Microsoft movie project.

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Assisting microsoft to venture into movie production.

The movies that sell.

I analyzed the highest-grossing movies and determined what makes them so successful. My analysis will help you make the best possible movie based on the following criteria: a genres, movie released date in the best month with an appropriate budget and the best runtime.

Outline.

1. Business problem.

2. The data used in this project.

3. The method used.

4. The results.

5. The conclusion.

Business understanding.

- Movie type
- Release month
- Production budget
- Genres.
- Runtime in minutes.

Data used.

I used the database data together with the movie budget data provided by the school.
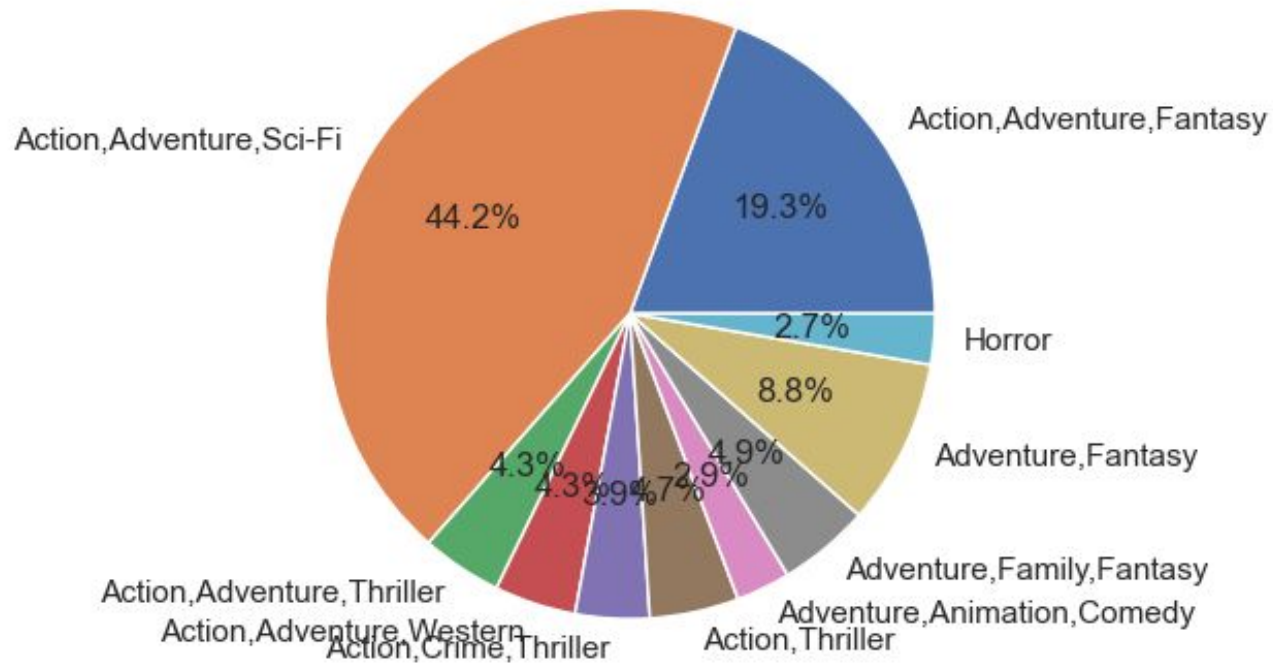
My analysis method.

I used summary statistics as well as visualization to illuminate and isolate key factors.

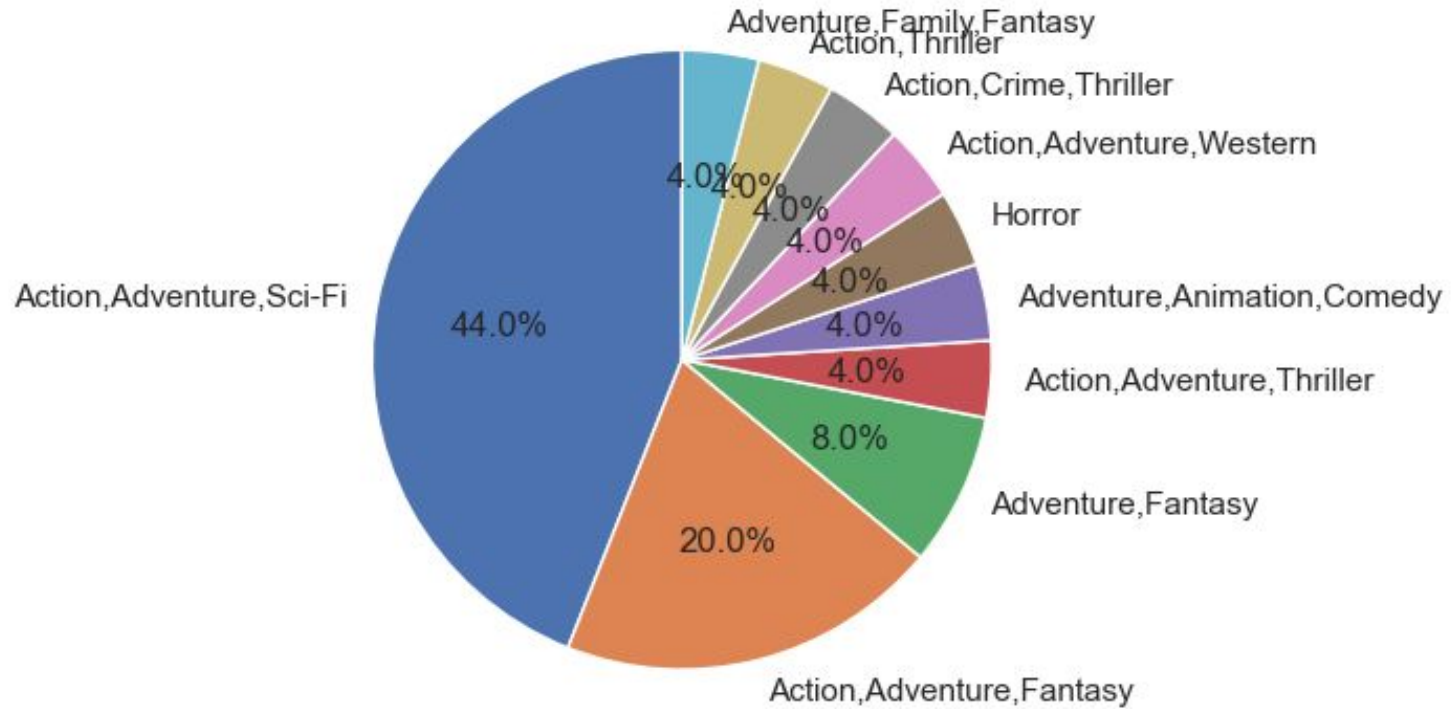Examples of summary statistics methods used were.
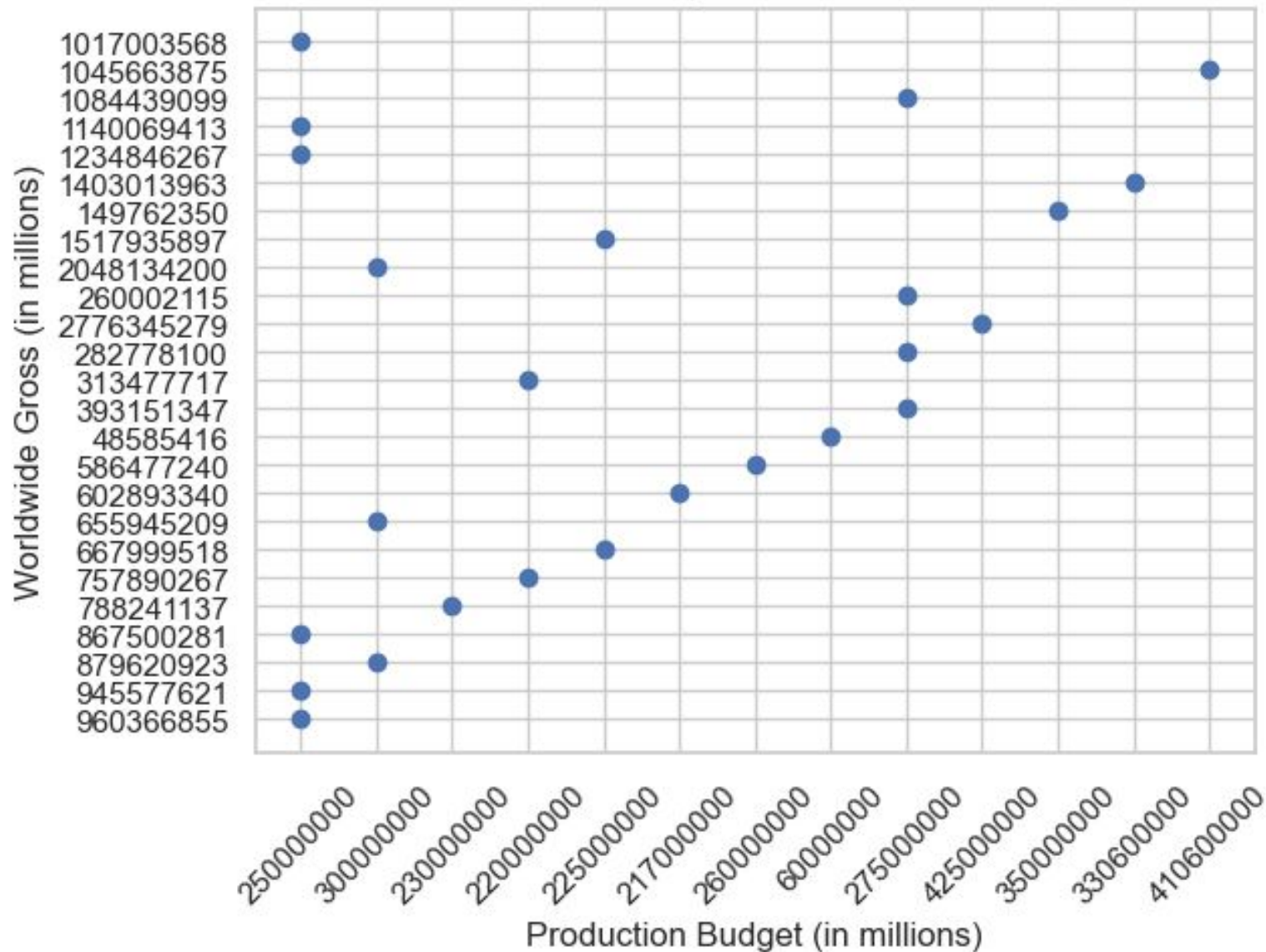
1. Mean
2. Mode
3. median.

Runtime by Genre

Action,Adventure,Sci-Fi

Action,Adventure,Fantasy

44.2%

19.3%

2.7%

Horror

8.8%

4.9%

Adventure,Fantasy

4.3%

4.3% 3.9% 2.9% 2.9%

Action,Adventure,Thriller

Adventure,Family,Fantasy

Action,Adventure,Western

Adventure,Animation,Comedy

Action,Crime,Thriller

Action,Thriller

Distribution of Movie Genres

Adventure,Family,Fantasy

Action,Thriller

Action,Crime,Thriller

Action,Adventure,Western

Horror

Adventure,Animation,Comedy

Action,Adventure,Thriller

Adventure,Fantasy

Action,Adventure,Fantasy

Action,Adventure,Sci-Fi

44.0%

20.0%

8.0%

4.0%

4.0%

4.0%

4.0%

4.0%

4.0%

4.0%
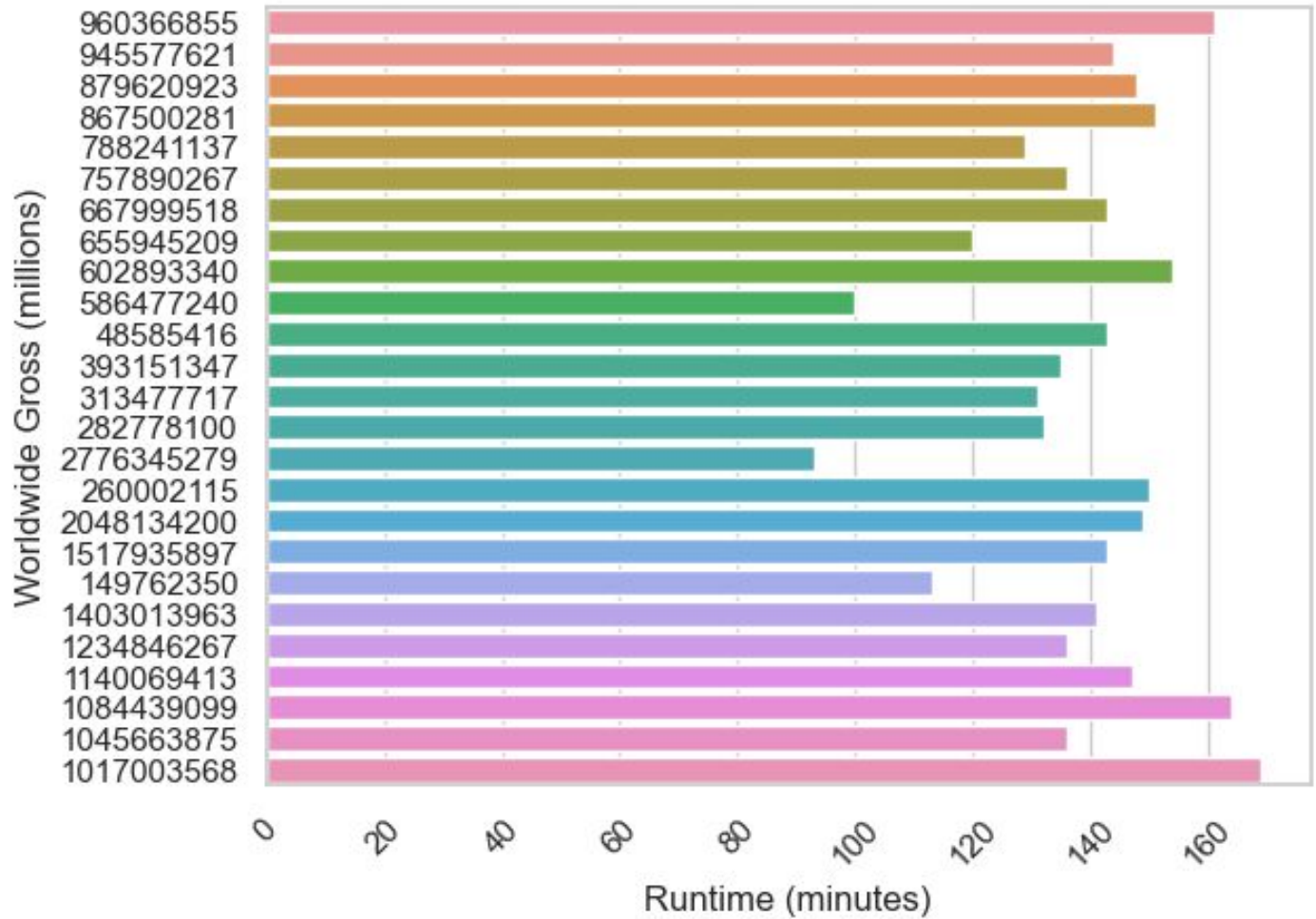
Production Budget vs. Worldwide Gross

Runtime vs. Worldwide Gross

Conclusion

To ensure the success of Microsoft's upcoming movie project, the team should focus on action sci-fi genres with adventure elements. Additionally, investing in a higher production budget is recommended as there is a positive correlation between budget and box office performance. The movie's runtime is also crucial, with an optimal runtime of 113 to 166 minutes to maintain audience engagement.

To further strengthen the conclusions and understanding of the movie industry, it would be beneficial to gather additional datasets for analysis.

Thank You