



THE BEGINING OF AN ERA
MICROSOFT FILM STUDIO
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OVERVIEW

- Microsoft have decided to create a new movie studio, but they don't know anything about creating movies. After exploring what types of films are currently doing the best at the box office.
- Using data from various websites like box office mojo and The numbers.
- We recommend Microsoft put a lot of investment into producing movies whose genres are action, adventure, comedy, drama, animation and sci-fi and majorly use English as their original language

BUSSINESS PROBLEM AND UNDERSTANDING

Microsoft wants to venture in to making movies like most companies , unfortunately they don't know what kind of films to create.

The task at hand is to find out which movies are doing best at the box office for us to give Microsoft best insights and market information for best films to produce in the new studio.

This will help Microsoft make successful movies that people will enjoy and make money for the company.

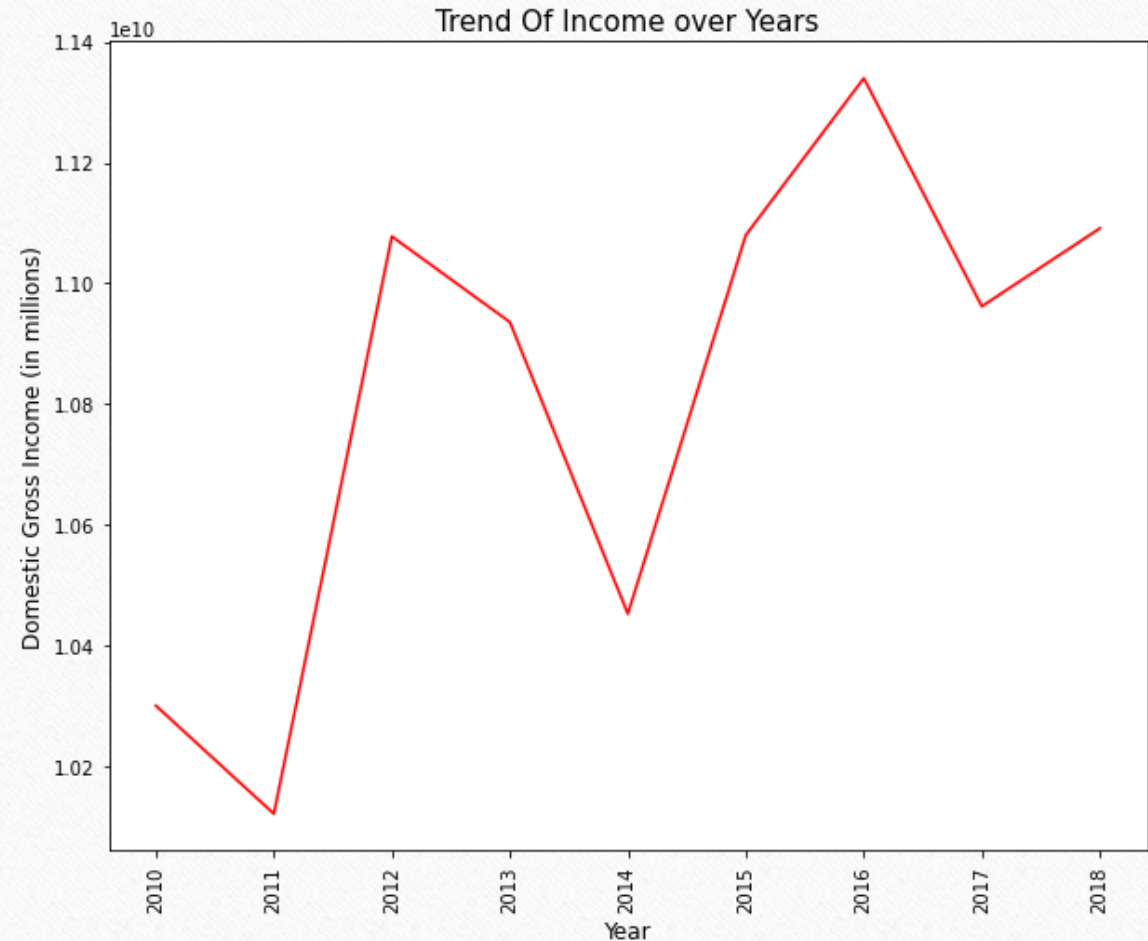
DATA UNDERSTANDING

- Our first data for consideration will be "bom.movie_gross.csv" which is data from box office mojo by IMDBpro which is the essential resource for the entertainment industry.
- The second data in our analysis will be "im.db" which is a database from IMDb which is a website for entertainment fans that has information about movies in details.
- Next we will use "tn.movie_budgets.csv" which is data from The numbers a website that shows how much movies in the box office are making.
- Our next data set will be 'tmdb.movies.csv' which is a dataset from The Movie Database (TMDB) which is a community built movie and TV database.

Why should Microsoft invest in a movie studio?

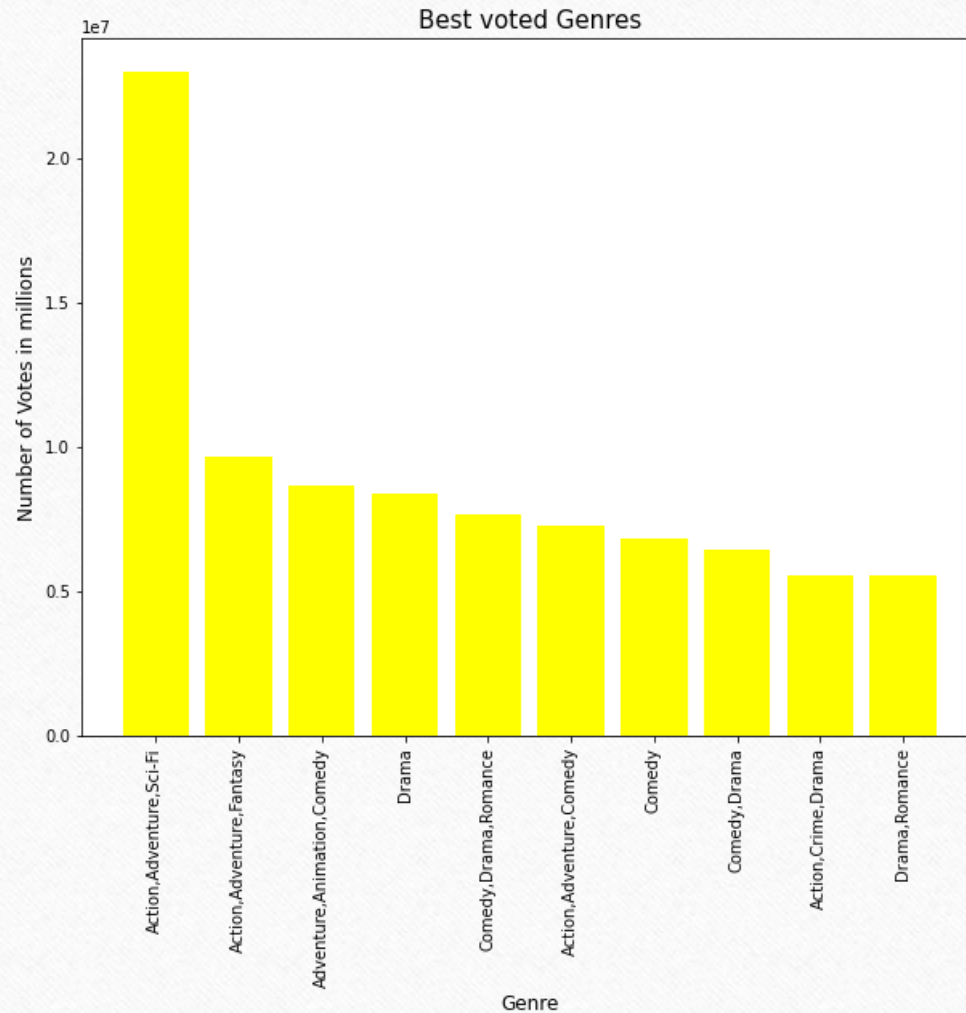
From this line graph we can see that over the years the domestic gross income generated is always growing and above 100 million us dollars.

Investing in a movie studio is a good idea because it is a growing industry.



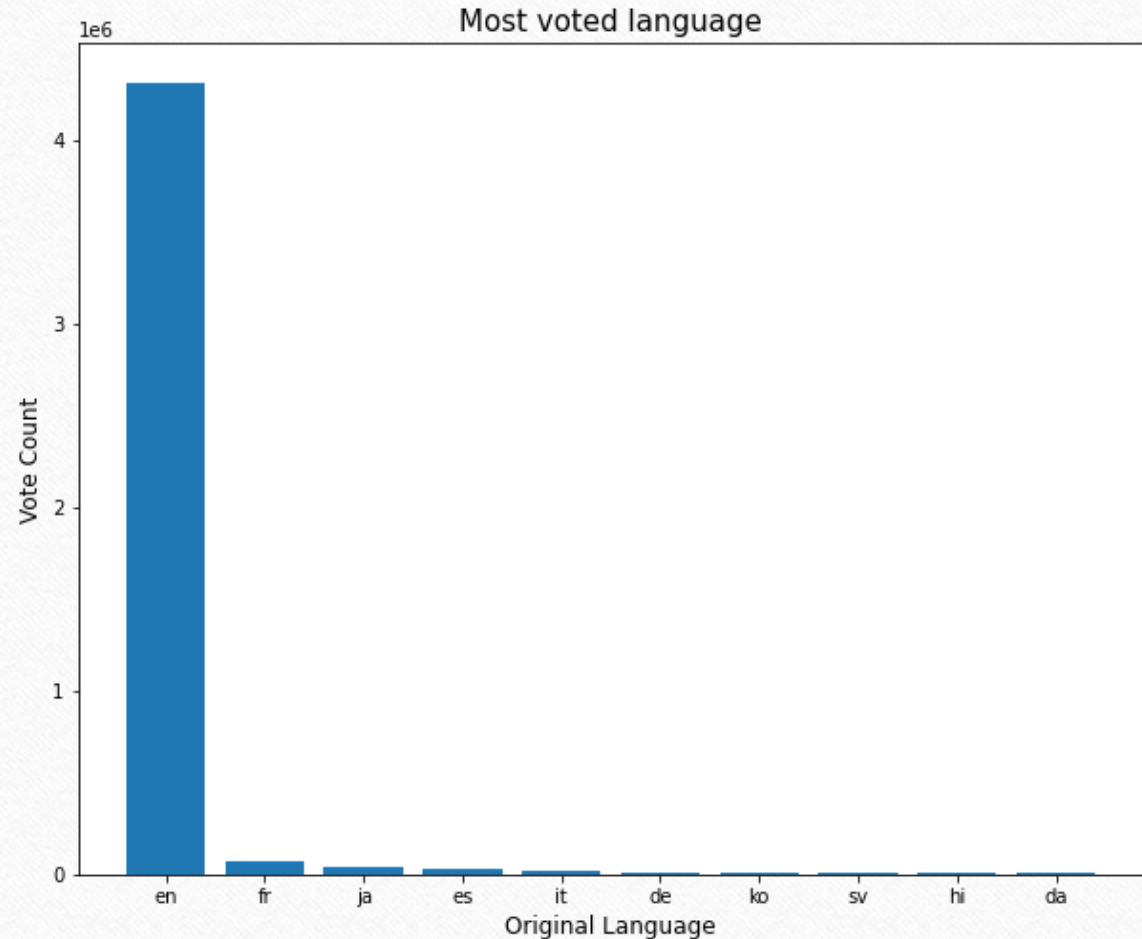
Which films should Microsoft produce?

Microsoft should focus on producing; action, adventure, comedy, drama, animation and sci-fi as their main genres of movies because they were the top voted genres which means most people prefer watching this genres translating to a ready high Market.



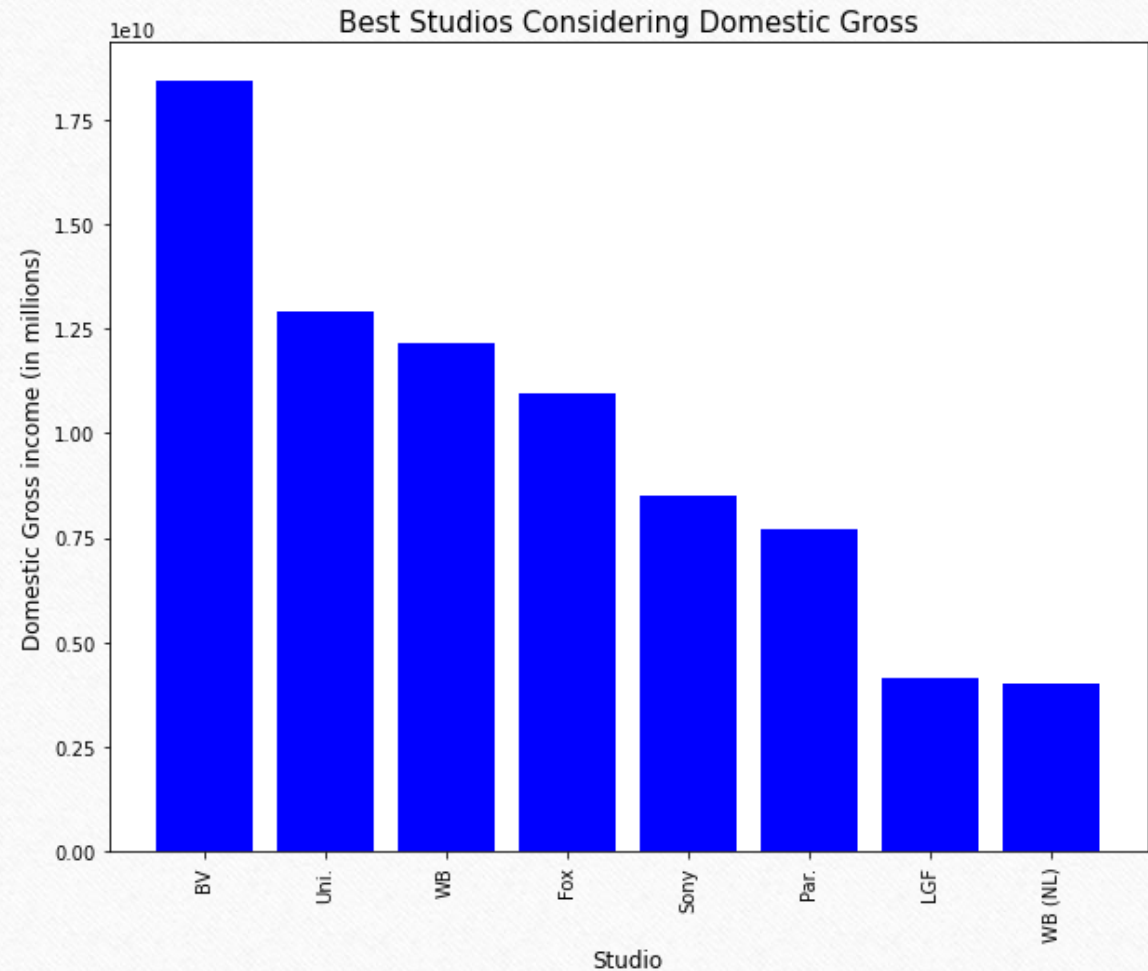
Which original languages to use in films

Movies whose original language is English got most votes but also among best selling languages are French Japanese Spanish, Italian, German, Korean which also had high votes therefore Microsoft can make movies whose original language is English because that is the language most people prefer.



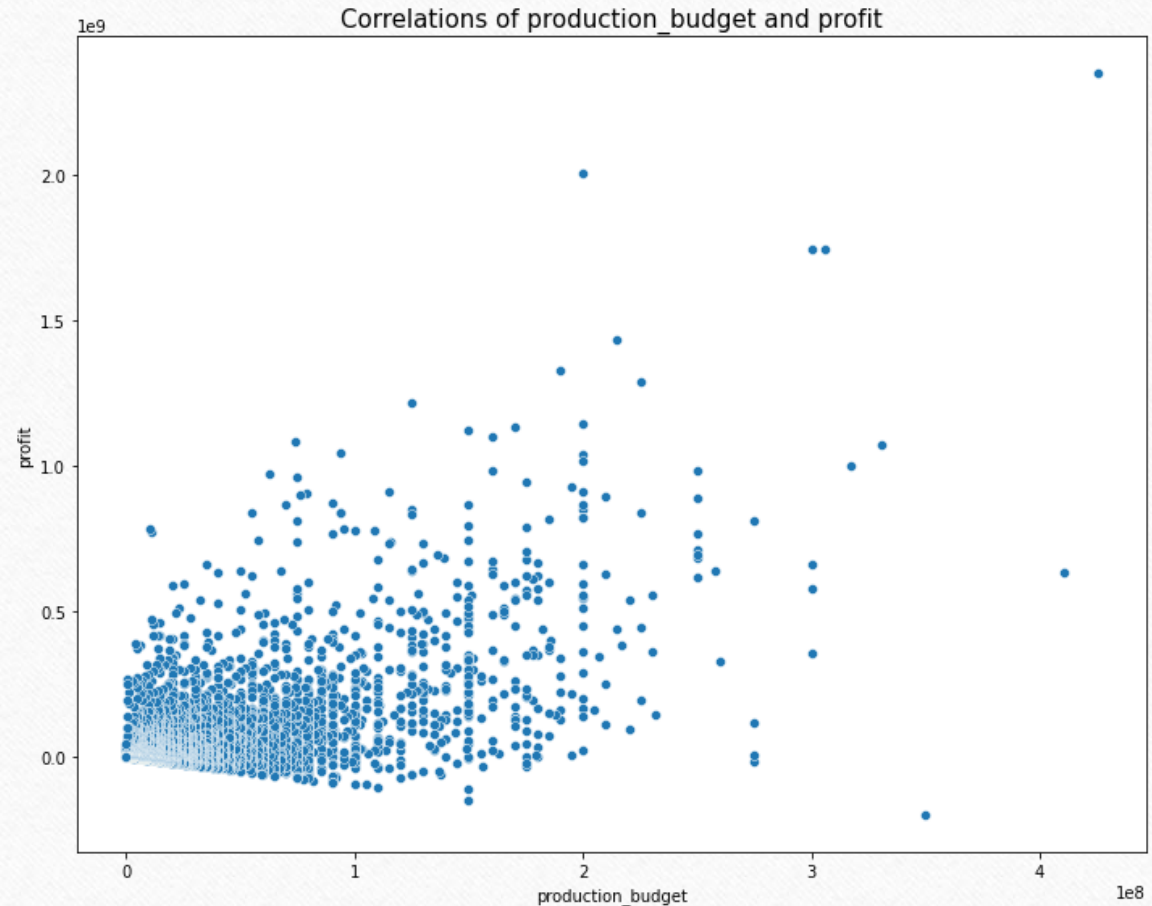
HOW TO MAXIMIZE PROFITS

Microsoft may choose to partner with BV, Uni., WB, Fox and Sony studios because they made the best domestic gross so money invested in a movie together with these companies is likely to generate more profits.



HOW TO MAXIMIZE PROFITS

There is a positive correlation of 0.6087 between profit and production budget which means that the higher the production budget the higher the profits Microsoft studios will make



RECOMMENDATIONS

- From the analysis I would recommend Microsoft to largely focus on producing; action, adventure, comedy, drama, animation and Sc-fi as their main genres of movies.
- I would recommend Microsoft to focus on majorly producing most of their movies with English as their original language.
- I would recommend Microsoft to invest more into movie production budget, Microsoft may choose to partner with BV, Uni., WB, Fox and Sony studios because it will in return give higher profits because they are the best selling movie studios.

THANK YOU

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