

BOX OFFICE

March 2020

Box Office Analysis for Microsoft

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March 2020

What areas to consider if Microsoft wants to get into Movie Making

Questions to be answered

Q1- How has the trend of the Movie Industry been in the last decade?

Q2- What seasons bring out most profitable movies?

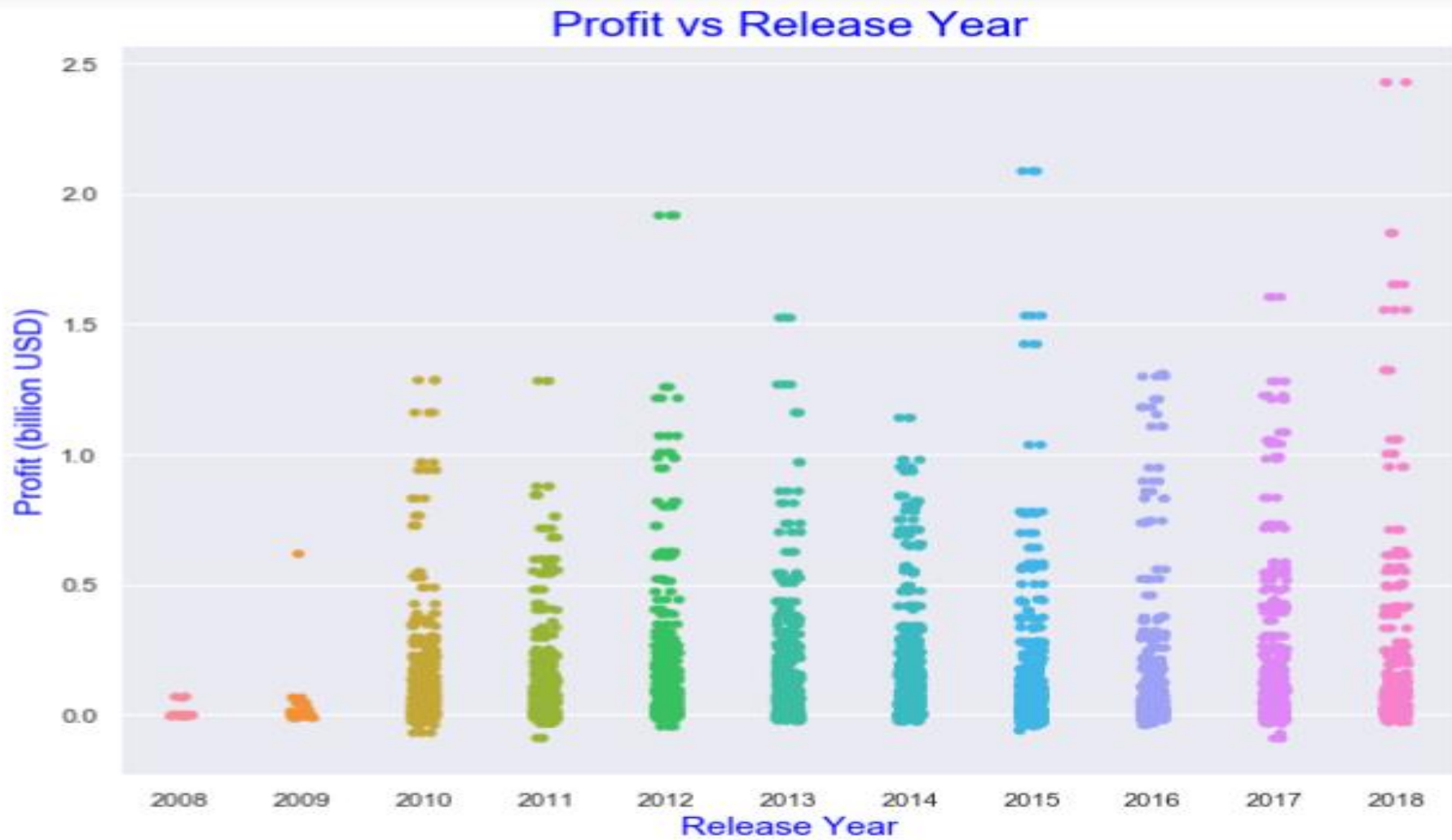
Q3- What are the most successful Genres?

Q4- What is the best season for each Genre?

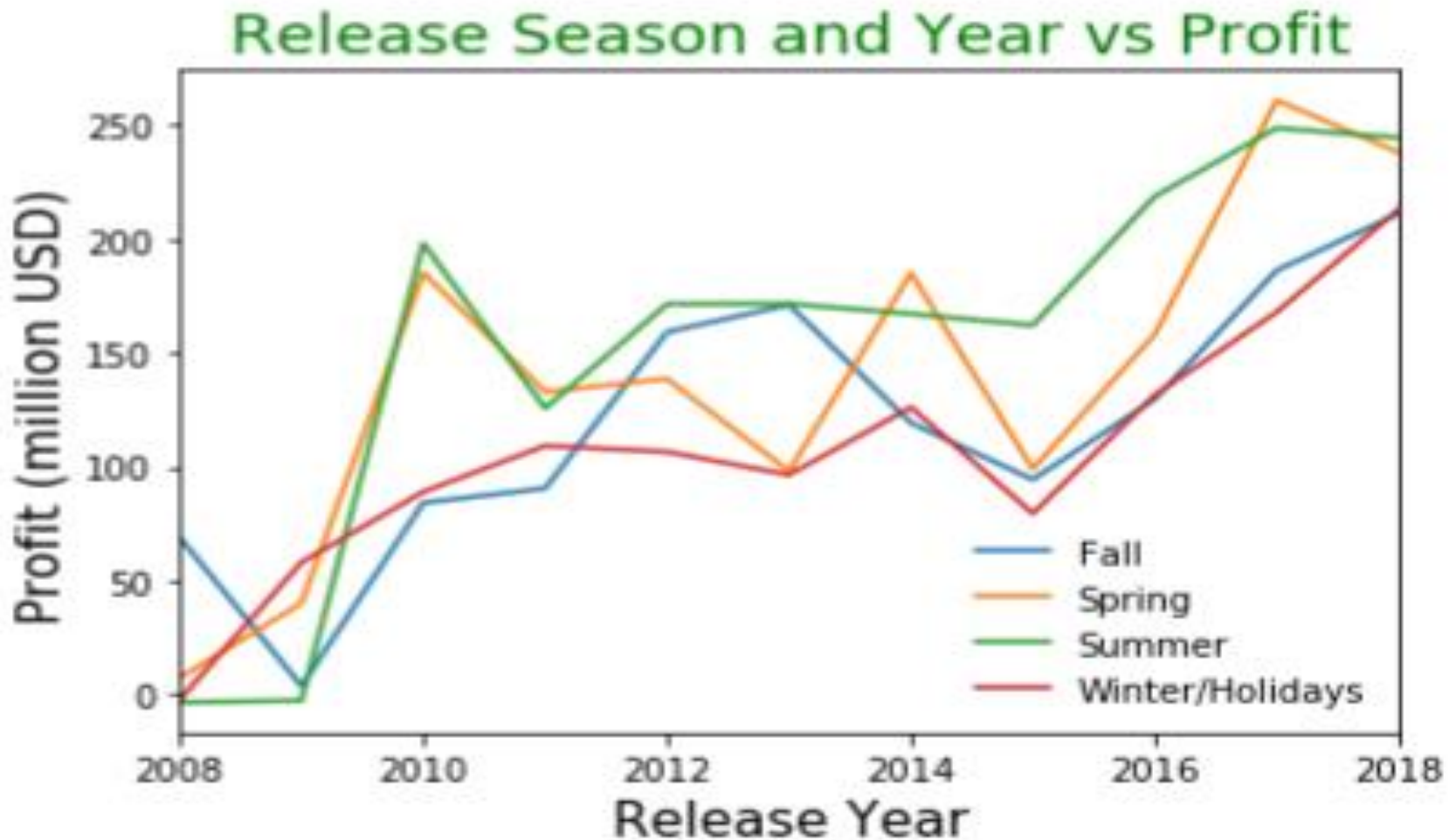
Q5- What has been the trend of Movie runtime by Genre?



OVERALL INDUSTRY REVENUE FOR THE LAST DECADE

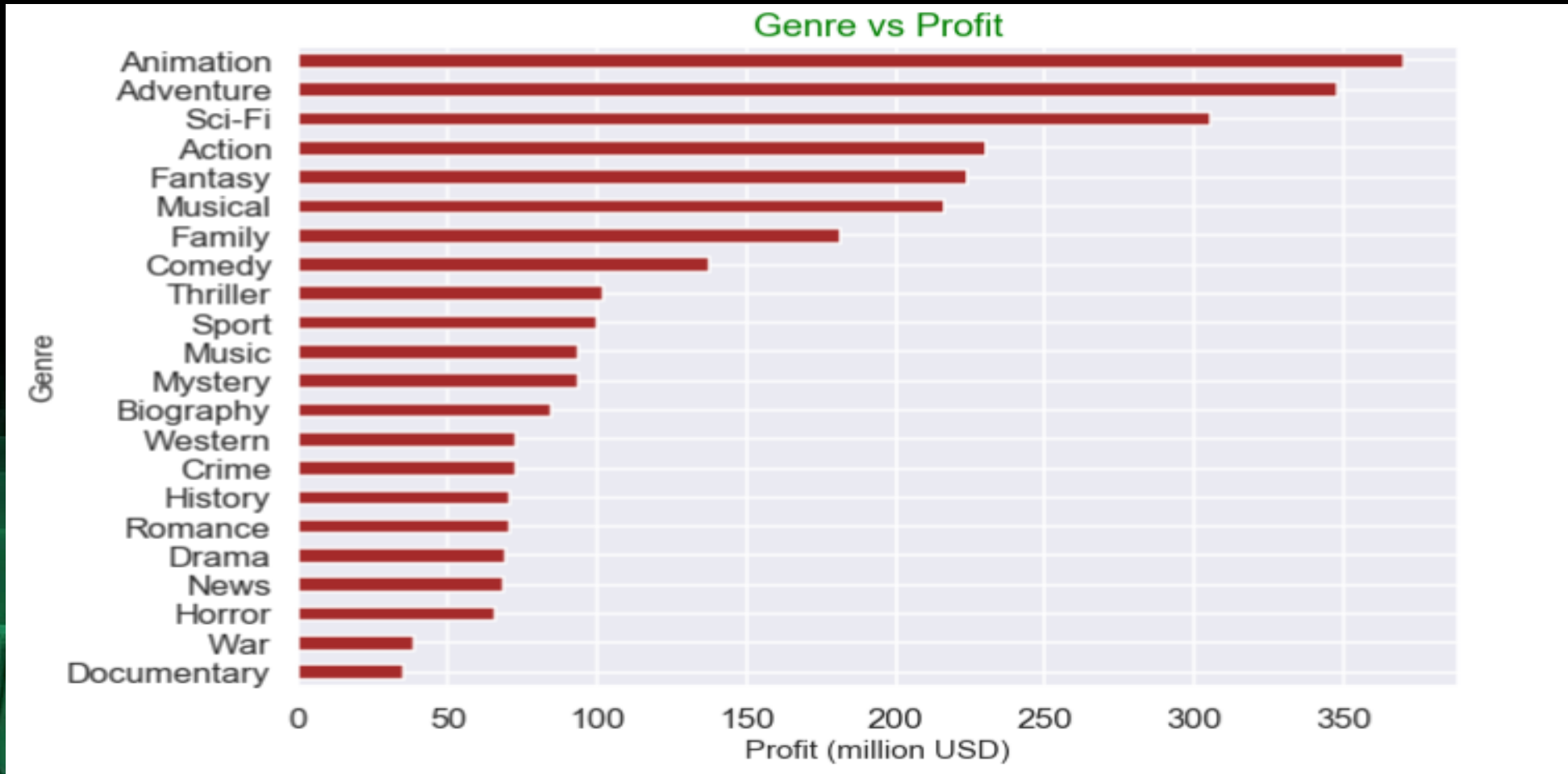


PROFIT BY SEASON AND YEAR



This shows us that Summer season is the best for Movie Releases

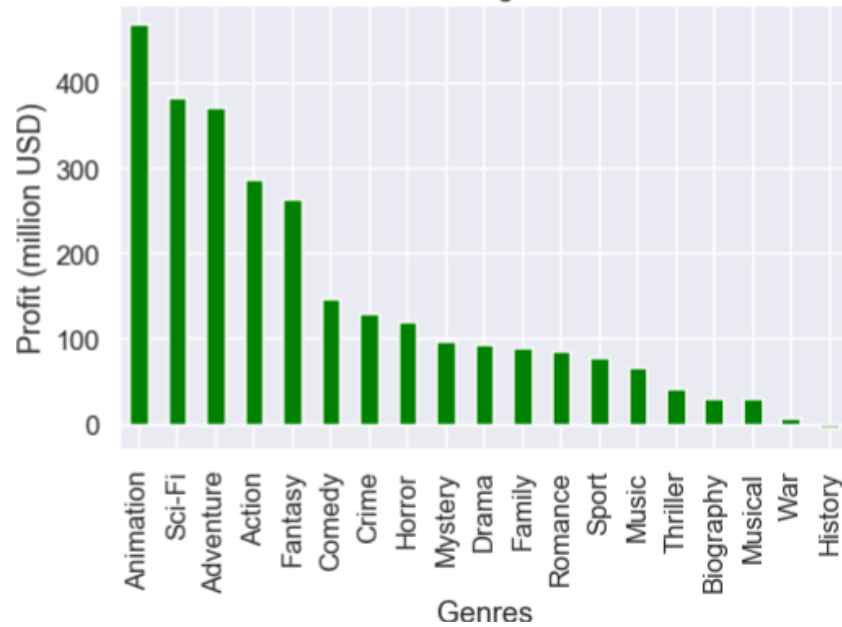
GENRE VS PROFIT



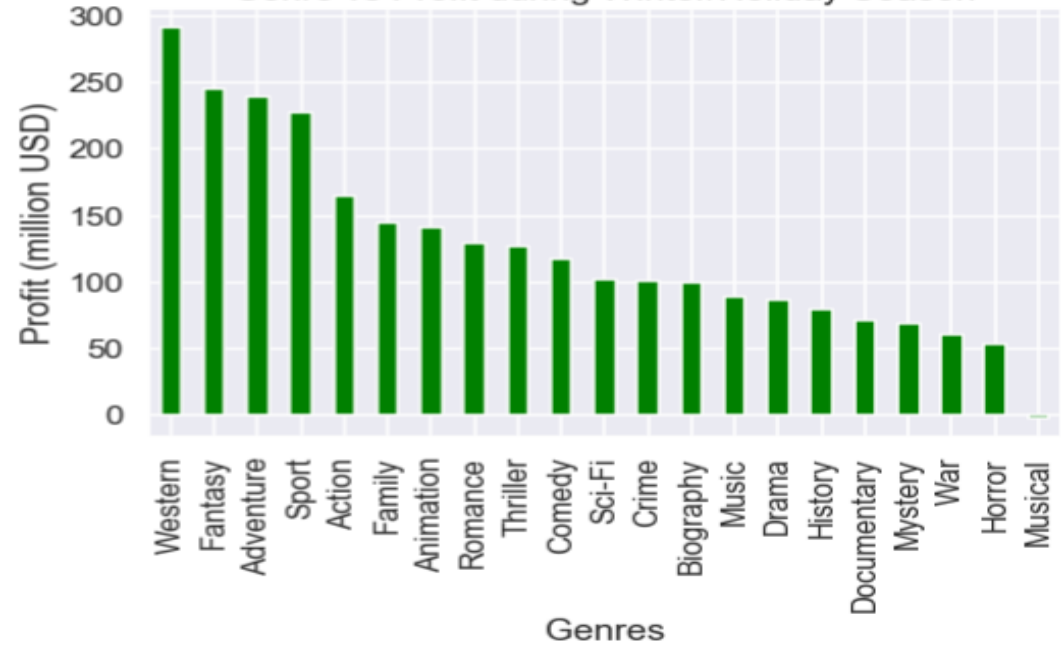
Our top 4 categories are Animation, Adventure, Sci-Fi and Action.

GENRE PROFIT BY SEASONS

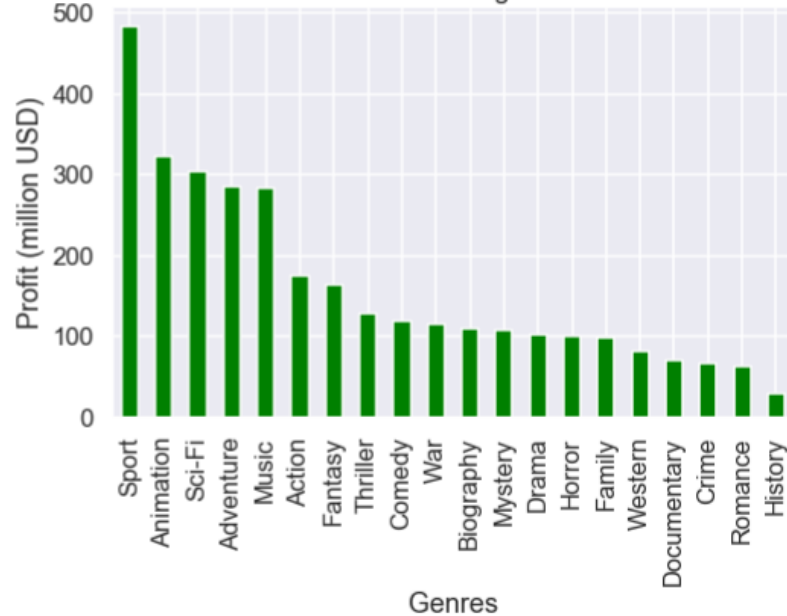
Genre vs Profit during Summer Season



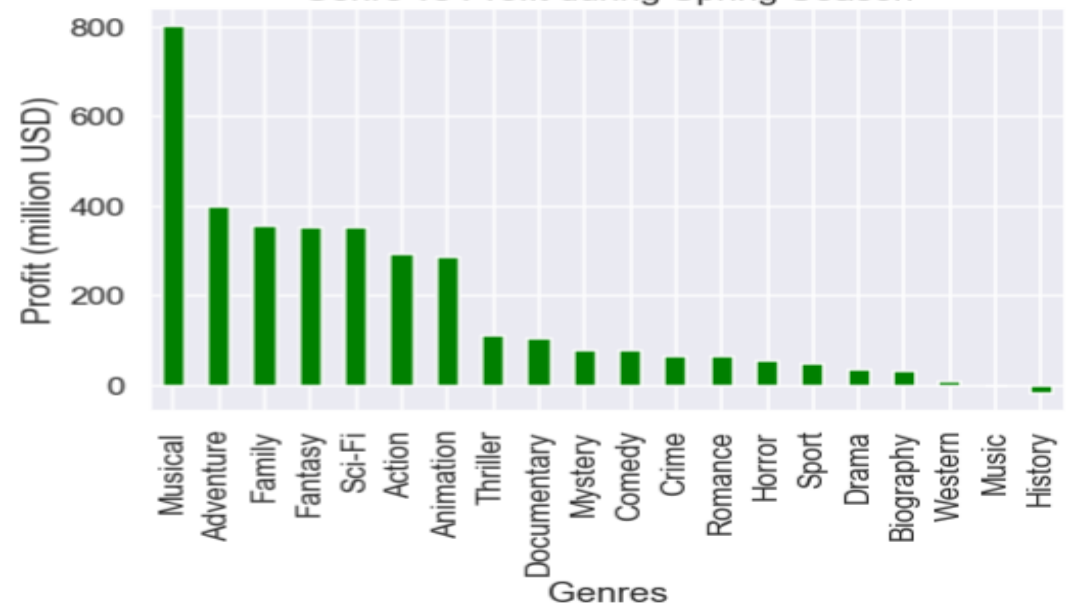
Genre vs Profit during Winter/Holiday Season



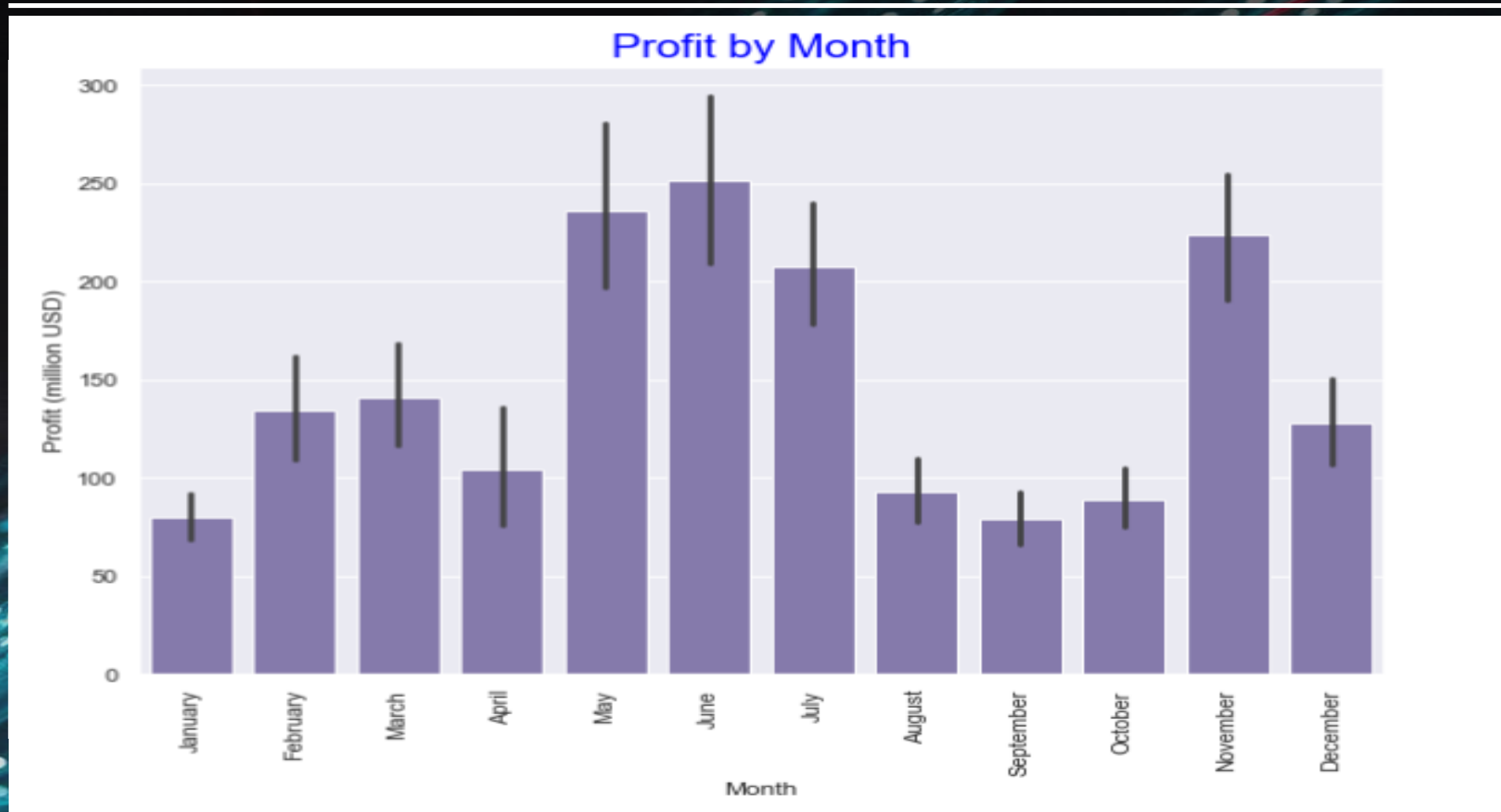
Genre vs Profit during Fall Season



Genre vs Profit during Spring Season



MONTH WISE TREND



Our best months for Movie Releases are May, June, July and November.

RUNTIME TREND ANALYSIS



RECOMMENDATIONS

- **Make an Action, Adventure, Sci-Fi or Animation movie.**
- **The best season for the movies to release are during Summer time.**
- **The movie runtime should be around 2.5 hours and 1.5 hours if Animation.**

LIMITATIONS : Limited data set. Need to explore more on factors such as the Cast of the movie, critic reviews.

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Q&A

THANK YOU