

MOVIE MARKET ANALYSIS

Presented by Hannah Kwirikia



Outline

- Introduction
- Research Objective
- Research Questions
- Methodology
- Results
- Recommendation



INTRODUCTION

Microsoft has decided to venture into the movie market.

This is a movie market exploratory data analysis that will provide Microsoft's CEO with useful insights to inform their venture.



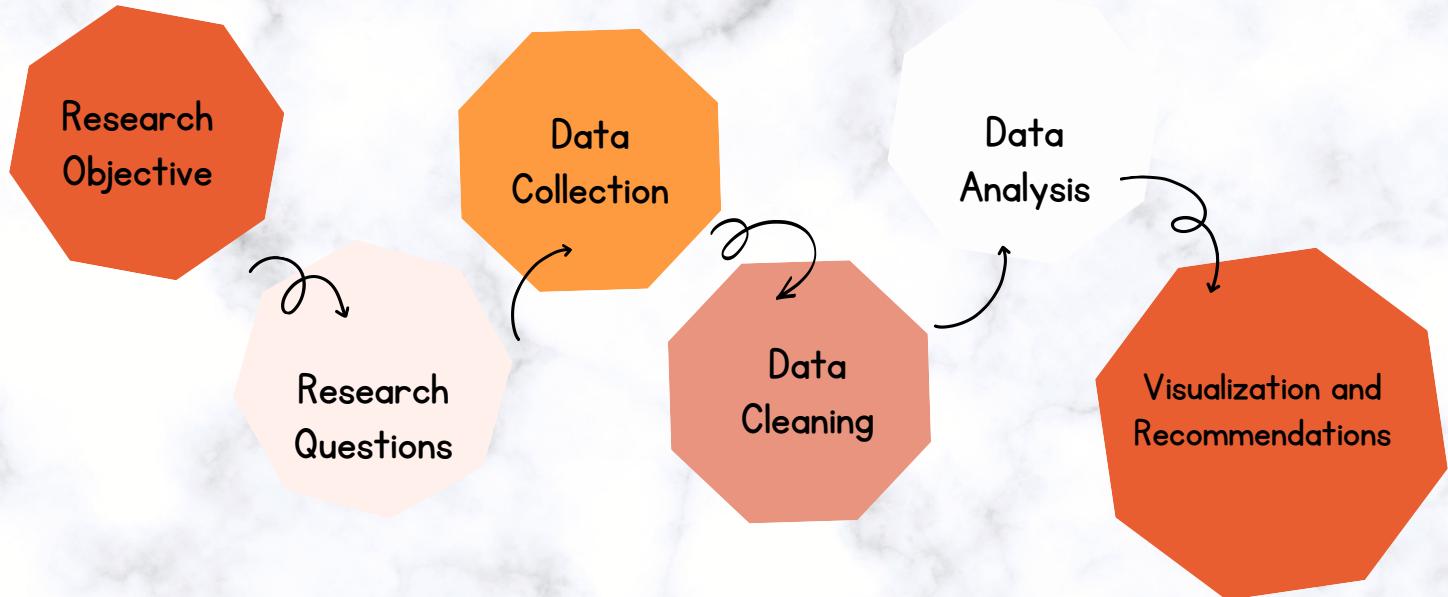
RESEARCH OBJECTIVE

To find out what types of films are currently doing the best at the box office.

Research Questions

- What effect do the ratings have on movie performance at the box office?
- What are the best-performing movie genres at the box office?
- What are the best-performing studios at the movie box office?

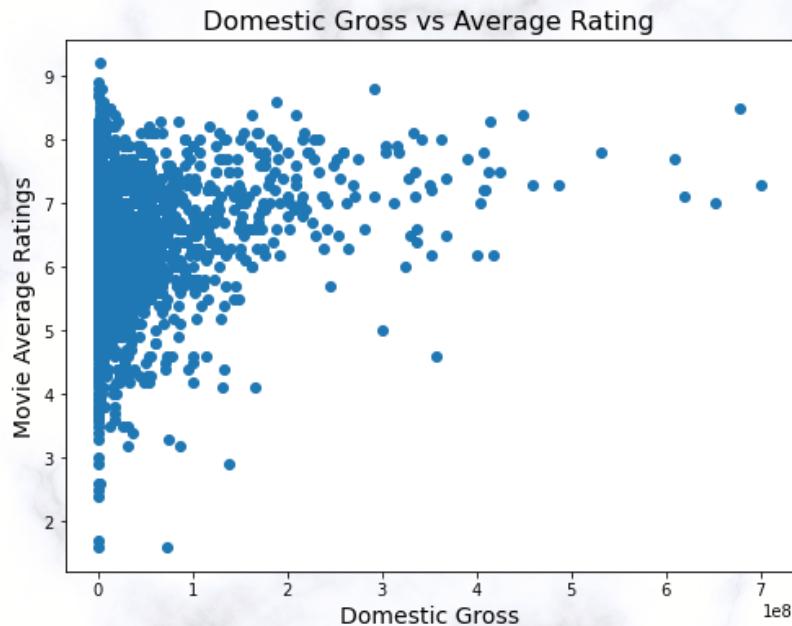
Methodology



RESULTS

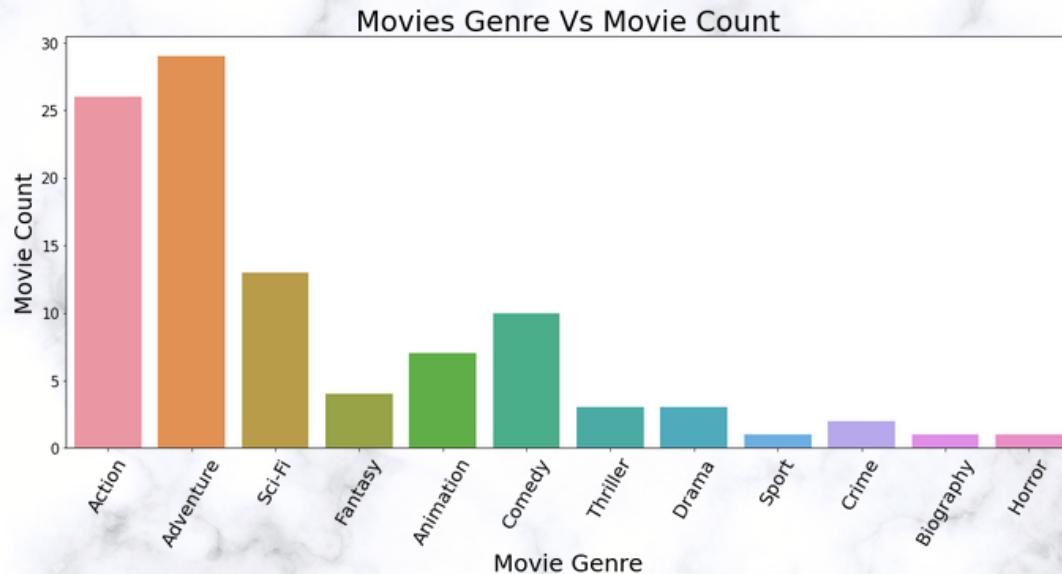


What effect do the ratings have on movie performance at the box office?



As the average ratings increase, the domestic gross also increase.

What are the best-performing movie genres at the box office?



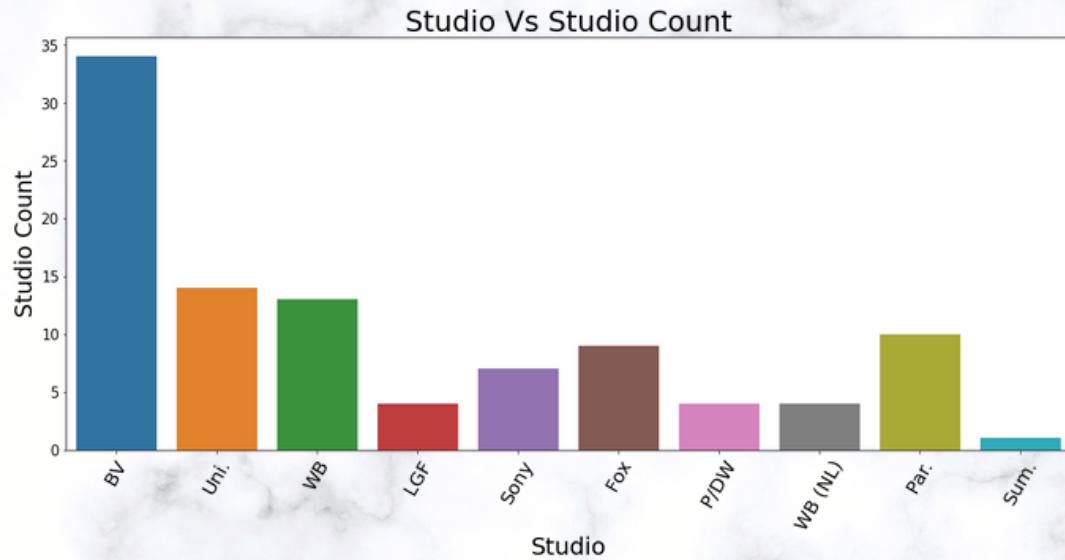
The 3 best performing genres based on their income are:

Adventure (27 films)

Action (21 films)

Sci-Fi (13 films)

What are the best-performing studios at the movie box office?



The biggest competitors in terms of movies with the highest gross income are BV, Uni, and WB.

RECOMMENDATION



- The best movie genres to invest in based on domestic gross are Adventure, Action, and Sci-Fi
- What's more, focus on recently produced films as those report higher income.
- Finally, watch out for competition. BV, Uni, and WB are currently on top.



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Thank you

