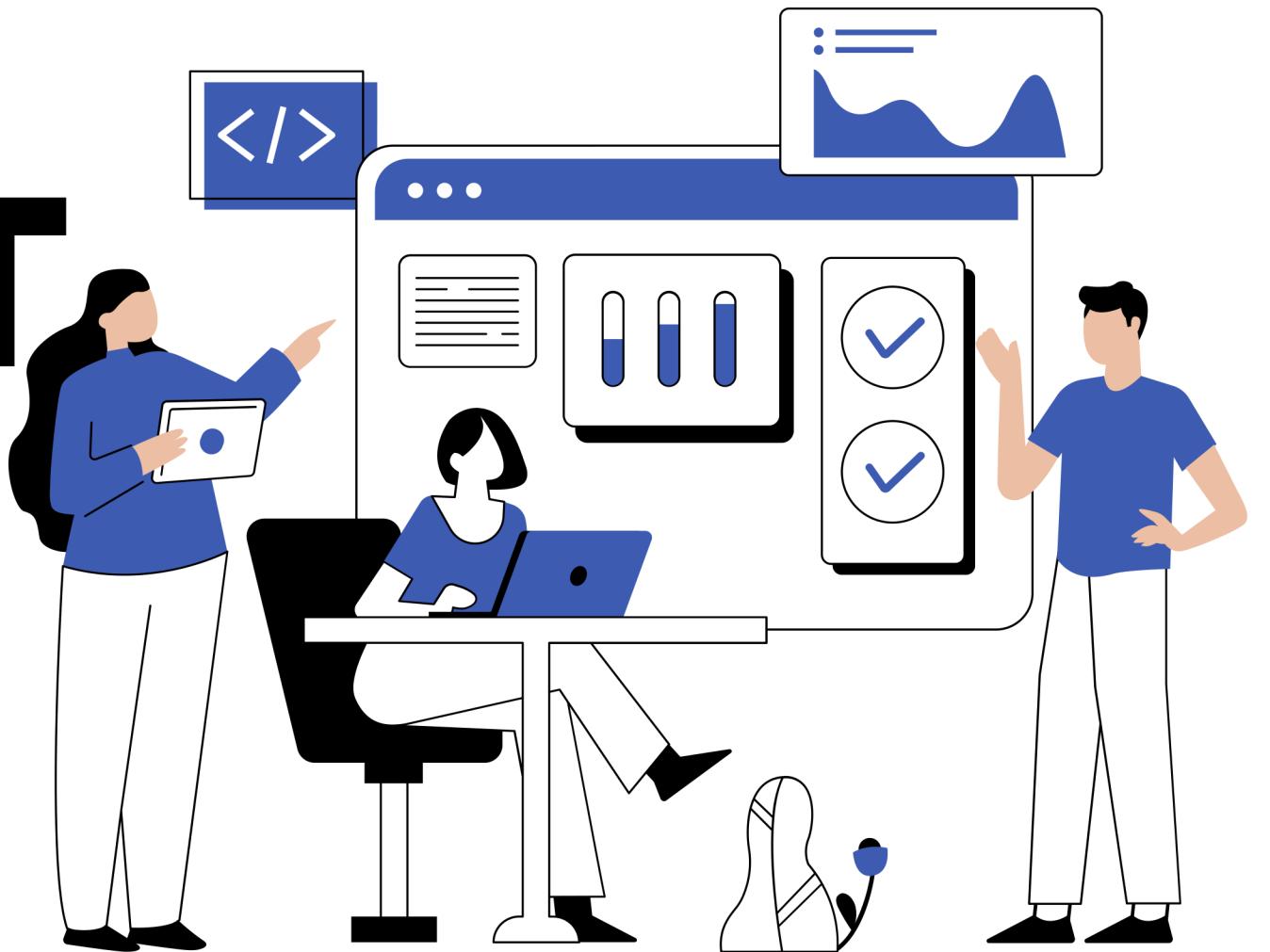


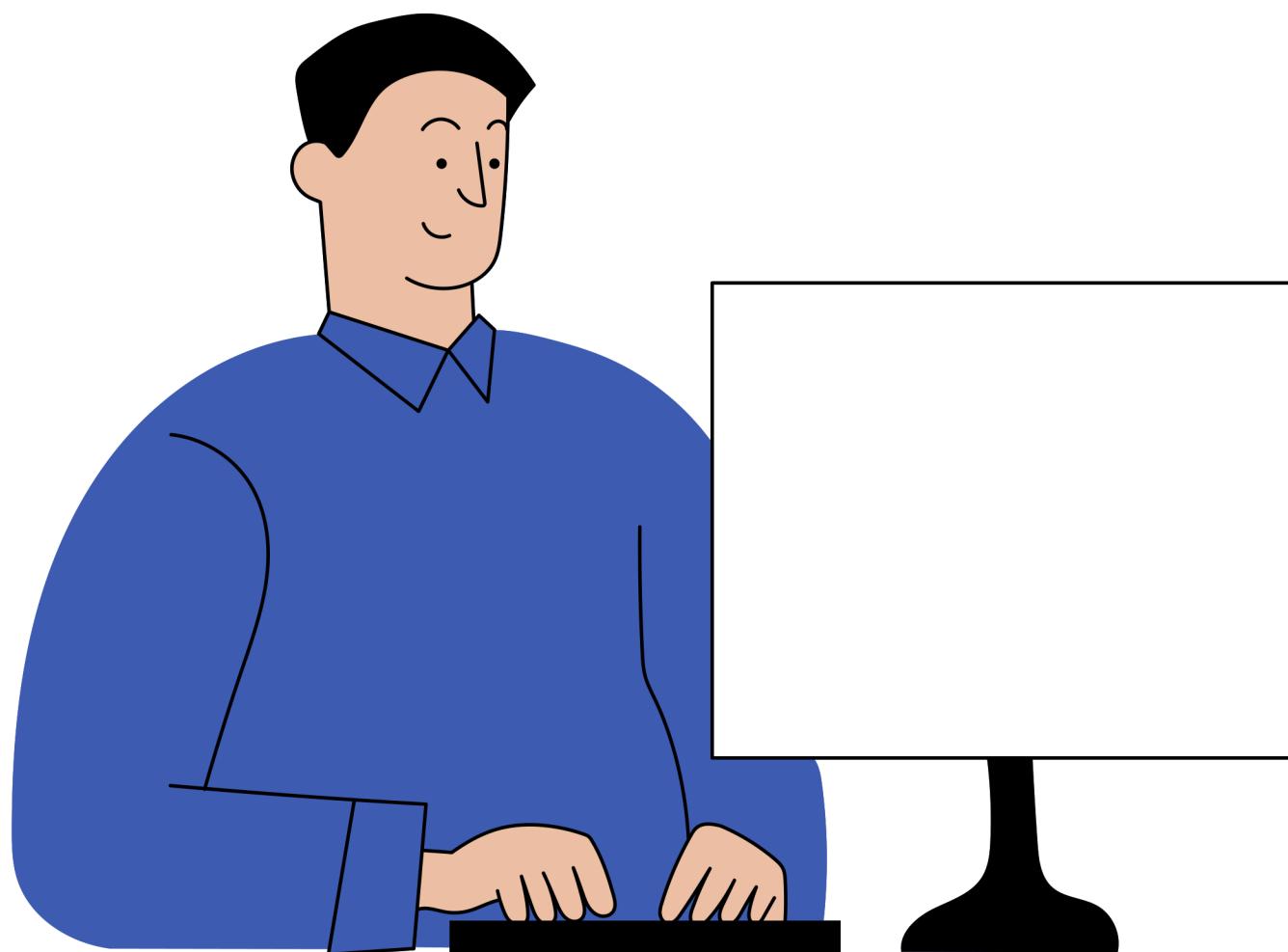


MICROSOFT FILM PROJECT

14th November, 2022



Slide Context



Overview

Data Understanding

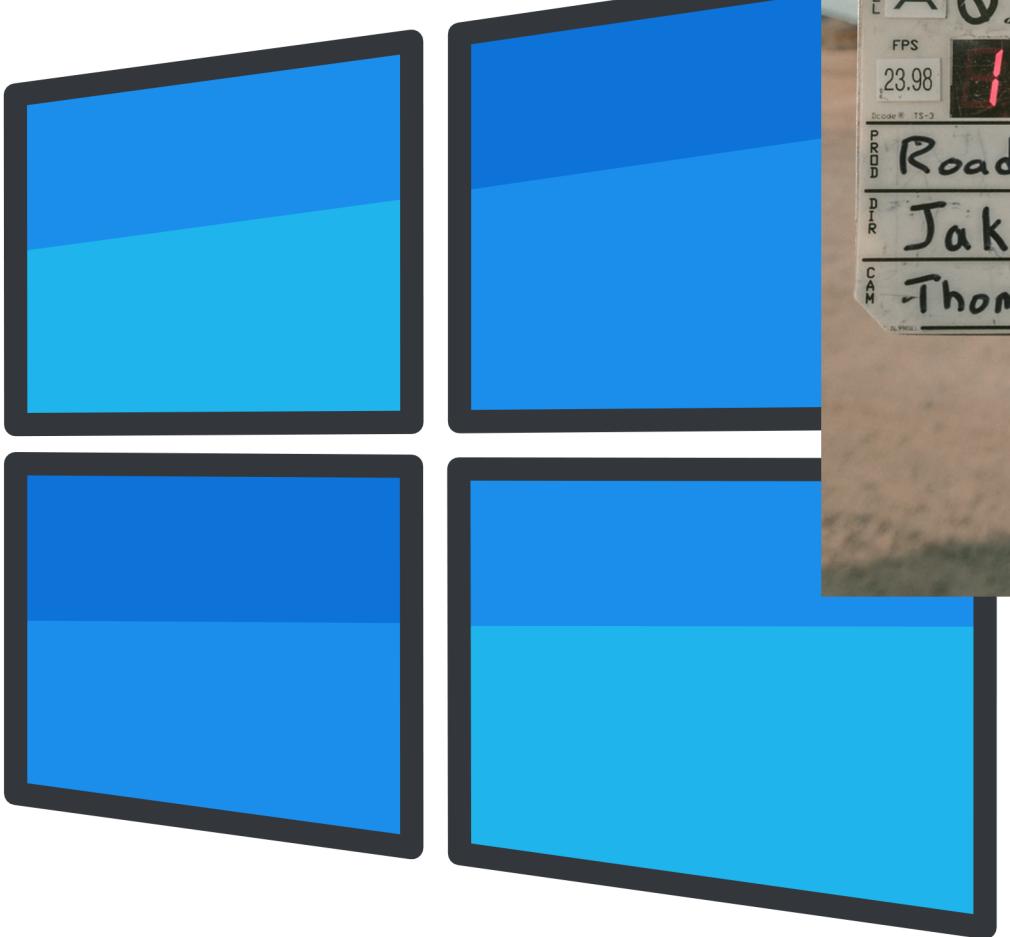
Recommendation

End

Overview

Business Understanding

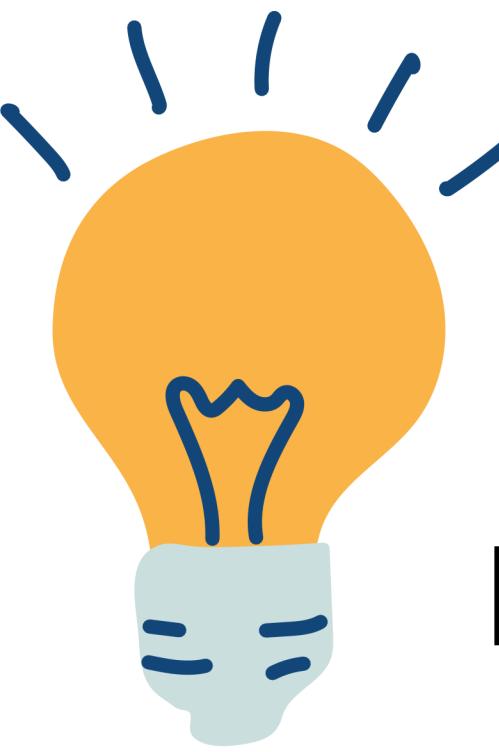
Microsoft has been enchanted by the big companies creating original video content and now wants to get in on the fun. They have already established a movie studio but have little knowledge of what it entails to really hit the ground running in the film industry. We will use exploratory data analysis to determine what factors should Microsoft consider in starting their own studio. We shall analyze if it's a profitable industry. On top of that, we will see which genres are profitable and which markets are profitable to begin with.



The film industry is known to be very unpredictable.

Therefore, it is very important to have a good understanding of what are the current trends and opportunities before making any executive decision on putting up a studio.





Fortunately, we are equipped with statistical techniques and visualization which we will use to uncover the needed insights to help Microsoft make viable decisions before setting up a studio.



Data Sources

Analysis will includes data from the following sources;

01

IM.DB database

02

Bom.movie_gross.csv.gz

03

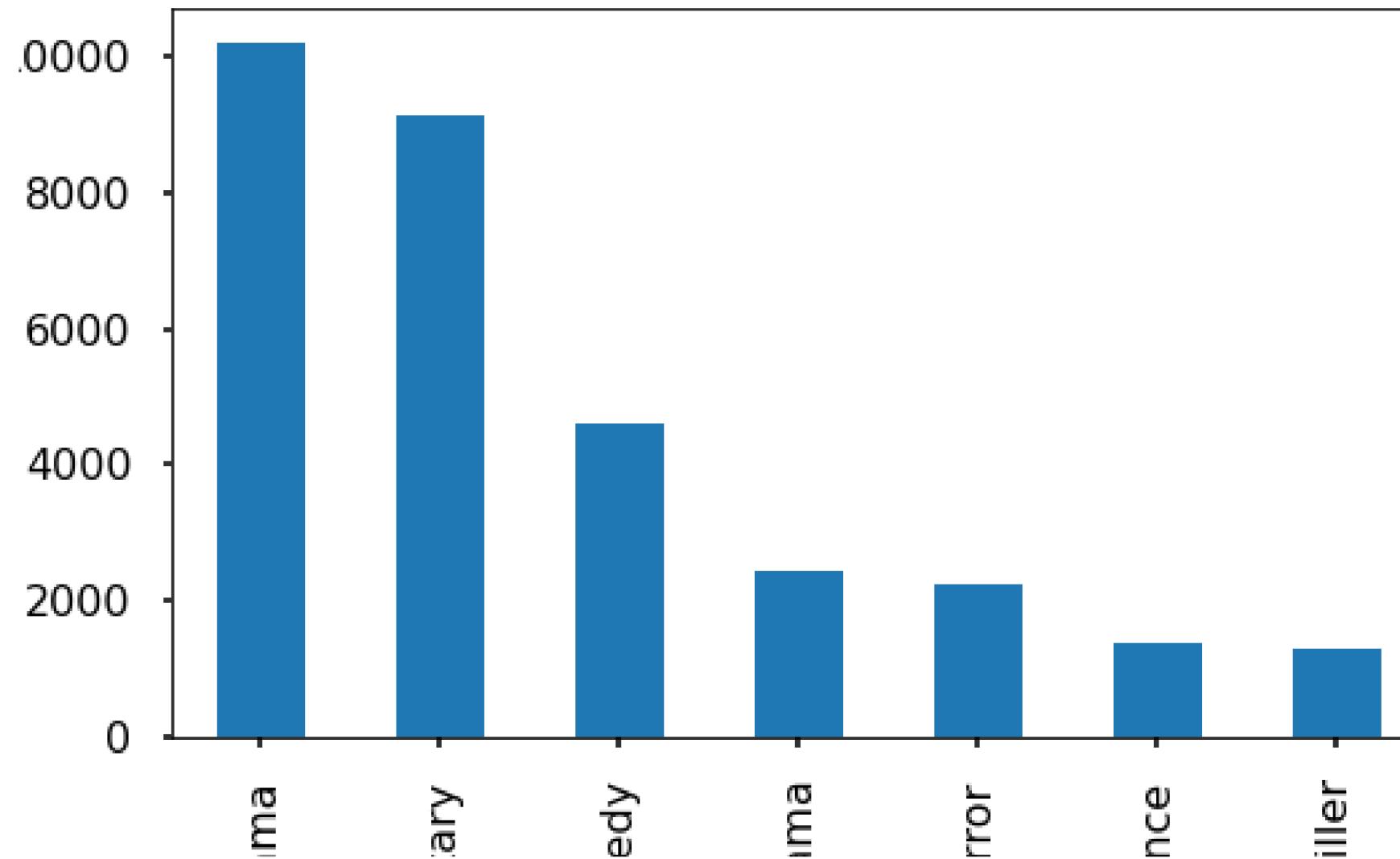
Movie_info

What to investigate based on our datasets

- Highly rated genres in the industry
- High-earning genres in the industry
- Competition in different markets (foreign and domestic)
- Best performing companies in the industry to watch and learn from
- Comparison between domestic and foreign markets in terms of profits

Data Understanding & Analysis

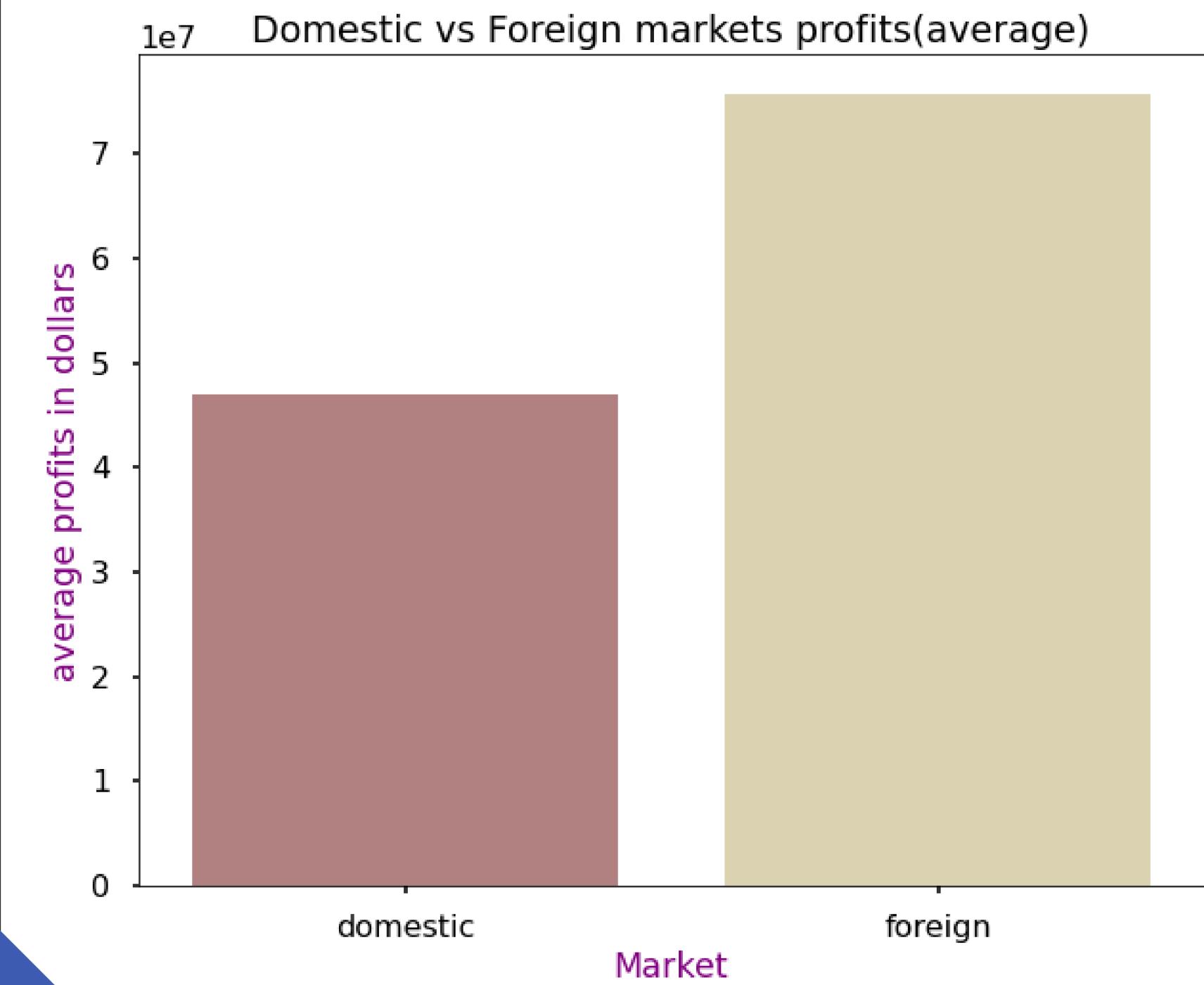
The im.db dataset shows us movie ratings and basics worth considering when planning to produce a film. This includes the best-performing genres on both a domestic and worldwide scale for the film in question. We are also seeing Drama, Comedy and Documentaries are top-performing genres. Below are insights into my EDA



- Drama
- Documentary
- Comedy

Markets

Foreign markets bring in more money than the domestic market. It is important to point out that both markets are important to maximize profits. Foreign markets are likely to generate extra revenue because they serve a larger audience compared to the domestic market. Investing in movies that command foreign markets would give an opportunity to make some bit of more money than a film that would only command domestic audience. However, caution should be taken as foreign markets require more funding as films need serious marketing to gain attraction and attract audiences.

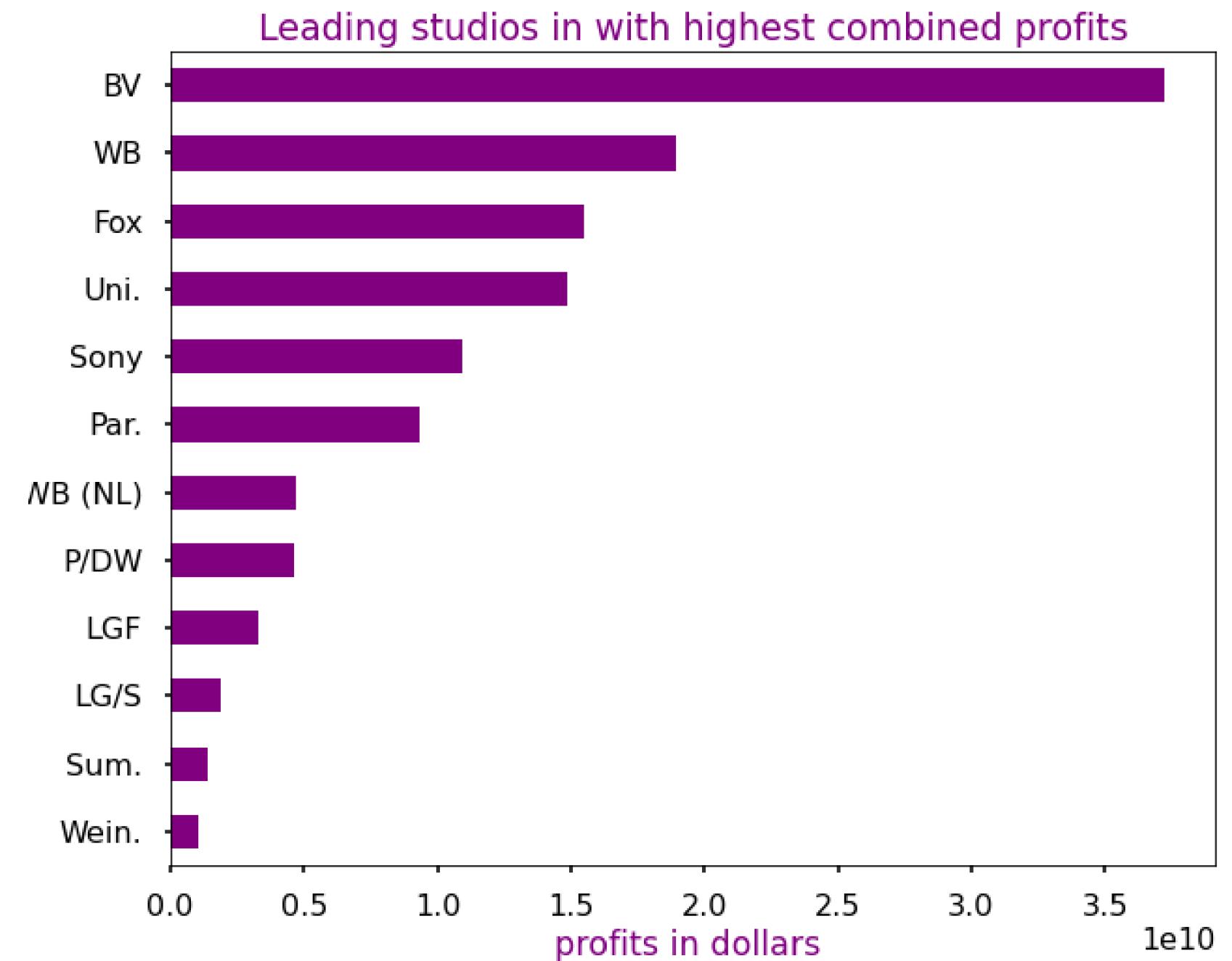




It is very important to understand potential and existing competitors in the market and how much profit they are making.

Currently, the big names who are raking in the profits include:

- Buena Vista studios a subsidiary of Walt Sidney studios
- Warner Bros
- Universal studios
- Fox studios
- Sony pictures
- Paramount pictures
- Lions Gate
- Dream Work pictures



Recommendations

- The movie production industry is a profitable industry. Everything held constant, Microsoft is likely to generate good profits if it goes ahead with its investment plan.
- The most popular genres are drama and documentaries. Microsoft should focus on these two.
- Foreign markets provide more opportunities to maximize profits than the domestic market. However, they require huge investments in marketing.
- Movie runtime doesn't dictate the movie's rating. Nevertheless, most movies have an average runtime of 90 minutes.



That's a wrap!

Thank you for participating.



November 11, 2022