

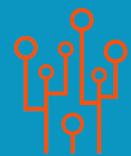


# Ruth Nyakio

## DSF Phase 1 Project

18th Feb 2024

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**MORINGA**

Discover · Grow · Transform

# Introduction

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# 1 Overview

Exploratory data analysis to generate insights for a Microsoft executives to reveal opportunities and factors to consider while setting up a new Microsoft Movie studio.

- **Competitors to consider:** IFC Films, Universal, Warner Bros. Pictures, Sony, Fox, Magnolia Pictures and Buena Vista
- **Best performing movies to consider (high budget):** Drama, Action Adventure Fantasy, Documentary, Comedy, Horror, Action Adventure Animation, Action Adventure Comedy
- **Movie to consider with relatively low budget but high gross revenue:** Horror Mystery Thriller, Family, Adventure, Comedy Romance.

## 2 Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions
- Recommendations

## 3 Business Problem

- Microsoft has seen an opportunity in creating original video content and they have decided to create a new movie studio.
- They will be able to claim the market share and produce Microsoft original content.
- They need recommendation and insights to help inform this big decision.



# Data & Methodology

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## 4 Data

- **Imdb.title.ratings** - Contains details of movie ratings.
- **imdb\_title\_basics** - Contains details of writers and directors
- **Tn\_movie\_budgets** - Contains budget and gross revenue  
information of movies
- **bom\_movie\_gross** - Contain gross revenue of different studios  
and movies

# 5

## Methods

- Regression analysis
- Qualitative analysis
- Data cleaning
- Data visualization



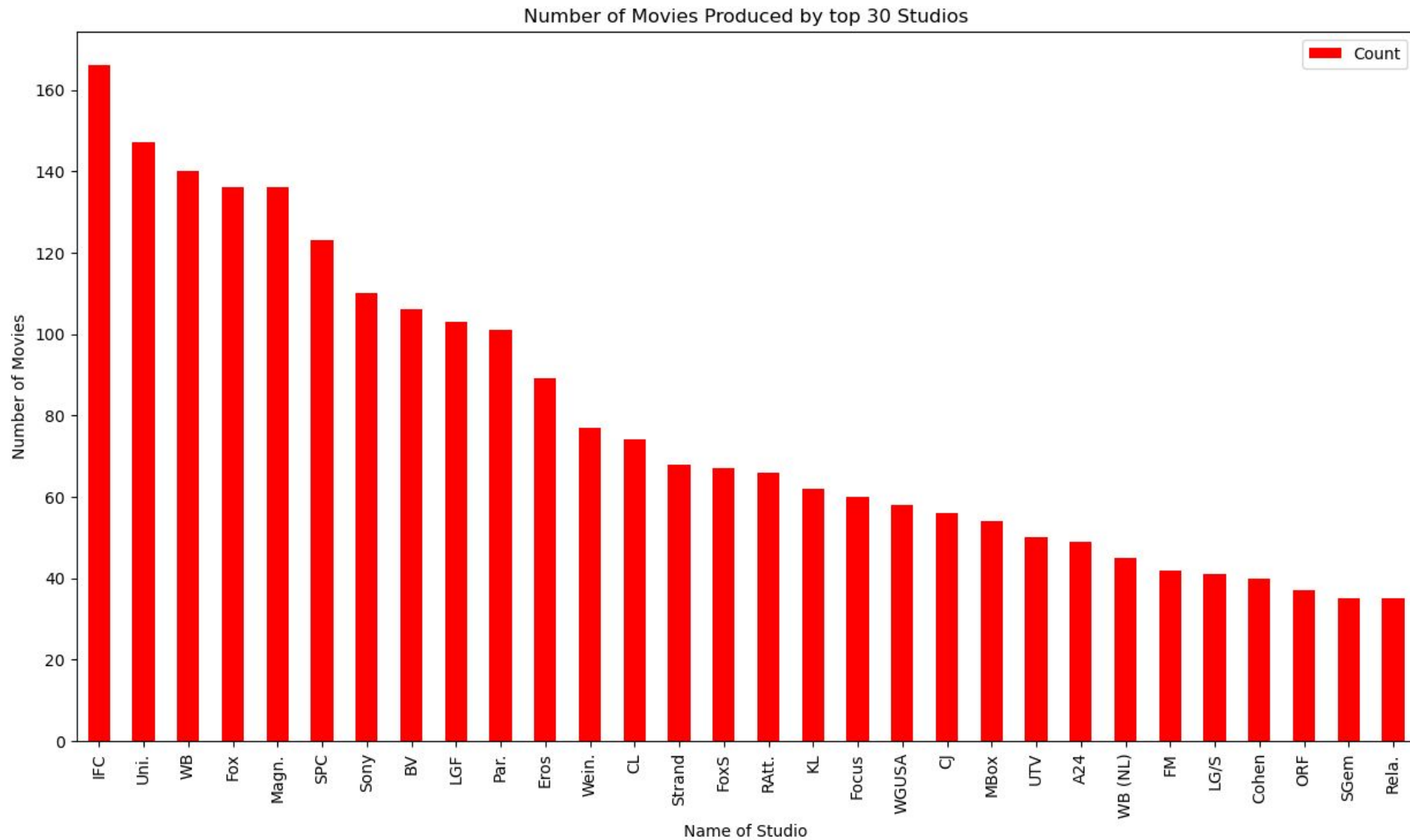


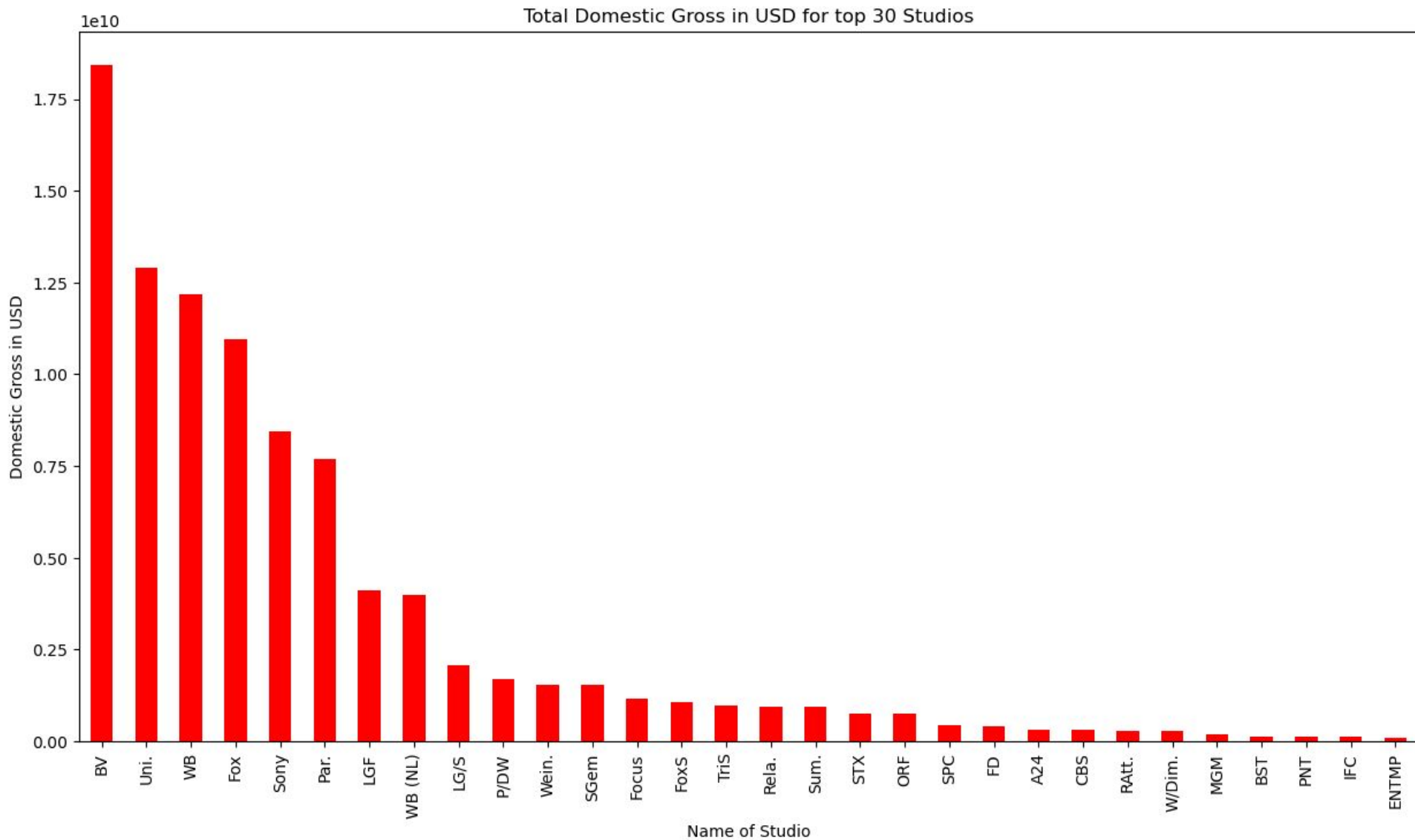
# Findings & Recommendations

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## 6

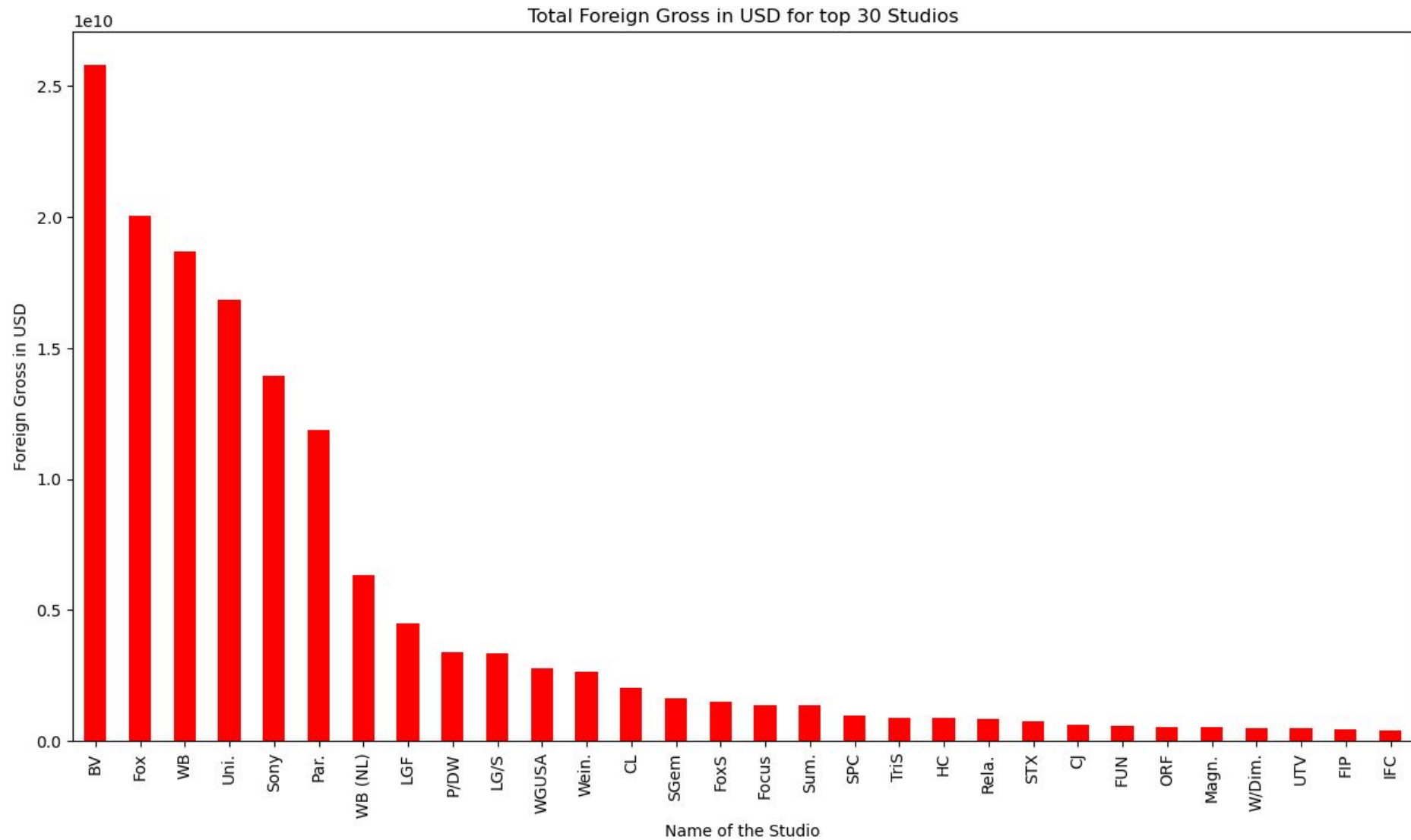
# Results

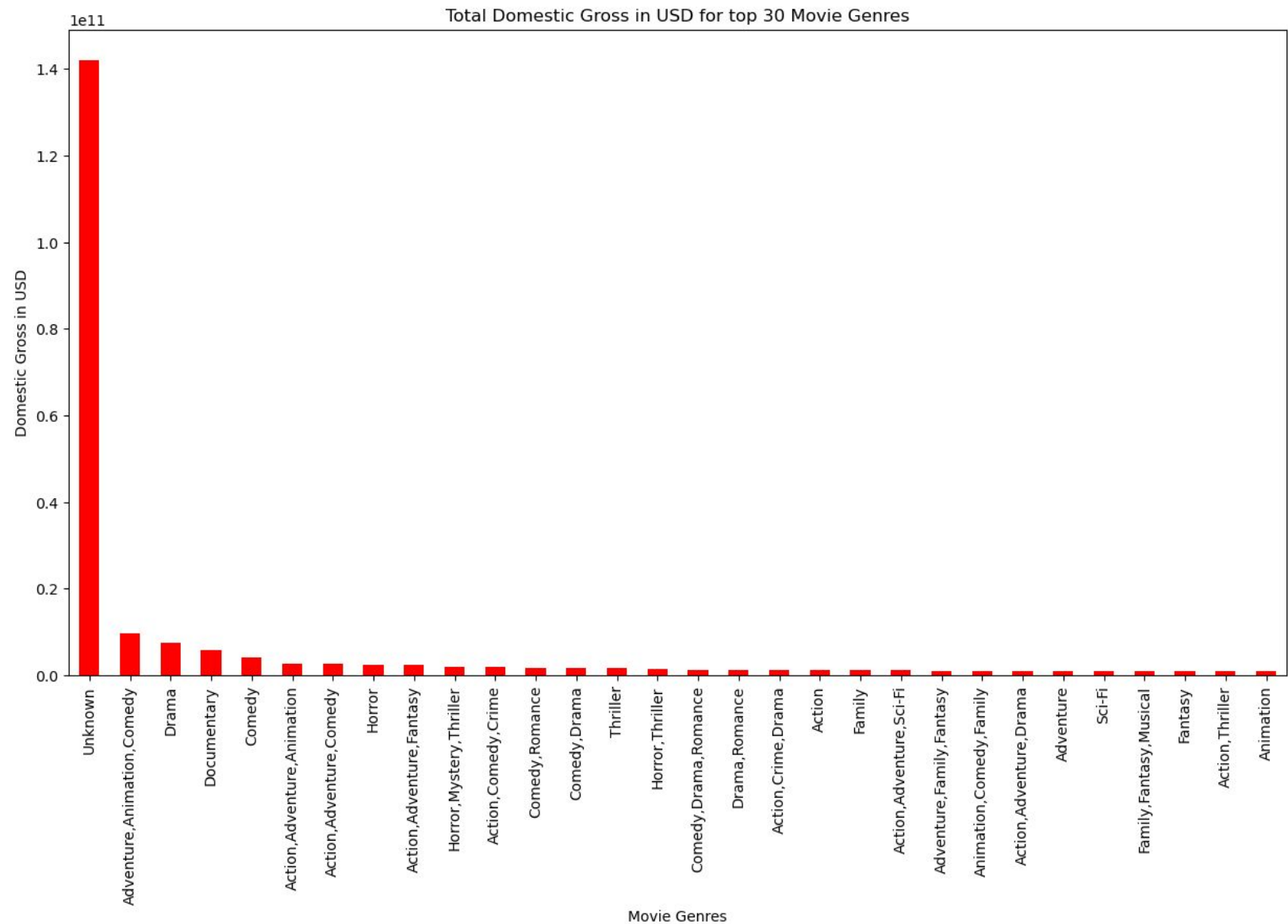


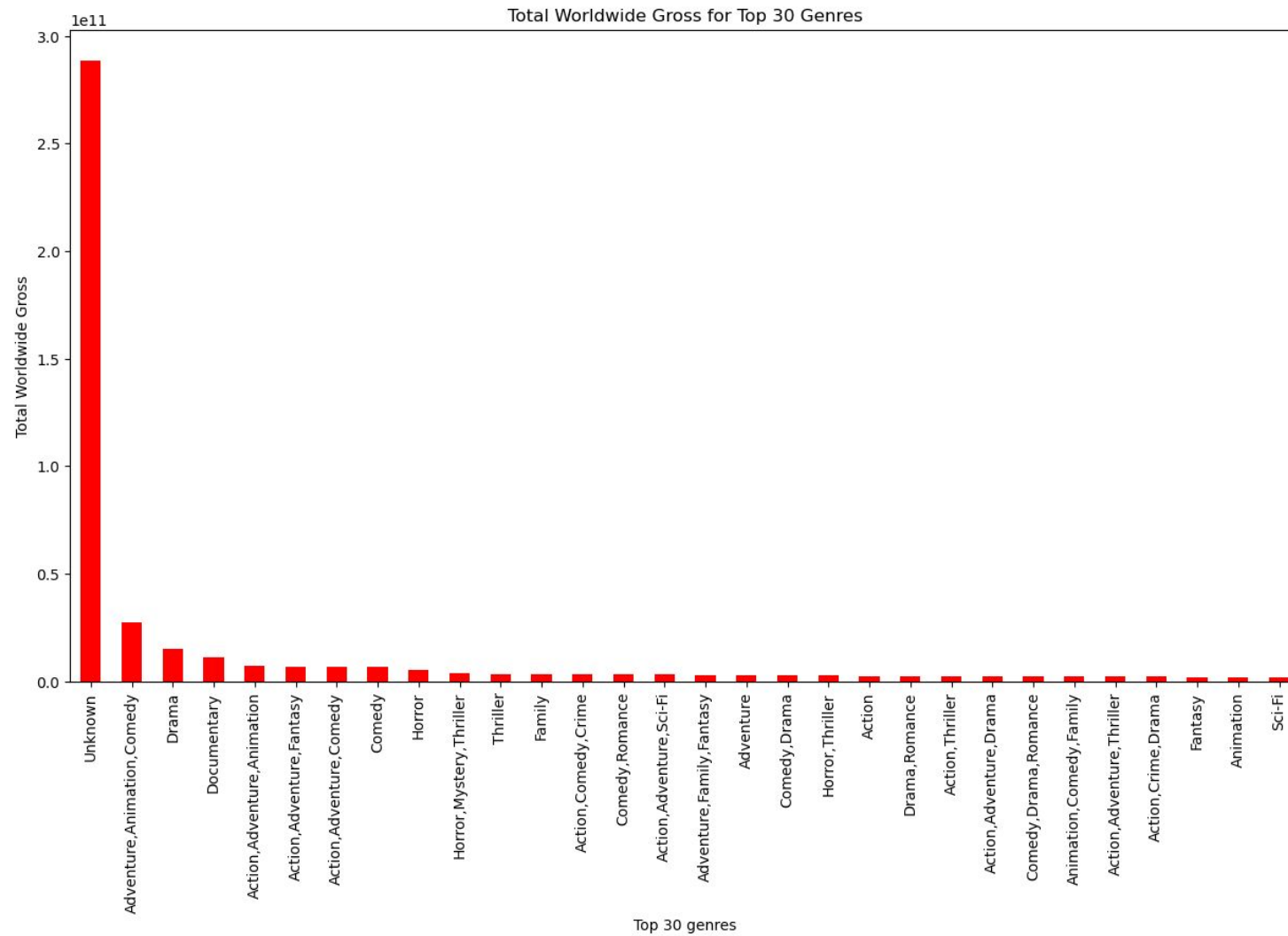


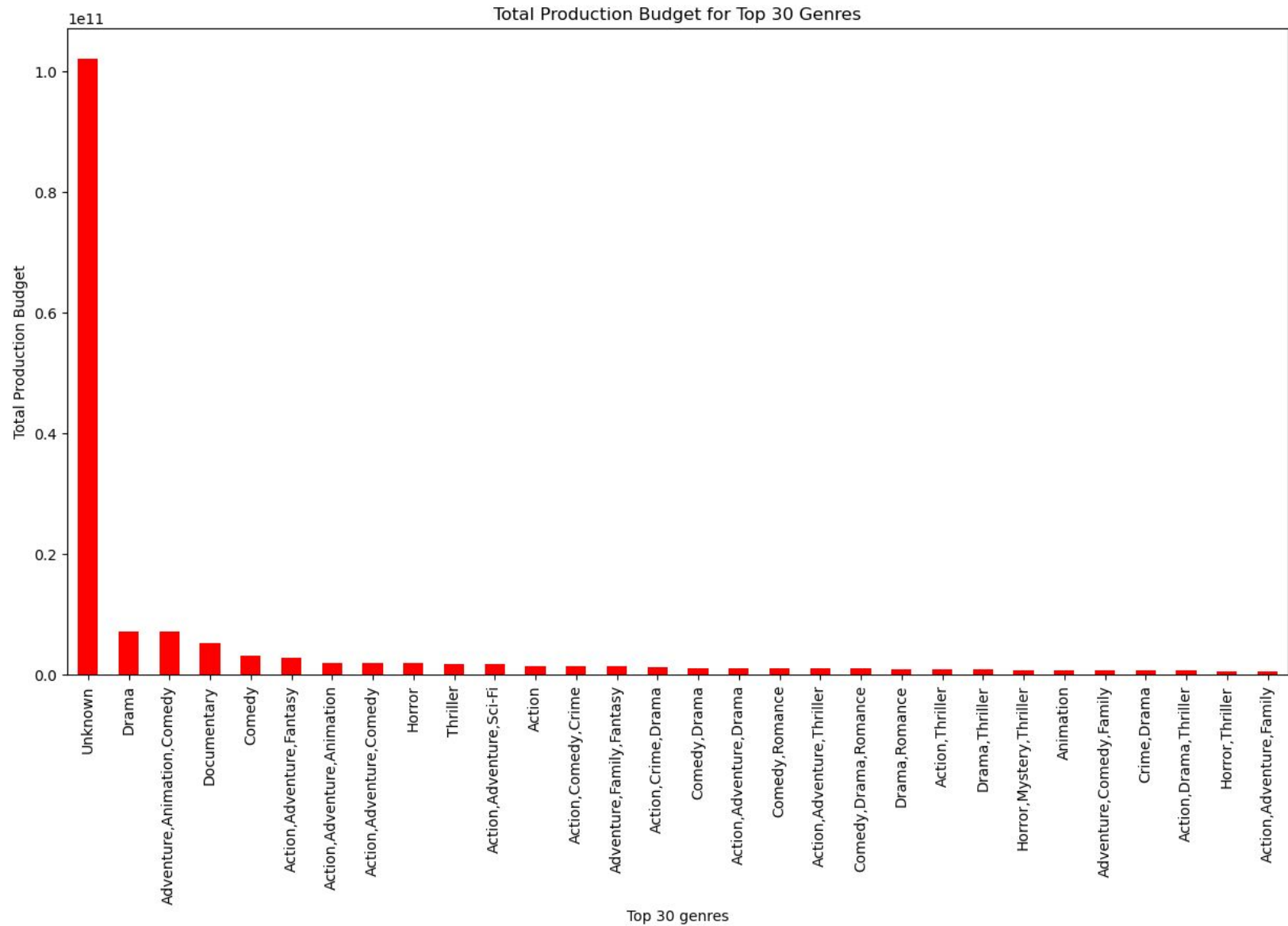
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## Results

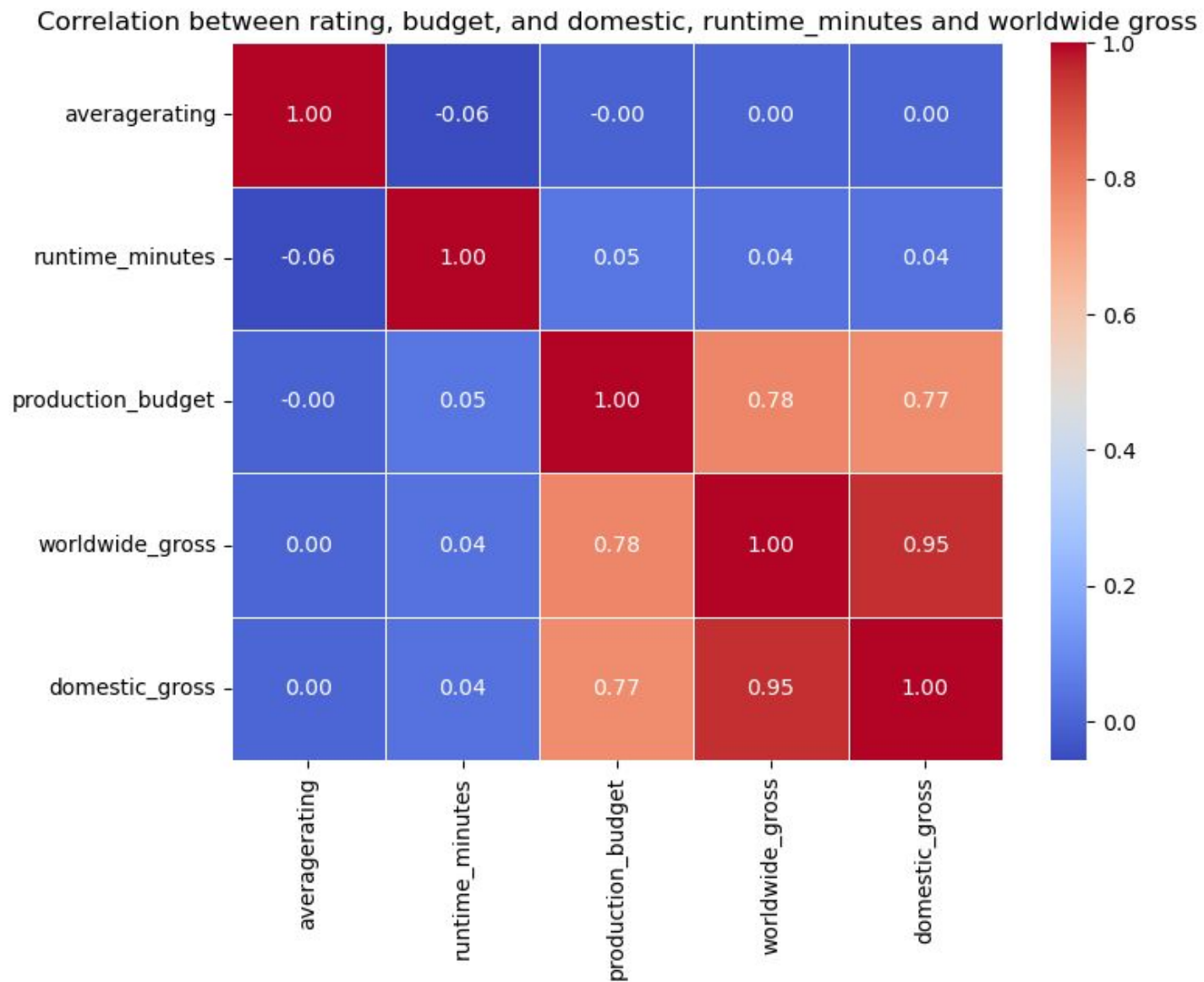








# Results





# Conclusions

- Movie rating is not affected by runtime, budget or gross income
- Movies with higher budget attract higher gross income
- **Top Studios:** IFC Films, Universal, Warner Bros. Pictures, Fox and Magnolia Pictures in terms of number of movies
- **Studios with Highest Gross Revenue:** BV, Universal, Warner Bros. Pictures, Fox and Sony
- **Highest Gross Revenue:** Adventure Animation Comedy, Drama, Documentary, Comedy Animation and Action
- **Highest Production Budget:** Drama, Adventure Animation Comedy, Documentary, Comedy and Action Adventure Fantasy

# Recommendations

- **Competitors to consider:** IFC Films, Universal, Warner Bros. Pictures, Sony, Fox, Magnolia Pictures and Buena Vista
- **Best performing movies to consider (high budget):** Drama, Action Adventure Fantasy, Documentary, Comedy, Horror, Action Adventure Animation, Action Adventure Comedy
- **Movie to consider with relatively low budget but high gross revenue:** Horror Mystery Thriller, Family, Adventure, Comedy Romance.
- **Movies** created should be 86 mins long on average
- To maximise profit Microsoft can produce high quality and performing movies that require relatively low budget



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