

Microsoft Movie Industry Recommendations

D.A. Consulting

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Goals

Insights gained through detailed analysis of Movie Industry Data

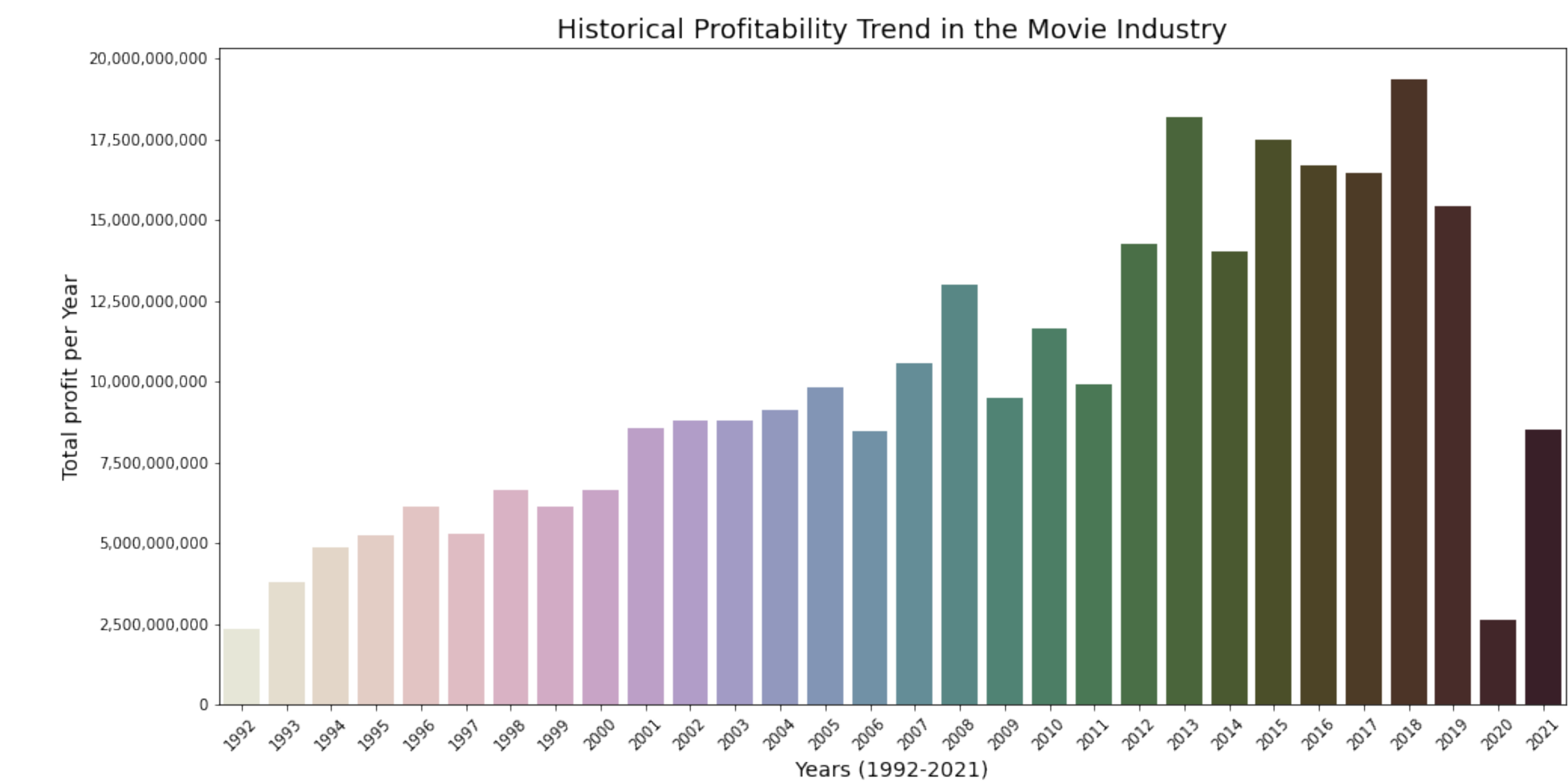
- How is profitability in the industry trending over time?
- Are there varibales which correlate most with profitability?

Outline

- ### Industry Analysis
- ### Categorical Focus

Industry Trends

Industry Profit Over Time



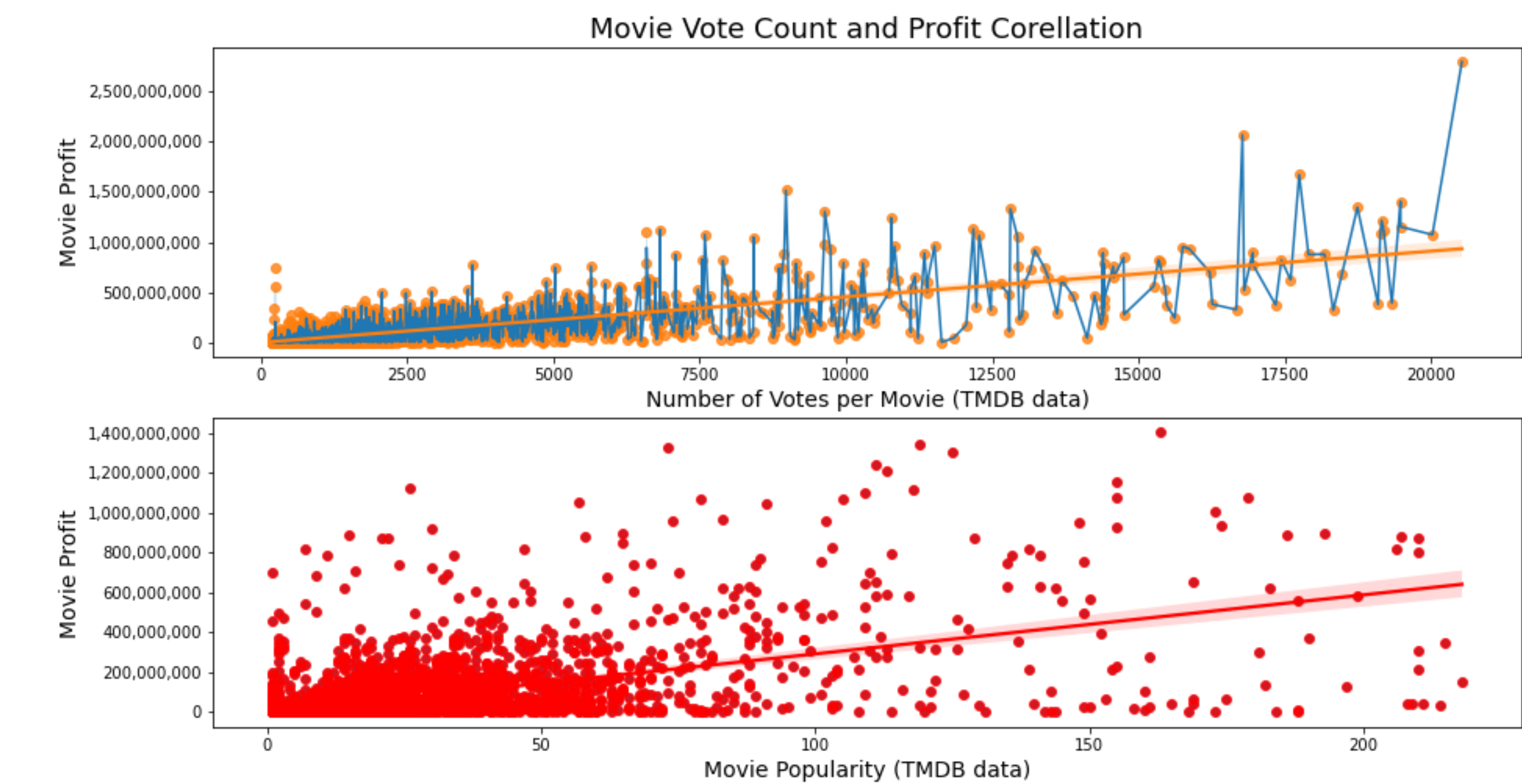
- The movie industry shows consistent profitability with no signs of trending negatively
- In recent years pre-pandemic there is a positive trend of average profitability

Trend Conclusion

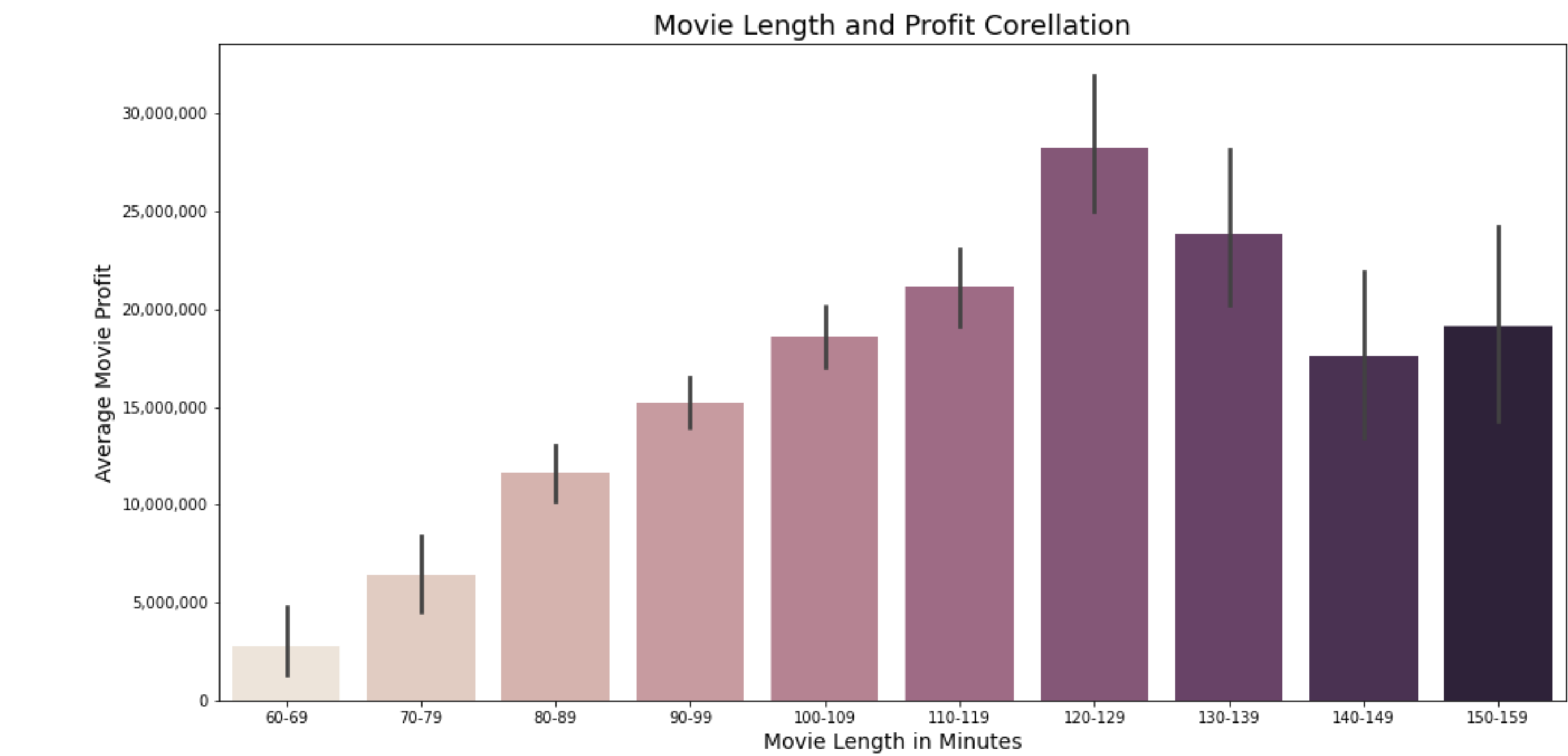
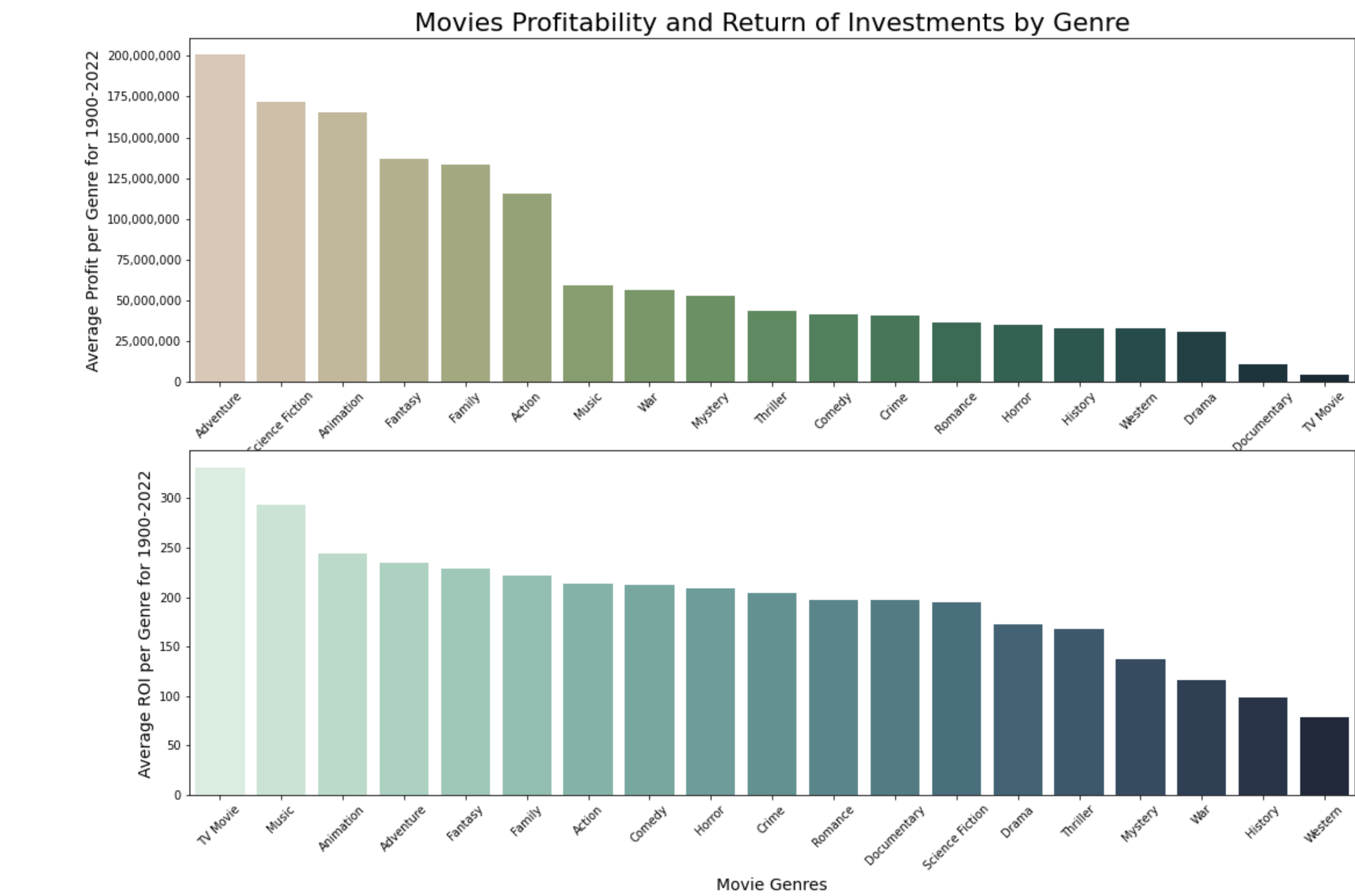
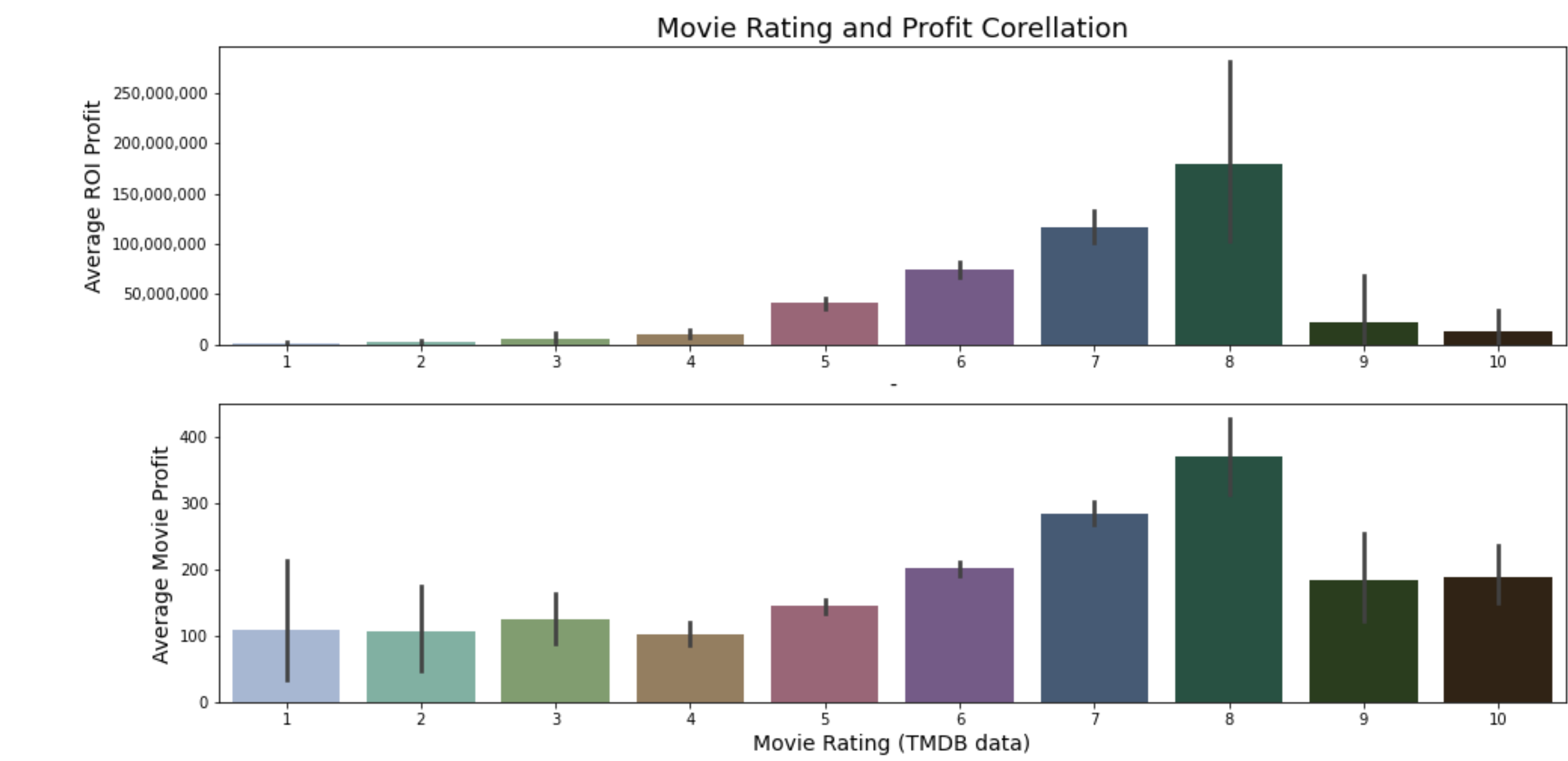
The movie industry has proven consistently stable

Focus Areas

Having conducted analysis on a number of varibales relating to movies and their success, we have drawn conclusions concerning several considerable factors.



Where popularity is a calculation based on vote count, vote frequency, rating, and favorited among others



Summary

- The Movie industry has proven to be stable historically, with increasing profitiability over time
- Most profitbale
 - Rating: Perfect ratings (9-10) are too niche to be extremely profitabled
 - Length: Slightly more than 2 hours
 - Genre:
 - By average income: Adventure
 - By ROI: TV Movie