

The background features a solid purple vertical bar on the left. The rest of the slide is light gray with faint, large-scale geometric patterns of triangles. In the top right corner, there is a cluster of small gray dots arranged in a grid-like pattern, with some dots missing to form a stylized shape.

BOX OFFICE MOVIE PERFORMANCE ANALYSIS

SUMMARY

Descriptive analysis of box office film performance to determine the best movies for the new Microsoft studio to produce:

- Leverage on popular genres
- Diversify film production
- Invest in short movie production



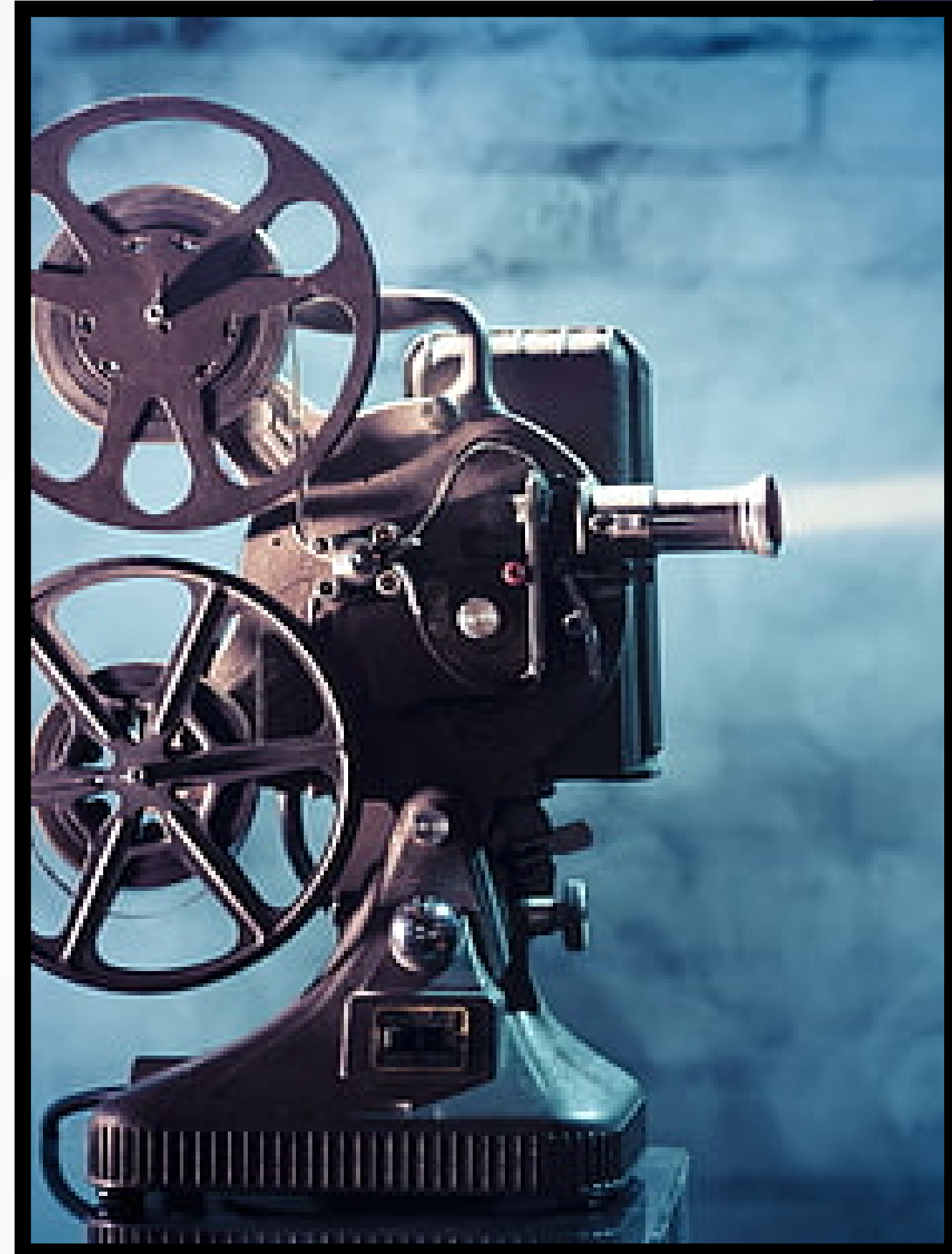
OUTLINE

- Business Problem
- Data understanding
- Findings
- Conclusion

BUSINESS PROBLEM

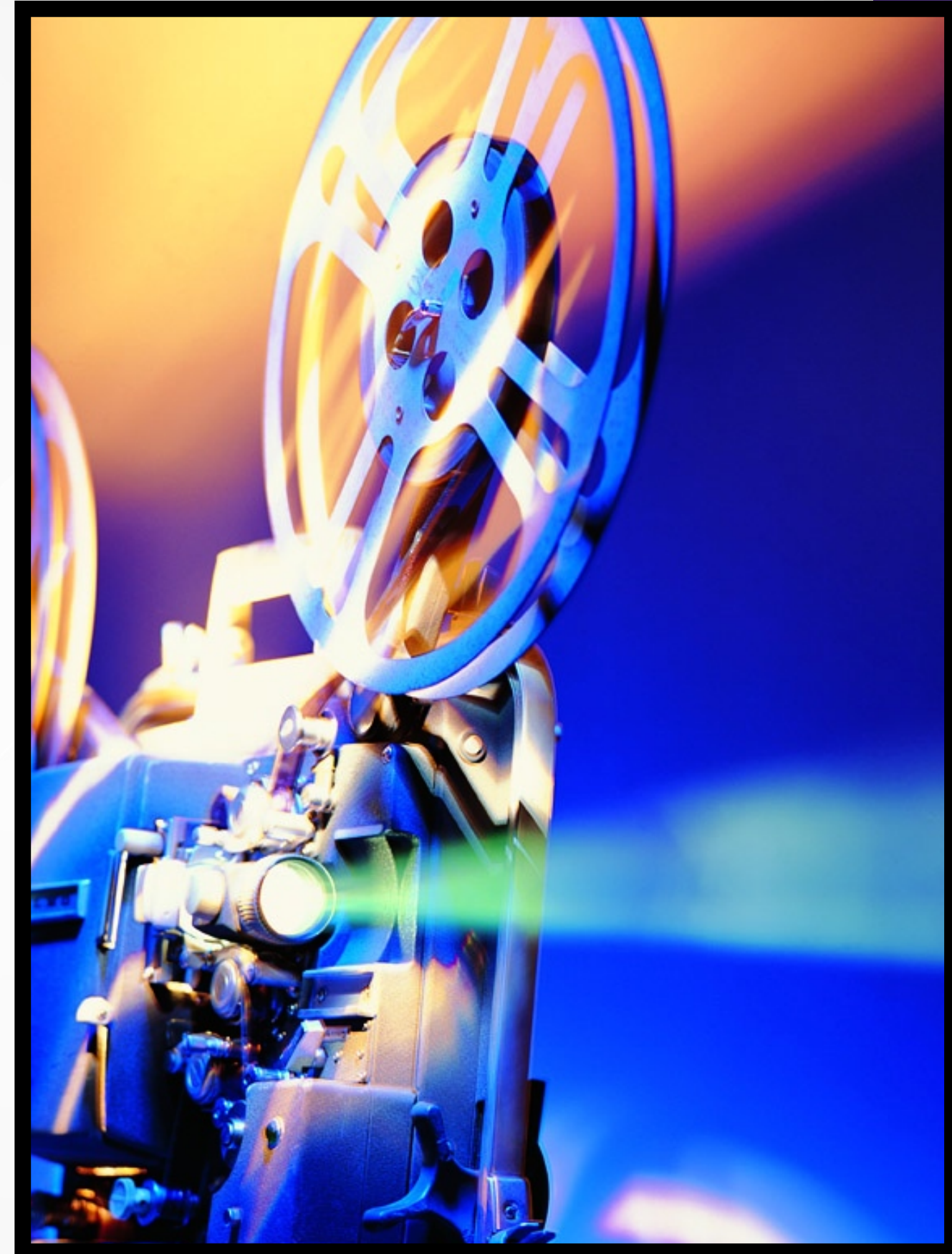
Analyze how different types of films are performing at the box office in terms of:

- Average Ratings
- Financial Performance
- Most watched film



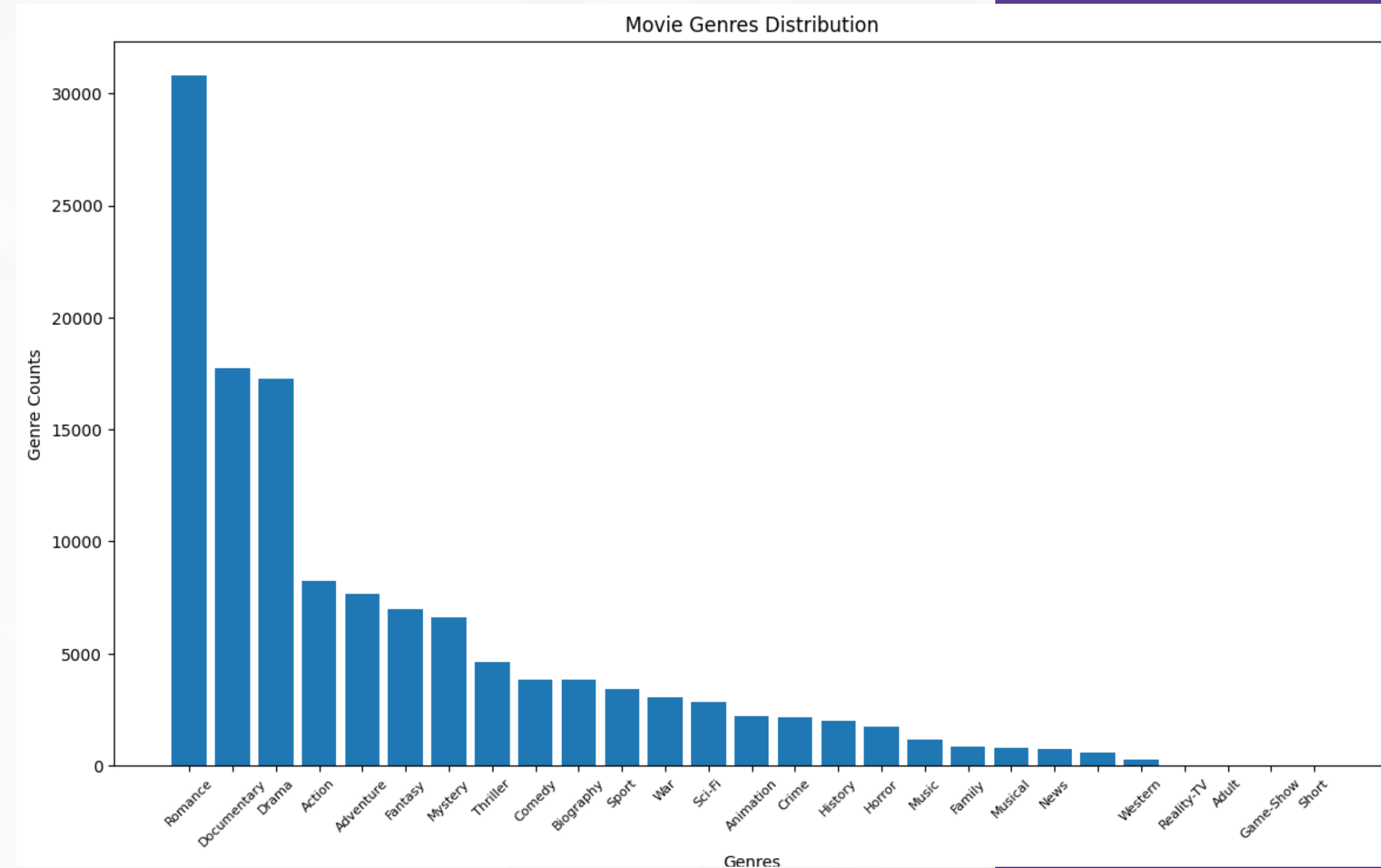
DATA UNDERSTANDING

- Title ratings for 73,855 movies and gross income for 3387 movies from the box office.
- Data includes title of movies, average ratings, domestic gross income, foreign gross income, and genre of movies.



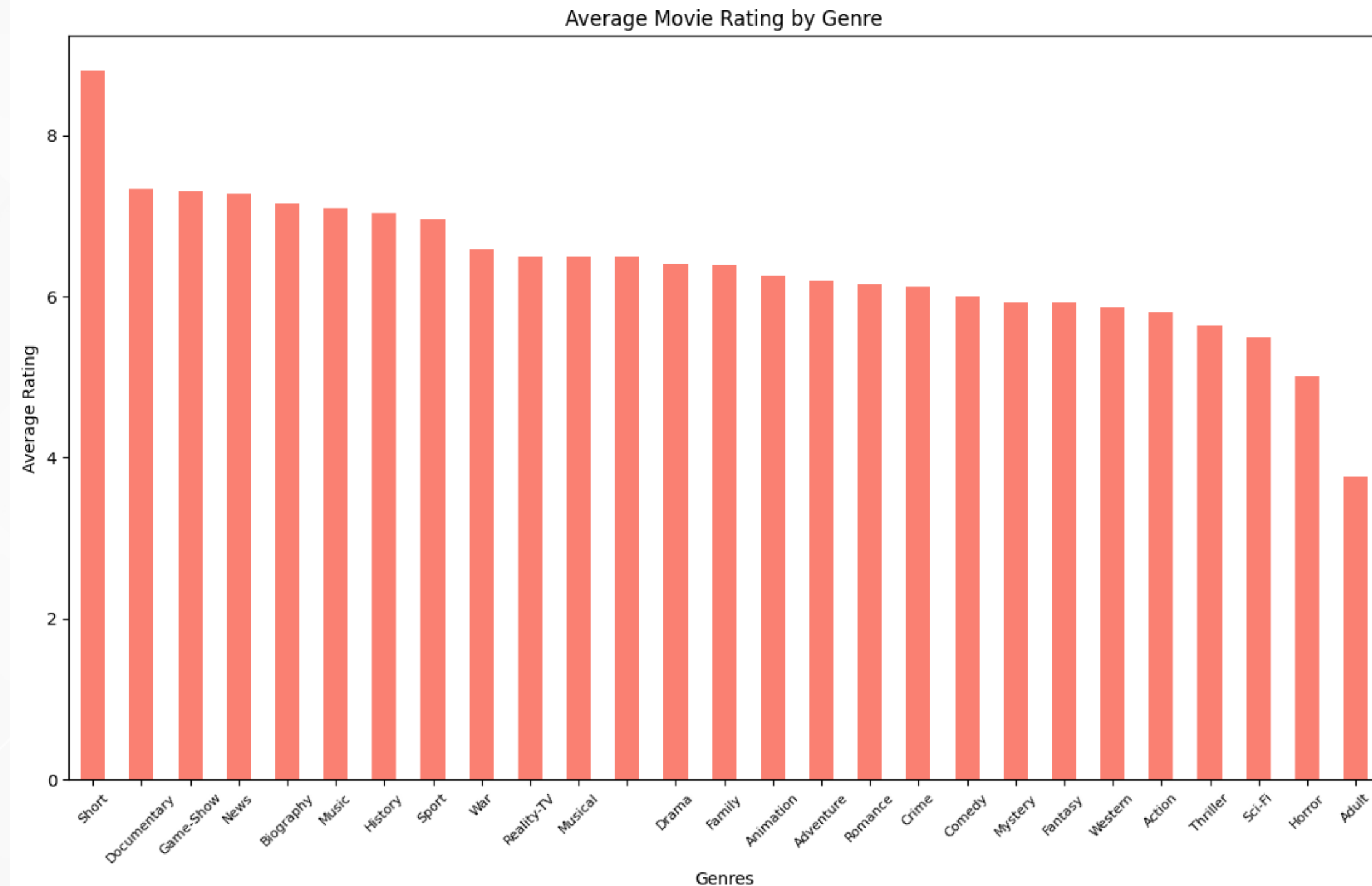
FINDINGS

Romance, Documentaries, and Drama films are mostly produced with over 1500 films each.



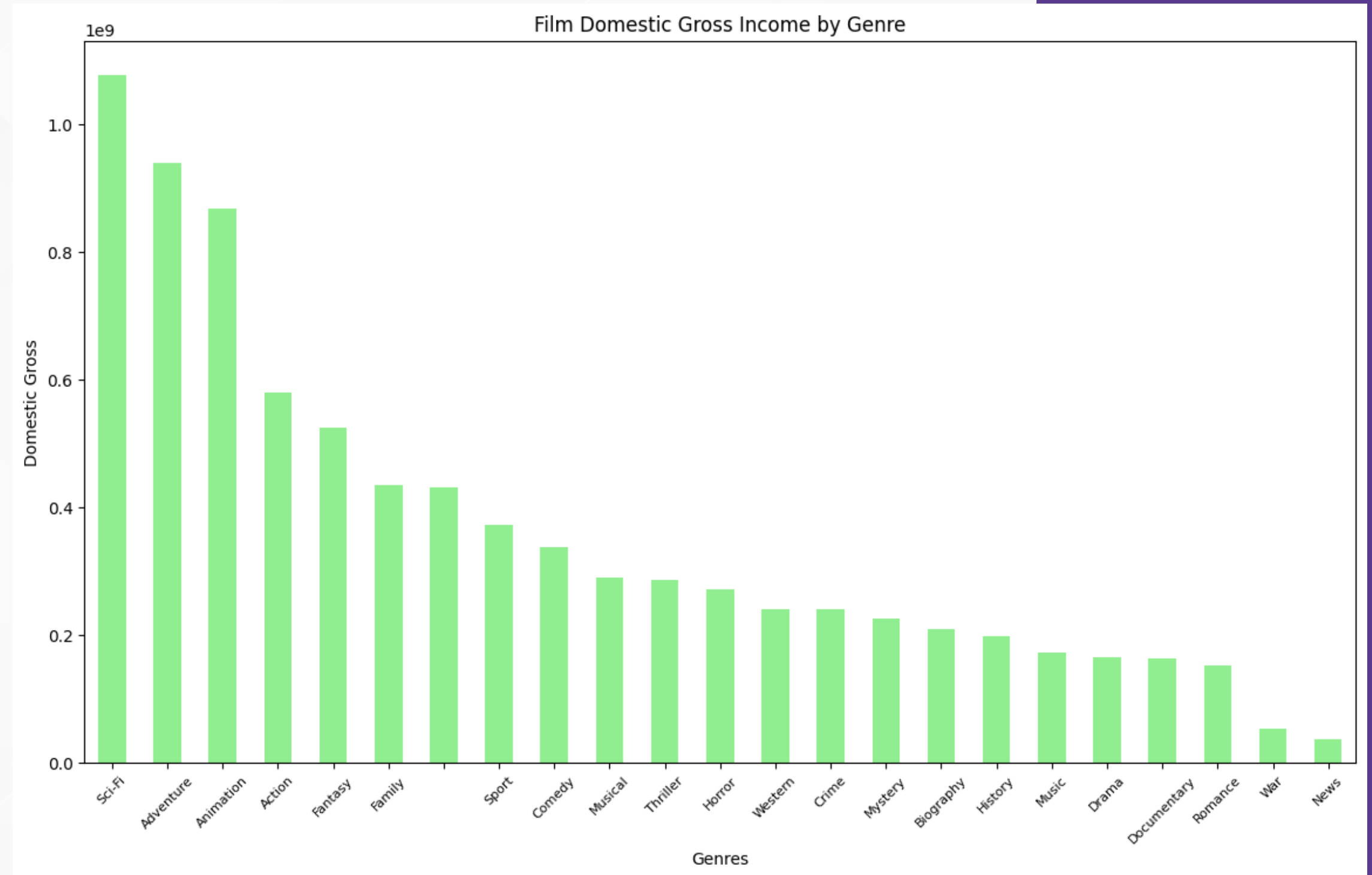
FINDINGS

Short films are well received by the viewers with an average rating of 8.8



FINDINGS

Sci-Fi, animation and adventure films generate most revenue



RECOMMENDATIONS

- Take advantage of popular genres
- Invest in short film production
- Diversify on movie production