

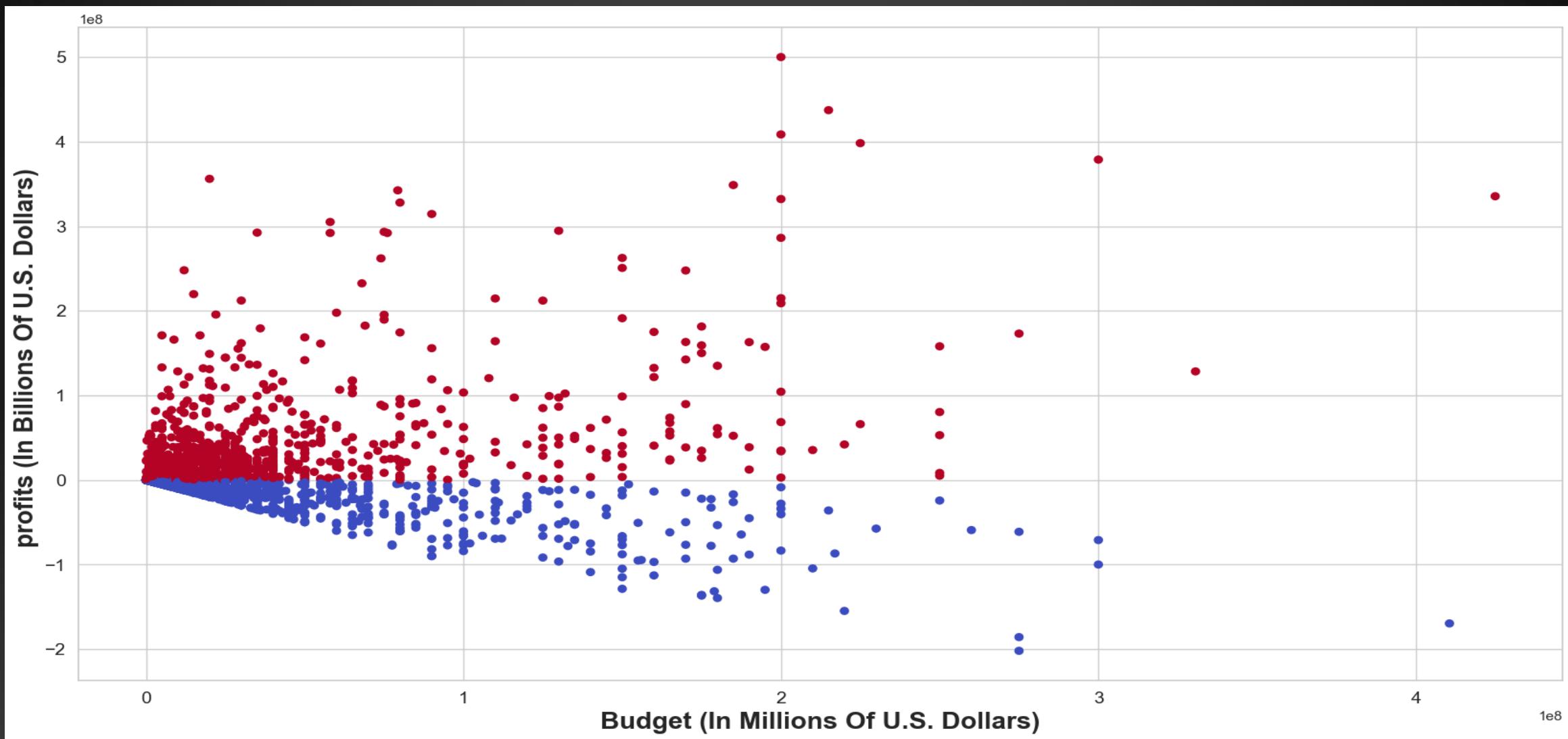
REIGNS MOVIE STUDIO

BIG MOVIES

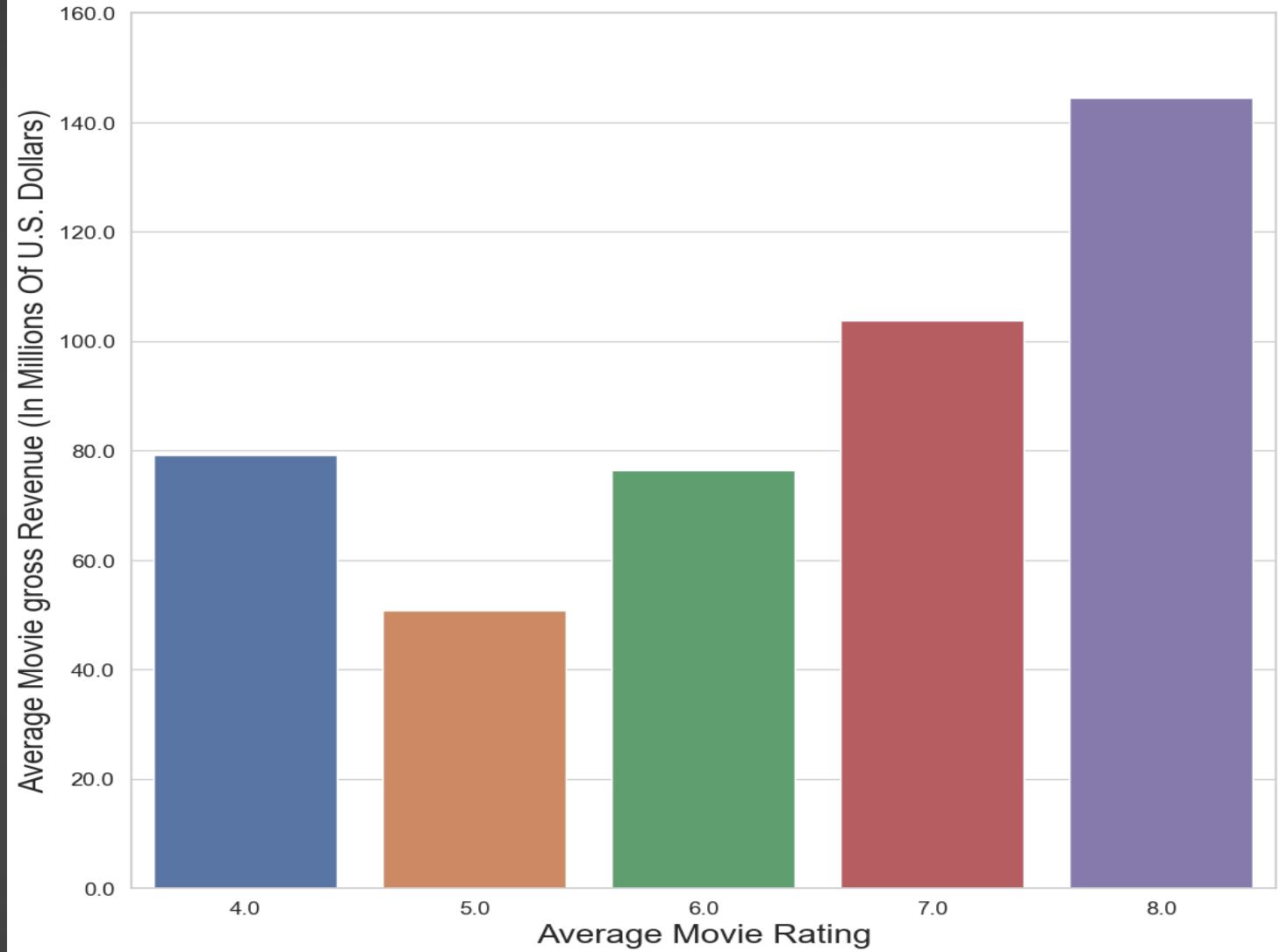
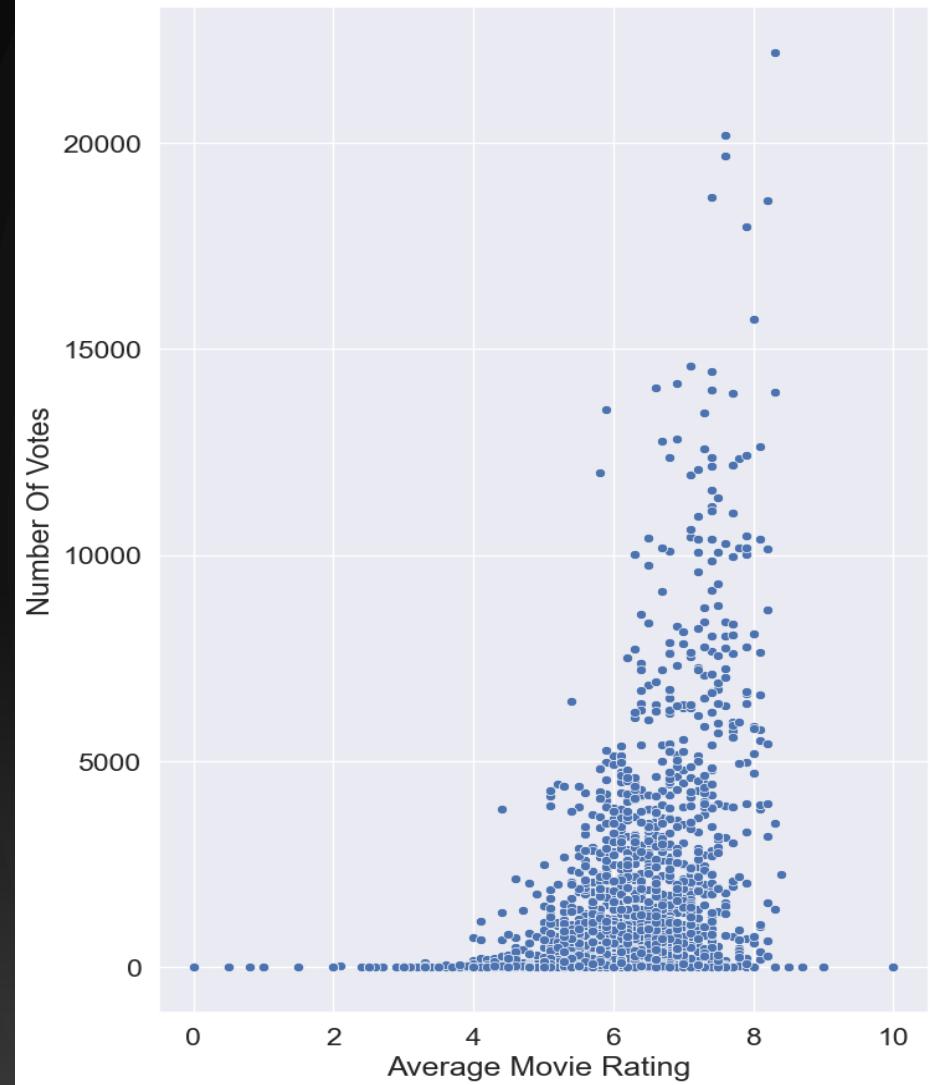
BACKGROUND

- Our client - Microsoft, seeks to make profit on new movie content.
- Our goal: to figure out what kinds of movies can procure the most revenue, in order to make Microsoft's reigns movie studio profitable.
- There are at least 4 variables that we believe can impact revenue.
 - ❖ Budget
 - ❖ Average Rating
 - ❖ Release Month
 - ❖ Genre
- I will provide 3 recommendations on how to make more money on new movie content, based on our findings from the data

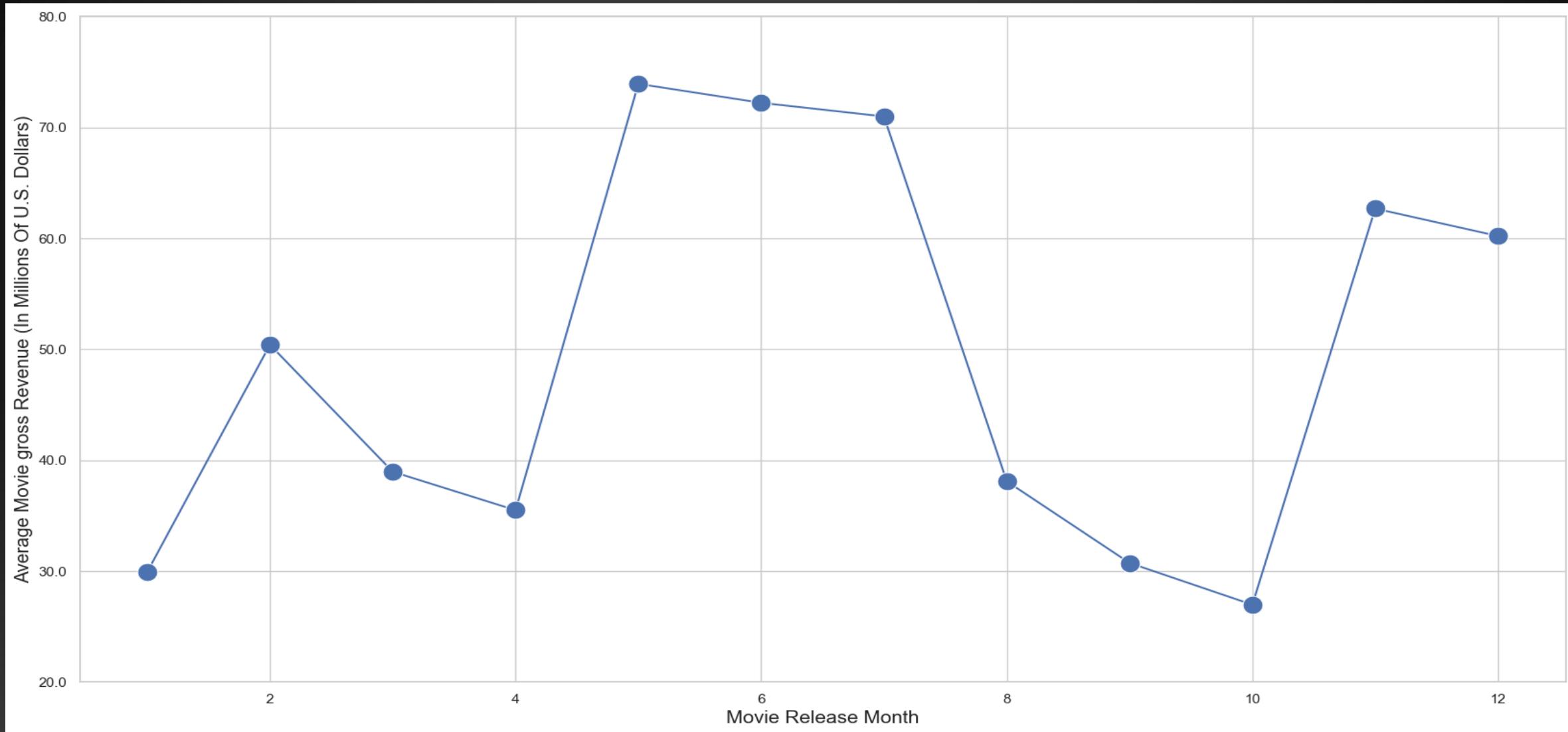
PROFIT VS. PRODUCTION BUDGET



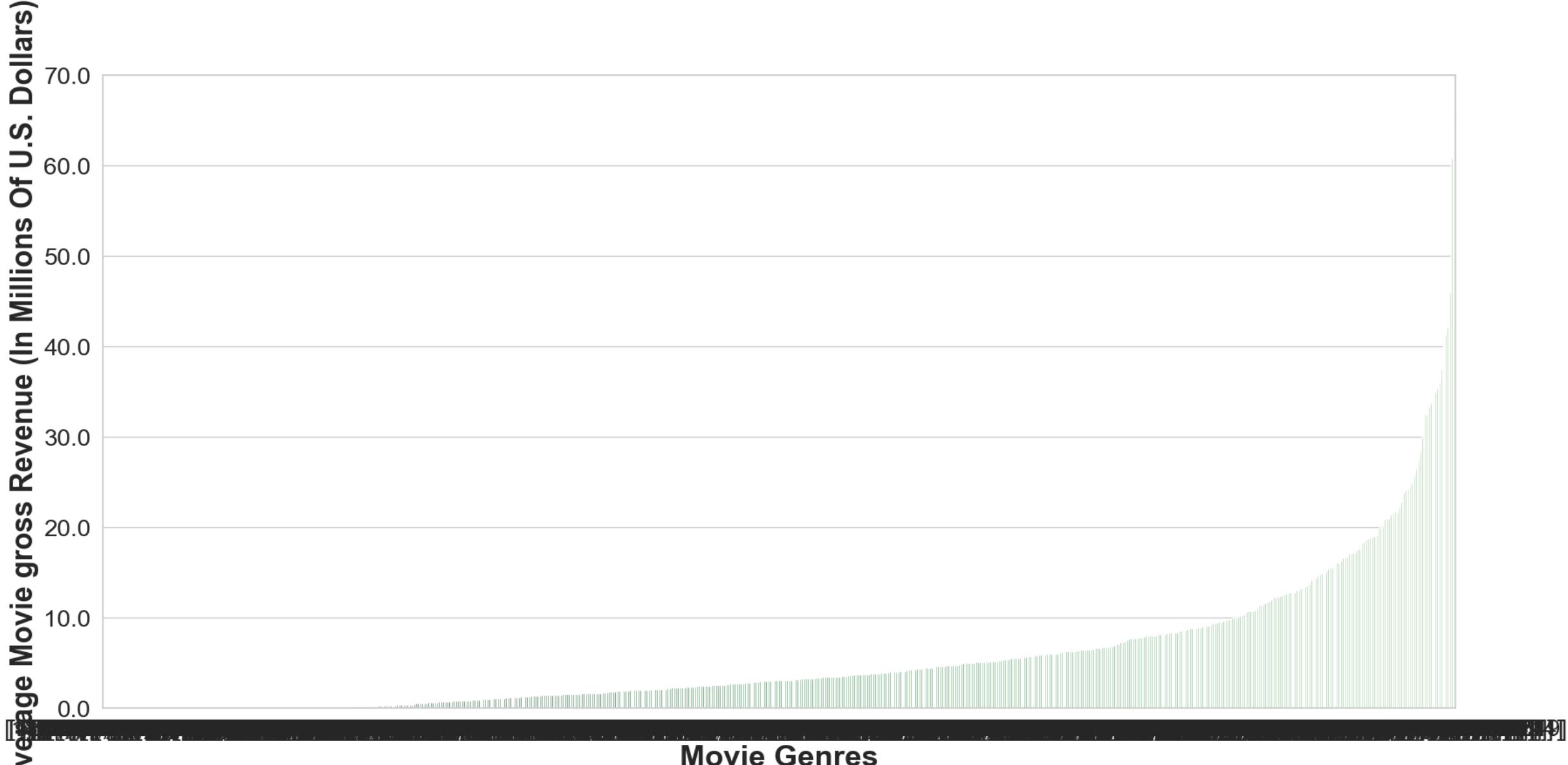
Average Rating vs. Revenue



RELEASE MONTH VS. REVENUE



GENRES VS. REVENUE



CONCLUSION

The preparation of the data, the modeling of these data, then the visualization of these data with a wide variety of graphs, and finally the interpretation of these graphs made it possible to conduct an analysis exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create:

- Audience ratings of the movies are quite close to those of the critics ratings
- Movies that are well rated by public and critics make the most money
- The more the public appreciates a film, the more they vote and give a good rating
- Animation, biography, crime, drama, mystery and adventure movies are the highest rated by critics
- Animation, adventure, biography, crime, documentary, mystery and science-fiction movies are the highest rated by the public
- Avatar, Pirates of the Caribbean: On Stranger Tides and Dark Phoenix movies had the most production budget.
- There were few mystery, western or war movies
- Movies that made the most money are action, drama and mystery movies

RECOMMENDATIONS:

- Movies with high quantities of high ratings fetch big profits! So, produce quality movies catering to the largest majority of people, to garner a larger volume of high ratings.
- Make more movies about “adventure.” The “adventure” genre makes the most money. Otherwise, “animation” and “horror” are the next best options.
- Generally, during the summer is good. If a movie must be released to make a last-minute buck, November is your best bet.



**THANK
YOU**

NAMA: CLIFF SHITOTE

CONTACT: +254701705153