Microsoft Studio Box Office Analysis

By Brian Amani

Project Outline

- Business Problems
- Objectives
- Data Understanding
- Methodology
- Conclusion

Business Problem

- Microsoft aims to venture into the multi-billion dollar film sector by establishing its own movie studio, despite lacking prior experience in the industry. Therefore, an in-depth analysis is crucial in order to identify the most successful genres in the box office and provide actionable insights for Microsoft executives.

Objectives

To analyse the date and find out:
- Most profitable genres in the industry
- Most popular genres in the industry
- Most profitable movies in the industry
- Top directors in the industry
- Make recommendations to Microsoft based on these findings

Data Understanding

I used the following data sets for my analysis:

1. im.db
2. bom.movie_gross
3. rt.movie_info

I then used these data sets to create new data frames

Methodology

1. Data Preparation
This included loading the data sets into dataframes then cleaning and merging dataframes where needed to ready them for visualizations. This was important to ensure data reliability.

2. Data Visualization
This was important for interpreting the data into actionable feedback, in a manner that executives could see and understand
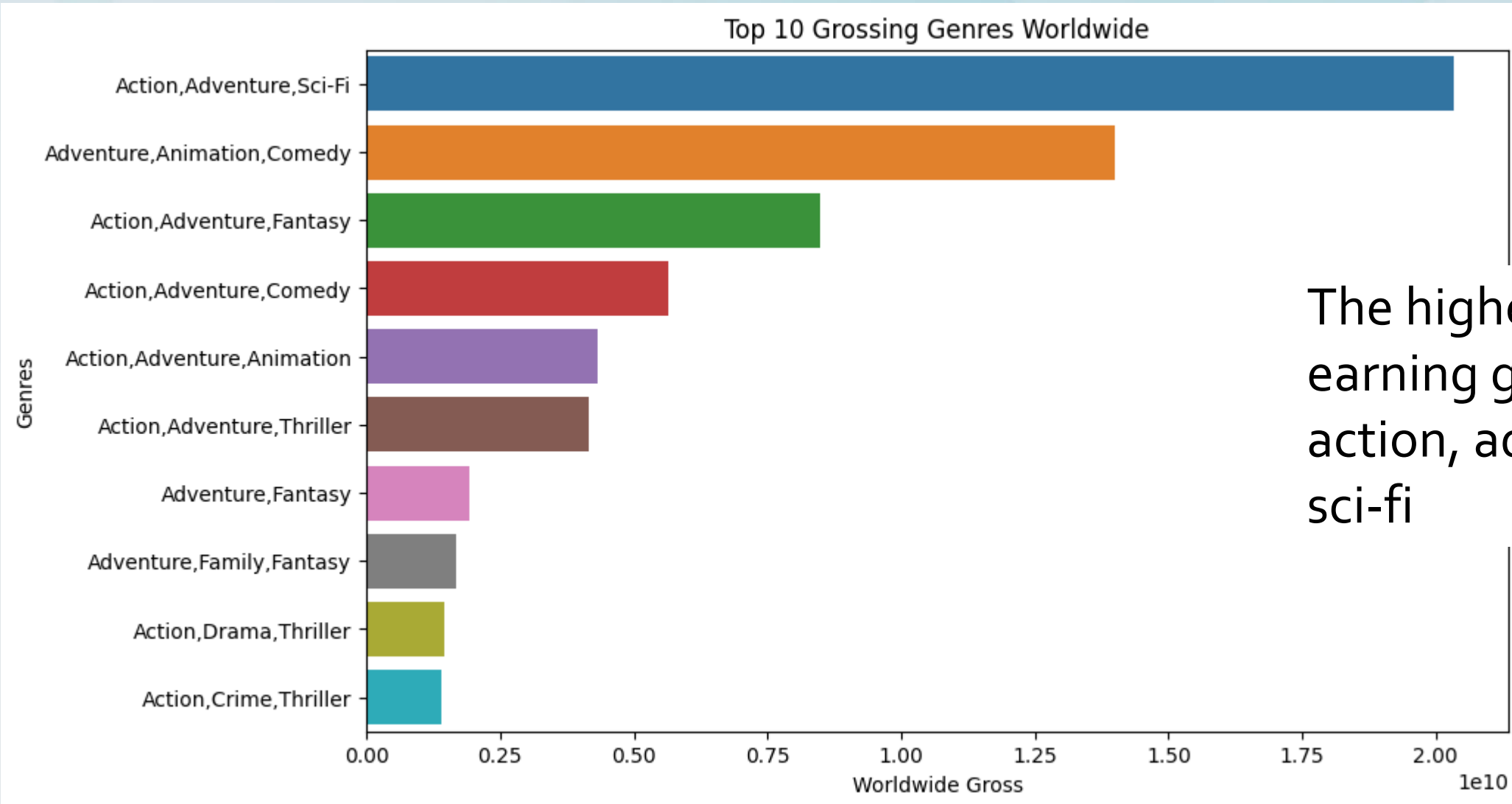
Findings

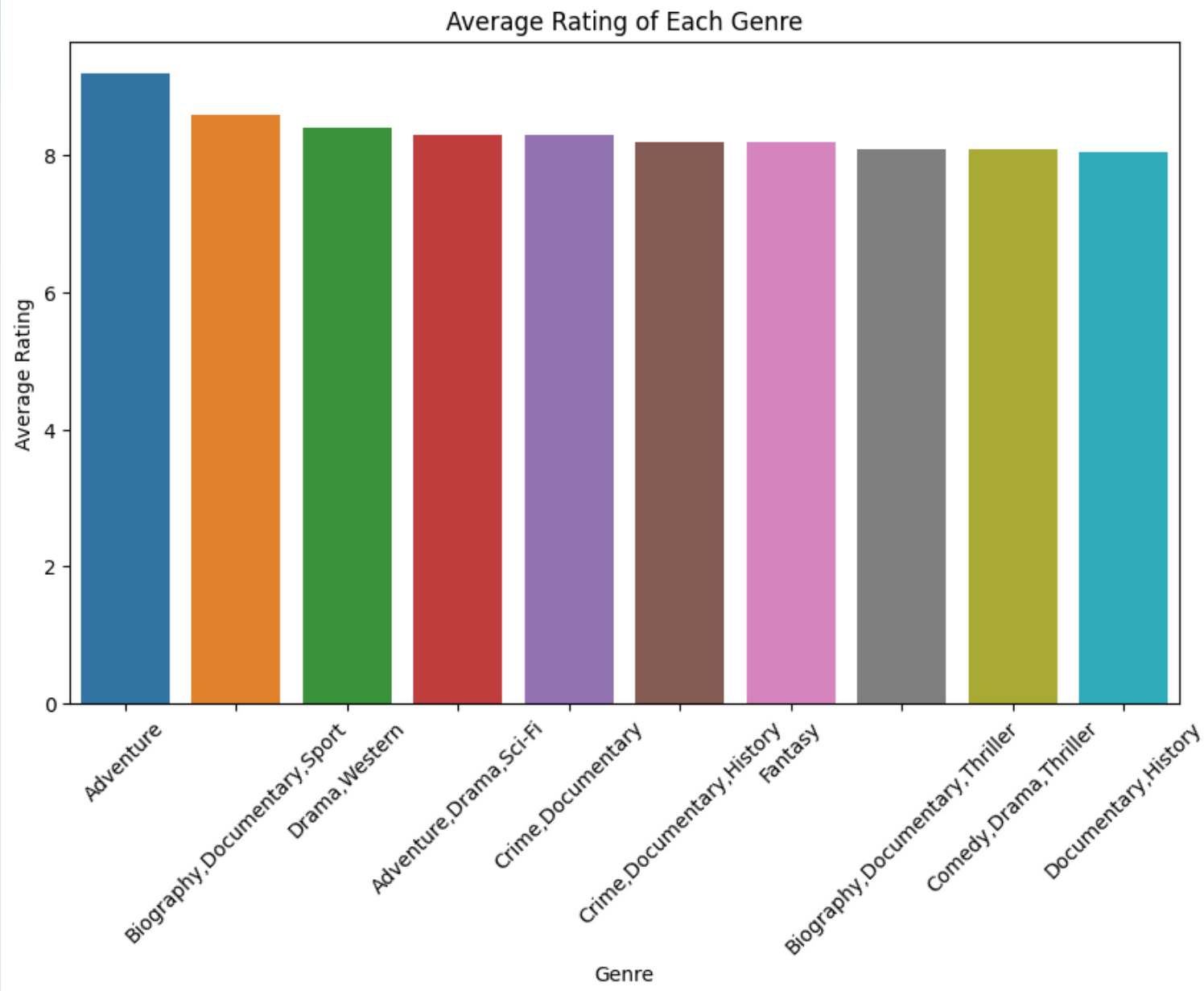# Top 10 highest earning movies by worldwide gross earnings
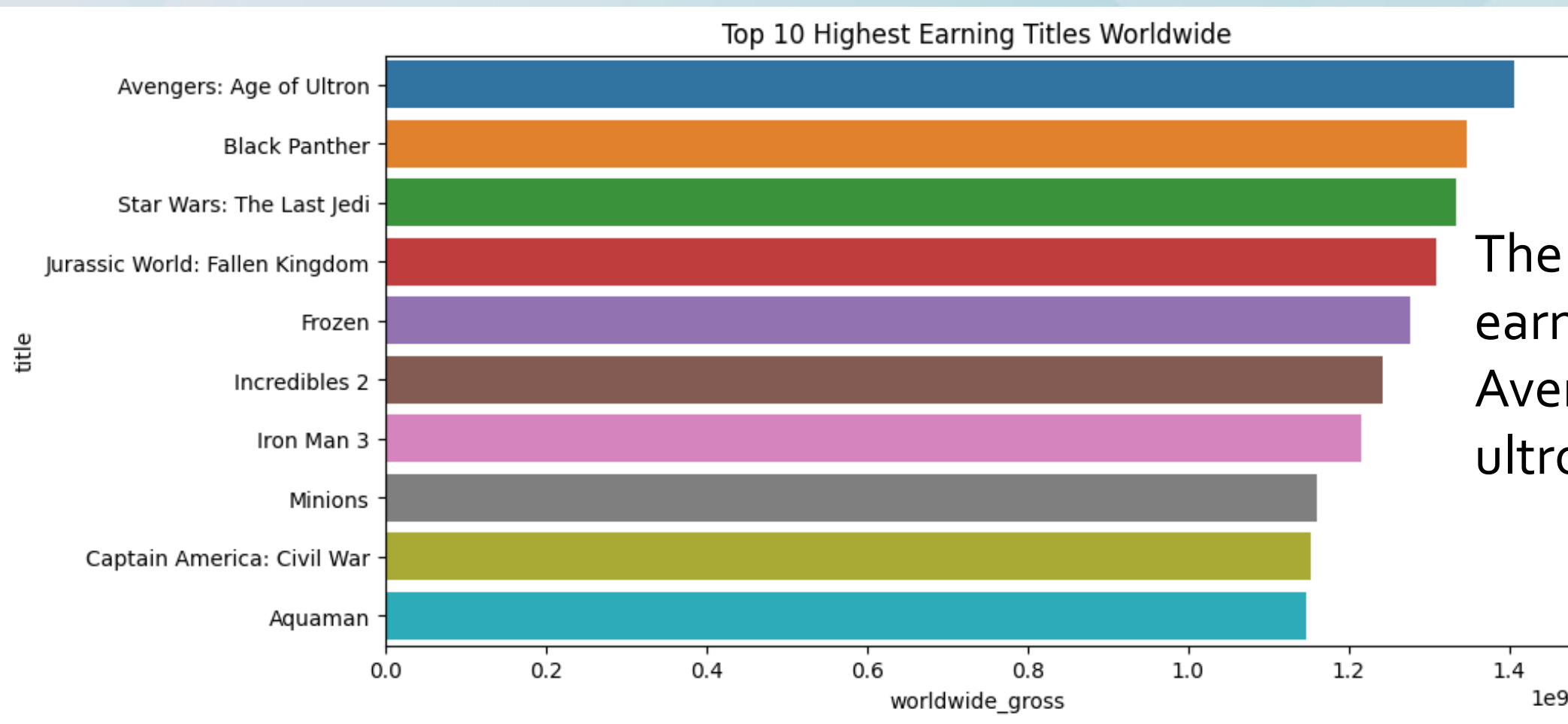
The highest earning movie is Avengers: Age of ultron.

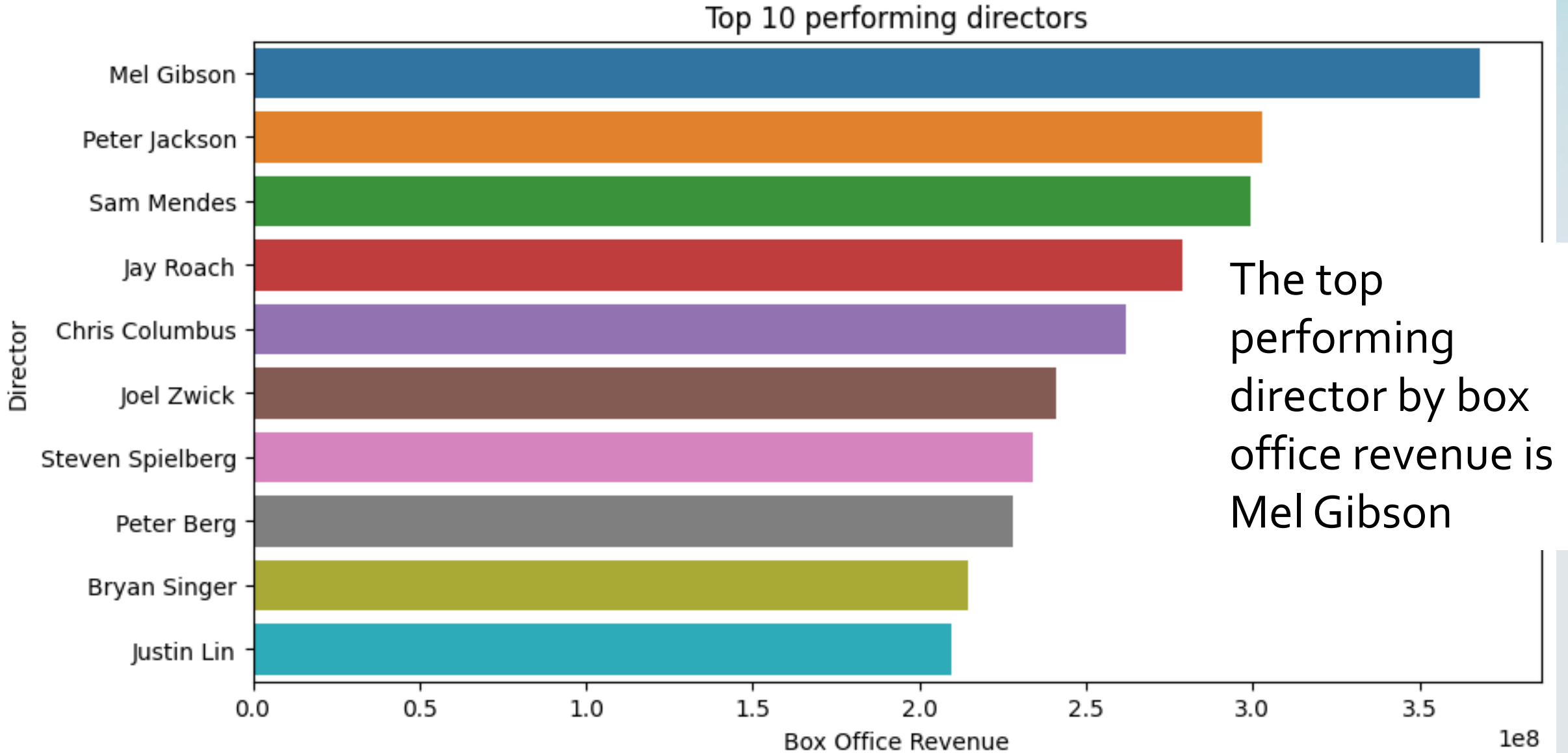# Top 10 highest earning movies by worldwide gross earnings

Top 10 Grossing Genres Worldwide

The highest earning genre is action, adventure, sci-fi

Top 10 genres by rating

The top rated genre is adventure

Top 10 performing directors at the box office

The top performing director by box office revenue is Mel Gibson

Relationship between runtime and worldwide gross
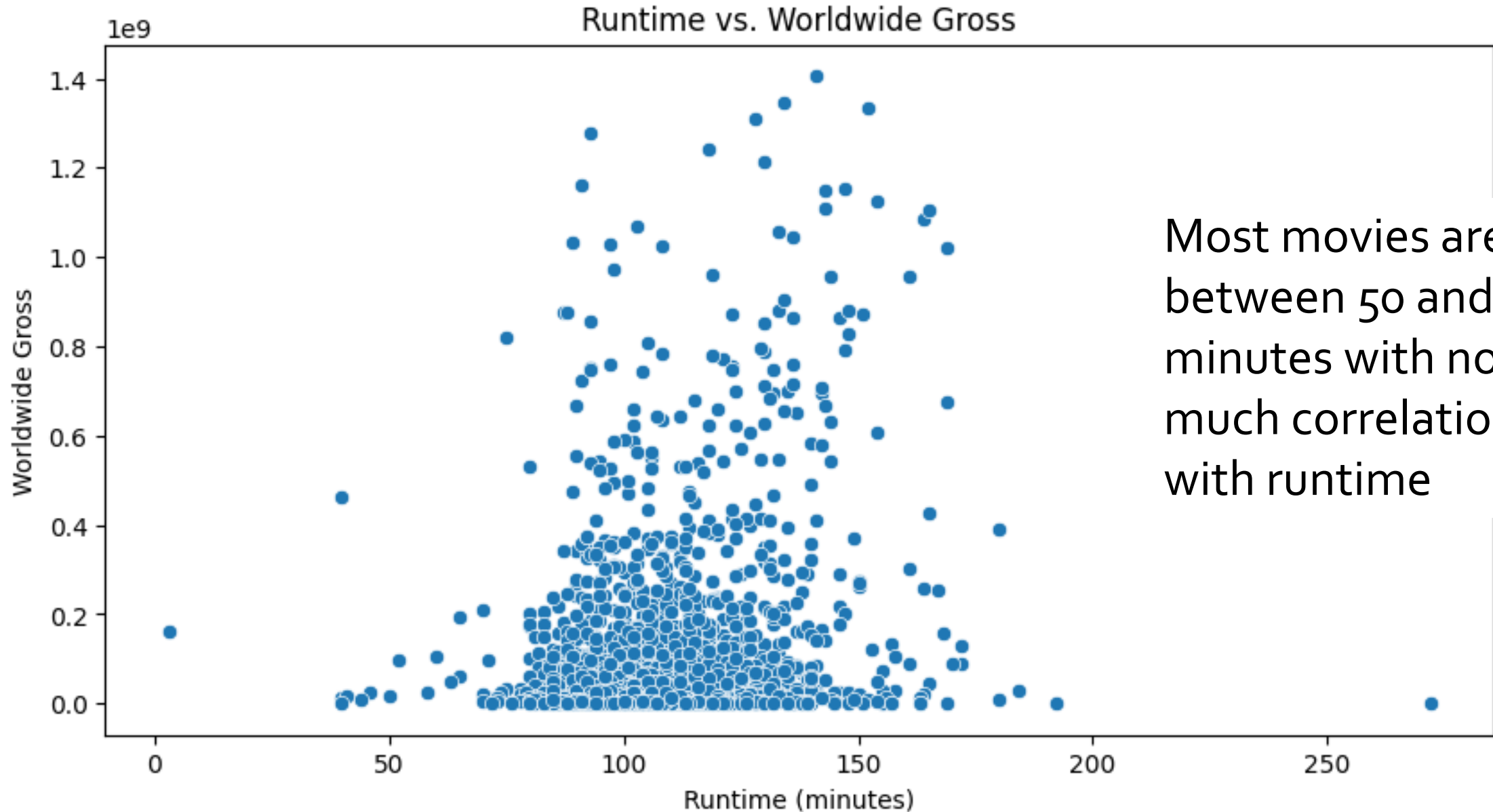
Most movies are between 50 and 200 minutes with not very much correlation with runtime

CONCLUSION

I would recommend that:

1. Microsoft should create films with the adventure genre as it is the top rated genre
2. Microsoft should encourage audience feedback as ratings seem to have high correlation with earnings, as it is related to the top grossing genre
3. Microsoft should not worry so much about the effects of runtime on their movies, as long as they are in the 50-200 minute range but most preferably about 150 minutes, which is the highest grossing runtime
4. Microsoft should work with the top 3 grossing directors.

- Mel Gibson,
- Peter Jackson
- Sam Mendes
  Most preferrably Mel Gibson who has had the highest box office revenue

5. Microsoft should also make films in the genres with the highest worldwide grossing (revenue). The top 3 are

- Adventure
- Biography,Documentary,Sport
- Drama,Western