

Microsoft Movie Studio Recommendation



Introduction



Welcome Stakeholders,

This project helps Microsoft's studio maximize profitability and make informed decisions. Using IMDB, Box Office Mojo and SQL data, we provide valuable insights for resource allocation and investment decisions.

Data Source



- The datas were in csv for tmdb and database for imdb

Project Goals



- ❖ Provide actionable insights for film production decisions.
- ❖ Enhance profitability and market viability.
- ❖ Maximize return on investment (ROI).
- ❖ Thrive in the film industry.

Methods



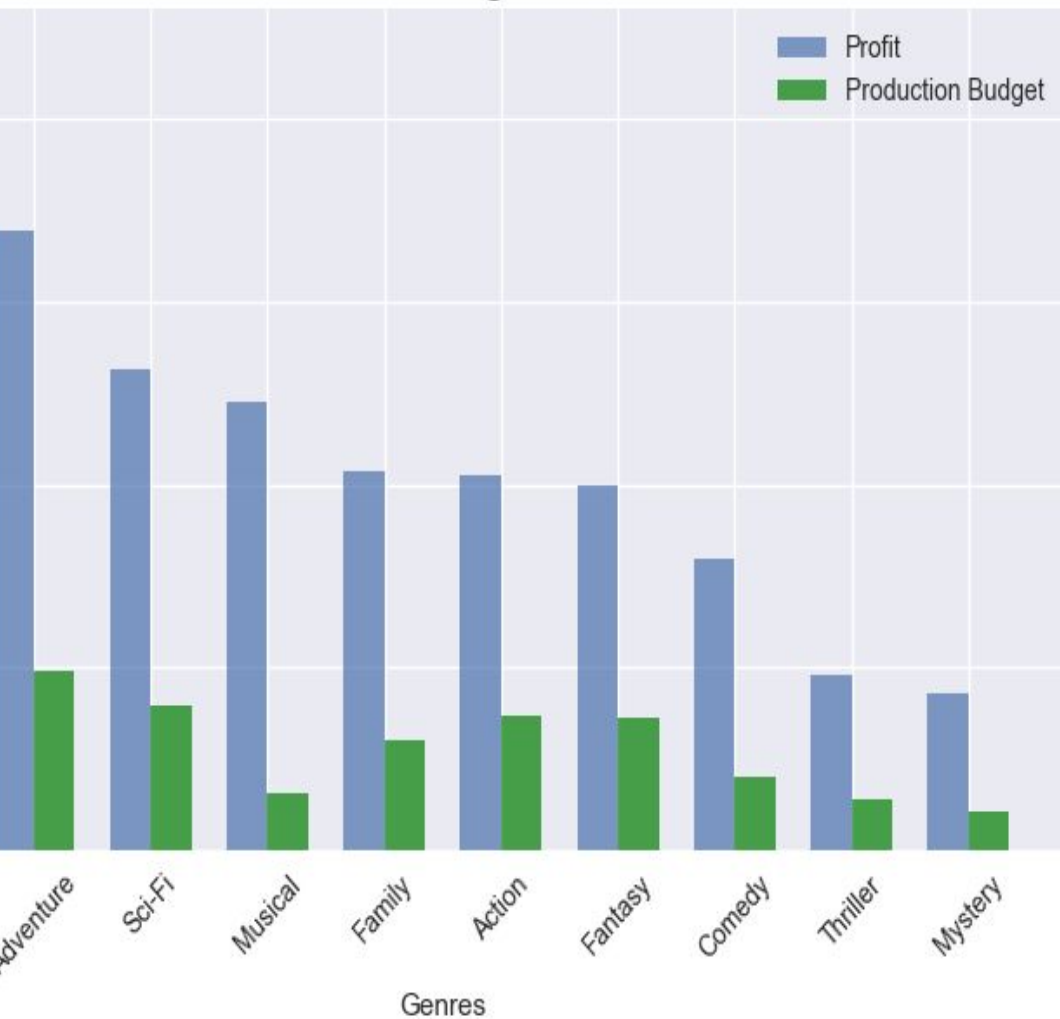
- ❖ Data collection from IMDB, Box Office Mojo, and IMDB database.
- ❖ Data analysis using statistical
- ❖ Comparative analysis to identify patterns and trends.
- ❖ Actionable recommendation generation based on findings.

Key Questions



- ❖ What genre should be used for maximizing profitability and market appeal.?
- ❖ Which directors should be considered for hiring to ensure success?
- ❖ What runtime should be targeted to optimize audience engagement and financial performance?

Genres With Highest ROI

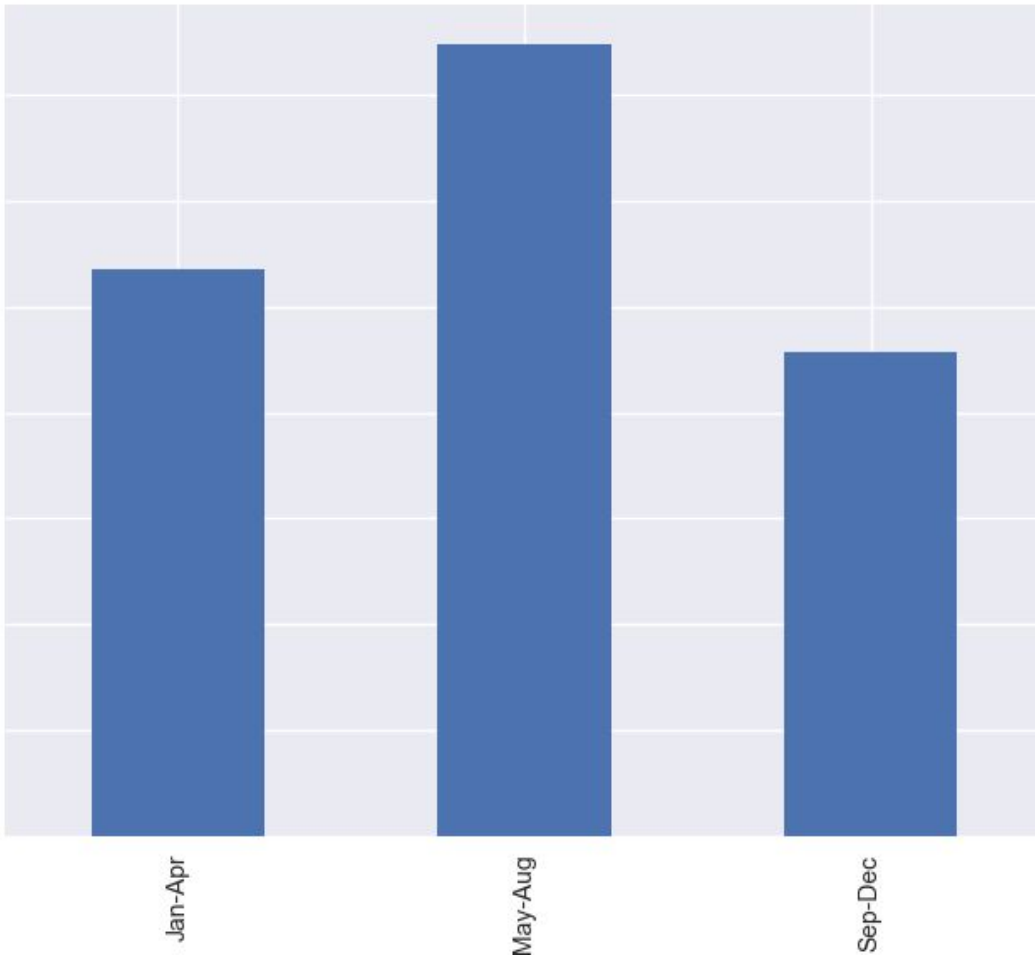


Genres

Key Insights

- ❖ Animation seems to have the highest ROI with almost 300 million profit to 100 million budget
- ❖ Adventure and Sci-Fi also exhibit string potential for high ROI
- ❖ The average budget seems to be around 50 to 60 million

TimeFrame

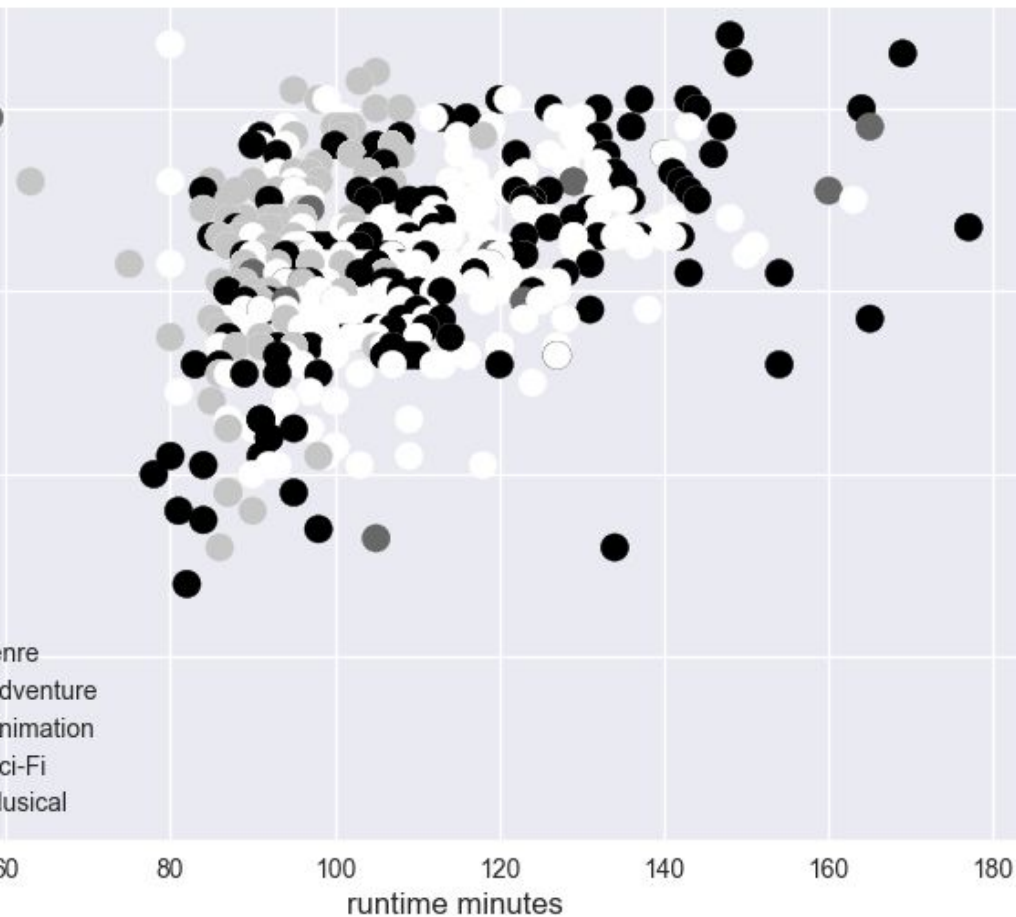


TimeFrame

Key Insights

- ❖ Movies released from May to August earn more profits compared to other times.
- ❖ Blockbuster releases and franchise films are often scheduled during this period.

Run Time



Run Time

Key Insights

- ❖ Animation has an overall lower average runtime of around 90-100 minutes
- ❖ Low runtime might correlate to low ratings.

Run Time Tendency

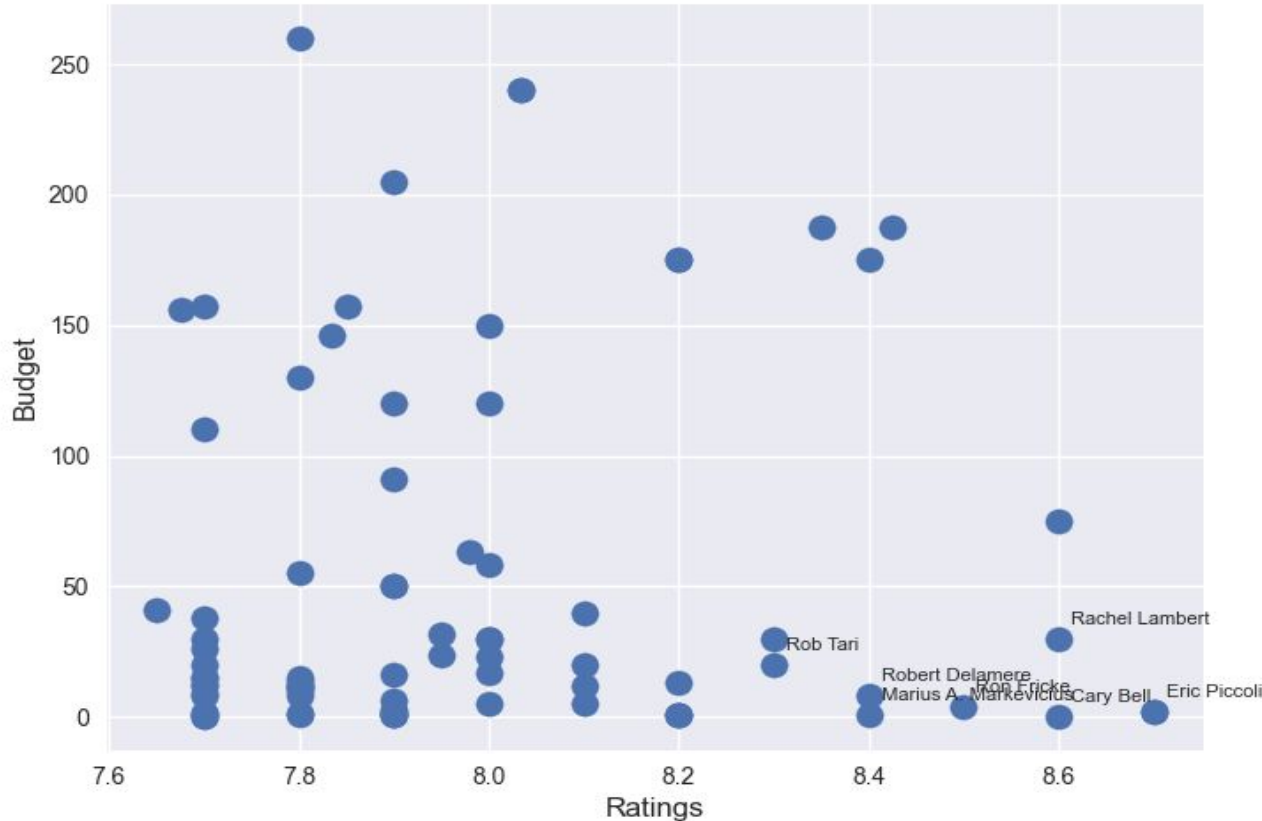
Key Insights

- ❖ The Average seems to be on the 105 minutes.
- ❖ The max and min runtimes are around 150,60 respectively



Best Directors

Directors Ratings v Budgets



Key Insights

- ❖ High Budget does not correlate with high ratings
- ❖ Directors like Eric Piccoli have low budget but produce high rated films
- ❖ Hiring low budgets directors will maximize the profits

Recommendations



❖ Genres

- Prioritize genres with proven profitability, namely Animation, Adventure, and Sci-Fi and have low runtimes by doing so the company will have high ROI

❖ Release Time

- Strategically plan movie releases during the May to August timeframe to maximize profitability when the moviegoers are high



❖ Directors

- I recommend directors such as Eric Piccoli who have strong ROI and has well received movies ,by collaborating with him we ensure the success and high returns

❖ Runtime

- To avoid boredom i recommend the runtime of the movie to be around the 100 minute mark for animation

Conclusion



- ❖ By implementing these recommendations, Microsoft's movie studio can position itself for success, both creatively and financially, in the competitive film industry