



Microsoft Movie Studio

Robert Mbau
13th March 2023



Summary

Analysis of data in the movie industry to help Microsoft make a decision on opening a movie studio. The findings support opening of a studio.



Outline

- Business Problem
- Objectives
- Data
- Methods
- Results
- Conclusions



Business Problem

Microsoft want to create a new movies studio.

They don't have any knowledge about the industry.

They need to understand the market to help make a decision on the movie studio.

Project will help them in making a decision.



Objectives

Identify top rated genres.

Identify market trends.

Give recommendations to Microsoft.



Data

3 data files used.

3 Numeric features and 6 categorical features.

Timeframe of data: 1915 to 2022



Methods

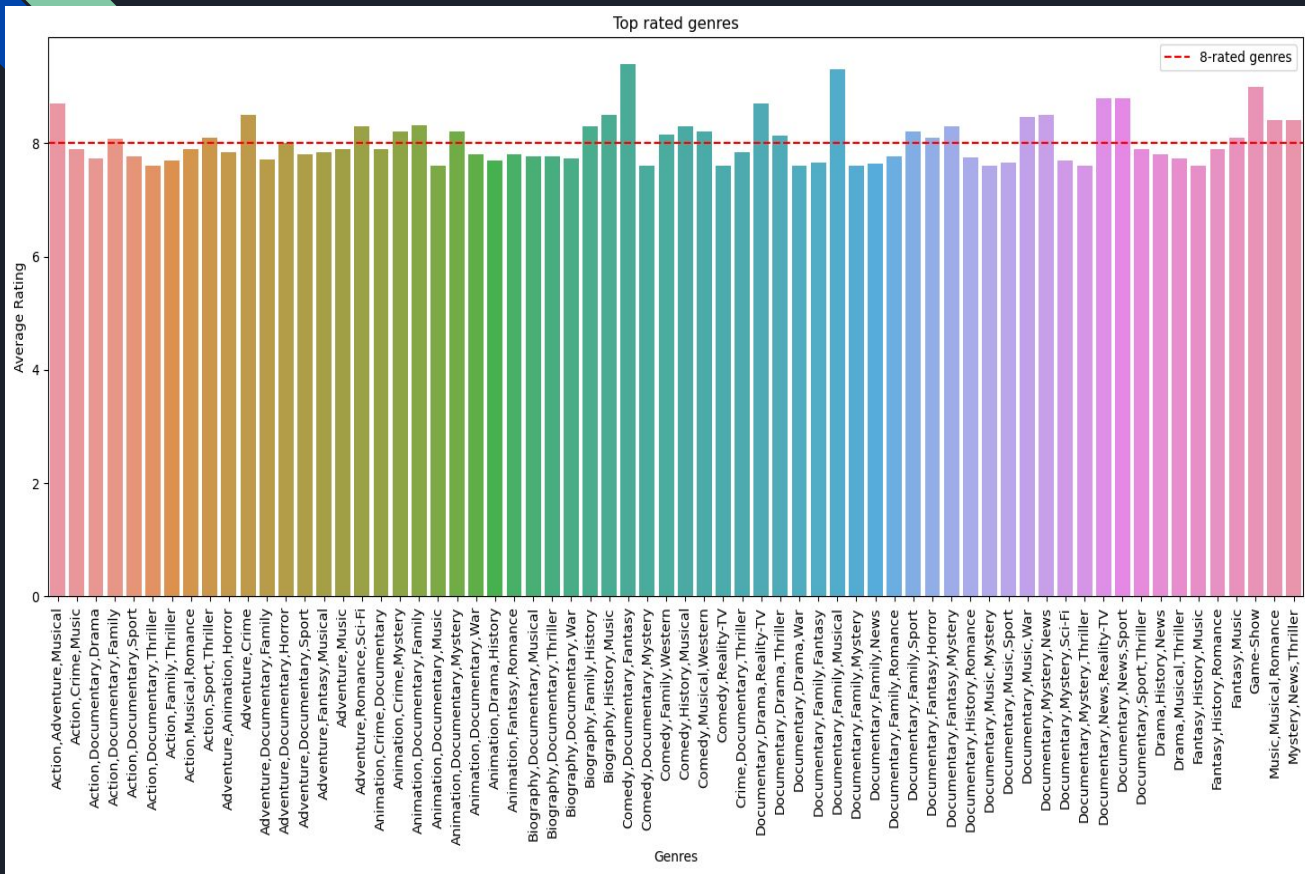
Data preparation: Dataframe creation

Data cleaning

Data analysis

Data visualization

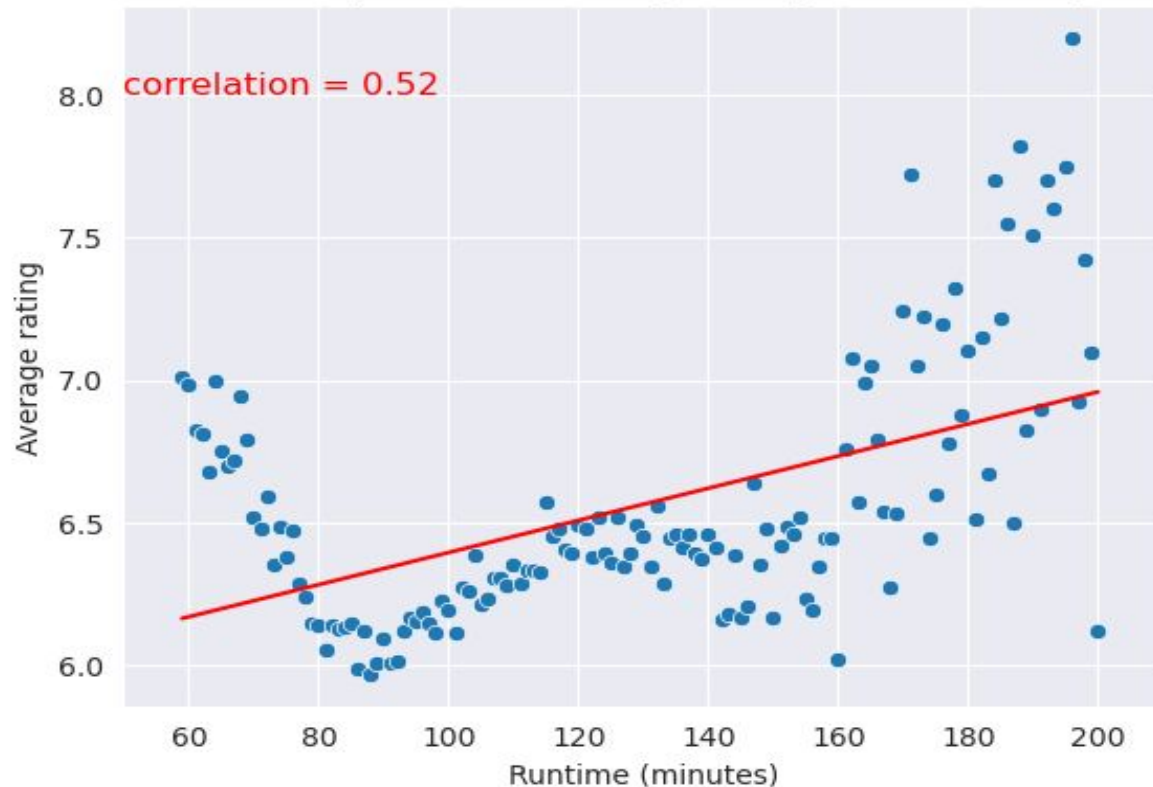
Top rated genres



Identified the highest rated genres.

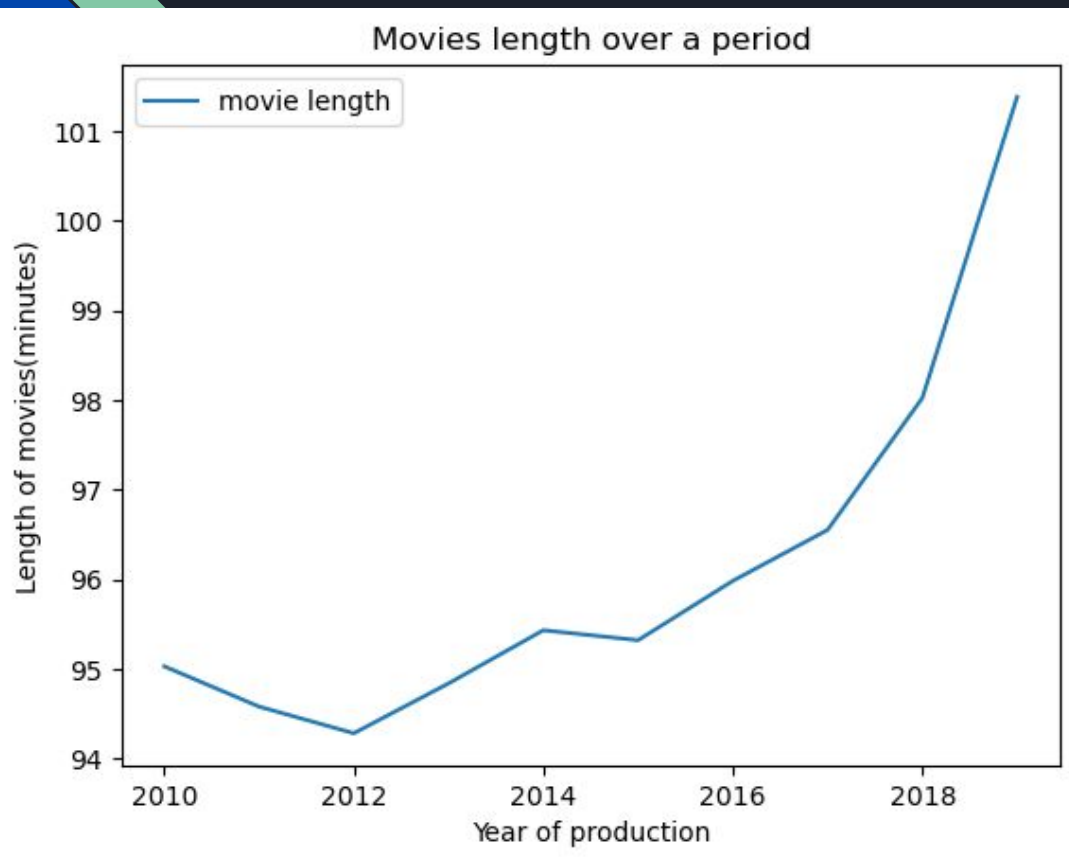
Rating of movies with various length

Relationship between average rating and movie length



Analysed the ratings of movies based on their length.
Movie length has a small effect on the rating.

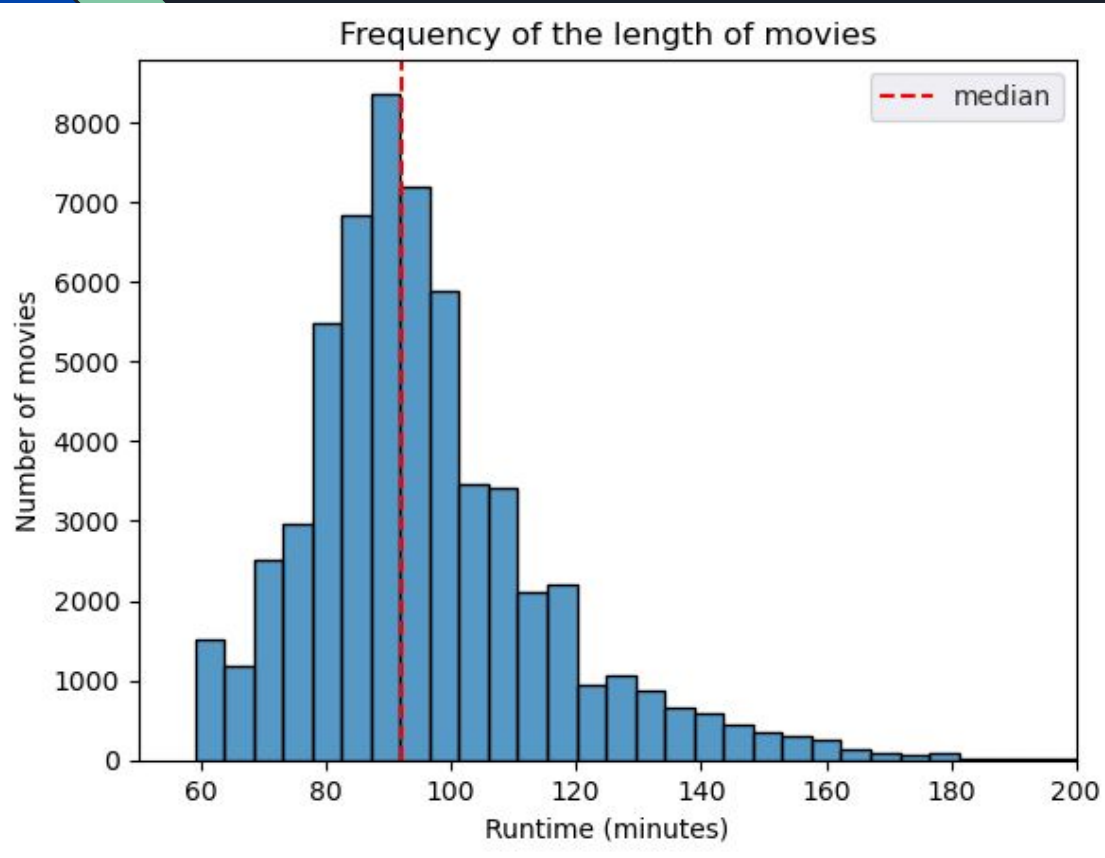
Movie length



Analysed the trend of movie length over a few years.

The length seems to increase over the years.

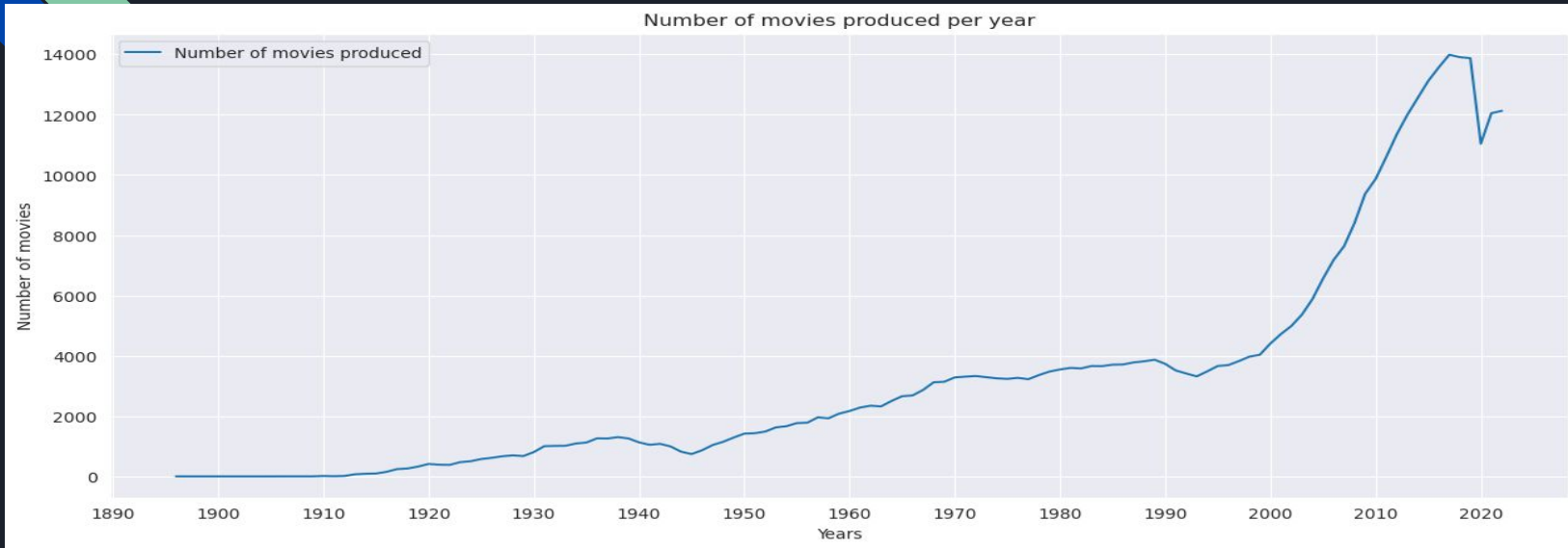
Movie length popularity



Looked at movie lengths and which is the most common.

Movies between 80 minutes to 110 minutes seem most common.

Number of movies produced every year

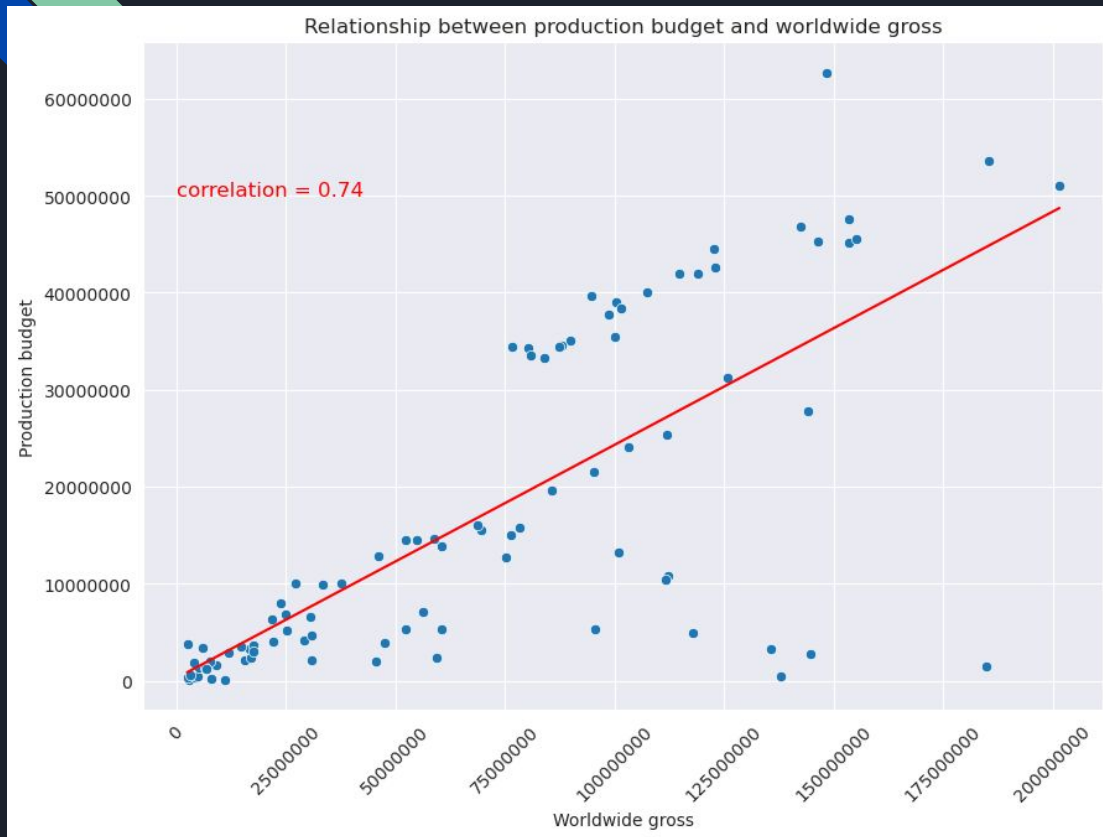


Analysed the number of movies released per year since 1910.

The number increases steadily.

The drop in numbers between 2020 and 2022 can be attributed partly to studio shutdowns because of Covid-19.

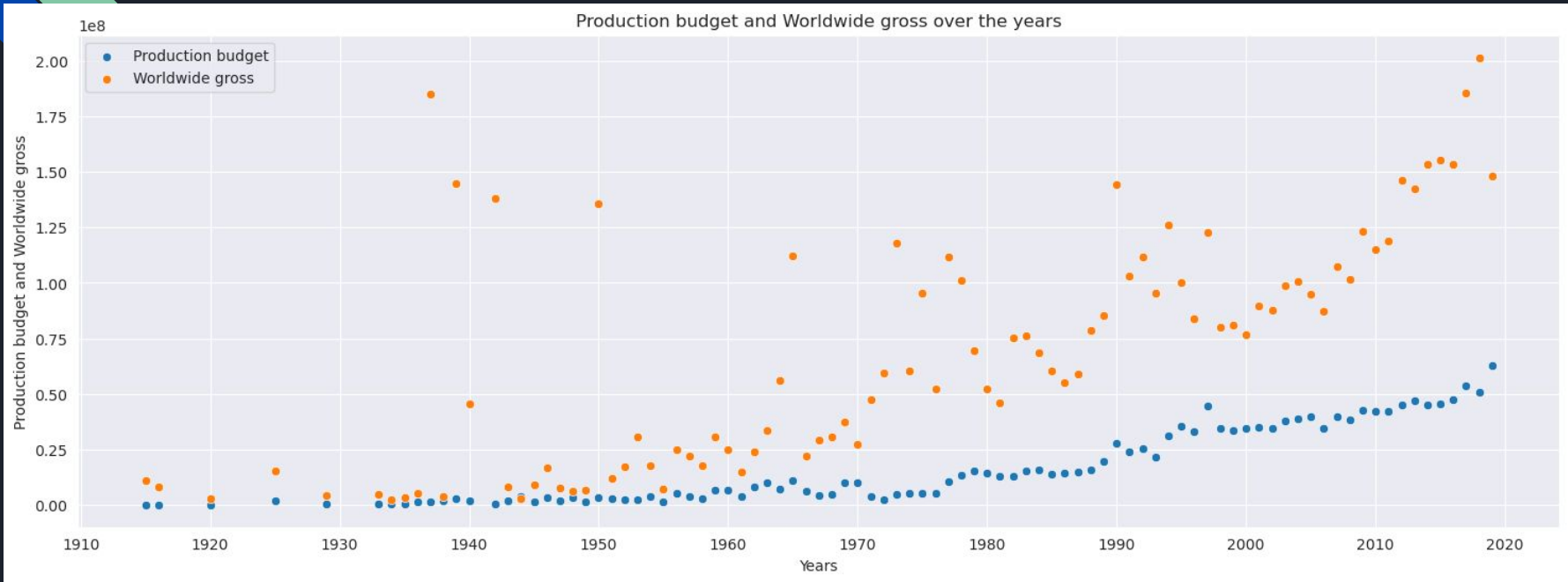
Production budget influence on movie gross



Analysed the production budgets.

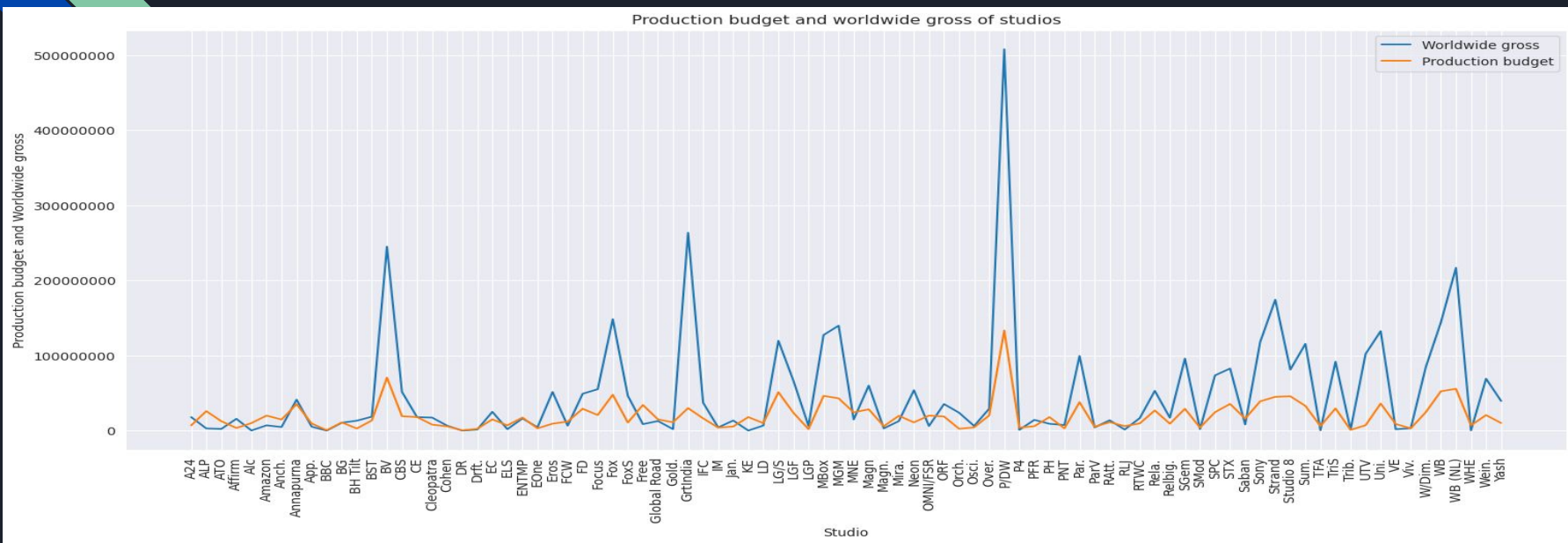
The budget affects the movie gross as it is evident when it increases the gross increases.

Time effect on production budget and movie gross



Analysed how time has affected production budget and movie gross.
Both have increased although it is not 100% due to time.
Other factors such as population growth can affect movie gross

Studio budget effect on movie gross



Analysed various studio budgets and how they affected movies gross.

Studio budget plays a role on the movie gross.

Studios with high budgets have a higher movie gross.



Conclusions

A movie studio is a good business to venture into.

More data can explored to understand what role directors and actors play in movie success.



Recommendations

1. **Invest in the studio:** This will include sophisticated equipments, personnel, space and many other factors. A well invested studio will help in producing good movies which will affect the grossing. Don't cut costs or corners in the name of saving money.
2. **Focus on quality over quantity:** As much as you want to produce many movies, don't sacrifice quality. Audiences are very particular about what they like and a quality movie will have a top grossing.
3. **International market inclusivity:** Include the international market in the movies production. Consider distributing movies worldwide and translate them to various languages. Try to make movies culturally relevant to international audiences.

Thank You!

Email: [Robert Mbau](#)

GitHub: [Robert Mbau](#)

LinkedIn: [Robert Mbau](#)

