Understand the Movie Industry

Microsoft Pictures
Presenter: John Nguyen

The Objective

Company	Context	Objective
Microsoft Corporation	They are building brand new movie studio and wish to better understand the movie industry.	**What types of film are currently doing best at the box office?**

Business Value

Shareholder Value	Customer Value	Employee Value
Revenue and Profitability	Customer Satisfaction	Knowledge

Methodology

5 Source
Databases

Genres and Principals

Insights and
Advice

| Gather Data | Film Performance | Film Classification | Explore Trends | Summarize Findings |
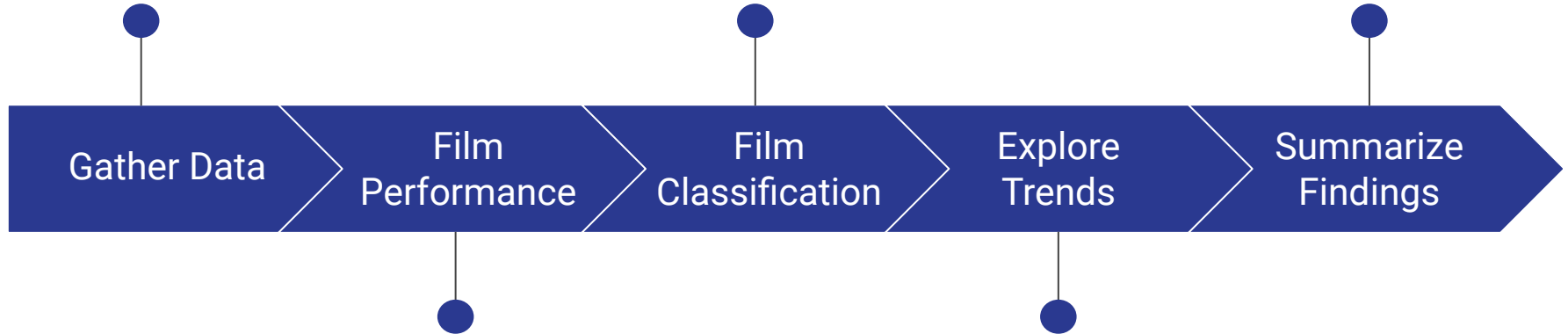
Revenue and Ratings

Classification vs.
Performance

Highest Rated Principals
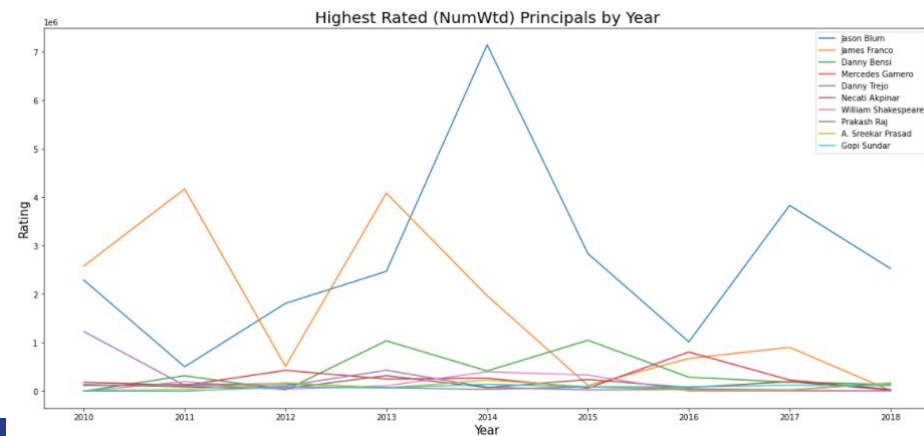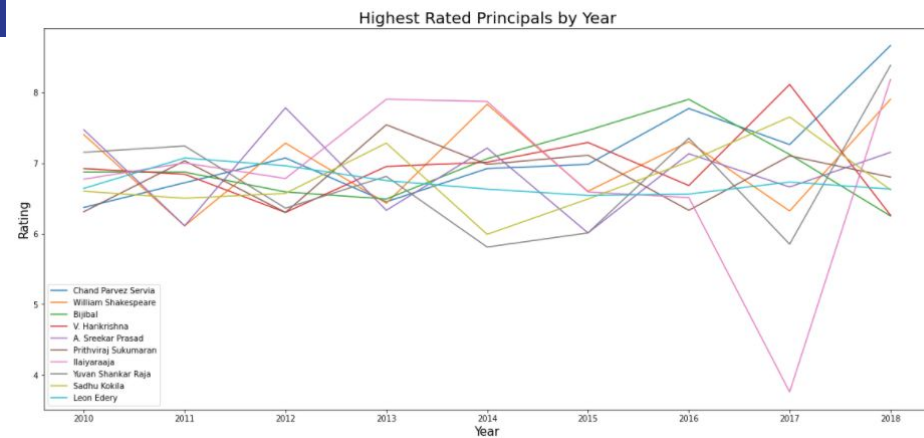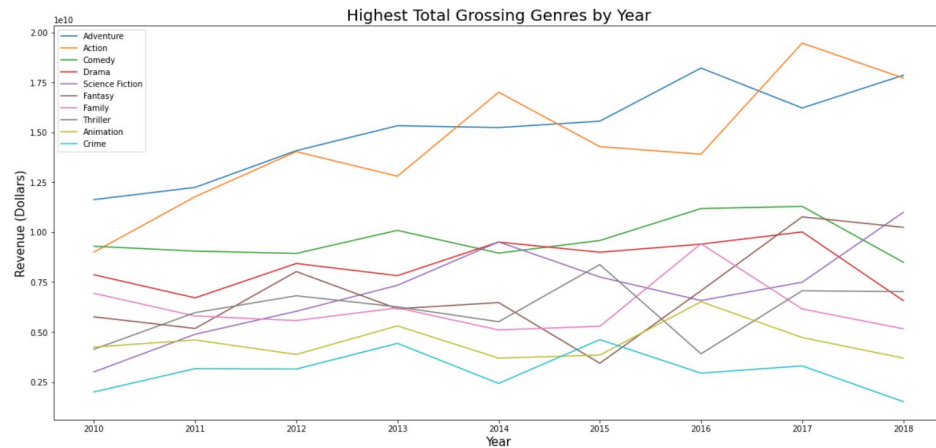
Highest Rated Genres

Highest Rated Genres by Year
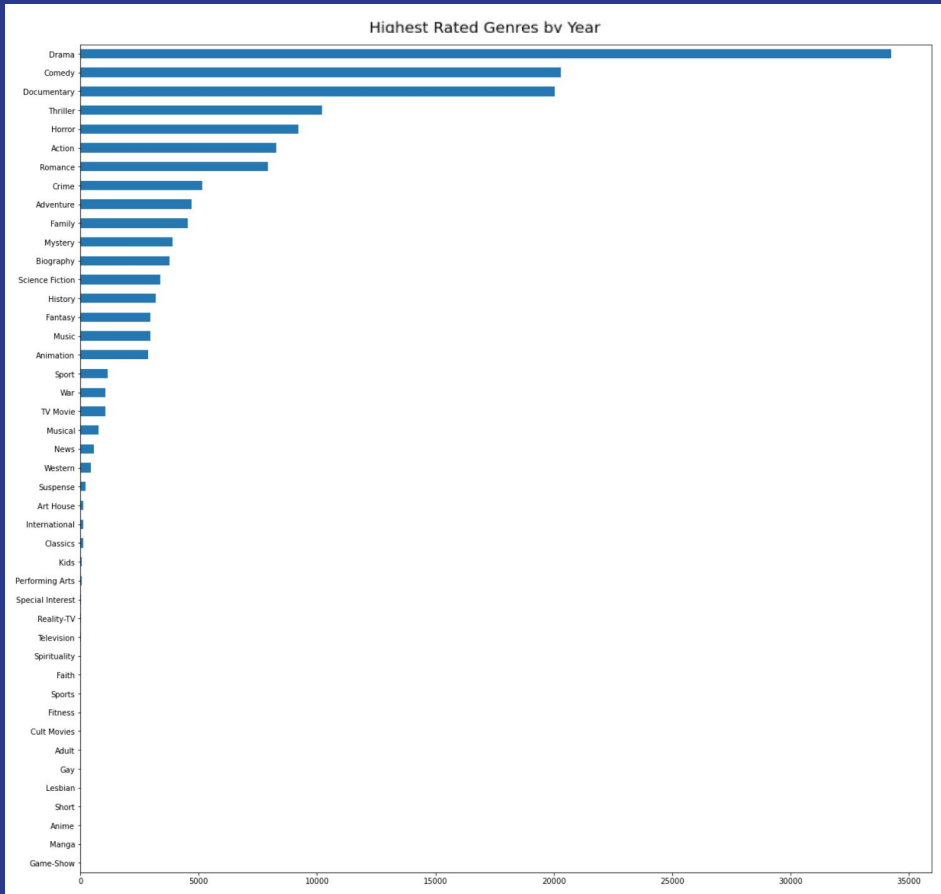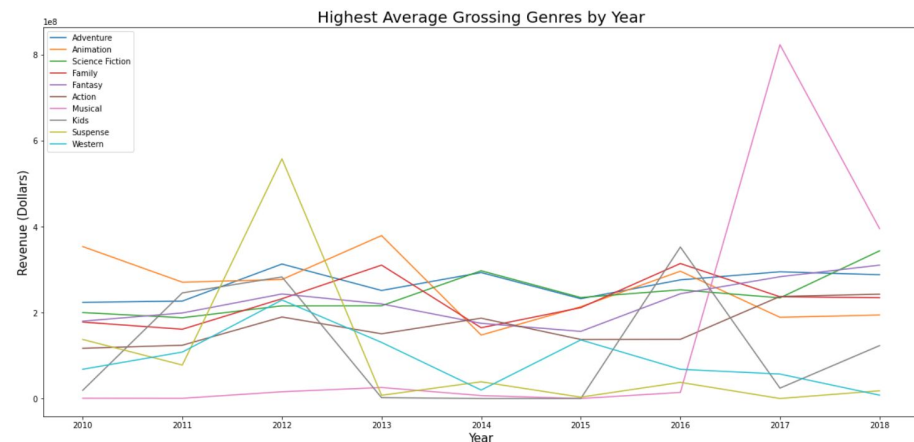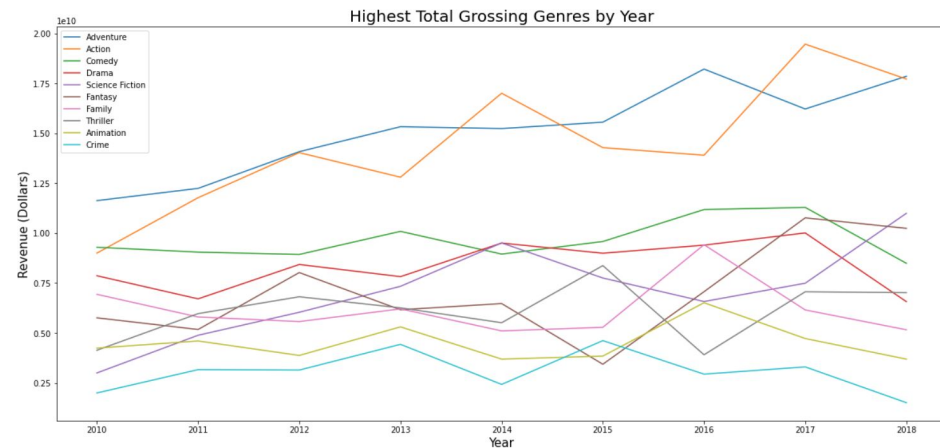
Highest Grossing Principals
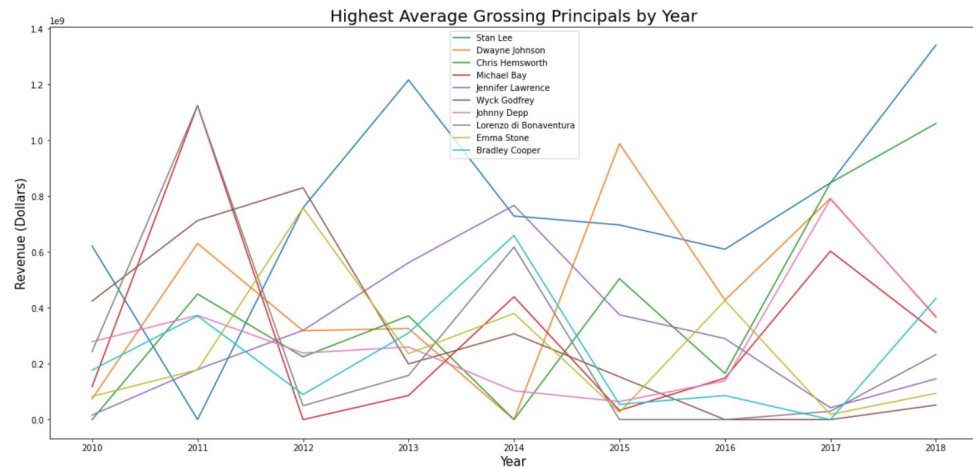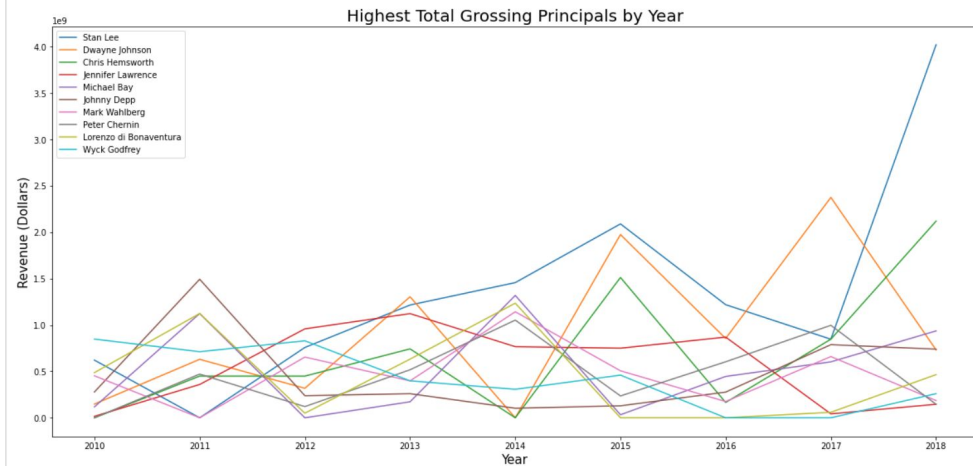
Highest Grossing Genres
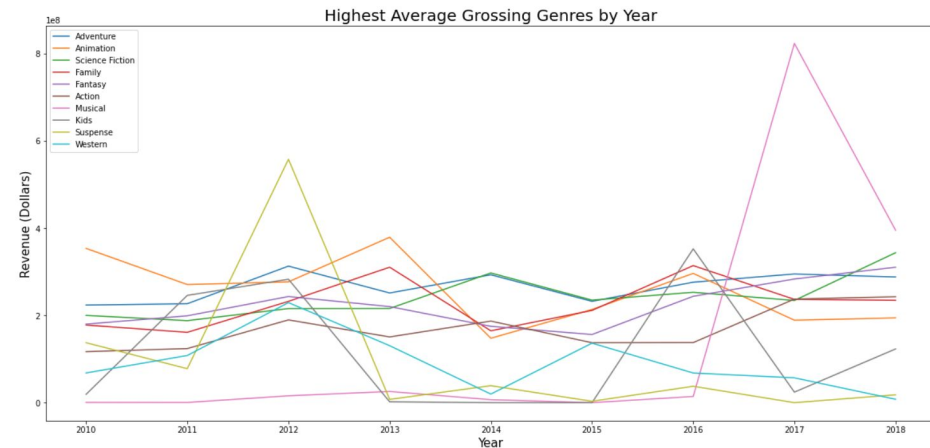
Recommendations

Leveraging Our Film Industry Insights

Future Work

1. Deeper Classification
2. Budget Information
3. Language Classification
4. Multiple Genre Analysis
5. More Robust Title Matching
6. Fill out Revenue Database

Thank You!

Questions? Concerns? Comments?