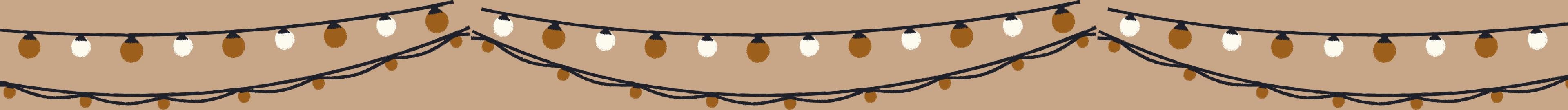


A Night To Remember

MICROSOFT AT THE MOVIES

Directed by Team MoJoJoJo





TOPIC OUTLINE



Business Problem



Results



Data Cleaning



Conclusions

BUSINESS PROBLEM

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

Chosen Measurement of Success:

- Return on Investment
 - (Worldwide Profit / Costs)



DATA PROCESS

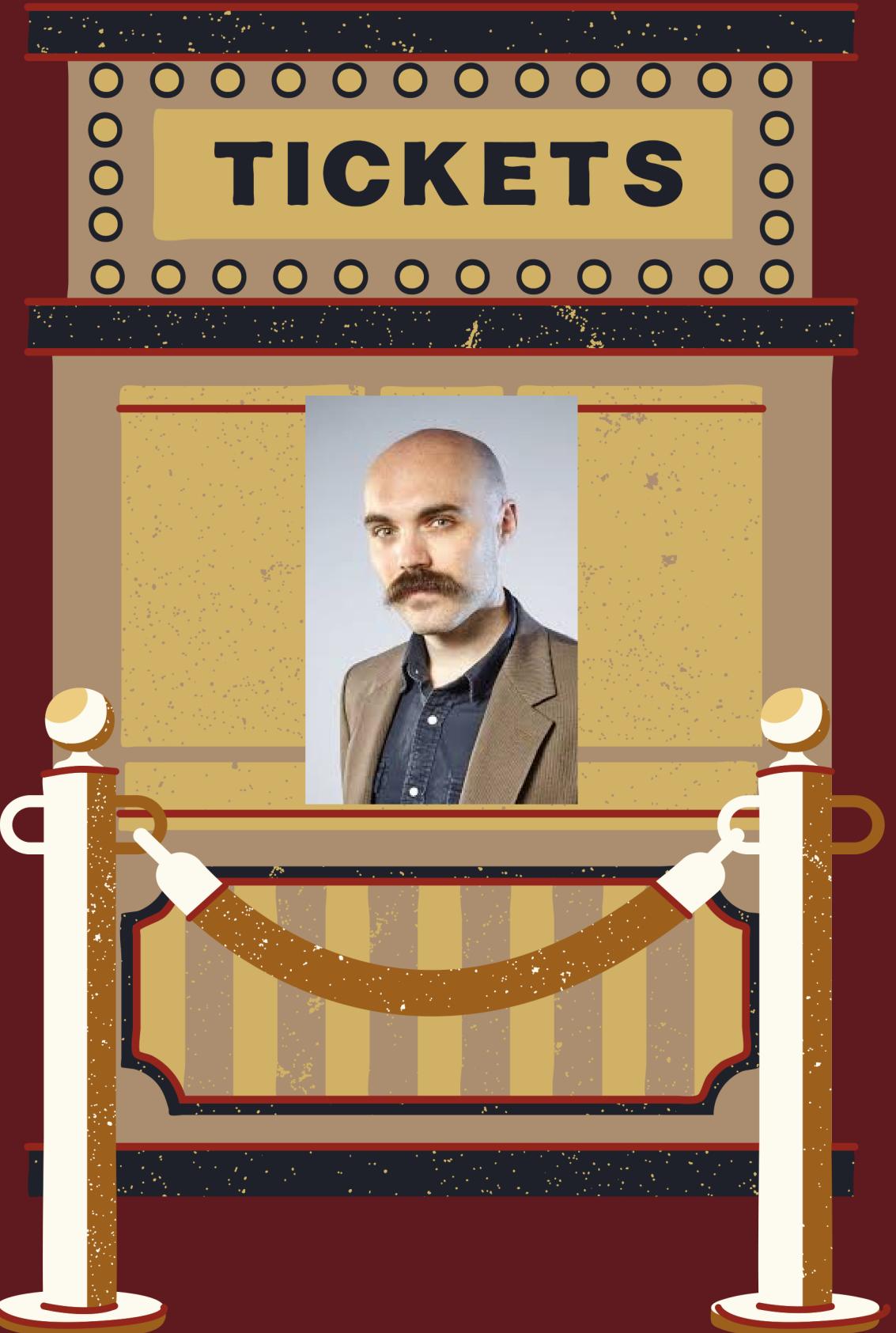
- Sources:
 - The Numbers (Budget)
 - The Movie Database (Genres)
 - Box Office Mojo (Gross)
 - IMDb (Titles, Dates, etc...)
- Budget and Gross
- 2010-2019



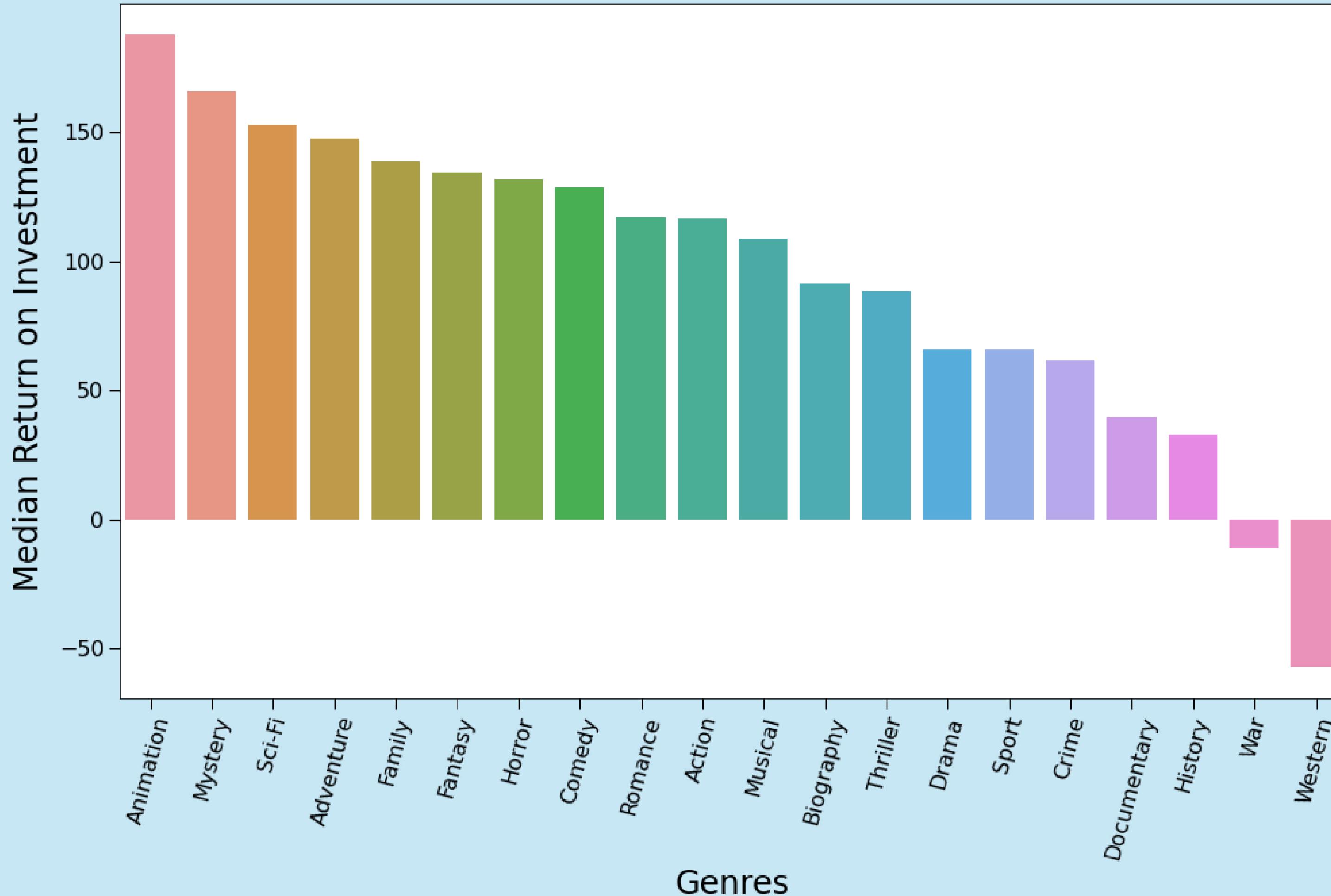
"Now that I'm the Big Dog, I want really Big Data."

SUMMARY

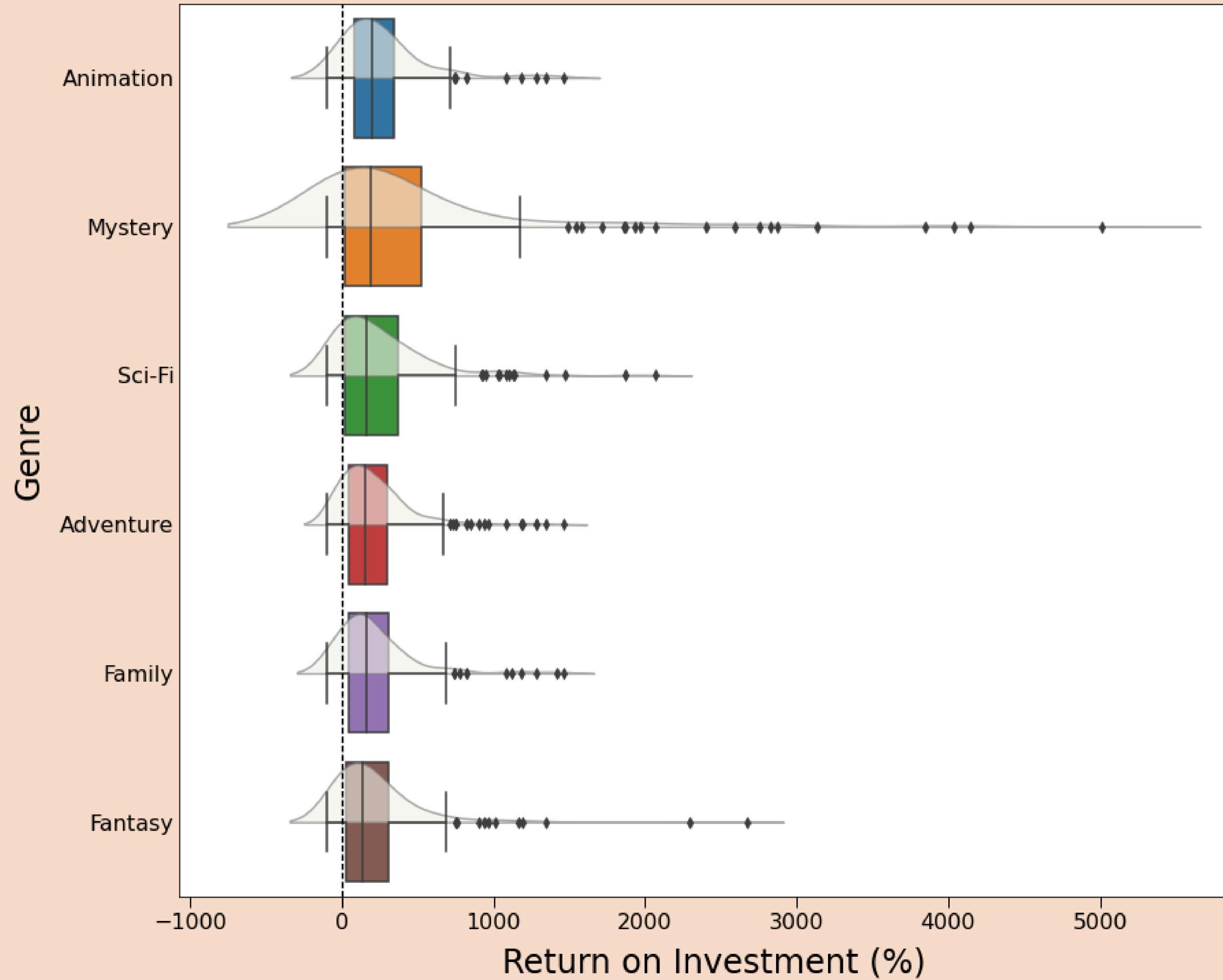
- Animation has the highest ROI since 2010 but is showing signs of recent decline
- Mystery and Sci-Fi are in the top 3 in ROI and show recent growth
- Thriller and Horror are up and coming
- Hire David Lowery



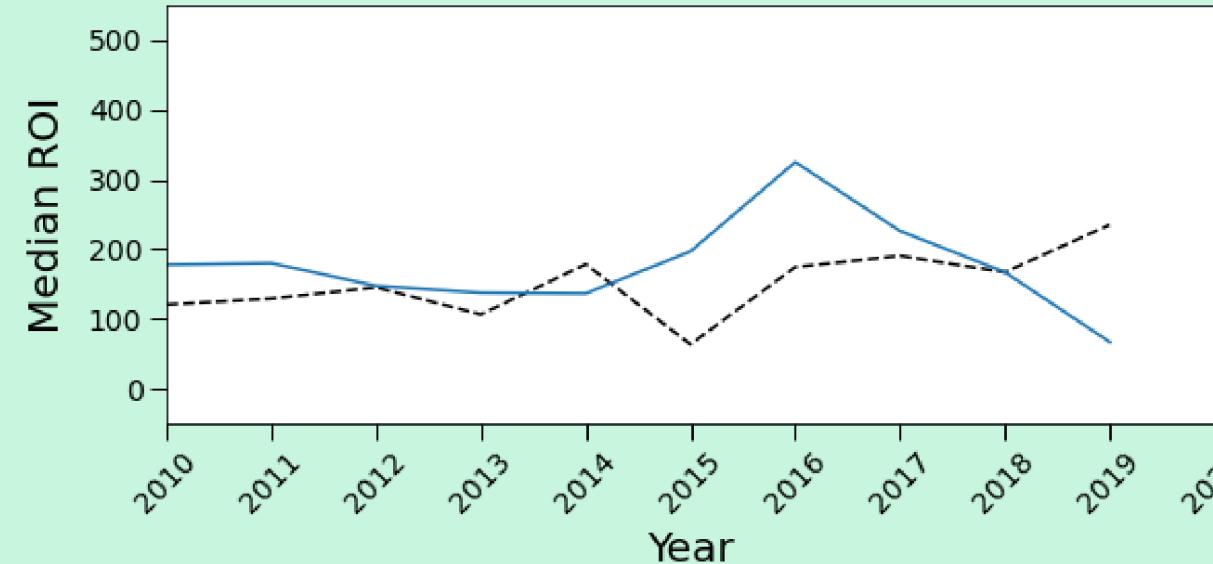
Median Return on Investment by Genre



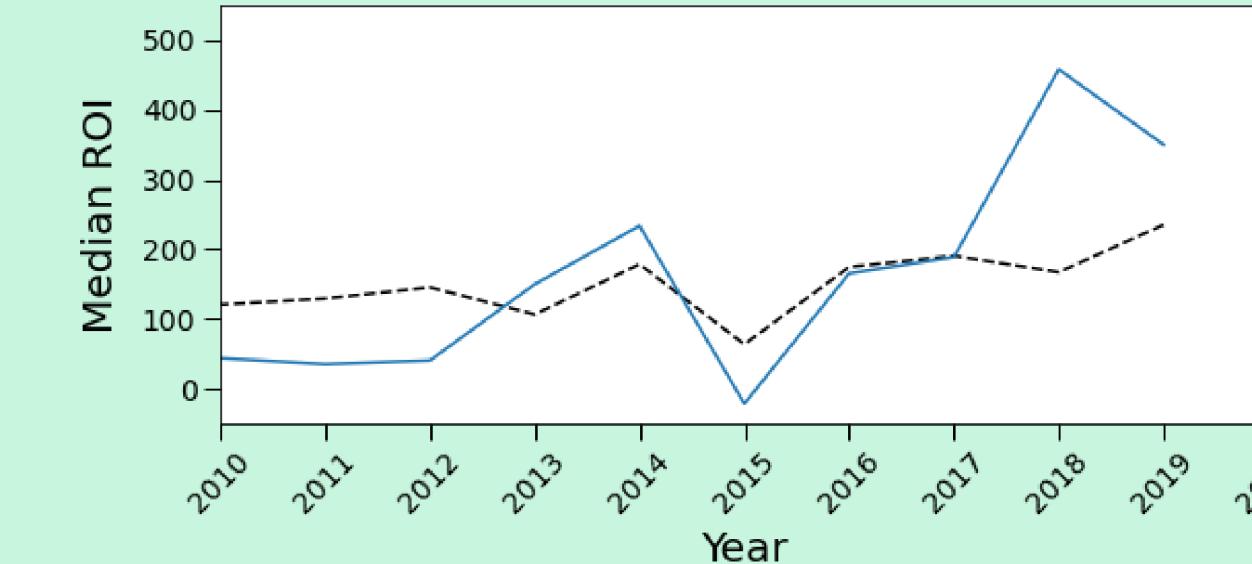
Distributions of Top 6 Genres by Median ROI



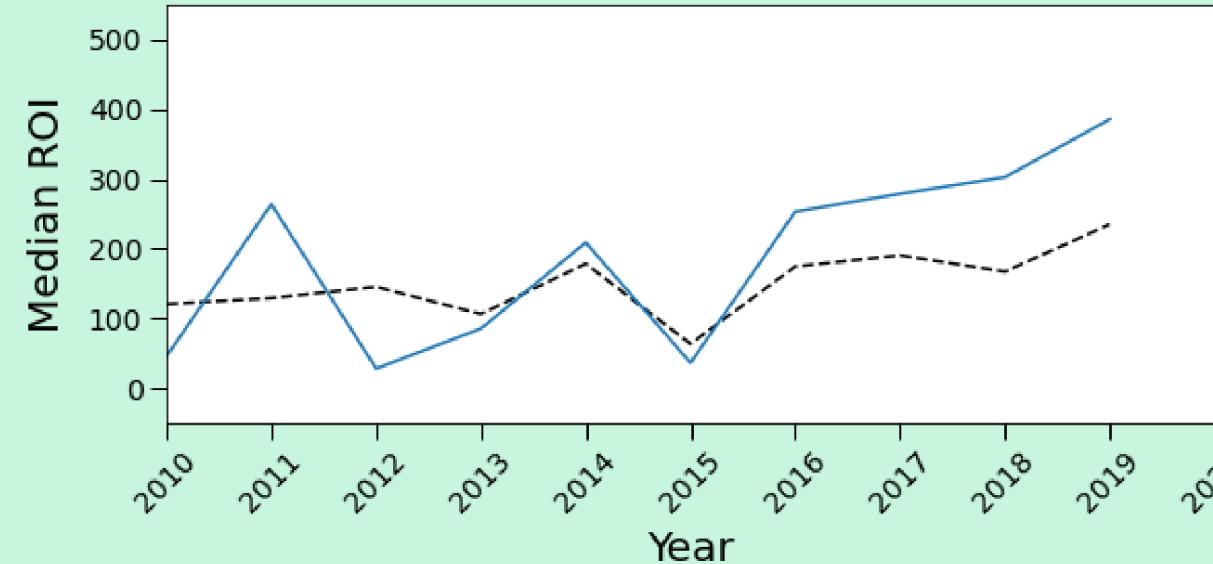
ROI by Animation



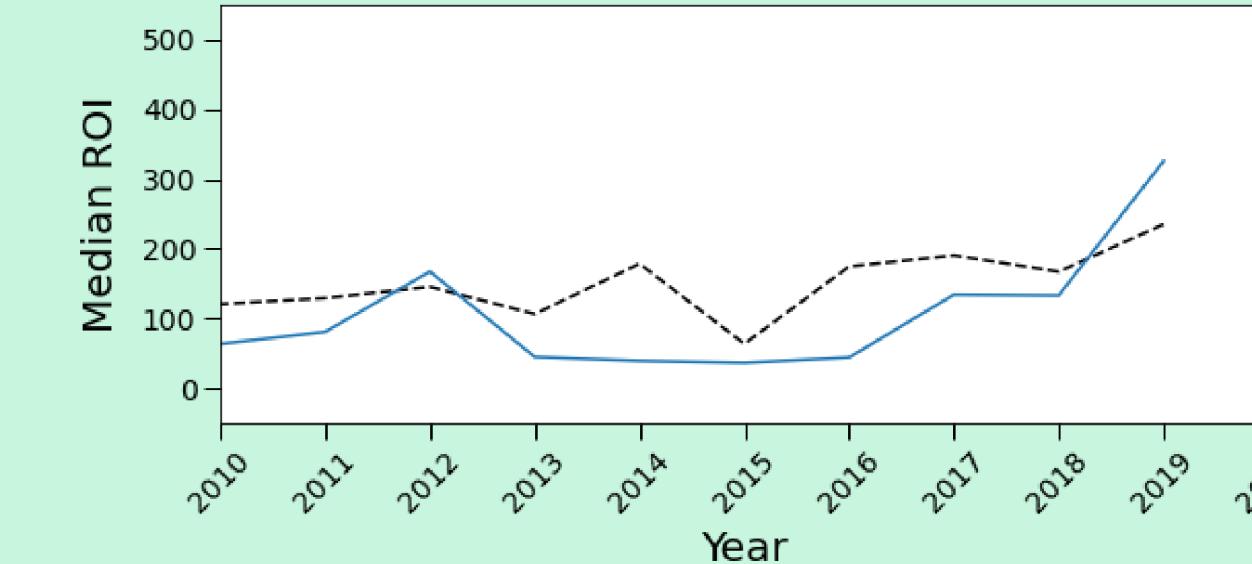
ROI by Horror



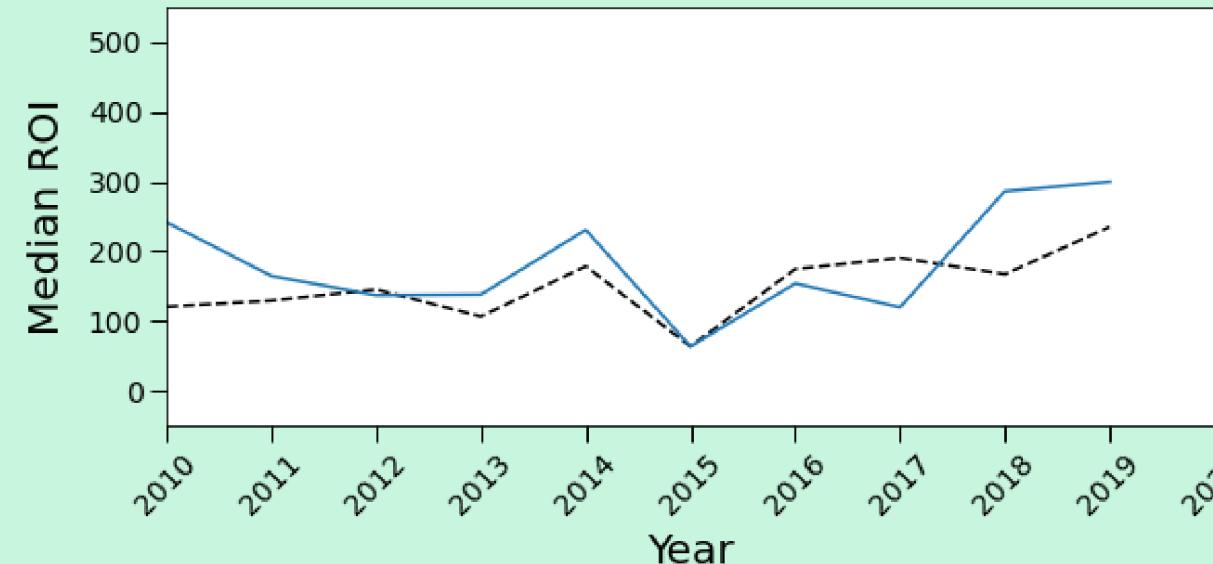
ROI by Mystery



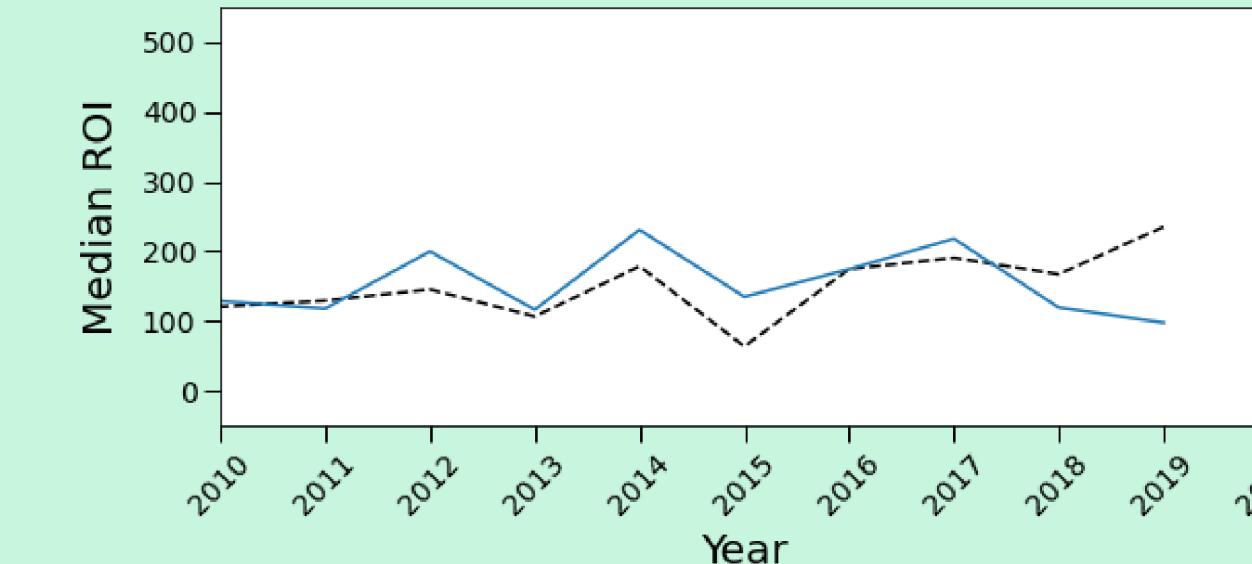
ROI by Thriller



ROI by Sci-Fi

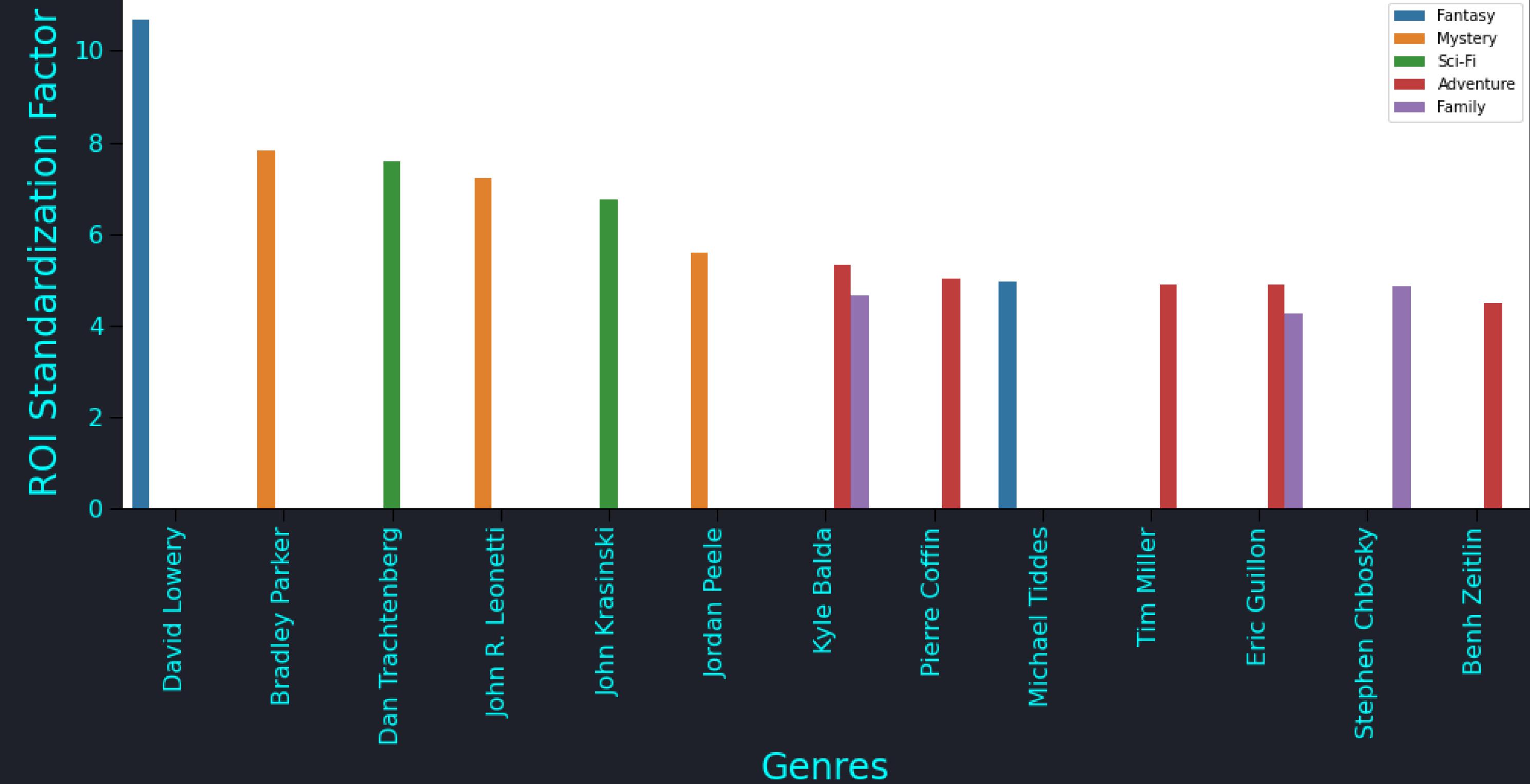
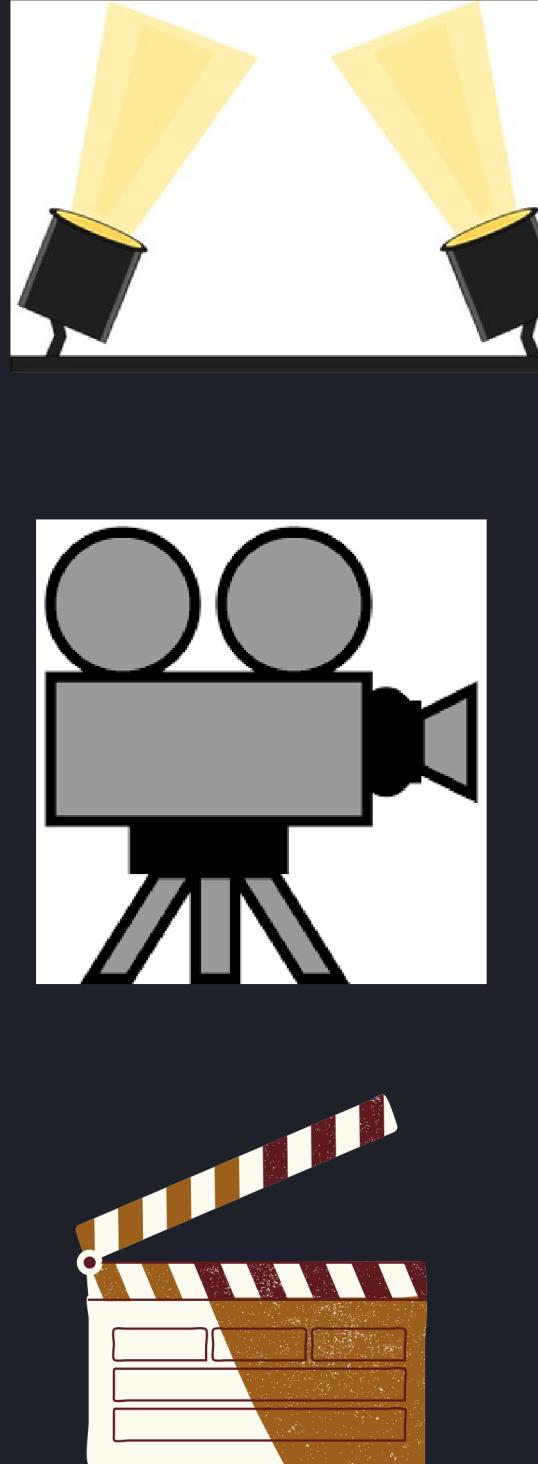


ROI by Adventure



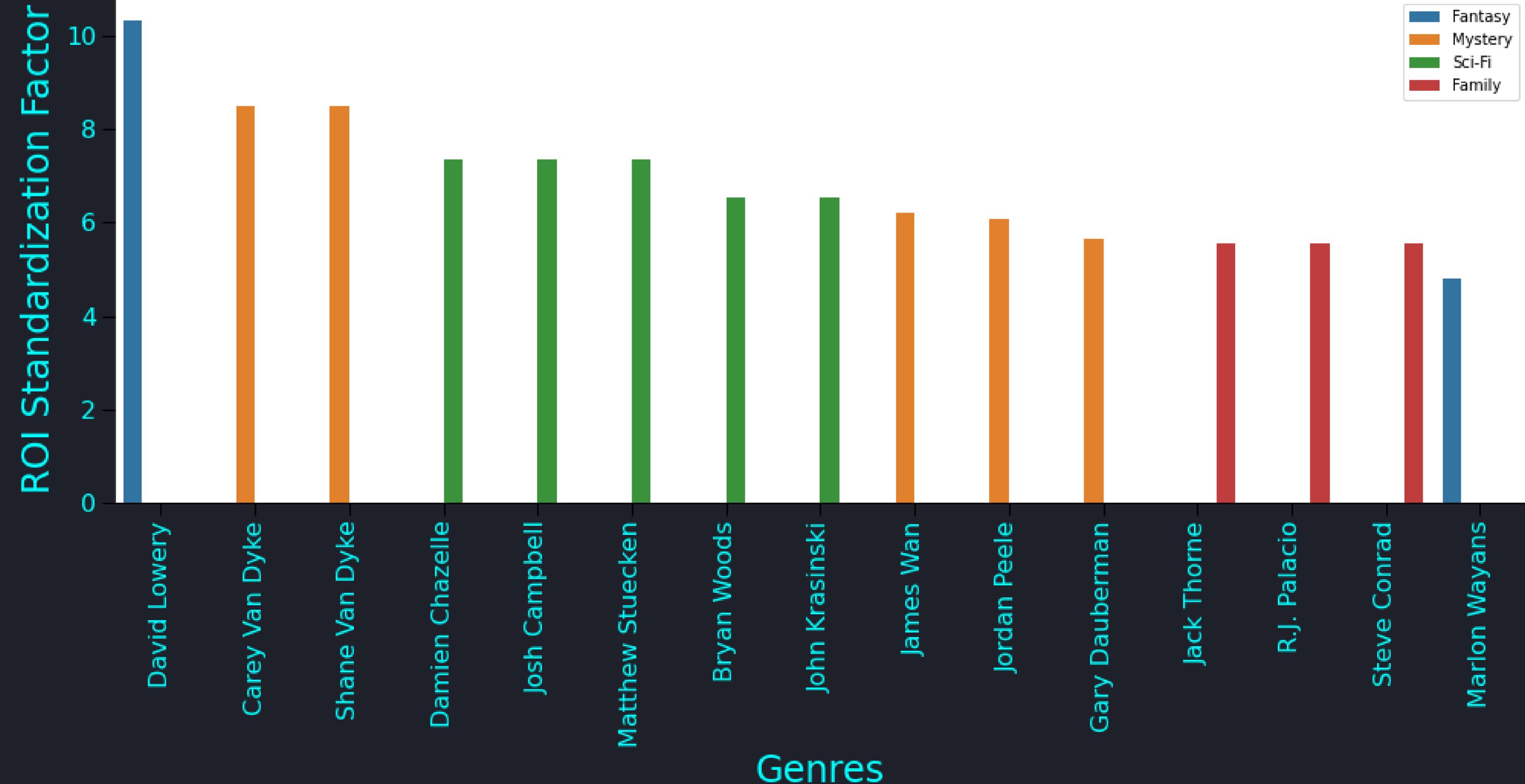
DIRECTORS

Top Directors of the Best Performing Genres



WRITERS

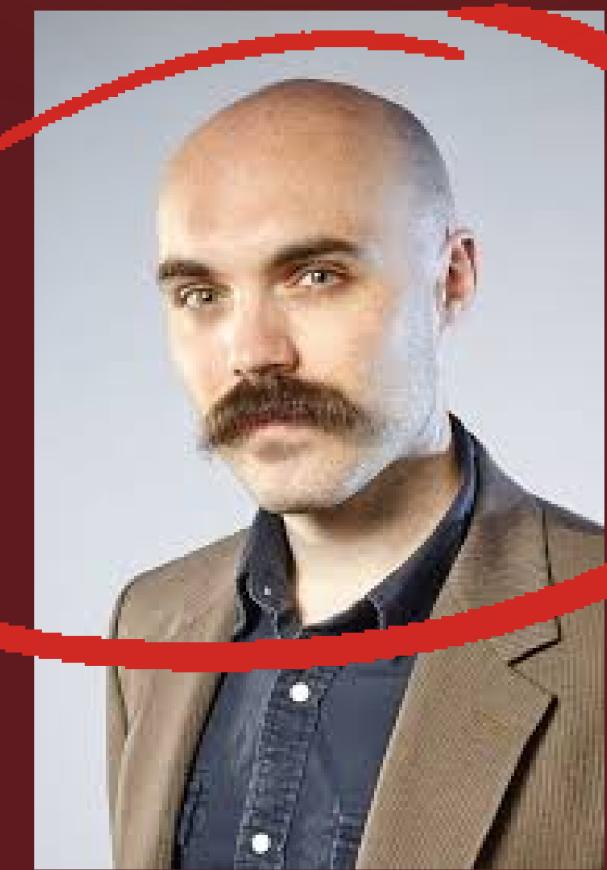
Top Writers of the Best Performing Genres



CONCLUSION

- Animation
- Mystery and Sci-Fi
- Thriller and Horror
- Hire David Lowery
- Gather more data to explore parental guideline and user ratings
- Fill in gaps in data and acquire data from 2020 onwards

HIRE THIS
MAN





THANK YOU FOR WATCHING

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- Josh Gottlieb
- Josh Palgon

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