

The image depicts a theater stage. On the left and right sides, there are heavy red curtains with vertical folds, tied back with light blue ribbons. The background is a solid dark blue. The floor of the stage is a light tan color. Centered on the blue background is the text 'MICROSOFT STUDIOS' in a large, bold, yellow sans-serif font.

MICROSOFT STUDIOS

Microsoft Productions

presented by Solphine Joseph

OVERVIEW

- Business understanding
- Goals
- Data Sources
- Methodology
- Results
- conclusion&Recommendations

BUSINESS UNDERSTANDING

Microsoft, a prominent technology company, has yet to explore movie production despite its success in software, services, and devices. This project aims to provide stakeholders with real-time analysis to consider before entering the movie production space.

GOALS

- Identification of top-performing movie studios based on total gross which will aid in Microsoft identifying key competitors.
- Examination of the relationship between total gross revenue leading studios, and Top Genres to know which genres to focus on.
- Identification of top-performing directors to consider as part of the Microsoft team

DATA SOURCES

The project gathers data from various platforms, notably:

- Box Office Mojo –supplies extensive information on box office performances, including revenue, budgets, and release details.
- IMDB– serves as a comprehensive source for movie-related information such as ratings, cast, crew, and plot summaries.
- Rotten Tomatoes – aggregates reviews from critics and audience members, offering insights into movie reception and audience scores.

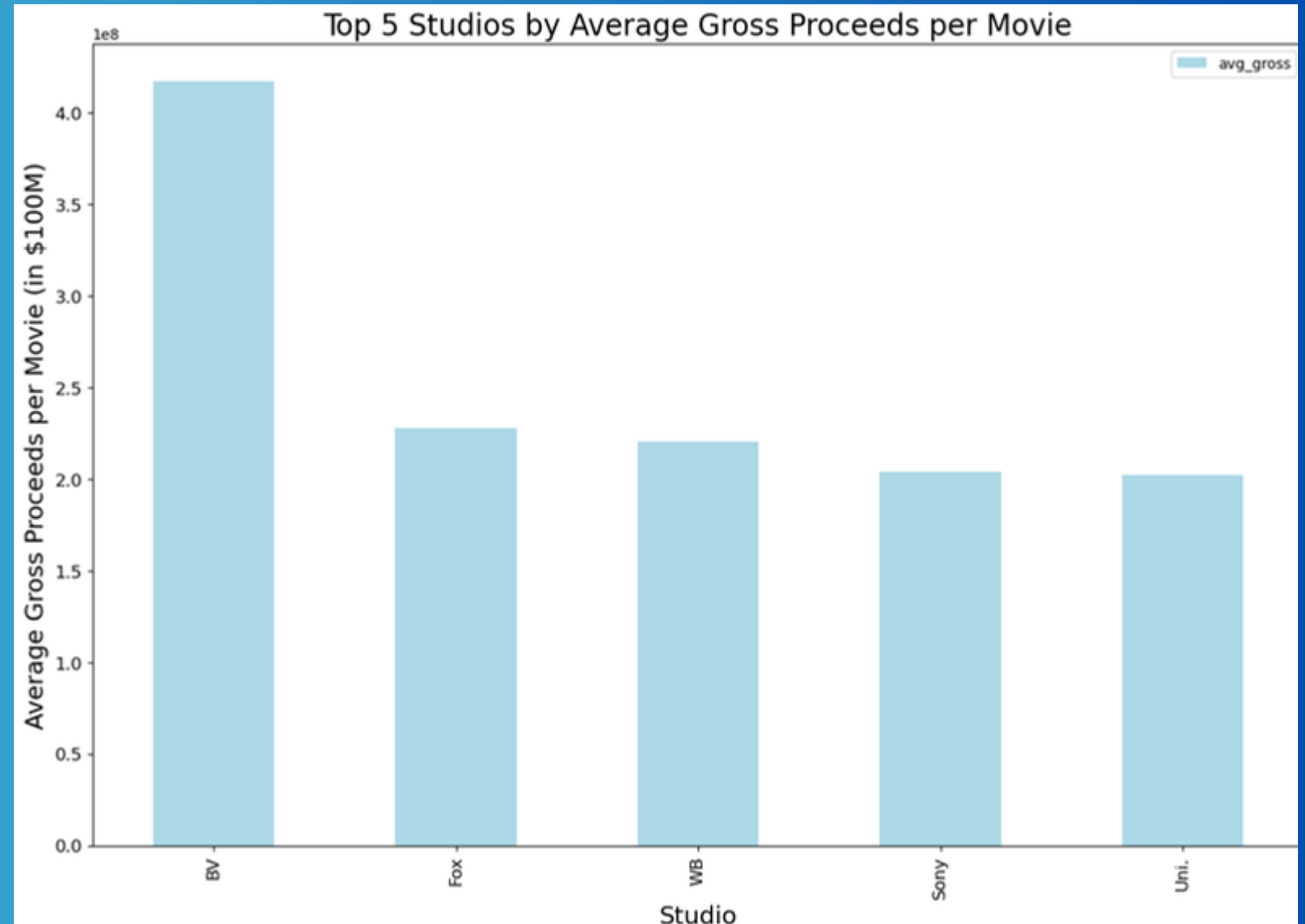
METHODOLOGY

- Data cleaning to remove anomalies in our data.
- Data Exploration to perform our analysis by use of statistical measures and python libraries
- Data visualization to show the results obtained.

Average gross

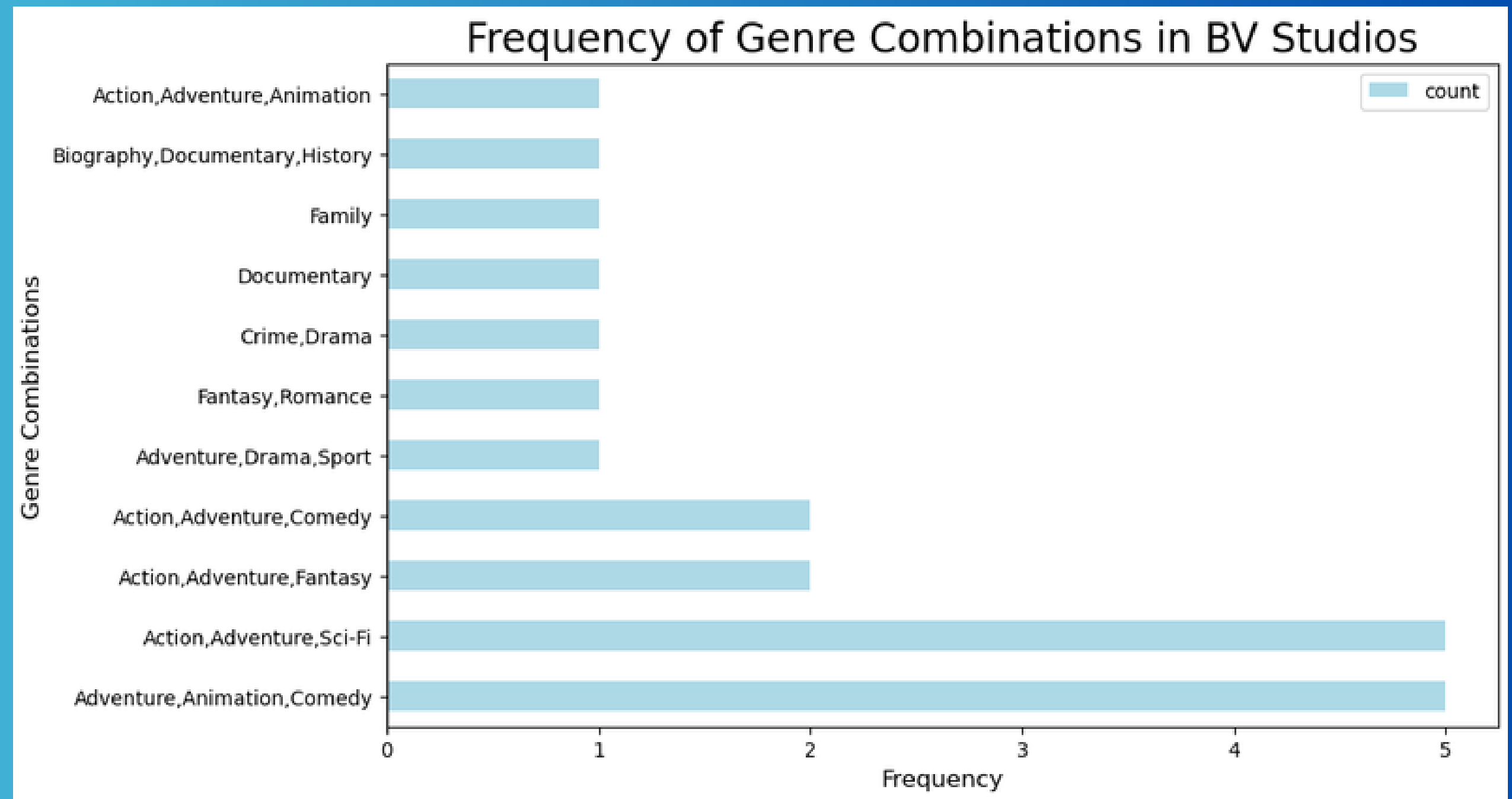
The bar graph shows the top five studios in the market in terms of the gross income

-The Bv studios make the highest gross of over \$450,000,000

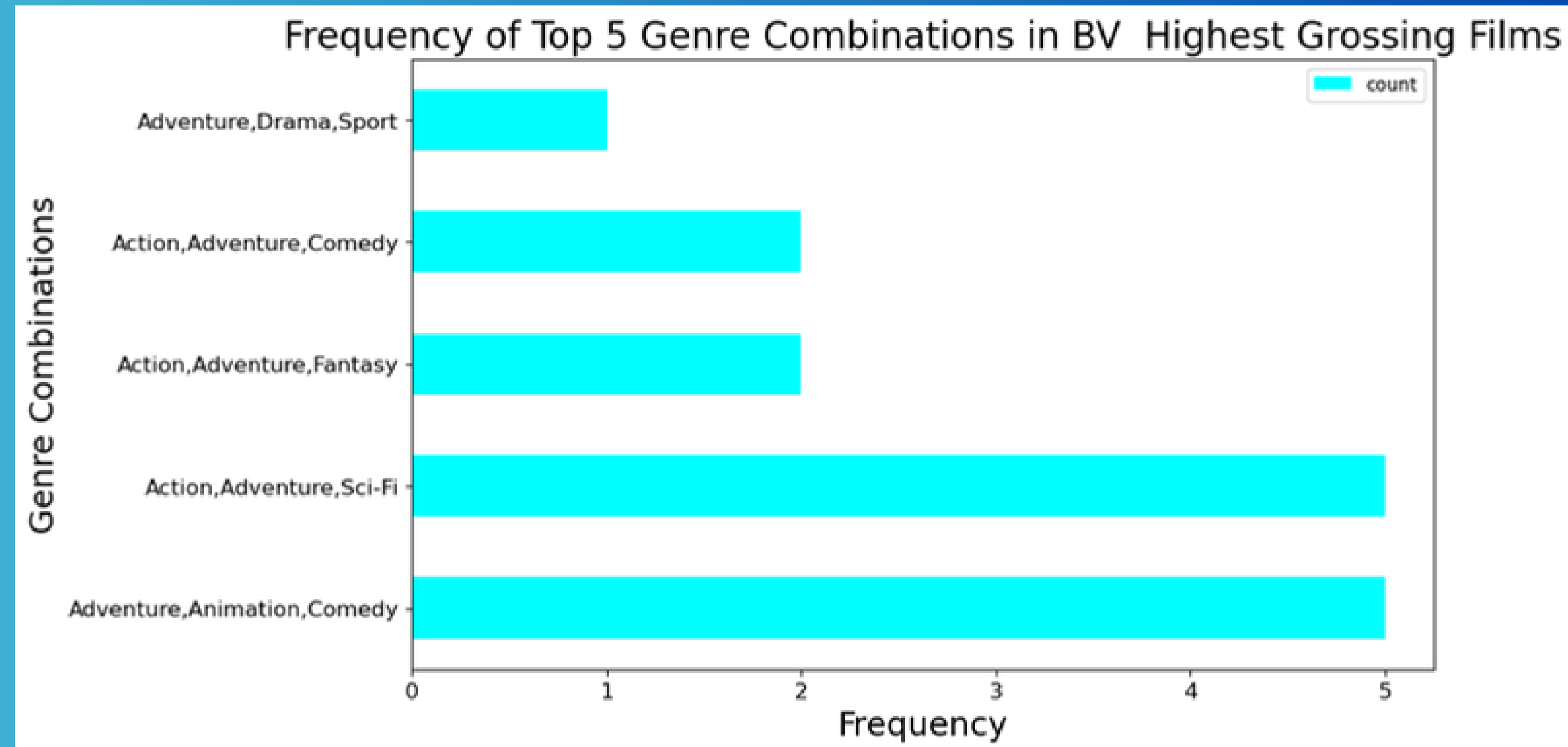


Genres

- The horizontal graphs show the frequency of the popular genres in the BV studios.
- The frequency with the highest value shows the most popular genre combination

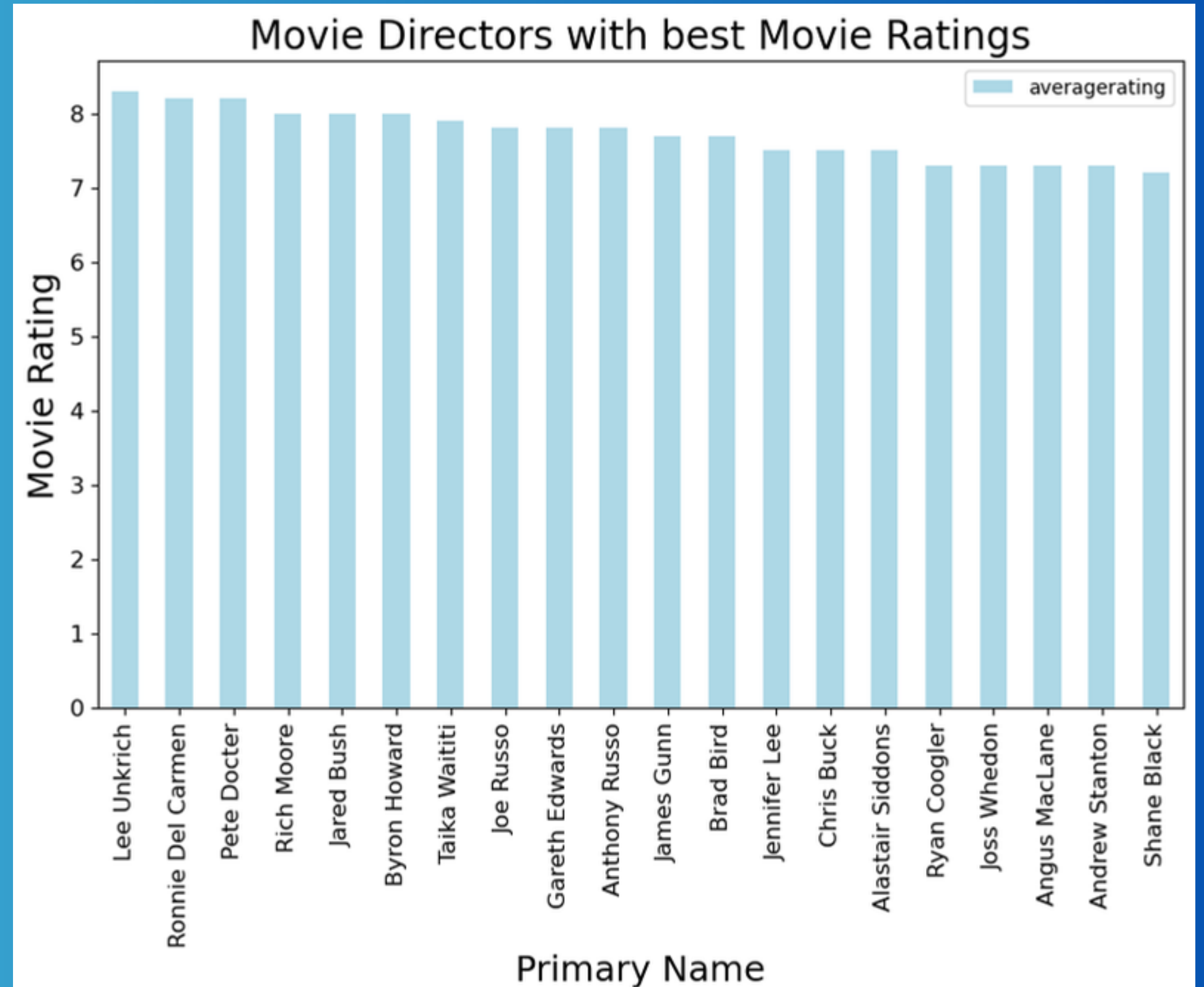


- The graph shows the top five leading movie genres combinations that are leading in terms of their gross in the Bv studio.

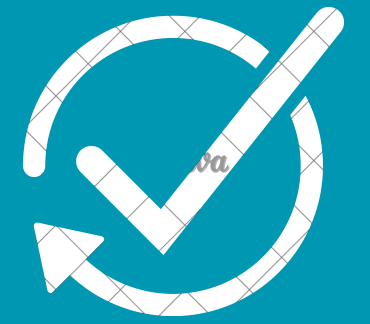


LEADING DIRECTORS

- The graphs indicate the directors whose movies have attracted the highest rating.
- The rating was specified as 7 and above



CONCLUSION



- The studio with the highest gross has high movie production and the most popular combinations.
- The most successful 3 genre combinations in movies produced by BV studios are: Action/Adventure/Fantasy
Action/Adventure/SciFi Adventure/Animation/Comedy
- The ratings of a movie inform the performance of directors

RECOMMENDATIONS

1. Microsoft should use Ratings to drive their decision-making:
Ratings inform the studio of the opinion of the people in regards to the production of the movie which is contributed by the directors and production crew at large
2. Create films in the Adventure genre:
The adventure movies feature thrice among the top 3 genre combinations. Microsoft should consider having more productions in the adventure kind of movies
3. Microsoft should consider partnering with the leading directors in the BV studios which will boost the gross income they receive