

# 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.”**



Image from Pixabay

# Data



Image from [guinnessworldrecords.com](http://guinnessworldrecords.com)



Image from [wikipedia.org](http://wikipedia.org)

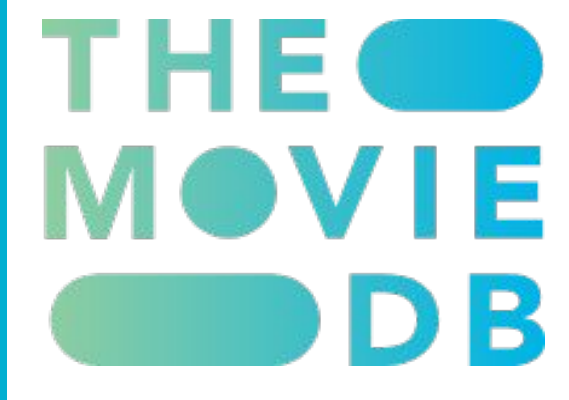


Image from [themoviedb.org](http://themoviedb.org)



Image from [commons.wikimedia.org](http://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

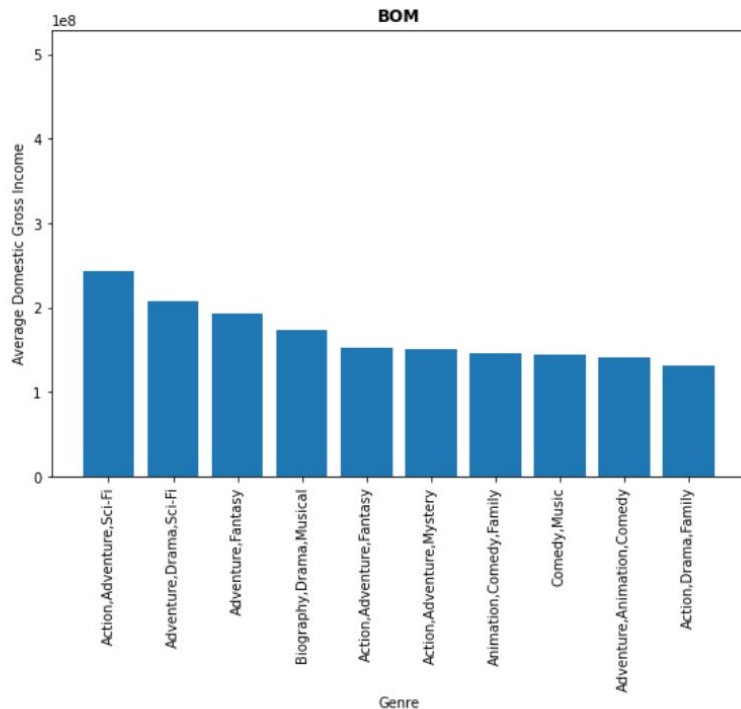
- » Common production budgets?
- » Common length of movies?



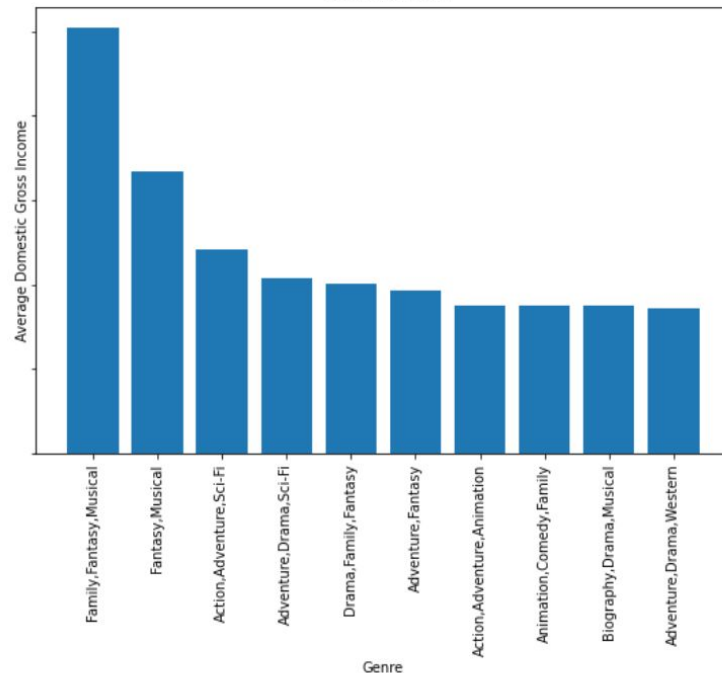
# Results – Domestic Gross Income

» Action, Adventure, + 'Family, Fantasy, Musical'

Top 10 Genres by Gross Income



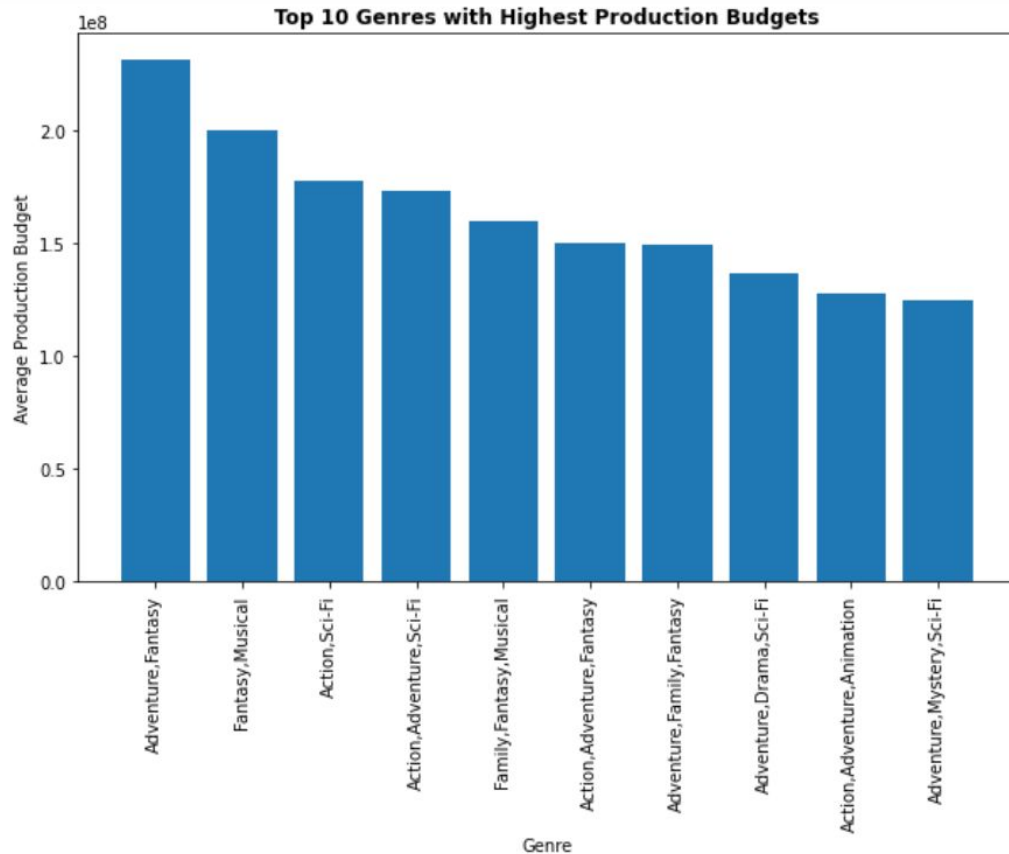
The Numbers

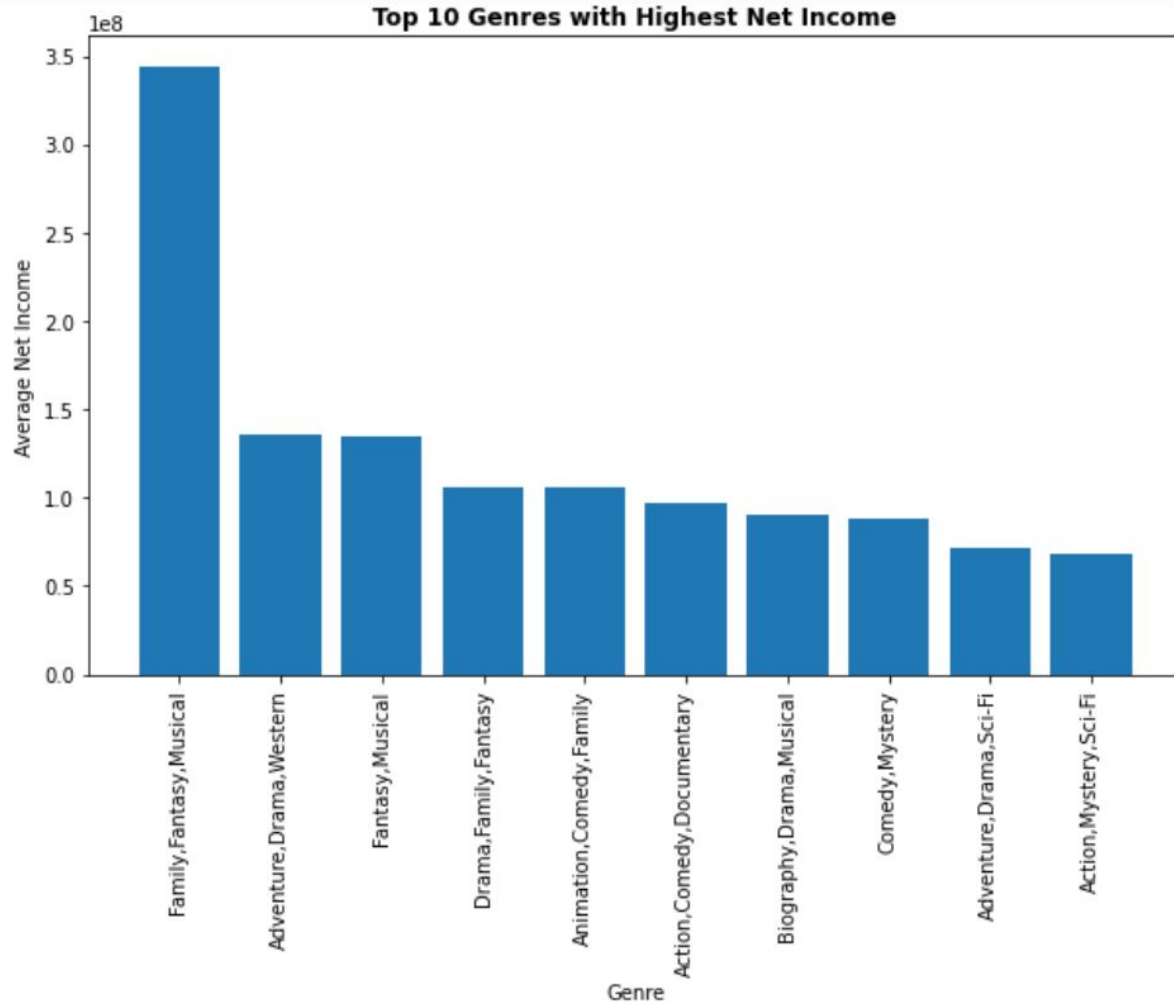




# Results – Highest Production Budget

» Fantasy, Action, + Adventure



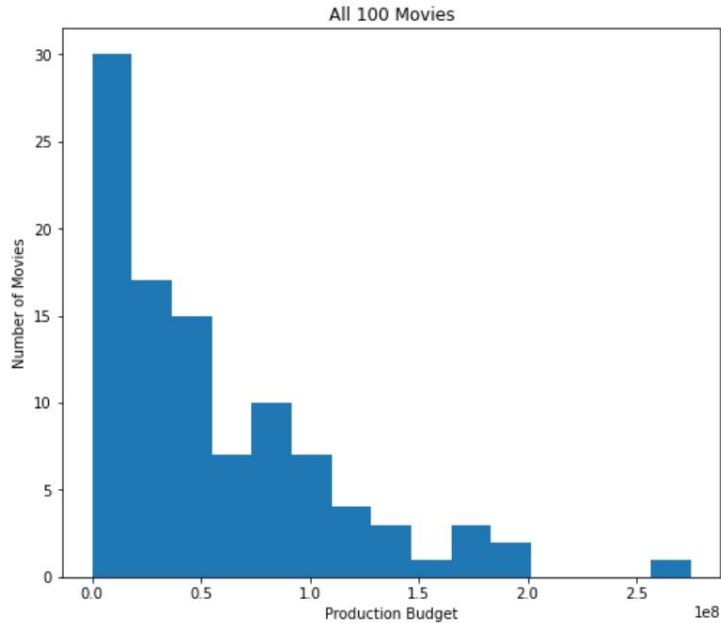


## Results – Net Income

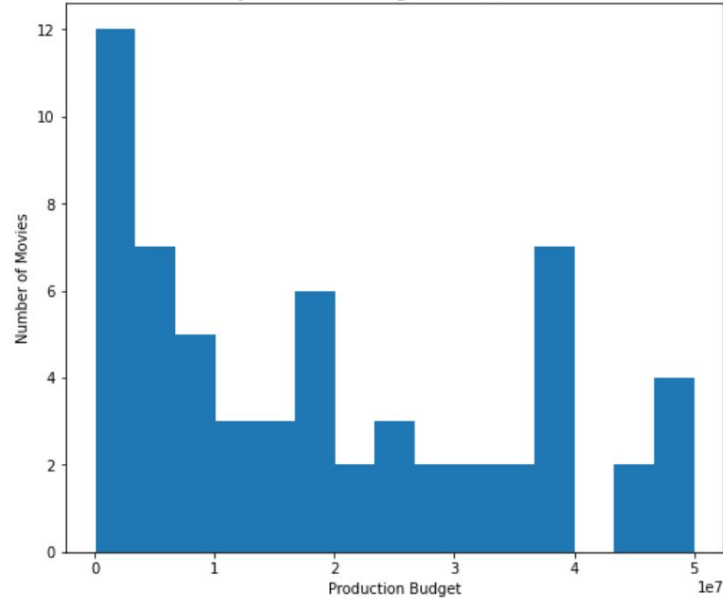
- » **‘Family, Fantasy, Musical’**
- » **Action + Adventure**

# Results - Production Budget

Distribution of Production Budgets  
Top 100 Movies with Highest Gross Income



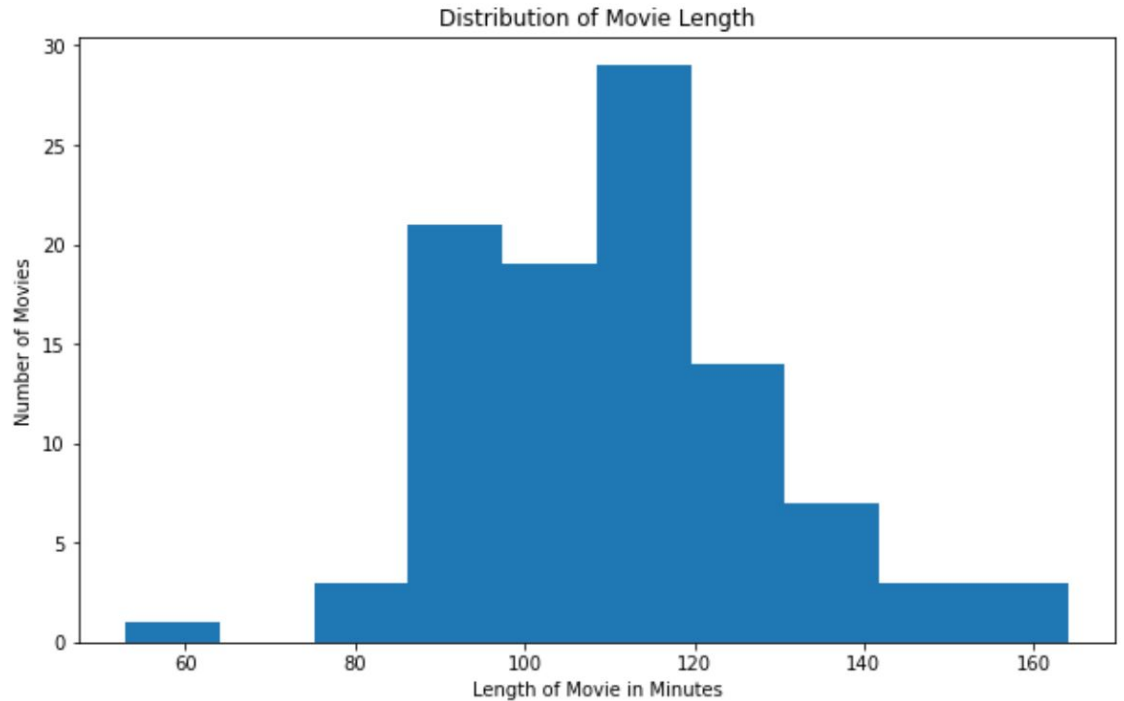
Only Movies with Budget Under \$50 Million



» Under \$50 Million

# Results - Runtime Minutes

⇒ **90 - 120 minutes**



# Conclusions – Recommendations

- **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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