
Data-Driven Film Selection for Microsoft's Movie Studio

Data-Driven Film Selection for Microsoft's Movie Studio



Summary data

Data used in this analysis

- [Box Office Mojo](#)
- [IMDB](#)
- [Rotten Tomatoes](#)
- [The MovieDB](#)
- [The Numbers](#)

Descriptive analysis of data reveal opportunities to decide on the best film.

- Most popular movie among viewers
- Generates high domestic gross
- Perform better in a specified year



Outline

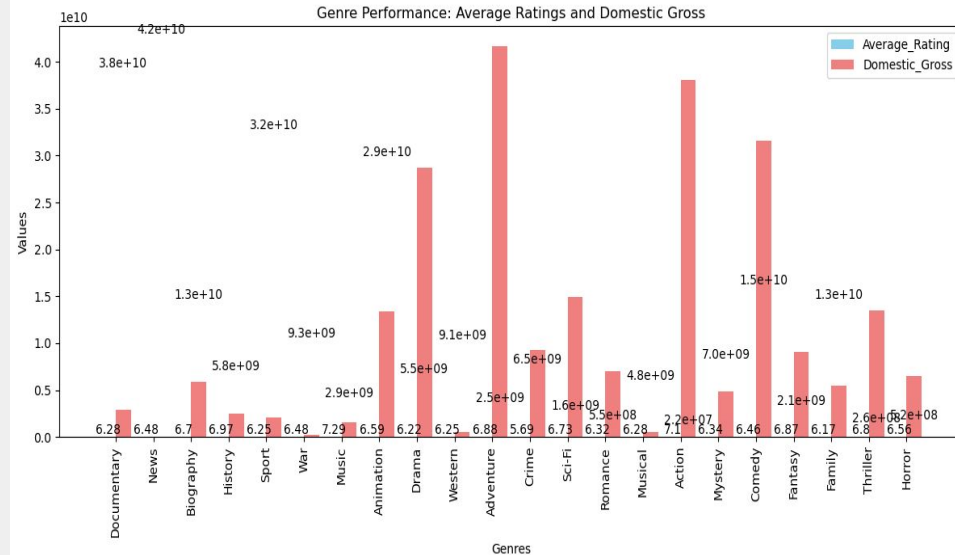
- Business Problem
- Data & Methods
- Results
- Conclusions

Business problem

- Movie popularity
- Financial success
- Yearly trend

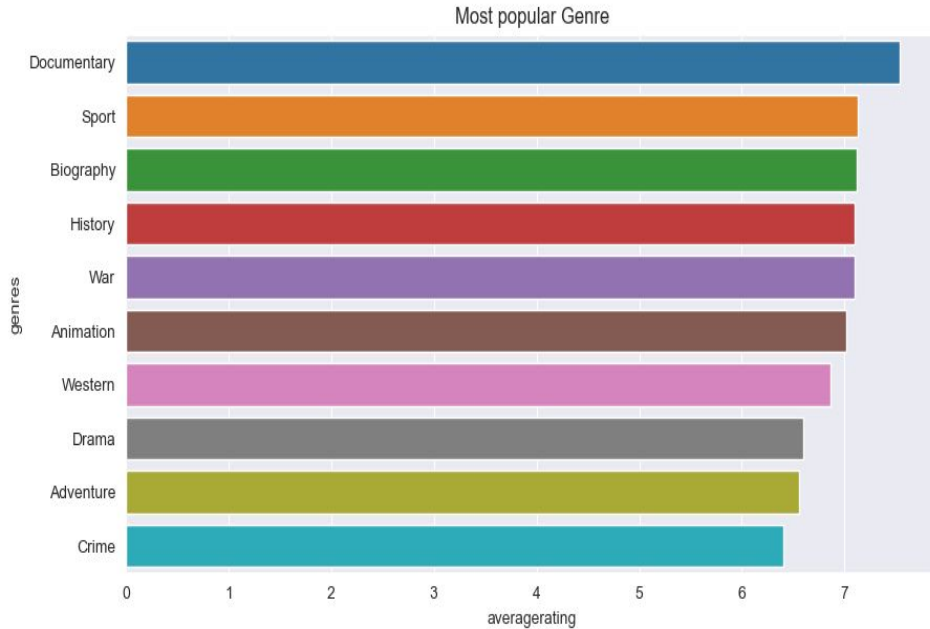
Data & Methods

- Outcome of all genre performance in terms of popularity and domestic gross
- Documentary is the most popular genre
- Adventure genre has high domestic gross



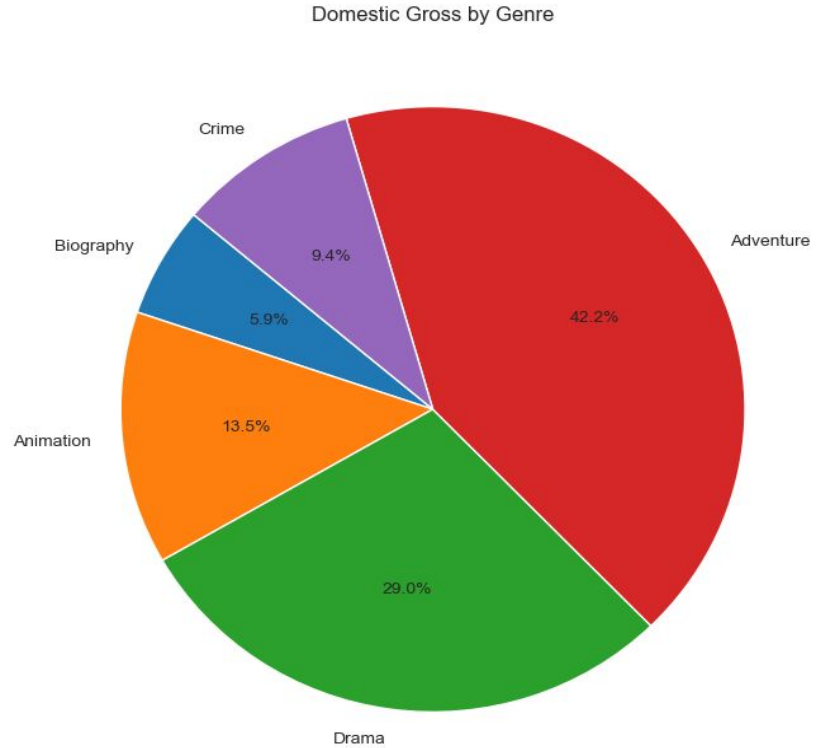
Results

- Most popular genre



Results

- Most financially successful movies



Conclusions

- consider movie genres documentary, are favored by viewers based on high average ratings, and this may help building a positive studio reputation
- consider selecting genres that generate the most domestic gross, when thinking of profitable film
- company should analyze whether specific genres perform better in particular years, for alignment with evolving market trends

Next steps

- For the success of the film studio in future we should expound on available avenues on marketing

