

PICTURE PERFECT:BOX OFFICE INSIGHTS FOR MICROSOFT'S MOVIE STUDIO LAUNCH

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BUSINESS PROBLEM

- ▶ Microsoft wants to venture into the movie making industry but they lack domain knowledge and insights.

PROJECT GOAL

- ▶ To use past data from industry giants to predict which type of movies Microsoft should make.

DATA SOURCE

- ▶ Box Office Mojo.
- ▶ IMDB.
- ▶ Rotten Tomatoes.
- ▶ TheMovieDB.
- ▶ The Numbers

METHODOLOGY

- ▶ What is the distribution of movies by genre and what are the top 5 genres based on average rating?
- ▶ What is the relationship between budget and net gross earning?
- ▶ What is the relationship between runtime and top net grossing movies?
- ▶ What is the distribution of genre based on net gross earnings?

PROCESS STEPS

► BUSINESS UNDERSTANDING

Project analyzes and gives insights on genre, runtime and budget recommendations to maximize earnings.



▶ DATA UNDERSTANDING

- ▶ Data is from companies already thriving in the film industry eg :
- ▶ Box Office Mojo.
- ▶ IMDB.
- ▶ Rotten Tomatoes.
- ▶ TheMovieDB.
- ▶ The Numbers



▶ DATA PREPARATION

- ▶ Data is cleaned to reduce room for error.



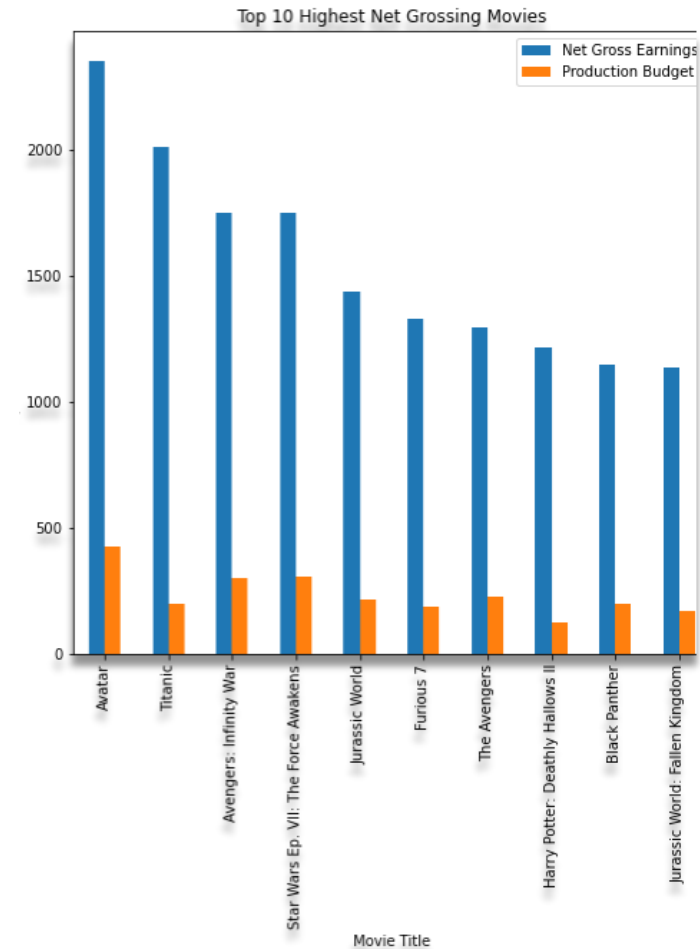
▶ DATA ANALYSIS

- ▶ Data analyzed using descriptive and predictive analysis methods.
- ▶ Main variables of focus were:
 - ▶ Genre
 - ▶ Budget
 - ▶ Runtime

TOP 10 HIGHEST GROSSING MOVIES

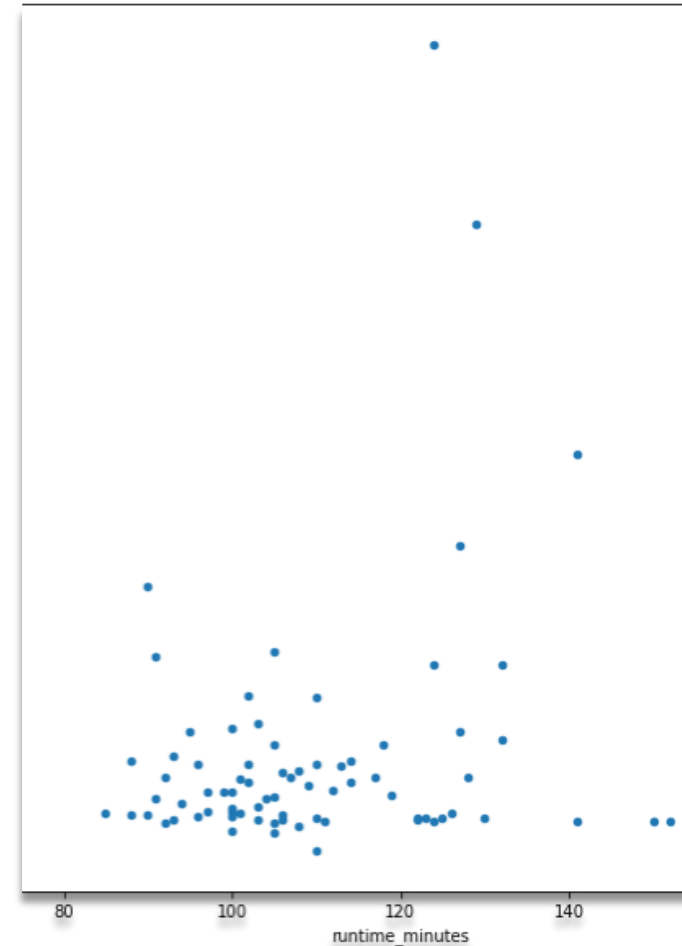
Avatar was the highest.

Most gross from 0 to 200 million.



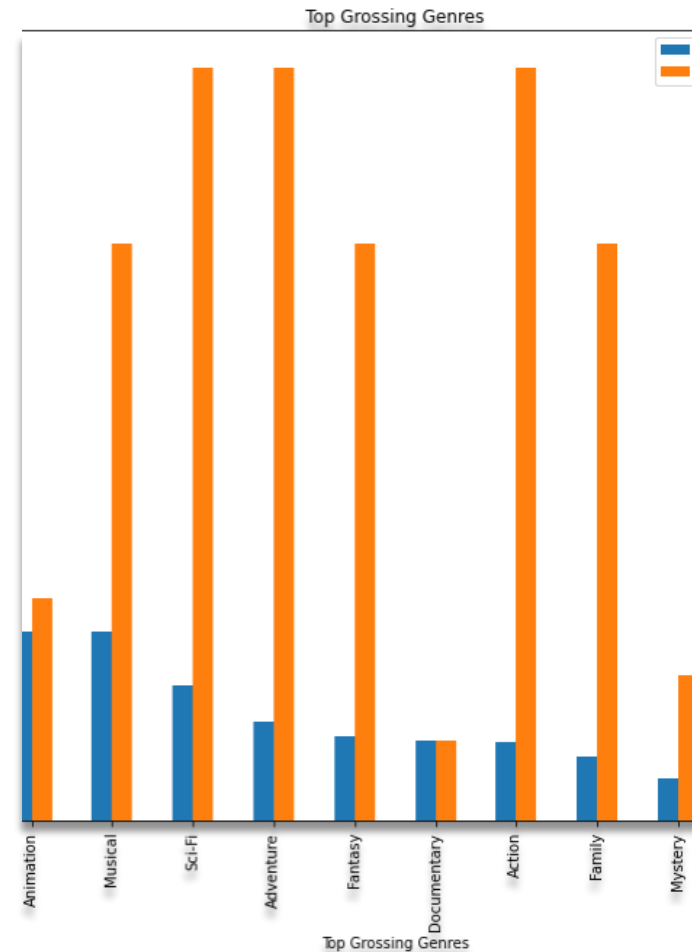
EFFECT OF RUNTIME ON NET GROSS EARNING

Run time is not a
strong factor on gross
earning, average is 110
minutes



GENRE VS GROSS EARNINGS

The top grossing genres are displayed here, Animation being number 1



RECOMMENDATIONS

GENRE

Microsoft should prioritize movies with the genres of Animation, Adventure, and Sci-Fi.

BUDGET

I would recommend planning for a budget near 160 million dollars

RUNTIME

The recommended run time would be between 110 to 120 minutes

CONTACTS

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