Microsoft Movie Analysis

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Summary

Analysis of the movie data indicate that Microsoft should take the following steps in order to maximize its profitability and success:

1. Focus on 'Adventure' genre as it rendered the highest total gross earnings.

2. Keep the runtime minutes between 125 and 150 minutes.

3. Maintain the production budget between $150mm - $250mm.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Identify the highest Total Gross for a specific film Genre

- Determine an appropriate range of Runtime Minutes

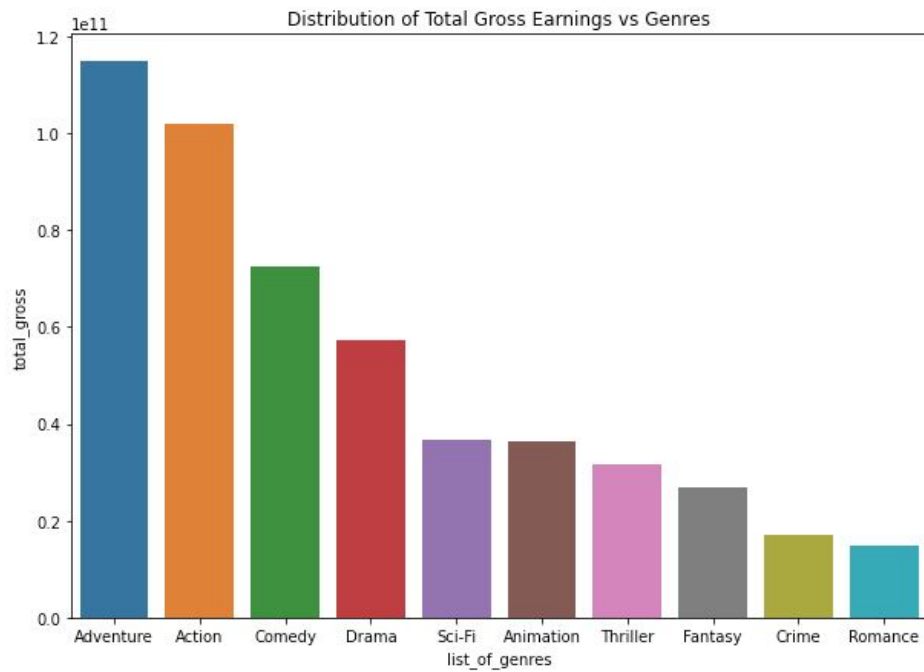- Establish a range for the Production Budget

Data

- Online data source is IMDb (imdb.com)

- Database includes 146,144 films

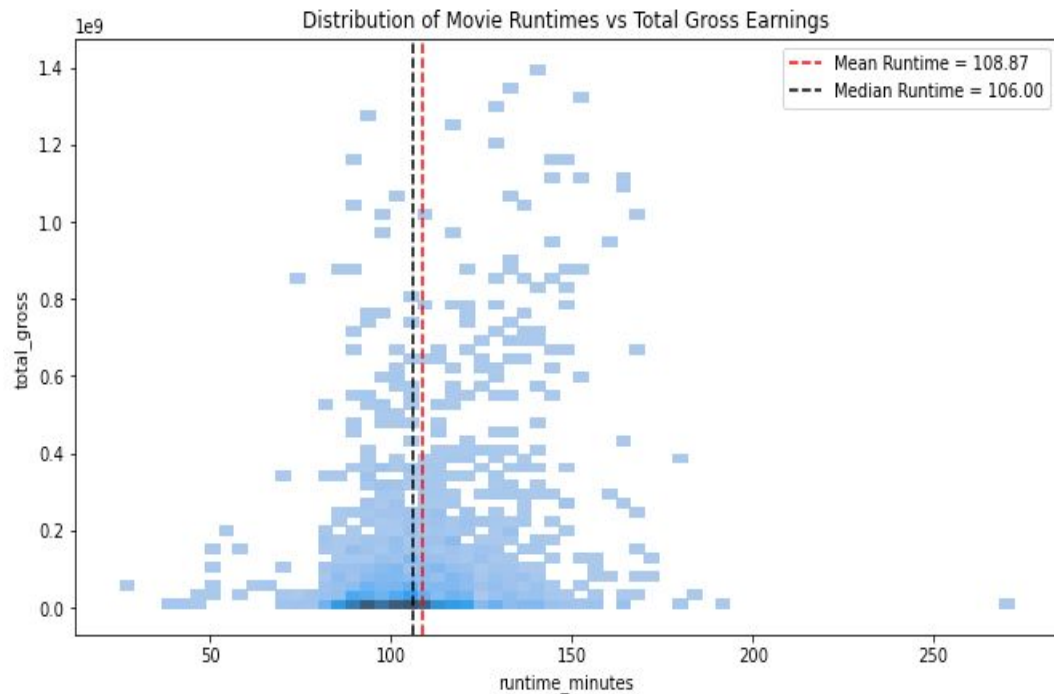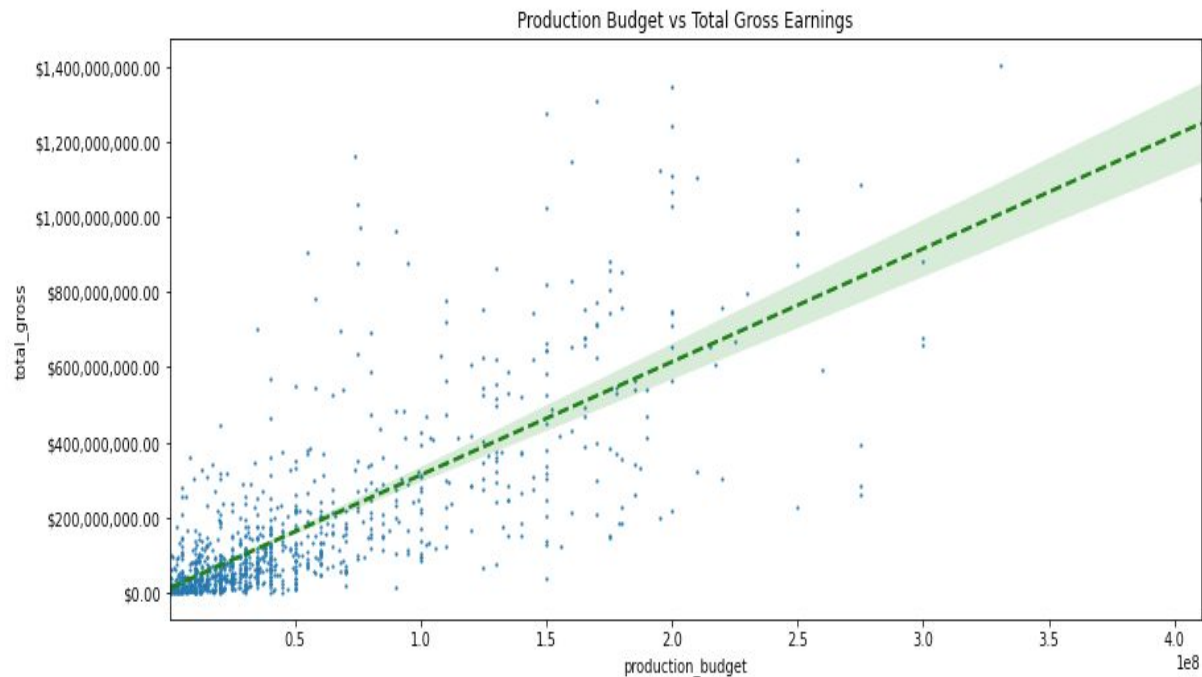- Individual film data includes genres, runtime minutes, and domestic/foreign gross totals

Results

Distribution of Total Gross Earnings vs Genres

- $114 trillion Total Gross for Adventure genre

Results

Distribution of Movie Runtimes vs Total Gross Earnings

- Keep runtime to 150 minutes max

Results

Production Budget vs Total Gross Earnings

- Keep production budget between $150 - $200 million.

Conclusions

To maximize probabilities of success and profitability, implement of the following strategies:

- Focus on the Adventure genre

- Limit runtime to 150 minutes

- Set production budget between $150 - $200 million

Thank You!

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