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

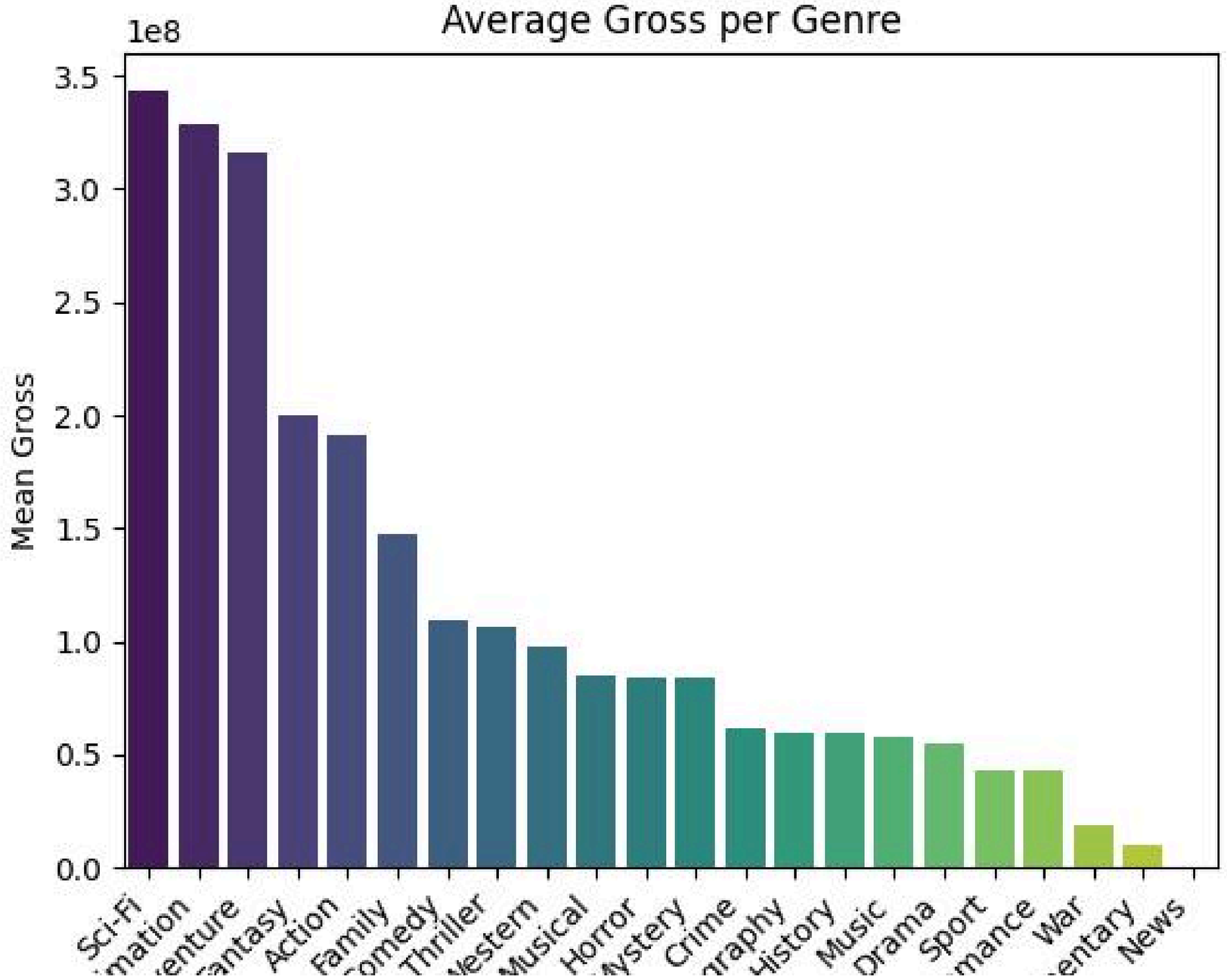
Year of production and studio

Top 3 Movies by Gross

Sci-Fi

Adventure

Animation


Average Gross per Genre
1e8
Mean Gross
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
Sci-Fi
Action
Family
Thriller
Musical
Horror
Crime
History
Music
Drama
Sport
War
News

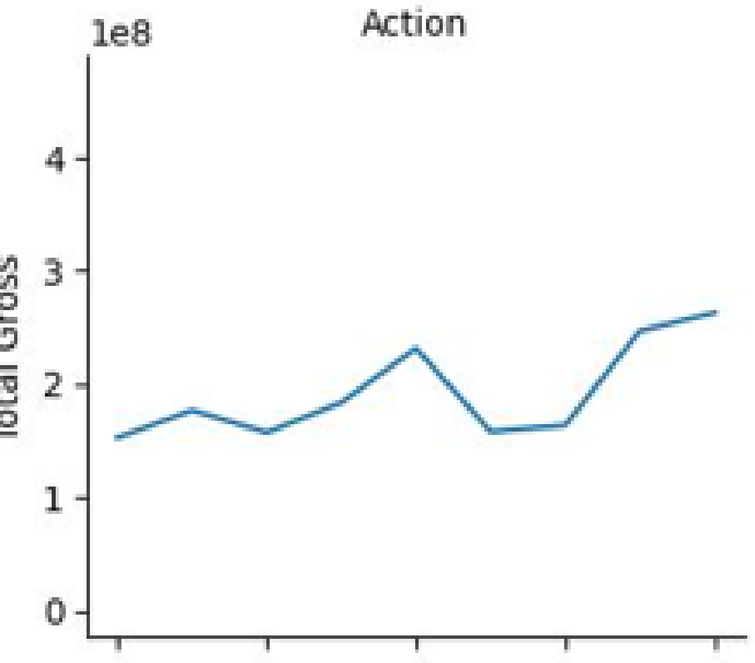
Top 3 Genres Gross Trend

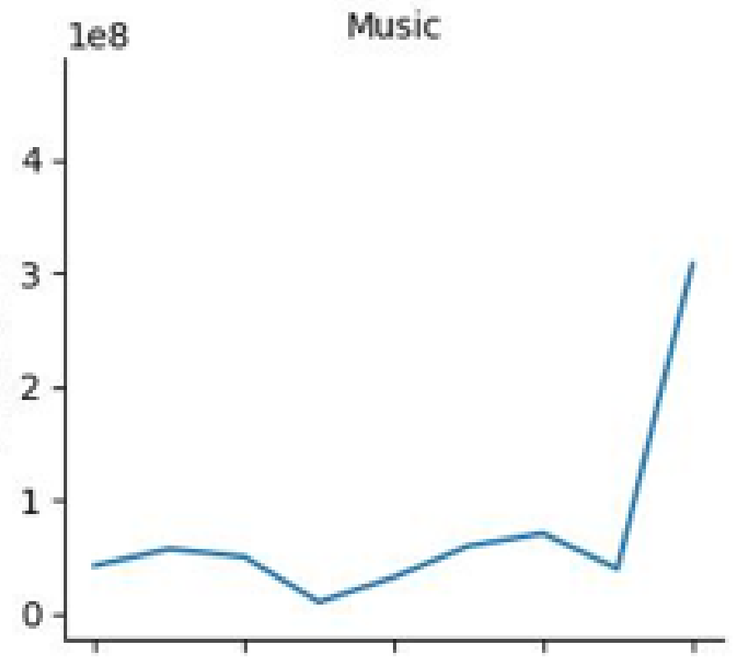
Action

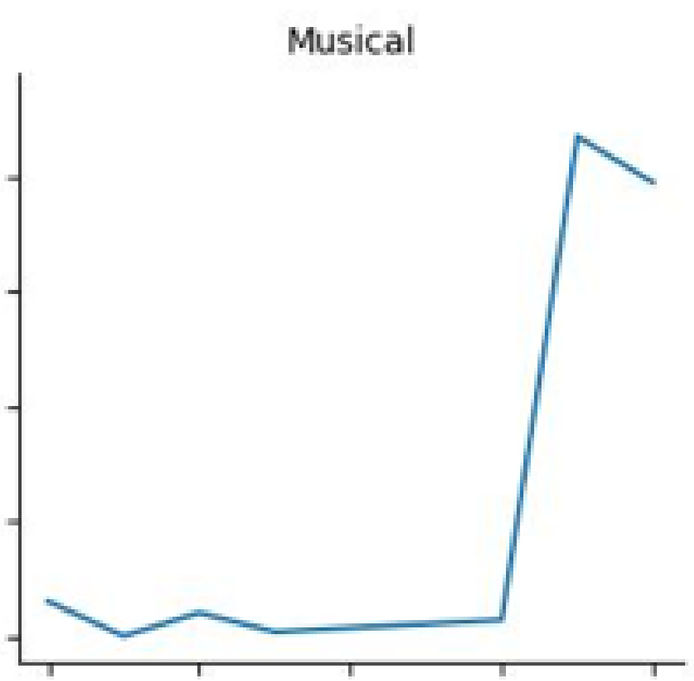
Music

Musical

Top 3 Promising Genres



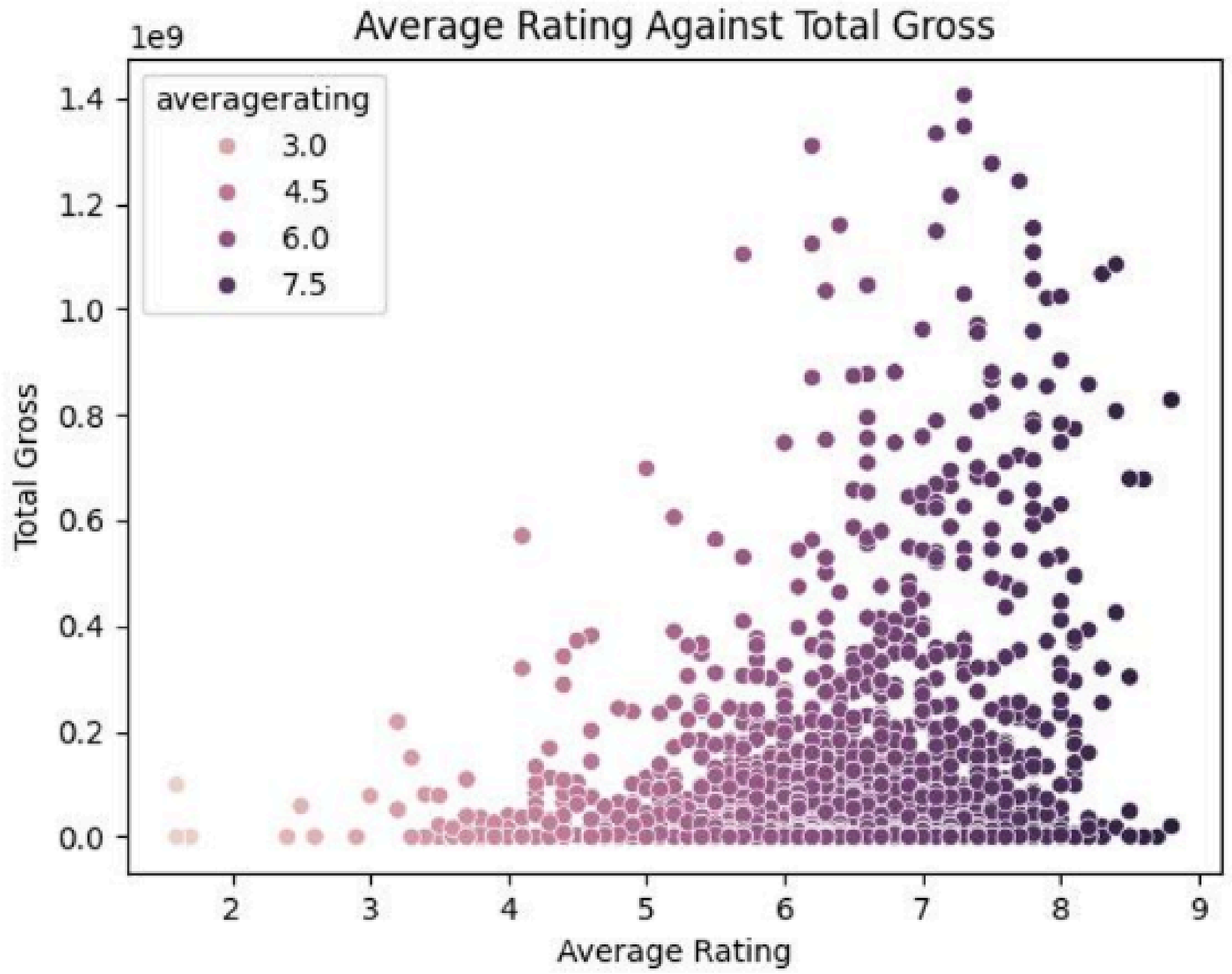




Ratings and Gross

The highly rated films seem to generate a high gross

This could also be an indication of which types of movies to focus on



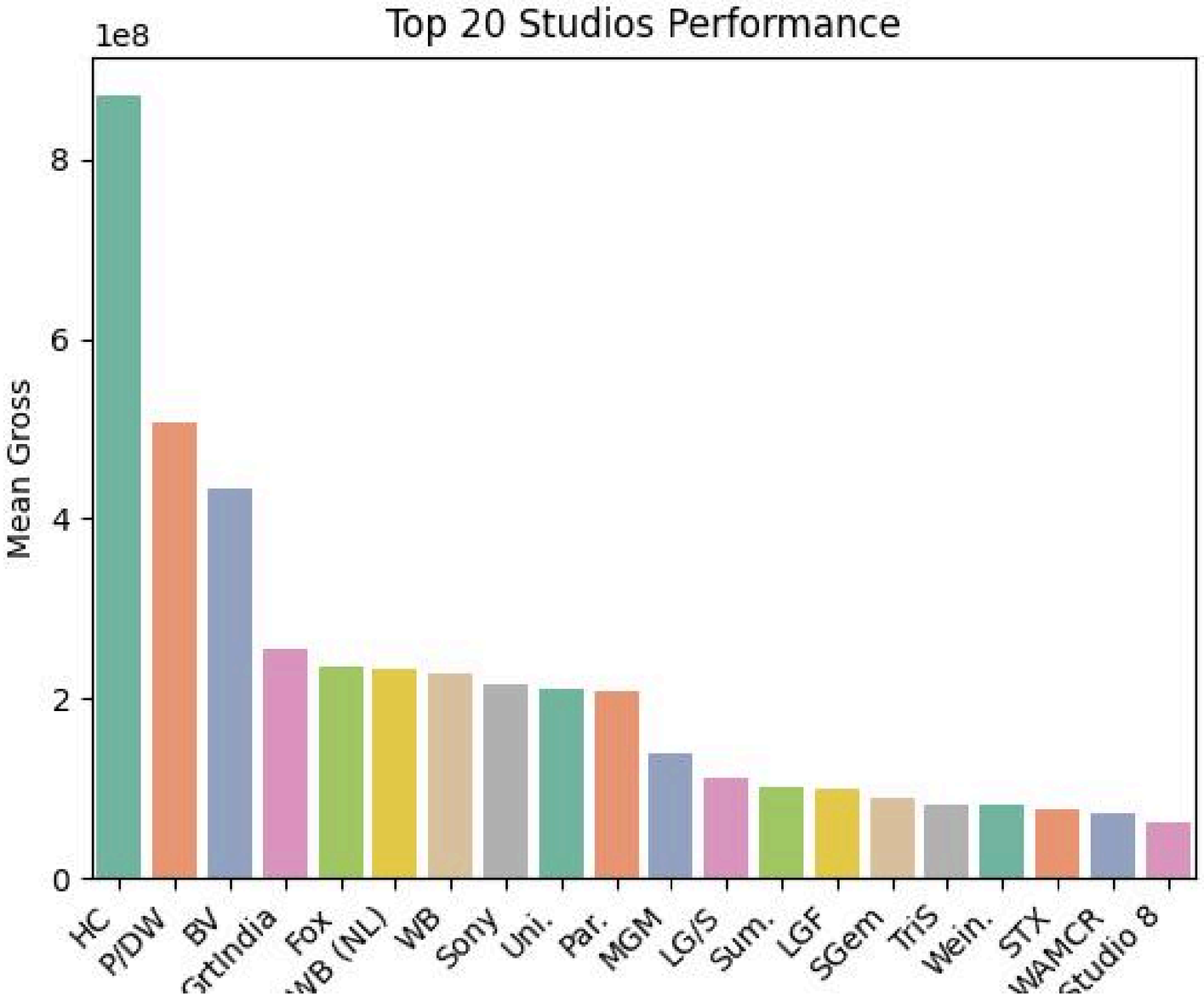
Competitors to Watch Out For

HC

P/WD

BV

Top Competitors



Thank you very much!