

# Box Office Success: Understanding Film Trends for Microsoft's New Movie Studio

- ▶ Microsoft is a multinational technology company based in Redmond, Washington. It was founded on April 4, 1975, by Bill Gates and Paul Allen. Microsoft is best known for its Windows operating system and the Microsoft Office suite of productivity software.
- ▶ However, they want to venture into creating original video content by creating a new studio.

## Background



## Problem statement.

- ▶ Microsoft aims to enter the movie production industry but lacks the knowledge of what types of films are performing well at the box office. The challenge is to explore and analyse the current film market to provide actionable insights that can inform and guide Microsoft in making strategic decisions for their new movie studio.

# Main objective.

- ▶ To determine the most profitable film genres in the current market in order to inform the company's decision-making process for creating a new movie studio.

# Specific objectives.



Identify the most frequent genres in the dataset.



Investigate the most rated and voted genres.



Identify general trends of revenue generation over years.



Discover top competitors in the market.



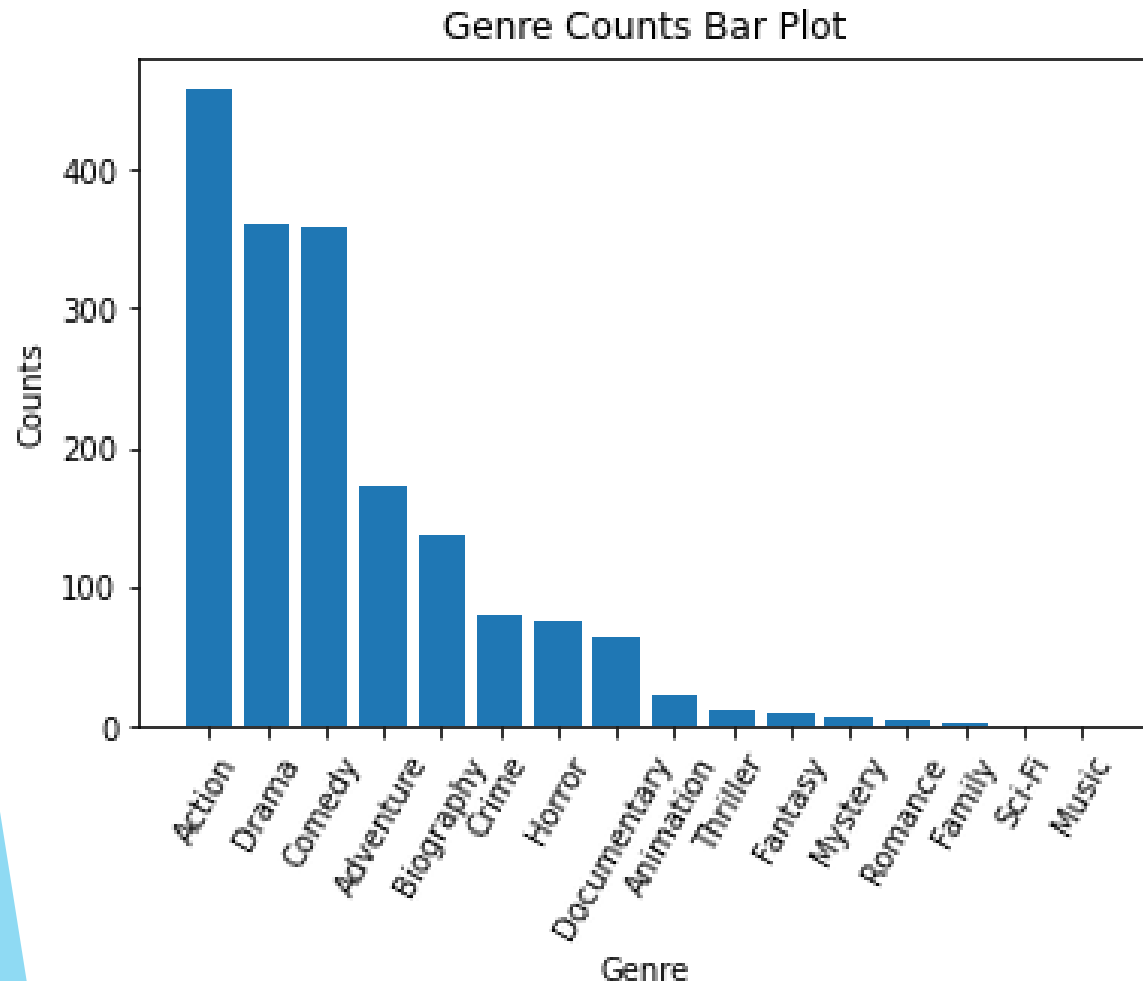
# Libraries

- ▶ Python- Programming language
- ▶ Pandas- Exploratory data analysis
- ▶ Seaborn- Visualization
- ▶ NumPy - Numerical computing and data analysis
- ▶ Matplotlib- Visualization



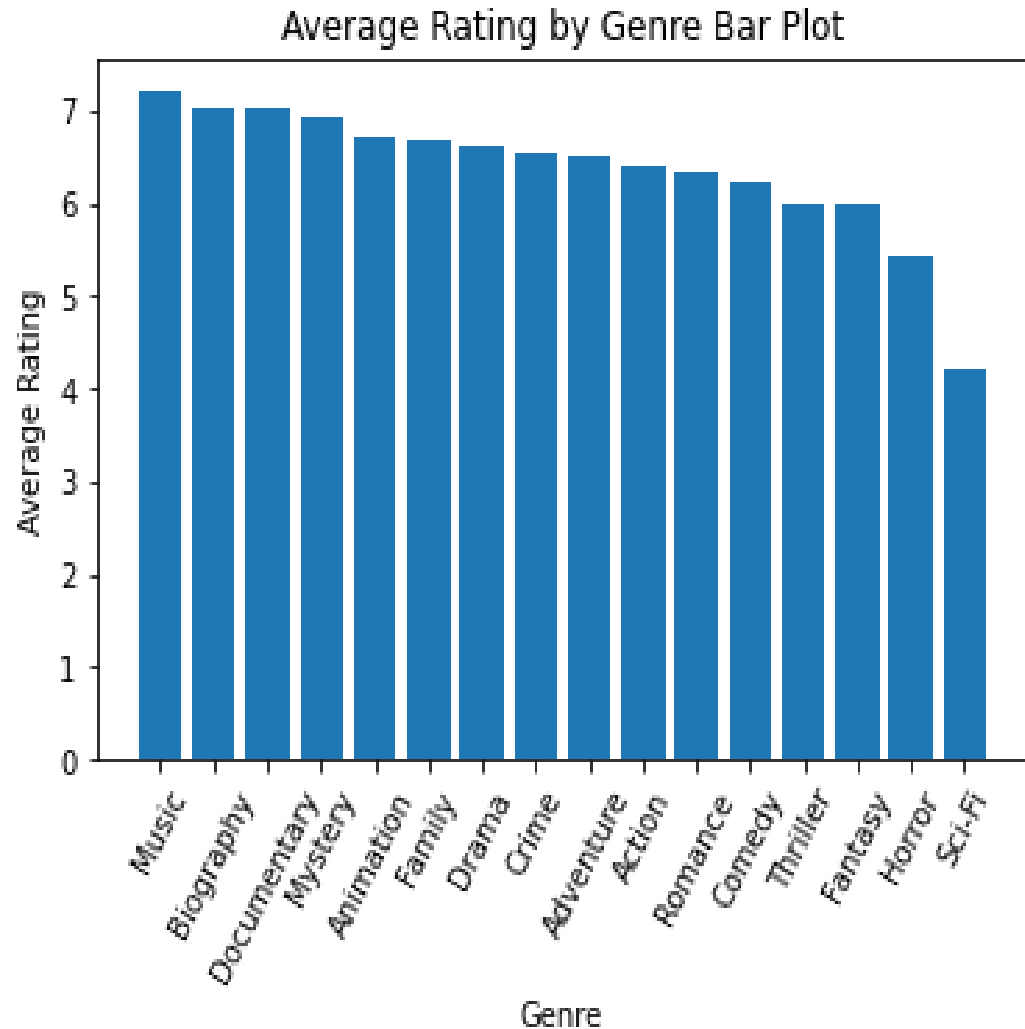
# Exploratory Data Analysis

□ Frequency of each genre



- Action, Drama and Comedy movies are the most frequent in the dataset.

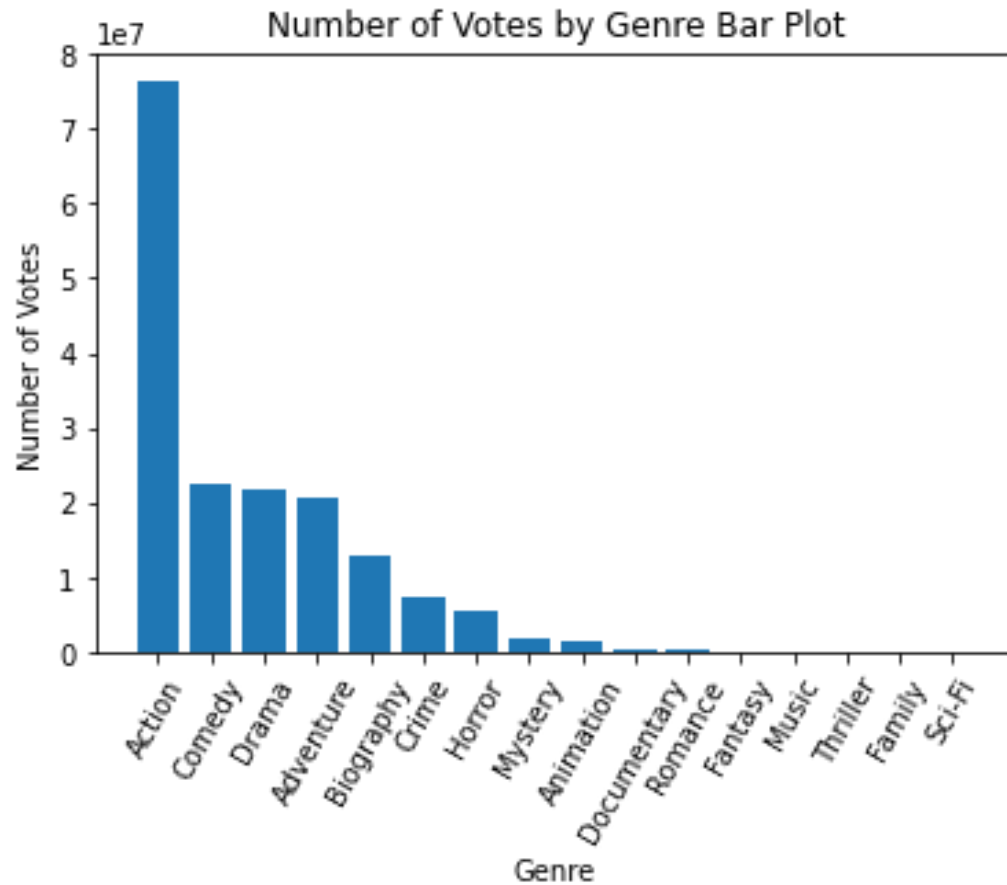
# Most rated genres



- Music, Biography and Documentary are the most rated genres

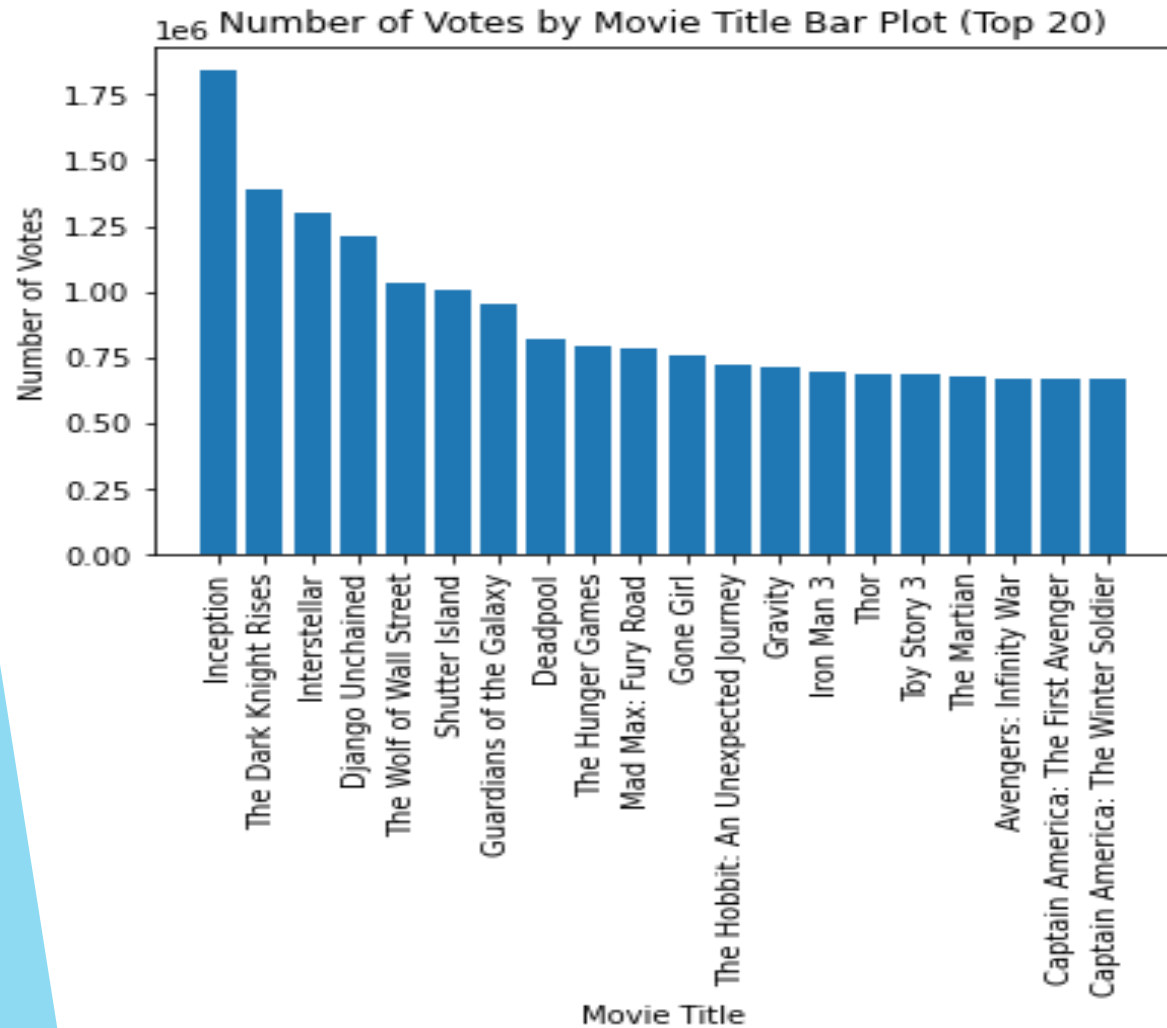


# Most voted genres

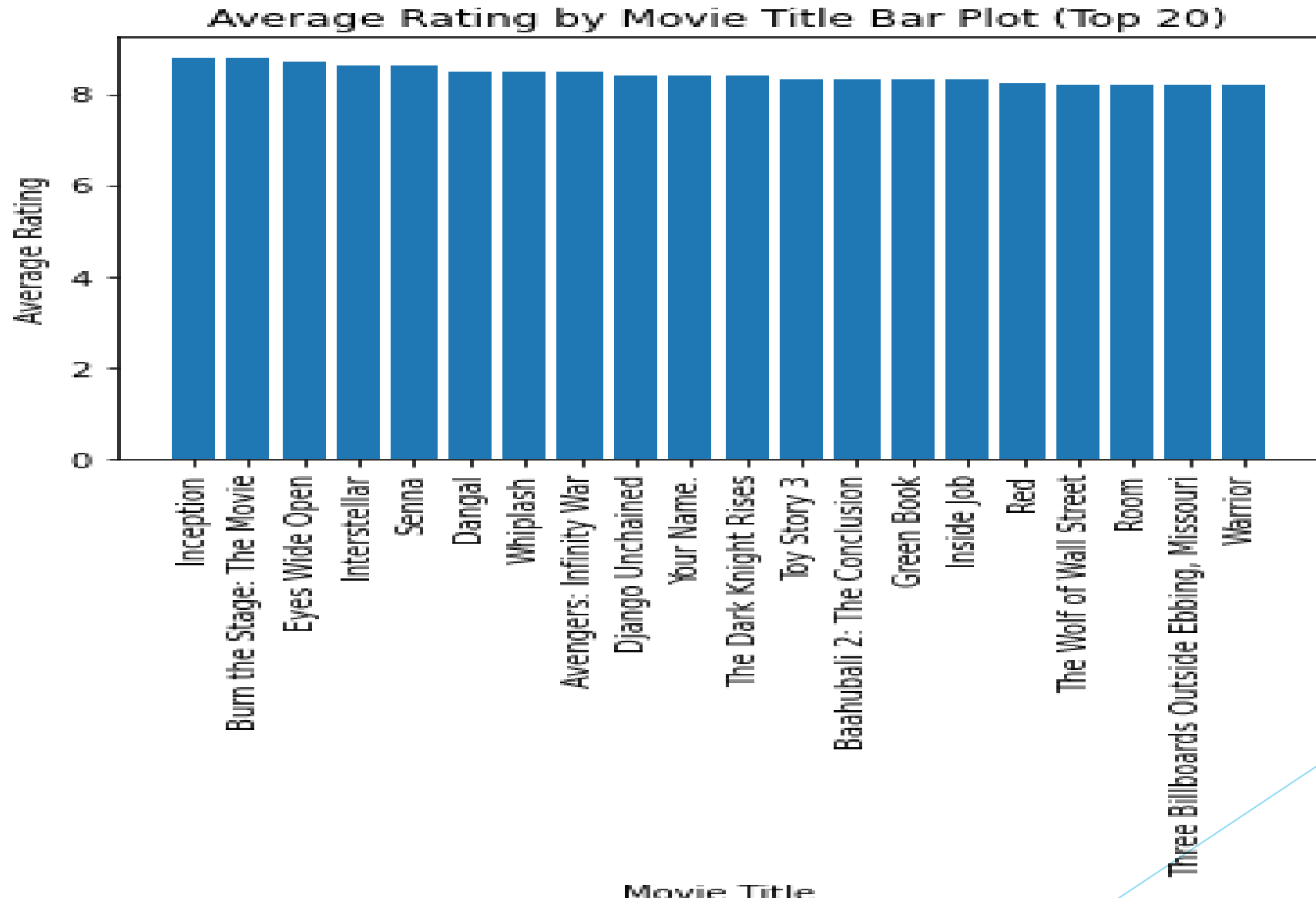


- Action, Comedy and drama are the leading most voted genres.

# 20 most voted movies

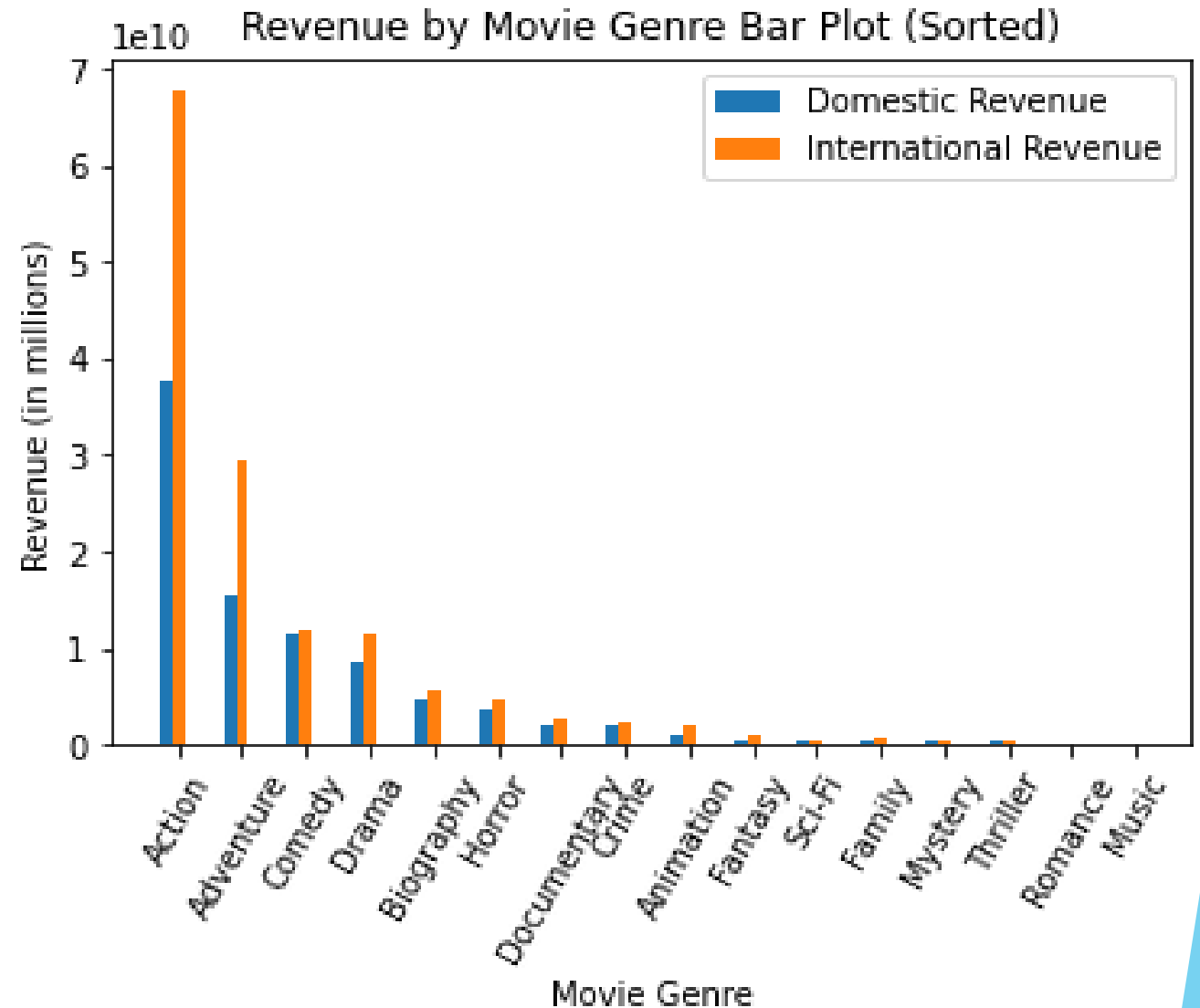


# 20 most rated movies

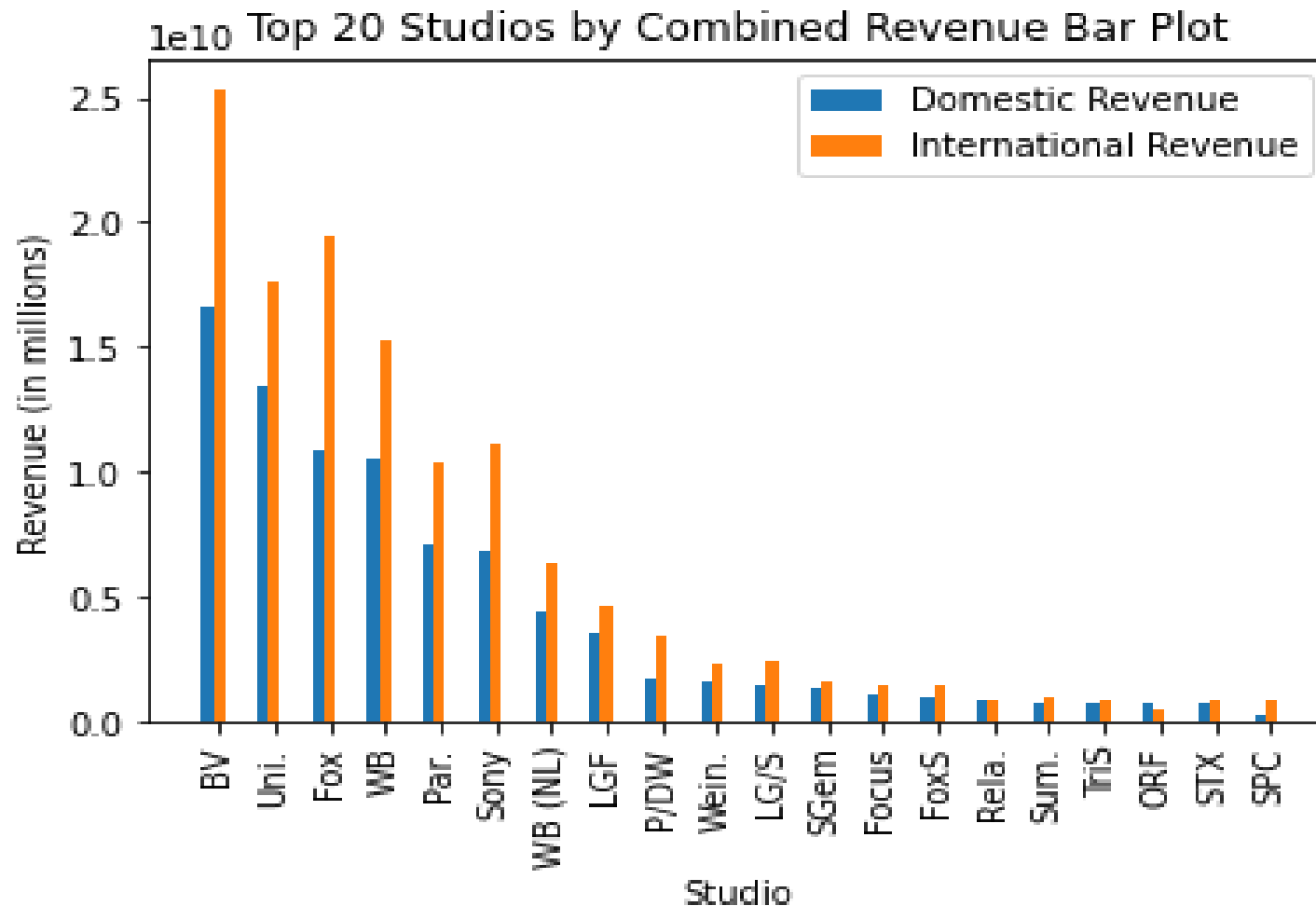


# Domestic and international revenue for each genre

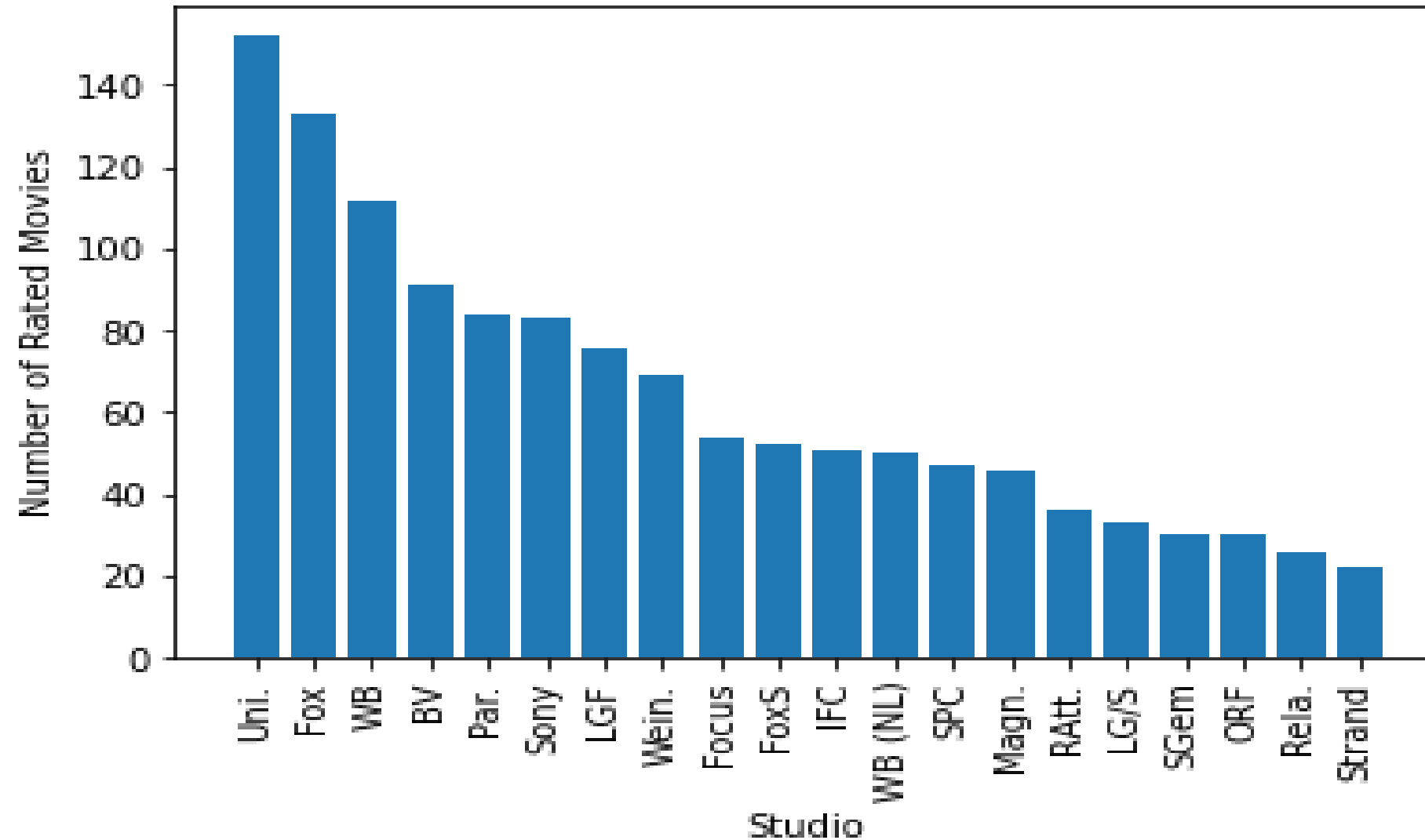
- ▶ Majority generates more revenue on international level compared to domestically.
- ▶ Action is still the leading genre.



# Combined domestic and international revenue for each studio

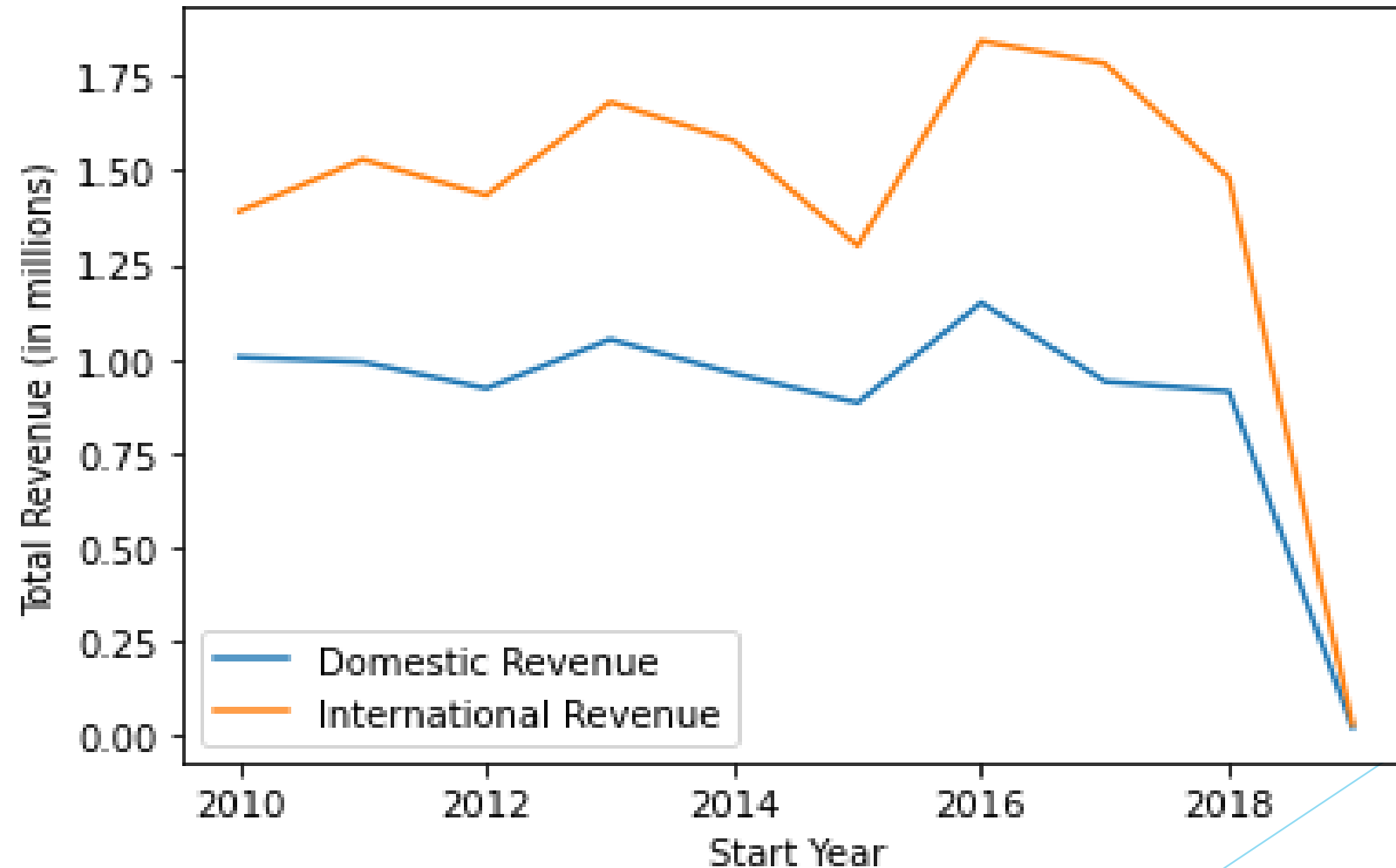


Top 20 Studios by Number of Rated Movies Bar Plot



# Revenue collected in 2010-2019

Revenue generated both domestically and internationally over the years





# Conclusion

---

Action comedy and biography are the most performing genres.

---

Higher revenue is generated internationally for most studios. Due to larger global market, stronger distribution network, currency fluctuations and cultural appeal.

---

The downward trend in revenue collection could be due to competition from other forms of entertainment, economic factors, changes in technology, changes in audience preference and quality of films.

---

Inception, the dark knight rises and Interstellar are the most voted and rated movies.

# Recommendation



To address the cold start problem for new users, the system can request that first-time users input a list of their preferred movie genres upfront."



Microsoft should choose certain performing genres since they influence the choice of customers.



Avail streaming, DVD rental and online downloads options where people can get access even with their phones to curb the issue of change in technology.



- ▶ Proper advertisement for new and poor performing movies to increase revenue collection.
- ▶ They should also know their main competitors and maximize on brand recognition because studios with strong brand reputation are more likely to receive higher ratings.

# What next?



- ▶ Developing a detailed production plan based on the recommended film genres, budget, and target audience.
- ▶ Implementing new technologies and creative approaches to increase the efficiency and quality of the production process.
- ▶ Launching an extensive marketing campaign to raise awareness and generate interest in the studio's upcoming productions.
- ▶ Collaborating with film distributors and theaters to ensure a successful theatrical release and maximize revenue.