

PHASE 1 PROJECT

MICROSOFT MOVIE PRODUCTION



LORE EUGENE ABING

2023



- 01 BUSINESS PROBLEM**
- 02 DATA & METHODOLOGY**
- 03 VISUALISATION**
- 04 CONCLUSION**

OUT LINE —

01

BUSINESS

PROBLEM

Microsoft's new movie studio is up against established industry players. This effort aims to provide answers and assist Microsoft in making informed decisions by addressing the following questions:

- What is the relationship between popularity and movie ratings?
- Does the duration of a movie influence its ratings?
- Which genre has the highest ratings on average?
- How do the highest grossing movies compare to their net revenue?
- Which genres generate the highest revenue in the movie industry?

Initial review of datasets reveals diverse columns with varying data.

Analysis divided into three parts:

1. Examining ratings, popularity, and genres using IMDB and TMDB datasets.
2. Analysing financial aspects through TN movies and BOM movies datasets.
3. Combining metrics and financial parts by merging the 2 datasets, addressing missing values and ensuring reliability.

Strategy aims to provide insights from various dimensions of the movie industry, aligned with business problem for Microsoft's movie production studio understanding.

02

DATA & METHODOLOGY

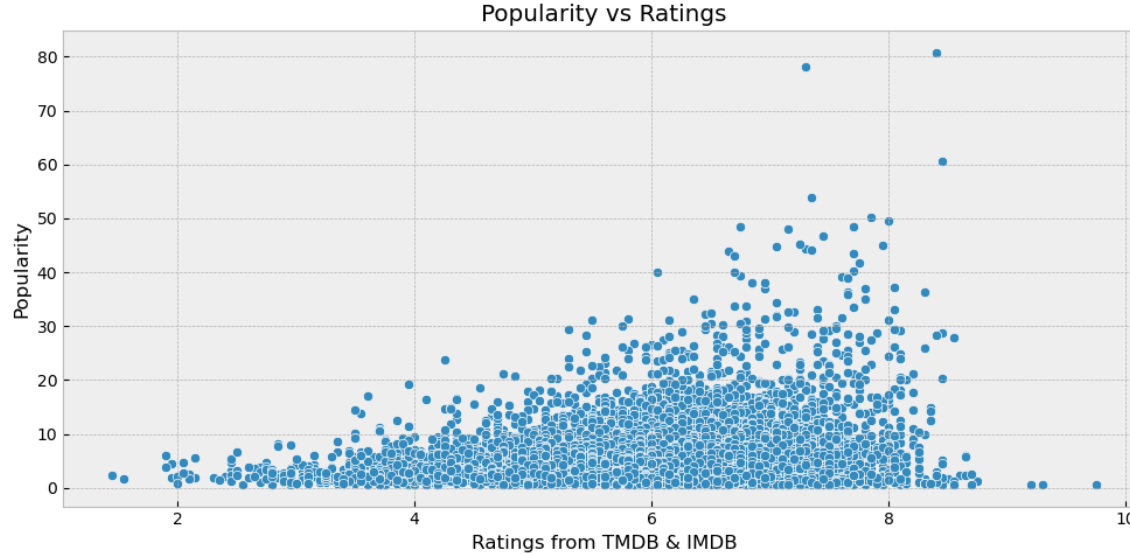


03

VISUALISATION

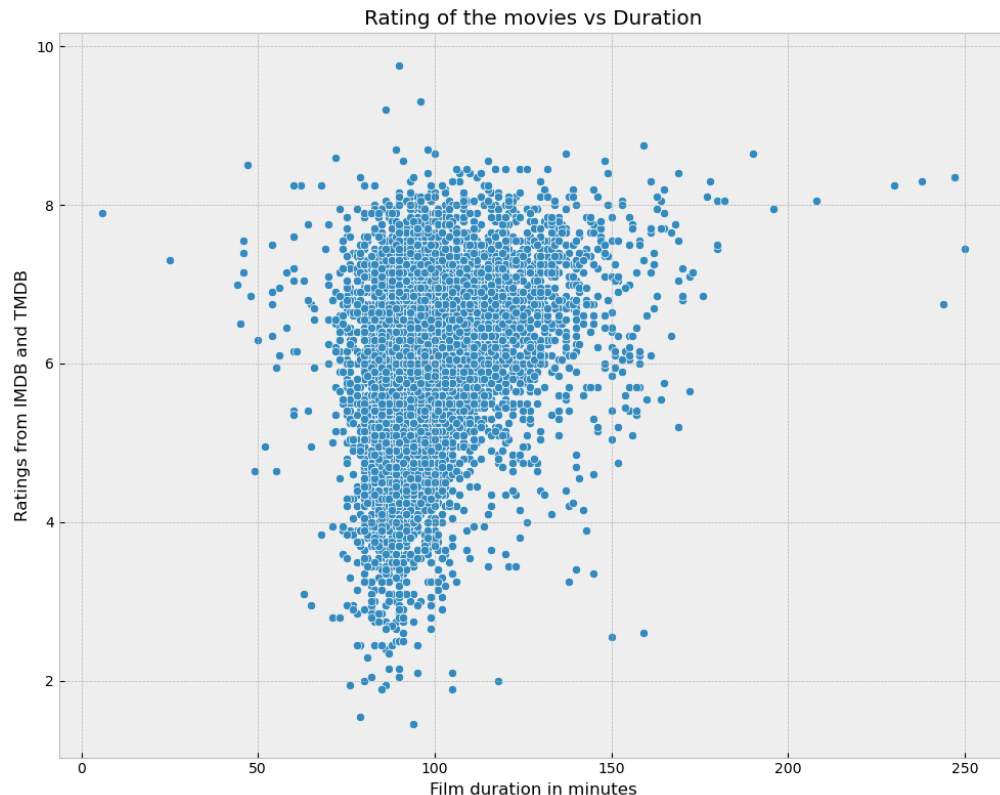


Visualisations will be employed to illustrate relationships and patterns in the data, presenting metrics such as ratings, popularity, genres, and financial aspects in a visually compelling manner to aid in conveying insights to stakeholders.



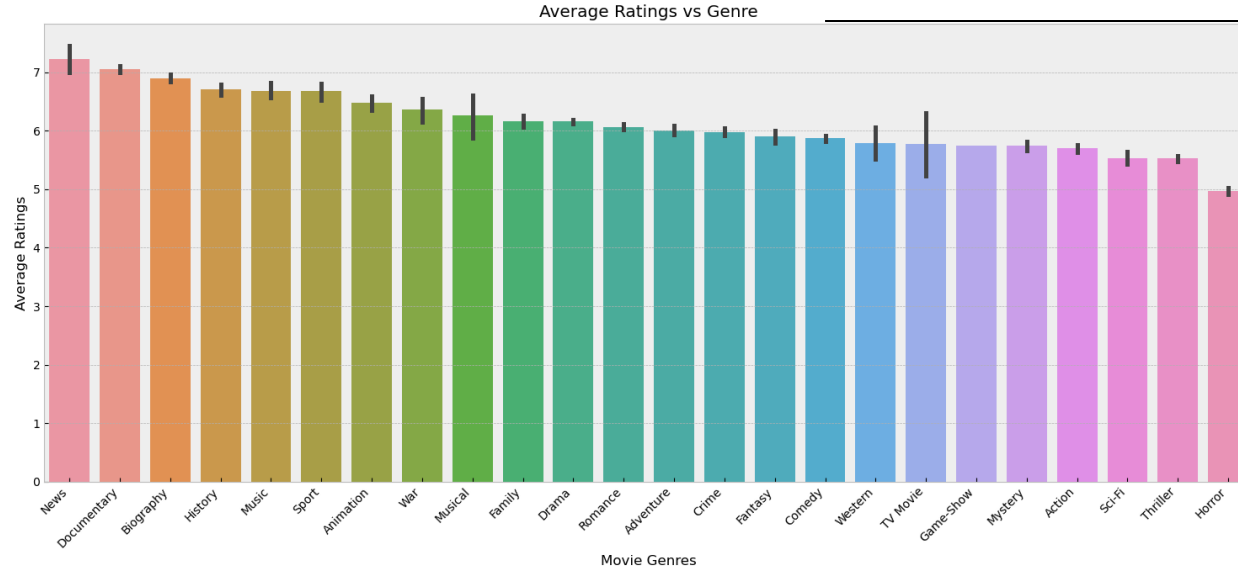
- Positive correlation between popularity and average ratings.
- High popularity often corresponds to higher average ratings.
- Some highly rated movies have received fewer ratings, indicating niche appeal.

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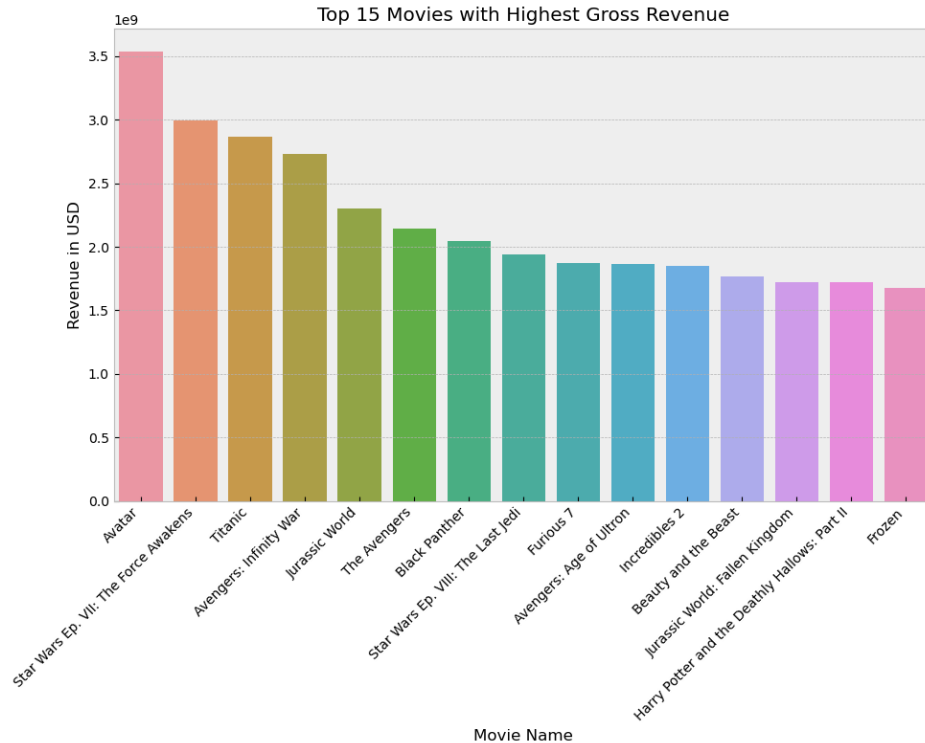
- Movie durations show minimal impact on ratings, with varying lengths receiving both high and low ratings.
- Duration alone isn't a strong predictor of a movie's popularity based on user ratings.
- Most movies fall within the 80-120 minute range, which appears to be favored by viewers.

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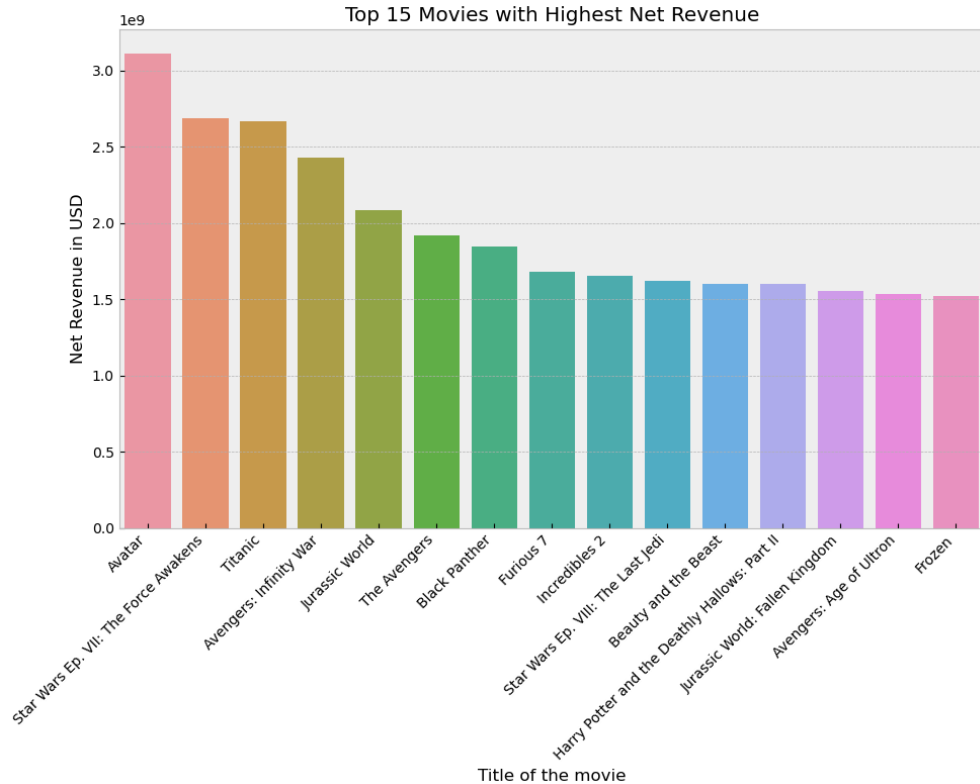
- Genres like news, documentary, biography, and history have higher average ratings.
- Action, thriller, and horror genres tend to receive lower average ratings.
- Viewers are more likely to vote for movies they perceive as average, indicating potential dissatisfaction with below-average films.

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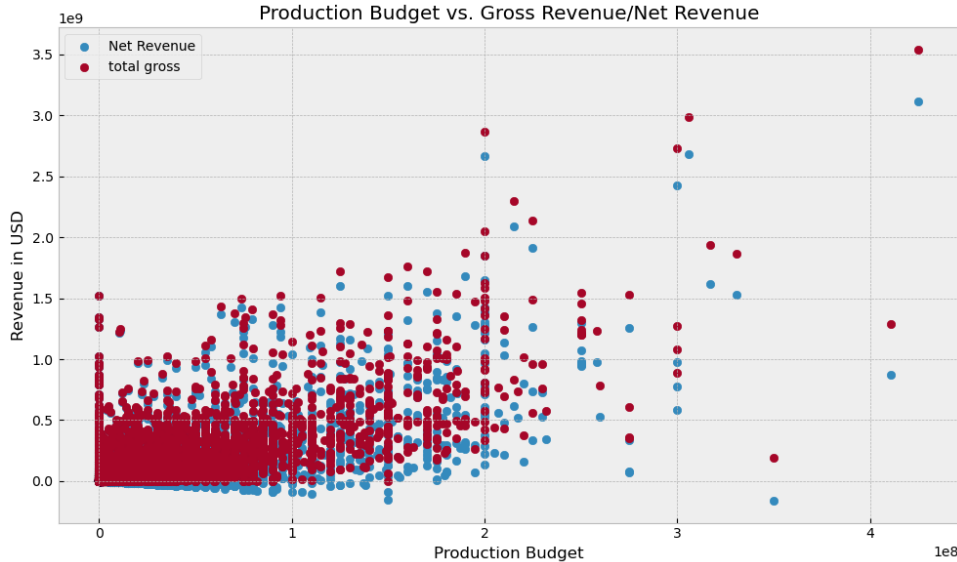


- Top 15 highest grossing movies feature diverse genres including action, animation, and family-oriented content.
- Movies like "Avatar," "Star Wars," "Titanic," and "Incredibles" possibly attract family audiences due to their popularity and genre mix.
- The financial success of these films goes beyond genre, indicating effective marketing and broad appeal.
- Family-friendly content could contribute to the popularity and revenue of these movies.

- Top 15 highest-grossing films frequently appear in the list of top 15 most profitable movies, indicating a link between box office success and profitability.
- This trend implies that successful box office performances often result in substantial profits.
- Our goal is to explore if higher movie budgets lead to increased earnings, studying the influence of investment on financial outcomes.

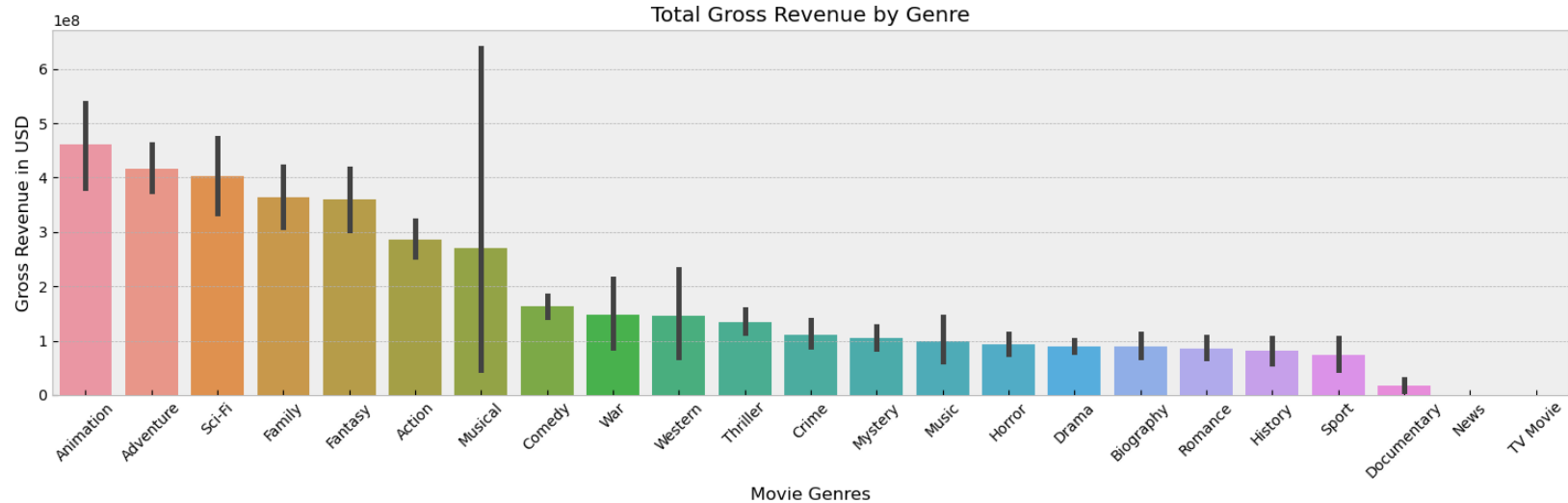


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- Higher production budgets often correspond to increased gross and net revenue, suggesting a potential link between investment and financial success.
- However, exceptions emphasize that factors beyond budget, such as storyline and audience response, play a significant role in a movie's earnings.
- The relationship between budget and revenue is complex, urging studios to consider multiple factors influencing a movie's commercial performance.
- Insight into budget-revenue dynamics can guide studios in enhancing financial outcomes within the competitive movie industry.

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- Examining top-grossing movie genres reveals Animation, Adventure, and Sci-Fi as leading earners, despite not having the highest ratings.
- Documentary and News genres, with higher ratings, tend to generate minimal income, emphasizing the disconnect between critical acclaim and financial success.
- Microsoft's movie studio could capitalize on this insight by producing films in genres that balance both audience appeal and revenue potential.

Based on our findings, we recommend the following strategies to Microsoft:

- Genre Diversity:
- Optimized Investment:
- Quality Focus:

Continuous Adaptation: Ongoing analysis and monitoring of market trends and audience preferences will be instrumental in maintaining competitiveness in the ever-evolving movie industry.

By implementing these strategies, Microsoft can establish itself as a formidable player in the movie production landscape, appealing to audiences and achieving both creative and financial success.

04

CONCLUSION

THANK YOU!!!!

Do you have any questions?

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