



MICROSOFT MOVIE STUDIO ANALYSIS

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DESCRIPTIVE ANALYSIS OF IMDB AND BOX OFFICE MOJO MOVIE DATA REVEAL AREAS OF FOCUS FOR MICROSOFT'S NEW MOVIE STUDIO!

- ▶ Genre based focus to manage risk
- ▶ Genre ratings translate into box office results
- ▶ Which Genres generate the highest box office revenues



OUTLINE

- ▶ Business Problem
- ▶ Data & Methods
- ▶ Results
- ▶ Conclusions

BUSINESS PROBLEM

- ▶ Break into the movie making business
- ▶ Remain competitive and relevant
- ▶ Narrow down focus
- ▶ Manage risk



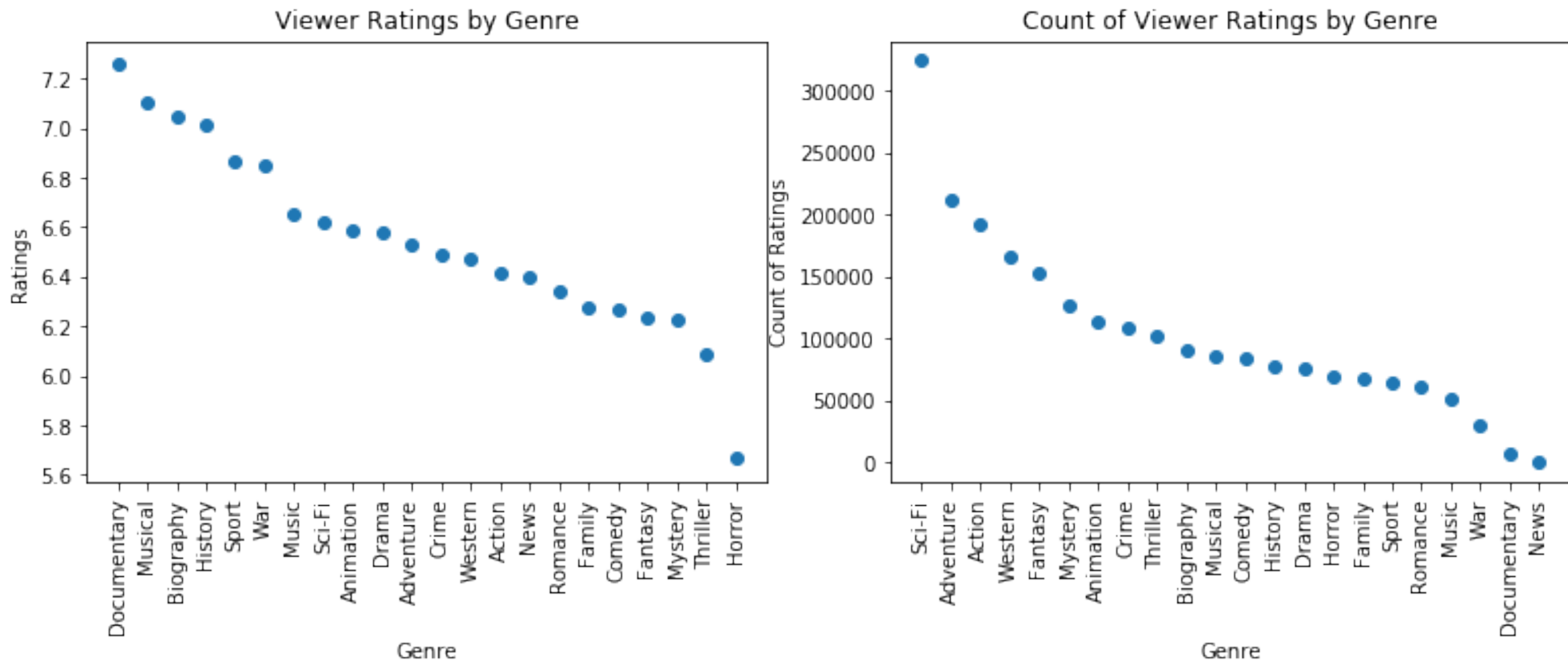
DATA & METHODS

- ▶ Data used - IMDB and Box Office Mojo
- ▶ Data prep and understanding - Focus on US released films during the last five years



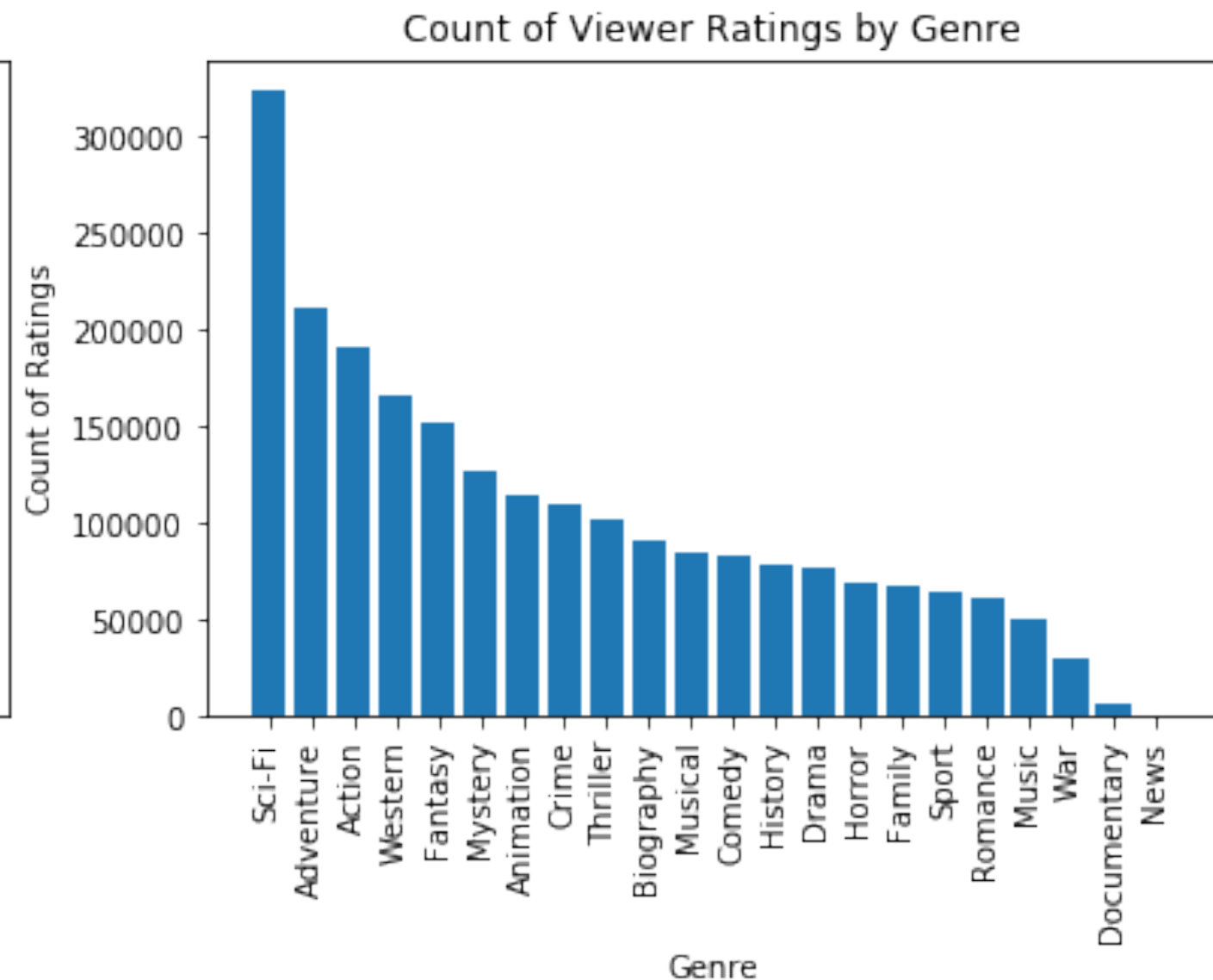
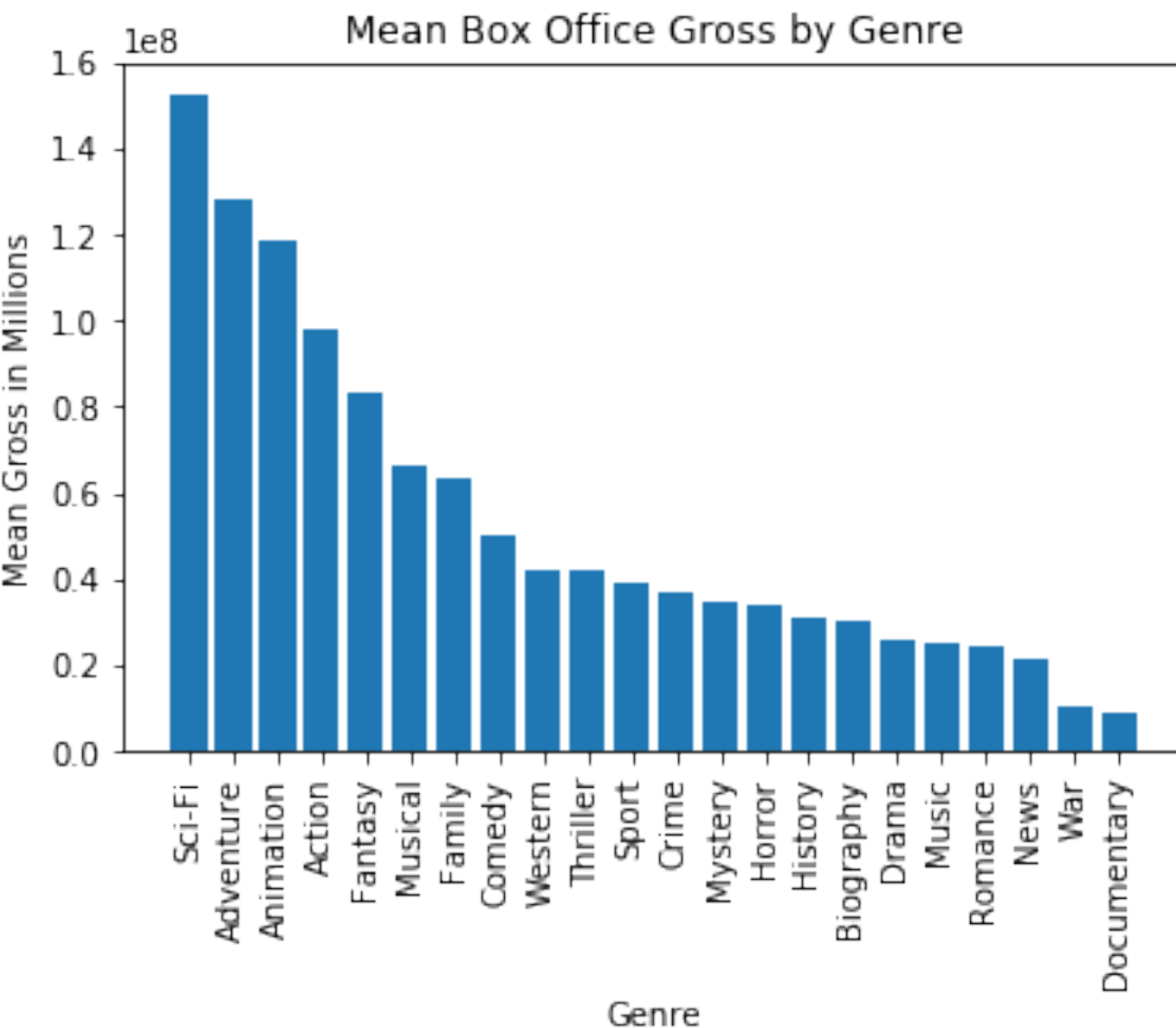
RESULTS

► Highest Viewer Ratings vs. Count of Viewer Ratings



RESULTS

- ▶ Sci-Fi, Adventure, Action, and Fantasy are in the top five genres for Box Office revenue AND volume of Viewer Ratings.



CONCLUSIONS AND NEXT STEPS

- ▶ Focus on making movies in Sci-Fi, Animation, Action, and Fantasy Genres
- ▶ Build Marketing Campaigns generating high volumes of viewer reviews
- ▶ Don't worry too much about low viewer ratings
- ▶ Explore the relationship between the number of viewer ratings, the rating value itself and box office revenue
- ▶ Hire us for additional analysis on other markets like APAC, EMEA, and Central and South America



THANK YOU!

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