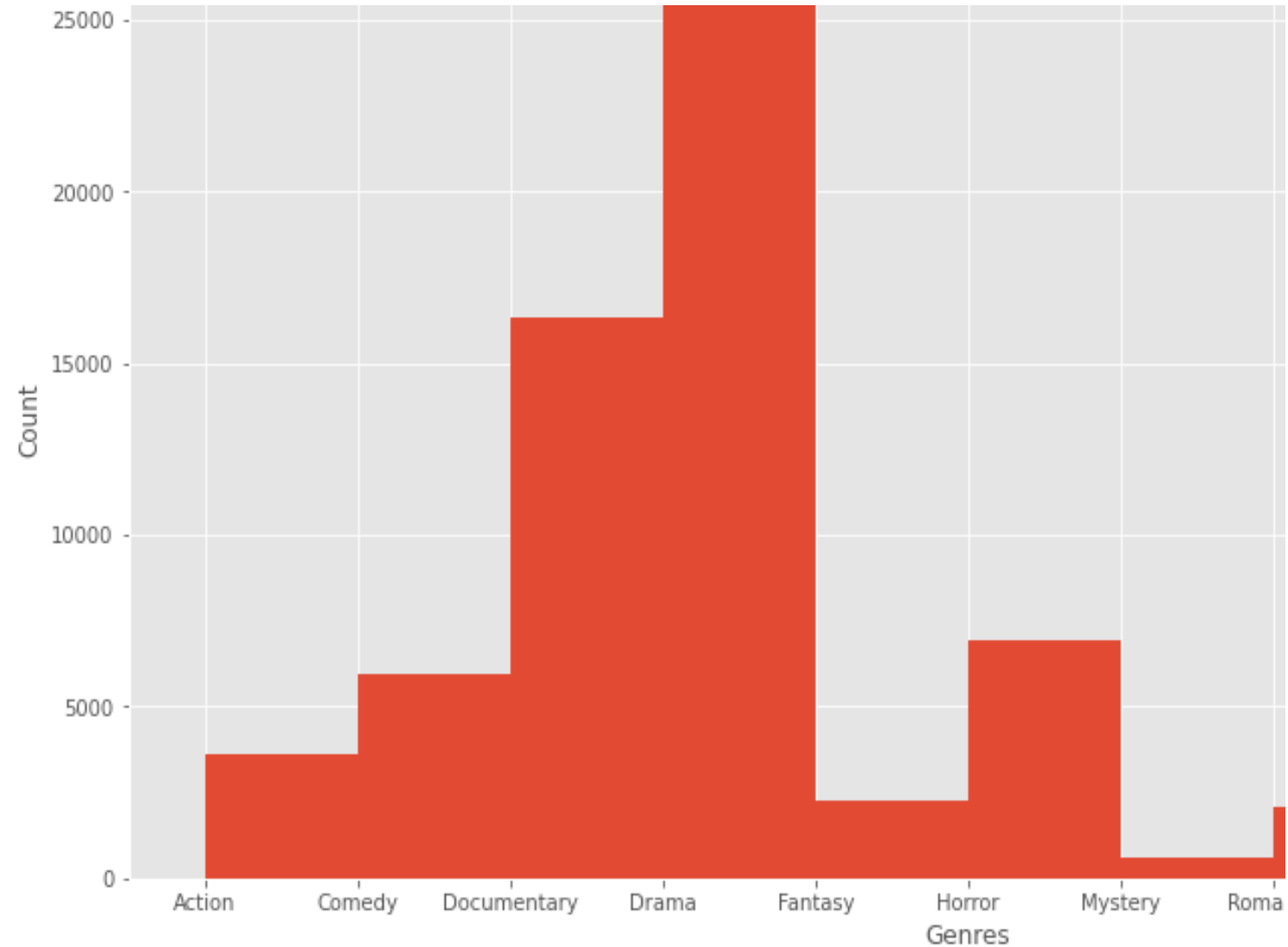
- ❖ Identify the Most preferred movies in the market
- ❖ Identify Market gaps in the movie industry
- ❖ Identify the best market for gross income generation



Data and Methods

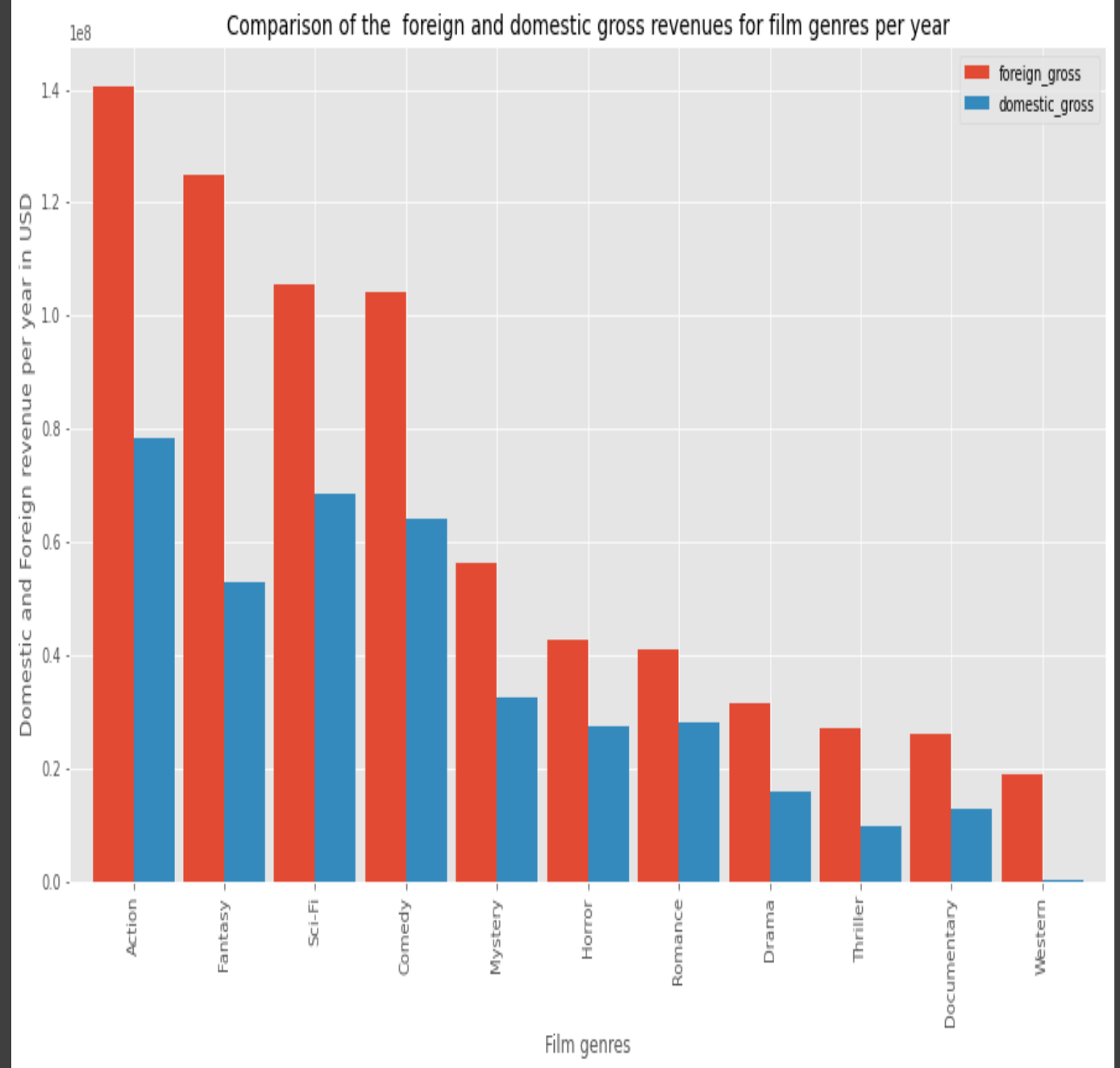
Movie genres distribution

- ❖ Drama has the highest frequency of about 38.744% followed by Documentary which has a percentage of 24.90%. the last is Western with 0.11%
- ❖ Includes the average ratings, number of votes and gross revenue



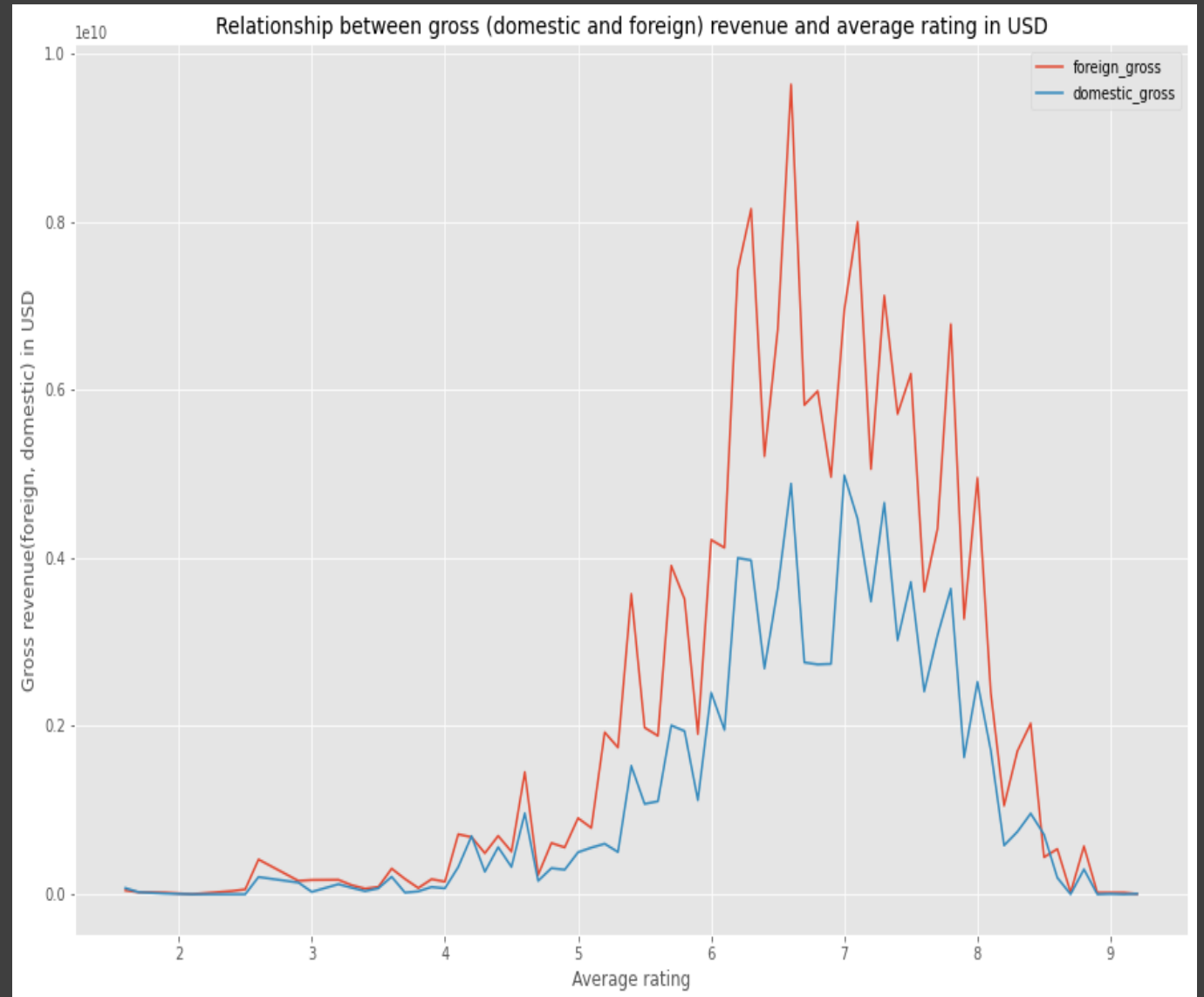
Results

- ❖ All film genres have notably more foreign revenue compared to domestic.
- ❖ Includes the average ratings, number of votes and gross revenue



Results

Films with least average ratings(1-4) earn less revenue compared to films with higher ratings (4-7.5) which show raising revenue trend. Films with highest average rating show declining revenues with increasing average rating.



Conclusions

- ❖ Create more Action, sci-Fi, Comedy, Fantasy and mystery as they produce the highest revenue
- ❖ Venture into foreign markets for their films as foreign markets produce more revenue compared to domestic markets
- ❖ Some movies rate very high, yet they earn low revenue, if better marketing skills are employed, they could produce high revenues



Thank You!

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