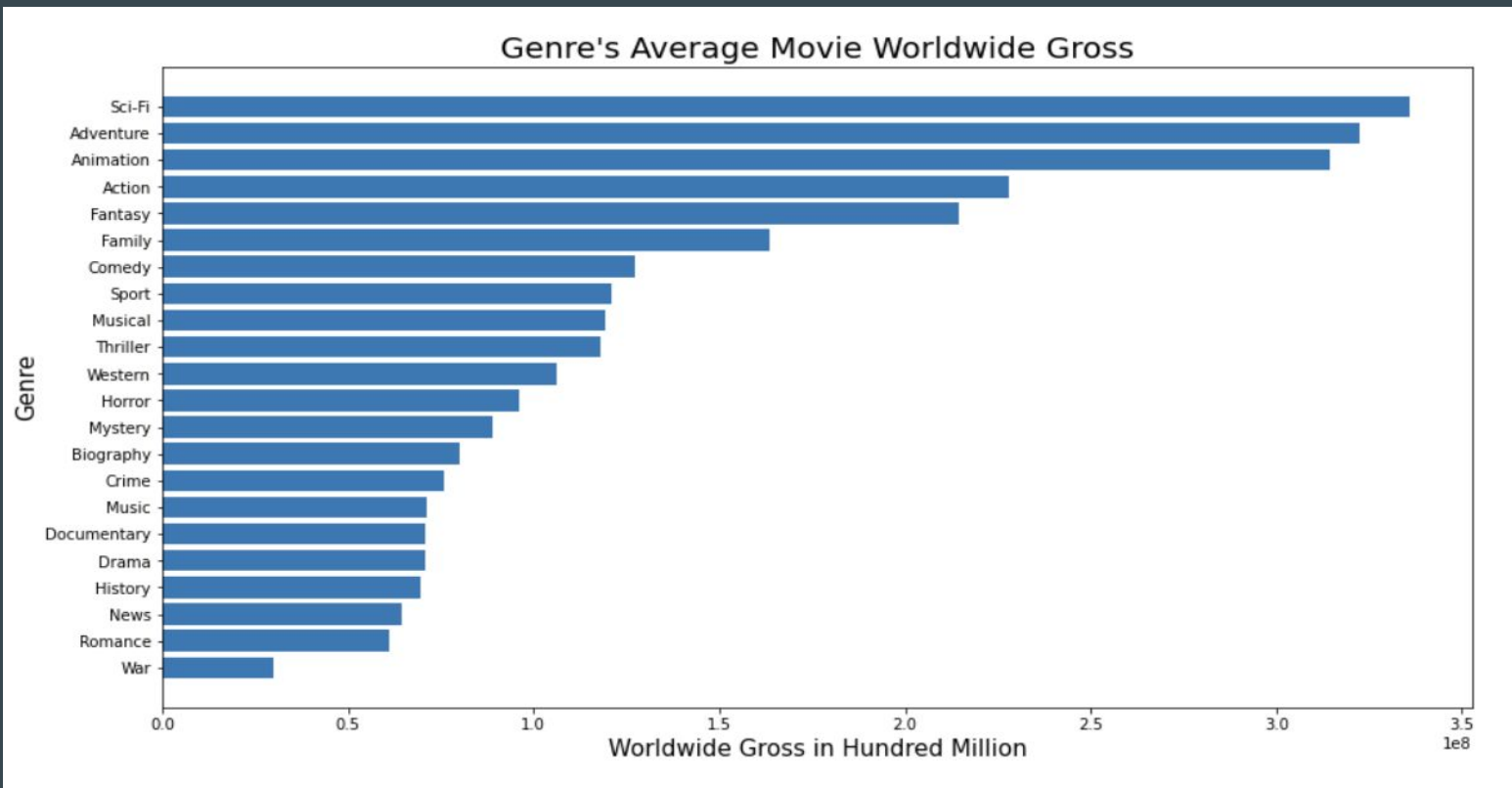# Movie Project

Lauren Petrillo

Business Problem

- Microsoft tasked us into helping them better understand the movie industry. As an incoming studio, they want three business recommendations to help them be successful.
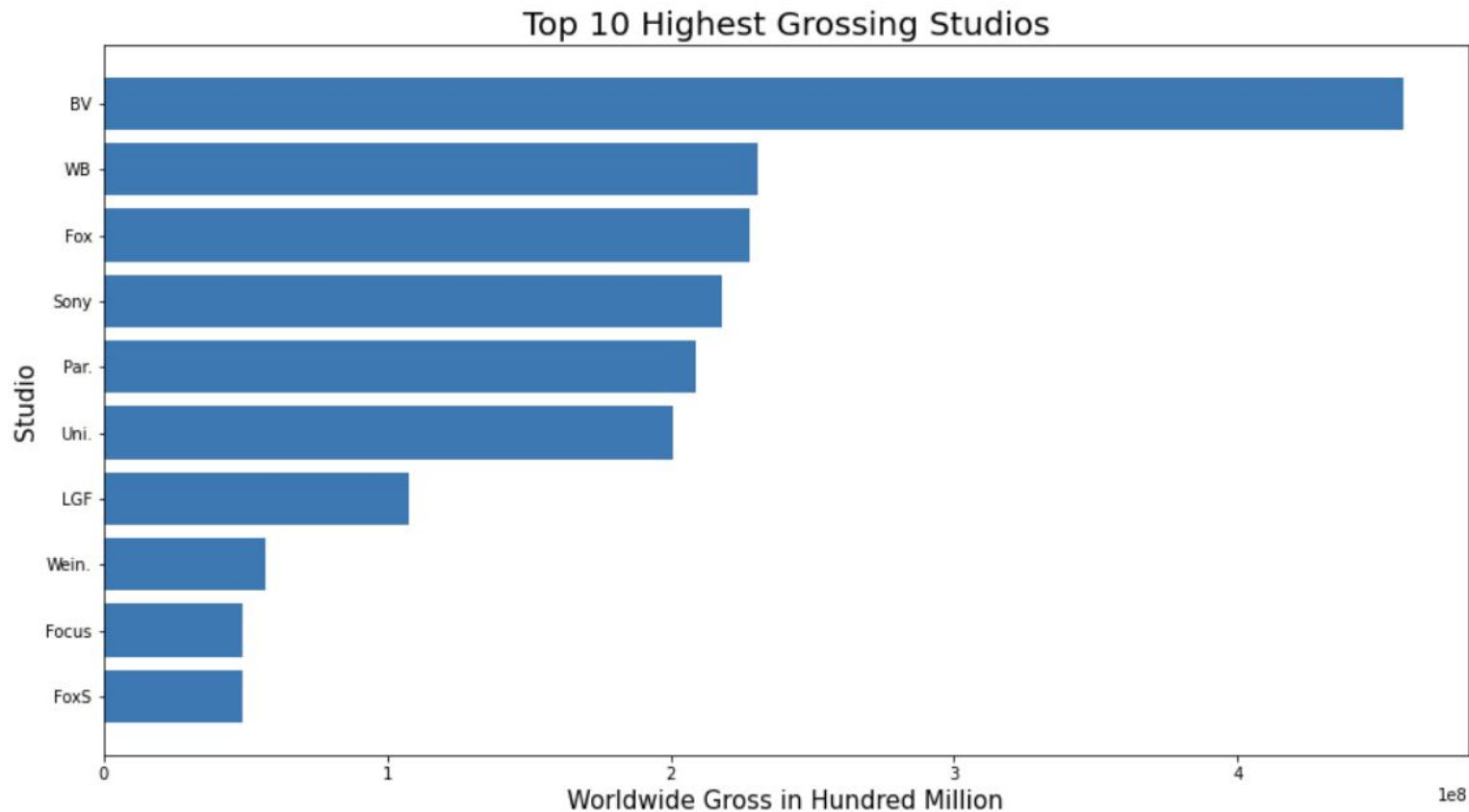
Overview

Exploring three areas to see what generates gross income:
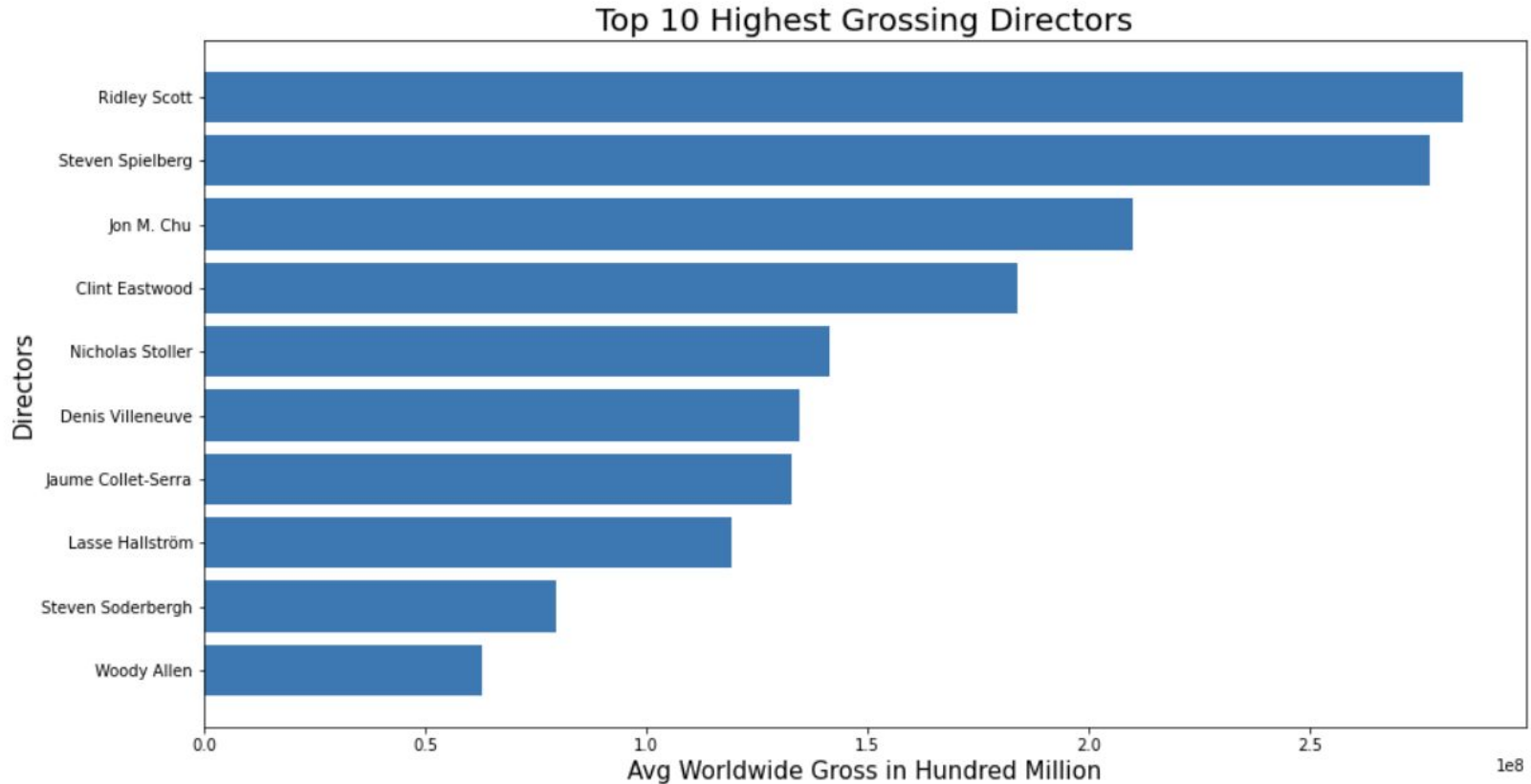
- Genre
- Movie Studios
- Directors

Highest Grossing Movie Genres

Genre's Average Movie Worldwide Gross

Highest Grossing Studios

Top 10 Highest Grossing Studios

Highest Grossing Directors

Recommendations

- Make movies that are Sci-Fi, Adventure, or Animation as they are the top genres that produce the most revenue.
- Study the target audience for the top movie studios BV, WB, and Fox. By studying the behavior/trends of consumers, we can capture their data on television rights, videos-on-demand, and streaming services.
- Hire popular directors--it can lead to higher revenue for movies.

Next Steps

Features to Explore:

- Movie Budget
- ROI
- Date the movie is released
- Target Audience

Thank You!

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