

How to Maximize Your Films Audience

Microsoft Movie Studio

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Your Presenter :



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Stakeholder

A New Movie Studio Run by



What types of films are currently
doing the best at the box office?

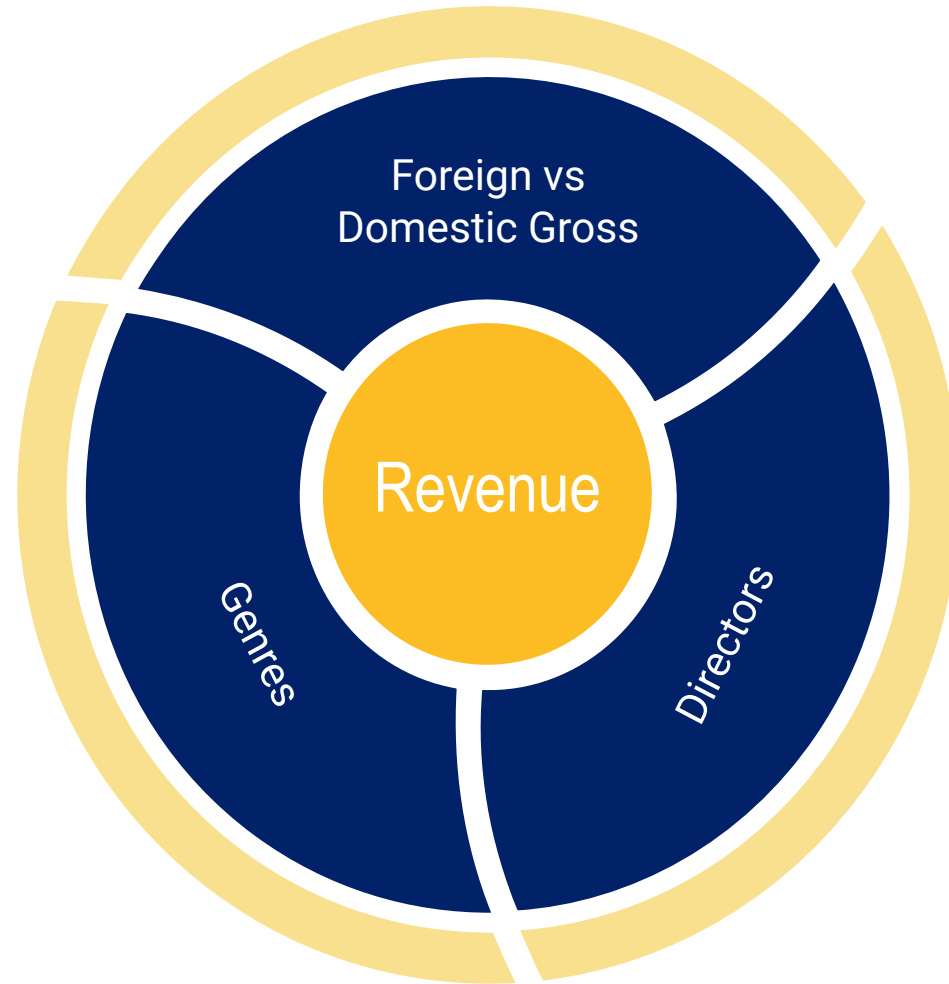


Agenda

- 01** Business Understanding
- 02** Recommendations
- 03** Data Overview
- 04** Data Analysis
- 05** Future Project Ideas



Business Understanding

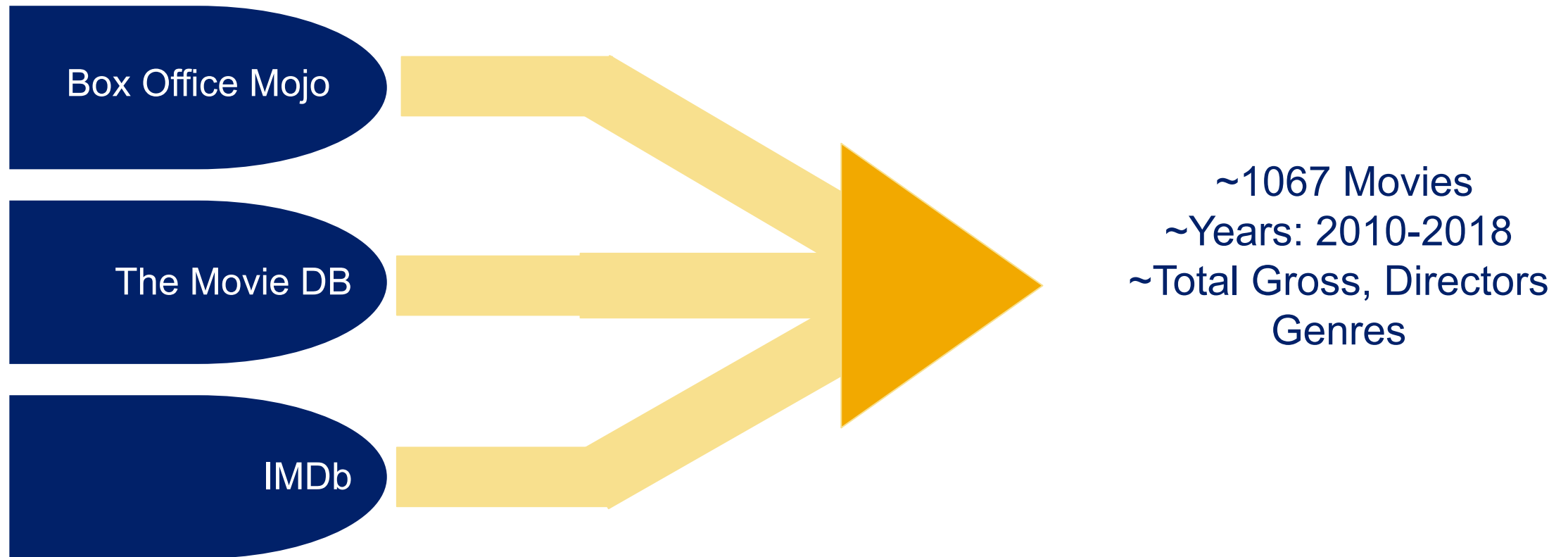


Recommendation Summary

01	Focus on Foreign Gross	<ul style="list-style-type: none">• 71% of the total market• Total Revenue and Domestic Gross Percentage is negatively correlated
02	Plot Driven Genres	<ul style="list-style-type: none">• Action, Adventure,• Higher gross revenue• Translate better internationally.
03	Hire International Directors	<ul style="list-style-type: none">• Understand both foreign and domestic consumers• “Blockbuster” Directors

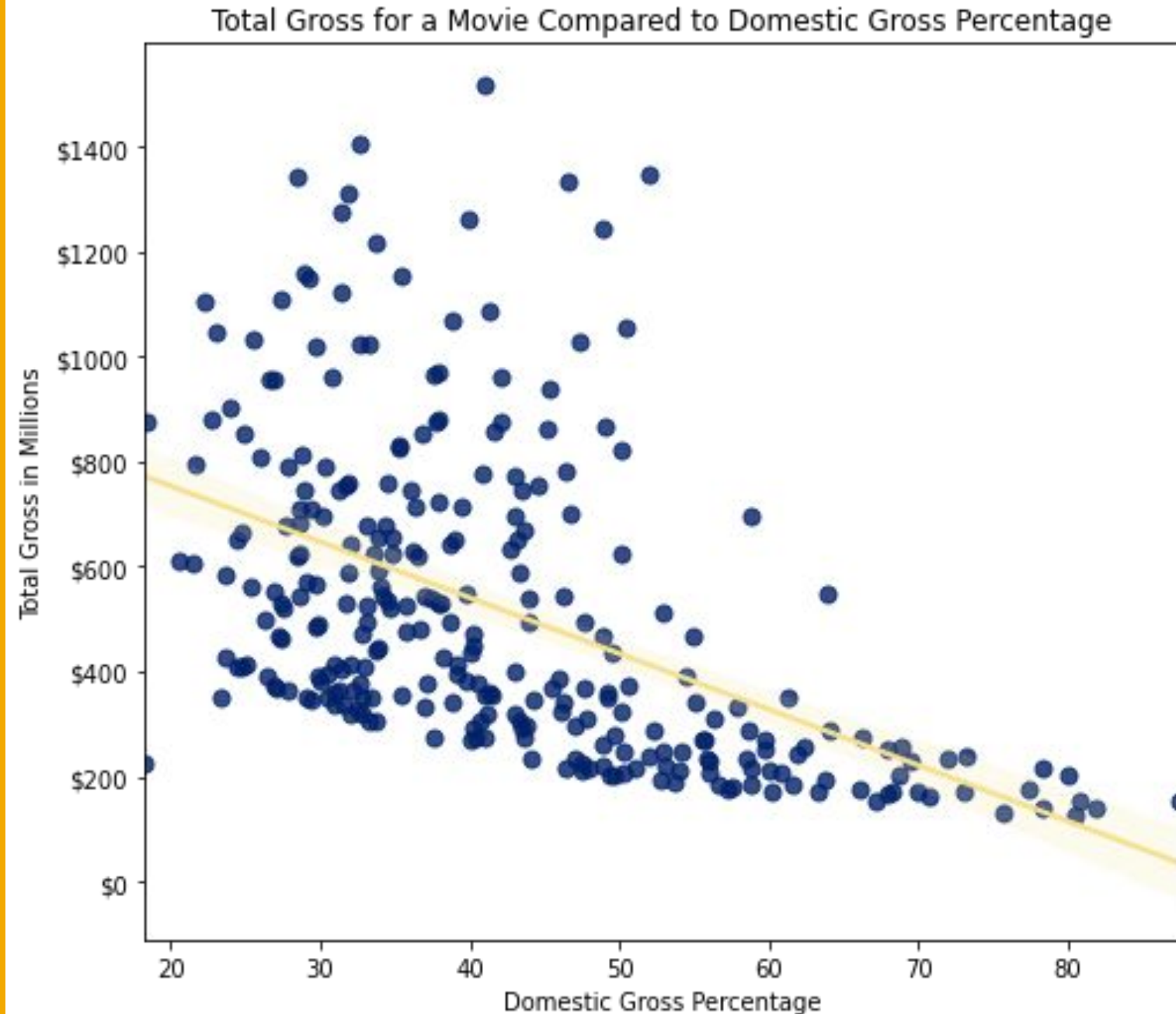


Data Overview

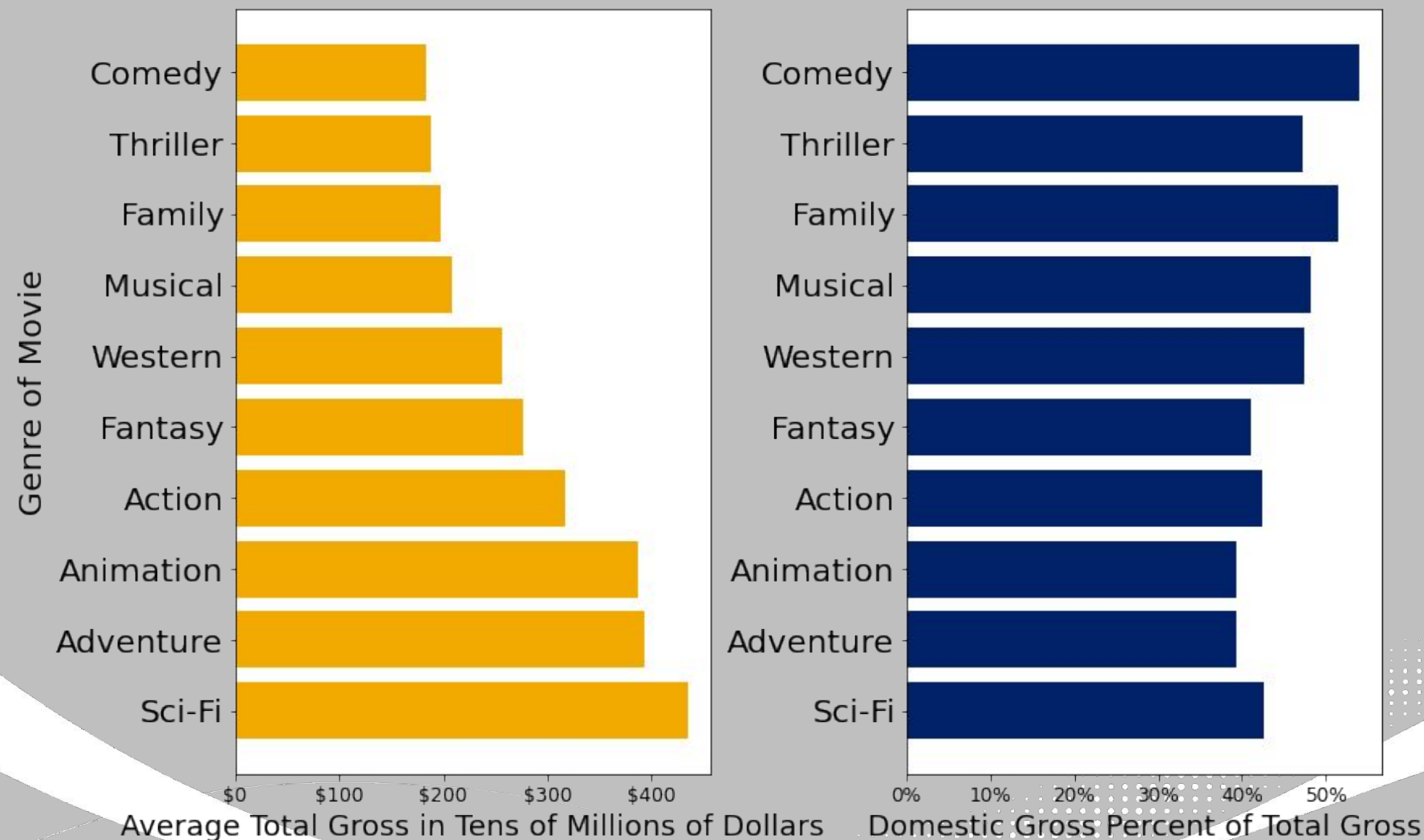


How International Markets Drive Total Gross

Total Gross and Domestic Gross Percentage are negatively correlated



Top 10 Genres Average Movie Gross



These directors make movies that appeal more to international markets.

➤ Directors:



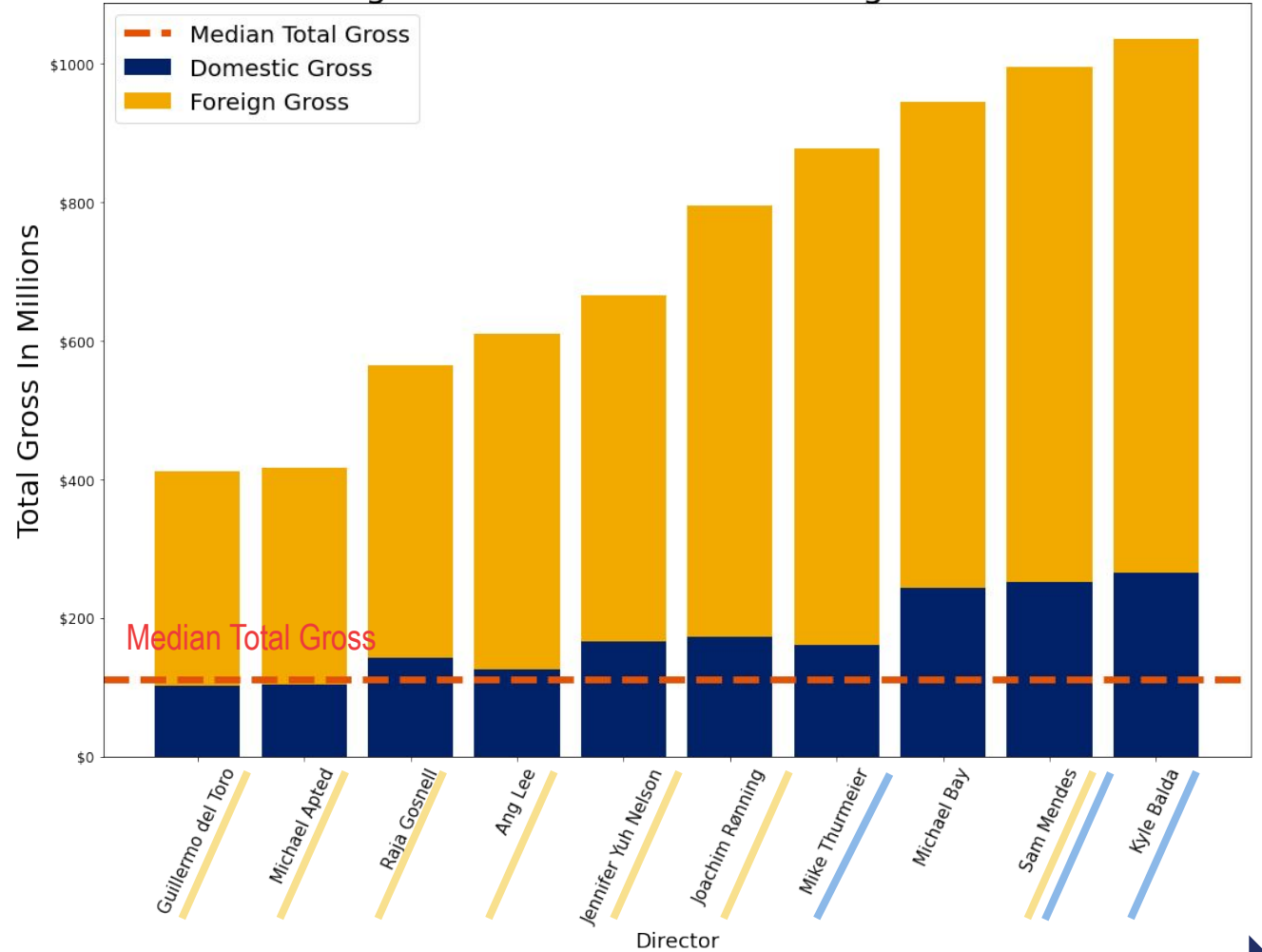
➤ 7/10 are Non-American.



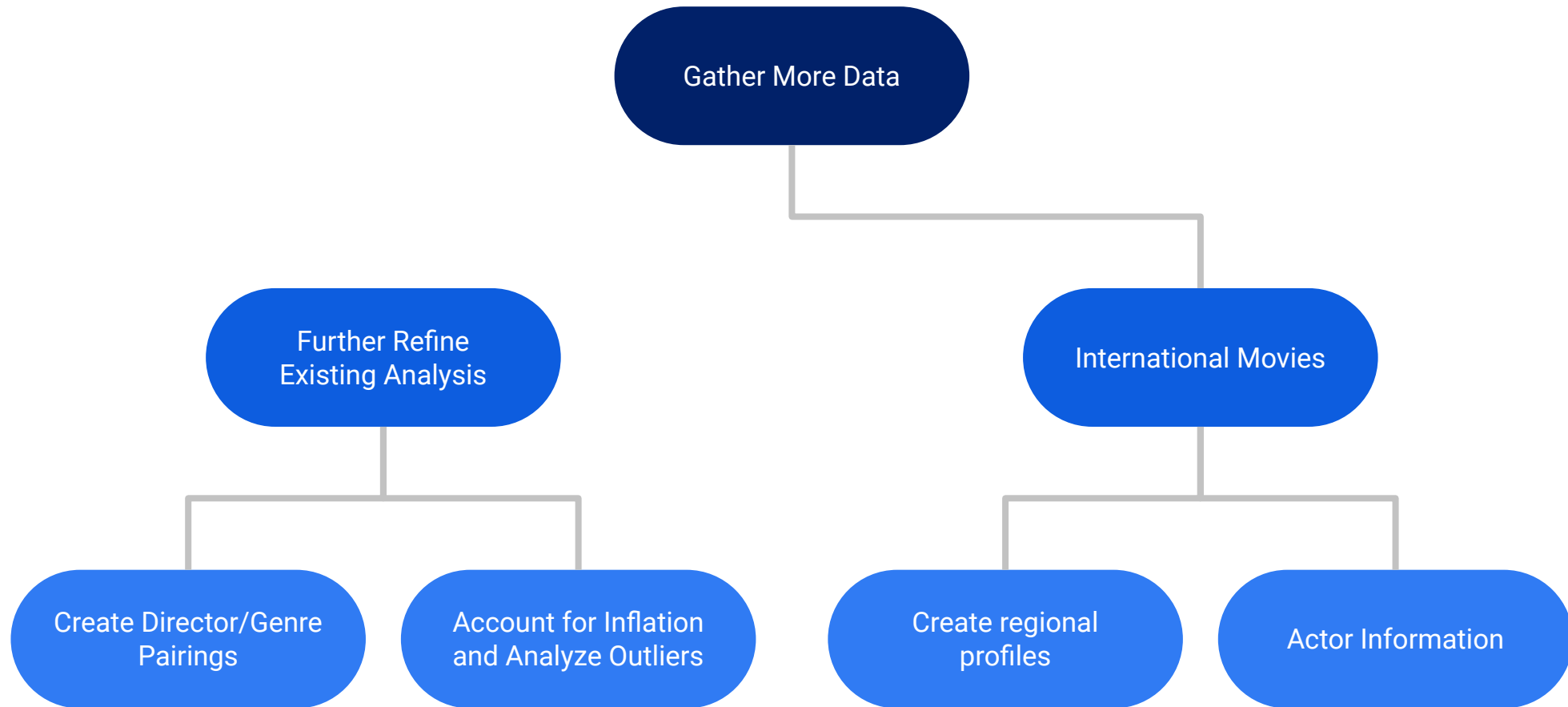
➤ 3 of the top 4 are Animators



Directors with the Highest International Percentage Revenue and Total Gross



Future Improvement Ideas



Thanks

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