

Movie Study

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Overview

- » **Microsoft's Movie Studio Venture!**
- » **Business Problem**
- » **Data**
- » **Methods**
- » **Results**
- » **Conclusions**



Image by Diego Ortiz from Pixabay

Business Problem

“What types of films are doing the best at the box office?”

“Actionable insights to help decide what type of films to create.”



The Data

IMDb

Image from [guinnessworldrecords.com](https://www.guinnessworldrecords.com)



Image from commons.wikimedia.org

Methods



Image from
ebay.com



Image from bestbuy.com

Methods – Genre Study



Image from Pixabay

- 1. Highest domestic gross income?**
- 2. Highest production budget?**
- 3. Highest domestic net income?**

Methods – Production Budget + Runtime Minutes

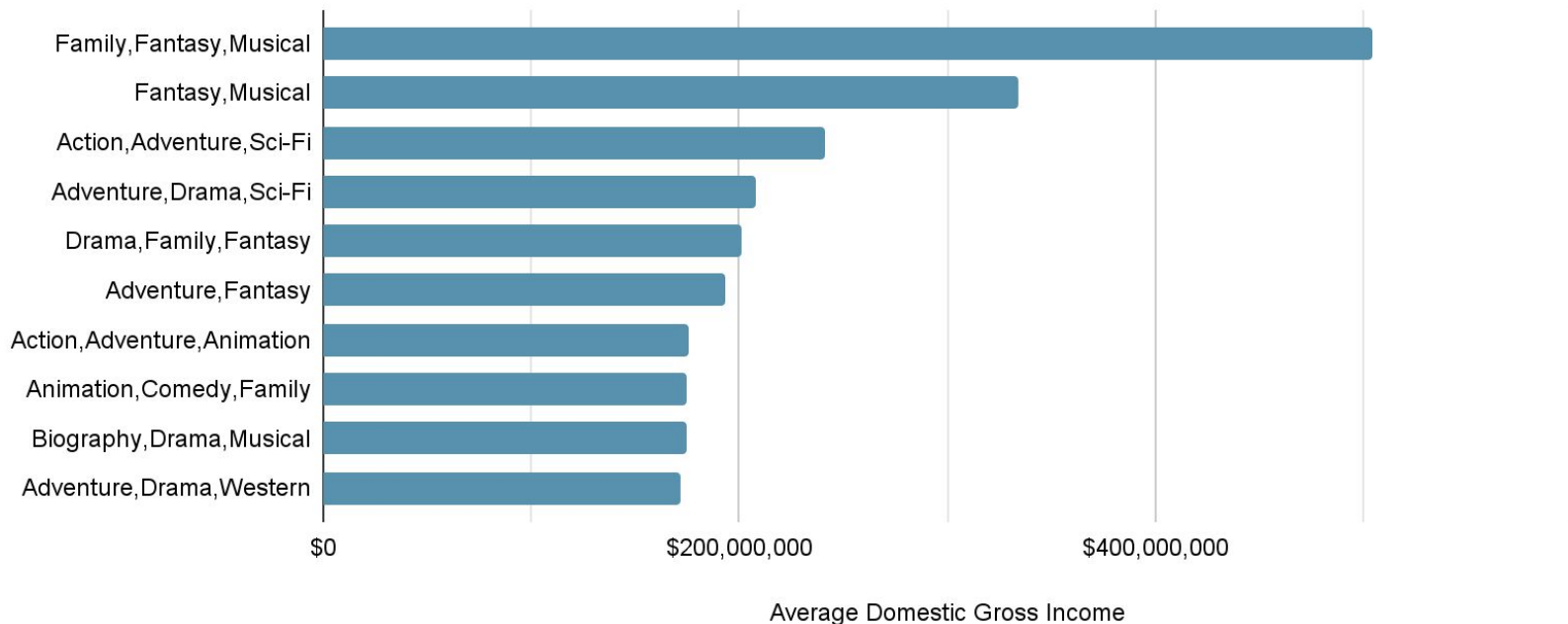
- » Common production budgets?
- » Common length of movies?



Results – Domestic Gross Income

» **Action, Adventure, + ‘Family, Fantasy, Musical’**

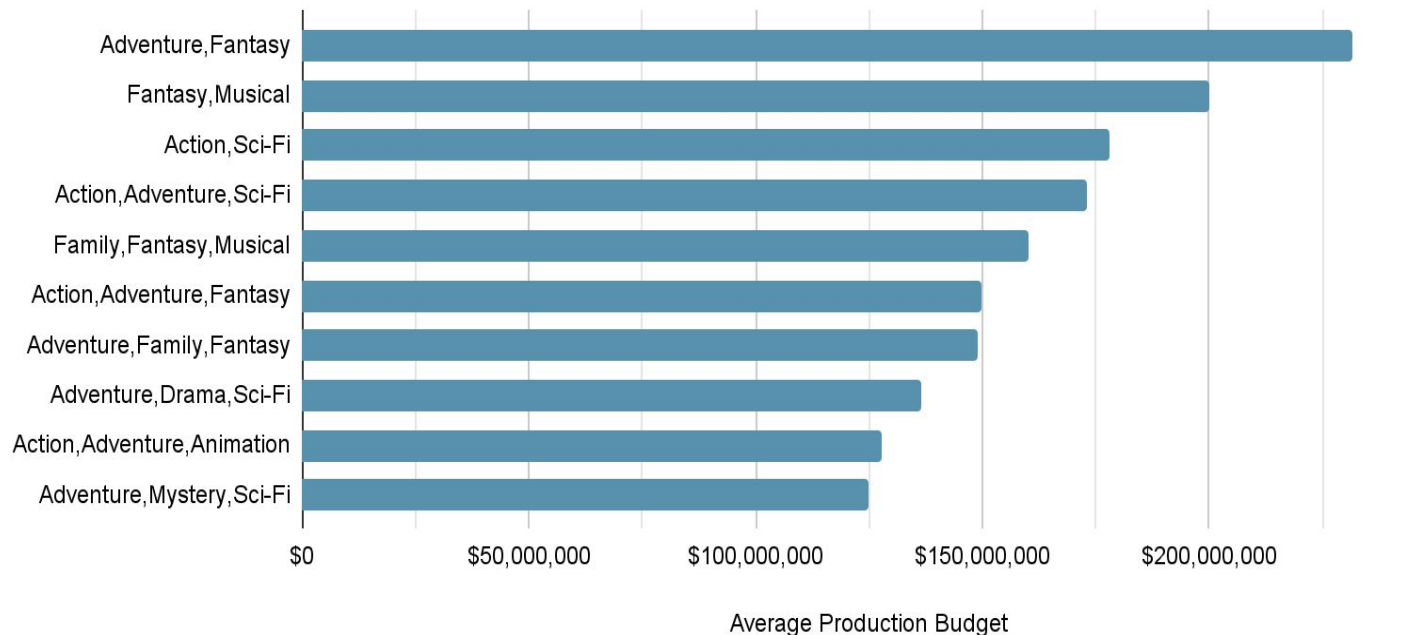
Average Domestic Gross Income by Genre



Results – Highest Production Budget

» Fantasy, Action, + Adventure

Average Production Budget by Genre

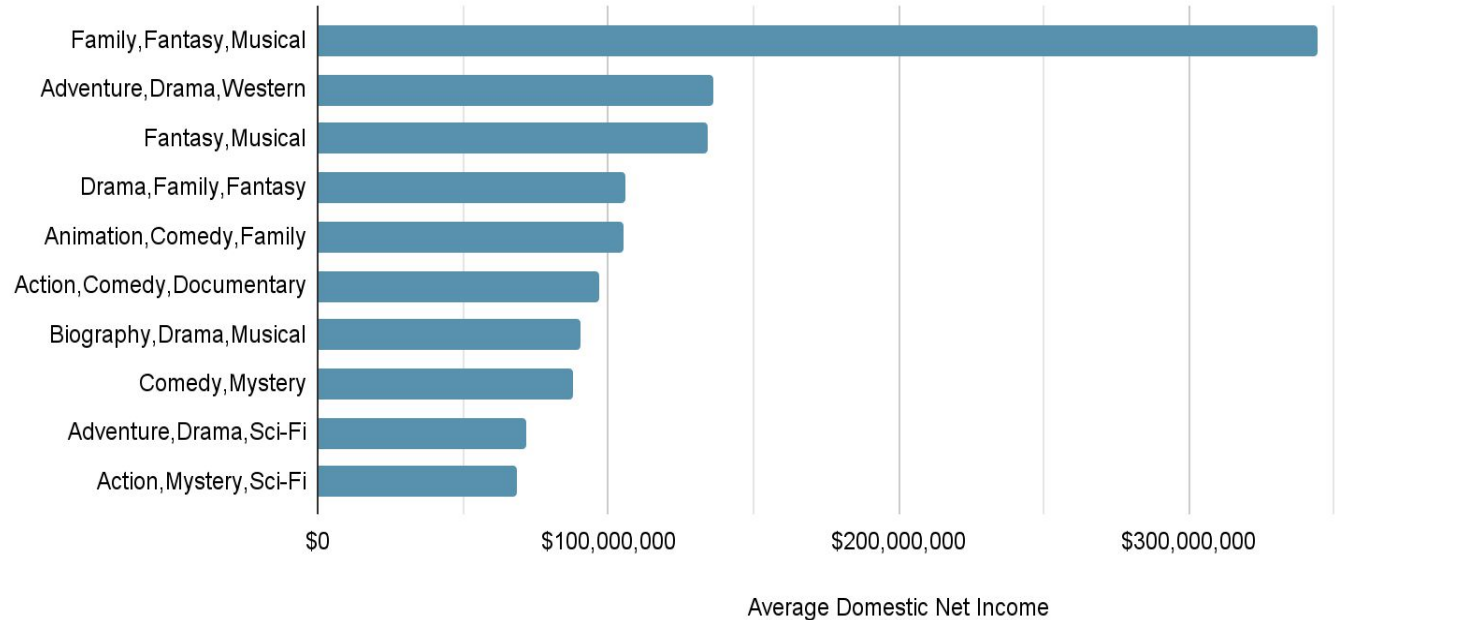


Results – Net Income

» 'Family, Fantasy, Musical'

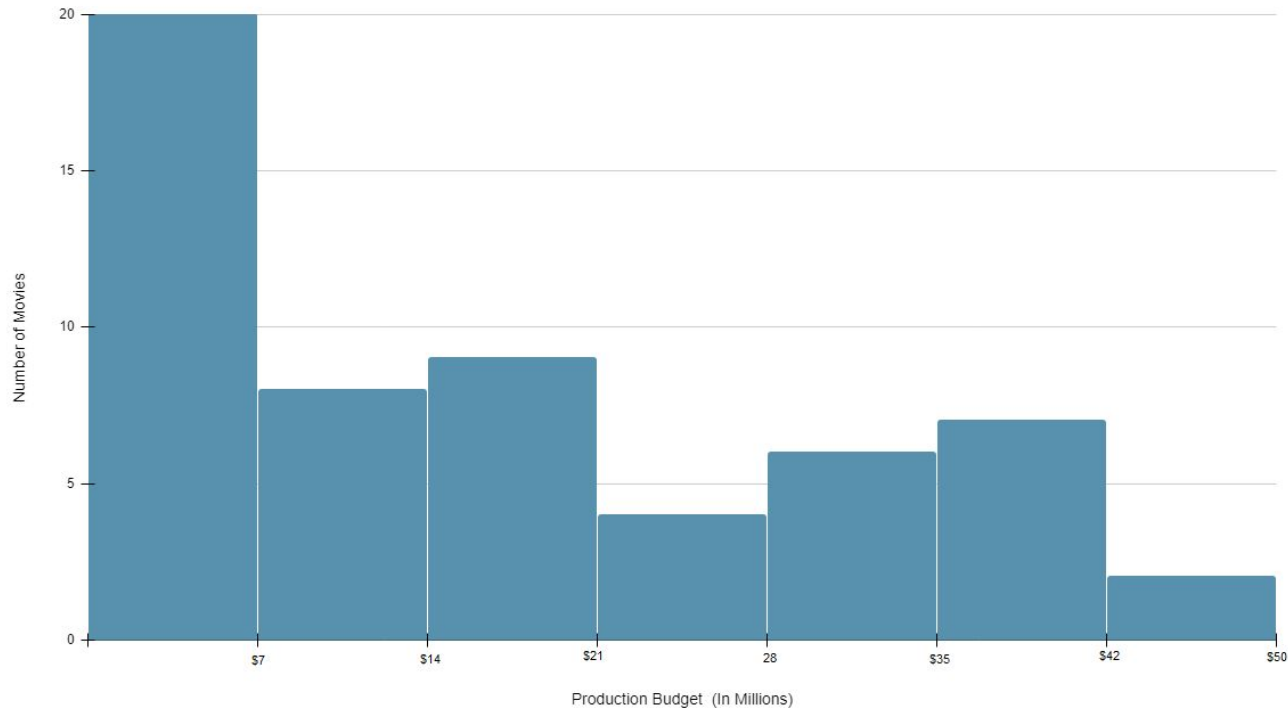
» Action + Adventure

Average Domestic Net Income by Genre



Results - Production Budget

Distribution of Poduction Budgets

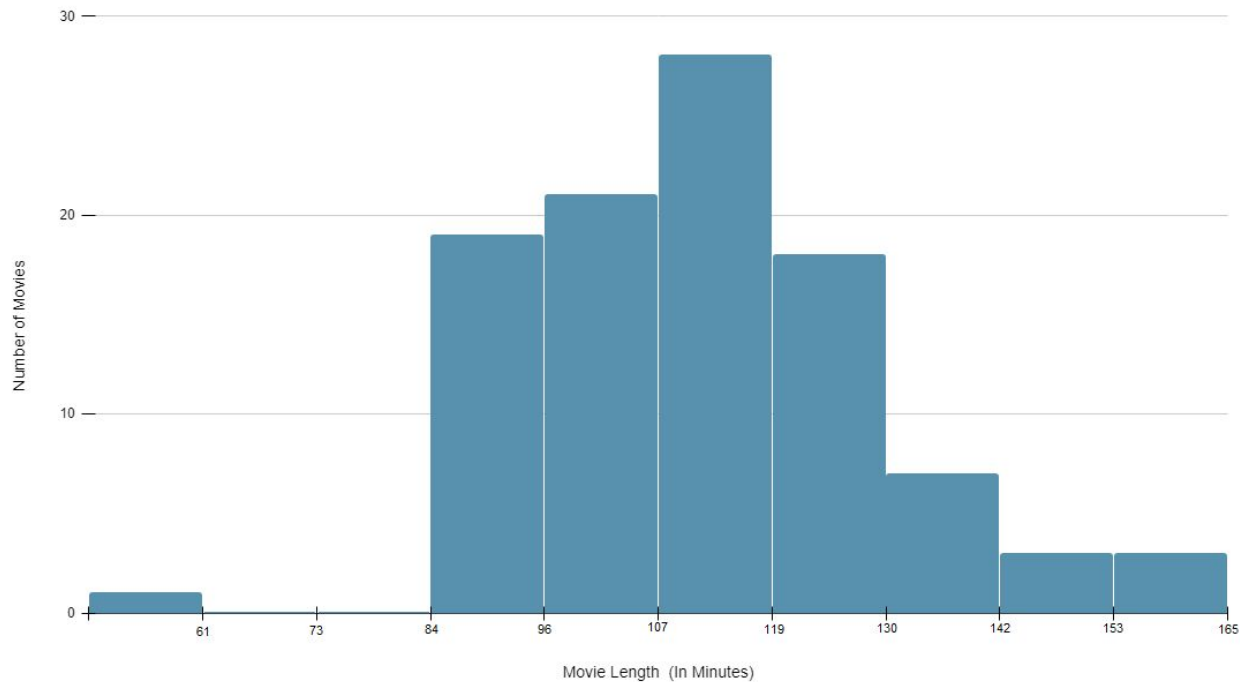


» **Under \$50 Million**

Results - Runtime Minutes

⇒ **90 - 120 minutes**

Distribution of Movie Length



Conclusions – Recommendations



Image from Pixabay

- **Action + Adventure**
- **Family-Friendly**
- **90-120 Minutes**
- **\$50 Million or Less**

Conclusions – Future Research + Development

- » **Directors + Writers**
- » **Trends over time**
- » **More recent data**
- » **International**



Thank You!

Questions, Comments, Concerns?

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