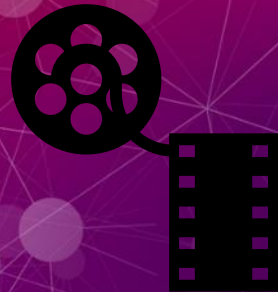


What makes A Movie Marketable?



Introduction

- ❑ Microsoft Corporation wants to diversify its business
- ❑ Product diversification into movie industry can enable Microsoft reduce dependence on a single industry and tap into new markets
- ❑ Diversifying to create original video content can help Microsoft expand their brand presence and reach a wider audience
- ❑ Diversification should be approached strategically and based on evidence from market research for successful expansion

Business problem

- ❑ The movie industry is profitable as evidence from box office revenues
- ❑ However, success is not guaranteed as the returns are determined by a number of risk factors.
- ❑ There is a need to understand factors that influence profitability in order to make informed investment decisions

Objectives

□ Main Objective

- To determine factors that influence profitability of movie genres.

□ Specific Objectives

- What are the top produced genres of movies?
- Do average rating, runtimes, budget and production budget influence profitability of movies?
- What genres should the company consider investing in?

Data Understanding

- ❑ Data sourced from the Box Office Mojo and IMDB.
- ❑ Genres: Category of artistic composition, characterized by similarities in form, style, or subject matter for a piece of content.
- ❑ Ratings: Customer rating of the movies watched
- ❑ Worldwide gross: Box office revenues from all countries the movie sold.

Data Cleaning

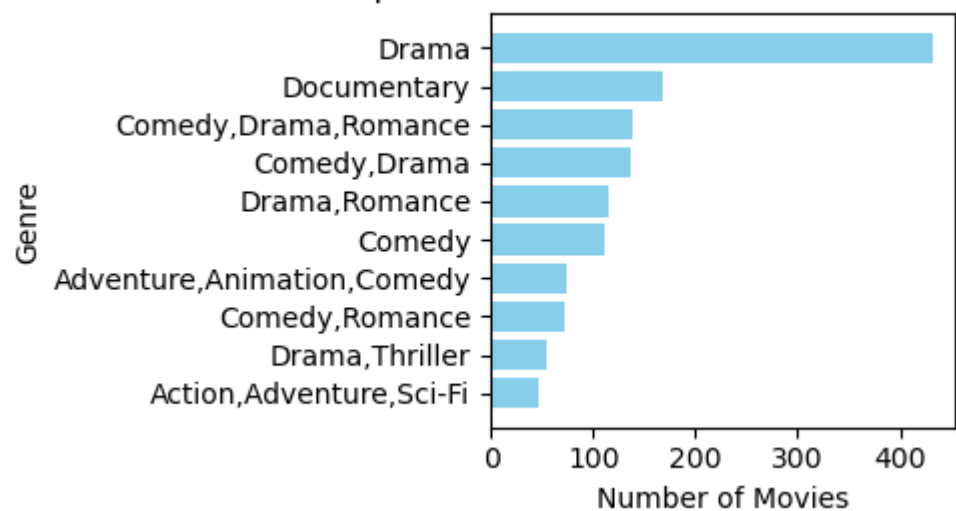
- ☐ Dropped irrelevant columns
- ☐ Converted production worldwide gross to float
- ☐ Dropped missing values
- ☐ Checked for duplicates and anomalies
- ☐ Imputed Missing Data with either Mean, mode or Median
- ☐ Focused on movies with a rating of five and above

Data Analysis

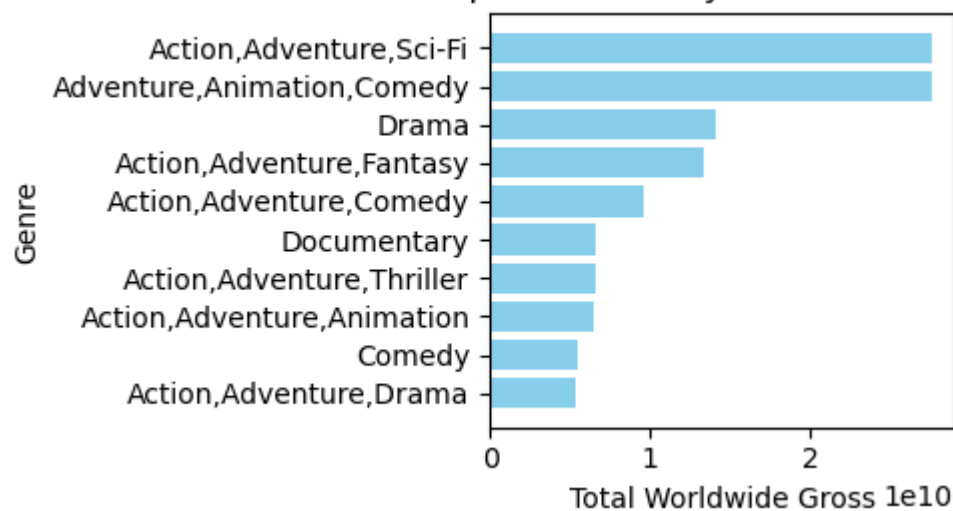
- ❑ Exploratory data analysis was used
- ❑ Genres ranked by frequency to determine top 10
- ❑ Production budget, worldwide gross, average rating and profit grouped by genres
- ❑ Correlation between production budget, profit, run times in minutes and average rating
- ❑ Bar graph between top 10 genres and average rating, world wide gross and profit

Results

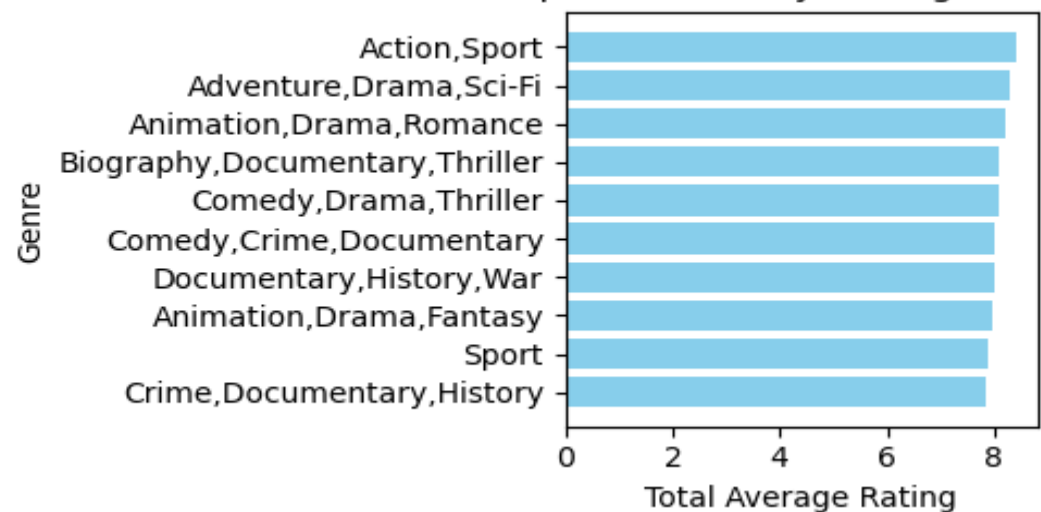
Top 10 Genres with the Most Movies Produced



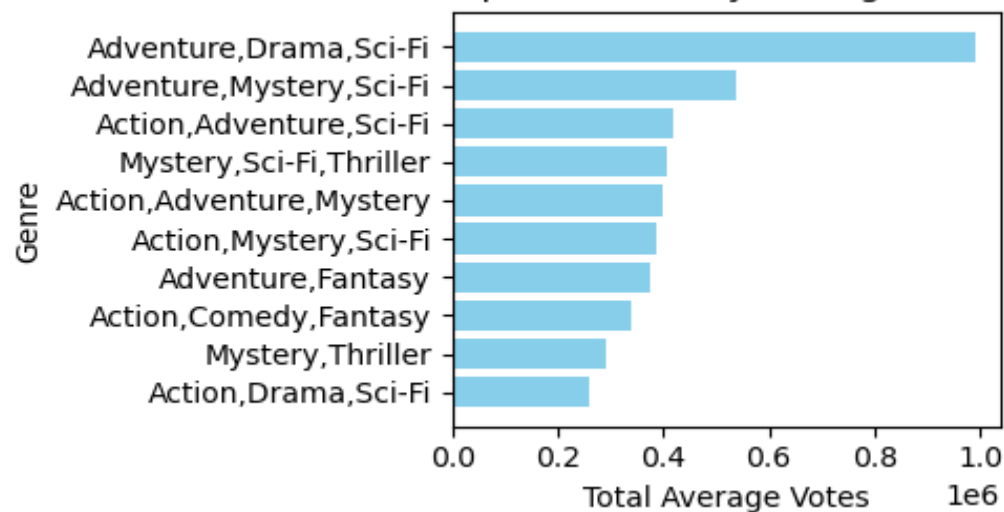
Top 10 Genres by Worldwide Gross



Top 10 Genres by Average Rating



Top 10 Genres by Average Votes



Recommendations

- ❑ While choosing the movie to produce, genre, production budget and
- ❑ profitability should be the main factors followed by average rating.
- ❑ Focus on high-budget genres with strong profitability. Action, adventure, Sci-Fi, adventure, animation, comedy, and action, adventure, fantasy have both high production budgets and significant
- ❑ profits. Investing in these genres can offer potential returns on
- ❑ investment due to their popularity and financial success

Recommendations

- ❑ Consider genres with high ratings and moderate production budgets. Drama, documentary, and adventure, drama, Sci-Fi receive high ratings and have moderate production budgets. These genres indicate a balance between critical
- ❑ acclaim and financial viability, making them promising investment options.
- ❑ Explore opportunities in popular genres with moderate production budgets: Drama, comedy, and adventure, animation, comedy are popular genres with moderate
- ❑ production budgets. Investing in these genres can tap into widespread audience appeal while managing production costs effectively, potentially leading to profitability.

The background features a blue-toned chessboard with a king and knight piece in focus. A geometric pattern of triangles is visible on the left side. A white line with a dot at the end is positioned above the text.

**THANK
YOU**