

MOVIE PROJECT PRESENTATION

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Microsoft Movie Studio

This project aims to analyze movie data sets to help Microsoft decide on which types of movies to focus on in their upcoming movie studio. The decision will be based on how well the different types of movies are doing.

Process

The project aims at establishing the best performing genres using data with the following insights:

Movie Gross Domestically and Internationally

Movie Rating

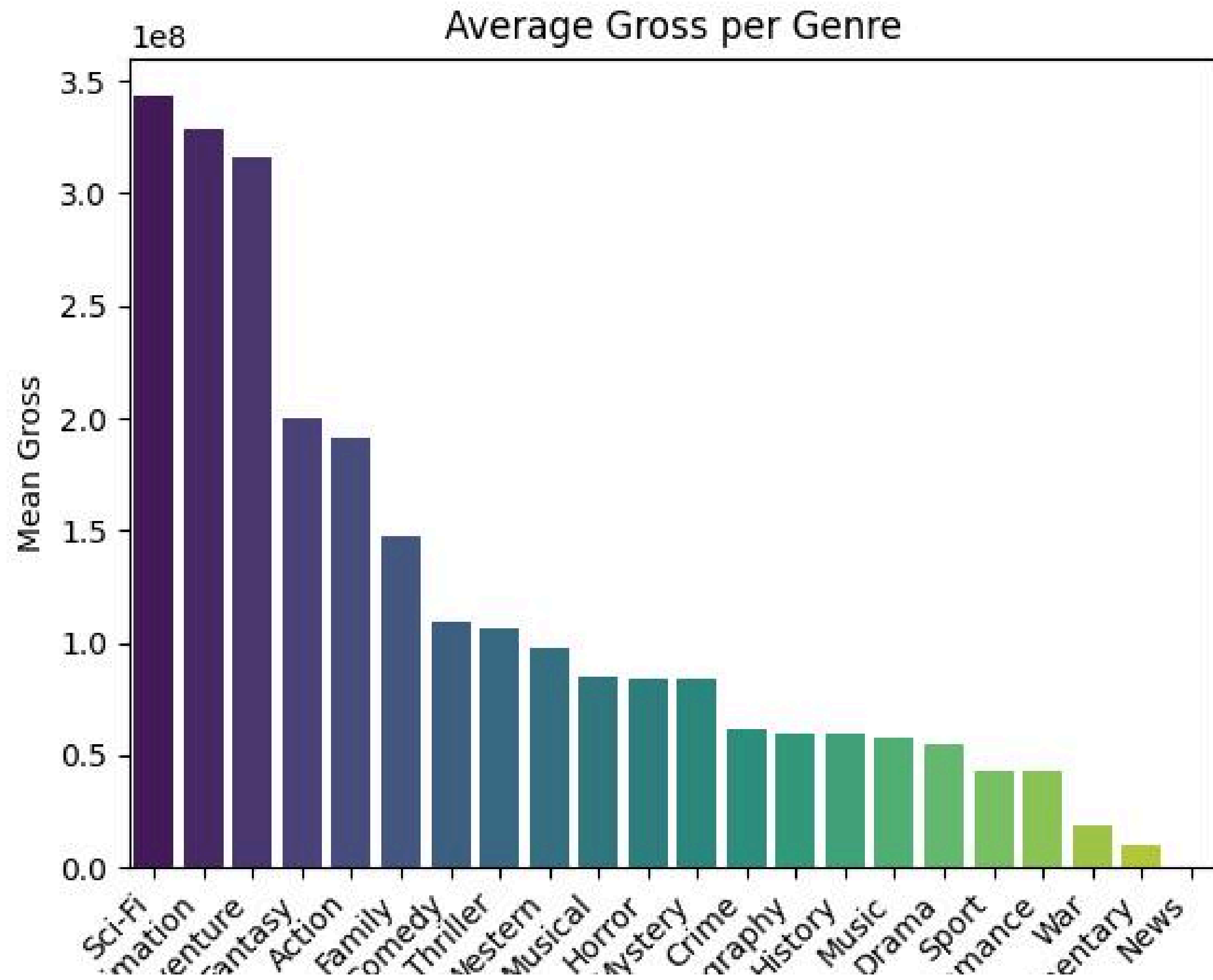
Year of production and studio

Top 3 Genres by Gross

Sci-Fi
Adventure
Animation

Based on the analysis, the three genres that generated the highest gross returns and should be considered for future projects are:

1. Animation: This genre consistently attracts a wide audience, often driven by family appeal and strong storytelling.
2. Sci-Fi: Known for its imaginative concepts and often large-scale productions, Sci-Fi films frequently achieve significant box office success.
3. Adventure: This genre, often featuring thrilling plots and expansive settings, continues to be a major draw for audiences.



Top 3 Promising Genres

Action

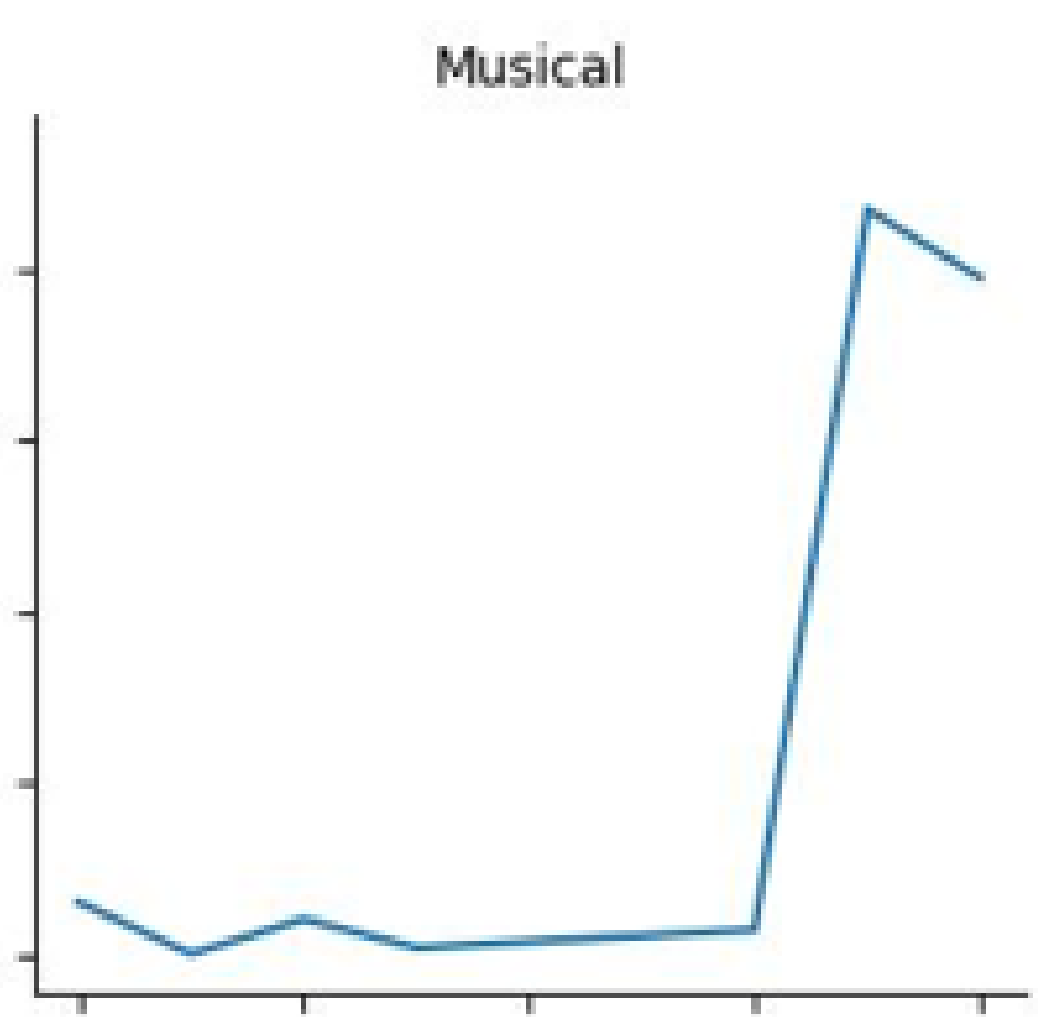
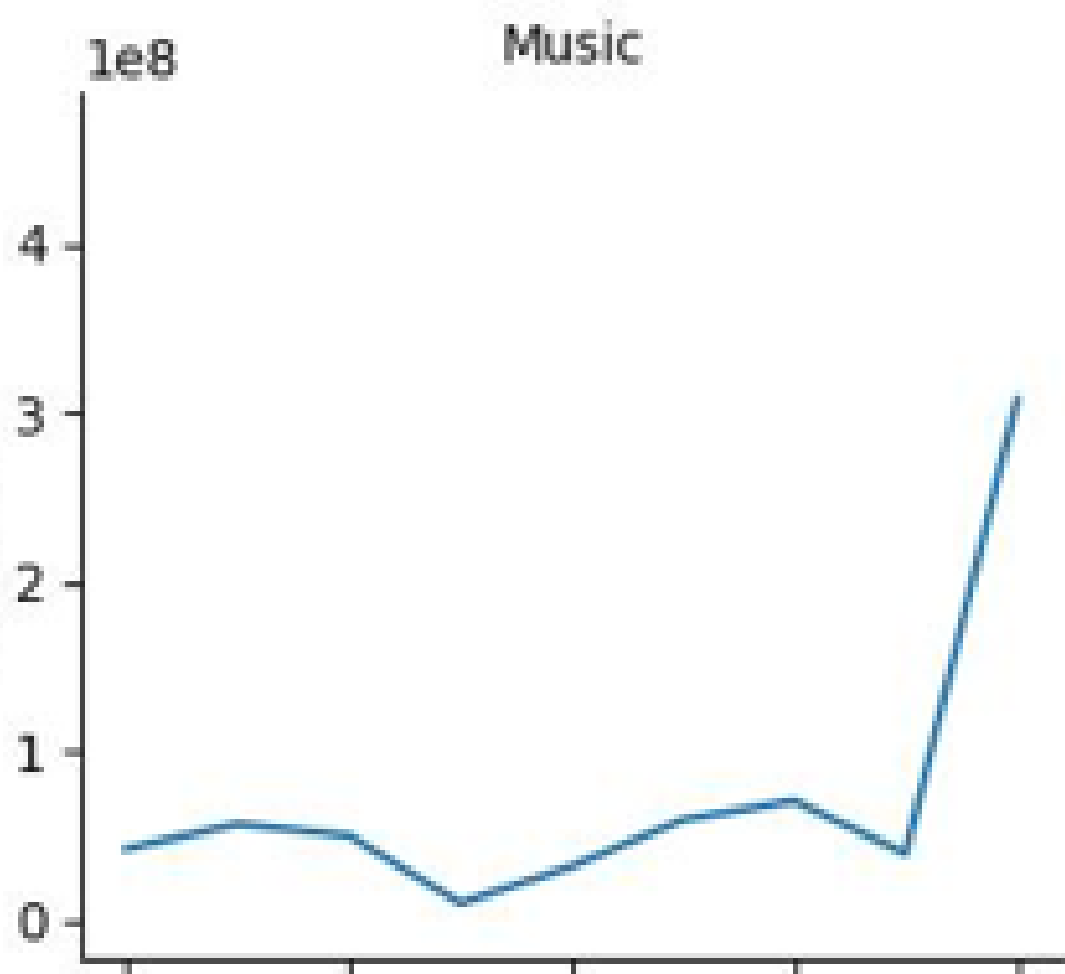
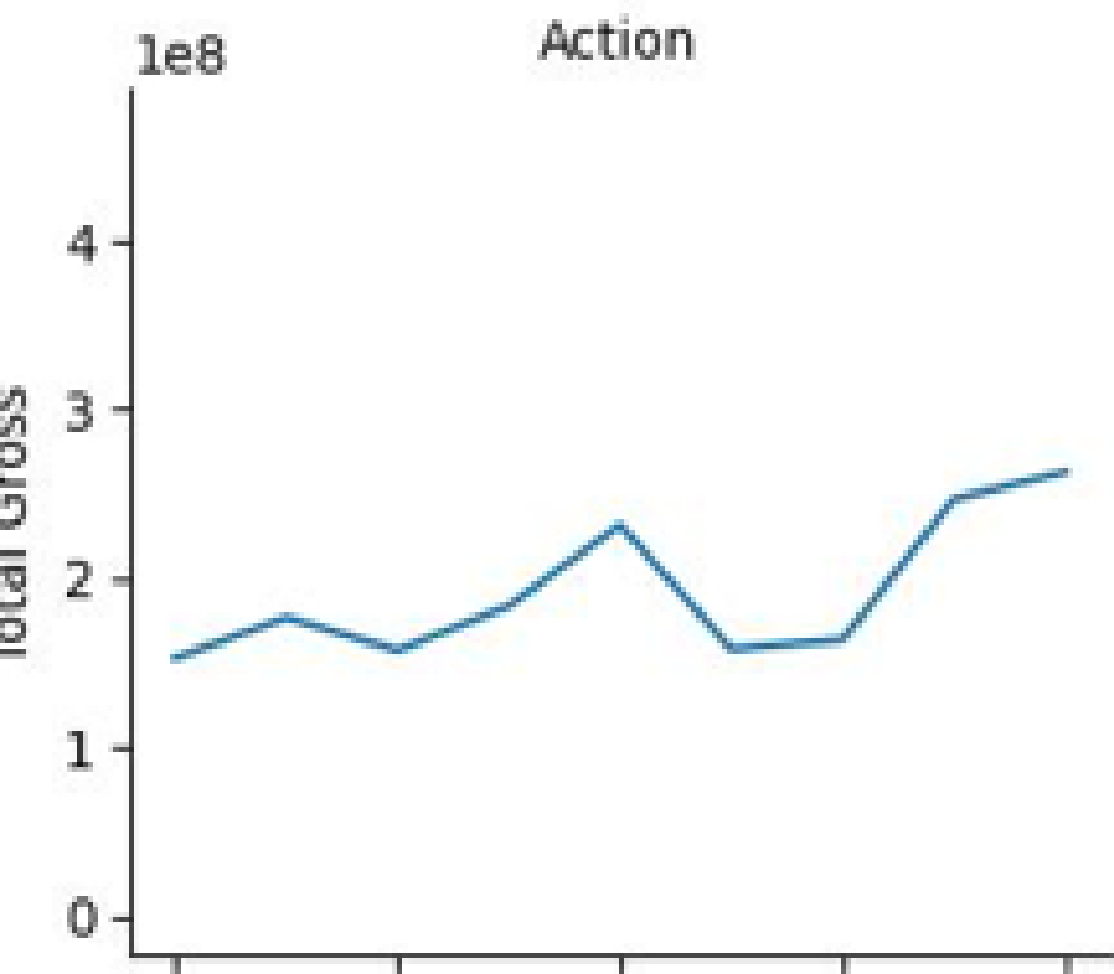
Music

Musical

Based on observed trends over the years, the following genres show growth potential and could be worth exploring:

- Action: Continues to be a strong performer, often with high global appeal.
- Music: This genre, encompassing films centered around musical themes or performances, is showing promising upward trends.
- Musical: Revivals and new productions in this genre are finding renewed success, appealing to a dedicated audience.

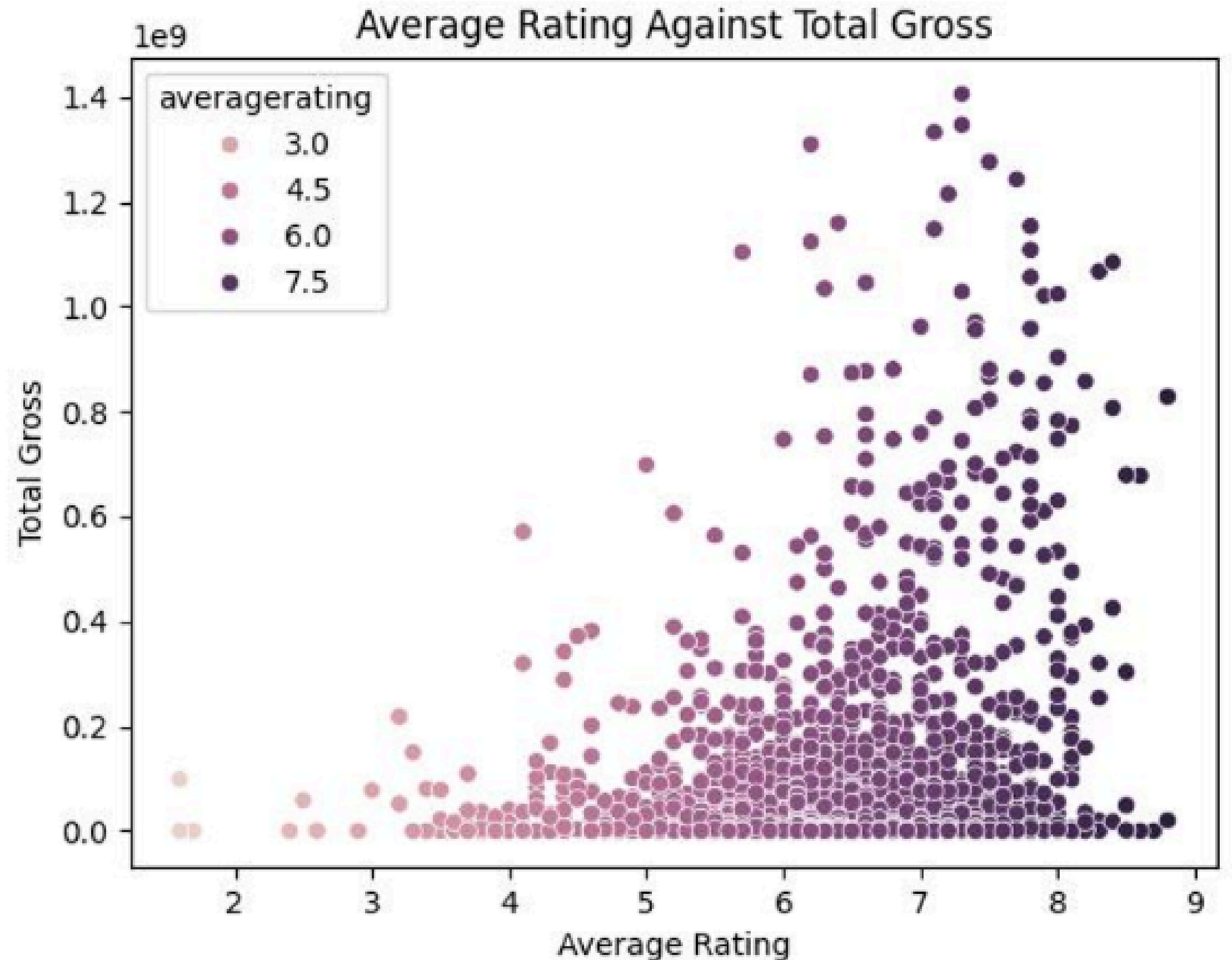
Top 3 Promising Genres



Ratings and Gross

The highly rated films seem to generate a high gross

This suggests that audience reception and popularity are crucial indicators of movie performance.



Competitors to Watch Out For

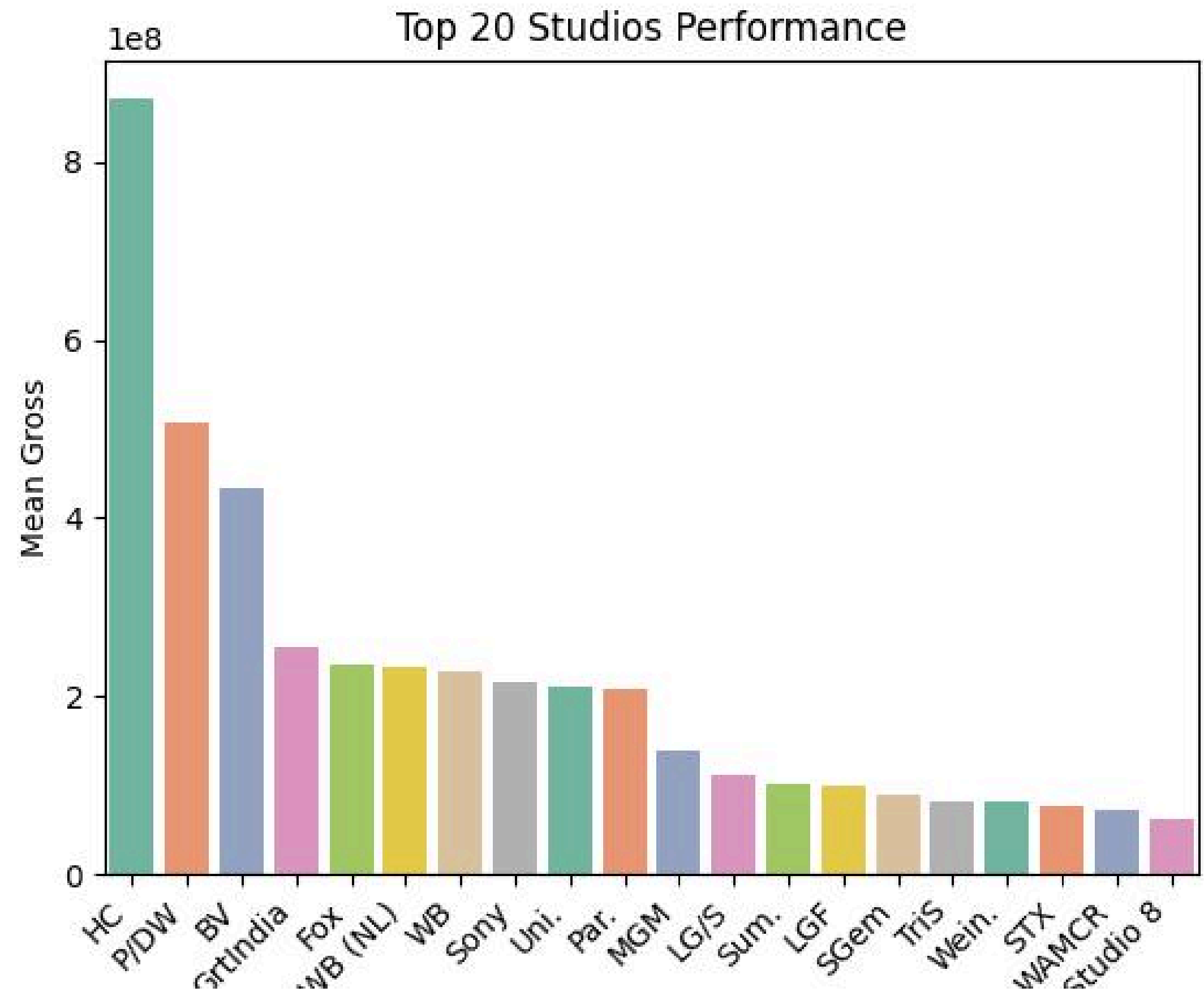
HC

P/WD

BV

Understanding and watching their strategies and performance in the highest-grossing genres as well as the genres that show potential could provide valuable competitive intelligence.

Top Competitors



**Thank you
very much!**