

Microsoft Movie Studio

Data Science MJJ
Michael Licul
Justin James
Jake Cordrey





Outline

- Address business questions
- Discuss findings
- Recommendations
- Next steps





Business Questions

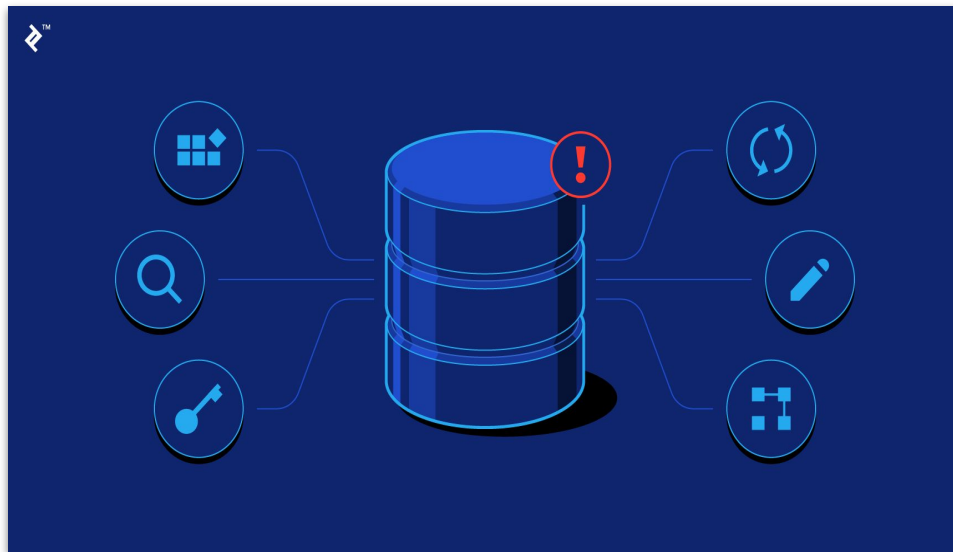
- Successful studios
- Potential budget
- Most successful genre
- Most successful director



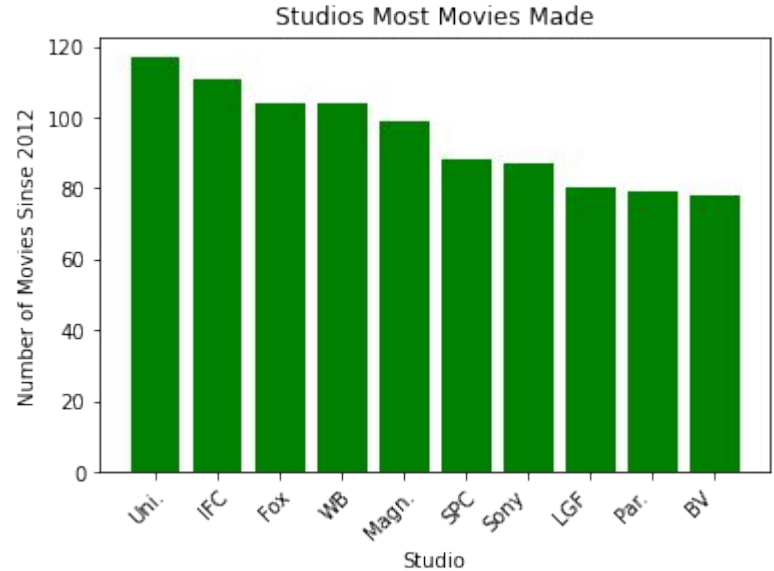
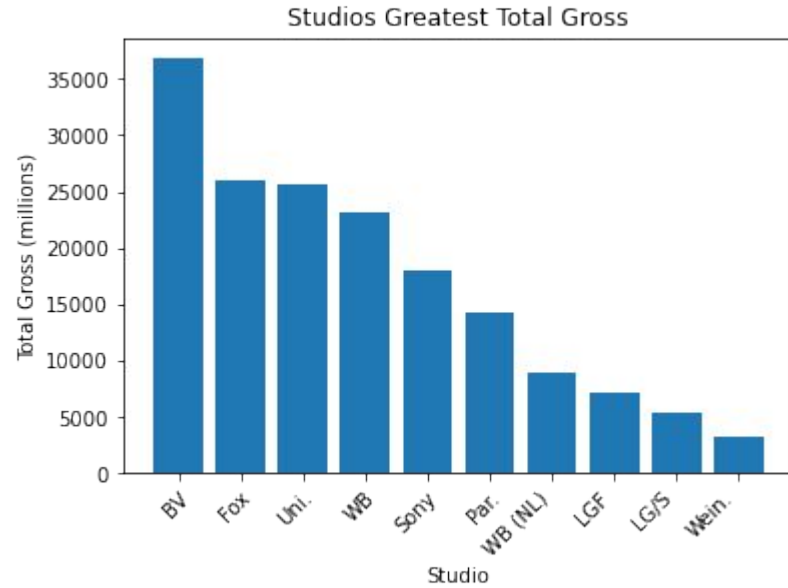


Sources

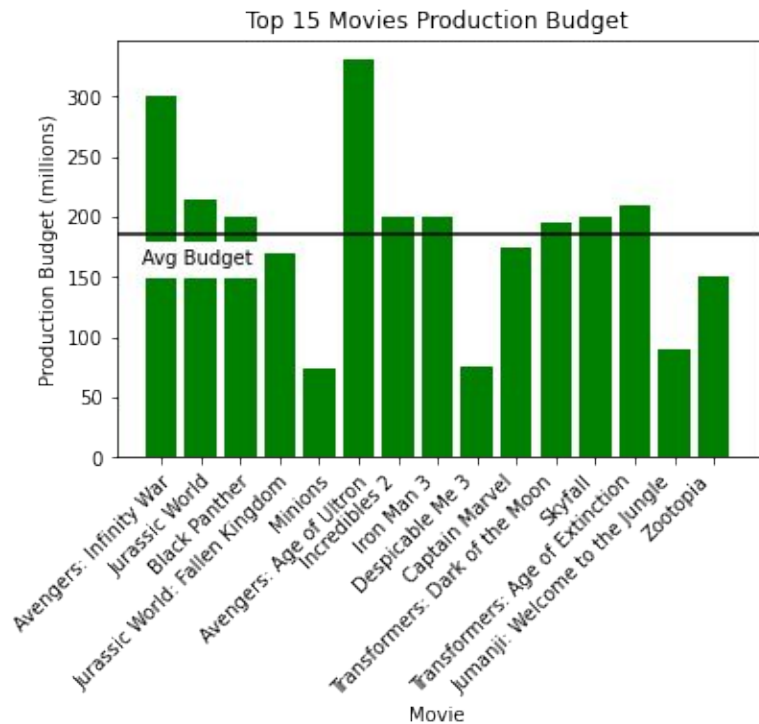
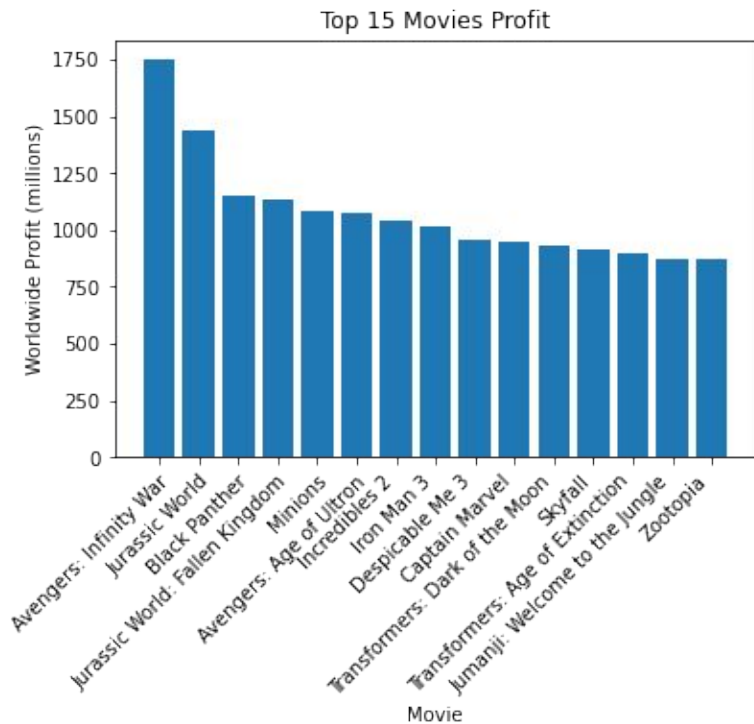
- IMDB
- The Number
- Box Office Movies



What studios have been most successful?



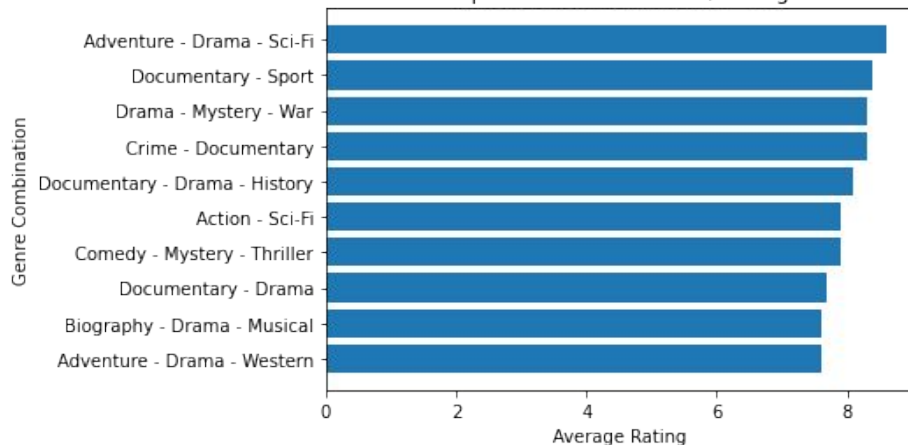
What is an effective budget?



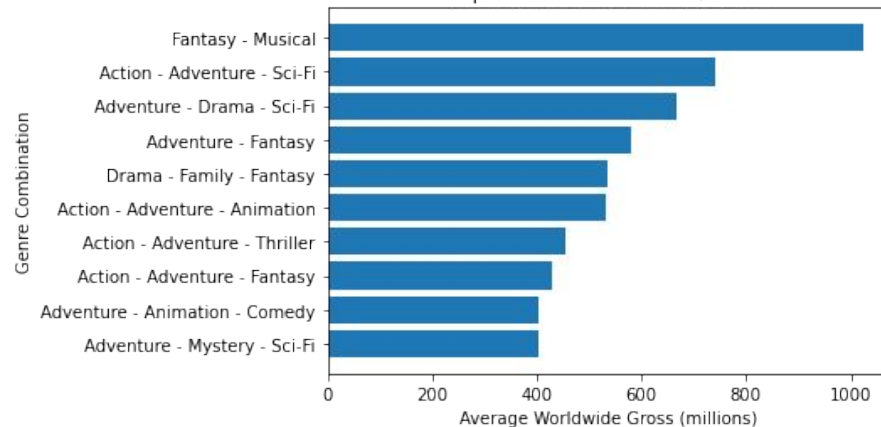


What is the most successful genre?

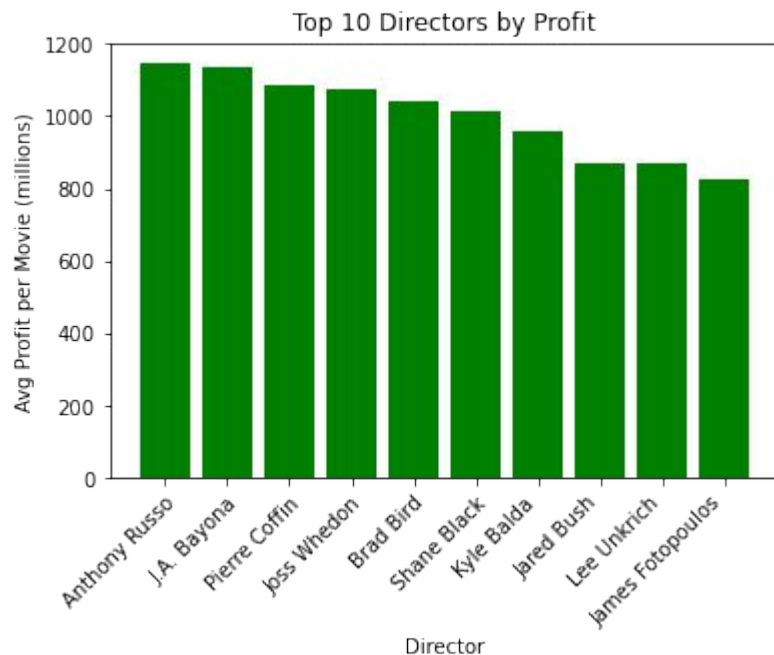
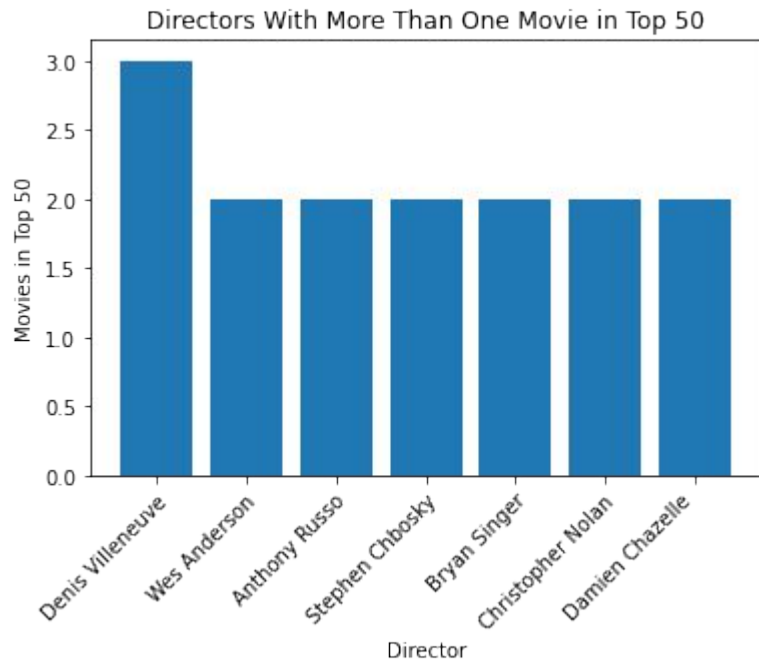
Top Genre Combinations, Rating



Top Genre Combinations, Gross



Who are the most successful directors?





Recommendations

- Hire from successful studios
- Allocate competitive budgets
- Make genres that draw crowds
- Find influential and profitable directors



Next Steps

- Individual genres
- Budget allocation by movie type
- Understand positive reviews
- Subset foreign audiences

Thank you

Michael Licul | liculm315@gmail.com



Jake Cordrey | J.Cordrey1994@gmail.com



Justin James | jtdjames@gmail.com

